

COLORADO DEPARTMENT OF TRANSPORTATION

Safety and Traffic Engineering Branch



2007 ANNUAL REPORT



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Introduction

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

This report describes the Safety and Traffic Engineering Branch's goals and performance measures, provides an overview of each Program Area and describes in detail each project that was implemented in FY-2007.

Accomplishments

In FY-2007, the Safety and Traffic Engineering Branch continued to make marked progress toward its goals, as indicated by its performance measures. Examples of this progress includes the following.


Statewide seat belt use in 2007 was 81.1%. The Click It or Ticket mobilization included 94 law enforcement agencies.

Overtime DUI enforcement and sobriety checkpoints as well as successful community-based DUI prevention programs are examples of the Branch's approached to decreasing alcohol-involved crashes.

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

Acknowledgements

The FY-2007 Annual Report project team gratefully acknowledges the significant contributions of the Safety and Traffic Engineering Branch staff and the Public Relations Office staff. The leadership of Gabriela Vidal and Stephanie Olson, and program managers Dwayne Wilkinson, Glenn Davis, Rahim Marandi and Kirsten Jahn-Elfton was essential to the FY-2007 Annual Report process and content. The project team would also like to acknowledge the contributions of Heather Halpape, David Bourget, Ilana Erez, Mario Acevedo, Robin Rocke, Leslie Chase and Carol Gould.



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

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SPIRS Progress Report



The Colorado Strategic Plan for Improving Roadway Safety (SPIRS) focuses on four core strategies - education, enforcement, engineering and emergency services - that will work together to maximize the level of safety on Colorado's roadway system. Projects and programs administered by the Safety and Traffic Engineering Branch use these strategies to meet the Branch's mission to reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss to fellow Coloradoans.

This section of the FY2007 Annual Report presents the areas of focus detailed in the Colorado SPIRS along with the planned strategies for improving traffic safety statewide. Where possible, the most current data available is presented to demonstrate Colorado's progress toward achieving this mission. Each of the following sections match the program areas stated in the Colorado SPIRS. The remainder of the FY2007 Annual Report describes the individual projects undertaken by the Safety and Traffic Engineering Branch to achieve its stated safety goals.

Statewide Safety Program Performance Measures

All of the organizations working to improve the safety of Colorado's roadways strive to reduce crash rates and the severity of crashes. The following exhibits present trends in overall crash rates, injury and fatal crash rates as well as the Safety and Traffic Engineering Branch's performance goals for each. Within the Safety and Traffic Engineering Branch, these performance measures relate to every one of the Branch's program areas and projects.

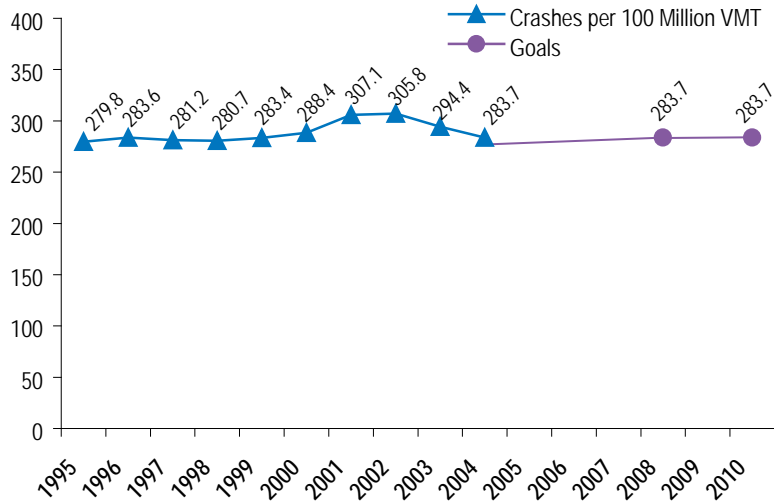
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Through 2004, total crashes per 100 million VMT appear to be declining.

Goal Reduce the total number of crashes per 100 VMT from a high of 307.1 in 2002 to 283.7 by 2008 and maintain through 2010

Note: 2005 and 2006 crash data not complete as of August 31, 2007. Revised VMT's per DTD affected 2003 and 2004 rates.

Source: Colorado Integrated Safety Plan, 2008-2013.

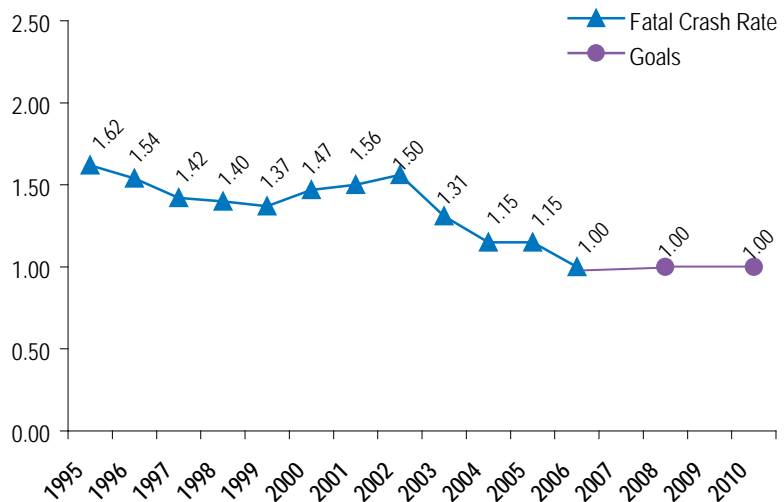


Colorado's fatal crash rate per 100 million VMT fell to 1.0 in 2007, meeting 2008 and 2010 goals.

Goal Reduce the fatal crash rate from 1.62 per 100 million VMT in 1995 to 1.00 and maintain through 2010

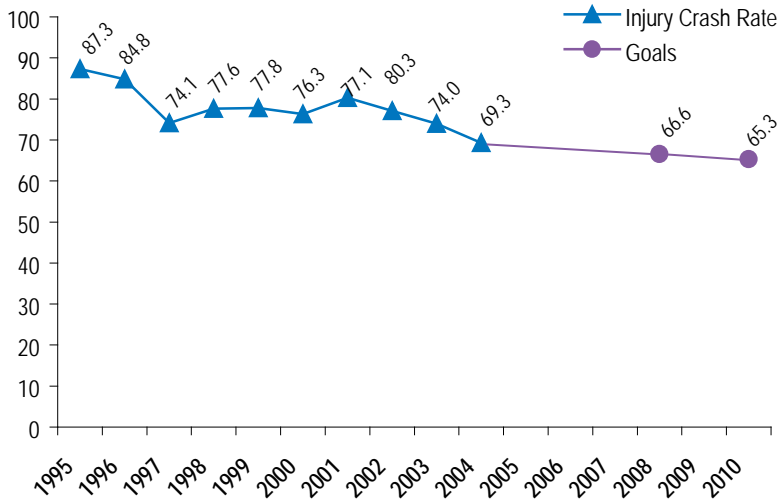
Note: Fatal crash rate of 1.0 is a US DOT goal for 2010.

Source: Colorado Integrated Safety Plan, 2008-2013.



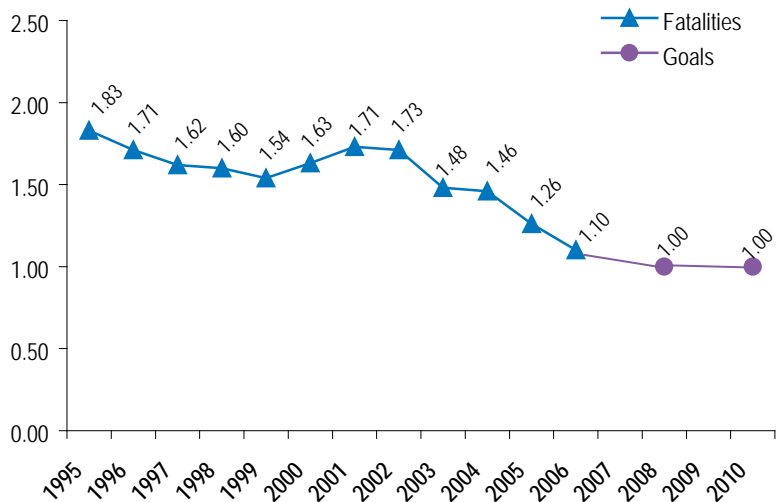
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Goal Reduce the injury crash rate from 87.3 per 100 VMT in 1995 to 66.6 by 2008 and 65.3 by 2010.
 Source: Colorado Integrated Safety Plan, 2008-2013.



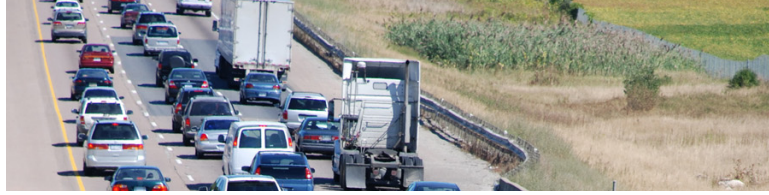
Colorado's injury crash rate per 100 million VMT continues on a downward trend.

Goal Reduce the fatality rate from 1.83 in 1995 to 1.00 by 2008 and maintain through 2010.
 Note: Fatality rate is measured in the number of people killed per 100 million vehicle miles traveled (100 MVM).
 Source: Colorado Integrated Safety Plan, 2008-2013.



Colorado's fatality rate per 100 million VMT has decreased sharply since 2001 and is on pace to meet the 2008 goal.

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Locations with Potential for Crash Reduction

Problem Statement

The responsible investment of resources in improving safety on Colorado's roadways is a difficult task. The objective is to maximize accident reduction within the limitations of available budgets by making road safety improvements at locations where it does the most good or prevents the most accidents.

Elements and Strategies

Implementing cost-effective safety improvement programs and safety enhancements on individual projects is dependent on the positive identification of problem areas. Methodologies are used to identify locations exhibiting an over-representation of specific crash types, (e.g., run-off-road crashes or intersection-related crashes) as well as to define over-represented crash types at planned engineering study sites.

Safety Improvement Strategies

The program will seek to minimize the consequences of leaving the road by providing adequate clear zones and installing improved roadside safety hardware such as bridge rail, guardrail and cable guardrail systems. Reduce crashes at intersections and provide funding for traffic signal installation or upgrades.

Select qualifying sites for safety improvement projects including the Federal Hazard Elimination Program and High Risk Rural Roads Program. Develop and implement comprehensive safety projects, statewide, at locations with potential for accident reduction.

Provide continuing support to involved stakeholders on traffic and roadway engineering studies and solutions.

Detecting and resolving safety problems that have developed in a particular location is the primary method of implementing necessary safety improvements and provides the best opportunity to achieve the objective of providing a safe and efficient transportation system. Often, this is accomplished simply as a response to a stakeholder's request for an engineering study or as an adjunct to a construction project.

FY2007 Programs

Four programs comprise the majority of CDOT's efforts to implement appropriate strategies to identify and reduce crashes at locations with high potential for safety improvements. These programs include: Federal Hazard Elimination, Hot Spots Program, Traffic Signal Program and the Safety Needs Resurfacing Program. Selection for the Federal Hazard Elimination program occurs every three years. In fall 2008, selection will be made for the 2010-2012 program year.

Locations with Crash Reduction Potential Performance Measures

The performance measures for the Locations with Crash Reduction Potential program area are reducing crashes and their severity.

Accomplishments

In FY2007, the Hazard Elimination program's roadway improvements resulted in 60 fewer crashes overall, and 72 fewer injury crashes.

Hazard Elimination Program Results

Location Description	Change in Accidents (Severity)				Type of Improvement
	PDO	Injury	Fatal	Total	
Canon Pitado	8	1	-2	7	Widening/Fencing along roadside
SH 285	15	-5	0	10	Upgrade signals, peds, mast arm
SH 2	-5	0	0	-5	Upgrade signals, peds, mast arm
56th Ave.	-15	-15	0	-30	Upgrade signals, peds, mast arm
32nd Ave.	5	-4	0	1	Upgrade signals, peds, mast arm
SH83A/SH24A (Academy and Platte Interchange)	-31	-25	0	-56	Upgrade signals, Rt turn lanes, signal coordination
SH6A/CR18 (Pine St)	0	1	0	1	Geometric improvements, Rt & Lt turn lanes, raised median, access
SH 40C / Potomac	7	-3	0	4	Lt turn lane, turn signal phase, markings
SH50A/Cottonwood in Canon City	12	0	0	12	New signal, raised median, signal coordination
SH38A (Fillmore) & Cascade	2	-3	0	-1	Upgrade signals, Lt turn lanes, increase radius
SH2A Dartmouth	-2	2	0	0	Upgrade signals, peds, mast arm, loop detection
SH2A Amherst	1	-2	0	-1	Upgrade signals, peds, mast arm, loop detection
SH2A Yale	-6	-7	0	-13	Upgrade signals, peds, mast arm, loop detection
SH88A (Federal)/Louisiana	12	9	0	21	Upgrade signals, peds, mast arm
SH88A (Federal)/Arkansas	-3	-6	0	-9	Upgrade signals, peds, mast arm
SH88A (Federal)/Florida	25	-1	0	24	Upgrade signals, peds, mast arm
SH88A (Federal)/Colorado Aves.	-1	-3	-1	-5	Upgrade signals, peds, mast arm
SH88A (Federal)/Yale Ave	-10	-4	0	-14	Upgrade signals, peds, mast arm, loop detection
SH88A (Federal)/Dartmouth Ave	1	-7	0	-6	Upgrade signals, peds, mast arm, loop detection
SH115A from SH50 to Arkansas River Bridge	1	1	0	2	Add two way left turn lane and restrict access w/curb and gutter
SH67D @ County Road Intersection (MP 77.50)	-1	-1	0	-2	Left turn lanes, widen highway
Total change in accident severity from Hazard Elimination	15	-72	-3	-60	



Rockfall

Problem Statement

Rockfall hazards have been the direct cause of several traffic accidents, traffic delays, injuries and fatalities along Colorado's mountain corridors. As tourism increases so will traffic volumes along these roadways. Rockfall is recognized in Colorado as a significant natural hazard that is sporadic and unpredictable. The purpose of implementing rockfall mitigation is to reduce the risk of rockfall at specific locations. Over 750 locations statewide are recognized as having chronic rockfall hazards.

Elements and Strategies

- Perform site inspections during project construction of all rock cuts;
- Identify first responders to rockfall-related emergencies;
- Develop a rockfall mitigation emergency contractor list;
- Modify rock slope design, as necessary, to accommodate the anticipated rockfall hazard and rockfall protection;
- Evaluate and prioritize rockfall locations by using a Rockfall Hazard Rating System. The system combines slope data, traffic data and geological data to rank rockfall sites according to the severity of the rockfall risk; and
- Prioritize rockfall locations according to their hazard ranking.

FY2007 Programs

To implement the Rockfall Program, the Safety and Traffic Engineering Branch works closely with the Materials Branch. A Rockfall Mitigation Project Plan has been developed and projects are underway. In FY2007 rockfall mitigation was scheduled at four locations, one location on I-70 at Georgetown Hill and three locations on US 6 in Clear Creek Canyon. These sites were combined into two projects, bundling the sites by corridor. Construction for both projects was completed this past summer. The I-70 project, however, is still open because it was expanded in order to initiate a rockfall evaluation and design program needed for our FY2009 work on Georgetown Hill.

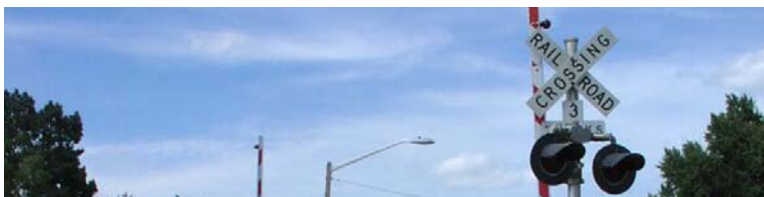
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Performance Measures

- Measure the completion percentage of the sites listed in a Rockfall Mitigation Project Plan.

Accomplishments

Rockfall mitigation is planned for 25 projects from 2006 through 2012. To date, construction is complete at 6 sites (25% complete). The Rockfall Program also responded to emergency, project and maintenance requests for rockfall assistance at 47 locations statewide.



Rail Road Crossings

Problem Statement

Roadway-railroad intersections involve two distinct modes of transportation with different operating authorities and operating characteristics. Roadways and railways may intersect at-grade, or may be grade-separated by a bridge or other structure that carries the roadway over or under the railway. The majority of Colorado's rail-roadway crossings are at-grade, where most accidents occur. Providing sufficient advance notice of the crossing, alerting drivers of a train's approach or presence and, as appropriate, physically preventing vehicles from entering the crossing, are approaches to address safety at rail-roadway grade crossings.

Elements and Strategies

Strategies for improving at-grade crossing safety range from upgrading warning devices and building grade-separated structures to providing public education campaigns and increasing law enforcement efforts, among other strategies.

Consolidation or closure of unnecessary crossings improves safety by eliminating accidents at the closed crossings and by allowing limited safety funds to be concentrated on the remaining crossings. This approach, which is strongly endorsed by the federal government, is also evaluated for feasibility before the design of active warning devices is initiated.

FY2007 Programs

The Safety and Traffic Engineering Branch works closely with the Public Utilities Commission and the railroads to implement the railroad projects. CDOT regions and local communities request

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assistance with improving railroad crossing safety through CDOT's Rail Crossings Protection Program. Projects for this project are selected every three years, and selections for 2009-2011 were recently completed.

Rail Road Crossing Performance Measures

- Strive to increase the number of passive railroad crossings that are upgraded with active warning devices.
- Strive to limit new and eliminate existing at-grade railroad crossings on Colorado roadways.
- Identify accident-prone railroad crossings and crossings with heavy violations (e.g. failure to yield, failure to stop at stop signs, driving around gates) and target those crossings for frequent patrol.
- Strive to reduce total accidents at highway-rail crossings.

Accomplishments

In FY2007, six rail road crossings were updated. As detailed in the table below, these improvements resulted in one less crash. CDOT also completed sixteen projects that resulted in upgrading passive highway-rail crossings with active warning devices (e.g., installation of lights, automatic gates, etc.). CDOT also eliminated seven at-grade crossings by either relocating the railroad alignment or constructing a grade separation structure. No new at-grade crossings were added to the existing State Highway system. Furthermore, CDOT identified eleven candidate highway-rail crossings that will have safety upgrades completed in fiscal year 2008. CDOT recently completed safety evaluations on 35 crossings and identified eleven potential candidates for safety improvements in FY 2009 through 2011. In the coming years, CDOT will assess the effectiveness of the safety measures at the highway-rail crossings by comparing "before and after" accident data (see table below).

Railroad Crossing Upgrades

Location Description	Change in Accidents (Severity)				Improvement Made
	PDO	Injury	Fatal	Total	
SH 40 W/O CR 70 Crossing 253-678V	-1	0	0	-1	Railroad Crossing Upgrades
SH 65 N/O SH 92 Crossing 254-031B	0	0	0	0	Railroad Crossing Upgrades
SH 133 W/O Hotchkiss Crossing 254-047X	0	0	0	0	Railroad Crossing Upgrades
SH 92 E/O Hotchkiss Crossing 254-051M	0	0	0	0	Railroad Crossing Upgrades
SH 394 S/O Craig Crossing 254-711W	0	0	0	0	Railroad Crossing Upgrades
US Hwy 550 Crossing 253-709S	0	0	0	0	Railroad Crossing Upgrades
Total change in accident severity from upgrades	-1	0	0	-1	

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Access Management

Problem Statement

Access management has proven to play a significant role in creating safer transportation facilities through the reduction of traffic conflict points and crashes.

Elements and Strategies

To protect public health and safety and to maintain smooth flow of traffic, Colorado has implemented a State Highway Access Code to control access points to State Highways. Local agencies should consider developing a similar approach.

FY2007 Programs

The Safety and Traffic Engineering Branch leads this statewide effort and the program is administered either by a CDOT region or a local agency. The Local Agency manual provides guidance on right of way issues. Throughout the year, consolidation of driveways on properties that have more than one access point onto a state highway, installment of raised medians, implementation of Access Control Plans for certain corridors, reduction or elimination of access points within critical areas of intersections and relocation and modification of existing access points are some of the safety improvements routinely made by the Access Management Program.

Access Management Performance Measures

- Consolidate or remove access points when possible.
- Reduce the number of conflict points near intersections that create safety and congestion problems.

Accomplishments

From January 1, 2007 to December 20, 2007, CDOT regions have issued 120 permits to either close, modify or consolidate access points. These measures have been proven to reduce crashes, increase roadway capacity and increase level of service.

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Roadway Engineering Safety

Problem Statement

A roadway engineering safety program should successfully address the reduction of crash rates and severity. It should be data driven and should identify locations that have the potential for accident reduction. Between 1999-2003, Colorado's population and vehicle miles traveled increased by 26.2% and 33.5%, respectively. During this same time period, fatal and injury crash rates decreased by 14.0% and 21.3%, respectively.

Elements and Strategies

The following elements and strategies should be included in the development of a roadway engineering safety program:

- Provide roadway safety education seminars for local personnel responsible for traffic engineering;
- Provide flagger training for local personnel through the Colorado Local Technical Assistance Program;
- Offer training classes to traffic safety professionals;
- Provide technical publications to the public; and
- Reward maintenance and construction personnel for contributing to roadway safety.

FY2007 Programs

The Roadway Engineering Safety program combined engineering and education strategies. Engineering solutions include Traffic Safety Engineering studies for small Colorado communities. In FY2007, five studies were completed and an additional five studies were initiated. Through the Signs for Small Communities task more than 283 signs were posted in three small towns to improve roadway safety. The program also trained more than 145 individuals from local entities in basic traffic engineering at seminars across the state.

Roadway Engineering Safety Performance Measures

- Evaluate roadway engineering safety program effectiveness every four years.

Continued >

- Train approximately 130 individuals annually from local entities in basic traffic engineering.
- Provide at least six traffic engineering studies per year for towns with populations of 20,000 or less.

Accomplishments

- Recommendations from the November 2006 evaluation were incorporated into future traffic and safety study programs
- The basic traffic engineering training program received high ratings but since this is the third straight year of declining attendance, the program will be revamped for FY2008.
- Traffic engineering studies were completed on communities with more complex traffic and safety issues than previous years studies so the allocated resources only provided for five studies.



Traffic Crash Data Systems

Problem Statement

Timely, accurate and reliable information is critical to making decisions and effectively managing transportation safety programs. Problem identification, efficient allocation of resources and the measurement of results all depend on the availability of data and information. One of the most important challenges facing safety stakeholders is understanding and using information to the greatest advantage.

In order to develop effective transportation safety programs, comprehensive information on existing traffic safety problems is critical. The development and management of safety and traffic information systems in Colorado is essential for the development of a strategic plan. The history of crashes in Colorado is illustrated below.

Elements and Strategies

- Strengthen the organizational structure for guiding improvements to Colorado's Traffic Records System;
- Establish common standards (e.g., data dictionary) to ensure compatibility of data and data systems;

Continued ▷

- Meet user requirements for traffic safety information;
- Ensure expeditious collection, management and accurate transfer of data among state and local jurisdictions;
- Provide an environment for data-driven analysis, decision making, policy formulation and resource allocation;
- Develop an event-based, collaborative data warehouse and ensure that crash and citation information, including emergency medical services, pre-hospital and court disposition data, are transferred electronically to the data warehouse from the source of the information;
- Evaluate the effectiveness of programs or legislative changes through the use of this comprehensive information; and
- Work in collaboration with state and local agencies to determine the impact of driver behavior on the number and severity of crashes.

FY2007 Programs

In FY2004, the Traffic Records program underwent an assessment. To date, 19 of the 80 recommendations have been completed, 23 are in progress and the additional 29 are being contemplated for future work. Efforts to enhance the traffic records system range from providing GPS equipment to local law enforcement agencies to increase the precision of crash location data to working to increase the speed with which crash data are submitted and entered into the data warehouse system. CDOT continues to conduct a statistically representative observational survey of seat belt use and seeks to use innovative statistical methods in the problem identification process.

Performance Measures

- Create a statewide coalition of state and local agencies that will address each of the 80 traffic records recommendations through strategic planning by 2008.
- Fully-automate traffic records data system by 2010.
- Improve timely collection of data from two years to thirty days by 2010.

Accomplishments

Through the STRAC committee, CDOT has created a statewide coalition of state and local agencies that is working to address the recommendations from the Traffic Records Assessment. Software and hardware to automate the traffic records data system are either

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in development or have been selected for purchase. The recent purchase of a scanner will improve the speed of data collection once software to connect the scanned documents to the database is complete.



Work Zones/Cone Zones

Problem Statement

In Colorado, from 1994 to 2003, work zone accidents increased at a faster rate than overall accidents. However, in 2004, work zone accidents decreased. Work zone safety programs improve traffic safety on Colorado roadways by decreasing fatal and injury crashes in work zones. Preliminary evidence of these programs' impact can be seen in the decrease in overall work zone accidents from 2,406 in 2003 to 1,886 in 2004.

Elements and Strategies

- Develop new work zone standards that include nighttime work zone plans, and develop and implement procedures and specifications that can be implemented in response to special nighttime work zone situations;
- Issue bilingual updated work zone safety guidelines and training materials for industry personnel;
- Revise legislation to strengthen laws governing traffic violations in work zones and create a construction workers' safety account. Funding may be used for work zone safety signage, equipment, and additional enforcement for roadway work zones;
- Encourage the implementation of SAFETEA-LU Section 1402 (Worker Injury Prevention And Free Flow of Vehicular Traffic) statewide at all levels of work zone safety;
- Continue increased media and enforcement activities stressing motorist safety within work zones;
- Provide police enforcement in work zones;
- Conduct traffic control reviews of active construction and maintenance projects;

Continued >

- Improve the quality of temporary traffic control; and
- Evaluate the overall quality and effectiveness of work zone traffic control, identify areas where improvement is needed, facilitate open discussion of traffic control issues and address and correct project-specific and general work zone issues.

FY2007 Programs

The Safety and Traffic Engineering Branch works closely with federal partners, CDOT regions, CDOT's Public Relations Office and the maintenance branch to design and implement work zone safety program. In FY2007, the program combined aggressive law enforcement with public education strategies. In FY 2007 there were no injuries to CDOT maintenance workers in zones protected by the Colorado State Patrol's work zone enforcement. Through the Positive Work Zone Protection Device program CDOT will provide its maintenance forces their first mobile modular traffic control safety device which will protect against vehicle intrusions into the work areas of both stationary and mobile operations on high speed multi-lane facilities.

Work Zones/Cone Zones Performance Measures

- Reduce construction and maintenance work zone crashes by 5% by 2010.
- Increase public awareness of work zone safety requirements of the driver by increasing the number of campaigns from two in 2006 to four by 2010.

Accomplishments

In FY2007 there were no injuries to CDOT maintenance workers in zones protected by the Colorado State Patrol. A trailer-mounted Traffic Control Safety Device will be in-service in mid-2008. The Public Relations Office's "Slow for the Cone Zone" campaign included paid media which reached Coloradoans in 30 counties and earned media resulted in 55 stories. The "Slow for the Cone Zone" campaign coincided with overtime enforcement by five agencies, including the Colorado State Patrol.

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Wildlife

Problem Statement

Wildlife in Colorado pose a significant safety hazard to users of the state's transportation infrastructure as evidenced by the steady increase in the number of Animal Vehicle Collisions (AVC) over the past decade. According to State Patrol data, 24,747 AVC were documented on Colorado roadways between 1993 and 2004. Of these, 18 were reported as fatalities, 2,241 as injuries and 22,488 as Property Damage Only (PDO). The number of accidents per year has increased steadily over time. In 1993, the number of AVC reported was 1,096. In 2004, the number was 3,196, an increase of almost 300% over twelve years. Unless specific efforts are made to alleviate these collisions the number of AVC is likely to continue to increase. The number of accidents caused by the presence of an animal on the roadway consisted of 11.9% of the total crashes investigated by the Colorado State Patrol on state roadways.

Elements and Strategies

Roadways are built in virtually every habitat in Colorado including those with high densities of deer and elk. Often these roads form a barrier or partial barrier to natural wildlife movement. AVC are the result of failed attempts of wildlife to cross this barrier.

In general two major groups of factors affect AVC rates: 1) traffic volume and speed; and 2) proximity of roads to habitat cover and wildlife movement corridors. Both of these factors can be adjusted to reduce AVC.

In 2006, Colorado State University conducted phase 1 of a research project funded by CDOT titled "Roadway Corridor Wildlife Mitigation/Habitat Connectivity Study" (Crooks, et al. 2006). The CSU study identified locations where large mammals attempted to cross roadways and prioritized these segments based on human health and safety concerns using 18 years of AVC data. Their prioritization of the most important 5-mile roadway segments in the state is based on AVC data. These are the segments where mitigation efforts will be the most critical, because they have the most animal-vehicle collisions, and thus are of the highest safety concern in the state. Potential mitigation strategies for reducing the number of AVC include:

- Wildlife fencing;
- Construction of wildlife underpasses or overpasses;

Continued ▷

- Lower speed limits;
- Warning signs;
- Roadway lighting systems;
- Habitat alteration;
- Raising public awareness.

FY2007 Programs

In FY2007 the Safety and Traffic Engineering Branch's work to mitigate AVCs included: a project in Region 5 currently under construction that includes wildlife detection systems, a reflector project SH 40 and a nighttime speed limit test on SH 13 was completed. In addition, research was completed in June 2007 on the effectiveness of ledges in culverts for small mammal passage.

Performance Measures

- Identify the highest priority roadway segments in the state based on Animal Vehicle Collision (AVC) rates, and evaluate the effectiveness of roadway underpasses for certain wildlife species.
- Compare the "before" and "after" rates of AVC and evaluate the success of the mitigation.
- Collect, compile and distribute AVC data to stakeholders.

Accomplishments

The Safety and Traffic Engineering Branch's wildlife program is working to make progress on the performance measures while concurrently completing needed projects across the state.



Occupant Protection

Problem Statement

Overall safety belt usage by adult occupants of vehicles has increased substantially from 50% in 1990 to 81.3% in 2007. Child safety seat use has increased from 79% in 1997 to 83.1% in 2007. Safety belt usage for children ages 5 to 15 has also increased from 48.8% in 1997 to 69.7% in 2007. Rural areas of the state have lower safety belt usage rates (77%) than the state as a whole, as do drivers and passengers of pickup trucks (60.6%).

Continued >

Safety belt programs strategically targeted to high-risk populations including children, teens and pick-up truck drivers are essential to increasing safety belt use. The following cities and counties have low safety belt use: cities of Loveland, Thornton, Longmont, Lakewood, Pueblo and Arvada; and the counties of Saguache, Costilla, and Conejos. This also includes the cities and counties along the Western Slope and Eastern Plains.

Elements and Strategies

- Provide training support to law enforcement to support Colorado's restraint laws;
- Provide occupant protection education to parents, caregivers, and to the general public;
- Educate teen drivers. Colorado's teen safety belt programs will educate teens in safety belt use and other teen driving safety issues, including the Graduated Driver License (GDL) program;
- Participate in and support the Statewide Teen Motor Vehicle Leadership Alliance to comprehensively address teen driving issues;
- Continue traffic safety programs focusing on minorities and involving community organizations to educate adults and children;
- Target child passenger safety and booster seat usage, by supporting "CPS Team Colorado" program and administering the www.carseatscolorado.com website;
- Support the "Click It or Ticket" high-visibility enforcement programs. The "Click It or Ticket" campaign consists of a high-profile enforcement effort every year to encourage safety belt use for all Coloradans;
- Encourage state legislators to pass a primary safety belt law;
- Encourage state legislators to meet federal child passenger safety recommendations; and
- Provide public education campaigns to target pickup truck drivers.

FY2007 Programs

The Safety and Traffic Engineering Branch's approach to increasing occupant protection compliance combines enforcement and education strategies. In FY2007, a total of 94 law enforcement agencies participated in the Click It or Ticket May mobilization. Community-based programs included efforts to reach low-income, Hispanic and African American families and educate them on how to properly restrain their children. A new program in La Plata

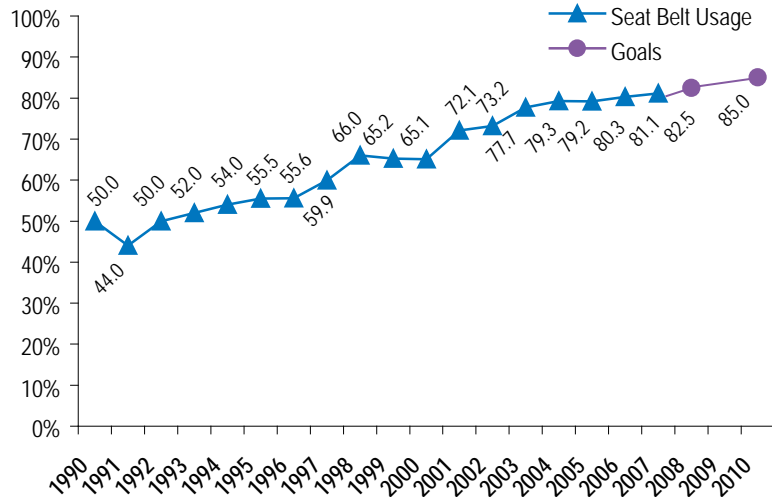
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County reached out to the Southern Ute tribe and successfully partnered with tribal leaders to bring occupant protection education and enforcement to the Southern Ute tribal jurisdiction.

Occupant Protection Performance Measures

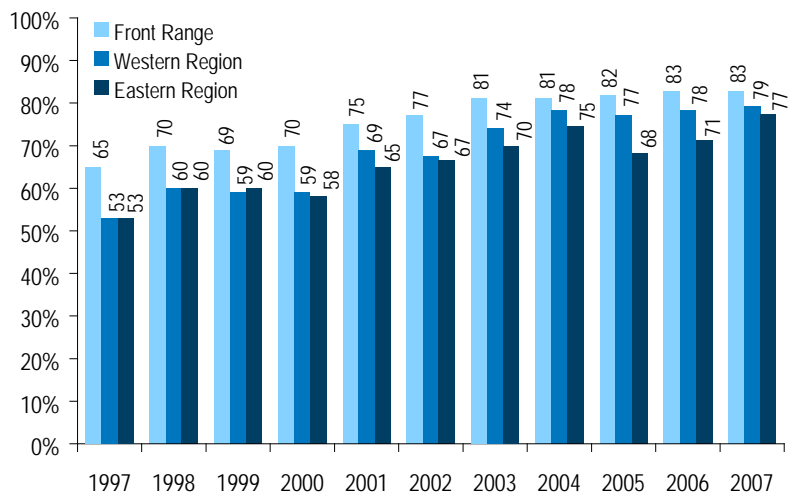
Goal Increase the statewide overall seat belt use rate from 55.5% in 1995 to 82.5% by 2008 and 85.0% by 2010.
 Note: Based on CSU annual seat belt survey.
 Source: Colorado Integrated Safety Plan, 2008-2013.

Colorado is close to meeting its 2008 goal of 82.5% seat belt use statewide.

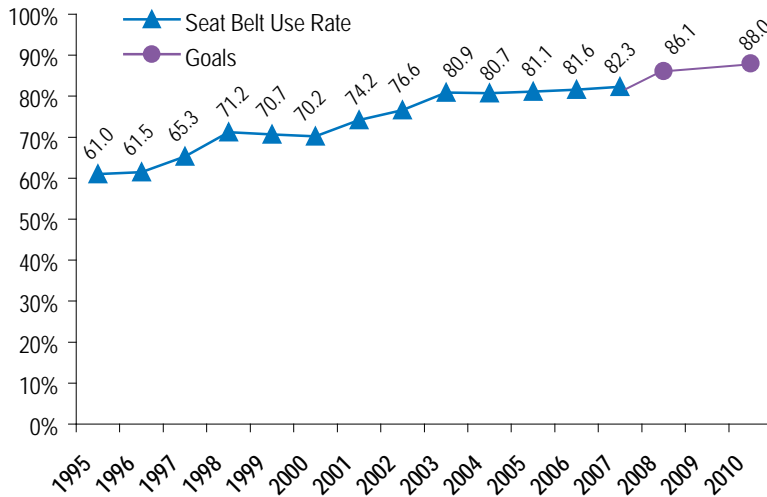


Colorado's rural Western Region has met the 2008 goal, and use on the Eastern Plains is increasing.

Goal Increase seat belt usage in rural Colorado from 50% in 1995 to 79.1% in 2008 and 81.0% by 2010
 Source: Colorado Integrated Safety Plan, 2008-2013.

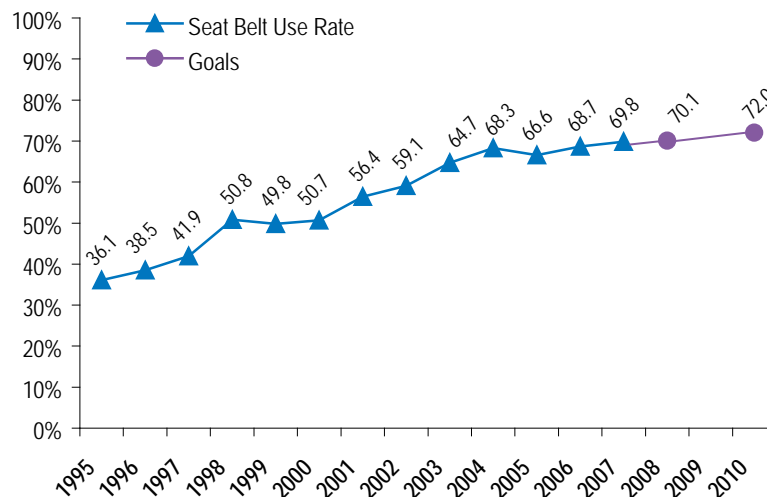


Goal Increase the use of seat belts by front seat occupants of passenger cars from 61.0% in 1995 to 86.1% by 2008 and 88.0% by 2010.
 Source: Colorado Integrated Safety Plan, 2008-2013.



Seat belt use by front seat occupants of passenger cars has been slowly increasing since large gains made from 2000 to 2004.

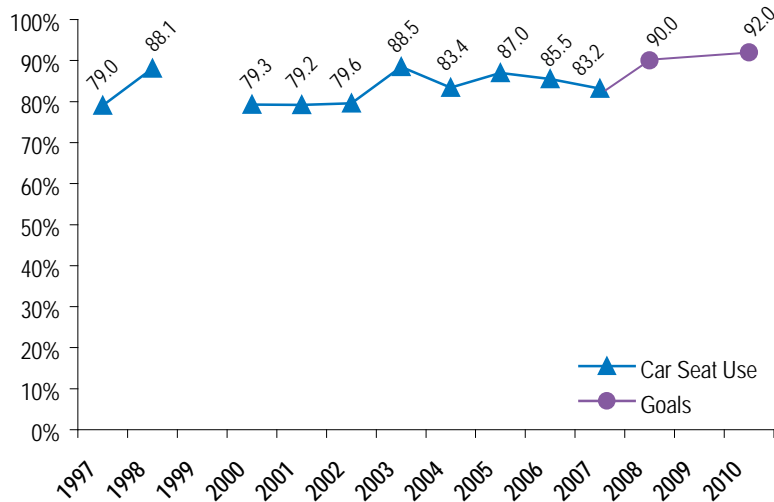
Goal Increase the use of seat belts by front seat occupants of light trucks from 36.1% in 1995 to 70.1% by 2008 and 72.0% by 2010.
 Source: Colorado Integrated Safety Plan, 2008-2013.



Front seat occupants of light trucks continues to lag passenger cars, but the rate is slowly increasing.

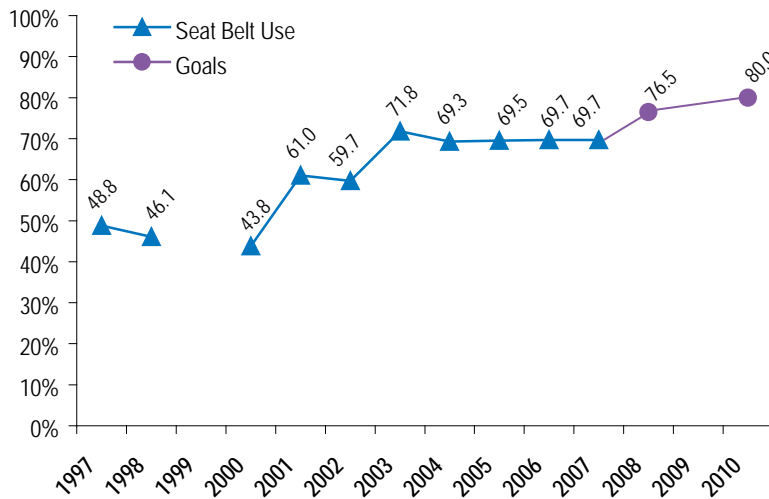
Since 2005, observed car seat use has declined slowly. Improvements must be made if goals are to be met.

Goal Increase the car seat use for children from 79.0% in 1997 to 90.0% by 2008 and 92.0% by 2010.
 Source: Colorado Integrated Safety Plan, 2008-2013.



Seat belt use by young children has remained flat for the last several years.

Goal Increase seat belt use by children ages 5 to 15 from 48.8% in 1997 to 76.5% by 2008 and 80.0% by 2010.
 Source: Colorado Integrated Safety Plan, 2008-2013.



Accomplishments

In the May Mobilization, the Colorado State Patrol and 94 local law enforcement agencies wrote more than 12,200 seat belt citations and warnings. This is an increase from the 2006 May Mobilization, where officers wrote 11,000 seat belt citations and warnings.

The statewide seat belt use rate continues to increase, although more work must be done to meet the 2008 goals. Rural seat belt use, particularly on Colorado's Eastern Plains increased substantially from 2006 to 2007.

Since 2005, observed car seat use by children ages four and younger has been slowly declining. New or expanded efforts must be made if this trend is to be reversed. Observed seat belt use by juveniles (ages 5 to 15) has been flat since 2004. Again, new or expanded efforts must be made in order to increase this figure. In 2007, 73% of teens (ages 16 to 19) were observed using seat belts.

Pick-up truck drivers continue to be less likely to use seat belts than drivers of passenger cars. More work with this population is needed in order to meet performance measures.



Impaired Drivers

Problem Statement

In 1980, 54% of the fatal crashes in Colorado were alcohol-related. In 2004, the percentage dropped to 35.9%. Although significant progress has been made, underage drinking and driving is still a problem. The following cities and counties are over-represented: the cities of Denver, Pueblo, Lakewood, Colorado Springs, Greeley, Westminster, and Arvada; and the counties of Pueblo, Adams, Weld, Arapahoe and El Paso. The rate of alcohol-related fatal crashes involving underage drinking drivers has been reduced from 37% in 1991 to 11.5% in 2003. In these fatal crashes, underage male drivers are more than twice as likely as underage female drivers to drink and drive.

Elements and Strategies

- Continue high-visibility enforcement and education programs. In 1982 the Colorado Legislature established the Law Enforcement Assistance Fund (LEAF) to increase and improve the enforcement of laws pertaining to alcohol- and drug-related

driving offenses. LEAF funds are collected through the assessment of a \$90 fine that people convicted of Driving Under the Influence (DUI) must pay as part of their debt to society for driving while under the influence of drugs or alcohol. Local police departments and sheriff's offices are eligible to receive LEAF grants. LEAF agencies have been consistently responsible for over 60% of all impaired driving arrests the last four years;

- Increase public awareness through “The Heat is On” media campaign;
- Continue enforcing DUI laws on sections of roadway with high incidence of alcohol-related fatalities through the provision of DUI checkpoints;
- Provide training to law enforcement officers in the detection of alcohol and drugs in drivers;
- Create and maintain DUI Courts;
- Target high-risk groups of drivers for impaired-driving education and prevention programs, especially males age 21-34;
- Work with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations;
- Support efforts to strengthen and enforce Persistent Drunk Driving legislation; and
- Work with state and local agencies in the implementation of the Statewide DUI Taskforce. Agencies from across Colorado work together to educate drivers about drinking and driving laws and also establish and manage campaigns from the state and federal level to enforce Colorado's drinking and driving laws.

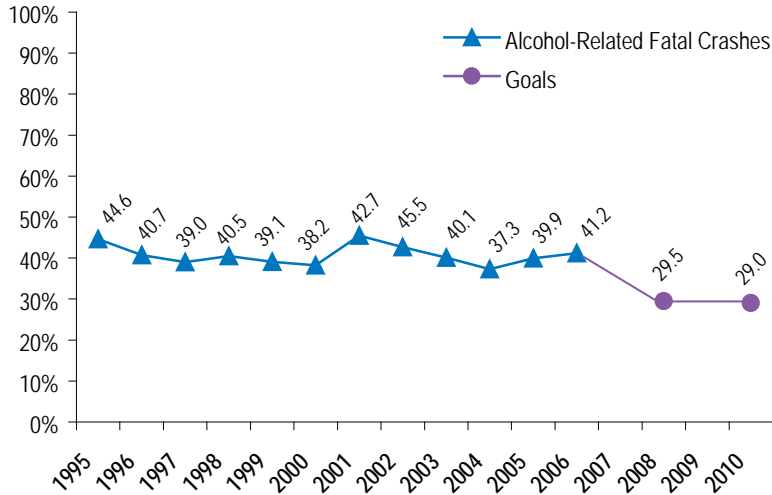
FY2007 Programs

The Safety and Traffic Engineering Branch combines state and federal funds to implement a comprehensive program to prevent impaired driving statewide utilizing both enforcement, training and public education strategies. An example of the Impaired Driving Program's support for community-based prevention programs is the “Someone Like Me” prevention program in Pueblo County and the San Luis Valley. This research-based social marketing program consists of presentations by DUI offenders to blue-collar workers at more than 30 workplaces. Summit County's Impaired Driving Initiative is a comprehensive social norming campaign targeting young adults, teens and their parents. The (Almost) Everyone's Doing It campaign will emphasize the social norm that most people in this age group use designated drivers or alternative transportation. The It Starts with US campaign works with parents to prevent underage drinking.

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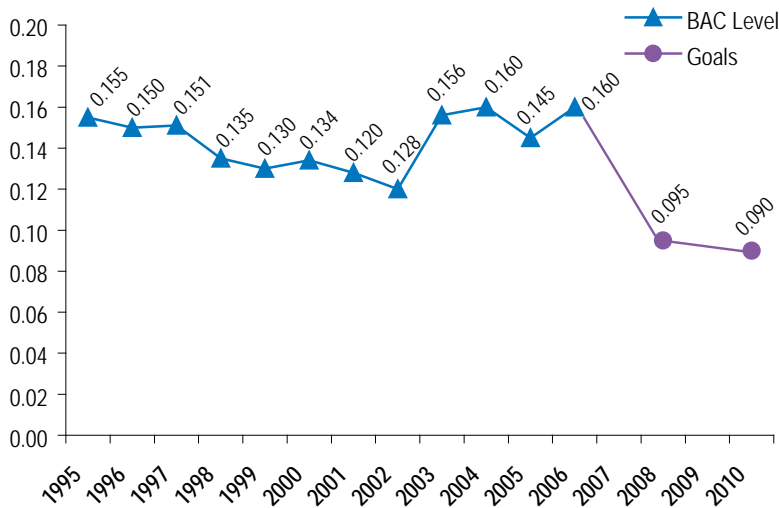
Impaired Drivers Performance Measures

Goal Reduce the percentage of alcohol-related fatal crashes from 44.6% in 1995 to 29.5% by 2008 and 29.0% by the year 2010.
 Source: Colorado Department of Transportation, Integrated Safety Plan, 2007.



The rate of alcohol-related fatal crashes increased slightly. Without radical change to this rate, it is unlikely that the 2008 goal will be met.

Goal Reduce the average BAC at the time of arrest from 0.155 in 1995 to 0.095 in 2008 and 0.090 by 2010.
 Source: Colorado Department of Public Health and Environment



Until 2007, the average BAC at time of arrest had been declining. In 2007, this measure increased.

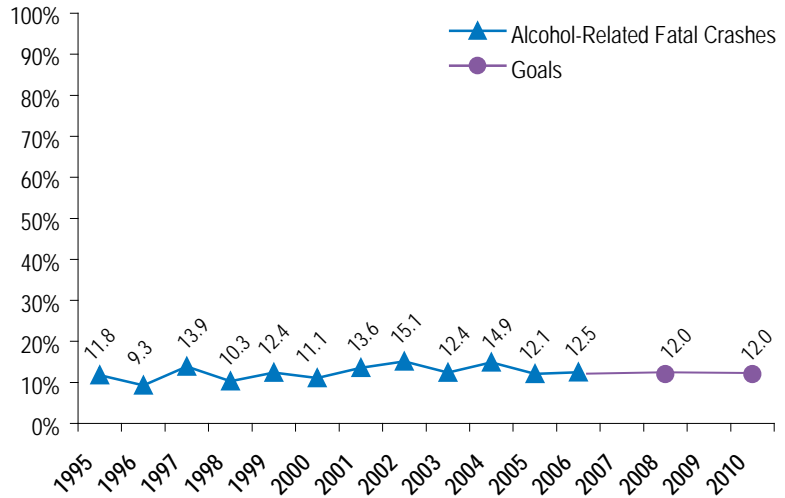
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About 12% of all alcohol-related fatal crashes involve an underage driver.

Goal Reduce the percent of underage (ages < 21) drinking drivers that are involved in a fatal crash to all A/R fatal crashes.

Note: *FARS reporting code change. **Data not yet complete.

Source: FARS data.

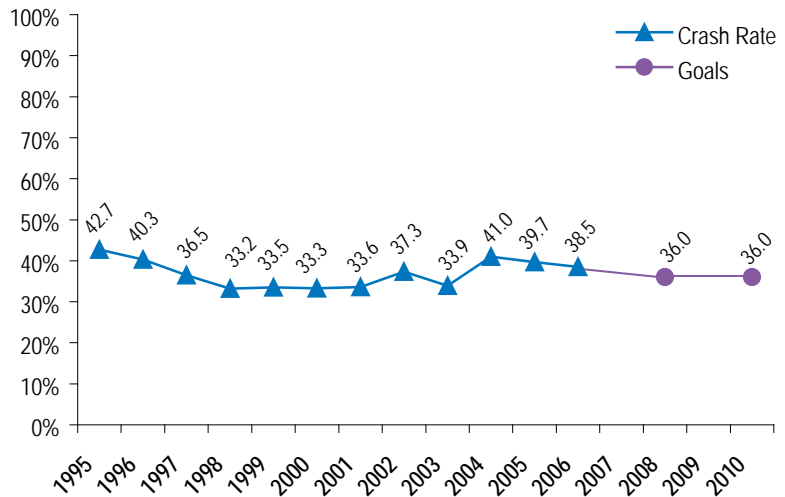


Drivers ages 21 to 34 comprise about one-third of alcohol-related crash drivers.

Goal Reduce the percent of drinking drivers (ages 21 to 34) that are involved in a fatal crash to all A/R Fatal Crashes

Note: *FARS reporting code change. **Data not yet complete.

Source: FARS data.



Accomplishments

In FY2007, law enforcement agencies made nearly 6,000 arrests during overtime impaired driving enforcement campaigns.

In 2007, Colorado nearly met its 2008 goal for reducing the role of underage drinking drivers in fatal crashes (12.5% compared to the 12.0% goal). Similarly, the role of drinking 21 to 34 year-old drivers in fatal crashes has been slowly declining since 2004 and if this trend continues Colorado may meet its 2008 goal for this measure.

The average BAC at time of arrest continues to exceed 0.150.



Young Drivers

Problem Statement

Young Driver involvement in motor vehicle crashes is a serious concern within Colorado. In 2005, 80 teen drivers and passengers ages 16 to 20 died in traffic crashes. Nearly two-thirds of the teenage victims were not using seat belts. In addition, approximately 80% of the teen passengers who died were in crashes that involved teen drivers. Sixteen-year-old drivers have the highest crash involvement rate of any age group in Colorado. This is also true of fatal traffic crashes. Sixteen-year-old drivers are nearly three times more likely to be involved in a fatal crash than the average of all drivers.

Elements and Strategies

Since the implementation of the Graduated Driver License (GDL) law in 1999, there has been a general downward trend in fatal crash rates among 16- and 17-year-old drivers. These trends will continue to be monitored in the future and programs implemented to further reduce crashes.

- Continue high school peer education network and underage drinking prevention programs;
- Target high school seat belt usage educational programs and peer seat belt safety challenge programs;
- Continue partnerships with state and local prevention agencies to develop statewide prevention programs targeting teen motor vehicle safety;

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- Continue development of the Prevention Leadership Council's goals and objectives of collaboration and creation of effective roadway safety programs;
- Continue to provide teens and their parents information via the website www.coteendriver.com;
- Continue to work with law enforcement in the support of enforcing Colorado's traffic laws to prevent drinking and driving, decrease speeding, and increase compliance with GDL law;
- Develop programs at the community level to deter the purchase and consumption of alcoholic beverages by minors;
- Continue community coalition building;
- Conduct a needs assessment and perform strategic planning, including data collection;
- Provide enforcement of underage drinking laws through stings and party patrols; and
- Increase public awareness through prevention education and media campaigns.

FY2007 Programs

The Safety and Traffic Engineering Branch's Young Drivers program included several community-based programs. Examples include: TEAM Ft. Collins' project combining liquor retailer education with a locally designed social marketing campaign, Actuality™ and The Bacchus Network's™ Colorado High School Impaired Driving Initiative that combines both alcohol-prevention strategies with educational information about the state's GDL law using peer education and social norming techniques.

Young Drivers Performance Measures

Performance measures for the young driver program area include overall reductions in crashes and crash severity, continuing to reduce the number of impaired underage drivers in fatal crashes, and increasing teen driver and passenger seat belt use.

Accomplishments

The overall seat belt usage estimate for teens ages 16 to 19 was 72.9% in 2007 which was approximately a 2.5% improvement since the last teen survey in the fall of 2005. As mentioned previously, underage drinking drivers comprise 12.5% of alcohol-related fatal crash drivers, close to the 2008 goal of 12.0%. Recent data regarding the role of young drivers in property damage-only and injury crashes are not available.

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Aggressive Drivers

Problem Statement

It has been estimated that improper driver behavior is responsible for 85% of all crashes. Improper driver behaviors include but are not limited to running red lights, passing on the shoulder, speeding, improper lane changes, following too closely, careless and reckless driving and DUI. (The other 15% are due to conditions that are out of the driver's control.) Historically, these behaviors have resulted in the majority of citations for traffic violations. In recent years, aggressive driving, which is defined as two or more of the above noted violations exhibited together, has become a significant traffic safety issue.

Another element that affects people's behavior behind the wheel is the unreasonable reduction of speed limits. Unreasonable reduction of the speed limit contributes to traffic flow turbulence, therefore, accidents increase. Speed differential is what causes traffic turbulence for vehicles. It also increases lane changes, need for sudden braking, causes accidents and makes people angry.

Elements and Strategies

Targeted traffic enforcement programs are very effective in changing driver behavior including aggressive driving behavior and are essential in reducing crashes at high hazard locations. Comprehensive enforcement and education programs over a longer period of time are even more effective in reducing fatalities, injuries and the societal costs associated with motor vehicle crashes. Strategies include:

- Identify and rank specific areas of risk within the state for intensified enforcement in order to prevent aggressive driving behavior;
- Deploy law enforcement officers at the state and local level to perform high-visibility saturation patrols;
- Target specific geographic areas of the state for intensive enforcement programs such as checkpoints and saturation patrols;

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- Conduct targeted enforcement in the prevention of aggressive driving, distracted driving and speeding on Colorado's roadways and highways; and
- Increase driver awareness of a direct hotline to contact Colorado State Patrol to report aggressive driving (*CSP).

FY2007 Programs

In FY2007, the Safety and Traffic Engineering Branch supported overtime enforcement of aggressive driving behaviors by the Colorado State Patrol's motorcycle team. These troopers contacted more than 1,800 vehicles and wrote more than 500 hazardous driving citations.

Aggressive Drivers Performance Measures

- Decrease alcohol-related motor vehicle crashes by 5% by 2008.
- Increase DUI citations by 5% by 2008.
- Compare and analyze "before" and "after" statistics (citations and crash data) for specific geographic areas that required intensive enforcement.
- Compare the number of calls to the Colorado State Patrol's aggressive driving hotline, "before" and "after" the awareness campaign.

Accomplishments

Although the aggressive driving enforcement project by the Colorado State Patrol will not be complete until June 2007, troopers have already conducted 1,000 hours of overtime enforcement resulting in more than 500 citations. "Before" and "after" statistics related to the enforcement locations will be provided when the project is complete.



Aging Drivers

Problem Statement

The number of people age 65 years and older has increased steadily in Colorado in recent years. Currently, people age 65 years and older comprise 13% of the population. According to the Colorado Department of Human Services, the projected number of people 65 years and older is expected to grow to approximately 19% of

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the population in Colorado by 2020. This is due in part to the fact that people are living longer due to healthier lifestyles and medical advances. Aging drivers face challenges when it comes to driving behaviors. Aging drivers may be more likely to have physical limitations such as:

- Effects of medications;
- Reduced strength and physical capability;
- Limited neck rotation;
- Reduced overall range of motion;
- Visual impairments;
- Medical impairments;
- Decreased ability to focus attention; and
- Decreased reaction time.

Elements and Strategies

Although Colorado does not have a current problem with traffic crashes in this age group, Colorado is aware that with a growing population, this could become a problem. Colorado safety stakeholders will work together to identify safety programs and strategies that will reduce traffic fatalities and injuries in this age group. As this population continues to increase, Colorado will remain proactive in identifying ways to keep older citizens mobile, educated and safe. Colorado will accomplish this through the following strategies:

- Create more alternatives to driving;
- Enhance driver capabilities;
- Provide education and training to increase the public's awareness of mobility alternatives;
- Educate city planners, developers, students, engineers and community groups about how to prepare and manage senior mobility issues in their communities;
- Continue partnerships with state and local government agencies, law enforcement, other coalitions and interest groups to collaborate on strategies to assist aging drivers and their families with identification and solutions; and
- Create statewide partnerships with state and local agencies for more visible roadway signing, lighting and efficient sidewalk design.

FY2007 Programs

At this time, CDOT has implemented the use of large letter sizes for street name signs and the requirement that all traffic signal lens

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be 12” in diameter in order to improve visibility of these devices. While these actions were not not done as specific programs targeting older drivers, they do help address visibility concerns that are common to this age cohort. The drivers in this age cohort at this point in time don’t comprise a significant portion of traffic crashes in Colorado. However, the Safety and Traffic Engineering Branch monitors the role of drivers age 65 and older in crashes and is examining successful strategies to keep these drivers safe.

Aging Drivers Performance Measures

- Reduce the percentage of crashes for people age 65 and older from 13% in 2004 to 12% by 2010.
- Increase the number of high-visibility roadway signs.
- Increase the letter size on roadway signs.

Accomplishments

Although part of another program, the letter size on roadway signs has been increased and all traffic signal lens are now required to be 12” in diameter in order to improve visibility of these devices. Updated data regarding the role of persons age 65 and older in crashes are not available at this time. CDOT will monitor this measure as data become available.



Motorcycles

Problem Statement

Motorcycle crashes in Colorado increased from 2,093 in 2002 to 2,146 in 2003.

Riders in the larger, front-range, metro areas are more likely to be involved in crashes than riders statewide. Cities having populations of 50,000 or greater represented more than half of all motorcyclists involved in an injury crash in 2000. To counter these accident rates, the State of Colorado is committed to continuing to train and license all riders, both novice and experienced.

Elements and Strategies

The Motorcycle Operator Safety Training (MOST) Program is an effort conducted by CDOT to train beginning and experienced motorcyclists. The MOST Program provides tuition reimbursement to students, and is funded with a \$2 fee on motorcycle license

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endorsements and a \$4 fee on motorcycle registrations. Over 64,000 people have been trained through the MOST since 1991.

- Expand the MOST Program to underserved areas of the state;
- Work with the MOST Program to ensure motorcyclists are properly licensed;
- Educate motorcyclists statewide about the dangers of drinking and operating a motorcycle;
- Build a partnership with the Colorado State Patrol and local law enforcement agencies to develop an enforcement program that targets motorcycle riders who violate Colorado traffic laws;
- Expand the number of motorcycle training sites, contractors and instructors, and actively pursue more rural training sites;
- Utilize and develop more programs to reach males in the peer group to take rider education courses and avoid drinking and riding;
- Reach underserved rural areas using federal and state grant funding;
- Encourage state legislation for mandatory motorcycle helmet use;
- Events where alcohol may be served; and
- Work with the Colorado Motorcycle Dealers Association to ensure that training information and material is distributed to motorcycle purchasers and prospective purchasers. FY2007 Programs.

In FY-2007, a multi-disciplinary team of experts conducted an in-depth assessment of Colorado's Motorcycle Safety Program. The assessment yielded 89 recommendations, including 30 priority recommendations. In addition to the assessment and the work of the MOST program, the Safety and Traffic Engineering Branch supported projects that increase motorists' awareness of motorcycles and educated drivers on safely sharing the road with motorcycles. In addition, the program supported efforts to prevent motorcyclists from riding while impaired.

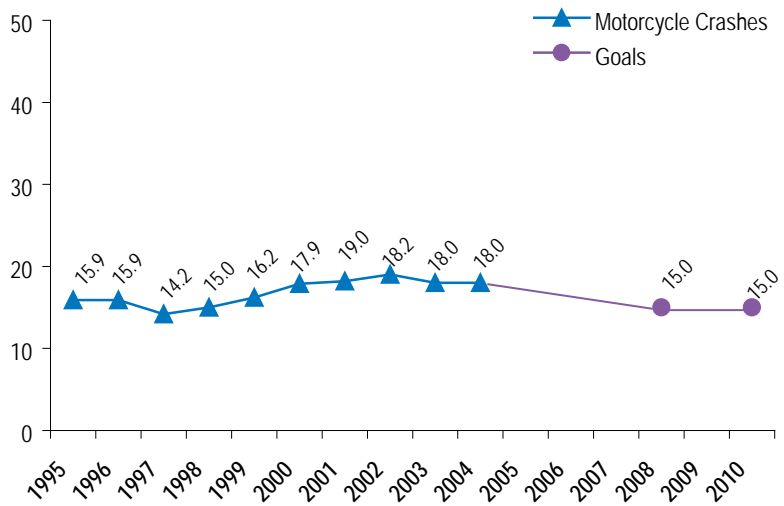
Motorcycles Performance Measures

- Reduce the number of motorcycle crashes per 1,000 motorcycle registrations from the high of 19.0 in 2002 to 15.0 by the year 2008; and
- Reduce the number of alcohol-related motorcycle crashes from 20 in 2005 to 13 by 2010.

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Since 2000, the motorcycle crash rate has remained largely flat.

Goal Reduce the number of motorcycle crashes per 1,000 registrations from 19.0 in 2002 to 15.0 by 2008 and maintain through 2010.
 Source: Colorado Integrated Safety Plan, 2008-2013.



Bicycles and Pedestrians

Problem Statement

Roadway Safety should not only include the safety of motorists, but also the safety of pedestrians and bicyclists and other alternative transportation mode users that are part of the everyday roadway environment.

In 2004, there were 11 fatalities involving bicycles in Colorado. Those fatalities comprise approximately 1.2% of all fatalities in the state. There were 850 injury crashes in 2004, which comprises 2.9% of the total injury crashes in Colorado. The availability and use of bicycle paths and trails is widespread for this alternate mode of transportation. Nevertheless, unsafe situations exist between bicyclists and motorists where a dedicated bicycle trail is not available. Many bicyclists use the roadway right-of-way when no bicycle path exists, which can pose a safety problem. Schools and other groups will be targeted for bicycle safety educational programs. There were 69 pedestrian fatalities in 2004. Those fatalities comprise approximately 7.5% of all fatalities in the state.

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Since more children will be encouraged to walk and bicycle to and from schools, it is imperative to educate and inform them about both bicycle and pedestrian safety. Partnerships have been developed to deliver pedestrian safety educational programs at schools.

Elements and Strategies

- Create partnerships statewide with bicycle user groups to ensure the availability and maintenance of roads for bicyclists;
- Continue to pursue the development of dedicated bicycle paths to reduce the conflict between bicycle and cars;
- Continue bicycle safety programs, including the importance of using helmets;
- Develop partnerships between state, regional and local stakeholders to create sustainable plans for the current and future access to safe pedestrian walkways and bicycle access on the roadways and on paths/trails;
- Continue to monitor pedestrian crash trends;
- Implement educational programs at schools and other locations;
- Identify locations having high numbers of bicycle and pedestrian crashes and allocate funding;
- Increase lighting at high-crash locations;
- Increase shoulder width and improve striping to delineate bike lanes and pedestrian crossings;
- Provide pedestrian crosswalks and improve access in accordance with the Americans with Disabilities Act (ADA); and
- Update or prepare new guidelines for bicycle facilities.

FY2007 Programs

The Denver Museum of Nature and Science educates children from across the state on the importance of helmet safety.

Bicycles and Pedestrians Performance Measures

- Reduce the percentage of bicycle-related crash fatalities from 1.2% in 2004 to 1.0% by 2008.
- Reduce the percentage of pedestrian-related crash fatalities from 7.5% in 2004 to 5.5% by 2008.

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- Increase the number of people reached through educational training classes, and the number of students targeted from 3,000 in 2004 to 5,000 in 2008.

Accomplishments

More than 800 young children successfully completed the Stop-Look-Listen program, which teaches children how to safely cross the street. By September 2007, more than 2,900 children had participated in helmet-safety education programs. In 2006, 59 pedestrians were killed in crashes, compared to 70 in 2004. In 2006, 10 bicyclists were killed in crashes, compared to 11 in 2004. Overall, bicyclists comprise a small proportion of fatalities.



Safe Routes to School

Problem Statement

Less than 40 years ago, walking and biking to school were commonplace – in 1969, roughly half of all 5- to 18-year-olds either walked or biked to school. Times have changed, and today, nearly 90% of Colorado youth are driven to school either by bus or individual car. This change in transportation mode has added to traffic congestion, a reduction in air quality and the deterioration of Colorado children's health. As much as 27% of the country's morning traffic is made up of parents driving their children to school.

Elements and Strategies

Safe Routes to School (SR2S) is a new program to enable and encourage children, including those with disabilities, to walk and bicycle to school. The program also seeks to make walking and bicycling to school safe and more appealing. The goal is also to facilitate the planning, development and implementation of projects that will improve safety, and reduce traffic, fuel consumption, and air pollution in the vicinity of schools.

- Build or improve sidewalks;
- Widen road shoulders on high-volume roads;
- Increase bicycle parking and install more bike racks;
- Improve signage;
- Mark pedestrian and bicycle crossings;

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- Increase knowledge about biking and walking to school;
- Increase public awareness;
- Develop safe infrastructure that enables more children to walk and bike to school;
- Install or improve sidewalks, signing, street striping;
- Provide additional education and encouragement programs. These include teaching children, parents and teachers various safety aspects of biking and walking to school;
- Conduct biking and walking audits to identify best routes to school; and
- Implement incentive programs that motivate children to participate.

FY2007 Programs

In FY 2007, The Buckle Up for Love and Stop-Look-Listen programs educated young children (Kindergarten through second grade) about the importance of being properly restrained in motor vehicles and how to safely cross the street. After participating in the Stop-Look-Listen program, 96% of the children properly crossed the street. Six infrastructure projects were approved and eight non-infrastructure (education) projects were approved in 2007.

Safe Routes to School Performance Measures

- Require every SR2S grant recipient to identify a methodology for determining how their program will prove its success or failure.
- Collect and compare the number of children who bike and/or walk to school, “before” and “after” the SR2S program was implemented.
- Collect and assess the number of parent and teacher participants, as well as levels of awareness regarding safe procedures, routes to school, and benefits of biking and walking to school, “before” and “after” the SR2S program was implemented.

Accomplishments

This program enables and encourages primary and secondary school children to walk and bicycle to school. Both infrastructure-related and behavioral projects are geared toward providing a safe, appealing environment for walking and biking that will improve the quality of our children’s lives and support national health objectives by reducing traffic, fuel consumption, and air pollution in

Continued >

the vicinity of schools. In 2007, infrastructure (Capital) projects were initiated with the City of Wheat Ridge, City of Boulder, City and County of Denver, Town of Palmer lake, City of Colorado Springs and the Town of Ridgeway. Non-infrastructure (Education) projects were conducted with Denver Public Schools, Teller County Public Health, Denver Health and Hospital, City of Aurora, Boulder Valley Schools, City and County of Denver, CDOT for Bicycle Colorado and the City of Fort Collins.



Large Trucks

Problem Statement

During the period from 2001 to March 31, 2006, there were a total of 10,339 Colorado crashes entered into the Motor Carrier Management Information System (MCMIS) that involved large vehicles. A majority of these crashes, 6,211 (60%), involved a truck or bus and another vehicle in motion. Trucks or buses overturned 418 times (4%), and ran off the road 1,546 times (15%).

In 1990 in Colorado, there were 462,919 commercial vehicles registered compared to 621,186 in 2000. Additionally, from 2001 to 2003, the number of commercial motor vehicles involved in injury and fatal crashes decreased from a high of 1,135 crashes in 2001 to a low of 421 crashes in 2003. However, in 2004 those numbers climbed to 605 total crashes. In 2005, there were 653 commercial motor vehicles involved in injury crashes. Human behavior is the major problem in crashes involving large trucks.

Elements and Strategies

- Continue large truck safety education campaigns targeted at the large truck driver population;
- Support public information campaigns and public education programs in schools and for community groups;
- Install rumble strips on the side of the road to reduce run-off-the-road crashes;
- Install rumble strips on the centerline to reduce head-on collisions;
- Install cable-rail on roadway right-of-way to prevent crashes;

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- Implement commercial driving license requirements mandated by the Motor Carrier Safety Improvement Act of 1999;
- Utilize the website/Internet system that will allow drivers to view the Corridor as well as real-time weather scans prior to driving the Corridor;
- Identify high crash corridors and initiate appropriate engineering and enforcement interventions;
- Create and disseminate a video/DVD which will provide a visual representation of the I-70 Mountain Corridor with particular emphasis on safe driving techniques, hazardous locations along the corridor and speed/space management;
- Utilize NCHRP Report 500-13: A Guide to Reduce Collisions Involving Heavy Trucks;
- Pursue use of ITS devices to communicate high-congestion areas;
- Maintain and ensure safety of designated routes for the transportation of hazardous materials within the state of Colorado;
- On an annual basis, conduct at least four hazardous materials route surveys on designated materials routes, or route segments;
- On an annual basis, conduct at least one hazardous materials commodity flow study in each of the nine Colorado All-Hazards Emergency Management Regions (AHEMR);
- On an annual basis, conduct a minimum of two transportation security surveys at locations identified as critical infrastructures within the State's highway and roadway network;
- Continue enforcement of large trucks and hazardous material transport by the Colorado State Patrol; and
- In collaboration with state and federal agencies, continue to: Collect post crash data from commercial and non commercial truck crashes; Conducts commercial driver/vehicle inspections; Targets at-risk motor carriers for compliance reviews; and Develops public education and awareness for motor carriers.

FY2007 Programs

The Truck Safety program aims to reduce injury and fatal crashes involving large commercial vehicles. More than 30 commercial motor vehicle carriers have participated in the safety program. In

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addition, more than 1,000 young drivers and community members participated in educational programming teaching them how to safely drive on the roads with commercial vehicles.

Large Trucks Performance Measures

- Reduce by at least 5% the number of crashes investigated by the Colorado State Patrol for commercial trucks in Calendar Year (CY) 2006.
- Reduce by at least 4% the number of highway incidents investigated by the Colorado State Patrol involving hazardous materials in CY 2006.

Accomplishments

In addition to working directly with 30 motor carriers, the Large Trucks program continues to receive requests for additional training and technical assistance to motor carriers, as well as continued requests for public presentations to high school students and community groups. Data for 2006 is not yet available.



EMS Vehicles

Problem Statement

Emergency Medical Services (EMS) are generally provided by fire departments or ambulance services. Their role is to help stabilize and transport victims of a traffic crash in their service area. EMS is part of the overall response effort.

The availability, quality of service, and timeliness of emergency response units have a vital part in creating a safe and efficient roadway system. The distance between major metropolitan areas in Colorado creates a wide area of urban, suburban and rural regions that creates a unique response effort for each area. EMS personnel procedures are different across the state. There is no plan addressing strategies to improve response times and to improve care at the site of the crash.

Elements and Strategies

The strategies for EMS vehicles and personnel are to:

- Develop and implement a model comprehensive approach that will ensure appropriate and timely response to the emergency needs of crash victims;

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- Develop and implement a plan to increase the education and involvement of EMS personnel in traffic safety efforts;
- Develop an educational program regarding ground ambulance transportation safety that will focus on public education as well as EMS providers and the medical community;
- Develop a best practice manual for EMS response to crashes for urban, suburban and rural areas of the State;
- Identify and analyze EMS performance data, including data collected with the statewide Data Collection Program;
- Implement a Global Positioning System (GPS) to give EMS personnel the ability to locate crash victims on the state's roads and highways;
- Develop and implement an emergency preparedness plan for each of the unique interstate highway settings, which include urban, rural and wilderness;
- Develop and support integrated EMS/public health/public safety information and program activities;
- Determine if regulatory changes are needed in the Ground Ambulance Rules to address scene, response and roadway safety;
- Continue to develop and support regional pre-hospital trauma algorithms and pre-hospital trauma triage destination guidelines;
- Develop standards for Critical Care Ground Transports;
- Develop a statewide assessment and plan for EMS response and operation throughout the state; and
- Improve EMS response times and roadway access in rural areas.

FY2007 Programs

The Safety and Traffic Engineering Branch continues to plan and implement EMS Vehicles activities. Projects in FY2007 include completion of the EMS data linkage project and planning for a statewide assessment for EMS response and operation throughout the state.

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EMS Vehicles Performance Measures

- Develop and implement a model comprehensive approach to ensure timely response to emergency crashes by 2010.
- Develop and implement a plan to increase the education and involvement of EMS personnel in traffic safety efforts by 2008.
- Develop an educational program regarding ambulance transportation safety by 2010.
- Develop a best practice manual for emergency response to crashes by 2010.
- Implement a GPS System for EMS personnel by 2010.
- Develop and implement an emergency preparedness plan for urban, rural and wilderness highway settings by 2010.
- Develop at least two integrated EMS/public health/public safety information programs by 2008.
- Develop standards for Critical Care Ground Transports by 2010.
- Develop a statewide assessment and plan for EMS response and operation by 2010.

Accomplishments

The EMS data linkage project successfully linked 97% of the EMS data with one year of Fatality Analysis Reporting System data. A presentation of results was given to the STRAC committee in November 2007. The Colorado Department of Public Health and Environment improved the EMS and Trauma Registry system and procedures for maximizing the information gathered from individual EMS units by improving the quality of data recorded and increasing the number of reports processed. EMS personnel procedures are different across the state. In addition there are no existing plans to address strategies to improve response times and care at the crash site. To address these concerns, the planned and/or implemented strategies relating to EMS vehicles and personnel include:

- Planning to develop and implement a model comprehensive approach that will ensure appropriate and timely response to the emergency needs of crash victims.
- Planning to develop and implement a plan to increase the education and involvement of EMS personnel in traffic safety efforts.

- Develop a statewide assessment and plan for EMS response and operation throughout the state. The Last EMS Assessment was done about ten years ago. CDPHE has shown interest in doing a new assessment.
- Improve EMS response times and roadway access in rural areas by improving communication, response time reduces. This is part of a long term commitment, the Proposed Traffic Data Integrated Analysis System.


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ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM OVERVIEW



Alcohol & Other Drug Countermeasures Overview

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



*Alcohol-related fatal
crashes decreased by 30%
from 2006 to 2007 in
Pueblo County.*

Program Administration

The Impaired Driving Program is administered by Glenn Davis, Program Manager, with assistance from his staff: Mario Acevedo, Rick Davis, Carol Gould, and Robin Rocke. This group, with the assistance from their Sub-Grantees, were responsible for 19 projects with a planned budget totalling over \$1.9 million.

Impaired Driving Enforcement

In FY-2007, the Impaired Driving Program supported law enforcement's overtime DUI enforcement efforts and SFST training for officers and purchased needed equipment, such as a breath-testing vehicle for use at sobriety checkpoints.

Community-Based Programs

An example of the Impaired Driving Program's support for community-based prevention programs is the "Someone Like Me" prevention program in Pueblo County and the San Luis Valley. This research-based social marketing program included presentations by DUI offenders to blue-collar workers at more than 30 workplaces in 2007. Summit County's Impaired Driving Initiative is a comprehensive social norming campaign targeting young adults, teens and their parents. The (Almost) Everyone's Doing It campaign will emphasize the social norm that most people in this age group use designated drivers or alternative transportation. The It Starts with US campaign works with parents to prevent underage drinking.

Underage Drinking Drivers

The Impaired Driving Program supported several projects that focus on underage drinking drivers. These include the college and high school-based BACCHUS & GAMMA projects as well as projects to develop juvenile and teen prevention programs.

DUI Enforcement Training

Project Number:	07-01
Task Number:	11-01
Planned Expenditures:	\$33,608.55
Actual Expenditures:	\$26,828.80

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

Goal

To improve the effectiveness of drug and alcohol awareness, detection, and the Standardize Field Sobriety Testing (SFST) program by offering operator and instructor programs statewide to both the law enforcement community and education professionals.

Strategies and Initiatives

- Conduct two SFST instructor's training
- Conduct two SFST Recertification trainings
- Conduct one Drugs Impairment Training for Educational Professionals (DITEP) operator program training
- Conduct two DUID trainings

Results

A DUI Instructor School was conducted at the Greeley Police Department in Greeley, CO. There were 15 students representing twelve different law enforcement agencies. The class was taught by Officer Mark Ashby, Thornton Police Department, Sergeant Joshua Warner, Mesa County Sheriff's Office and Chief Brian Kozak of the Avon Police Department.

Two SFST Instructor Schools were held. The school at the Westminster Public Safety Center had 23 attendees and the school in La Junta had 22 students.

In September 2007, CDOT hosted two SFST Instructor recertification trainings at the Colorado State Patrol. In total nearly 75 law enforcement officers participated.

CDOT hosted several Drugs That Impair Driving classes this year at the Westminster Public Safety Center, the Boulder County Sheriff's Office, at the Colorado State Patrol, and the Fort Carson Police Department.

CDOT hosted one DITEP program at the Douglas County School District. Officer Mark Ashby, of the Thornton Police, and Deputy David Edstrom, of the Park County Sheriff's Office, conducted the class.



45 students attended SFST Instructor School and 75 attended SFST Instructor recertification training.

Project Number: 07-01
 Task Number: 11-02
 Planned Expenditures: \$170,205.11
 Actual Expenditures: \$94,614.55

Colorado College Impaired Driving Prevention

Goal

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

Strategies and Initiatives

To assist selected college campuses with implementing impaired driving prevention and traffic safety programming by developing impaired driving prevention programs, providing training for students and advisors, acting as a resource in the community and distributing materials for the campus populations.

54 prevention programs were conducted at four campuses impacting over 11,000 students and 1,350 parents.

Results

- 54 prevention programs were conducted at four campuses impacting over 11,000 students and 1,350 parents. The four campuses represent the counties of Denver, La Plata, Sterling and Weld. Additional activities and training were and will be provided to campuses in Boulder and El Paso counties.
- BACCHUS students facilitated high profile events targeting over 2,000 tailgaters prior to college football games in Denver and Greeley. The games included the annual Rocky Mountain Showdown at Invesco Field in Denver, the popular rival game between Colorado State University and the University of Colorado – Boulder, and home football games at the University of Northern Colorado in Greeley. During these events safe ride information, scratch cards and prizes were handed out to remind tailgaters about designating a sober driver and safe ways to get home if they do not have a sober designated driver. These efforts were highlighted in the Fort Collins Coloradoan, the Rocky Mountain News and the Cherry Creek News, as well as in an interview with the 850 KOA radio station.



Continued >

- A data collection tool focused on student behavior and attitudes about impaired driving and traffic safety was developed. This data will facilitate the implementation of a social norms campaign at each campus during the extension period. Due to the late start of the grant (March 2007), participating campuses were unable to receive campus approval to distribute the data collection tool until the start of classes in September 2007. Results of the data collection will be analyzed in the fall of 2007, and a full report will be submitted in March 2008.
- BACCHUS hosted the 3rd Annual Collegiate Impaired Driving Prevention Conference for students from the University of Northern Colorado, Naropa University, Regis University, Fort Lewis College and Northeastern Junior College. The training provided students with tools to effectively conduct impaired driving prevention programming.



BACCHUS will also train over 25 Peer Educators from three campuses using the Certified Peer Education curriculum developed by The BACCHUS Network™. Over 65 cadets at the Air Force Academy were trained in August 2007.

- Prevention programming efforts were provided during orientation and welcome back weeks on all of the participating campuses. Additional programming and media awareness will take place during National Collegiate Alcohol Awareness Week, Halloween, and National Drunk and Drugged Driving Month.

“Following the football game between the University of Colorado and Colorado State University the authorities in Boulder County and across the Denver metro area stated, ‘But the drunken fighters and intoxicated drivers that police were bracing to book weren’t as prevalent as in years past.’ Denver police arrested only 12 people compared with 22 in years past.”

*–The Daily Camera
Monday, September 3, 2007*

Project Number: 07-01
Task Number: 11-03
Planned Expenditures: \$135,000.00
Actual Expenditures: \$0.00

Weld County Impaired Driving

This task resulted in the purchase of a breath and alcohol testing vehicle.

Goal

Provide support to purchase a vehicle to be used to test DUI subjects at checkpoints and saturation patrols in and around Weld, Larimer and Morgan Counties.

Strategies and Initiatives

The breath and alcohol testing vehicle will be utilized by Weld, Larimer and Morgan Counties. The vehicle recently was inspected by the Department of Public Health and Environment, and the Intoxilyzer has been installed. The counties are jointly drafting usage agreements. The vehicle will be based and scheduled out of Weld County per a Memorandum of Understanding signed by all three Sheriff's. The vehicle has just become operational and will be ready to deploy on saturations and checkpoints in the three-county area.

Results

The vehicle has been purchased and is being used by Weld County, Larimer County and Morgan County.

The breath and alcohol testing vehicle will be utilized by Weld County, Larimer County and Morgan County.



CDOT and Crossroads’ Turning Points

Project Number:	07-01
Task Number:	11-04
Planned Expenditures:	\$68,130.09
Actual Expenditures:	\$41,758.06

SMART ROADS - Alcohol Awareness and Education

Goal

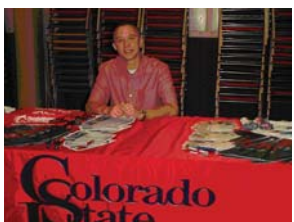
To reduce alcohol related crashes by 5% among young male drivers between the ages of 21 to 34 in Pueblo, Costilla, Conejos, Alamosa, Rio Grande, Mineral and Saguache Counties by educating them on the negative effects associated with the use of alcohol and driving.



2007 State Fair - Fiesta Day Parade



DUI Simulator



College - Community Events

Strategies and Initiatives

Posters and Banners aimed at young male drivers were displayed at law enforcement offices, three local colleges, the 2006 and 2007 Colorado State Fairs, and local businesses in the service area.

31 “Someone Like Me” programs were conducted at 27 businesses – 19 in Pueblo and 8 in the San Luis Valley – to 410 blue-collar workers. Pre- and post-survey data positively assessed the effectiveness of this program.

21 community meetings promoted DUI prevention and drug/alcohol awareness at the three local colleges – 10 at Pueblo Community College, 7 at Colorado State University Pueblo, and 4 at Adams State College in Alamosa. The DUI Simulator was used at 9 of these events.

Results

FARS data confirm a greater than 5% decrease in alcohol related crashes as well as fatal crashes. The following exhibit shows a 50% decrease in alcohol-related fatalities in Pueblo from 2004 to 2006, with a 30% decrease in 2007.

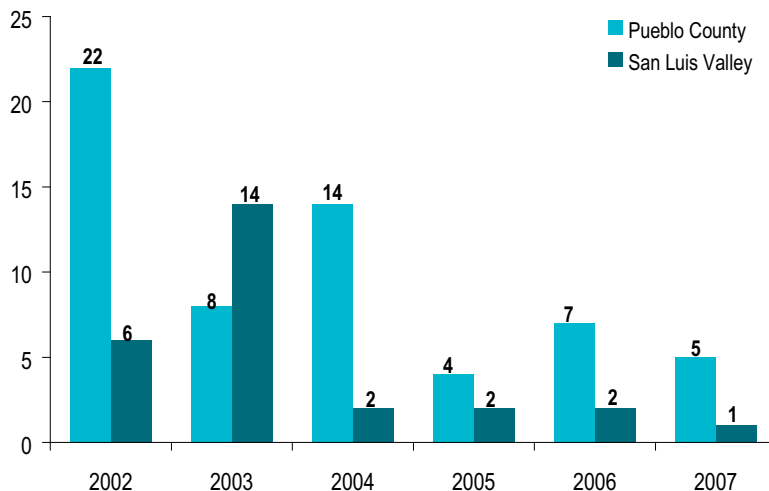
31 “Someone Like Me” programs were conducted at 27 businesses, 19 in Pueblo and 8 in San Luis Valley, to 410 blue-collar workers.

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Alcohol-related fatalities in Pueblo County and the San Luis Valley declined dramatically since the program's inception.

The San Luis Valley data peaked in 2003; with 14 alcohol related fatalities, followed by a sharp decline to 2 alcohol-related fatalities per year and falling to one fatality in 2007.

Trend of Alcohol-Related Fatalities, 2002 - September, 2007



Source: Colorado State Patrol.

CDOT "Someone Like Me" Presentations, 2006 - 2007

Name	Number of Employees
1. Adams State	10
2. Andrews Produce	15
3. Buffalo Ranch	6
4. Cimmaron Glass Inc.	10
5. Convergys	16
6. Costilla County Commissioners	8
7. Knights of Columbus	32
8. Lu's Café	3
9. Paganos	3
10. Pepsi PBG	16
11. Pueblo Army Depot	71
12. Pueblo Mall Security	9
13. Pueblo Pool Association	15
14. Quality West Construction	9
15. Rocky Mountain Steel	49
16. Sams Club	8
17. San Marcos Co	4
18. SLV Builders	7
19. Summit Brick	48
20. Time Out Sports Bar	31
21. Truck Driving C.B.	10
22. Valley Wide Rental	3
23. ValUStay Hotel	18
24. Zales	9
TOTAL	410

Colorado Courage to Live

Project Number:	07-01
Task Number:	11-05
Planned Expenditures:	\$110,949.16
Actual Expenditures:	\$56,099.77

Colorado Courage to Live is a judicial outreach program designed to positively impact prevention efforts geared toward middle school populations.

Goal

The overall goal of the project was to provide effective training to specified high-risk communities to increase their knowledge of successful prevention strategies and foster the development of action plans to be implemented locally.

Strategies and Initiatives

Colorado Courage to Live supplements existing evidence-based programs, and assists in the creation of such efforts in communities that are most likely to benefit from the assistance. The program was designed as a train-the-trainer effort: teams representing high-risk communities across the state participated in a two and a half day training session which would give them tools (especially input from the judiciary and hearing officers) to enhance and expand the prevention activities in their communities. The training program was held August 7 – 9th in Vail, Colorado. Several high risk communities were easily identified using data from the Department of Revenue, CDOT and ADAD. The more difficult task was establishing teams committed to attending the conference.

Results

Ultimately, thirty individuals attended the train-the-trainer program. This included very strong teams from Rio Grande, Gunnison, Eagle, and Adams counties, and smaller contingents from Trinidad and Littleton. Several Department of Revenue Hearing Officers and the Deputy Director of the Colorado Department of Revenue attended the training, and they will be instrumental in carrying the program forward (on a smaller scale) in future years. The teams in attendance included coalition members, law enforcement representatives, students and parents. Each team developed an action plan designed for implementation during the 2007/2008 school year.

Continued >

On the final day of training participants reported more confidence, familiarity and readiness to implement an underage drinking prevention program than on their first day of training.

OMNI Research and Training, Inc. worked with the teams to design evaluation tools suitable for their proposed activities. OMNI also administered evaluation surveys to determine the effectiveness of the train-the-trainer program and the results were very positive. On the final day of training participants reported more confidence, familiarity and readiness to implement an underage drinking prevention program than on their first day of training.

Because an extension has been approved for the grant period, OMNI will continue to work with the teams to evaluate the success of their efforts and will also prepare an analysis of the cumulative effectiveness of the Courage to Live program over the past several years. Initial reports from OMNI indicate that the teams are making progress on their action plans.

The qualitative data indicated that respondents may need more interactive learning activities to keep their attention and interest.

The evaluation survey responses indicate that participants significantly increased their comfort, familiarity and progress in implementing underage prevention program during the course of the training and rated the presentations as good to excellent. Respondents also indicated that the training met expectations and the quality of the facility was approaching excellent. Ratings and qualitative questions indicated that participants particularly enjoyed the presentations provided by Kevin Wanzer and gained a variety of resources and strategies to implement an underage drinking prevention program. However, the qualitative data also indicated that respondents may have needed more interactive learning activities to keep their attention and interest.

Mean Rating of Presentation Content & Learning Materials*

Presentation	Mean
Action Plans/Evaluation	2.92
DUI: Three perspectives	3.25
Mock Administrative Hearings	3.00
Community Forum	2.87
Safety Simulator	3.42
Get A.L.O.H.A.	3.79
Movie Reviews	3.22
Social Marketing Strategies	3.26
Youth—Alive at 25	3.13
Activities for Your Program	3.32
Parental Involvement	2.83
Breakout with Kevin Wanzer	3.67
Develop Action Plans	3.00
Team Action Plan Presentation	3.00

*Presentations were rated on a scale from "1" (poor) to "4" (excellent). Kevin Wanzer's Get A.L.O.H.A. Presentation received the highest mean rating.

Summit County Impaired Driving Prevention Initiative (SCIDPI)

Project Number:	07-01
Task Number:	11-06
Planned Expenditures:	\$86,102.22
Actual Expenditures:	\$81,709.97

Summit Prevention Alliance (SPA) works to reduce impaired driving among youth and young adults in Summit County. The social norms approach is used to implement separate campaigns targeting youth (This is US), parents (It Starts with US) and young adults (Almost Everyone’s Doing It). SPA also offers education, training and technical assistance to bartenders, servers and alcohol retailers focusing on youth alcohol use and impaired driving prevention.

Goal

To reduce car crashes, fatalities and alcohol-related traffic arrests and increase motor vehicle safety in Summit County.

Strategies and Initiatives

“This is US” & “It Starts with US” Campaign Strategies

- “This is US” is a social norms marketing campaign SPA conducts in Summit County reaching middle school and high school students. SPA has a strong partnership with the Summit School District which is essential to gain buy-in and access to the students and parents. The campaign aims to decrease misperceptions of alcohol, tobacco, and other drug use, and to decrease self reported use. Students are surveyed annually in order to evaluate progress. Reduced substance use is achieved by advertising through a multi-media campaign, the healthy norms of students and thus reducing misperceptions of alcohol, tobacco and other drug use. Both focus groups and surveys are used to develop materials and track results.
- “It Starts with US” is a social norms marketing campaign targeting parents in Summit County. The campaign utilizes the social norms approach and advertises healthy parenting norms so parents feel supported and encouraged to model positive

parenting behaviors such as setting rules and boundaries, and communicating important topics with their children.



The multi-media campaign includes classroom and hallway posters and ads in the local newspaper, the Summit Daily News and various community presentations. The presentations help

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The use of creative media helped us reach our target population of young adults with the “Almost Everyone’s Doing It” campaign.

“Almost Everyone’s Doing It” Campaign Strategies

- The use of creative media helped us reach our target population of young adults with the “Almost Everyone’s Doing It” campaign. We raised awareness and communicated our campaign messages through newspaper ads, press releases, radio ads, and internet advertising. We also placed materials such as posters, coasters, server buttons, as well as innovative electronic restroom advertising. Promotional items such as Mardi Gras beads as well as sunglass visor clips were distributed at special events and displayed the campaign message.



- We had high participation levels at alcohol server training classes as a result of increased communication within the community about the classes through flyers, e-mails, and press releases.

- Mailings were sent to liquor licensees and community organizations in our county describing how Summit Prevention Alliance could serve as a resource for their business. This increased requests for technical assistance about liquor laws and checking ID’s and proved to be a very helpful service in our community. The large number of establishments with liquor licenses in our county creates a challenge. It is difficult to get participation from all licensees in our campaigns, server trainings, and educational opportunities.

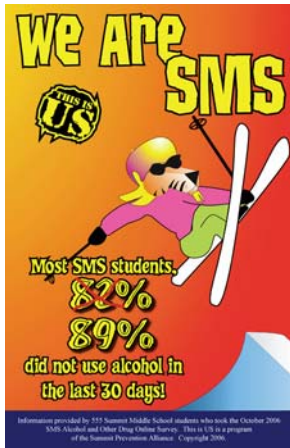


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Results

“This is US” & “It Starts with US” Campaign

- SPA conducts the Hobart William and Smith Colleges Social Norms Online Survey every fall at Summit High School and Summit Middle School. The survey asks about students’ attitudes, perceptions, and behaviors related to alcohol, tobacco, and other drug use (ATOD). We have seen some encouraging results with our campaign at both schools. OMNI Research and Training evaluated the data and found overall statistically significant



decreases in student perceptions of others, ATOD use and student self-reported ATOD use. One example of success from our middle school campaign is the “30 day no alcohol use” statistic went from 82% in 2005 to 89% in 2006.

SPA conducts the Summit County Parent Social Norms Survey every other year with parents of middle and high school students. SPA first conducted the parent survey in the fall of 2005 and just finished collecting surveys at school registration in August 2007. The 2007 data will be compared to the baseline data to see if the campaign has had an impact on parental attitudes, perceptions, and behaviors.

One example of success from our middle school campaign is the “30 day no alcohol use” statistic went from 82% in 2005 to 89% in 2006.

- Focus groups are conducted twice a year at Summit Middle School and Summit High School to gather student input, feedback, buy-in, and suggestions for improving the campaign.
- Seat belt checks conducted during Teen Driver Safety Day at Summit High School found that 92% of students were wearing their seat belt while driving to school on the morning of the checks.

“Almost Everyone’s Doing It” Results

- Training evaluations were conducted at the end of each TIPS and ServSafe alcohol server training classes. As a result of taking the class, the majority of the participants in the classes stated in the survey that they would be more likely to properly check ID’s, take action to reduce liability, evaluate guests’ levels of intoxication, and intervene with intoxicated guests.

In 2001 there were 626 DUI arrests in Summit County while there were 469 arrests in 2006.

The data leads us to believe that our activities are effective and are leading us to meet our program goals and outcomes. Social norms and education within the community have proven to be successful.

- The Drunk Driving Prevention Committee (DDPC) is a community-driven coalition that SPA facilitates. The DDPC has provided positive feedback regarding programs and campaigns.
- DUI and DWAI data has been collected each quarter from the Colorado State Patrol as well as the Summit County Sheriff's Office. The number of DUI and DWAI arrests have significantly decreased over the years. In 2001 there were 626 DUI arrests while there were 469 arrests in 2006.

The data led us to believe that our activities are effective and are leading us to meet our program goals and outcomes. Social norms and education within the community have proven to be successful.

Recommendations for improvement: "This is US" & "It Starts with US"

- Reaching the immigrant community has been a challenge for the parent campaign. Media outlets are often not the most effective way to reach this audience, and SPA is looking for more effective ways to reach them.
- Summit County is a resort community with a transient population. People often come to Summit County on vacation and are not aware that Summit County is a community with families and youth that are influenced by their behaviors.
- There are over 200 liquor licenses in our small community. The bars and restaurants heavily advertise and offer drink specials to gain the visiting and local business. This creates a mixed message to our youth and families about alcohol and drinking responsibly.
- SPA learned that we should give parents more chances to voice their opinions about our campaign designs and will bring the next campaign designs to the middle school and high school PTSO meetings for input.
- We will work to increase knowledge of the social norms approach and to share the positive results we are finding with the community through these presentations and editorials to local media.

Recommendations for improvement: "Almost Everyone's Doing It" Campaign

- SPA realizes that the campaign did not successfully reach the Latino population in Summit County with impaired driving messages. To remedy this, SPA will Work with our Latino Outreach Coordinator to expand our work to the Hispanic community.

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- SPA will conduct a county-wide survey of young adults (ages 21 to 35) to collect data for comprehension to the baseline data that was collected in March 2006. Support for creating and developing this survey would be useful so that SPA can revise campaign messaging if needed.

Satisfaction surveys were sent to each bar and restaurant participating in the “Almost Everyone’s Doing It” campaign. No surveys have been returned, so we conclude that mailing the survey to bars and restaurants was not an effective method of capturing feedback. SPA will seek advice regarding best practices for merchant education.

Project Number:	07-01
Task Number:	11-07
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$92,235.27
402 Expenditures:	\$43,153.80
410 Expenditures:	\$49,081.47

Drug Recognition Expert (DRE) Training

This project will expand the DRE training program by funding two in-service schools, a 9-day DRE school to train twenty-five new DREs and a DRE Instructor school for fifteen instructors.

Goal

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

Strategies and Initiatives

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

Results

Twenty-eight DRE Candidates were selected for the 2007 Colorado DRE School, held at the Four Point Sheraton Hotel in Denver, Colorado from June 4 – June 14, 2007.

To date, two of the 2007 DRE candidates have taken all required testing and are awaiting their certifications from the International Chiefs Association of Police.

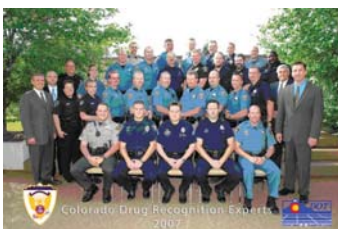
The remaining DRE candidates have completed their necessary training and are waiting final testing in February 2008. This years Colorado DRE class was extremely successful!

This year's Colorado DRE class was extremely successful!

Colorado Agencies with DRE School Attendees:

- Adams County Sheriff's Office (1)
- Alamosa County Sheriff's Office (1)
- Colorado State Patrol (11)
- Denver Police Department (6)
- Douglas County Sheriff's Office (1)
- Glenwood Springs Police Department (3)
- Lafayette Police Department (1)
- Ouray County Sheriff's Office (1)
- Sheridan Police Department (1)
- Teller County Sheriff's Office (1)
- Westminster Police Department (2)

DRE School 2007



CDOT also hosted two DRE in-service trainings at Colorado State Patrol's Academy. About seventy-five law enforcement officers attended from throughout the state of Colorado.

DRE Tech Transfer — National DUI/DRE Conference

Project Number:	07-01
Task Number:	11-08
Planned Expenditures:	\$20,000.00
Actual Expenditures:	\$14,988.88

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

Goal

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

Strategies and Initiatives

Select and send qualified professionals in the DRE field to attend the National DUI/DRE Conference. Select three DREs for Course manager (CM) training.

Results

In early 2007 CDOT selected and sent fourteen qualified professionals to the 13th Annual National DUI/DRE Conference in Las Vegas, Nevada. The attendees were required to provide a summary of the conference and how they would use what they learned at the local level.

Attendees:

- Mark Ashby, Thornton Police (DRE Instructor)
- Mark George, Boulder County Sheriff's Office (DRE Instructor)
- Jim Williamson & Cindy Mitchell, Littleton Police (DREs)
- Josh Warner, Terry Bridge and Pete Schimek, Mesa County Sheriff's Office (DRE)
- Craig Simpson, Colorado Springs Police (DRE)
- Cindy Grein, Northglenn Police (DRE)
- Dave Schmidt, Dan Dunn and Jim Flint, Denver Police (DREs)
- Sharolyn Leeper, Garrett Reich, Dave Copeland and Jerald J. Wolff, Colorado State Patrol (DREs)
- Eric Medina, Pueblo County Sheriff's Office (DRE)

Continued >

“One of the outstanding portions was the session that addressed prosecutorial techniques for impaired driving trials. The best use of investigative techniques, coupled with prosecution and presentation skills, should allow DREs to train the often-new prosecutors in impaired driving trials.”

- Jameson Gartner and Ryan Ertman, Loveland Police (DREs)
- Ed Hawkins, Arapahoe County Sheriff’s Office
- Glenn Davis, CDOT (DRE Coordinator)

These observations were taken from the attendees’ final reports:

The “Sleep Deprivation and the Effects on Driving” and the Standardized Field Sobriety Tests (SFST) was most valuable to attendees. “This session will become a topic of discussion for all future SFST classes and SFST updates for recertification.”

“One of the outstanding portions was the session that addressed prosecutorial techniques for impaired driving trials. The best use of investigative techniques, coupled with prosecution and presentation skills, should allow DREs to train the often-new prosecutors in impaired driving trials.”

Alcohol and Drug Countermeasures

Project Number:	07-01
Task Number:	11-09
Planned Expenditures:	\$300,000.00
Actual Expenditures:	\$134,922.31

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

Goal

To reduce alcohol-caused motor vehicle crashes by 5 percent and to increase the number of DUI/DUID citations by 5 percent statewide.

Strategies and Initiatives

Identify six target areas for increased DUI/DUID patrols and provide 2,500 hours of overtime on DUI/DUID enforcement using traffic crash prevention teams and participating in multi-agencies sobriety checkpoints and saturation patrols.

Purchase PBT devices for use in DUI enforcement.

Provide personnel as requested by CDOT to participate in public information programs and media events.

Send two Colorado State Patrol representatives to the Eleventh IACP DRE Training Conference on Drugs, Alcohol and Impaired Driving in 2007 and provide two reports to the Office of Transportation Safety summarizing findings and activities at this conference.

Results

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

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

Between May 24, 2007 and September 30, 2007, a total of 1,696.5 hours of overtime DUI/DUID saturation patrol enforcement have been provided in Colorado, with 191 DUI citations written. An additional 885.25 hours were provided to sobriety checkpoints, and 13.25 hours of DRE callout services were provided as needed.

Continued ▷

*191 DUI citations
were written from May
2007 to September
2007 and nearly 900
hours were provided
to sobriety checkpoints
during this period.*

CSP is in the process of purchasing Portable Breath Testing (PBT) Devices, and these will be distributed to the troops during training sessions.

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

Troopers Dave Copeland and Jerald Wolff attended the IACP DRE Training Conference on Drugs, Alcohol and Impaired Driving.

191 DUI citations were written from May 2007 to September 2007 and nearly 900 hours were provided to sobriety checkpoints during this period.

Tech Transfer

Project Number:	07-01
Task Number:	11-10
Planned Expenditures:	\$12,500.00
Actual Expenditures:	\$10,674.00

Goal

To fund the attendance of persons to state, regional, national meetings and conferences related to DUI enforcement and prevention.

Strategies and Initiatives

Funding will be used for the State Drug Recognition Expert Program Coordinator's membership dues in organizations related to the program. This task will also support training for judges and prosecutors in DUI and traffic safety-related issues and support the efforts of the DUI Taskforce. In addition, funding will support attendance at the Lifesavers conference for 30 Coloradoans.

Results

Conference attendees come from the public and private sectors and represent many career fields. Lifesavers participants meet with their highway safety peers in a forum that allows them to share program successes, learn from each other and to develop alliances with people from all over Colorado and the county.

An arrangement was made for a CDOT Colorado Safety Breakfast meeting on Sunday morning before the conference started, so all those attending from Colorado would have the opportunity to meet in a separate setting. The breakfast allowed for collaborative discussion about safety program activities, issues, etc.

Lifesavers participants meet with their highway safety peers in a forum that allows them to share program successes, learn from each other, and develop alliances with people from all over Colorado and the county.

Project Number:	07-01
Task Number:	11-11
Planned Expenditures:	\$270,000.00
Actual Expenditures:	\$229,978.69
402 Expenditures:	\$ 103,811.07
410 Expenditures:	\$ 126,167.62

DUI Checkpoint Colorado

Local law enforcement agencies will target areas of the state identified as having a high rate of alcohol-related fatalities and crashes. NHTSA research shows that in areas where DUI checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced. Working cooperatively with law enforcement agencies funded through the Law Enforcement Assistance Fund (LEAF) and the Colorado State Patrol, the selected agencies will conduct routine DUI checkpoints, saturation patrols and participate in the statewide “Heat is On!” DUI enforcement campaign.

Goal

Conduct DUI checkpoints and saturation patrols, between Memorial Day and Labor Day, with cooperation and assistance from LEAF agencies and the Colorado State Patrol at target locations.

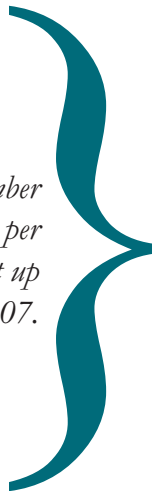
Document a 5% reduction in alcohol-related fatalities between Memorial Day and Labor Day from 2006 rates.

Strategies and Initiatives

The Police Departments of Aurora, Brighton, Commerce City, Loveland and Westminster and the Sherriff’s Departments of Adams, Boulder, El Paso, Jefferson and Pueblo counties were selected to participate in Checkpoint Colorado and will:

- Conduct at least five DUI Sobriety Checkpoints and provide DUI Saturation Patrols during the program.
- Be actively involved in CDOT’s DUI enforcement/Checkpoint Colorado 2007 public awareness campaign
- Report all requested data to CDOT by the times specified. This includes entry of Enforcement Period Plans and Summer Checkpoint 2007 in to the CDOT website.
- CSP will provide assistance to at least 15 checkpoints and provide 2,000 hours of DUI Enforcement Overtime.

The average number of arrests per Checkpoint went up in 2007.



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Results

CSP and Checkpoint Colorado agencies were actively involved in the public awareness campaign and reported all data at the specified times.

Twenty-seven law enforcement agencies participated.

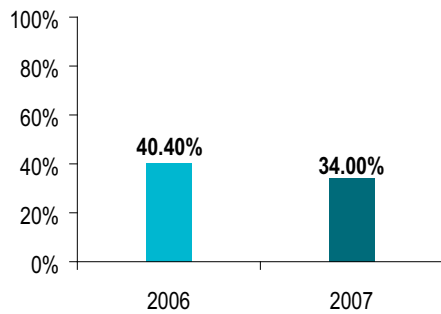
The total number of Checkpoints decreased from 150 in 2006 to 116 in 2007. Although the number of Checkpoint arrests remained steady from 411 in 2006 to 408 in 2007, the average number of arrests per Checkpoint went up in 2007.

CSP proved 1,806 hours of DUI Enforcement Overtime.

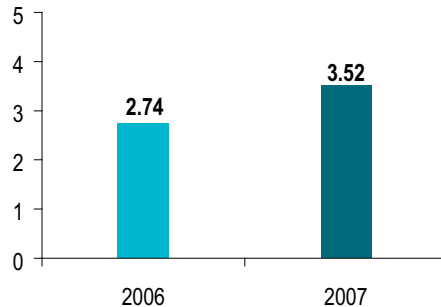
Between Memorial Day and Labor Day in 2006 there were 188 fatalities which included 76 alcohol-related fatalities (40.4%), in 2007, preliminary data indicates there were 203 fatalities which included 69 alcohol-related fatalities (34.0%), *this demonstrates a decrease of 6.4 % in 2007.*

Preliminary data indicates there were 203 fatalities which included 69 alcohol-related fatalities (34.0%), this demonstrates a decrease of 6.4% in 2007.

Alcohol-Related Fatalities as a % of All Fatalities, Memorial Day through Labor Day



Average Arrests per Checkpoint



Project Number: 07-01
 Task Number: 11-13
 Planned Expenditures: \$80,000.00
 Actual Expenditures: \$45,977.64

Law Enforcement Coordinator (LEC)

Goal

CDOT will designate a spokesperson who will coordinate all statewide training and local activities for local law enforcement agencies in support of their efforts to enforce Colorado’s Safety Programs and campaigns.

Strategies and Initiatives

This is a new initiative to better coordinate programs and initiatives within the law enforcement community. The LEC will mobilize 200 plus Colorado law enforcement agencies to participate in traffic safety campaigns, administer and manage law enforcement grants, develop, coordinate, and/or conduct training to law enforcement agencies regarding impaired driving, occupant protection, graduated drivers license laws, traffic stops, enforcement strategies and provide additional support to coordinate media events and disseminate information to law enforcement.

The LEC attended 12 meetings in rural Colorado to promote CDOT goals and objectives and solicit support for impaired driving and occupant protection enforcement campaigns. The LEC attended the Strategic and Tactical Approaches to Traffic Safety Conference held in Colorado in September.

A recognition event honoring officers excelling in occupant protection and impaired driving enforcement and education was put on with the assistance of the LEC. Innovative approaches to enforcement were presented by law enforcement agencies who were identified by the LEC as being active and successful during the Memorial Day Click It or Ticket campaign.

During the Memorial Day Click It or Ticket enforcement period, a record 201 law enforcement agencies signed up to support the campaign. 186 agencies supported the National Crackdown Labor Day campaign.


Results

81 city and county law enforcement agencies were under contract to participate in the eight impaired driving enforcement periods. Numerous other agencies, though not under contract, also participated and reported their activities to the CDOT website. During the Memorial Day Click It or Ticket enforcement period, a record 201 law enforcement agencies signed up to support the campaign. 186 agencies supported the National Crackdown Labor Day campaign. Many of these agencies were not previous supporters of CDOT sponsored enforcement period efforts.

Continued >

The LEC participated in the selection of 57 law enforcement agencies to receive Law Enforcement Assistance Fund (LEAF) grants, and conducted 14 site visits with grantees that were having issues with LEAF reporting requirements. Fourteen rural agencies received grants to combat impaired driving and speeding violations. Training, follow-up and project monitoring was provided to ensure compliance with purchasing and reporting procedures.

In summary, many duties and tasks are being accomplished by the LEC that had not been completed in the past, due to low staffing at CDOT and a high workload placed on the members of the Safety and Traffic Engineering Branch. Persistence on the part of the LEC and an emphasis on accountability of grantees resulted in a 30.4% increase in citations and a 33.0% decrease in warnings issued by during the 2007 May Mobilization of Click It or Ticket.



Persistence on the part of the LEC and an emphasis on accountability of grantees resulted in a 30.4% increase in citations and a 33.0% decrease in warnings issued by during the 2007 May Mobilization of Click It or Ticket.

Project Number: 07-01
Task Number: 11-14
Planned Expenditures: \$257,000.00
Actual Expenditures: \$0.00

Colorado Springs Breath/ Blood Alcohol Testing Van

National statistics show that alcohol is involved in approximately 39% of all fatal crashes. NHTSA research shows that in areas where sobriety checkpoints are routinely practiced the number of alcohol related traffic deaths are reduced. In 2005, 60% of all fatal crashes in Colorado Springs were alcohol and/or drug related.


Goal

To reduce alcohol related crashes by 5% in each target county: El Paso, Pueblo and Teller.

Strategies and Initiatives

Purchase, outfit and maintain a Mobile Blood Alcohol Testing Vehicle to conduct DUI Checkpoints in El Paso, Pueblo and Teller counties.

The Colorado Springs Police Department (CSPD) received fully executed grant contracts on August 17, 2007 to purchase a Mobile Blood Alcohol Testing Vehicle. In September, representatives from CSPD Patrol Division and Fleet travelled to Burlington, WI to meet with LDV, the company responsible for building the van. It was an extremely productive meeting; plenty of changes to the original specifications were created and implemented during the three days. The CSPD fleet manager is waiting for a finalized specification packet, which must be approved by the Colorado State Health Department and Environment; upon approval construction will begin on the van.



When deployed, the Mobile Blood Alcohol Testing Vehicle will decrease the amount of time that our 8 full-time DUI officers spend transporting arrestees to the hospital or substation for testing.

Results

CSPD should take delivery of the vehicle in January, 2008. When deployed, the Mobile Blood Alcohol Testing Vehicle will decrease the amount of time that our 8 full-time DUI officers spend transporting arrestees to the hospital or substation for testing. This reduction in transport time should equate to an increase in efficiency and productivity for all patrol officers.

Mothers Against Drunk Driving Youth Programs Specialist (2)

Project Number:	07-01
Task Number:	11-15
Planned Expenditures:	\$59,000.00
Actual Expenditures:	\$29,610.12

Goal

The Youth Programs Specialist Positions were created to reduce underage consumption of alcohol and unsafe driving behavior in Denver and Colorado Springs.

Strategies and Initiatives

In order to meet the goals, the Youth Programs Specialists utilized the following strategies/initiatives:

- Aligning with teachers, student affairs departments, community coalitions, and law enforcement
- Presenting programs to junior high and high schools, colleges and universities, military youth
- Researching programs in rural, suburban, and urban areas of Colorado to close gaps
- Completing program training in designated areas
- Remaining current on relevant statistics and local news

The Youth Programs Specialists will recruit youth, volunteers, schedule youth activities for Youth In Action, facilitate UMADD, complete school presentations and post evaluations, and work with local law-enforcement to ensure liquor store compliance, thereby limiting youth access to alcohol.

Results

Underage Drinking Impact Panels: Five panels were held at three locations: Parker, Denver and Fort Collins; on average 25 to 30 youth aged 20 and under attend each panel. MADD’s underage drinking panel clearly defines MADD’s position on underage drinking as a Zero Tolerance policy, and more importantly, illustrates the multitude of reasons why. Youth attendees respond well to the information and are impacted by the personal stories of victims who present.

High School Presentations: Presentations have been completed at many area high schools from Colorado Springs to Douglas

By October alone, at least 1,700 students have participated in our Underage Drinking Prevention, safe driving and supplementary activities.

Continued >

12 presentations have been made to military personnel under the age of 21 at Fort Carson, reaching over 1,900 people. These presentations were requested by Fort Carson because of the frequency of DUI's among military personnel.

County to Weld County. By October alone, at least 1,700 students have participated in our Underage Drinking Prevention, safe driving and supplementary activities.

Safe Driving Presentations: Six presentations were held with Teen Sharp, a teen driver program which consisted of 30 students per class. Safe driving has been incorporated with many programs to show how important it is to give teens a safe life through giving them the information necessary for them to make safe decisions.

Military Youth Presentations: Twelve presentations have been made to military personnel under the age of 21 at Fort Carson, reaching over 1,900 people. These presentations were requested by Fort Carson because of the frequency of DUI's among military personnel.

YIA Related Activities: One youth is currently working on an alcohol prevention video for teens by teens, and two law enforcement recognition events/roll-call briefings have been completed in Denver and Littleton. Three new teams are in the setup phase and will be conducting activities shortly.

UMADD and College Activities:

- University of Denver's UMADD is established and has held two events.
- University of Northern Colorado's Peer Education Department, Colorado State University's Freshman Health Classes, and the University of Colorado at Boulder are working to establish UMADD Chapters. Obstacles have been faced with establishing UMADDs on various campuses throughout Colorado; however, providing the officials with more than the required information and consulting with MADD National's Senior Youth Programs Specialist has proved to be highly successful.
- Auraria Campus is working with MADD Co. State Office to require students in on-campus residences to complete the Underage Drinking Prevention Presentation.
- Front Range Community College will be hosting "A New Year" at their Westminster facility to serve as a safe party for high-school and college students. It is expected that at least 1,000 students, parents, and community members will be participating in this event.



Continued >

Youth Volunteers: There is a strong base of dedicated volunteers. The Youth Volunteers are required to attend and assist with at least one Drunk Driving Impact or Underage Drinking Impact Panel before they begin their initial volunteer work. A challenge experienced with youth volunteers is finding time that is convenient for all parties involved. This has been overcome by requiring volunteers to e-mail at least once a week so that everyone is working together.

Community Coalitions and Partnerships: Currently working with Summit Prevention Alliance and their Youth Coalition, Drive Smart of Conifer/Evergreen, Colorado Prevention Leadership Council, Denver Health, Jefferson County Student Services, the Invention Prevention Convention: I Make Positive Choices, and the Teen Motor Vehicle Leadership Alliance. Establishing relationships with other coalitions has been extremely successful and a learning experience allowing ideas and strategies to be shared and new ones brainstormed.

Community Presentations: Over 1,500 Colorado Springs community members learned about the issue of underage drinking during three presentations made at community and health and safety fairs. Educating adults about the dangers of underage drinking is an important piece in the prevention of underage drinking.

Law Enforcement Presentations: The Youth Program Specialist in Colorado Springs was invited by the Sheriff's department to present to officers during drug enforcement and recognition trainings. A total 200 law enforcement personnel have been reached with the five presentations.



Project Number: 07-01
Task Number: 11-16
Planned Expenditures: \$35,000.00
Actual Expenditures: \$7,742.97

Public Ways: Transportation Safety Impaired Driving Countermeasures

Goal

The objective of this project is to educate Colorado residents about the dangers of impaired driving through the most effective approach for each age group and for the general Museum visitor.

Strategies and Initiatives

Since receiving the grant in late June 2007, our strategies have focused on preparing Museum programming for both onsite and offsite audiences. These strategies included the following:

- Prepare classes to offer at schools for K-6th grade. Because our Gateway Drugs class is a perennial favorite, this mostly meant checking to make sure that all of the hands-on teaching materials were in good condition and ready to go out to schools.
- Prepare health fair displays and begin the process of developing a new Drug Free health display for middle and high school audiences.
- Contract with a consulting agency to evaluate the effectiveness of the new health fair display.
- Advertise our programming to local schools and community organizations such as the 9 News Health Fair.

Results

The overall results of our project are still preliminary.

To date, Gateway Drugs has been taught at one school with 62 students participating in Jefferson County. However, this program is already scheduled to be taught 16 more times to an estimated 400+ elementary ages students later this fall. As the school year gets into full swing, we anticipate easily scheduling at least 3 more classes to meet our goals for this portion of the project.


The health fair displays for college and community audiences are prepared and have already been scheduled for 3 events this year. We have facilitated this health display at one event for 500 adults during a corporate health fair day. A new backdrop for the youth health fair is currently being designed. Additionally, new activities and objects

The Gateway Drugs program is scheduled to be taught to an estimated 400+ elementary students this fall.

Continued >

for this health fair are being purchased and developed. With the signing of a contract with JVA Consulting, we anticipate the development of this health fair to be completed by the end of November. After researching current methods of underage alcohol prevention and working with a parent who lost a child in an alcohol-related traffic incident, we believe that this new program will have an even greater impact on adolescent behavior and choices than previous programming.

Facilitated activities within the Museum are been planned for the first full week of April 2008 in the Hall of Life. These activities will coincide with Alcohol Awareness Month. Volunteers and visitor programs employees will focus their attention on facilitating the impaired driving simulator as well as other alcohol-related aspects of the exhibit. Additionally, on Friday, April 11, a Museum educator will facilitate a health fair display in the Hall of Life to culminate the week's activities.



After researching current methods of underage alcohol prevention and working with a parent who lost a child in an alcohol-related traffic incident, we believe that this new program will have an even greater impact on adolescent behavior and choices than previous programming.

Project Number: 07-01
Task Number: 11-17
Planned Expenditures: \$300,000.00
Actual Expenditures: \$60,928.63

Pilot DUI Courts in the Four Corners Region of Colorado

Goal

The objective of this project is to implement pilot DUI/DWAI courts in southwestern Colorado.

Strategies and Initiatives

This region of the state was selected for this pilot project for several reasons:

- Both judicial districts in the region and the Southern Ute Indian Tribe have operational Drug Courts
- The counties in this region experienced high traffic fatalities in 2004
- The communities have great interest in piloting DUI courts as a way to decrease drunk driving in their communities.
- While most of the State's population is on the Front Range, the majority of Colorado county courts are in rural Colorado counties. It is important to pilot these DUI courts in small rural counties of Colorado to understand the success and sustainability challenges of DUI Courts throughout Colorado.

The first DUI court to become operational under this grant was the Archuleta County Court located in Pagosa Springs, Colorado. After only 6 months of operations, the court has already met its target population numbers for the year.

Results


The first DUI court to become operational under this grant was the Archuleta County Court located in Pagosa Springs, Colorado. After only 6 months of operations, the court has already met its target population numbers for the year. While actual outcome measures will not be available for some time, initial and anecdotal reports are very positive.

The second court in the region to become operational was the Southern Ute Indian Tribe, Wellness Court / DUI Court. While this court's population is very small, it too has very positive anecdotal reports.

By October 2008, some preliminary outcome data will be available for both courts.

Continued >

Based on the preliminary successes of these two courts, CDOT will assist other courts in the region with the adoption of the principles of DUI / Problem Solving Courts and to improve court, supervision and treatment outcomes for persistent drunk drivers. In the second year of the pilot, a larger, Front Range county court may be considered for future expansion of the DUI Court programs.



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CONE ZONES PROGRAM OVERVIEW



Cone Zones Overview

The Safety and Traffic Engineering Branch's Cone Zone program promotes work zone safety and supports CDOT's goals to reduce crashes of all severities. Performance measures for these projects include developing an overall program evaluation, training personnel from local entities in basic traffic engineering and continuing to provide traffic engineering studies for small communities across the State. The Cone Zone's projects are detailed on the following pages.

Program Administration

Cone Zone program projects are jointly administered by Glenn Davis from the Safety and Engineering Branch and Stacey Stegman, Director of the CDOT Public Relations Office (PRO). Two projects in this program area received federal funds, Work Zone Safety – Cone Zone Maintenance and Positive Work Zone Protection Device, with total budgets of \$375,000. The other projects detailed were state-funded.

Work Zone Enforcement

By supporting aggressive overtime enforcement of traffic laws in work zones, CDOT improved the safety of both cone zone workers and the general population. In FY 2007 there were no injuries to CDOT maintenance workers in zones protected by the Colorado State Patrol's work zone enforcement.

Public Education

A state-funded program to promote driver awareness of work zones and the necessity of slowing in cone zones was implemented by the PRO. In partnership with law enforcement, the PRO warned the public about the dangers of maintenance work zones and promoted the increased enforcement in work zones.

Work Zone Safety — Cone Zone Maintenance

Project Number:	07-02
Task Number:	21-03
Planned Expenditures:	\$90,415.00
Actual Expenditures:	\$76,566.50

The Colorado State Patrol (CSP) provides overtime enforcement in designated maintenance work zones across Colorado.

Goal

Improve traffic safety on Colorado roadways by decreasing fatal and injury crashes in Maintenance Cone Zone projects.

Strategies and Initiatives

Identify maintenance projects needing overtime enforcement in cooperation with CDOT project engineers and maintenance supervisors.

Provide 4,000 hours of overtime in maintenance zones, providing aggressive enforcement, as appropriate, with zero-tolerance for speeding, impaired driving and other identified primary crash causal factors or violations.

Over the past two years, CDOT Maintenance Supervisors and CSP Captains have forged partnerships in at least eleven offices in order to identify areas needing coverage and provide effective Uniformed Traffic Control (UTC) which protects CDOT maintenance crews while they work.


Results

In cooperation with CDOT, maintenance zones were identified and worked when requested.

CSP officers from 11 CSP Field Troops provided 1,803.25 hours of overtime enforcement in maintenance zones between January 1 and September 30, 2007. During this time, one DUI arrest was made within a maintenance zone.

Since January 2006, 3,113.25 hours of enforcement have been provided. During this time, two DUI arrests and one Felony arrest have been made within maintenance zones.

This project began providing coverage of maintenance projects in 2005, and initially, coverage was only requested by one CDOT district office. Over the past two years, the project has grown to include more areas, and has allowed for greater cooperation between numerous CSP and CDOT offices.



Most importantly, there were no injuries to CDOT maintenance workers in zones that were protected by CSP maintenance enforcement.

Project Number: 07-02
Task Number: 21-04
Planned Expenditures: \$65,133.09
Actual Expenditures: \$118,217.00

Work Zone Safety — Construction Cone Zone

The Colorado State Patrol (CSP) provides overtime enforcement in designated work zones across Colorado.

Goal

Improve traffic safety on Colorado roadways by decreasing fatal and injury crashes in Construction Cone Zone project areas.

Strategies and Initiatives


Identify construction projects needing overtime enforcement in cooperation with staff from CDOT’s project engineers and Public Information Office.

Provide 2,000 hours (by May of 2008) of overtime in designated work zones, providing aggressive enforcement, as appropriate, with zero-tolerance for speeding, impaired driving, and other identified primary crash causal factors or violations.

Results

In cooperation with CDOT, seven construction zones were identified as top priorities, and hours of enforcement were allocated to these zones.

CSP officers provided over 1,200 hours of overtime enforcement in seven construction zones between June 5 and September 30, 2007. In total, over 1,200 vehicles were contacted, resulting in 4 DUI arrests, 2 felony arrests, and over 500 citations, including 80 occupant protection citations.



In total, over 1,200 vehicles were contacted, resulting in 4 DUI arrests, 2 felony arrests, and over 500 citations, including 80 occupant protection citations.

Positive Work Zone Protection Device

Project Number: 07-02
Task Number: 21-05
Planned Expenditures: \$250,000.00
Actual Expenditures: \$250,000.00

A trailer-mounted Traffic Control Safety Device (TCSD) will be used to ensure a safer, more cost-effective work zone traffic control strategy. The deployment of this system will provide three sides of positive protection for a work zone while providing motorists with needed guidance for driving safely through work zones and reducing the likelihood of injuries or death to both maintenance workers and motorists.

Goal

To increase the safety in work zones areas by providing a portable safety device designed for general highway maintenance, performed during day and night, on a multi-lane highway.


Strategies and Initiatives

This project will purchase TCSD(s) for this system for use on general highway maintenance projects for multi-lane highways. Maintenance activities are performed during the day and night. The TCSD(s) will be used in areas where the legal maximum speed is 65 miles per hour or more. The TCSD(s) will protect against vehicle intrusions into the work area and will be used in both stationary and mobile operations.

Results

A contractor was selected by the CDOT Procurement competitive bid process.

The TCSD was ordered and is being built with an expected in-service date of autumn 2008.



The TCSD was ordered and is being built with an expected in-service date of autumn 2008.

Project Number:	07-08
Task Number:	81-09
Planned Expenditures:	\$125,000.00
Actual Expenditures:	\$105,532.53

Slow for the Cone Zone

Goal

To reduced the number of accidents in work zones across the state by focusing on unsafe driving practices in work zones. The campaign takes a two-fold approach with an educational element through paid media and a law enforcement element in order to reach a wide segment of motorists and those creating dangerous situations in work zones.

Strategies and Initiatives

As mentioned above, there are two elements to this campaign: paid media and law enforcement. The campaign will target all drivers with special emphasis on males between the ages of 18 and 49.

The primary goal will be to put the message in the window when the target audience is most likely to be receptive to it. The window for CDOT is just prior to or while a driver is in his or her vehicle. That is the moment when the message will be most effective.

This year, the Public Relations Office (PRO) developed an extensive paid media plan that included radio and television spots and all markets across the state. The thirty second radio spot ran on radio stations in Denver, Fort Collins, Greeley, Colorado Springs, Pueblo and Grand Junction and a one minute television spot ran on Comcast cable in Denver and Durango. The paid advertising reached over 30 counties across Colorado.

Results

The 2007 summer campaign kicked off the week of June 4th with three media events in Denver, Colorado Springs and Grand Junction. Each event focused on CDOT maintenance work zones and included a mock cone zone set up to demonstrate dangers. The media events received over 55 media hits and were paired with the \$90,000 paid advertising campaign, including radio and television spots.

In addition to the media events and radio and television advertising, educational materials



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The media events received over 55 media hits and were paired with the \$90,000 paid advertising campaign, including radio and television spots.



were distributed statewide. Posters and Work Zone Safety Cards, containing work zone statistics and driving tips, were distributed to Visitor Centers, Rest Stops, Chambers of Commerce, Truck Stops, Cities and Counties, Driving Schools, Motor Vehicle Offices and Law Enforcement Agencies. Law

Enforcement Agencies distributed the Work Zone Safety Cards to all motorists they contacted as part of the campaign.

Bumper Stickers were distributed internally with a letter from the Chief Engineer asking employees to place them on CDOT vehicles.

Results of Enforcement

- Five law enforcement agencies participated in the campaign: Colorado State Patrol, Colorado Springs Police Department, Weld County Sheriff's Office, Avon Police Department and Adams County Sheriff's Department.
- Over 12 projects received overtime enforcement as part of the campaign.
- The Colorado State Patrol provided over 1,200 hours of overtime enforcement, contacted 1,221 motorists, issued nearly 700 citations and made 4 DUI and 2 felony arrests (results from local agencies have not yet been reported).
- Timely reporting from local agencies and CSP was a challenge for the PRO.



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MOTORCYCLE SAFETY PROGRAM OVERVIEW



Motorcycle Safety Overview

Projects in the Motorcycle Safety Program support the Safety and Traffic Engineering Branch's goals to reduce fatal and injury motorcycle crashes.

Program Administration

The Motorcycle Safety Program is administered by Program Manager Glenn Davis, with staff support from Carol Gould, Mario Acevedo and Robin Rocke. The three projects in this program had planned expenditures of \$153,000.

Motorcyclist Safety

The Motorcycle Program supported projects that increase motorists' awareness of motorcycles and educated drivers on safely sharing the road with motorcycles. In addition, the program supported efforts to prevent motorcyclists from riding while impaired.

Assessment

In FY-2007, a multi-disciplinary team of experts conducted an in-depth assessment of Colorado's Motorcycle Safety Program. The assessment yielded 89 recommendations, including 30 priority recommendations. The Safety and Traffic Engineering Branch will adopt these recommendations in future program activities.

Operation Save a Life

Project Number: 07-07
 Task Number: 71-02
 Planned Expenditures: \$38,000.00
 Actual Expenditures: \$7,716.28

Goal

Perform presentations, distribute brochures, signs etc, to make motorists more aware of motorcyclists and address Drinking and Riding.



**Look Twice
Save a Life**



**Motorcycles
are everywhere**
ABATE of Colorado www.abateofcolo.org

Strategies and Initiatives

ABATE will conduct 20 presentations to various sectors of the public, as well as driving schools. The presentations include a 10 minute video “Share the Road”. Distribute brochures, bumper stickers, concerning Motorist Awareness, Kids and Motorcycling, and “Ride Straight” at rallies, civic events, Rider Education and Driving schools. The purpose of Operation Save a Life is to:

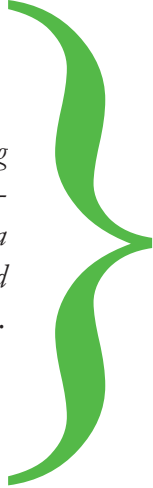
- Increase driver understanding of how motorcycles interact with traffic and how that interaction is different from cars.
- Increase drivers’ awareness of their responsibilities toward other vehicles on the road, particularly motorcycles.
- Increase awareness of the growing number of motorcyclists
- Emphasize the need and importance of all of us to share the road.
- Increase awareness of riding and drinking.
- Increase the importance of rider education.

Operation Save a Life presentations at Union halls, Military Safety Days and with School District Bus Drivers were very successful.



Continued >

ABTAE is working with Miller Brewing Company on a statewide drinking and riding promotion.



Results

Operation Save a Life presentations at Union halls, Military Safety Days and with School District Bus Drivers were very successful. We have only presented at one High School. ABATE distributed Ride Straight brochures at bars and taverns in Aurora and Colorado Springs and will continue to cover these areas. We are trying to gain access to make presentations and share materials in Driver Education schools. We are working with Miller Brewing Company on a statewide drinking and riding promotion.

Motorcycle Assessment

Project Number:	07-01
Task Number:	71-03
Planned Expenditures:	\$32,310.00
Actual Expenditures:	\$28,272.04
402 Expenditures:	\$16,509.40
410 Expenditures:	\$11,762.04

Every state should have a comprehensive program to promote motorcycle safety and prevent motorcycle crashes and related injuries.

Goal

To assess Colorado’s Motorcycle Program

Strategies and Initiatives

At the State’s request, a multi-disciplinary technical Assessment Team of national experts conducts a thorough review of the State’s motorcycle safety efforts, identifies strengths and weaknesses, and provides recommendations to enhance the program. This approach allows State to use highway safety funds to support the Assessment Team’s evaluation of existing and proposed motorcycle safety efforts.

Results

The Colorado Motorcycle Safety Program Assessment was conducted in Denver from April 23-27, 2007. Arrangements were made for the program experts and key individuals to deliver briefings and provide support materials to the Assessment Team on a wide range of topics over a three-day period. The Assessment Team interviewed more than 30 presenters, with several being contacted following their presentations to provide additional information and clarification.

At the end of the three day Assessment, 89 recommendations were assigned; thirty are a priority. The recommendations will be evaluated and assessed by CDOT and its various partners and committees.



89 recommendations, including 30 priority recommendations, resulted from the Assessment.

Project Number: 07-07
Task Number: 71-04
Planned Expenditures: \$77,200.00
Actual Expenditures: \$13,319.98

Motorcycle Safety Grant

In 2004, motorcycle fatalities (4,008) increased for the seventh year in a row, a 7.9 percent increase over 2003 motorcyclist fatalities, and constituted about 9.0 percent of annual traffic fatalities. Motorcyclist fatalities have increased 89 percent from an historic low of 2,116 in 1997.

Goal

Reduce the number of motorcycle crashes per 1,000 motorcycle registrations from 19.0 in 2002 to 15.0 by 2008 and maintain at 15.0 through 2010.

Strategies and Initiatives

This program will expand the motorcycle safety program to accommodate all who need or seek training, merge rider education and training and licensing functions under the same administrative agency, centralize registration and increase the flexibility of course schedules, and offer classes targeted toward experienced operators who are riding without a license and/or those returning motorcyclists that have not ridden for years. In addition, the grant will work towards implementing on-going training, monitoring and mentoring of instructors.

Results

This project was extended into next year. To date, no activities have been completed.

To date, no activities have been completed.



OCCUPANT PROTECTION PROGRAM OVERVIEW




Occupant Protection Overview

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

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

In 2007, statewide seat belt use reached 81.1%.



Program Administration

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

Enforcement Activities

The Occupant Protection Program supported law enforcement's participation in the 2007 high visibility occupant protection enforcement program, "Click It or Ticket." A total of 94 law enforcement agencies participated. During the 2007 "Click It or Ticket" May Mobilization, the Colorado State Patrol issued more than 4,500 citations.

Community-Based Programs

The Occupant Protection Program supported several community-based programs that included both adult, teen and child passenger safety components. For example, a program to promote occupant safety within targeted populations in Eastern La Plata County, including drivers of pickup trucks, parents of young children, Southern Ute Tribal members and other Native Americans, and employers of persons who drive frequently was launched. Among this project's innovations has been to successfully work with the Southern Ute Tribe to initiate education and enforcement programs for occupant protection.

La Plata East Occupant Protection Campaign

Project Number:	07-06
Task Number:	61-01
Planned Expenditures:	\$84,000.00
Actual Expenditures:	\$32,162.88

The safety program will promote occupant safety within targeted populations in Eastern La Plata County, including drivers of pickup trucks, parents of young children, Southern Ute Tribal members and other Native Americans, and employers of persons who drive frequently.

Goal

To increase the rate use of appropriate passenger restraints among drivers and passengers in private and commercial vehicles, including but not limited to children in car seats and booster seats and drivers of pickup trucks.

Strategies and Initiatives

The Southern Ute Community Action Programs (SUCAP) hired a program coordinator in February, 2007 and a Program Assistant in September, 2007. SUCAP worked closely with numerous local coalitions, including tribal injury prevention coalitions, to implement the project. Strategies included educating local and tribal law enforcement about child passenger safety and state and tribal occupant protection laws, working closely with local media to promote events, outreach to local businesses to implement seat belt policies and support the program by providing donations that can be used as prizes to reward teens who are “caught” using seat belts.

The Southwest Colorado Coalition for Occupant Protection (SWC-COP) is a newly formed Coalition. Members include State Patrol, Durango Police Department, Four Corners Broadcasting, San Juan Basin Health Dept., and the SUCAP OP Coordinator. This coalition focused on increasing seat belt use in La Plata County and plans to extend efforts to all of Southwest Colorado. SWC-COP distributed incentives and educational information at events in La Plata County. Members have participated in the “CLICK IT OR TICKET” press conference, have given Seat Belt/DUI presentations to Durango High School students, attended a Back to School children’s fair at Durango Mall with “Buckle up for Love” program, The Coalition is working with the local court system to create a class for Teen seat belt offenders. Three members of the coalition are Certified Child Passenger Technicians.

The project reformed the Ignacio Injury Prevention Coalition.

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Only 10% of the car seats checked were correctly installed.

The Ignacio Injury Prevention Coalition had not been active for years, so it needed to be restarted with new members and agenda. The new members consist of SUCAP OP Coordinator, Southern Ute Police Department (SUPD), Los Pinos Fire Department, Southern Ute Health Services, IHS Health Clinic and the IHS Injury Prevention Department. Four coalition members are Certified Child Passenger Technicians. The first year focus of this Injury Prevention Coalition will be traffic safety. The Ignacio IP Coalition would like to work with the SUPD and Tribal Council on updating and increasing the Southern Ute tribal seat belt law to primary status and increasing fines for non-compliance.

All law enforcement agencies in the area have been invited to join either the Ignacio Injury Prevention Coalition or SWCCOP.

Car seat checks. Four seats were provided at a Wal-Mart check up event and 14 were distributed from SUCAP office.

It is expected that the number of seat checks will increase as the public becomes aware of this service. Parents are given a before-and-after test to evaluate knowledge gained. Overall, only 10% of the car seats checked were correctly installed. Additional car seat checks are scheduled for November and February.



Car Seat Checks:

Number of seats checked	48
Percent correctly installed	10%
Number confiscated	5
New seats provided	18

About 350 children and parents received information.

Educational presentations. SUCAP conducted four presentations on Transporting Children by Fire & Rescue Personnel to Upper Pine Fire and Los Pinos Fire and reached 30 personnel. The Fire Departments were shown how to install a variety of car seats, including special needs seats, on their emergency vehicles. Presentations to the Southern Ute Tribal Council, to the SUCAP Board of Directors and the Ignacio Head Start management team provided details on the Occupant Protection Project, the need for enforcement of the laws and local seat belt/car seat observational survey results.



Continued >

Community outreach. SUCAP attended the Children’s Fair at Durango Mall and used the “Buckle up for Love” program. CPS law brochures were handed out to all parents. Buckle Up coloring books and stickers/tattoos were given to the children. Car seats, including special needs seats, were on display. About 350 children and parents received information. The roll-over simulator was used at a Boys & Girls Club safety event at the SunUte Rec center and approximately 40 children attended.

Injury Prevention Day field trip (Jungle Mobile). Approximately 350 second graders from La Plata County attended this field trip. More than 30 volunteers helped run the safety stations and approximately 60 teachers and chaperones



accompanied the students. The Injury Prevention topics were: Seat belt/booster seats, Fire, Water, Pedestrian, Outdoor (hiking, camping, environmental), 911, helmets, guns and poison safety.

Earned media support. Four Corners Broadcasting (FCB) broadcast live at the car seat check up event and held a remote at Durango High School during a seat belt survey. FCB announced results to the public before the end of school. FCB was at the Children’s fair and promoted SUCAP’s Car Seat table. KSUT public radio interviewed Diane Downing, CPS Instructor, and Elise Redd, CPS Technician, discussing car seat issues for an hour and announcing the new technicians and CPS Fit stations in the



area. The Pine River Times newspaper (Bayfield) and KSUT public radio covered the “CLICK IT OR TICKET” press conference. The DRUM newspaper (Ignacio) published an article announcing new CPS technicians in the area and did a photo shoot at the Boys & Girls Club safety event.

CPS certification. Two CPS certification classes were held in Southwest Colorado and supported by CPS Team Colorado. For Eastern La Plata County we had two Technicians from Southern Ute Police Department, two from

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Southern Ute Health Services, three from the local State Patrol troop and one from the San Juan Basin Health Department in Pagosa Springs, which services the town of Arboles. The next certification class will be held in November in Cortez (Montezuma County).



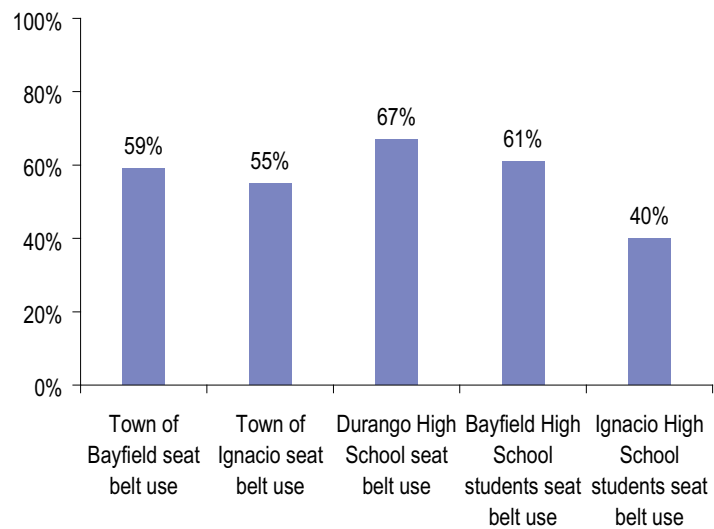
Results

SUCAP successfully built coalitions in La Plata County, including restarting the Ignacio Injury Prevention Coalition, and engaged both local and tribal law enforcement and



fire departments to educate residents about occupant protection. Community outreach events educated more than 700 parents and children about occupant protection. As the La Plata County and Ignacio communities become more aware of the SUCAP program, it is likely that more car seats will be distributed and more parents will become educated on how to properly restrain their children. The continued support of local media will be crucial to building this awareness.

Seat Belt Survey Results



CPS Team Colorado

Project Number:	07-06
Task Number:	61-02
Planned Expenditures:	\$279,980.14
Actual Expenditures:	\$201,992.05

Goal

The program will support statewide training and education to increase the proper installation and use of child passenger safety systems by 5% over 2005.

Strategies and Initiatives

CPS Team Colorado will coordinate with existing statewide child passenger safety outreach programs to provide concise and consistent information and education for all child passenger safety systems. The program will support seat belt use with special emphasis on establishing and maintaining statewide CPS fitting stations, education and training. CPS Team Colorado will also maintain a database to record and analyze statewide child passenger seat usage. Child passenger safety seats will be purchased and distributed statewide. CPS Team Colorado also manages the CPS Team Colorado Advisory Council which assists in determining program training needs and activities.

Results

CPS Team Colorado ordered child seats in August 2007 and all seats were received in September 2007. Six distribution centers received seats: Denver, Ft. Collins, Colorado Springs, Limon, Durango and Montrose. All seats were purchased from Costco.

Seven child passenger safety fitting stations were selected and fitting station training was held on August 21, 2007 at the CSP Academy.

Educational materials are available for all CPS instructors, technicians and advocates via the CPS website. These include: Booster seat brochure, CPS law brochure, CPS program flyer, CPS program poster, CPS program information sticker, CPS emergency medical sticker and CPS program business cards. All but one of the materials are available in both English and Spanish.



Three Training Centers have been developed. The Training Centers will be in Colorado Springs, Ft. Morgan and Denver.

A Special Needs program was in progress with Children's Hospital, however the loss of their Special Need Coordinator put the project on hold until another coordinator is in place.

The new CPS fitting stations are located in Ft. Lupton, Colorado Springs, Ft Collins, Durango, Golden, Larkspur and Holyoke.

Fourteen training classes were conducted for new CPS technicians and 242 new CPS technicians were trained.

Project Number:	07-06
Task Number:	61-03
Planned Expenditures:	\$111,516.30
Actual Expenditures:	\$68,679.01

Occupant Protection for Mesa County

Goal

Promote child passenger safety in Mesa County. Increase seat belt use for teen drivers, with the projected outcome of reducing teen motor vehicle fatalities and injuries. The overall program goal is to increase seat belt usage by 5% at participating high schools.

Strategies and Initiatives

Fitting & education stations. During the 2007 fiscal year, the Mesa County Health Department held Fitting and Education Stations for Child Passenger Safety. The intent of a fitting station is to educate parents on proper use and installation of all child restraints, and on their next step in child passenger safety. If a family is in need of a new child restraint, the Mesa County Health Department does provide restraints on a limited, donation-required basis, and the family must be on some sort of public assistance.

In order to ensure that the public was made aware of the fitting and education station and community education classes, brochures, magnets, fliers, and business cards were distributed throughout the community. Fliers promoting the fitting station were distributed to St. Mary's Hospital, Women's Health Care of Western Colorado, Primary Care Partners, Family Physicians, Dino Peds, the Early Childhood Partnership, Mesa County Health Department employees, Mesa County Department of Human Services employees, Grand Junction Fire Department, Grand Junction Police Department, City of Fruita Police Department, Lower Valley Fire Protection District, Mesa County Build a Generation, D & G Auto Care, Small Wonders Preschool, and any other business, organization or individual who requested the information. Earned media has also been available on occasion thanks to monthly press releases by the CDOT Public Relations Office. Paid radio media promoting the CPS fitting stations is a very important part of our program's success, and we plan to continue with paid media in fiscal year 2008. Information is also available on the MCHD and CPS websites.

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Teens & parents of teens. MCHD continued its programs in the community working on the problem of teen motor vehicle fatalities and low seat belt use among 15—19 year old teen drivers and

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passengers. The programs include a peer-led effort in three Mesa County high schools and programs to educate parents regarding teen motor vehicle safety.

The parent portion of the Teen Motor Vehicle Safety project began in the Spring of 2006 with focus groups of Mesa County parents to determine educational needs and access around helping their teen learn to drive. Based on the responses of the parents and review of other parent education efforts, a program was designed for parents. The program consists of a guide for parents on “Teaching Your Teen to Drive,” including an overview of the risks of teen driving, information on the Graduated Driver License Law in Colorado, tips on teaching teens to drive, lesson plans that parents can utilize for in-car practice, resources available to parents, and a parent-teen driving agreement. In addition to the guide, a one-hour class including a PowerPoint presentation for parents of new drivers has also been prepared titled “Teaching Your Teen to Drive”. The class includes the same topics as the written guide, and is instructed by MCHD, the Grand Junction Police Department, and a local insurance company, Home Loan Insurance. The class, guide and an overview fact brochure about the class are listed on the MCHD’s website. We have shared our parent class presentation and materials with: Denver Health, Poudre Valley Hospital and the Montezuma/La Plata/Archuleta County coalitions.

Click It or Ticket. MCHD worked with local community members and the Safe Kids Mesa County Chapter to coordinate activities to promote the May “Click it Or Ticket” campaign. Activities included working with local health care providers to remind their patients to “buckle up,” mayoral challenges in both the City of Grand Junction and the City of Fruita, seat belt promotion at the Junior College World Series, events at the “Mike the Headless Chicken” festival and a press conference coordinated with CDOT and the Shift agency.

Results

Fitting & education stations. Mesa County Health Department (MCHD) conducted fitting and education stations twice per week by appointment and monthly on a drop-in basis. We also held two events at the Mesa Mall. MCHD technicians checked a total of 442 child restraints (a 37% increase from fiscal year 2006), and provided a total of 96 child restraints (a 33% increase from fiscal year 2006) to families that could not afford to buy an appropriate seat. In addition, we mailed 254 follow-up letters to the parents and caregivers that attended

We have shared our parent class presentation and materials with: Denver Health, Poudre Valley Hospital and the Montezuma/La Plata/Archuleta County coalitions.

MCHD technicians checked a total of 442 child restraints.

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MCHD inspected a total of 43 child restraints for the Spanish speaking population, which is a 77% increase from fiscal year 2006.

the fitting station. By October 2007, 43% had responded to MCHD's questions about their satisfaction with the program and their knowledge level of child passenger safety. In 2007, MCHD expanded its outreach to the Spanish speaking population. Diana Andrade, a health department employee and CPS technician who is bilingual, has done an excellent job of replying to and setting appointments with this population. We inspected a total of 43 child restraints for the Spanish speaking population, which is a 77% increase from fiscal year 2006.

Two new CPS technicians were trained and eight received recertification.

Community education classes. MCHD provided education to 281 people including Mom's groups, health professionals, the Grand Junction Police Department, Head Start (Hispanic population), elementary schools, day care providers, parenting classes and high school students. Along with classroom education, we sent information to all licensed day care providers in Mesa County and physicians who see children. We formed a new relationship with the "Family First" program, a human service program that provides education and support to new and young parents.

Our 2007-2008 seat belt challenge program has been modified slightly to achieve sustained seat belt use over the school year, not just an increase over a month.

Teens. Three local high schools participated and completed a peer-led Seat Belt Challenge in Fall 2006. After the initial observation of seat belt use, the student organizers at the three schools implemented two activities promoting seat belt use per week for four weeks. Students were provided with a guide offering 27 activity ideas and other program information, posters that promote seat belt use in a positive way, "Buckle-Up" lollipops that could be used during an activity, and other assistance from MCHD's program coordinator. Seat belt usage did increase at the end of the four week challenge. However, usage dropped at the final observation, 3 months after the challenge. Our 2007-2008 challenge has been modified slightly to achieve sustained seat belt use over the school year, not just an increase over a month.

We were invited by the Mesa County Teen Leadership Council (MCTLC) to participate in their annual retreat, where the students determine the projects they plan to work on over the year. We made a presentation on seat belt use and asked the group to list activities they think would work to improve our low numbers. The group chose seat belt use as a topic they will work on this school year, and we plan to work with them.

MCHD formed a new relationship with the Mesa County Criminal Justice program for Restorative Justice. This program coordinates community service programs for offenders who circumvent the

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court system. This group will mandate that certain offenders (traffic, MIP) implement activities which promote seat belt use in high schools, Mesa State College and the community in general.

Parents of teens. During FY-2007, eight parent classes were taught and 158 parents attended. The class was received with very positive feedback from the parents who attended. Evaluation of the class includes an immediate post-class evaluation, and a mailed evaluation 6 months after attending the class. We plan to continue this class in the 2008 fiscal year.

We worked closely with the CDOT public relations department to market our teen motor vehicle safety programs. We have a print ad to promote our parent class, press releases which help with earned media for the class, and other releases/events to promote the safety/education programs we coordinate. We also work with the State Teen Motor Vehicle Leadership Alliance to develop succinct, effective messages to both parents and teens.

Celeste Schoenthaler, program coordinator, was able to attend conferences and clinics to enhance the CPS and TMV programs in Mesa County. She attended the “Safe Travel for all Children” class (children with special health care needs) at the Children’s Hospital, the Lifesaver’s conference in Chicago, the Kidz in Motion (KIM) conference in Denver, and the Colorado Public Health Association (CPHA) conference in Fort Collins. At both the Lifesaver’s and CPHA conference, Celeste had a poster presenting the “Teaching Your Teen to Drive” class, earning the class and the program national recognition. Celeste was chosen by the Colorado CPS Advisory Council to represent “District 8”.

In order for the effectiveness of the CPS program to be determined, a study of use and correct use of child restraints is needed. Short-term effectiveness of the “Teaching Your Teen to Drive” class is measured, and MCHD plans to track injury and fatality data over the long-term. MCHD has modified the Teen Seat Belt Challenge to achieve sustained seat belt use.

The benefits of the Teen Motor Vehicle Safety project are: increase in seat belt use for 15-19 year old drivers and passengers, increased knowledge of the risks of teen driving, methods of teaching teens to drive, the graduated drivers license law, and a feeling of community support for parents of teen drivers, which will ultimately lead to a decrease in fatalities of teen drivers in Mesa County.

Eight parent classes were taught and 158 parents attended.

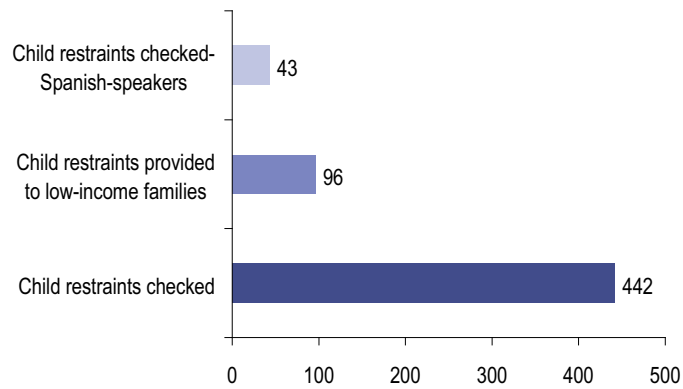
At both the Lifesaver’s and CPHA conference, Celeste had a poster presenting the “Teaching Your Teen to Drive” class, earning the class and the program national recognition.

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The challenges encountered with MCHD’s fitting and education station are: getting an adequate number of technicians to assist at the fitting station and ensuring that people who make an appointment for the fitting station will show up for their appointment.

Plans for the future of this program include: Maintaining and improving our existing programs, and expanding programs to improve booster seat use. We are implementing the Seat Belt Challenge in high schools in fiscal year 2008, and plan to offer the parent class every other month. We plan to expand our efforts in teen seat belt use with the Mesa County Teen Leadership Council, the Restorative Justice Council, and will work with the “Click it or Ticket” program for teenagers.

Child Restraints Checked



Latino Safe Driving Initiative

Project Number:	07-06
Task Number:	61-04
Planned Expenditures:	\$157,147.25
Actual Expenditures:	\$157,126.77

Hispanidad was awarded the Latino Driving Safety Initiative contract from the Colorado Department of Transportation (CDOT) in the fall of 2004 for the duration of five years. The Agency recently completed its third year.

Goal

The primary objective is to increase child restraint and safety belt use within Denver's Hispanic community, and to increase awareness among this community of state laws as they pertain to child passenger safety and seat belts. Hispanidad's strategy is to educate Hispanic parents, caregivers and children through partnerships/collaborations, advertising, public relations and special events.

Strategies and Initiatives

The focus of the Latino Driving Safety Initiative program is to address occupant safety issues within the Latino community in the Denver Metro area by increasing child restraint and seat belt use. This was accomplished through coalition building and community outreach within the Latino community, as well as identifying strategies that will educate and modify behavior. During the 2006-2007 fiscal year, the following activities were the basis of the program:

Collaboration and Partnerships

- Mini-grant partnerships
- Educational community sessions
- An annual community car seat check up event

Information and Media Coordination

- Coordination of outreach to Spanish-language media
- Media and Cultural Competency training for law enforcement
- Grassroots outreach to the Hispanic male audience ages 18-34

Results

Mini-Grant Partnerships

The following organizations were selected to serve as partners of the Latino Driving Safety Initiative:

- Clínica Tepeyac
- Commerce City Community Health Services
- El Centro Su Teatro

Continued >

These community information sessions and car seat check events helped CDOT to reach an estimated 3,000 people within Denver's Hispanic community.

Hispanidad recruited 4 bilingual CPS technicians, bringing the total number of technicians recruited by Hispanidad to 8.

Seven technicians, five of whom are bilingual, helped check the child seats of 40 families for correct installation.

Approximately 35 seats were distributed to families whose seats were either outdated or were the wrong size for their child(ren).

- Family Star Montessori School
- Servicios de la Raza
- West Metro Fire Department

Educational Community Sessions

Hispanidad worked with mini-grant partners to include Spanish and English-language community sessions as part of their action plans. We increased the number of community sessions by nearly 50% over last year, bringing the total sessions to 16. The total number of car seat checks held was 25. These community information sessions and car seat check events in addition to other efforts by the mini-grant partners helped CDOT to reach an estimated 3,000 people within Denver's Hispanic community.

In addition, to continue our effort to increase the number of bilingual technicians to help with this very important initiative, Hispanidad recruited four bilingual CPS technicians, bringing the total number of technicians recruited by Hispanidad to eight.

Annual Car Seat Check Event

Hispanidad hosted a small community car seat event in August in partnership with Cordy and Company, CDOT's agency for the African American initiative.



Seven technicians, five of whom are bilingual, helped check the child seats of 40 families for correct installation. Approximately 35 seats were distributed to families whose seats were either outdated or were the wrong size for their child(ren). The remaining 15 seats were donated to Servicios de la Raza for their Fit Station. A total of \$340 was collected as donations for the seats. These funds were divided between Servicios de la Raza and Clínica Tepeyac for their CPS education programs.



Coordination of Outreach to Spanish-language media

Hispanidad aided SHiFT Agency in its efforts to conduct an efficient, successful media campaign, with a Hispanic application, that included providing translation support for all written communications deemed necessary to provide in Spanish; and identification of, and communication with, appropriate Hispanic media and communication channels serving Denver, Colorado Springs and Pueblo.



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Hispanidad assisted CDOT’s PR team to support the 2007 Click it or Ticket program with a predominantly Spanish campaign, which included messages aimed at Hispanic adults with specific emphasis on Hispanic males ages 18-34.

In addition to television and radio mentions, Laura Sonderup, Director of Hispanidad was interviewed by the Denver Post’s Spanish-language publication, ¡Viva Colorado! which posted the story and the campaign’s creative. Mentions of the campaign also appeared in La Voz Nueva de Colorado and El Comercio de Colorado (Colorado Springs).

Click It or Ticket also received significant television and radio coverage due to Hispanidad’s Spanish-language media outreach. On May 10, Sgt. Benito Garcia was interviewed by Univision, Denver’s #1 Spanish-language television station, and La Gran D 101.9 FM regarding the Click It or Ticket campaign. Detective Frank Romero was interviewed by La Buena Onda 1150 AM on May 23rd. Both officers received their media training through Hispanidad.

Media and cultural competency training for law enforcement

Hispanidad conducted cultural competency training for Denver-area law enforcement officers participating in Click It or Ticket media training. This training was held on April 16, 2007 at KCNC-TV studios. This workshop was aimed at developing intercultural proficiency by focusing on the distinct cultural and language specifics of Hispanics. Understanding these nuances can assist in fostering greater cultural sensitivity among law enforcement.

As part of the media training associated with Click It or Ticket, a separate session was scheduled specifically for bilingual law enforcement officers. The purpose of this training was to encourage local officers to interact with Spanish language media and to aid in the dissemination of the Click It or Ticket safety message.

Using SHiFT Agency’s outline to ensure consistency of messaging, training was facilitated by Laura Sonderup of Hispanidad and conducted by bilingual reporter/news anchor, Ana Alejo of CBS News 4. Participants included:

Laura Sonderup, Director of Hispanidad was interviewed by the Denver Post’s Spanish-language publication, ¡Viva Colorado! which posted the story and the campaign’s creative. Mentions of the campaign also appeared in La Voz Nueva de Colorado and El Comercio de Colorado.

Sgt. Benito Garcia was interviewed by Univision and La Gran D 101.9 FM regarding the Click It or Ticket campaign.

Detective Frank Romero was interviewed by La Buena Onda 1150 AM. Both officers received their media training through Hispanidad.

Occupant Protection

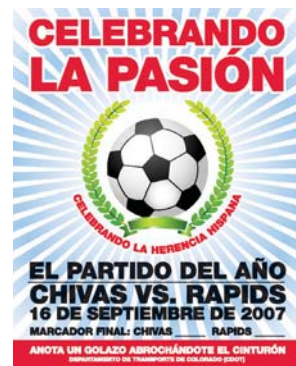
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- Sgt. Benito Garcia, Milliken Police Department
- Ofcr. Rich Henry, Yuma Police Department
- Ofcr. Rich Rodriguez, Denver Police Department
- Det. Frank Romero, Fountain Police Department

Grassroots outreach to Hispanic male audience ages 18-34

Hispanidad developed a grassroots plan to get the message of seat belt safety in front of Hispanic males 18-34. Creative materials, specially tailored for each event, were designed and distributed:

- 2007 Denver LowRider Tour, Denver Colliseum (Commemorative poster)
- Bandimere Speedway Take it to the Track, Bandimere Speedway (Poster)
- Rapids vs. Chivas soccer game, Dick’s Sporting Goods Park (Sticker)



Hispanidad also wrote and placed a story addressing the importance of seat belts in LaTeen Magazine, a national bilingual publication aimed at Hispanic teenagers.

Additional Public Relations Outreach

Hispanidad designed a Spanish-language child passenger safety brochure that explains Colorado’s CPS laws and assists Spanish-speaking families in selecting the appropriate safety seat for their child(ren) depending on their age and size. This brochure is being distributed to area non-profit organizations and during child passenger safety car seat check up events.

Hispanidad also wrote and placed a story addressing the importance of seat belts in LaTeen Magazine, a national bilingual publication aimed at Hispanic teenagers.

African American Community Driving Safety

Project Number:	07-06
Task Number:	61-05
Planned Expenditures:	\$155,316.64
Actual Expenditures:	\$128,380.65

Goal

To provide occupant protection education within the African American community in Denver and Colorado Springs, with primary emphasis on increasing seat belt and child restraint system use by 10%.

Strategies and Initiatives

The goal will be accomplished through continued coalition building and coordination within the African American communities, the identification of significant strategies of education and behavior modification and development of strategies to implement and measure those methodologies. Strategies include identifying and managing mini-grant recipients who will promote seat belt and proper Child Passenger Safety Seat usage. Cordy & Company (C&C) provides materials, assistance with events coordination and community sessions and the purchase of child safety seats for the mini-grant recipients to provide at check-up events and fitting stations. C&C also served as an advisor to CDOT's Public Relations Office (PRO) to develop and implement advertising and media plans in support of seat belt and child safety seat usage within the African American community.

Results

C&C identified and managed five (5) mini-grant recipients (Community Partners) in the Metro Denver and Colorado Springs' African American communities. C&C purchased 24 child safety seats for distribution by Full Circle Intergenerational Project (FCIP). The FCIP has become certified as a fit station in the African American community. C&C purchased eight child safety seats for distribution by Hillside Community Center in Colorado Springs. More than 50 car seats were replaced during these two events in Aurora and Denver.

Highlights of Community Partner Results

Colorado Council of Black Nurses (CCBN). Denver Health & Hospitals now includes child safety seat and seat belt use questions on official intake forms for all clinics and outreach locations. This includes our targeted clinics (Eastside, Lowry and Montbello – that serve the African American demographic) and school-based clinics.

Continued >

2,000 high school students have signed pledge cards to Keep It Together – Buckle Up through the efforts of Just Say Know.

More than 300 people attended the interactive program that included panel discussions, skits and musical performances.

Full Circle Intergenerational Project (FCIP). As an official fit station, FCIP accepted appointments every other week at their new office location. The program served 31 families and 42 children this year. The two FCIP certified technicians also worked with families at Children’s Hospital and participated in two car seat safety checkup events in Aurora & Denver.

Recruiting additional individuals for training as certified technicians in the Child Passenger Safety Program is an area for improvement. This is essential for establishing additional child passenger safety fitting stations in Denver and Colorado Springs.

Hillside Neighborhood Association (HNA). Hillside Neighborhood Association (HNA) in Colorado Springs joined the program in 2007. One hundred and eighteen men attended a Men’s Health Breakfast sponsored by HNA. This seminar provided information on issues that directly effect men’s health. Fred Bland, HNA president spoke eloquently on the importance of proper seat belt and child car seat use. The event received local press coverage in the African American Voice newspaper.



Just Say Know. Just Say Know focuses on the teen segment of our community, coordinating activities at Hinkley High in Aurora, Montbello High School in Denver, The Bridge Project and the Fast Break Basketball Camp. So far 2,000 high school students have signed pledge cards to Keep It Together – Buckle Up through the efforts of Just Say Know.

Brother Jeff’s Cultural Center Town Hall meeting. *Closing the Gap From Be Bop to Hip Hop* – took place in September. As part of the C&C information and media coordination, Closing the Gap: From Be Bop to Hip Hop explored current African American norms, values, challenges and strengths. More than 300 people attended the interactive program that included panel discussions, skits and musical performances. They heard information that directly affected them, such as seat belt use, gang activity, economic opportunities, parenting and more. Our Community Partners – Colorado Council of Black Nurses, Full Circle Intergenerational Project and Just Say Know – also took part in this community activity.

Greater Metropolitan Denver Ministerial Alliance. We partnered with the Greater Metropolitan Denver Ministerial Alliance (GMDMA) to reach multiple faith communities and create awareness about the “Click It or Ticket” campaign in metropolitan Denver churches.



Continued ▷



To support the 2007 “Click It or Ticket” campaign, Cordy & Company conducted an urban campaign, including messages and programs aimed at African American adults, with specific emphasis on African American men between the ages of 16-35.



Our “Click It or Ticket” educational outreach was successful in reinforcing the seat belt and child safety messages to church congregations, African American teenage males and key opinion leaders. Our efforts were buoyed by the enthusiastic display of posters by merchants in the communities of Denver and Colorado Springs. Approximately 225 posters were distributed.

In conjunction with the PRO, we developed and distributed a press release in August, highlighting community partner activities and a media advisory in September announcing the child safety seat checkup event at Wal Mart. We received media coverage from the Denver

Weekly News, African American Voice and CBS-Channel 4.

Our efforts were buoyed by the enthusiastic display of posters by merchants in the communities of Denver and Colorado Springs. Approximately 225 posters were distributed.

Occupant Protection



Project Number:	07-06
Task Number:	61-06
Planned Expenditures:	\$78,000.00
Actual Expenditures:	\$18,781.59

Teen Drivers or Soon to Be Drivers and Their Parents

Goal

Increase seat belt use among adolescents as measured by seat belt challenges and observational surveys. Increase parental knowledge and enforcement of the Colorado Graduated Driver's License Law as measured by pre and post surveys of parents.

Strategies and Initiatives

Join or develop community-based traffic safety coalitions in counties of interest. Develop school-based seat belt challenges in high schools in Eastern Colorado counties, including: Logan, Morgan, Washington and Yuma counties. The seat belt challenges will be youth-led and will include observational surveys. In addition to the teen component, the program will develop and implement a parent education campaign related to seat belt use, graduated drivers license law, and other teen driving issues including issues specific to rural communities (i.e. driving on dirt roads and other local issues). The program will share social marketing materials available from CDOT to educate and motivate behavior change among parents. We will conduct baseline surveys of GDL knowledge and enforcement of parents of teen drivers before implementation of campaign. Following campaign conduct post surveys of GDL knowledge and compliance of parents of teen drivers.

The significant delay in the execution of the contract impacted the overall progress toward the project goals.

Results

This grant cycle was scheduled to begin October 1, 2006. However, the actual start of the contract did not take place until late February, 2007. The significant delay in the execution of the contract impacted the overall progress toward the project goals.

One coalition was identified in each of the four counties that focused on youth issues. None of these coalitions target only the issue of teen motor vehicle safety, but rather is included as one of the various issues that each coalition is hoping to positively impact. The Northeast Colorado Health Department has representation on each of the coalitions.

Continued >

Progress is preliminary and most activities will occur after the close of the federal fiscal year. A High School Traffic Safety Challenge manual has been created. High schools in Morgan, Washington, Logan and Yuma counties have been contacted. Administrators of each school have been contacted about the possibility of providing their facility for a parent education class in their community. Although other facilities are available in some of the communities, the school is often the center for most of the smaller communities.

In Morgan County, one school will host a parent education class in the evening of October 29. In Logan County, Caliche High School will start the Traffic Safety Challenge on October 15 and they have scheduled a parent class the evening of October 16. In Washington County, one school is not interested in the Challenge.

Overall, it appears that the format for the Traffic Safety Challenge works better in bigger schools. The contractor is working with smaller schools to modify and adapt the strategy for teen motor vehicle safety in their school.

Yuma High School has just begun the High School Traffic Safety Challenge. The students who conducted the first seat belt observation found that 62% of the drivers wore their seat belts and 45% of the front seat passengers were wearing seat belts. Wray High School is in the process of determining which school club or organization will conduct the Traffic Safety Challenge. The parent education classes in both communities are also being coordinated.

In addition, one high school in Sedgwick County has been contacted and has expressed interest in doing the traffic safety challenge in the spring of 2008.

Although the grantee is in the process with several schools in the various counties, due to the delay in starting this contract, no school or community has completed the Challenge or the Parent Education classes as of yet.

The students who conducted the first seat belt observation found that 62% of the drivers wore their seat belts and 45% of the front seat passengers were wearing seat belts.

Due to the delay in starting this contract, no school or community has completed the Challenge or the Parent Education classes as of yet.

Project Number: 07-06
 Task Number: 61-07
 Planned Expenditures: \$31,000.00
 Actual Expenditures: \$102.63

Teen Seatbelt Education in Weld County

This campaign will target elementary through high school students by conducting a variety of activities to educate students on the importance of wearing a seat belt.

Goal

To increase seat belt usage in beginning drivers and teen passengers through a multi-faceted campaign including the Weld County Sheriff's Office, parents and teens.

Strategies and Initiatives

This campaign will target elementary through high school students by conducting a variety of activities to educate students on the importance of wearing a seat belt. The campaign's strategies include:

- Develop a letter of agreement between Weld County Sheriff's Office and the parents of Weld County Elementary students stating that the parents agree to use their seat belts and make sure that all the occupants are buckled up while traveling in a moving vehicle. The letter will be distributed at elementary schools during "Seat Belt Safety" educational assemblies and/or classroom presentations. The classroom that returns the most signed letters of agreement will receive an Ice Cream Social party.
- Establish a traffic safety committee at Weld County High Schools. Committees will implement the High School Challenge project which will be facilitated by Weld County Sheriff's deputies and led by students. Develop a letter from the Weld County Sheriff's Office explaining the importance of seat belt usage to target all registered owners of vehicles observed not using seat belts in high school parking lots.
- Present and distribute Graduated Drivers License (GDL) packets to schools and other local organizations.

Results

Deputies have been assigned to a few elementary schools to contact staff and coordinate distribution of letter of agreement.


In September, we received the final draft for the High School Challenge Kits that will be distributed to the high schools' administration and student council. Deputies have been assigned high

Continued >

schools to contact. They are in the processes of presenting this program to both the administration and student representatives.

In conjunction with Weld County Drive Smart, the P.A.R.T.Y. Program was presented to Valley High School students at the Aims Community College, College Center. Approximately 35 students were in attendance.

The Graduated Driver's License (GDL) packets will be distributed along with the High School Challenge Kits. Also, GDL Parent/Teen training is on-going.



The P.A.R.T.Y. Program was presented to Valley High School students at the Aims Community College, College Center. Approximately 35 students were in attendance.

Project Number: 07-06
 Task Number: 61-08
 Planned Expenditures: \$15,000.00
 Actual Expenditures: \$14,867.64

Occupant Protection Technology Transfer

Goal

Provide training, community outreach, coalition and program building for the Traffic Safety Program.

Strategies and Initiatives

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

Results

This task supported the attendance of ten traffic safety professionals at the 2007 National Lifesavers Conference held in Chicago, Illinois. Sessions that were conducted included:

- Certification for new Child Passenger Safety Curriculum
- Special Health Care Needs in Child Passenger Safety
- Tweens in Boosters and Belts
- Keeping Law Enforcement involved in Child Passenger Safety
- How to Run “Diverse” Programs when you don’t speak Multiple Languages

This task supported the attendance of ten traffic safety professionals at the 2007 National Lifesavers Conference held in Chicago, Illinois.

Four scholarships were awarded for the 2007 “Kidz in Motion” conference held in Denver, Colorado.

CDOT conducted a Lifesavers pre-conference meeting for all those attending the conference from Colorado. A total of 31 Safety Professionals represented the State.

Four scholarships were awarded for the 2007 “Kidz in Motion” conference held in Denver, Colorado.

CDOT and Crossroads Turning Points, Inc.

Project Number: 07-06
 Task Number: 61-09
 Planned Expenditures: \$71,000.00
 Actual Expenditures: \$30,983.94

Latino Community Traffic Safety and Occupant Protection

Goal

To address vehicle and occupant safety of all Latino residents in Pueblo, communities in the San Luis Valley, and La Junta in the Arkansas Valley.

Strategies and Initiatives

Developed local Traffic Safety Coalition in Rocky Ford/La Junta and maintained active Coalitions in Pueblo and the San Luis Valley. Successfully coordinated 10 car seat checkpoint events (two in Arkansas Valley, one in San Luis and seven in Pueblo). Fit stations are active in each location and we trained 16 new technicians (three bilingual). The Seat Belt Convincer was used at three major community events including 11 days at the Colorado State Fair, with educational events scheduled for the next six months. Pueblo DRIVE SMART adopted the CDOT Cincho logo for branding in advertising. Earned radio and print public service announcements are used for advertising monthly car seat checkpoints and major community events.

Fit stations are active in each location and we trained 16 new technicians (three bilingual).

Results

Child Passenger Safety Seat information was distributed at 14 schools in Pueblo, four in Huerfano County, four in Alamosa, and four in Arkansas Valley, and nine businesses and 10 community-based organizations in Pueblo, Alamosa and Arkansas Valley.

Ten Car Seat Checkpoints have checked 165 child safety seats and replaced 118 car seats to date. The three local area Coalitions have Car Seat Checkpoints scheduled through March 2008.

Ten Car Seat Checkpoints have checked 165 child safety seats and replaced 118 car seats to date.

Four Fit Stations are active and have checked 74 seats, replaced 60 seats.

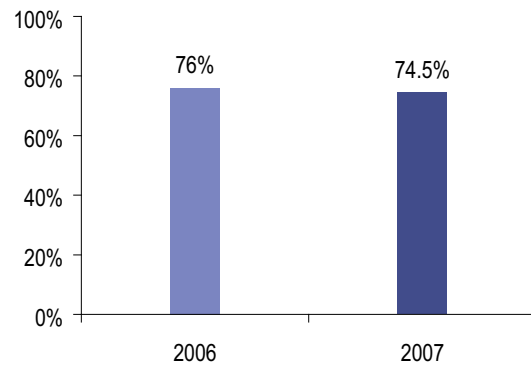
Car Seat Checkpoints	
Number of seats checked	165
Number of seats replaced	118
Fit Stations	
Number of seats checked	74
Number of seats replaced	60

Four Fit Stations are active and have checked 74 seats, replaced 60 seats. All locations continue to operate by appointment and are meeting the community need.

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Yearly pre- and post-observational study done in June 2007 noted the Pueblo Seat Belt Usage Rate was 74.5%, down 1.5% compared to the 2006 rate of 76%. Specific data on Hispanic use rate is being researched. FARS Data confirms an increase in unbelted fatal crashes, as well as fatal crashes, and alcohol related crashes.

Pueblo Seat Belt Use



Consulting with OMNI to develop a tracking database for data collection, analysis and measurement for all program activities and information has not produced results. Direction from CDOT Grant Manager to explore options with Colorado State University is being pursued.

Mile High RETAC Teen Traffic Safety Grant

Project Number:	07-06
Task Number:	61-10
Planned Expenditures:	\$98,873.52
Actual Expenditures:	\$35,845.10

Motor vehicle crashes are the leading cause of death among teenagers due to higher crash rates (per mile driven) than all other age groups and low seat belt use rates. Educational programs to evaluate and promote seat belt use among teens are needed. The Mile-High Regional Emergency and Trauma Advisory Council or (MHRETAC) has established a program in all six counties represented by the council: Adams, Arapahoe, Broomfield, Denver, Douglas and Elbert. The program is a peer-to-peer campaign to increase seat belt use and enhance traffic safety awareness.

Seat belt use among teen drivers and passengers was retrospectively studied over a two-year period. Next, an educational program aimed at increasing seat belt usage among teens was implemented at six area high schools. Observational studies were conducted as students arrived at school. Resources and incentives were provided, while schools competed against one another to see which one could achieve the highest seat belt usage rate over a seven-week period. Observational studies were repeated and success of the safety campaign was measured by an increase in seat belt usage at participating high schools.

Goal

The goal of this project is to partner up with the community served by the MHRETAC to provide resources that can help reduce Colorado teen deaths and injuries from motor vehicle crashes. Through the implementation of activities at the high school level that empower teens to promote safety and responsibility in a peer-to-peer traffic safety campaign we aim to generate a 5% increase in seat belt use at targeted schools.

Strategies and Initiatives

MHRETAC volunteers are channeled to local high schools to provide knowledge, instruction and support, and to link schools to community resources that can positively influence the effectiveness of the campaign. Educational materials are used according to the needs and discretion of participating schools. The tool kit has been finalized and is currently being reproduced for access via the Internet. The campaign timeline



MHRETAC volunteers are channeled to local high schools to provide knowledge, instruction and support, and to link schools to community resources that can positively influence the effectiveness of the campaign.

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has been evaluated and revised to reflect current plans to effectively conduct a fall 2007 challenge for six schools in addition to the spring 2007 challenge that consisted of six schools.



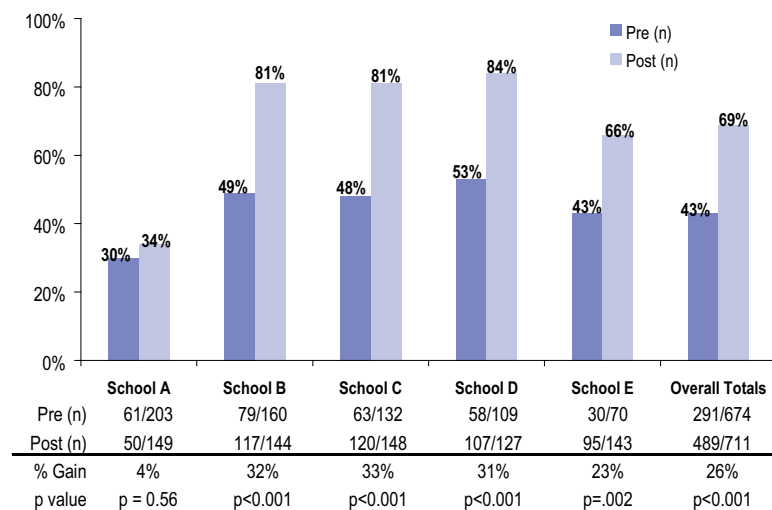
The campaign toolkit has required activities that fall under established criteria to educate, encourage, enforce and evaluate seat belt use. Also included are internal media plans within the schools. The Campaign Coordinator will work with CDOT to develop an external media plan prior to major events. Retrospective press with CDOT approval is a tentative plan to alert communities to the positive accomplishments of the students, the schools, and the community effort involved in the campaign success.



Results

In 2003, 91 teen drivers and passengers lost their lives on our state's roadways. In 2004, this number increased to 96 victims, of which 33 (34%) were wearing a seat belt and 45 (47%) were ejected from the vehicle. At the beginning of the safety campaign, average seat belt use at the participating schools among teen drivers was 47% and 40% for teen passengers. Post-campaign seat-belt use was 83% among teen drivers versus 59% for teen passengers. Overall use at the participating schools increased by 26%, to an average use rate of 69%.

School Seat Belt Usage



Social Pressure and poor comprehension of the risks of injury were identified as barriers to seat belt usage among teenage high school students.

A friendly, competitive approach to openly discussing and educating teens about these risks led to a 26% increase in seat belt usage among teen drivers and their passengers at the participating schools.

Prospective evaluation of motor vehicle-related injuries and fatalities in teens is on-going, as the campaign expands to meet the demand for this program at other area high schools.

Occupant Protection Enforcement Colorado State Patrol

Project Number:	07-06
Task Number:	61-11
Planned Expenditures:	\$143,708.01
Actual Expenditures:	\$119,708.00

CDOT contracts with the Colorado State Patrol to promote aggressive enforcement of Colorado's occupant restraint laws through the "Click It or Ticket" campaign.

Goal

Increase the use of occupant restraint systems, thereby decreasing the number of fatalities and injuries across Colorado.



Strategies and Initiatives

Grant state troopers overtime hours during the "Click It or Ticket" enforcement campaigns to implement and issue traffic citations for violations of occupant restraint laws. The "Click It or Ticket" enforcement campaign was held from May 21, 2007 through June 3, 2007. This period was known as the May Mobilization Wave.



Conduct safety belt usage surveys before and after the May Mobilization Wave, then provide program activity reports.



Orchestrate the production of media programs in collaboration with CDOT's Public Relations Office. Inform local

news media about special safety programs and safety belt/child seat/child passenger compliance in all fatal crashes.

Results

The CSP participated in media events related to the May Mobilization Wave. Additionally, the Colorado State Patrol's Public Affairs Office notified news media about safety belt usage in fatal car accidents.

Provided Colorado State Troopers overtime pay to enforce Colorado's occupant restraining laws during the Click It or Ticket May Mobilization Wave from May 21, 2007 through June 3, 2007. The CSP provided 2,900 overtime hours to occupant protection enforcement utilizing approximately 367 State Troopers during this time period.

During the 2007 May Mobilization, CSP issued 4,518 citations and 306 warnings.

Project Number: 07-06
 Task Number: 61-12
 Planned Expenditures: \$139,200.00
 Actual Expenditures: \$132,427.97

Occupant Protection Enforcement

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

Goal

Use enforcement and public education and awareness efforts to increase use of occupant protection restraints.

Strategies and Initiatives

Issue videos and personal contacts to each grant agency in order to introduce and familiarize them with the process.

Fund overtime for local law enforcement agencies throughout the State to enforce Colorado’s occupant restraint laws. Conduct the May Mobilization Wave, a “Click It or Ticket” enforcement campaign from May 21, 2007 through June 3, 2007.

Each agency conducts observational surveys before and after the May Mobilization Wave in order to gauge its effectiveness. Submit activity reports detailing the number and types of citations and warnings given out.

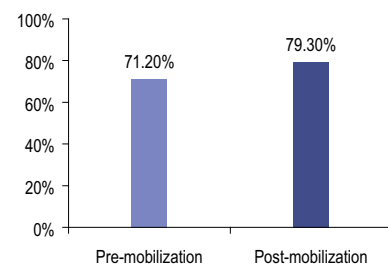
Results

Ninety-four Colorado agencies carried out 709 hours of occupant protection overtime enforcement during the 2007 May Mobilization Wave. Each agency notified the media of occupant protection use in the appropriate crashes, and reported their results to CDOT.

In order to measure the effectiveness of their enforcement efforts, law enforcement agencies conducted pre and post seat belt surveys.

During the 2007 May Mobilization Wave, participating agencies wrote 496 warnings and 6,930 seat belt citations.

Seat belt usage surveys conducted by local agencies indicate that seat belt usage increased by slightly over 8 percentage points, from 71.2% to 79.3%.



94 Colorado agencies carried out 709 hours of occupant protection overtime enforcement during the 2007 May Mobilization Wave.

Participating agencies wrote 496 warnings and 6,930 seat belt citations.

Teen Motor Vehicle Safety

Project Number:	07-06
Task Number:	61-13
Planned Expenditures:	\$83,000.00
Actual Expenditures:	\$6,765.69

Goal

To increase awareness and compliance of the GDL law in the community and to increase seat belt use among Larimer County teens to reduce teen motor vehicle crash fatalities. The 2005 seat belt usage in Larimer County for young people between 16-20 years old was 60.4%.

Strategies and Initiatives

Planned activities include building a coalition of teenagers from each of the ten Larimer County high schools to assist with peer-to-peer persuasion, social normative education and resistance skills training. Teen coalition members will develop their own campaigns and support larger efforts. Mini-grants to ten area high schools will allow students to create GDL law PSA's for school announcements, posters, seat belt challenge, school commercial, etc. Law enforcement will conduct an observational evaluation of seat belt use and GDL law compliance among teenagers at area high schools.

Encourage school administrators at the 10 high schools in Larimer County to adopt a mandatory seat belt policy for all students and faculty while on school property or engaging in school functions.

Host a community-wide educational forum and presentations for parents to learn more about the GDL law and how they can help increase GDL compliance and seat belt use and conduct a pre- and post survey of attendees to measure knowledge gained.

Offer 100 (\$375 each with parents' participation of \$75) scholarships to low-income teens to be able to take a CDOT-approved driver education course through a company that offers experience driving behind the wheel. Each participant is to complete a report of what course they took and what they learned through the course.

Results

Approximately 30 parents attended the first parent presentation titled "Teaching Your Teen to Drive." Inviting parents to attend while at Back to School Night was a success.

Most of the program's activities will occur after September 30, 2007 and will be reported in the FY2008 final report.

Offer 100 (\$375 each with parents' participation of \$75) scholarships to low-income teens to be able to take a CDOT-approved driver education course through a company that offers experience driving behind the wheel.

Approximately 30 parents attended the first parent presentation titled "Teaching Your Teen to Drive."

Project Number: 07-06
 Task Number: 61-14
 Planned Expenditures: \$62,000.00
 Actual Expenditures: \$6,828.90

Teen Motor Vehicle and Occupant Safety Project

Because funding was not available until June 2007, the Montrose/Ouray Coalition had its first meeting on October 1, 2007. The meeting was well attended and overwhelming enthusiasm for the project was evident. The Delta Coalition has been ongoing since 2004 and incorporated the Teen Motor Vehicle project beginning July 1, 2007.

Goal

To increase restraint use and correct child passenger safety seat use in Delta, Montrose and Ouray Counties to at least the state average by 2008.

Strategies and Initiatives

Target major high risk groups: teen drivers, teen parents, Hispanics, and pickup truck drivers. The Delta and Montrose/Ouray Coalitions participate in enhanced enforcement events, market CPS Fit Stations, the need for correct CPS use, and distribute CPS seats to those in need.

Results

The Delta Coalition purchased the vehicle of a local high school student that was involved in a fatal traffic crash and a trailer to mount this car to transport it to countywide traffic safety events.

Supported and paid for the attendance of students from Delta County to attend the CPS technician class.

The Delta Coalition participated in the May/June 2007 Click It or Ticket campaign.

The Delta Coalition is using with focus groups to develop a plan for teenage driver safety in Delta County.

Delta Coalition members are being educated on the GDL Law.

The coalitions have started to gather data as a baseline to determine the effectiveness of events, educational materials and Fit Stations on occupant protection use in the communities.

The Delta Coalition purchased the vehicle of a local high school student that was involved in a fatal traffic crash and a trailer to mount this car to transport it to countywide traffic safety events.



Occupant Protection Program Assessment

Project Number:	07-06
Task Number:	61-15
Planned Expenditures:	\$29,908.67
Actual Expenditures:	\$29,908.67

This project represents a comprehensive assessment of the occupant protection component of Colorado's highway safety program. The assessment is intended to guide the Governor's Highway Safety Program toward the improvements most likely to increase the rate of Colorado's safety belt use, and thereby minimize the number of crash fatalities and injuries attributable to non-belt use.

Goal

Critically assess Colorado's Occupant Protection Program in order to improve its implementation and reduce the number of preventable crash-related deaths and injuries.

Strategies and Initiatives

Convene a team of occupant protection professionals and experts to assess Colorado's Occupant Protection Program from December 3 through December 8, 2006.

This team assessed the successes of the program, including: the success in closing the gap between Colorado's rate of safety belt use and the national average; Colorado's participation in high-visibility enforcement activities such as Click It or Ticket; the drop in Colorado's roadway fatality rate; and the collaboration around child passenger safety with public health, public safety, health care and advocacy communities. This team also assessed the weaknesses of the program, including: the 20% rate of non-safety belt usage, resulting in a high risk of injury and death in traffic crashes; as well as low seat belt usage rates amongst rural residents, pick-up truck drivers and Southern Ute and Latino communities. Possible primary seat belt laws and aggressive enforcement programs were a primary source of consideration.

Results

The recommendations are currently being evaluated and assessed by CDOT and its various partners and committees.

At the end of the 5 day assessment, 96 recommendations were made, including 19 key points deemed a priority.

Project Number: 07-06
 Task Number: 61-17
 Planned Expenditures: \$30,000.00
 Actual Expenditures: \$15,500.00

2008 CDOT Safety Calendar

The Safety Calendar supports and promotes safety events and campaigns throughout 2008.

Goal

The goal is to increase awareness of traffic safety campaigns, including enforcement periods for impaired driving and Click It or Ticket. The ultimate goal is to reduce fatal traffic crashes in Colorado.

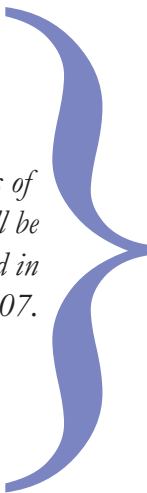
Strategies and Initiatives

The calendar was created to include as many facets of traffic safety as possible. Each month focuses on a different safety topic, such as teen driving, safety engineering, winter driving and child passenger safety. The majority of photos used in the calendar were taken by CDOT employees and grantees. The Traffic and Safety Engineering Branch worked with the Public Relations Office to create the calendar.



Results

Three-thousand copies of the 2008 calendar will be printed and distributed in December 2007 to safety advocates, CDOT employees, law enforcement agencies and the media.



Three-thousand copies of the 2008 calendar will be printed and distributed in December 2007.

“Click it or Ticket” Appreciation and Training

Project Number:	07-06
Task Number:	61-22
Planned Expenditures:	\$22,975.04
Actual Expenditures:	\$22,928.00

Goal

To increase restraint use to 85% by 2010 through statewide enforcement of the Colorado occupant protection laws.



Strategies and Initiatives

Provide coalitions the support and resources, through training, mini-grants and materials, for them to better execute and support statewide occupant protection safety activities. This task will also include a law enforcement and coalition recognition event.

Results

This task supported one Safety Coalition and Law Enforcement training held in the Denver Metro area.

A recognition and awards banquet was held at the Westin Westminster in honor of our Law Enforcement that supported our Occupant Protection and impaired driving programs. “Click it or Ticket” was the theme this year and was attended by over 125 local and state law enforcement officers.

“Click it or Ticket” was the theme this year and was attended by over 125 local and state law enforcement officers.



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POLICE TRAFFIC SERVICES PROGRAM OVERVIEW



Police Traffic Services Overview

The Safety and Traffic Engineering Branch's Police Traffic Services projects provide dollars to law enforcement agencies statewide to support CDOT's goals of reducing injury and fatal crashes.

Program Administration

Projects in the Police Traffic Services program are administered by Program Manager Glenn Davis with assistance from staff member Mario Acevedo. The two projects in this program had a planned budget of \$763,300.

Enforcement Activities

Reducing aggressive driving through overtime enforcement is a strategy supported by the Police Traffic Services program. Grantee Colorado State Patrol deployed a team of five motorcycle troopers to conduct overtime aggressive driving enforcement. These troopers contacted more than 1,800 vehicles and wrote more than 500 hazardous driving citations.

Data Collection: Prohibiting Racial Profiling

In the first year of a multi-year grant, the Colorado State Patrol has begun to develop a system that will allow the patrol to identify instances of racial profiling and conduct corrective action. Activities in FY2007 were largely administrative. Now that contracting is complete, the Colorado State Patrol will begin to implement this program.

Aggressive Driving Enforcement Motorcycle Patrols

Project Number: 07-02
Task Number: 21-01
Planned Expenditures: \$149,635.76
Actual Expenditures: \$132,234.55

Police Traffic
Services

Motorcycle patrols to deter aggressive driving.

Goal

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

Strategies and Initiatives

Identify high-hazard target roads based on average daily traffic, number of fatal and injury crashes, number of hazardous violations and aggressive driving and deploy teams for selective enforcement operations.

Provide CDOT with reports and impact evaluations including cost-benefit analysis, traffic crash trends, traffic volumes and citation trends.

Results

The Colorado State Patrol deployed a five-officer motorcycle team in the Denver metropolitan area. The team provides targeted enforcement and has contributed significantly to the reduction of aggressive driving on five high-hazard roads. This grant was extended through June 30, 2007 in order to complete all objectives.



During the previous year in which this grant was initiated, DUI citations on these roads increased by approximately 15%, and fatal and injury accidents decreased by over 43%. Due to a change in the Patrol's definition of injury accidents (in order to more closely reflect NHTSA definitions), it is not possible to accurately compute the reductions in accidents during the first 6 months of 2007.

DUI citations on these roads increased by approximately 15%, and fatal and injury accidents decreased by over 43%.

During the first half of 2007, the CSP Motorcycle Team provided over 1,000 hours of enforcement on targeted roads, contacting over 1,800 vehicles, and writing over 500 hazardous violation citations.

Project Number: 07-13
Task Number: 01-01
Planned Expenditures: \$130,000.00
Actual Expenditures: \$43,000.00

Prohibit Racial Profiling Grant

The Patrol received funding under section 1906 of the Safe, Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users (SAFETEA-LU) to establish a system that will prevent discrimination in traffic stops on federal and state highways. The cornerstone of the system will be based upon data collection that provides the agency and public with statistics that show whether or not law enforcement officers in Colorado are making traffic stops based upon an individual's ethnicity/race.

The intent of this project is to make information about bias-based policing available to federal and state agency management and the public. It will provide the information and evidence necessary to address any allegations of individuals being stopped because of their ethnicity. The Patrol plans to use the reports to guide the law enforcement community and the agency in combating discrimination in traffic stops.

This is a multi-year grant fund contract and will be accomplished in two phases and cover a two-year period. Funding will be required for Fiscal years 2008-2009 with an option to renew in 2010.

The successfully implemented Early Identification and Intervention System (EIIS) will offer a comprehensive program that will provide statistical information for training, education and personnel development. The EIIS program will have the ability to have pre-determined threshold levels; both cautionary and full alert status, set or changed as conditions warrant. The system will afford a systematic review of specific performance indicator activities. The system will alert the specified levels of management to potential problematic behaviors, process concerns, performance statistics outside the norm that will provide the opportunity for counseling, re-training, or process change to help members change behavior and to prevent the behavior from escalating. This program will also support §24-31-309 C.R.S., "the general assembly finds, determines, and declares that profiling is a practice that presents a great danger to the fundamental principles of our constitutional republic and is abhorrent and cannot be tolerated. b) The general assembly further finds and declares that motorists who have been stopped by peace officers for no reason other than the color of their skin or their apparent race, ethnicity, age, or gender are the victims of discriminatory practices."

Phase I (year one) of this project will develop a methodology for the CSP to establish the infrastructure, a flexible data repository about all routine stops, arrests, and the reason for the stop. This

Continued >

will include the development and implementation of EIIS. The EIIS is designed to detect behavior patterns in the early stages and identify those officers who may be engaging in biased based policing and put forward protocols that will prevent racial profiling.

Goal

The overall goal of this project is to develop a system that, when in place, will accomplish the following:

- Develop and implement software applications for collecting information from all drivers and passengers on all traffic stops and arrests to include the reason for the stop. This software application will be made available to all law enforcement agencies for their use.
- Develop and establish a centralized repository that provides the necessary information to determine if biased based policing is occurring within the law enforcement agency. Data will be available to show the number of minority stops versus non-minority stops by an officer.
- Develop analysis tools to determine whether the numbers of minority motorists are over represented in the traffic stop data versus the number of traffic law violations.
- Use the information to train officers about bias based policing to reduce its occurrence.
- Development and implementation of Early Identification and Intervention System (EIIS).
- Provide summarized reports for public inspection of statistics about traffic stops.
- Provide information that is timely, accurate, and complete about traffic stop data.
- Develop an infrastructure and central repository that gathers data elements for ethnicity, gender, and age from a variety of sources about traffic stops and arrests.
- Develop software applications that allow for the collection of the ethnicity and gender of drivers and passengers (when cited and arrested) and the reason for each traffic stop.

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Strategies and Initiatives

To hire a project coordinator to coordinate and manage all of the activities associated with this project by November 1, 2007.

The Contractor will provide the required project management components, act as liaison with subject matter experts, program manager, and other applicable unit areas with awarded EIIS Contractor, and coordinate the preparation of reporting requirements for the implementation of the EIIS project.

1. Review Project Plan submitted by awarded EIIS Contractor for compliance,
2. Coordinate meetings with CDPS and CSP IT sections with EIIS Contractor interfacing with established database systems currently utilized within the Patrol,
3. Monitor EIIS Contractor to ensure compliance with the Scope of Work for the project,
4. Provide status regarding Work breakdown Structure of Tasks,
5. Coordinate the preparation of reports as required by the Grant,
6. Monitor performance milestones and deliverables for the system for comprehensiveness within budget, scope, and time constraints,
7. Coordinate the development of a common framework within the Patrol for training requirements for the EIIS program,
8. Assess the progress of the implementation of the project with the Patrol needs which are integrated within Department capabilities,
9. Coordinate the establishment of beta site testing requirements for functionality, ease of use, internal controls, assurance of cyber security requirements, and redundancy of system and backup protocols,
10. Monitor possible precursor “thresholds” that are necessary to generate accurate warnings within the designated reporting time periods,
11. Guide preparations on historic and environmental vulnerabilities both quantitative and qualitative for policy and procedure development,

12. Monitor the project for Quality Assurance,
13. Oversee the development of system documentation to include components, functions, and operations from the user level to management operations.
14. Report to management as required identifying successes, mitigation of risks, and potential delays, barriers, or project changes as required.

To hire a contractor by April 1, 2008 who will develop and provide the necessary programming to implement the Early Identification and Intervention program and associated infrastructure which will provide statistics and generate reports about frequency of biased based policing, area of incidents, and type of biased based policing.

1. A complete architectural diagram (Work Breakdown Structure) for the implementation of the EIIS. Within this architectural diagram, all required networks, and additional software applications must be clearly identified. In addition to an architectural diagram, providing information related to fault tolerance or resiliency designed into the system.
2. Written procedures, comprehensive training manual and other types of system documentation, as necessary, to maintain the system and provide monthly progress reports on the status of the design and implementation of the EIIS system.

To establish beta testing plan of action and requirements for Performance Indicators by September 15, 2008.

1. To develop a plan of action to draw information from the current legacy system and manipulate and correlate the information in conjunction with pre-defined threshold levels to trigger a cautionary or full alert status.

Identification of Performance Indicators
Arrests
Citations (resisting and other)
Complaints
Officer-Involved Accidents
Critical Incidents
Pursuits
Use of Force

Continued >

To collaborate on the design of a training program with P.O.S.T. by September 20, 2008.

1. To develop training curriculum to be taught either received in the basic academy or in an “In-service Training” mode, post academy. Additionally provide the Anti-Bias Training curriculum in a “distance learning” format to all officers state wide at no cost to the agency or the officer for a period of three years. Costs include some minor brochure development and marketing of courses.
2. To assist POST, with development and the coordination with County Sheriff’s of Colorado Inc. and the Colorado Association of Chiefs of Police Inc. a specific upper management curriculum within their Command College that addresses the issues and consequences of biased based policing and develops support among law enforcement CEOs.

This course will help supervisors and managers develop skills which will assist them in identifying potential problem employees based on the employee’s behavior and interaction with fellow employees and citizens. The supervisors and managers will learn how to create and maintain an agency culture that supports diversity and how to appropriately address biased behavior through the development of policies and procedures, counseling and disciplinary actions.

To hire a contractor to provide the programming services necessary to develop and implement modules on the MDC to collect personal identifiers about driver and passengers on traffic stops by July 1, 2009.

1. Develop a centralized repository that provides the necessary information to determine if biased based policing is occurring within the law enforcement agency

To compliment the data collection modules by July 1, 2010.

1. Establish a system that will identify discrimination in traffic stops on Colorado’s federal-aid highway system
2. Collect information from all drivers and passengers (when cited or when there is reasonable suspicion or another legitimate reason for the Trooper to collect

information on the passengers - such as when the driver is incapacitated and a passenger offers to drive)" on all traffic stops and arrests to include the reason for the stop

To provide necessary reports showing the demographics of the drivers and passengers which are being contacted on traffic stops on federal-aid highways.

1. Ensure that bias profiling does not occur
2. Monitor compliance
3. Provide data and on-going information about CSP's efforts and initiatives under this grant

Results

Funds were transferred from CDOT and booked by the Patrol August 14, 2007. An open ended purchase order for Project Coordinator processed September 21, 2007. Waiver for components within the project waived per Office of Information Technology (OIT) "On projects/expenditures that require OIT review OIT will approve the initial request, but does not need to be involved at the invoice/payment level of the transactions. Once OIT approves a request for expenditure of \$100,000 (example) it would not have to be notified if the total request was paid in 5 installments of \$20,000. Master Schedule developed pending approval from CSP Information Technology (IT). Pending hardware and software request contingent upon CSP IT for system functionality.

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PUBLIC INFORMATION PROGRAM OVERVIEW

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Public Information Overview

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

In FY 2007, the PRO provided a range of services to improve public understanding, achieve support for major safety issues and influence driver behavior. The Public Relations Office program activities are detailed on the following pages.

Program Administration

The Public Relations Program is administered by Stacey Stegman, Public Relations Office Director, with assistance by her staff, Heather Halpape and Jeri Jo Johnson. Other assistance is provided by PRO staff whose salaries are state-funded. This group, with assistance from their sub-grantees, was responsible for eight projects totaling a planned budget of \$2.1 million.

Summary of Strategic Communications Efforts

In FY 2007, the PRO engaged in public relations, media relations and paid media strategies to support high-visibility enforcement and community-based safety programs. The PRO extended its reach to Colorado's Hispanic and African American markets, in addition to mainstream outreach. The PRO launched a new Driver's Seat campaign to educate teen drivers and parents, and began development of campaigns for motorcycle safety and booster seat education.

The PRO's media relations efforts for the Heat Is On impaired driving program generated 531 news stories. The PRO's work on Click It or Ticket generated 152 news stories. Both exceeded the amount of news coverage generated in the previous fiscal year.

The Heat is On!

High-Visibilty DUI Enforcement

Project Number:	07-08
Task Number:	81-01
Planned Expenditures:	\$778,000.00
Actual Expenditures:	\$403,805.73

The Heat Is On! is a high-visibility DUI enforcement campaign that combines enforcement of the state’s impaired driving laws, along with public education, paid advertising, earned media and public relations outreach.

Goal

To implement CDOT’s high visibility enforcement campaign by increasing awareness of DUI enforcement, DUI laws and the impacts associated with impaired driving. Conduct a paid advertising campaign to support high-visibility enforcement in coordination with the national DUI crackdown.

Strategies and Initiatives

Delayed funding limited the amount of public outreach at the start of the fiscal year. Despite those limitations, the Public Relations Office (PRO) diligently informed the public about the impacts of impaired driving and DUI enforcement throughout holiday weekends and the National DUI Crackdown. The PRO also continued two programs started last year – the Latino DUI Education Campaign and the Sobriety Checkpoint Dedication Program. The PRO also supported DUI Checkpoint Colorado agencies by issuing news advisories for each checkpoint throughout the summer.

Holiday DUI Enforcement

During the Halloween, Thanksgiving, Christmas and New Year’s holidays, the PRO sent out six news releases regarding DUI enforcement. No events were held due to late funding and multiple major snowstorms in December and January.



For the St. Patrick’s Day holiday DUI enforcement period, the PRO and its consultant Webb PR, developed a campaign to raise awareness of enforcement and to encourage designated drivers called “Kiss me. I’m Sober.” The PRO partnered with the Colorado Restaurant Association to mail 80,000 “Kiss me. I’m Sober” stickers to 1,500 member restaurants for distribution to customers who were designated drivers.

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The PRO also participated in Denver's St. Patrick's Day parade on Saturday, March 17. The entry included a Colorado State Patrol vehicle, banners and distribution of stickers to parade watchers. The PRO and Webb PR pitched local media with a Top 10 List of reasons to stay sober and distributed stickers to media and traffic reporters who used them on the air. Media conducted interviews with CSP and restaurant trainers about the responsible service of alcohol.

Memorial Weekend kicked off CDOT's summer-long DUI education and enforcement effort. The PRO and its consultant Webb PR developed the state's first Victims Rose Remembrance ceremonies in conjunction with a news conference on the high-visibility DUI enforcement. The events were held in Denver, Colorado Springs and Grand Junction and were coordinated with MADD and local law enforcement. Family members of DUI victims were invited to the ceremonies where 259 yellow roses were displayed to represent the average number of people killed each year in Colorado in alcohol-related crashes. Family members released roses into the lakes to honor loved ones. A statewide radio tour was conducted with the Colorado State Patrol, and stories were placed on Spanish speaking TV, radio and print publications.



The National DUI Crackdown kicked off just before Labor Day with a news conference at Denver's Impound Lot. The 2,000 impounded cars served as a backdrop to remind motorists about the impact of losing their vehicle and driver's license, as well as illustrate the impact of the 18-day enforcement

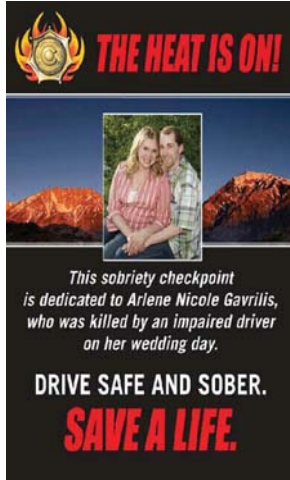


period, which resulted in the DUI arrests of nearly 2,000 people during the previous national crackdown in Colorado. The PRO and Webb PR also partnered with the Jefferson County Sheriff's Office to produce video "b-roll" of a DUI checkpoint, arrest and booking for use by the media in their news stories. Additional outreach included a news release warning of DUI enforcement surrounding the CU/CSU football game at Invesco Field at Mile High over Labor Day Weekend. Paid media included radio and television spots, gas pump toppers and restaurant restroom advertising. Posters were also displayed at all CDOT controlled rest areas and messages were displayed on all available message boards throughout the state.

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Sobriety Checkpoint Dedication Program

The PRO continued its second year of the Sobriety Checkpoint Dedication program with dedications in Pueblo and Aurora. The



dedications were held during the National DUI Crackdown period to help keep the issue in the news during this long enforcement period. The dedications were also conducted with agencies receiving grants for DUI Checkpoint Colorado. The Pueblo checkpoint was dedicated to a young business woman. The Aurora checkpoint was dedicated to a bride killed on her wedding day. The program puts a face on the victims of drunk driving. Through checkpoint flyers and news stories about the victims, the public can see that impaired driving

has real consequences.

Latino DUI Education Campaign

This campaign kicked off last year and continued again to reach more of the state's growing Hispanic population. According to



census data, Hispanics now represent 20 percent of Colorado's population. Throughout all DUI enforcement periods, all news releases and media outreach included outreach to Spanish-speaking media. Materials were translated and Spanish interviews were offered whenever possible. In addition,

the PRO worked with Webb PR and its subcontractor Xcelente to develop messages and graphic images that are clear and culturally relevant to the Latino market. Educational booths were displayed at the Cinco de Mayo festival, San Cajetan and El Grito de la Independencia to reach more than 100,000 Hispanics. The booth included a DUI goggle demonstration, printed materials in Spanish and English, as well as giveaways which included the Spanish slogan, "Toma Control, Vive! Tu familia te Espera." (Take control, live. Your family is waiting for you.)

Results

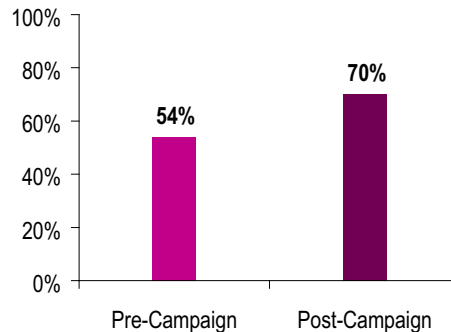
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Media results that could be monitored showed that the news events, news releases, advisories and pitching generated 383 television stories, 68 radio stories and 80 print articles regarding DUI enforcement. Actual earned media coverage was likely much higher, but difficult to measure due to lack of monitoring available for statewide print publications and radio.

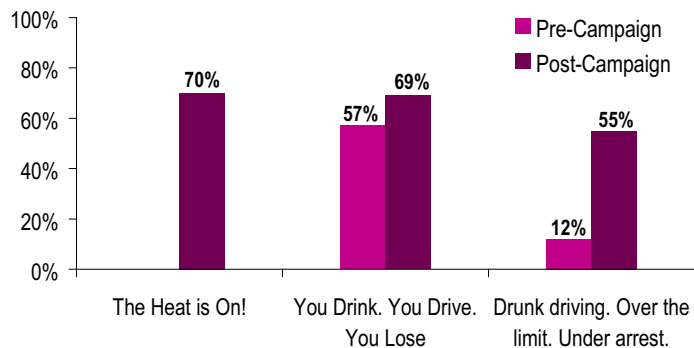
The PRO placed \$179,951.60 in paid media to support the National DUI Crackdown and Colorado's DUI Enforcement efforts. This included 308 television spots, 108 statewide cable spots, and 759 radio spots. The PRO also achieved an additional \$36,219.56 or 20 percent of the total media buy in added value.

A post-campaign survey showed that awareness of DUI enforcement rose significantly. Seventy percent of respondents reported hearing about increased enforcement or DUI checkpoints, compared to 54 percent in the baseline survey. Also, 70 percent of respondents recognized "The Heat is On" slogan and there was a five fold increase in awareness of the "Drunk Driving. Over the Limit. Under Arrest" slogan.

2007 Awareness of Increased Enforcement



2007 Traffic Safety Slogan Awareness



Note: The Heat is On! Pre-Campaign data is not available.

Click it or Ticket

High Visibility Seat Belt Enforcement

Project Number:	07-08
Task Number:	81-04
Planned Expenditures:	\$390,940.04
Actual Expenditures:	\$356,200.14

Click It or Ticket is a national high-visibility seat belt enforcement campaign that combines enforcement of the state's seat belt and child passenger safety laws, along with public education, paid advertising, earned media and public relations outreach.

Goal

To implement CDOT's high visibility seat belt enforcement campaign, in conjunction with the national mobilization, through public outreach, media relations and paid advertising.

Strategies and Initiatives

The PRO worked with its consultant, SHiFT Agency, as well as sub-consultants for the Hispanic and African-American markets, to develop a comprehensive campaign for the May mobilization of Click It or Ticket. The PRO also worked closely with its media buyer, Explore Communications to develop and execute a media buy. Corona Research designed and conducted a media survey of non-seat belt users to assist with future campaign planning and messaging.

Media Training

Once again this year, the PRO and its consultants conducted media training in English and Spanish for law enforcement officers who would be available for media interviews. The training included 17 law enforcement spokespersons and took place at KCNC-TV, Denver's CBS affiliate. Reporter Anna Alejo conducted practice interviews in both English and Spanish. Heinrich Hispanidad and Cordy & Company, the PRO's consultants for the Hispanic and African American outreach efforts, provided cultural competency training for the law enforcement agencies. A key message grid was created for all law enforcement and coalitions to use in media interviews.



Media Relations

To launch Click It or Ticket, news conferences were held in Colorado Springs and Grand Junction and a news release was sent to media statewide. At the news conferences, volunteers wore red shirts to represent those killed in each

Continued >

county last year who were not buckled up. Seat belt survivors spoke at the news conference and crashed cars were on display.

The PRO built on the success of last year's campaign to place crashed cars around the Denver metro area to capture attention. This year, 10 crashed cars were placed around Denver to generate a buzz as people walked by them. The cars included a sign with seat belt facts and a warning of the enforcement.



The PRO supported several coalition events with media relations, including the Mile High Seat Belt Challenge awards ceremony at Broomfield High School.

Hispanic and African American Outreach

The PRO worked with Cordy & Company to build awareness of Click It or Ticket among the African American community in metro Denver and Colorado Springs. At several Denver churches, ministers distributed Click It or Ticket educational materials and made pulpit announcements. Posters were distributed to recreation centers, barber shops, beauty salons, grocery stores and auto shops in two African American communities. A partnership was formed with the Denver Black Police Officers Association to mentor teens on the importance of seat belts. A letter was sent to key African American opinion leaders on the importance of Click It or Ticket, asking them to spread the word.

Heinrich Hispanidad implemented outreach to the Hispanic community through a grassroots approach that included briefing opinion leaders, recruiting Hispanic churches and non-profit community partners to promote *Click It or Ticket*, and through distribution of flyers and posters. Heinrich Hispanidad



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translated all news releases and materials and pitched interviews with Spanish speaking officers who underwent training.

High School Outreach

The PRO and SHiFT Agency produced an electronic Click It or Ticket tool kit, which was e-mailed to school district communications personnel and superintendents. The tool kit provided a central resource for Click It or Ticket materials and also offered an easy way to order additional turn-key materials.

The tool kit included: windshield flyers, Web site banner ads, print ads, PA announcements, PSA scripts and a drop-in article for school newsletters.

Coalition Support

The PRO provided collateral support for safety coalitions supporting Click It or Ticket. A single-panel flyer in both English and Spanish was created for distribution by coalitions. Posters and other giveaway materials promoting seat belt use were also provided to coalitions. The PRO also supported coalition events by reviewing or drafting news releases and pitching stories to local media.

Paid Media

The PRO placed \$198,329.70 in paid media to support the Click It or Ticket enforcement. The PRO also developed a partnership to advertise at the ESPN Zone in Denver. The sponsorship included menu inserts, ticker board messaging, poster displays, the TV spot airing on in-restaurant televisions, and an e-mail blast to members.


Research

Research was conducted by Corona Research of seat belt users and non-users to determine their media habits and reasons for use or non-use of seat belts. The results will help the PRO better target our media campaigns to reach the non-users. It will also help to develop messaging for subsequent Click It or Ticket enforcement waves.

Results

The PRO issued eight news releases and held two news conferences during the two-week campaign. Media that could be monitored showed the media outreach resulted in 98 television stories, 40 print stories and at least 14 radio stories. The paid media buy to support the campaign included 1,275 television spots and 788 radio spots. The PRO also achieved an additional \$46,608.58 or 24 percent of the total media buy in added value.

Seat belt use in Colorado increased from 80.3% to 81.1%. The greatest challenge the PRO faced this year was the late funding, which limited the planning and execution time.



Media that could be monitored showed the media outreach resulted in 98 television stories, 40 print stories and at least 14 radio stories.

Project Number:	07-08
Task Number:	81-05
Planned Expenditures:	\$16,932.90
Actual Expenditures:	\$8,945.55

Collateral Materials for Impaired Driving Prevention

This project supports the development and printing of materials aimed at education about impaired driving.

Goal

To develop, produce, review and reprint materials addressing impaired driving prevention, Colorado laws and CDOT's programs.

Strategies and Initiatives

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

Results

The PRO produced b-roll for television stations to use in their stories about DUI enforcement. The b-roll included a sobriety checkpoint in Jefferson County, as well as the process of a DUI arrest through the testing and booking process. The b-roll was delivered to television stations prior to the national DUI crackdown.



More than 75,000 educational materials were printed.

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

- Reprint BAC cards – 25,000 English, 18,000 Spanish
- DUI Checkpoint Colorado postcards – 12,500 English and 2,500 Spanish
- DUI Checkpoint Colorado banners - 5
- How To Spot An Impaired Motorcyclist brochures – 10,000
- Duplication of television spots for Drunk Driving. Over the Limit. Under Arrest.
- Cost of DUI posters – 1,000
- Cost of DUI slim jims – 2,500 English, 1,000 Spanish
- Cost of DUI brochure – 2,000 English
- Beware DUI posters – 200
- MADD posters – 600 English, 25 Spanish

The Driver's Seat — Teen Driving

Project Number:	07-08
Task Number:	81-06
Planned Expenditures:	\$141,000.00
Actual Expenditures:	\$137,961.02

The Driver's Seat is a newly developed teen driving campaign to educate parents and teens about Colorado's Graduated Driver Licensing laws.

Goal

To increase public awareness of Colorado's Graduated Driver Licensing (GDL) law and the risks associated with teen drivers and passengers, and to reduce teen traffic fatalities in Colorado.



Strategies and Initiatives

The PRO with its contractor, SHiFT Agency, and multiple partners developed a new campaign called The Driver's Seat aimed at teens and their parents to educate them about teen driving issues and the state's GDL laws. Campaign materials were developed to specifically target the key audiences with information customized for them. Brochures were developed in both English and Spanish, and include a multicultural representation in photos. While CDOT developed the teen materials, the Colorado Department of Public Health and Environment developed the parent brochure along with SHiFT Agency. This is an example of the partnership forged with the PRO and the Health Department to enhance the teen driving campaign.



A Web site, www.coteendriver.com was designed with different tracks for teens and parents to follow. The brochures and posters were distributed at Drivers Licensing Offices statewide, as well as through various partners and grantees. The Driver's Seat campaign officially launched with three news conferences across the state. Governor Ritter and first lady Jeannie Ritter hosted the Denver news conference on February 1, 2007 at the State Capitol. News conferences were also held in Colorado Springs and Fruita.

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*The new Web site,
www.coteendriver.com,
has received 37,615 hits
between February and
October 2007.*

For Phase II of the Driver's Seat campaign, a tool kit was developed for all high schools in the state. It included drop-in articles, PA announcements, flyers, fact sheets, editorials, print ads, Web site banner ads and posters. The "fall edition" of the tool kit was sent to schools in August. Additional tool kits are planned for winter 2007 and spring of 2008. Two public service announcements radio spots were also developed, and focused on seat belts use and passenger restrictions. The radio spots were provided to statewide radio stations for them to sell to local businesses to sponsor.



The PRO and Colorado State Patrol jointly produced a roll call video for law enforcement to help educate law enforcement officers about the GDL laws and the importance of enforcing them to protect teens. More than 400 DVDs will be distributed across the state.

Results

The PRO conducted three news conferences and issued four news releases during the launch of The Driver's Seat campaign. These efforts generated 43 television stories, ten newspaper stories and 8 radio stories. The new Web site, www.coteendriver.com, has received 37,615 hits between February and October 2007. The high school tool kits have received very positive feedback from district communications professionals. The drop-in articles and fact sheets have been widely used. The PRO plans to get more formal feedback via survey for subsequent tool kits.

Child Passenger Safety

Project Number:	07-08
Task Number:	81-07
Planned Expenditures:	\$60,000.00
Actual Expenditures:	\$16,219.02

This project supports child passenger safety education and promotes awareness of Colorado's child passenger safety laws.

Goal

To conduct a public awareness campaign about child car seat, booster seat and seat belts for children in Colorado and to reduce child passenger traffic fatalities.

Strategies and Initiatives

Due to late funding, the PRO was limited in its ability to conduct a campaign. However, the PRO did support the Colorado State Patrol and CPS Team Colorado in promoting Child Passenger Safety Week and Booster Seat Sunday. A news conference was held at CDOT on February 8, 2007.



The PRO also supported child passenger safety efforts in Grand Junction with the Mesa County Health Department. The PRO issued six news advisories promoting their free fit stations and also executed a media buy for radio advertising for the events.

Planning also got underway to develop a new campaign aimed at the “tween” age group and booster seat awareness. The goal is to kick off this campaign in 2008.

Results

The February news conference was attended by Metro Networks radio, four television stations, and a Spanish radio station. In Grand Junction, three television stations covered the child safety seat fit stations and an article promoting car seats appeared in the Grand Junction Free Press and the Grand Junction Sentinel.

The biggest challenge facing the program this year was lack of funding. We hope funding arrives earlier this year to enable development of a comprehensive campaign.

The biggest challenge facing the program this year was lack of funding. We hope funding arrives earlier this year to enable development of a comprehensive campaign.

Project Number: 07-08
Task Number: 81-08
Planned Expenditures: \$44,296.53
Actual Expenditures: \$8,946.00

Media Campaign for Motorcycle Safety

A campaign to promote motorcycle safety among motorcyclists and motorists.

Goal

To increase public awareness of motorcycle safety issues and reduce motorcycle fatalities in Colorado.

Strategies and Initiatives

Due to lack of adequate funding, a full campaign was not developed and implemented this year. However, the PRO began the process of researching and developing campaign elements and messaging. An advisory group was formed to give the PRO feedback on design concepts and themes. Members of the advisory group included representatives from ABATE, training organizations, dealers, motorcycle associations, law enforcement and insurance groups.

The PRO also participated in a Motorcycle Assessment in April 2007 and is working with the Safety & Traffic Engineering Branch to address the panel's recommendations.

The PRO also assisted ABATE of Colorado with the Fallen Bikers Memorial Rally in Salida, Colorado by providing brochures, banners and posters for the event to promote motorcycle training and sober riding.

Results

There are no campaign results to report due to the fact that that campaign has not yet occurred. However, we expect that with new funding for the next fiscal year, we will be able to launch a campaign in spring 2008.

Alcohol Media Pool — BACCHUS

Project Number:	07-08
Task Number:	81-11
Planned Expenditures:	\$28,907.04
Actual Expenditures:	\$16,112.03

This task supports grantee, BACCHUS, in their efforts related to alcohol-education media materials and media relations.

Goal

To develop materials and support BACCHUS high school and college projects and provide guidance to college alcohol-prevention groups on how to increase their visibility on their respective campuses and with local media.

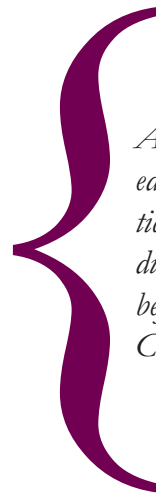
Strategies and Initiatives

This year, the PRO with its consultant, SHiFT Agency, conducted media training at BACCHUS’ Colorado High School Peer Education Leadership Conference. The PRO also supported BACCHUS’ efforts at the Rocky Mountain Showdown CU vs. CSU football game by issuing a news release to media and supplying educational “scratch tickets” for peer-to-peer outreach before the football game.

Results

More than 25 students and faculty advisors underwent the media training.

A total of 500 educational “scratch tickets” were distributed to students before the CU vs. CSU football game.



A total of 500 educational “scratch tickets” were distributed to students before the CU vs. CSU football game.

Project Number: 07-08
Task Number: 81-12
Planned Expenditures: \$32,203.25
Actual Expenditures: \$0.00

Occupant Protection Media Pool — Cordy & Co.

These funds support occupant protection media activities for one of the Traffic & Safety Engineering Branch’s grantees, Cordy & Company.

Goal

To manage media funds and activities to support seat belt education among men, particularly African American males, ages 18-35.

Strategies and Initiatives

The PRO and Cordy & Company have been coordinating with the Denver Nuggets professional basketball team on a seat belt education campaign during their regular season. This partnership was developed late in the basketball season last year, so it was determined that the funds for this project should roll forward and that the program be implemented in fall 2007.

Results

There are no results to report due to the program not being implemented at this time. However, the planning for this project is complete and is scheduled for November 2007.

The education campaign will include seat belt signage at Pepsi Center, a television public service announcement conducted by one of the Denver Nuggets players and a news conference.

The education campaign will include seat belt signage at Pepsi Center, a television public service announcement conducted by one of the Denver Nuggets players and a news conference.

ROADWAY ENGINEERING SAFETY PROGRAM OVERVIEW



Roadway Engineering Safety Overview

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

Program Administration

The Roadway Safety Program is administered by Dwayne Wilkinson, P.E., Program Manager, with assistance from his staff George Atencio, Randy Reyes, P.E. and Katie Dawson, P.E.. This group, with assistance from the Sub-Grantees, was responsible for seven projects with a planned budget of about \$397,725 (\$81,525 of 402 and \$ 316,200 of FHWA Flex Funds).

Enhancing Roadway Safety

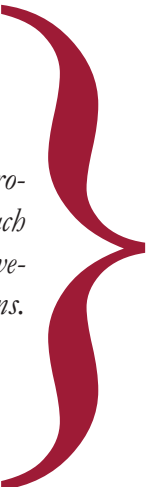
Tasks that result in increased roadway safety in small communities support CDOT's efforts to reduce both overall crashes and the severity of crashes. In 2007, two Roadway Safety tasks enhanced roadway safety. Traffic Safety Engineering Studies were completed in five small Colorado towns and an additional five studies were initiated. Through the Signs for Small Communities task more than 283 signs were delivered to three small towns to improve roadway Safety.

Technical Assistance

The Roadway Safety Program supported several tasks to train traffic safety professionals and to provide individuals responsible for traffic safety with updated materials regarding current engineering practices. About 70 professionals participated in training seminars. More than 70 individuals from small towns received informational materials, such as the Manual on Uniform Traffic Control Devices, through the Informational Brochures and Technical Reference task.

Training

The Roadway Safety Program sponsored several training sessions for traffic safety professionals. For example, Traffic Engineering Seminars trained more than 75 individuals on the basics of traffic control and safety, and 79 individuals received Traffic Control Supervisor training.



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

Traffic Safety Engineering Studies

Project Number:	07-05
Task Number:	51-01
Planned Expenditures:	\$37,738.97
FHWA Flex Funds:	\$117,000.00
Actual Expenditures:	\$37,738.97
FHWA Flex Funds:	\$106,628.11

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

Goal

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

Strategies and Initiatives

Towns are selected based upon crash history. Those towns with the greatest potential for accident reduction are invited to participate in a Traffic Safety Engineering Study. Town officials provide input on what the traffic and safety issues are in their community via a “kickoff meeting.” Then the consultant or CDOT engineering team begins the analysis of local roadways. Specifically, the studies focus on problem identification and resolution in the following areas:



Removal of non-standard signs

signing, pavement markings, parking, traffic flow, school zones, speed zones, railroad crossings, construction work zones, accident history and roadside obstacles. The draft of the report is reviewed by local officials and CDOT staff. This review process allows CDOT to build on the relationship with the local officials. The interaction with the local agency results in a Traffic Safety study with recommendations that are based upon accepted traffic engineering practices and principles that also have local support.



An evaluation confirmed that a new selection process and additional follow-up were needed. These changes to the program have been or will be instituted.



Access improvements - remove continuous access

*Traffic Safety
Engineering Studies
were completed for
five small towns and
were begun in an
additional five small
communities.*

Results

Traffic Safety Engineering Studies were completed for Aspen, Breckenridge, Durango, Greenwood Village and Sheridan and studies were begun in Cherry Hills Village, Idaho Springs, Pagosa Springs, Steamboat Springs and Silverthorne. In addition to the studies, an evaluation of past projects was completed.



Excercising control over work occuring within your right of way

Project Number:	07-05
Task Number:	51-02
Planned Expenditures:	\$8,933.24
FHWA Flex Funds:	\$24,000.00
Actual Expenditures:	\$8,933.24
FHWA Flex Funds:	\$0.00

Signs for Small Communities

As a complement to the traffic safety engineering town studies (Project 07-05, Task 51-02), CDOT encourages the studied communities to develop a list of essential regulatory and warning road signs. This program then provides those signs through the CDOT sign shop.

Goal

Replace essential regulatory and critical warning signs to reduce crashes within the community. Signs that are physically worn-out, in poor condition or are non-standard contribute to the degradation of roadway traffic safety.

Strategies and Initiatives

Fund the purchase of certain essential road signs based on the results of traffic and highway engineering studies. As part of the studies, conduct an evaluation of the condition and appropriateness of the signs within the towns studied. Allow signs that are determined to be deficient or required, to be eligible for replacement funds.



A faded and non-reflective "DO NOT ENTER" sign that needed to be replaced



A faded, non-reflective, and graffiti covered "STOP" sign that needed to be replaced

Results

Sign orders were completed for the following town studies conducted during the previous fiscal year: Durango, Greenwood Village and Sheridan. Sign Orders have been submitted for Aspen and Breckenridge. The orders should be ready for delivery by December of 2007.

Approximately 124 Regulatory Signs, 124 Warning Signs, and 35 School Signs have been delivered for Durango, Greenwood Village, and Sheridan while an additional 33 Regulatory Signs, 112 Warning Signs, and 15 School Signs have been ordered for Aspen and Breckenridge.



A non-standard "ONE WAY" sign that needs to be replaced and mounted correctly

283 essential regulatory and warning signs were provided to small communities.

Project Number:	07-05
Task Number:	51-03
Planned Expenditures FHWA Flex Funds:	\$30,000.00
Actual Expenditures: FHWA Flex Funds:	\$29,998.28

Traffic Engineering Seminars

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

Goal

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

Strategies and Initiatives

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

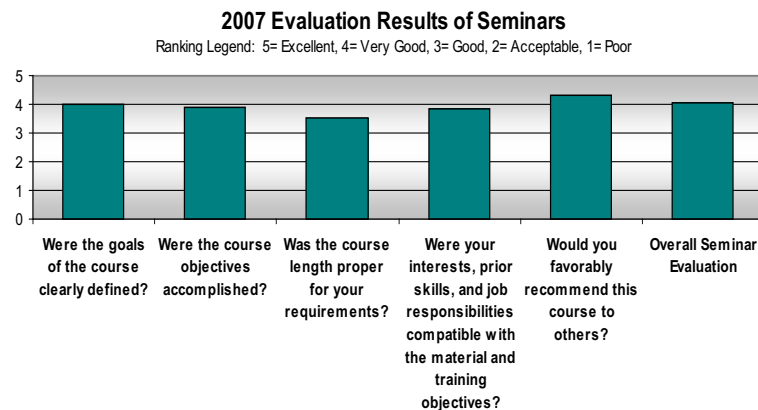
Results

Two (one-day) seminars were conducted: one in Colorado Springs and one Glenwood Springs. Approximately 70 local agency officials were trained by eight subject experts. Participants also received technical manuals and brochures to aid in reducing the risk of crashes in their communities. New methods of notification will be utilized next year as so we can achieve our attendance goals.

Approximately 70 local agency officials were trained by eight subject experts.

Seminar Evaluations

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



Work Zone Seminars

Project Number:	07-05
Task Number:	51-04
Planned Expenditures FHWA Flex Funds:	\$11,000.00
Actual Expenditures FHWA Flex Funds:	\$10,000.00

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

Goal


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

Strategies and Initiatives

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

Results

Due to various abnormal and complex issues such as transitioning from the traditional 402 funds to FHWA Flex funds, contractual issues, and difficulties with CDOT's new accounting system, for the first time in this program's history with CDOT, no workshops were held this year. However, a purchase order was processed this year so the \$10,000 is available for this training in Federal Fiscal Year 2008.



Due to abnormal and complex issues, no workshops were held this year.

Project Number:	07-05
Task Number:	51-05
Planned Expenditures:	\$34,852.80
FHWA Flex Funds:	\$105,000.00
Actual Expenditures:	\$34,852.80
FHWA Flex Funds:	\$106,008.00

Traffic and Highway Engineering Training

The rapid developments in the transportation and traffic engineering disciplines create a need for traffic and highway engineering training. In order to meet this need, at least nine transportation and traffic engineering courses will be provided. These classes will train between 300 and 450 transportation professionals.

Goal

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

Strategies and Initiatives

Offer the following training courses:

- Eight courses on Traffic Control Supervision (TCS)
- One course on Traffic Incident Management for Work Zones (Was not held)



Evaluation results showed an increase in overall satisfaction ratings.

Results

A total of 79 individuals were trained at the eight different TCS classes, significantly less than planned. New methods of training and notification will be utilized in 2008 to increase attendance. Despite the lower than expected attendance, evaluation results showed an overall satisfaction rating of 4.8 out of 5.0, an increase from last year's score of 4.51, with 5.0 representing "excellent satisfaction." Flex Funds totaling \$106,008 were used to process two purchase orders for Federal Fiscal Year 2008 training in Traffic Control Supervision and Traffic Incident Management.

Maintenance Incentive Program

Project Number:	07-05
Task Number:	51-06
Planned Expenditures FHWA Flex Funds:	\$5,000.00
Actual Expenditures FHWA Flex Funds:	\$2,066.81

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

Goal

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

Strategies and Initiatives

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

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

Results

This year, Patrol 14, Maintenance Section 11, Region 4, received the 2007 Maintenance Incentive Award for work along SH 52 between Mileposts 20 to 29. Safety Improvements in the corridor included eliminating pavement edge drop-offs, adding pullouts and removing hazards from the clear zone.

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

Patrol 14, Maintenance Section 11, Region 4, received the 2007 Maintenance Incentive Award for work along SH 52 between Mileposts 20 to 29.



Project Number:	07-05
Task Number:	51-07
Planned Expenditures FHWA Flex Funds:	\$24,200.00
Actual Expenditures FHWA Flex Funds:	\$14,135.49

Informational Brochures and Technical Reference Manuals

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

Goal

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

Strategies and Initiatives

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

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



This year, over 70 Manuals on Uniform Traffic Control Devices were distributed to small communities via the Traffic and Safety Engineering Seminars, along with additional technical materials.

Results

This year, over 70 Manuals on Uniform Traffic Control Devices were distributed to small communities via the Traffic and Safety Engineering Seminars, along with additional technical materials. This safety program also provided information to various CDOT Regions and the FHWA. The program produced two new brochures: “Don’t Cut the Cable” and “Flashing Yellow Arrow for Left Turns”.

Construction Work Zone Incentive Program

Project Number:	07-05
Task Number:	51-08
Planned Expenditures FHWA Flex Funds:	\$0.00
Actual Expenditures FHWA Flex Funds:	\$0.00

This incentive award program would have rewarded the CDOT Region that received the highest overall score on the traffic control reviews for their construction traffic control in work zones.

Goal

To promote safe work zones by rewarding the Region that achieved the highest overall score on construction and maintenance project traffic control reviews.

Strategies and Initiatives

Using the scoring system that was in place, provide a traveling trophy to the Region that achieved the overall highest score on these reviews. The reviews evaluate how the construction and maintenance projects are implementing work zone traffic control. The projects were scored 0-4 points. Each Region had five projects reviewed every year. The scores from these projects were going to be added to together to come up with a composite score for the Region. The Region with the highest score would have received the traveling trophy for that year.

Results

Since the scoring system was eliminated for the traffic control reviews, this program was not conducted this year.

This program was not conducted this year due to the elimination of the traffic control scoring system.

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SAFE COMMUNITIES & BICYCLE & PEDESTRIAN SAFETY OVERVIEW



Safe Community & Bicycle & Pedestrian Safety Overview

Projects in the Safe Communities and Bicycle and Pedestrian Safety program support the Safety and Traffic Engineering Branch's goals to increase child passenger safety as well as preventing fatal and injury crashes.

Program Administration

Projects in the Safe Communities and Bicycle and Pedestrian Safety program are administered by Program Manager Kirsten Jahn-Elfton and staff members Ilana Erez and Leslie Chase. The six projects in the program had a planned budget of more than \$362,000.

Outreach to Hispanic and African American Families

Catholic Charities in Weld County's project to promote traffic safety taps into the County's Hispanic community through child passenger safety events, such as car seat checks. In Denver, Catholic Charities promoted traffic safety to low-income and Hispanic and African American families through car seat checks and at the *Peace 'n the Streets* event.

Truck Safety

The Truck Safety program aims to reduce injury and fatal crashes involving large commercial vehicles. More than 30 commercial motor vehicle carriers have participated in the safety program. In addition, more than 1,000 young drivers and community members participated in educational programming teaching them how to safely drive on the roads with commercial vehicles.

Educating Colorado Children

The Buckle Up for Love and Stop-Look-Listen programs educate young children (Kindergarten through second grade) about the importance of being properly restrained in motor vehicles and how to safely cross the street. After participating in the Stop-Look-Listen program, 96% of the children properly crossed the street. The Denver Museum of Nature and Science educates children from across the state on the importance of helmet safety.

Supporting Traffic Safety Coalitions

The Safety and Traffic Engineering Branch encourages traffic safety coalitions to participate in the "Click It or Ticket" mobilization by providing training opportunities for coalition members.

Weld County Child Passenger and Driving Safety

Project Number: 07-09
Task Number: 91-01
Planned Expenditures: \$82,153.34
Actual Expenditures: \$52,632.20

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

Goal

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

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

Strategies and Initiatives

Car seat check-up event and information

Conduct at least one car seat check-up event. Conduct installation appointments for families that have attended educational seminar.

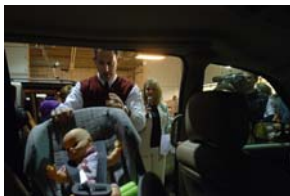


Purchase and distribute 263 child passenger safety seats. Distribute child passenger safety bilingual information and educational materials. Advertise car seat check-up events, information and services through local media (radio, newspapers etc.) and collaborate and coordinate media program activity with the Public Relations Office of CDOT.



Drinking and Driving Information

Develop and distribute bilingual educational material on the consequences, laws, cost and other issues related to drinking and driving.



Education—Child Passenger Safety

Conduct five educational seminars (English and Spanish) on child pas-

Continued >

104 families received child occupant protection education, 164 car seats were distributed and 34 car seats were confiscated.



senger safety through various community outlets: Head Start and Child Care, parent education and support groups, pregnancy education, health groups, etc.

Education—Drinking and Driving

Conduct three to four educational seminars on drinking and driving through Plaza del Sol Farm Labor Housing and at least one community outlet. Distribute bilingual educational material on the consequences, laws, costs, and other related issues of drinking and driving.

Results

The project educated 50 families in private installation/educational appointments/educational seminars and 85 car seats have been provided. Fifty-four families were assisted at the car seat check-up event and 79 car seats were provided and installed. There have been 34 confiscated car seats during this reporting period.

Denver Child Passenger and Driving Safety Program

Project Number:	07-09
Task Number:	91-02
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$31,569.87

Catholic Charities' Denver Child Passenger and Driving Safety program, known as the Driving Safety Awareness Program, will provide services to those who have been unable to access the resources and the information that would promote safe car seat usage, seat belt usage and prevent drinking and driving related accidents and fatalities. The targeted groups will be low-income families, with a special emphasis on Latino families, individuals and teens. Services will be available in Spanish and English.

Goal

The Driving Safety Awareness Program goal is to educate and inform low-income families and individuals in Denver on child passenger safety, adult driver and passenger safety, and drinking and driving.

Strategies and Initiatives

Measurable objectives of the program include: conducting at least one large scale car seat check up event, conducting one-on-one installation appointments, purchasing and distributing at least 350 car seats, conducting four educational seminars in English and three in Spanish on child passenger and adult passenger safety, and conducting four educational seminars in English and three in Spanish on drinking and driving prevention. Pre and post-surveys will be administered at educational seminars to evaluate knowledge gained. Staff will follow up, when possible, with families one month after one-on-one child passenger safety sessions to assess ongoing compliance.

Results

Catholic Charities' Denver Child Passenger and Driving Safety program was executed on June 22, 2007. Between June 22, 2007 and September 30, 2007, Catholic Charities, Denver, was able to:

- Hire, train, and certify one full time staff by August 11, 2007.
- Conduct one large scale car seat check up event, Catholic Charities Health and Safety Fair, Peace 'n the Streets.
- Conduct six community based one-on-one appointments and become a local fitting station that offers community based one-on-one installations by appointment only.

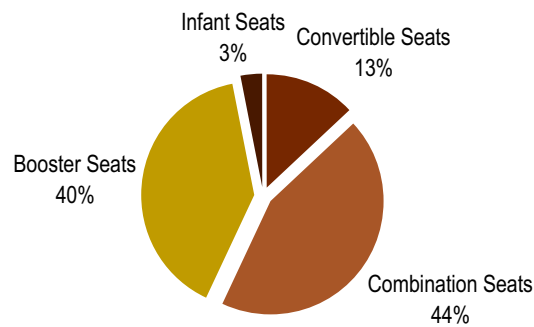
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- Purchase 288 car seats and distribute 111 of them.
- Conduct five educational seminars on child passenger safety and adult driver/passenger safety, thus educating a total of 85 families/individuals.
- Conduct pre and post tests at education seminars: participants gained a 10% to 33% increase in knowledge of child passenger safety and adult driver/passenger safety.
- Collect client demographics in accordance with CDOT standards.
- Maintain sign-in sheets on clients served at community events and seminars.

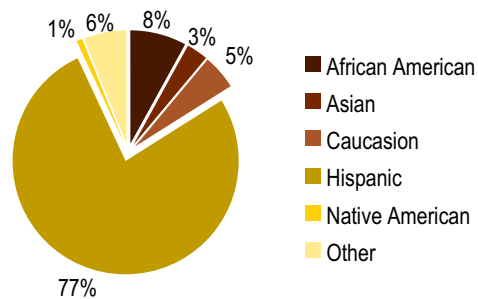
77% of the families who had car seats replaced at Peace 'n the Streets were Hispanic.

Catholic Charities, Denver, successfully implemented the project given the limited time frame between the program's start date and the end of the federal fiscal year. In addition to the activities outlined above, Catholic Charities met with multiple community resources such as Southwest Family to Family, Denver Health, Lowry Family Center, Epworth Family to Family, Savio House, and community day care centers, regarding the program to increase collaboration as well as to educate these organizations about the program resources. Catholic Charities is also participating in the Safe Kids Denver Metro Coalition. Some tasks that still remain include hiring a bilingual staff, conducting educational seminars in Spanish on child passenger safety and drinking and driving prevention, and conducting education seminars in English on drinking and driving prevention. Catholic Charities, Denver, plans to complete these tasks by our current contract end date of December 31, 2007.

Statistics from Peace 'n the Streets - Breakdown of 104 replaced car seats



Statistics from Peace 'n the Streets - Ethnicity



Colorado Truck Safety Program

Project Number:	07-09
Task Number:	91-03
Planned Expenditures:	\$143,693.99
Actual Expenditures:	\$68,281.75

While large truck-related fatalities have been declining in Colorado, there is still much work to be done. Specific efforts to reach trucking companies, truck drivers and the public and educate them on how to safely maneuver the highway system have been successful and will be continued under this project to ensure the number of crashes and fatalities decrease. This program has made great progress statewide in providing assistance to trucking companies and making educational presentations to high school and community groups regarding highway safety.

Additionally, national statistics show that of the 620 truck drivers killed in vehicle crashes in 2005, only 245 (40%) were wearing some sort of restraint. This level of seat belt usage is significantly lower than that of the general traveling public. As part of this program, seatbelt education is being included in all training programs and presentations. We also conduct various seat belt surveys at various locations.

Goal

The Truck Safety Program will reduce commercial vehicle related crashes and fatalities in Colorado Counties showing trends of large-truck involved crashes in 2007. The projects will consist of



public education programs in the schools, and other community outlets, community outreach programs, and assistance to trucking companies to expand knowledge of safety and compliance with governmental regulations.

Strategies and Initiatives

- Administer the program to motor carriers in the “Circuit Rider” program to provide training and education and compliance with local, state and federal regulations. Conduct safety assessments with motor carriers to determine their training and educational curriculum needs. Educate and train based on FMCSA safety findings. Provide English and Spanish program educational materials and training.
- Conduct seat belt usage and passenger safety best practices education. Conduct informal seat belt observational studies at various locations, record and report data.

Continued ▷

The program has impacted more than 30 motor carrier companies, hundreds of truck drivers and managers, and nearly 1,000 young drivers and community members.

- Administer a program evaluation tool and conduct a follow-up survey with motor carriers.
- Conduct safety-related workshops. Conduct public education programs.
- Coordinate program efforts with other local traffic/highway safety projects. Coordinate with state, county and local agencies. Provide outreach and support for community leaders and hard-to-reach groups, working groups and advisory panels.

Results

These are interim results, as project has been extended to December 31, 2007.

- The Colorado Truck Safety Program administered programs to 12 motor carriers in the “Circuit Rider” Program and conducted 12 safety assessments with motor carriers to determine their training and educational curriculum needs. Educated and trained on FMCSA safety findings accordingly. Provided English and Spanish program educational materials and training.
- Conducted seat belt usage and passenger safety best practices education. Conducted informal seat belt observational studies at 7 locations.
- Administered a program evaluation tool and conducted a follow-up survey to motor carriers.
- Conducted 10 safety-related workshops. Conducted 14 public education programs.
- Coordinated program efforts with other local traffic/highway safety projects. Coordinated with state, county and local agencies. Provided outreach and support for community leaders and hard-to-reach groups, working groups and advisory panels.

The program has been an outstanding success to date. We have received requests for additional training and technical assistance to motor carriers, as well as continued requests for public presentations to high school students and community groups.

Our work will continue through December 31, 2007, at which time we will have impacted more than 30 motor carrier companies, hundreds of truck drivers and managers, and nearly 1,000 young drivers and community members.



Traffic Safety Coalition Development

Project Number:	07-09
Task Number:	91-04
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$49,562.86

Goal

To encourage Colorado’s Traffic Safety Coalitions to support CDOT’s “Click it or Ticket” campaign and other traffic safety programs.

Strategies and Initiatives

Provide coalitions the support and resources, through training, mini-grants and materials, for them to better execute and support statewide occupant protection safety activities. This task includes a law enforcement and coalition recognition event for both the seat belt and impaired driving enforcement programs.

Results

This task supported two Safety Coalition and Law Enforcement trainings both held in the Denver Metro area.

Six Traffic Safety Coalitions supported our statewide “Click it or Ticket” efforts by conducting “Super Blitz” strategies, by working with their local health care industry, law enforcement, community businesses, schools, faith based organizations and community residents to get the “Click it or Ticket” messaging out into their communities.

A recognition and awards banquet was held at the Westin Westminster in honor of our Law Enforcement that supported both our Impaired Driving programs and our Occupant Protection programs. “Colorado Traffic Safety Heroes” was the theme of the awards banquet this year and was attended by over 200 local and state law enforcement officers.

CDOT conducted a Lifesavers pre-conference meeting for all those attending the conference from Colorado. A total of 31 Safety Professionals represented the state of Colorado.

Four scholarships were awarded for the 2007 “Kidz in Motion” conference held in Denver, Colorado.

“Colorado Traffic Safety Heroes” was the theme of the awards banquet this year and was attended by over 200 local and state law enforcement officers.

Project Number: 07-09
Task Number: 95-01
Planned Expenditures: \$54,000.00
Actual Expenditures: \$26,450.60

Buckle Up For Love, Stop-Look-Listen Programs, Tween Traffic Safety Pilot

Goal

The goal of the Buckle Up For Love and Stop-Look-Listen programs is to reduce the number of children in Colorado killed as a result of not being properly buckled up in a car and to reduce the number of children killed or injured as a result of a pedestrian accident. This will be accomplished through child/adult interaction in the classroom, parent education with a student take home newsletter and is evaluated through pre/post surveys.

The goal of the Tween Traffic Safety Pilot Program is to increase the number of students' ages 10-12 properly buckled up in the back seat of a vehicle. This is accomplished through workshops, parent education materials and evaluated through surveys.

Strategies and Initiatives

Classroom presentations were scheduled in four elementary schools in a manner in which the greatest number of students could be impacted in a given day. To that end, Pre-K through 2nd grade students received one or both programs. At each school an average of 200 students were impacted. Students took home information to their parents about what they learned and were instructed to teach their parents. In all cases more than one day was spent at each school. Presentations were 30 minutes in length for each Buckle Up For Love and Stop-Look-Listen session.



Students learn that it is important to sit in a booster seat, in the back seat. They are instructed about their height (sheet goes home to parent) and about the “law” in Colorado. Time is spent with each child instructing and practicing with them about how the shoulder and lap straps should ride on their body. Students get their picture taken in the “Little Red Car” to take home and show their parents. Students receive “Buddy” a bear as their travel reminder to sit in the back in a booster seat.

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Additionally, students learn that they must Stop-Look-Listen before they cross the street. They practice the sequence, they learn a song to remind them of the steps and finally, they practice safe street crossing behaviors.

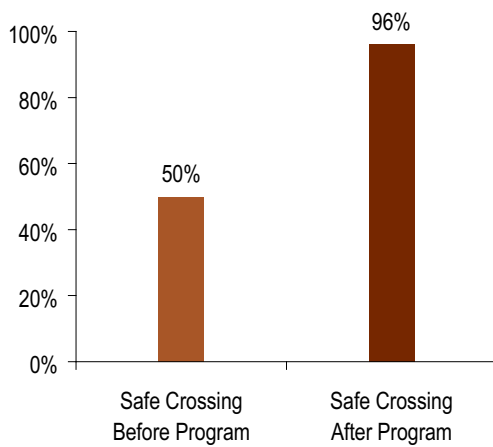
Results

To date 765 students in four elementary schools have participated. Results are as follows: In the pedestrian pre-test 50% of the students did not know to stop, look and listen before crossing. Post-test results show that 96% students knew the proper sequence. In the Buckle Up For Love pre-test, 79% of the students knew they should be in the back seat. Post-test results show that 100% knew they needed to be in the back seat and in a booster seat.

Two focus groups with “tweens” were conducted. The information gained from the focus group is being used to create the workshops to be conducted later this fall. 100% of teachers surveyed ranked the programs as good or excellent.

100% of teachers surveyed ranked the programs as good or excellent.

Results of the Stop, Look, Listen Program



Project Number: 07-09
Task Number: 95-02
Planned Expenditures: \$50,000.00
Actual Expenditures: \$11,341.23

Public Ways: Transportation Safety Occupant Protection

Goal

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

Strategies and Initiatives

Since receiving the grant in late June 2007 through September 2007 our strategies have focused on preparing Museum programming for both onsite and offsite audiences. These strategies included the following:

1. Prepare to present the Busy Brain, Mastermind and Brain Power classes to approximately 525 students K-12th grade. Update and replenish these classroom programs.
2. Prepare to present the Portable Brain and Helmet Health Fair displays to approximately 1,200 K-12 students statewide. Update Health Fair panels with new museum logo and add CDOT logo.
3. Prepare to present the Portable Brain and Helmet Health Fair displays to approximately 1,500 Adult/Corporate audiences statewide. Update Health Fair panels with new museum logo and add CDOT logo.
4. Prepare to present the Family Helmet Free Day program to approximately 200 participants at DMNS on Museum Free Days. Update and replenish program.
5. Prepare to present Helmet Safety programming to approximately 5,000 museum visitors at the museum in the Hall of Life Exhibit.
6. Contract with a consulting agency to evaluate the effectiveness of the Family Helmet Free Day Program.

Continued >

Results

The overall results of our project are still preliminary.


To date, 50 students have participated in the Helmet Safety classes. As the school year gets into full swing, we anticipate easily reaching the goals for this portion of the project.

The youth/community health fair display has already reached 2,900, more than twice exceeding our goal. Updated backdrops with new logos for the health fair displays are currently being designed.

The Family Helmet Free Day had 152 participants. Each family member received a free, fitted bicycle helmet in addition to a class about the brain and brain injuries.

JVA Consulting created an evaluation for the Family Helmet Free Day which was completed by 25 participants. JVA Consulting also conducted in-depth interviews with 10 families who participated.

Facilitated activities within the Museum are being planned for use in the Hall of Life exhibit. Visitor programs staff participated in a brain workshop with a retired neurosurgeon to aid them in developing activities for museum visitors. In addition, museum educators will present the Youth/Community Health Fair Display to museum visitors twice in March 2008 during National Brain Injury Awareness Month and Brain Awareness Week.



The youth/community health fair display has already reached 2,900, more than twice exceeding our goal.

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TRAFFIC RECORDS PROGRAM OVERVIEW



Traffic Records Program Overview

It is CDOT's Safety and Traffic Engineering Branch's goal to provide an "integrated, responsive, timely and accurate accident records system." In support of this goal, CDOT undertook several projects in FY 2007. Each of these projects is detailed on the following pages.

Program Administration

The Traffic Records' program is administered by Rahim Marandi, PE, Traffic Records Program Manager, with assistance from his staff David Bourget, PE, Charles Keep, Kevin Dietrick, Carmen Gomez and Rick Davis. This group, with assistance from the Sub-Grantees, was responsible for seven projects with a planned budget of \$738,000.

Enhancing the Traffic Records System

CDOT continues to work with its data partners to improve the accident record system. Projects nearing completion include expanding rural law enforcement agencies access to GPS systems for more accurate reporting of crash locations, implementation of a scanning system that will reduce record processing from several months to less than a week, and increasing NEMISIS compliance, among others.

Data Collection and Analysis

CDOT's Traffic Records activities include tasks designed to provide the Branch with timely and accurate data for measuring performance and more strategically allocating resources to address both persistent and emerging traffic safety problems. These tasks include the annual Seat Belt Survey and the Problem Identification Report. Because updated crash data are not yet available, the Problem Identification will be completed in early 2008 applying an innovative new statistical analysis that will identify high-risk drivers and communities in new ways and includes the integration of citation records.

Assessment

In 2004, the National Highway Traffic Safety Administration (NHTSA) performed an assessment of the Traffic Records Division of the Safety and Traffic Branch of CDOT. Approximately 80 recommendations were made. Of these, 19 have been completed (many are on-going), 23 are in process of being completed, and 29 are planned for future projects. Of the remaining nine recommendations, many are being considered for future work. Many principles discussed in the Assessment are now basic components of the Colorado Integrated Safety Plan, which is updated annually.

EARS, ECRS, and Data Reporting and Integrity

Project Number:	07-04
Task Number:	41-02
Planned Expenditures:	\$150,000.00
Actual Expenditures:	\$48,300.00

Goal

Improve the timeliness and reliability of data pertaining to Electronic Accident Reporting System (EARS) / Electronic Citation Reporting System (ECRS) Data Reporting and Integrity.

Strategies and Initiatives

To develop upgrades to the Motor Vehicle Division accident record system, thus reducing the backlog of manual accident/crash records.

Purchase a new scanner that will allow all paper accident reports to be digitally imaged and provided electronically to users.

Ensure compatibility with CDOT's existing Oracle database structure and with the existing Electronic Accident Reporting System.

Results

The scanner was purchased and is operating. Software to connect scanned documents with the database is in process and nearing completion. The project has been delayed by programming problems, which are being addressed. The project has been extended 6 months.

When complete, the new scanned system is expected to reduce the report processing time from 1 to 2 months, down to 1 to 5 days.

Project Number: 07-04
 Task Number: 41-03
 Planned Expenditures: \$20,230.00
 Actual Expenditures: \$1,620.00

Traffic Record System Enhancement

Goal

To create and update application software to automate and standardize CDOT's task of updating, managing and maintaining the Accident Data from the Department of Revenue (DOR). This software application will enable CDOT's Accident Data Management Unit and other users to select and download converted data into a desired format.

Strategies and Initiatives

Tasks include obtaining assistance for programming the road coding program and retaining a facilitator to begin developing the strategic plan to address items from the Traffic Records Assessment. Purchase a new computer to house the road code data.

Results

Software was developed to assist CDOT's interface with DOR to access DOR 447 forms. Delays occurred when DOR encountered programming problems of their own when the project attempted to include the newer DOR 2447 forms. This is an on-going project.

Technicians at CDOT can access accident records in DOR's database for years prior to 2005.

Road coding has been automated, requiring only review for accuracy.

Problem Identification/Annual Report

Project Number:	07-04
Task Number:	41-04
Planned Expenditures:	\$237,558.13
Actual Expenditures:	\$122,201.68

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

Goal

To support CDOT's goals through the analysis of traffic trends so that better programs and projects can be developed.

Strategies and Initiatives

Develop the FY-2007 Annual Report and evaluation of CDOT's Highway Safety Programs.

Prepare the FY-2007 Problem Identification report.

Results

The FY-2007 Annual Report was completed by Garner Insight LLC and Glissen, LLC. The 2007 Problem Identification report will be completed in 2008. The Problem Identification report is delayed because the 2005 crash data is not available. At this time, CDOT is considering preparing a new analysis of crashes using the 2004 data. The new approach will emphasize geography and probabilistic models of risky driving behaviors.

The 2007 Problem Identification report will feature a renewed emphasis on geography and will employ sophisticated statistical models to identify risky drivers.

Project Number:	07-04
Task Number:	41-05
Planned Expenditures:	\$216,000.00
Actual Expenditures:	\$199,528.25

Seat Belt Survey

Between April and September 2007, the Institute of Transportation Management conducted five seat belt surveys for the Safety and Traffic Engineering Branch, Colorado Department of Transportation. The studies provided statewide information on seat belt usage for drivers and front seat passengers as well as data on the utilization of child safety restraint systems.

Goal

The goal for the studies was to provide an accurate estimate of actual seat belt usage for drivers, outboard front seat passengers, and child safety restraint system usage for the State of Colorado to assist in future transportation safety program decisions.

This year's statewide seat belt survey included a "Neighborhood" Study in order to assess seat belt usage in selected ethnically diverse communities.

Initiatives and Strategies

The primary focus of the initiatives was to learn the level of seat belt usage in the State of Colorado for adults and teenage drivers and outboard front seat passengers. Seat belt usage for juveniles (ages 5-15) and child safety restraint systems (newborn through age 4) were also important elements of the overall initiative. This year a "Neighborhood" Study was included as part of the initiatives in order to assess seat belt usage in selected communities which had a diverse ethnic population.

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

Continued >

Results


The Teen Survey, which focused upon teenage drivers (16-19) and front seat passengers, was conducted from April 23 - May 4, 2007. The study included 191 sites embedded within 18 counties. The overall seat belt usage estimate was 72.9% which was approximately a 2.5% improvement since the last teen survey in the fall of 2005. The results of the teen study reflected similar patterns of usage as the Statewide Survey for the various vehicle types. Just as with all other surveys conducted to this point, the seat belt usage in pick-up trucks was the lowest of all vehicle types at 64.3%. While this represented an improvement of over 7% for teens in trucks, the usage rate is still well below the other vehicle types.

The Pre-Mobilization Survey was conducted from May 6-12, 2007. The objective of this study was to collect statewide baseline data before the two week enforcement wave. Data were collected at 71 sites across the state. The overall estimated usage rate of 75.6% was a one percent drop from 2006 but was slightly better (.2%) than the 2005 results.

The Statewide Survey was conducted immediately following the enforcement wave. The study began on June 3 and ran through June 16, 2007 and included 386 sites in 25 counties. The overall estimate of 81.1% was nearly a full percentage point improvement over last year's 80.3% rate and is the highest recorded usage rate for the State. All three regions of the State had an improvement in the overall seat belt usage rates with the Eastern Plains having a usage rate of 77.3%, the Front Range usage was 82.9%, and the Western Slope was 79.3%. As in years past, pick-up trucks had the lowest usage rate of all vehicle types with a 69.8% estimate; however, this represents over a nine point improvement over 2006.

The Juvenile Survey was designed to collect data on seat belt usage for juveniles (age 5-15) and child restraint safety systems usage (newborn through age 4). The study was conducted from June 17-30, 2007 at 50 sites in 20 counties. The child safety restraint safety system usage for 2007 was 83.13%. This is approximately 2.4% lower than in 2006. The combined front and rear seat belt usage for juveniles for all vehicle types was 69.69%, which is essentially the same as last year's usage rate of 69.71%.

The Neighborhood Study incorporated a methodology to study communities on the Front Range that had an ethnically diverse population. Data were collected at the same time as the Child/Juvenile Study from June 17-30, 2007. Census tract data were used to ascertain the distribution and the density of certain populations in determining appropriate observation sites. There were over 32,000



As in years past, pick-up trucks had the lowest usage rate of all vehicle types with a 69.8% estimate; however, this represents over a nine point improvement over 2006.

Continued >

observations spread over 62 sites in seven counties along the Front Range. The findings indicated that there were some variations in seat belt usage among the communities, but the overall usage rate of 76% was not significantly different statistically from the results of the Statewide Survey.

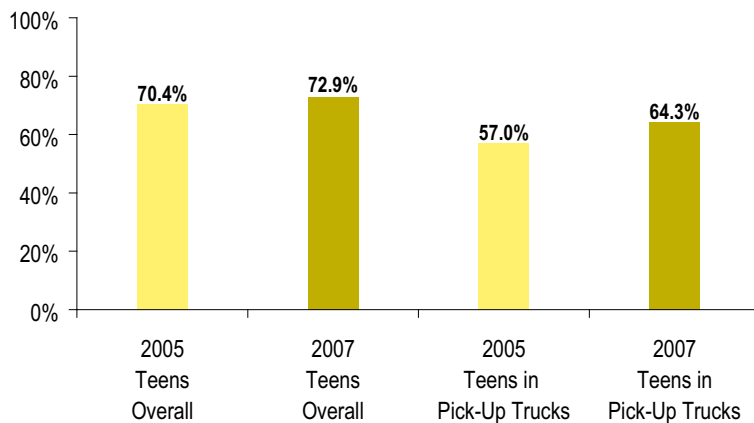
Future Needs

In all five surveys, the seat belt usage among pick-up truck drivers and passengers was the lowest of all vehicle types. The low rates of usage continue to pull down the overall seat belt usage figure for the State. In order to address this on-going problem, there is a need to design a study which focuses exclusively on pick-up truck drivers and passengers. Such a study could supplement the data derived from the CDOT surveys and be a valuable addition to existing information for use in the development and implementation of educational programs to improve the seat belt usage for pick-ups and thus raise the overall usage rate for the State.

There is a need to design a study which focuses exclusively on pick-up truck drivers and passengers.

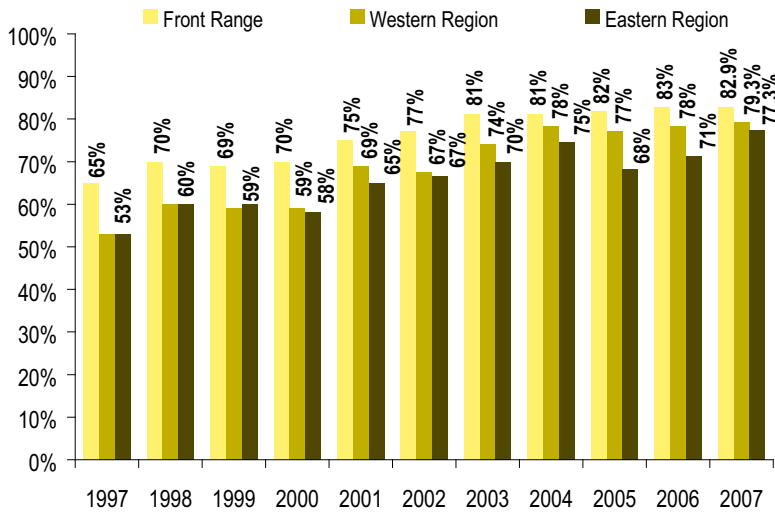
There remains a need to redesign the current survey methodology in order to obtain more reliable and valid data for all the counties included in the study. While it is the intention of the Institute to adjust the methodology to emphasize county census tract data and vehicle miles traveled, it should be recognized that this may necessitate a decrease in the total number of counties included in the studies. Data for the three different regions of the State, which have been the focus of past surveys, will still be available. The basic research design will not change and will meet the requirements for conducting seat belt surveys as established by NHTSA.

Overall and Pick-Up Truck Seat Belt Use by Teens Ages 16 to 19, 2005 and 2007



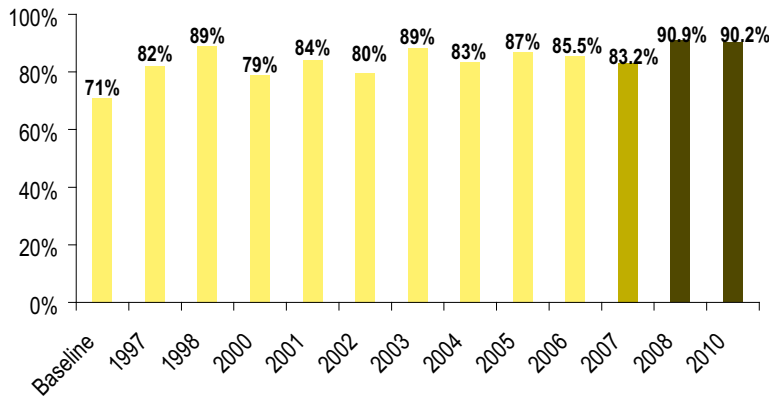
Note: 2005 is the most recent year of comparison data available for Teens.

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



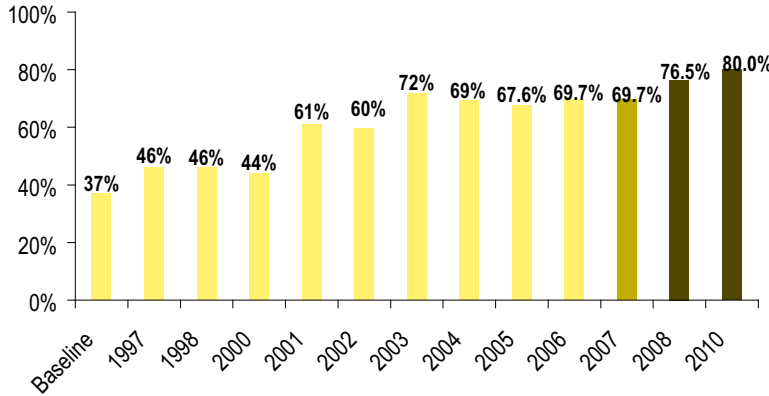
Source: Colorado Department of Transportation from the Institute of Transportation Management Annual Seat Belt Survey, 1997 to 2007

Actual and Targeted Car Seat Use by Children Ages 0 to 4



Source: Colorado Department of Transportation from the Institute of Transportation Management Annual Seat Belt Survey, 1997 to 2007

Actual and Targeted Seat Use by Children Ages 5 to 15



Source: Colorado Department of Transportation from the Institute of Transportation Management Annual Seat Belt Survey, 1997 to 2007

Project Number: 07-04
Task Number: 41-06
Planned Expenditures: \$49,000.00
Actual Expenditures: \$47,956.76

Emergency Medical Services Linkage

Goal


To expand and improve the crash and hospital data linkage project that was started in FY 2001. This project will refine the linkage process, link additional years of data, and focus on the analysis of the linked data sets. The goal is to identify specific problems and answer specific questions related to those problems.

Strategies and Initiatives

Proposed topics for research include the elderly driver, the teenage driver, the impact of the graduated driver licensing law, variations in pre-hospital time and the high-risk individual.

Results

The project was completed this year. The programming identifies discrepancies in reports and assists technicians to correct entries as needed. It helps tie different databases together by standardizing the data entry format.



Data is more accurate and easier to review and access.

Global Positioning System (GPS) Units for Local Law Enforcement

Project Number:	07-04
Task Number:	41-07
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$0.00

Goal

GPS units allow local Law Enforcement to document exactly where crashes occurred, on or off the roadway, anywhere in the State of Colorado. Crashes can then be identified using latitude and longitude.

Strategies and Initiatives

Purchase GPS units and accessories for Local Law Enforcement Agencies. These will be tied in with dispatch to locate vehicles and transmit reports.

Results

This year, delayed funding, and internal changes, delayed the start of the project. A new Project Coordinator is in place. The Weld County Sheriff's Department wanted the GPS units to be compatible with an on-going Colorado State Patrol project. Therefore, the Sheriff's Department delayed purchasing GPS units until they were able to review CSP's research and equipment list. Weld County Sheriff's Department now has the CPS equipment list and has identified local communities for potential receipt of the GPS units.

The project has been extended three months.



GPS units will be purchased by the end of 2007.

Project Number: 07-04
Task Number: 41-08
Planned Expenditures: \$99,724.00
Actual Expenditures: \$12,518.99

Emergency Medical Services and Trauma Registry Data

Goal


To develop and maintain comprehensive EMS and Trauma Registries at the Colorado Department of Public Health & Environment (CDPHE) which can be used to successfully contribute health information to the CDOT Traffic Safety Integrated Data Base and to improve the infrastructure at CDPHE for maintenance and growth of the Registries.

Strategies and Initiatives

CDPHE hired a Data Coordinator (DC) to serve as a liaison with participants in the integrated traffic records system. The DC will monitor monthly downloads of EMS and Trauma data and identify and correct problems encountered. He will participate in STRAC and other relevant meeting to ensure compliance with the developing integrated computer system. He will increase compliance with national standards and related data dictionaries and systems.

Results

This is an on-going project. This year, delayed funding, then internal changes, delayed the start of the project. During the delay, the Project Director filled in to allow continuation of previous work done.



Since the project's inception, NEMSIS compliance has increased to 32%, which is 7% above the goal set.

Since the project's inception, NEMSIS compliance has increased to 32%, which is 7% above the goal set. The development of a comprehensive EMS and trauma data collection system is presently being implemented by over 200 ambulance services and 68 trauma centers in Colorado. The project has been extended 12 months.

Crash Location Enhancement Using a Unique Intersection Identifier

Project Number:	07-04
Task Number:	41-09
Planned Expenditures:	\$35,000.00
Actual Expenditures:	\$0.00

Goal

Improve the positional accuracy of crash locations in an automated accident report to the state by Denver law enforcement.

Strategies and Initiatives

Develop requirements and specifications for the proposed work and retain contractor.

Complete development of the software tool to enhance intersection information content.

Implement location component of traffic accident reporting interface for Patrol officers and citizens.

Deliver virtually error-free accident locations data to the State Department of Revenue.

The last two directives are contingent on the next phase and cannot be completed until that project is in place.

Results

This year, delayed funding, internal changes, and a long signature process delayed the start of the project. The project has been extended 6 months. The Denver Police Department has scheduled the software programming required to complete the project. The project will run from November 15, 2007 to January 15, 2008.

The Denver Police Department has secured the services of the software contractor and has arranged to buy the software license.

Project Number: 07-04
 Task Number: 41-10
 Planned Expenditures: \$309,950.00
 Actual Expenditures: \$105,810.00

Colorado State Patrol Global Positioning System (GPS)

Goal

To design, develop and deploy an integrated Global Positioning System (GPS) technology solution that accurately gathers, stores and reports on motor vehicle accidents and traffic citations that occur on Colorado roadways. Collaboration with various State of Colorado agencies will provide GPS coordinate information data transfer for reporting and planning purposes.

Strategies and Initiatives

The Colorado State Patrol (CSP) researched and tested various ruggedized, trunk mounted GPS modems as the project’s hardware component.

CSP vendor, VisionTek, will design, build, test and implement a physical interface that will accurately and in a real-time manner communicate GPS coordinates from the units to CSP.

CSP will procure and install approved GPS modems and hardware components. CSP will train officers in the operation of software and update the data dictionary and schema. CSP will provide support services when the system is in place.

Results

The technology solution includes a hardware component that will collect the latitude and longitude, and then communicate these coordinates to a CSP Trooper’s Mobile Data Computer software for data storage, retrieval, reporting and exchange purposes. Since the project’s inception, NEMSIS compliance has increased to 32%, which is 7% above the goal set. The development of a comprehensive EMS and trauma data collection system is presently being implemented by over 200 ambulance services and 68 trauma centers in Colorado. The project has been extended 12 months.

CSP has completed the testing research and purchased 150 (of the 450 total) units and begun installation. VisionTek has delivered programming and has begun testing with the new units.

The project was extended three months.

CSP has completed the testing research and purchased 150 (of the 450 total) units and begun installation.

YOUNG DRIVERS PROGRAM OVERVIEW



Traffic Records Program Overview

Young Driver involvement in motor vehicle crashes is a serious concern within Colorado. In 2005, 80 teen drivers and passengers ages 16 to 20 died in traffic crashes. Nearly two-thirds of the teenage victims were not using seat belts. In addition, approximately 80% of the teen passengers who died were in crashes that involved teen drivers. The goal of the Safety and Traffic Engineering Branch's Young Driver program is to prevent underage drinking and driving, educate teens and parents on the state's Graduated Driver Licensing (GDL) Law and reduce teens' involvement in injury and fatal crashes.

Program Administration

The Young Driver program is administered by Glenn Davis, Impaired Driving Program Manager, with assistance from staff member Mario Acevedo. With assistance from Sub-Grantees, this team was responsible for three projects with a planned budget of \$220,000.

Community-Based Programs

The young drivers program supported three community-based programs. TEAM Ft. Collins' project combines liquor retailer education with a locally designed social marketing campaign, Actuality™. The Bacchus Network's™ Colorado High School Impaired Driving Initiative combines both alcohol-prevention strategies with educational information about the state's GDL law using peer education and social norming techniques. These programs include pre- and post-evaluations to gauge participants' progress in learning the materials. The Center for Transportation Safety's Drunk Driving Simulator allows teens to safely learn the impact of even small amounts of alcohol on their driving.

TEAM Fort Collins Underage Drinking Prevention

Project Number:	07-03
Task Number:	31-01
Planned Expenditures:	\$14,284.38
Actual Expenditures:	\$14,284.38

Goal

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

Strategies and Initiatives

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

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

Results

TEAM Fort Collins’ Actuality™ Project has positively impacted high school students as they are less likely to drink and drive, and are less likely to ride as a passenger with an intoxicated driver.

Although maturation over the school year typically results in increased alcohol consumption in the Spring semesters, these effects were not evident at the control site.

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

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

Project Number: 07-03
 Task Number: 31-02
 Planned Expenditures: \$139,271.92
 Actual Expenditures: \$90,528.46

BACCHUS Network™ Colorado High School Impaired Driving Prevention Initiative

Goal

To assist in facilitating impaired driving prevention programs in Denver area high schools and high schools throughout Colorado to address the underage drinking, impaired driving and traffic safety problems associated with the 15-18 year old population.

Strategies and Initiatives

BACCHUS will reach this goal by utilizing evidence-based strategies, such as comprehensive programming, participant focused trainings and informational sessions, promotional and educational materials – all designed around positive messaging.

Results

- Approximately 11,000 high school students, for the 2007-2008 grant period, received prevention programming, trainings, presentations, materials and/or messaging.
- The 2007-2008 Peer Educator Prevention Manual was mailed to 283 schools. The manual contains current information on traffic safety, including Colorado Graduated Driver’s License Laws and a fully scripted teen-friendly presentation curriculum that students or teachers can use to present a traffic safety class to teens.
- The Statewide Peer Educator Traffic Safety and Leadership Conference trained 79 students and advisors from five counties (Weld, Denver, Boulder, Arapahoe, Broomfield) to effectively educate their peers on the importance of practicing traffic safety. After attending the conference, 89% of students felt more comfortable taking a leadership role



Traffic Safety Display at the Denver Public Library



Peer Educator facilitating impaired driving display at Montbello High School’s Back to School Fair, August 24th, 2007

After attending the conference, 89% of students felt more comfortable taking a leadership role with their school’s underage drinking prevention and traffic safety efforts, 87% felt comfortable talking to a friend/student about not using alcohol, 87% felt comfortable speaking out at school about driving safety issues and 88% can confidently tell others why impaired driving is dangerous.

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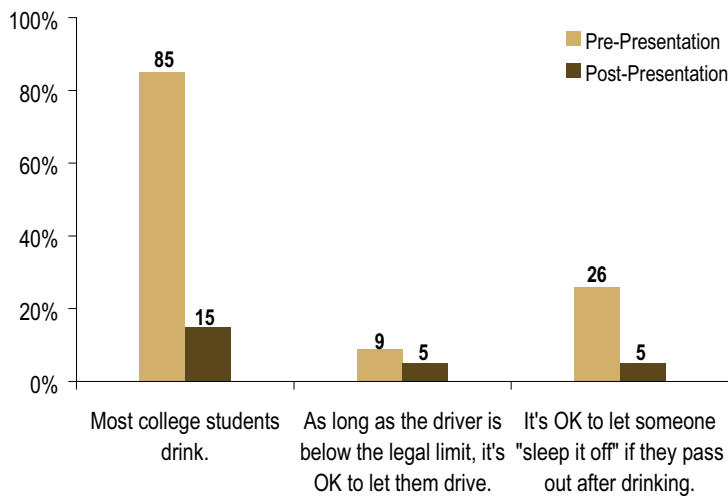


Students at 2007-2008 High School Traffic Safety Leadership Conference September 20th, 2007

with their school's underage drinking prevention and traffic safety efforts, 87% felt comfortable talking to a friend/student about not using alcohol, 87% felt comfortable speaking out at school about driving safety issues and 88% can confidently tell others why impaired driving is dangerous.

Three underage drinking prevention classroom presentations provided 96 East High School seniors with information on challenges that students may face in college with alcohol use and peer pressure. Students were given facts and figures, real life circumstances and ways to address peer pressure and practice refusal skills. Pre- and post-tests were given to assesses students', opinions and knowledge of alcohol issues.

East High School Presentations: Pre- and Post-Results



% of students responding "True" to the following statements...

Project Number:	07-03
Task Number:	31-03
Planned Expenditures:	\$24,000.00
Actual Expenditures:	\$4,000.00

Center for Transportation Safety's Drunk Driving Simulator

Through simulation, the teens see that they are not very good drivers once they begin to consume any alcoholic beverage.

Goal

To reach as many young people as possible to educate them on the dangers of drinking and driving or riding with those that have been drinking.

Strategies and Initiatives

The Center for Transportation Safety's (CTS) events include use of simulation, showing real images of the results of impaired driver crashes, Fatal Vision goggles and various safe driving techniques and messages.



- Through simulation, the teens see that they are not very good drivers once they begin to consume any alcoholic beverage.
- The students can view notebooks of very graphic pictures that we have obtained from the Colorado State Patrol. The pictures show what can happen if they make the wrong decisions by driving after drinking or using drugs or riding with those that have been.
- Fatal Vision goggles allow students to experience what it is like to walk a straight line should they be stopped by Law Enforcement for suspicion of driving while under the influence.

CTS's program explains that impairment is not only drinking alcoholic beverages, taking prescription and street drugs, but also not getting enough sleep, not eating nutritional food and emotions (e.g., disagreements with their parents, teachers, friends, etc).

Other driving safety topics in the program include why they should use their seat belts, the importance of not distracting the driver, keeping both hands-on-the-wheel, speeding, following too close and how to drive around tractor/trailers.

Results

The schools that CTS visits have very large student enrollments and we strive to have as many events each year as we have sponsor's money to cover the costs.

Continued >

We ask the students to fill out evaluation sheets at each of our CDOT-sponsored functions and more than 99% of the evaluation comments are positive and nearly all of the students would recommend our program to other schools or events.

The Center for Transportation Safety feels that all three aspects of this program are educational pieces that contribute to the success of this program.



More than 99% of the evaluation comments are positive and nearly all of the students would recommend our program to other schools or events.

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SAFETY DOESN'T HAPPEN BY ACCIDENT



SAFETY AND TRAFFIC ENGINEERING BRANCH