

2020 Colorado Highway Safety Office Annual Report



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Introduction

The mission of the Highway Safety Office (HSO), within the CDOT Office of Transportation Safety (OTS) is to “reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss”. One measurement of traffic safety performance is the number of fatalities that occur per 100 million vehicle miles traveled (VMT). After a record high of 1.21 in 2017, Colorado has had two consecutive years of progress in lowering the VMT from 1.17 in 2018 to 1.09 in 2019. Colorado had 596 traffic fatalities in 2019, a decrease from 632 in 2018, which constitutes a 6% decrease. This also constitutes a two-year reduction in traffic fatalities. The HSO addresses traffic safety challenges through multi-pronged approaches that include innovative and award winning public awareness and education campaigns for the roadway user, continued attempts at traffic safety legislative enhancements, and high visibility enforcement of the State’s traffic laws.

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

Utilizing a Problem Identification process, the HSO aggressively addresses these challenges by soliciting projects from Traffic Safety partners and stakeholders, funding high visibility enforcement activities and identifying countermeasures to educate the public and raise awareness. Public information programs and high visibility enforcement have served to raise the awareness of the users of Colorado roadways and the public regarding their responsibilities as drivers, pedestrians, bicyclists and motorcyclists.

To address Colorado’s impaired driving issues including the use of cannabis, alcohol and other drugs, innovative campaigns such as “Heat is On!”, “Drive High, Get a DUI!” and the “Cannabis Conversation” continue to raise public awareness about high visibility enforcement and the effects that alcohol and drugs have on driving. In Colorado, 51% of passenger vehicle fatalities are unrestrained. To address this challenge, Colorado has implemented traffic safety initiatives to educate the travelling public on the importance of buckling up. This includes the “Reasons Road Trip” which was recently recognized by the Colorado Chapter of the Public Relations Society of America (PRSA) as an award winning campaign.

These countermeasures, along with a combination of partnerships with State and local stakeholders, allows Colorado and the HSO to proactively addresses current and emerging traffic safety challenges.

This report describes the HSO program goals and performance measures, provides an overview of each program area and provides a summary of each project, and how that project impacted specific performance measures in Federal Fiscal Year 2020.

Accomplishments

Examples of progress include:

- The number of fatalities involving a young driver decreased from 81 in 2018 to 77 in 2019, a 5% decrease, this is the second consecutive year of declines;
- The number of rural traffic fatalities decreased from 259 in 2018 to 244 in 2019, a 6% decrease, this is the second consecutive year of declines;
- The number of pedestrian fatalities decreased from 90 in 2018 to 76 in 2019, a 16% decrease; this is the second consecutive year of declines
- The number of unrestrained fatalities decreased from 216 in 2018 to 189 in 2019, a 13% decrease; this is the second consecutive year of declines
- The 2018 Observed Seat Belt Use Rate increased to an all-time high of 88.3% in 2019.

Evidence-Based Traffic Safety Enforcement Plan Activities

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

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

OCCUPANT PROTECTION ENFORCEMENT

Colorado's Highway Safety Office supported the Click It or Ticket (CIOT) July Statewide Mobilization and Child Passenger Safety Week national mobilization. The Colorado State Patrol (CSP) provided statewide

enforcement year round, in addition to a one-week enforcement campaign during the Rural CIOT in March. In addition to the CSP, various local law enforcement agencies were recruited and provided with overtime funding for the Rural CIOT in March and the Statewide Campaign in July. The nationwide May Mobilization was cancelled due to the COVID-19 pandemic. While all local law enforcement agencies were encouraged to apply for overtime enforcement funding, allocations were made through problem identification with consideration to the number of unrestrained fatalities and seat belt compliance rate of an area, along with the past performance of the agency during the campaign.

IMPAIRED DRIVING ENFORCEMENT

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

Law enforcement agencies apply for HVE funding and are selected using FARS and other data sources to identify the areas with a high number of impaired driving related crashes and fatalities. Agencies deploy their resources at their discretion during the enforcement periods, using local data to determine enforcement strategies as to location, day of week, time of day, etc. This year, due to COVID-19, law enforcement agencies adjusted enforcement plans and activities as needed. Law enforcement agencies report their activity through narrative reports and also report arrest and citation data on the readily available CDOT “Heat Is On!” website.

SPEED ENFORCEMENT

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

Grant Funding Overview

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

For FY20 all projects were funded through the FAST ACT and this legislation authorized funding for the following grant programs:

Section 402 - State and Community Highway Safety Grant Program

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

Section 405B – Occupant Protection Grants

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

Section 405C – State Traffic Safety Information System Improvements Grants

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

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

Section 405D - Impaired Driving Countermeasures Grants

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

Section 405F – Motorcyclist Safety Grants

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

Section 164AL Grants

Purpose: To encourage States to enact a repeat offender law.

PERFORMANCE MEASURES

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

Number of seat belt citations issued in 2019: 6,022

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

Number of impaired driving arrests made in 2019: 9,810

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

Number of speeding citations issued in 2019: 11,604

Assessment of Results in Achieving Performance Targets for FY20 and FY19

Performance Measure	Target Period	Target Years	Target Value FY20 HSP	Data Source/FY20 Progress Results	On Track to Meet FY20 Target Y/N	Target Value FY19 HSP	Target Years	Data Source/FY19 Final Result	Met FY19 Target Y/N
C-1) Total Traffic Fatalities	5 Year	2016-2020	618	2015-2019 FARS 606	Y	644	2015-2019	2015-2019 FARS 606	Y
C-2) Serious Injuries in Traffic Crashes	5 Year	2016-2020	3,271	2015-2019 STATE 3161	Y	2,909	2015-2019	2015-2019 STATE 3161	N
C-3) Fatalities/VMT	5 Year	2016-2020	1.14	2015-2019 FARS 1.14	Y	1.21	2015-2019	2015-2019 FARS 1.14	Y
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2020	208	2019 FARS 189	Y	200	2019	2019 FARS 189	Y
C-5) Alcohol-Impaired Driving fatalities	Annual	2020	155	2019 FARS 164	N	170	2019	2019 FARS 164	Y
C-6) Speeding-Related Fatalities	Annual	2020	208	2019 FARS 239	N	230	2019	2019 FARS 239	N
C-7) Motorcyclist Fatalities	Annual	2020	103	2019 FARS 103	N	125	2019	2019 FARS 103	Y
C-8) Unhelmeted Motorcyclist Fatalities (FARS)	Annual	2020	57	2019 FARS 54	N	82	2019	2019 FARS 54	Y
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	2020	79	2019 FARS 77	Y	75	2019	2019 FARS 77	N

Assessment of Results in Achieving Performance Targets for FY20 and FY19

Performance Measure	Target Period	Target Years	Target Value FY20 HSP	Data Source/FY20 Progress Results	On Track to Meet FY20 Target Y/N	Target Value FY19 HSP	Target Years	Data Source/FY19 Final Result	Met FY19 Target Y/N
C-10) Pedestrian Fatalities	Annual	2020	88	2019 FARS 76	Y	90	2019	2019 FARS 76	Y
C-11) Bicyclist Fatalities	Annual	2020	19	2019 FARS 20	N	16	2019	2019 FARS 20	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2020	86%	2020 STATE 86.3%	Y	85%	2019	2020 STATE 86.3%	Y
C-12) Fatalities Involving a Distracted Driver	Annual	2020	54	2019 STATE 39	Y	70	2019	2019 STATE 39	Y
C-13) Drivers 65 or Older Involved in Fatal Crashes	Annual	2020	88	2019 STATE 83	Y	90	2019	2019 STATE 83	Y
C-14) Fatalities Involving a Driver or Motorcycle Operator Testing Positive for +>5ng of Delta 9 THC	Annual	2020	31	2019 STATE 47	N	40	2019	2019 STATE 47	N
Traffic Records – Percent of Crash Records Submitted Electronically to DOR	Annual	2020	49%	2019 STATE 49%	Y	49%	2019	2019 STATE 49%	Y

State's Plan to Adjust the HSP to Meet Performance Targets

Colorado has had two consecutive years of improvements in reducing traffic fatalities. The HSO continues to utilize all available State and Federal funding resources to address traffic safety challenges. However, State resources, previously dedicated to the HSO, have continued to decline. Law enforcement agencies across Colorado have competing priorities that take away from dedicated traffic enforcement and the COVID-19 pandemic has affected their ability to effectively address traffic safety challenges.

Colorado's traffic laws, including secondary belt enforcement, no motorcycle helmet law for adults, a less than robust distracted driving law and a GDL law not generally understood by the public, contribute to the difficulty in enforcement and awareness.

In order to continue to address the FY20 identified performance measures and goals the HSO, using Problem Identification, will identify law enforcement agencies to participate in high visibility enforcement efforts. The HSO continues to fund an Impaired Driving Enforcement Task Force comprised of four law enforcement agencies dedicated to HVE in Larimer County. The Statewide Occupant Protection Task Force continues to mobilize and engage partners and stakeholders in an effort to educate on challenges to the current traffic safety environment. The HSO is also engaging the Traffic Safety Engineering Branch to update and implement the Strategic Transportation Safety Plan.

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

Goal: Not to exceed 2,909 serious injuries in traffic crashes

Number of serious injuries in traffic crashes in 2019: 3,161

STATUS: 2019 performance measure not met.

In order to better meet these performance targets the HSO will continue to solicit projects from Traffic Safety partners and stakeholders utilizing problem identification to identify areas of the State which are over represented in serious injury crashes.

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

Goal: Not to exceed 155 fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2019

**Number of fatalities in crashes involving a driver or motorcycle operator
With BAC of .08 and above in 2019: 164**

STATUS: 2019 performance measure not met.

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

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

Goal: Maintain speeding-related fatalities at 208 in 2019

Number of speeding-related fatalities in 2019: 239

STATUS: 2019 performance measure not met.

In order to better meet this performance target the HSO will continue to solicit projects from Traffic Safety partners and stakeholders utilizing problem identification to identify areas of the State which are over represented in speed related fatalities. The HSO will seek additional law enforcement agencies to participate in speed enforcement activities. In addition, the HSO will work with the Office of Communications to develop speed related messaging for the travelling public.

C-7. Reduce the number of motorcyclist fatalities

C-8. Reduce the number of unhelmeted motorcyclist fatalities

STATUS: 2020 Performance Targets are not on track to be met.

In order to better meet these performance targets the HSO will continue to solicit projects from Traffic Safety partners and stakeholders utilizing problem identification to identify areas of the State which are over represented in motorcycle and unhelmeted motorcycle fatalities. In addition, the HSO will work with the Office of Communications to develop enhanced motorcycle safety messaging.

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

Goal: Decrease the number of drivers age 20 or younger involved in fatal crashes to 75 in 2019

Number of Drivers Age 20 or Younger Involved in Fatal Crashes in 2019: 77

STATUS: 2019 performance measure not met.

In order to better meet this performance target the HSO will continue to solicit projects from Traffic Safety partners and stakeholders utilizing problem identification to identify areas of the State which are over represented in drivers age 20 or younger involved in fatal crashes. The HSO will continue to partner with CDPHE on the Colorado Young Driver's Alliance, solicit additional projects to address young driver behavior and utilize countermeasures to educate the public and raise awareness in order to continue addressing these fatalities.

C-11. Reduce the number of bicyclist fatalities

Goal: Decrease the number of bicyclist fatalities to 19 in 2019

Number of bicyclist fatalities in 2019: 20

STATUS: 2019 performance measure not met.

In order to better meet this performance target the HSO will continue to partner with Vision Zero initiatives in Denver and Boulder, with the bicycle safety communities and other traffic safety partners. Denver and Boulder Vision Zero have

partnerships with the Bicycling community and can assist with developing solutions, educating the public and raising awareness in order to continue addressing bicyclist fatalities.

C-14. Reduce the number of fatalities Involving a driver or motorcycle operator testing positive for +>5ng of Delta 9 THC

***Goal:** Maintain the number of fatalities in crashes involving a driver or motorcycle operator testing positive for +> 5 ng of Delta 9 THC at 31 in 2019*

Number of fatalities in crashes involving a driver or motorcycle operator testing positive for drugs in 2018: 47

STATUS: 2018 Performance Measure not met.

In order to better meet this performance target the HSO will train additional law enforcement officers to become Drug Recognition Experts and partner with POST to increase the number of officers trained in ARIDE. The HSO will also continue to solicit projects from Traffic Safety partners and stakeholders, fund additional high visibility impaired driving enforcement activities and utilize countermeasures to educate the public and raise awareness in order to continue addressing these fatalities.

IMPAIRED DRIVING

In 2019 there were 596 total traffic fatalities, of which 164 involved a driver, or motorcycle operator, with a BAC (blood alcohol concentration) of .08 or greater.

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

Program Administration

20 projects were managed with a planned budget of \$2,858,893.

Efforts and activities to decrease Impaired Driving included:

- Provided training to law enforcement including DRE updates, ARIDE and SFST;
- Eighteen aggressive high-visibility enforcement campaigns;
- Enforced impaired driving laws on sections of roadways with high incidence of alcohol-related crashes including sobriety checkpoints through "Checkpoint Colorado";
- Provided leadership role to the Colorado Task Force on Drunk and Impaired Driving;
- Continued to fund an Impaired Driving Enforcement Task Force comprised of four law enforcement agencies dedicated to HVE in Larimer County;
- Worked with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations.

Task Number: 20-01-01

Program Name: DRE/SFST Training and LEL

Contractor: LEAD Impairment Training

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver, or motorcycle operator, with a BAC of .08 and above and C-14. Reduce the number of fatalities Involving a driver or motorcycle operator testing positive for +>5ng of Delta 9 THC. The goal of this program was to provide Colorado Law Enforcement Agencies with the training required to maintain certifications, skill sets and proficiencies. The programs addressed were the SFST Instructor and Drug Recognition Expert (DEC) groups. A secondary goal was to increase the communication within the DRE community through a newsletter.

The project impacted the performance measure by and results were:

- Provided regional based In-Service Training classes in Denver and Rifle. The training was conducted on a two-day basis that allowed for maximum engagement within the community. The training consisted of material revisions and updates, procedural changes, instruction techniques and legal updates. Each attendee was required to show proficiency in the Standardized Field Sobriety Tests. LEAD provided training to 92 SFST/DRE's in Denver representing 43 agencies. The Rifle event trained 42 SFST/DRE's representing 21 agencies;
- Partnered with the Denver Police Department to offer 3 DRE Certification Nights. DREs are required to conduct an Instructor supervised evaluation as part of the bi-yearly recertification program. In addition, 21 new DRE's were provided with evaluation opportunities to complete the mandated training requirements;
- LEAD has created a conduit for open communication with the Impaired Driving community via the Colorado Impaired Driving newsletter;
- LEAD Impairment continues to provide Colorado Law Enforcement with the highest levels of SFST and DRE related training and program compliance programs.

Task Number: 20-01-02

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

Contractor: Colorado State Patrol

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

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

The project impacted the performance measure by and results were:

- CTFDID meetings were attended by the grant manager who took notes and distributed them to task force members and CDOT for posting on their website;
- CTFDID working groups were assisted by the grant manager, as requested;
- CDOT was provided with quarterly activity reports outlining activities and project progress.

Task Number: 20-01-03

Program Name: Support for DUI Courts

Contractor: Colorado Judicial Branch

This ongoing project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above. The goal of the project was to reduce impaired driving incidents by providing support for Colorado DUI Courts.

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

The project impacted the performance measure by and results were:

- Provided training to 65 multidisciplinary professionals statewide (including Judges, Law Enforcement, District Attorneys, Public Defenders, Probation Officers, and Treatment Providers) on evidence-based practices, ethical considerations, local services, resources, drug testing, and treatment for working with the high risk DUI offender;
- Accepted Accreditation application from 1 DUI Courts within the state of Colorado;
- Completed training of 16 new Peer Reviewers that were trained in the process of the site visit and program reviews;
- Selected a vendor for the new database and conducted focus groups with judicial stakeholders across the state;
- Provided intensive drug monitoring services to high risk DUI offenders involved in courts in Arapahoe, Douglas, Elbert, Huerfano, and Las Animas counties.

Task Number: 20-01-04

Program Name: Traffic Safety Resource Prosecutor

Contractor: Colorado District Attorneys' Council

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above. The goal of this project was to work to reduce fatalities from crashes involving a driver or motorcycle operator with a BAC of .08 and above from 161 in 2016 to 158 in 2019.

The project impacted the performance measure by and results were:

- Conducted 52 live trainings for prosecutors, law enforcement and other traffic safety personnel;
- Provided access to 186 recorded video tutorials and webinars;
- Answered 461 requests for technical assistance;
- Provided 217 Curriculum Vitae reviews for Colorado Law Enforcement;
- Maintained materials such as, motions bank and defense expert database for prosecutors on cdacweb.com;
- Posted events and information to cdacweb.com on traffic/impairment related forums;
- Continued to update resource materials: State of Colorado Impaired Driver Enforcement Manual 2019; 7 Drug Category Pocket Cards; DUI Investigations Infographics, FST Handout, DRE Refresher, SFST Field Notes
- Provided 42,799 hours of training to prosecutors, law enforcement and other traffic safety personnel

During FY2020, all objectives of the Action Plan were met or exceeded.

Task Number: 20-01-05

Program Name: Don't Be a Buzz Killer

Contractor: Colorado Springs Police Department

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above. The goal of this project was to reduce of the number of fatalities in crashes involving a driver with a BAC of .08 and above.

The project impacted the performance measure by and results were:

- CSPD worked a total of 2,090 enforcement hours, 119.5 for the BAT Van driver, and 66 hours were designated for the phlebotomist. The majority of deployments took place on Thursday, Friday, and Saturday nights. Most deployments ranged from 4 to 10 hour shifts, and longer shifts were utilized after restrictions limited deployments due to the COVID-19 pandemic. All of the enforcement plans and DUI/DUID arrests were posted and recorded on the CDOT website;
- During 2020, CSPD made 754 DUI/DUID arrests department-wide during the enforcement periods. Of those, overtime officers funded by the grant, additionally 490 non-DUI citations were issued in the third and fourth quarters, made 319 arrests.

The overall results for this HVE grant period were positive. The grant assisted CSPD in impacting the number of impaired drivers on the roads of Colorado Springs by increasing the number of officers specifically dedicated to arresting DUI/DUID drivers.

Task Number: 20-01-06

Program Name: Gunnison County Substance Abuse Prevention Pilot Project

Contractor: Gunnison County

This project addressed performance measures C-5. Reduce the number of fatalities in crashes involving a driver or a motorcycle operator with a BAC of .08 and above and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes. The goal of this project was to increase safety by addressing the root causes of alcohol-impaired driving through the implementation of population-level primary prevention strategies that reduce excessive alcohol use.

The program impacted measures by and results were:

- Continued to meet as impaired driving committee with key stakeholders including law enforcement, school administration, elected officials, emergency management – EMS and fire, the District Attorney, and juvenile services;
- Re-evaluated the current social hosting ordinances and drafted the new ordinances – we presented to Mt. CB in September and will meet with the other two municipalities in Winter on risk and protective factors and submit ordinance changes in Spring 21;
- Presented community data on risk and protective factors to stakeholders;
- Worked with the RE1-J school district to build support for social hosting ordinance and held parent education events;
- Organized the administration of the Community Survey with 653 responses;
- Organized and administered the parent and youth choice pass survey – assessing operating a motor vehicle while under the influence of alcohol and riding in a vehicle with some under the influence of alcohol.;
- Advertisement addressing impaired driving;
- Created Social media campaign with help from coalition and parents;
- Held focus group with youth on impaired driving, substance use and mental health.

Task Number: 20-01-08

Program Name: Impaired Driving (ID) Tech Transfer

Contractor: Office of Transportation Safety (OTS)

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above. The goal of this project was to continue to provide funding for registration and travel costs related to DRE training, including the International Association Chiefs of Police (IACP) Impaired Driving Conference.

The project impacted the performance measure by and results were:

This task provided funding for ten traffic safety professionals, involved in impaired driving enforcement and training, to attend the 26th Annual IACP Training Conference on Drugs, Alcohol and Impaired Driving held virtually August 6 - August 8, 2020.

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

Task Number: 20-01-09

Program Name: Impaired Driving Enforcement

Contractor: Colorado State Patrol

This project addressed performance measures C-1. Reduce the number of traffic fatalities. C-2. Reduce the number of serious injuries in traffic crashes and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of equal to or greater than 0.08. The goal of this project was to reduce the number of DUI/DUID fatal and injury crashes investigated by troopers throughout the State of Colorado by 1% by September 30, 2020.

The project impacted the performance measure by and results were:

- 3,560 vehicle contacts made by CSP during impaired driving enforcement overtime.
- 201 impaired driving arrests made during impaired driving enforcement overtime.
- 31 Facebook posts focused on the dangers of impaired driving were made by CSP
- 42 Twitter posts focused on the dangers of impaired driving were made by CSP
- Colorado experienced a 1.17% increase in statewide fatal and injury crashes investigated by CSP in which "Impaired Driving" was identified as a causal factor from 429 between Jan 1 and Sep 30, 2019 to 434 for the same time period in 2020.

Task Number: 20-01-11

Program Name: 2020 DUI/HVE/Checkpoint

Contractor: Aurora Police Department

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above. The goal of this program was to reduce the number of fatal, injury, and property damage crashes where DUI/DUID was a factor through the use of high visibility enforcement and expanding our public education efforts.

The project impacted the performance measure by and results were:

- 6 high visibility saturation patrols were conducted with 16 DUI arrests.
- The DUI Taxi was displayed at multiple colleges and public events around the metro area in conjunction with officers speaking about the dangers of DUI/DUID.
- Messages were posted to Facebook and Nextdoor by officers about the dangers of impaired driving. Multiple interviews with the media regarding impaired driving were conducted.
- A total of 86 DUI, and 10 DUID arrests were made during enforcement efforts funded by this program.

A significant outcome of this program was a reduction in DUI/DUID related fatal crashes in the city from 25% in FY2019 to 17.9% in FY2020. DUI/DUID related traffic crashes slightly increased from 3.6% in FY2019 to 4.4% in FY2020. No checkpoints were conducted during this period due to Covid restrictions.

Task Number: 20-01-12

Program Name: Denver's Comprehensive Impaired Driving Project

Contractor: Denver Police Department

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above. The goal of this project was to reduce the number of fatalities in crashes in the City and County of Denver involving a driver or motorcycle operator with a BAC of 0.08 and above.

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

During the 2020 CDOT grant period, (DPD) continued its enforcement activities including DUI saturation patrols and high-visibility enforcement campaigns for speeding, careless, reckless, and aggressive driving.

The project impacted the performance measure by and results were:

- Due to COVID-19, there were no checkpoints conducted during this grant period.
- There were 16 saturation patrols conducted over the life of the grant.
- There were 431 contacts, 134 citations, 89 DUI arrests, 51 made by a grant funded officers, 75 drivers evaluated for impairment using SFST, 25 drivers evaluated by DRE, 8 blood draws by DRE officers, 15 blood draws by non-DRE officers, and 13 refusals.
- DPD participated in 15 HVE campaigns.
- There were a total of 1,818 contacts, 894 citations, 766 DUI arrests, 143 of which were by grant funded officers, 234 drivers evaluated for impairment using SFST, 113 drivers evaluated by DREs, 26 blood draws by DRE arrests, 27 blood draws by non-DRE officers, and 44 refusals.

Task Number: 20-01-13

Program Name: LEC/LEL

Employee/Contractor: Ferber, Birk, Hunt, and Brannan

This project addressed performance measures C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions. The goal of this project was to utilize the knowledge and expertise of the law enforcement coordinator and three regional law enforcement liaisons in order to assist local law enforcement agencies in the areas of impaired driving, occupant protection and the other behavioral programs within the Highway Safety Office.

The project impacted the performance measure by and results were:

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

Task Number: 20-01-14

Program Name: DRE Training/School

Contractor: Office of Transportation Safety

This project addressed performance measures C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and C-14. Reduce the number of fatalities Involving a driver or motorcycle operator testing positive for +>5ng of Delta 9 THC. The goal of this project was to continue to expand the DRE training program by providing DRE in-service training, certification nights and other training opportunities.

The project impacted the performance measure by and results were:

- A DRE/SFST In-Service took place in Rifle, CO
- Due to COVID-19 a three-day DRE/SFST training event was cancelled;
- Due to COVID-19 the Fall DRE and DRE instructor courses were cancelled;
- Due to COVID-19 the One Year Later conference was cancelled;
- Virtual training was approved by the DRE State Coordinator between March and December in order for DREs and SFST instructors to maintain certification requirements.

Task Number: 20-01-15

Program Name: Jefferson County DUI Campaign

Contractor: Jefferson County Sheriff's Office

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or more. The goal of this project was to reduce the injury and fatalities as a result of impaired driving.

Funding allowed the department to increase the number of DUI enforcement deputies during key time frames, increase the number of DUI saturation patrols involving four or more DUI cars, provide strict enforcement of impaired driving laws and produce

media releases during holiday weekends and saturation patrols.

The project impacted the performance measure by and results were:

- The grant paid for about 366 hours of additional DUI enforcement activity, resulting in 31 DUI grant funded arrests. JCSO made a total of 209 DUI arrests during this operational period. During this same time period for 2018-19, JCSO made 302 DUI arrests with 50 of them being grant funded.
- In prior years Jefferson County conducted checkpoints with other neighboring jurisdictions, used social media to educate the public about the dangers of driving, and deployed resources to locations where impaired related crashes occur frequently.
- During this enforcement period, CSP reported to JCSO 188 DUI crashes during this operational period. Two of them were fatal and there were 64 injured persons as a result of the DUI crash. During the 2018-2019 operational period, CSP reported 190 DUI crashes. One was fatal and 52 were injured.

Task Number: 20-01-18

Program Name: Colorado Court Monitoring Program

Contractor: MADD, Inc.

This project addressed performance measures C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and C-14. Reduce the number of fatalities Involving a driver or motorcycle operator testing positive for +>5ng of Delta 9 THC. The goal of the Colorado Court Monitoring Program is to collect information on how DUI cases are adjudicated in Colorado and promote public interest in the judicial system. The court monitoring program will collect data to assist prosecutors, judges, and law enforcement in identifying systematic strengths and weaknesses and develop best practices. This process will assist in the development of community standards for DUI adjudication in each judicial district.

The project impacted the performance measure by and results were:

During the second fiscal year, observations and totals were conducted in the following counties (preliminary only as reporting may have a 30-day delay): Arapahoe- 76; Boulder- 28; Denver- 232; Douglas- 19; El Paso- 161; Gilpin- 1; Jefferson- 20; Teller- 3; Grand Total- 54129 volunteers/interns were recruited and trained.

The Court Monitoring Project Specialist conducted two check-ins/mini-cross training events each month. Ten community partnership meetings were conducted.

Partnership were created, maintained and strengthened with El Paso, Denver, Boulder, Jefferson, Gilpin, Douglas and Pueblo District Attorney's Offices, Colorado State Patrol, Colorado Springs Police Department, El Paso County Sheriff's Department, Jefferson County Sheriff's, Arvada Police, Boulder County Sheriff's, Aurora Police, Denver Police Department, as well as Metropolitan State University, Colorado College and University of Colorado, Arapahoe Community College, Front Range Community College, University of Northern Colorado, Colorado State University, Aims Community College and Colorado Springs which led to successful recruitment of student interns.

Task Number: 20-01-20

Program Name: 2020 HVE Impaired Driving

Contractor: Adams County Sheriff's Office

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above. The goal of this program was to decrease traffic fatalities in Adams County from 15% to 13%.

The project impacted the performance measure by and results were:

- Participation occurred in all 15 of the High Visibility Enforcement periods;
- Adams County had 132 grant funded overtime shifts;
- Adams County made 225 DUI / DUID arrests;
- Adams County issued 4014 Tickets;
- Adams County provided DUI education to two police academies. Due to COVID-19 we were unable to have a Citizens Academy;
- Adams County DRE was called out one for an accident involving serious bodily injury.

Task Number: 20-01-21

Program Name: Eagle River Valley Impaired Driving Prevention Pilot Project

Contractor: Eagle River Youth Coalition

This project addressed performance measures C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above. The goal of this project is to prevent alcohol-impaired driving in the Eagle River Valley by drivers ages 15-34 through increased public support of compliance checks, social host ordinance and enforcement of prohibiting sale of alcohol to intoxicated customers.

The project impacted the performance measure by and results were:

- The parent advisory council and Town of Vail liquor board were educated on the need for and effectiveness of compliance and bar checks to prevent sale of alcohol to minors or intoxicated customers and prevent impaired driving.
- The community parent survey was administered with 449 responses, 47.5% of respondents would support a social host ordinance, 41.5% needed more info.
- Social host language was drafted and community conversations were initiated to increase public support for a local ordinance that prohibits access to alcohol for youth. Video stories were documented to share the negative consequences of house parties, the policy case statement was strengthened with local data, and an alcohol density map was drafted by census tract and shared with partners.
- Two press releases were distributed regarding the need and effectiveness for compliance checks and bar checks, one published in the local paper.
- 10 Stakeholder interviews were conducted to gather information regarding community norms and perceptions related to impaired driving.
- 7 bar checks were conducted, contacting 37 retailers, no minors were observed. 4 compliance checks were conducted, contacting 40 retailers, of which 14 passed. All retailers who failed compliance have been referred to training.
- Sober driving campaign messages were maintained through agency website, social and print media, and 6 external bus advertisements. Awareness of sober activities was maintained on agency and partner websites.

Task Number: 20-01-22

Program Name: Youth Substance Abuse Prevention Pilot Project

Contractor: Chaffee County Human Services

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

The goal of this project was to reduce the number of fatalities, injuries and crashes where alcohol was a contributing factor in the crash, and to educate both young drivers and passengers about the dangers associated with drinking and driving.

The project impacted the performance measure by and results were:

- Ten pro-social events during FY2020 planned by and executed by a youth run organization using Positive Youth Development principals. These events provided an alternative to alcohol and substance use by youth;
- The facilitation of a Communities That Care (CTC) workgroup focusing on youth driving behaviors and the reduction of access of alcohol and places to consume. The workgroup consists of representatives from all local, county, and State level law enforcement agencies as well as representatives from the District Attorney's office, Probation and Parole, and Child Welfare;
- Used the Substance Free Event (SFE) logo at five (5) events during FY 2020. The SFE make clear the event does not allow alcohol, drugs, or tobacco or those with any indicators they have recently used any of those substances;
- Development of working relationships with the Buena Vista Town Trustees to be a resource for alcohol and substance prevention work within the Town of Buena Vista;
- Lead an initiative to prevent the City of Salida from allowing open alcohol consumption in the City Parks and on public property. The initiative was ultimately voted down by the Salida City Council after our efforts.

Task Number: 20-01-23, 20-01-24 and 20-01-25

Program Name: Northern Colorado Impaired Driving Task Force (RAID)

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

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above. The objective of this project was to continue establishment and progression of the Northern Colorado Impaired Driving Task Force to include: Loveland Police Department, Windsor Police Department, and Larimer County Sheriff's Office. This task force is a comprehensive collaboration with the mission of: identifying impaired driving patterns, locations of concerns (hot spots), and countermeasure strategies for reducing impaired driving activities.

Using the National Highway Traffic Safety Administration (NHTSA) guidelines in Countermeasures That Work (Ninth Edition), the Northern Colorado Traffic Safety Task Force provided:

- High visibility (HVE) saturation patrols; Enforcement of drug-impaired driving and Short-Term High-Visibility Seat Belt Law Enforcement

Results:

1. The Northern Colorado Traffic Safety Task Force was successfully established;
 - a. The task force is comprised of three agencies and four officers;
 - b. All officers are DRE certified, and or, working towards becoming certified;

Enforcement Activity	Total
Impaired driving arrests	258
Impaired driving arrest as result of a crash	12
Speeding citations	603
Distracted driving citations	7
Seatbelt citations	54
DRE evaluations	15

**please note that COVID played a large part in the total numbers reported by RAID*

SPEED ENFORCEMENT AND CONTROL

In 2019, 239 traffic fatalities were speed related. The goal of the Highway Safety Office's (HSO) Speed Enforcement program is to assist law enforcement in establishing and maintaining successful and effective speed enforcement and control programs.

Program Administration

6 projects were managed with a planned budget of \$404,304.

Efforts and activities to increase Speed Enforcement and Control included:

- Speed enforcement efforts on I-25, I-225 and I-70 and SH 93 throughout the cities of Colorado Springs, Denver, Pueblo, Aurora and Lakewood and Jefferson County;
- Provided speed control and enforcement devices;
- Provided high visibility nighttime enforcement;
- Worked with the Office of Communication to provide the travelling public information on the dangers of excessive speed.

Task Number: 20-02-01

Program Name: Focused Speed Enforcement

Contractor: Denver Police Department

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities. The goal of this project was to reduce the number of speed-related fatalities in the City and County of Denver.

The Denver Police Department maintained its successful speed enforcement on the county's most dangerous roadways to decrease traffic fatalities and serious bodily injury (SBI) crashes. Funding enabled DPD to increase the number of officers focusing on concentrated, repetitive and high visibility enforcement of speeding violations by utilizing officers that focused solely on this issue. DPD Traffic Operations officers executed operations over the award period, concentrating presence during key times (e.g., Fridays, Saturdays, and Sundays) and locations that are repeatedly shown to have a high concentration of speed-related crashes.

The project impacted the performance measure by and results were:

- Denver Police Department officer conducted targeted speed enforcement activities on I-25 and I-70. Additionally, the Department focused on days associated with speed-related crashes, including Friday, Saturday, and Sunday, while also maintaining dedicated high visibility enforcement (HVE) speed operations along I-25 and I-70.
- 25 officers signed up each quarter for the HVE speed operations.
- Officers worked a total of 954 hours on mostly Fridays, Saturdays, and Sundays, focusing solely on I-25 and I-70.
- Lidar, radar, and leap frog were used unless inclement weather limited its usage.
- Officers came in contact with and wrote citations for 3,063 drivers over the four quarters, with the highest number of contacts occurring in the second quarter, with 1,120 speeding citations, followed by 802 citations in the first quarter, 746 citations in the fourth, and 395 citations in the third quarter.
- 16 drivers were arrested over the grant period.
- There were 3.2 speeding citations per funded hour.

Task Number: 20-02-02

Program Name: Aurora Highway Safety Campaign

Contractor: Aurora Police Department

This project addressed performance measures C-6. Reduce the number of speeding- related fatalities and C-2. Reduce the number of serious injuries in traffic crashes. The goal of this project was to reduce the number of fatalities, injuries and crashes where speed was a contributing factor in the crash, and to educate both drivers and passengers about the dangers associated with excessive speed.

The project impacted the performance measure by and results were:

- High visibility enforcement operations, and individual officer enforcement efforts were conducted on the interstate highways and surface streets within the city;
- Messages about the dangers of speeding and aggressive driving were posted on Facebook and Nextdoor.
- Local media coverage was used to send the message about the dangers of speeding and aggressive driving, specifically with regard to fatal accidents on several occasions. Officers provided interviews and statistics to reporters.
- Fatal crashes involving speed as a causation factor decreased from 28% to 20.5%. Another positive outcome of this program was a reduction in the percent of overall crashes where speed was a contributing factor from the previous year, 1.4% to 0.7%. This exceeded the goal of 4.5%.
- A total of 1320 drivers were contacted during directed enforcement efforts funded by this program.

Task Number: 20-02-03

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

Contractor: Colorado Springs Police Department (CSPD)

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities. The goal of the *Slow Down, Colorado Springs – It's the Law! (SDCS)* program was to aid in reducing the number of injuries in traffic collisions occurring in Colorado Springs by 5% by the end of the project period on September 30, 2021, as compared to the 2017 baseline data.

This was addressed with performance measures including: a) targeted speed enforcement at top injury collision locations throughout Colorado Springs; and b) increasing public awareness of the risks and potential impact of excessive vehicle speed in Colorado Springs.

The project impacted the performance measure by and results were:

- 1,061.75 hours of speeding enforcement
- 2,311 traffic citations were issued
- 2,088 traffic violations were cited
- 46 deployment periods, with 210 shifts worked, which were scheduled for 5 to 10 hours, as approved by the project director.
- Six LIDAR units were purchased and placed in service, for use by CSPD officers
- 156 media engagements were conducted during the 12-month grant cycle.
- Engagements included social media posts and videos on official CSPD Facebook, Instagram, Twitter accounts, print/television/radio/online media interviews and published stories, and variable message signs throughout Colorado Springs.

Injury traffic collisions in Colorado Springs, from January to September 2020, decreased by 15% when compared to the 2017 baseline collision data reflecting 536 injury crashes in 2017 and 454 injury crashes in 2020. Overall, in 2020 traffic crashes are down 39% compared to the same period in 2017. There were 7,337 in 2017 and 4,468 year-to-date.

Task Number: 20-02-05

Program Name: A Step Toward Reducing Traffic Fatalities

Contractor: Pueblo Police Department

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities. The goal of this project was to decrease the number of speed related fatality crashes in the City of Pueblo from the previous year by increasing enforcement from Oct. 2019 through Sep. 2020.

The project impacted the performance measure by and results were:

- A total of 874.5 hours of special speed enforcement was performed over the year; which is a decrease of 298.5 hours from the previous year.
- 2317 citations were issued while engaged in grant related enforcement; a decrease of 919 citations from the previous year.
- Nine citations were written in Work and School Zones on the grant; a decrease of 164 from the previous year.
- A mixture of individual and team speed enforcement projects was utilized.

During fiscal year 2020 the city of Pueblo experienced eight traffic fatalities. This is a decrease from 2019 which had twelve. In FY 2020 four of the fatality crashes had speed as a factor, which was the same from 2019. The total number of crashes in FY 2019 3747 in comparison to FY 2020 was 3415, a decrease of 332 crashes.

Many of these numbers were affected by COVID 19 with fewer people on the streets, and the inability to work enforcement for a period of time as originally planned.

Activities for goal attainment included an educational component in the high schools as well as on-roadway visual reminders (Speed Signs) that were moved around the city in areas of concern. Officers worked team enforcement to bring attention to problem areas in an effort to slow drivers down and prevent more crashes in those areas. We did see an increase in speed from those drivers on the roads due to less traffic and open roads.

Task Number: 20-02-06

Program Name: Highway 93/285 Speed Reduction

Contractor: Jefferson County Sheriff's Office

This project addressed performance measure C-6. Reduce the number of speeding related fatalities. The goal of this project was to reduce the number of fatalities, injuries, and crashes, particularly when speeding was a contributing factor and to educate drivers about the dangers associated with excessive speed.

The project impacted the performance measure by and results were:

- Increased law enforcement presence on high crash roads
- Deployment of resources during peak days of week and times of day
- Strict enforcement of speed and other aggressive driving violations
- Media releases over holiday weekends and prior to speed enforcement saturations.

JCSO deputies worked 912 hours over the course of 120 shifts on both roadways. They served 2,005 summonses. 1,980 summonses were for speeding violations. Deputies averaged 2.2 summonses served per hour worked. Summonses served decreased by 529 when compared to the grant during the previous enforcement period. This is primarily due to the COVID-19 pandemic. There were three months without any grant activity. The summons per hour worked decreased from 2.3 to 2.2.

Colorado State Patrol crash data reported 189 total crashes on US Highway 285 during this grant period. Injury crashes accounted for 39 of them and 1 was fatal. The injury and fatal crashes account for 21% of the total crashes. Speed was the direct cause of the fatal and 7 of the injuries, equaling 4% of the total crashes and 20% of the total fatal and injuries. Comparing to the previous grant period, US Highway 285 had 230 total crashes, 2 fatalities and 40 injuries. This equals 2% of total crashes and 14% of fatal and injuries. There was a total of 37 crashes on Colorado 93 during this grant period. Injury crashes accounted for 7 of them. There were no fatal crashes. Speeding resulted in one of the injuries. The injury crashes account for 2% of the total crashes and 14% of the injuries on Colorado 93. Comparing to the previous grant period, Colorado 93 had 46 total crashes, 0 fatal crashes, and 9 injury crashes. This equates to 2% of the total crashes and 11% of the injuries.

Task Number: 20-02-07

Program Name: City of Lakewood Speed Enforcement

Contractor: Lakewood Police Department

This project addressed performance measure C-6. Reduce the number of speeding- related fatalities and C-2. Reduce the number of serious injuries in traffic crashes. The goal of this project was to reduce the number of fatalities, injuries and crashes where speed was a contributing factor in the crash, and to educate both drivers and passengers about the dangers associated with excessive speed.

The project impacted the performance measure by and results were:

- The Lakewood PD Traffic Team dedicated 658.25 hours of proactive enforcement time to speed enforcement within this CDOT funded enforcement campaign.
- The L.P.D. Traffic Team issued 836 citations, which did not include the dozens of warnings which were positive educational contacts to drivers.
- Over 40 of the citations issued were for speeds exceeding 100 m.p.h.
- L.P.D. conducted a social media campaign around our CDOT Speed Grant. This included Twitter (@LakewoodPDCO) Instagram (lakewoodpdco) and Facebook. This reached ranged from 12,000 to 70,000 per post.
- High visibility enforcement operations with Colorado State Patrol, and individual officer enforcement efforts were conducted on the interstate highways and surface streets within the city; in many cases these efforts were responding to citizen complaints.
- The Public Information Officer provided interviews and statistics to reporters to send the message about the dangers of speeding and aggressive driving, specifically with regard to fatal accidents on several occasions. Speeding enforcement efforts were reported on by all front range news channels and some national outlets, such as the Daily Mail.
- During the grant period, there were 7 fatal traffic crashes where speed was a causation factor, compared with 12 the previous year. Another positive outcome of this program was a reduction in the number of overall crashes where speed was a contributing factor from the last two years. From 10/2018 to 9/2019, there were 126 crashes where speed was a contributor. From 10/2019 to 9/2020, there were 79 crashes where speed was a factor.

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

In Colorado, unrestrained traffic fatalities in 2019 experienced a 13% decrease, from 216 in 2018 to 189 in 2019. The Statewide seat belt usage rate remains below the national average of 90% but reached an all-time high of 88.3%.

Fatalities among drivers under age 21 decreased 81 2018 to 77 in 2019, a 5% decrease. However, the likelihood of a young driver being involved in a crash is still greatest in the first few years of driving.

The Highway Safety Office (HSO) has identified Older Drivers as a traffic safety emphasis area. Traffic fatalities involving Older Drivers age 65 and older decreased from 88 in 2018 to 83 in 2019, a 6% decrease.

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

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

Program Administration

34 projects were managed with a planned budget of \$2,817,039.

Efforts and activities include:

- Partnered with the Colorado Young Drivers Alliance to expand young driver initiatives across Colorado;

- Educated young drivers and their parents on young driving safety issues, including the GDL program;
- Created strategies to address child passenger safety and booster seat usage;
- Provided support to law enforcement to enforce Colorado's seat belt laws during the "Click It or Ticket" high-visibility campaigns
- Supported Older Driver education and awareness programs; and
- Supported established Distracted Driving awareness, education and enforcement programs.

Task Number: 20-03-01

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

Contractor: University of Colorado Hospital

This project addressed performance measure C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes. The goals of the Prevent Alcohol and Risk Related Trauma in Youth (P.A.R.T.Y.) program are #1: To reduce the number of E.D. visits due to motor vehicle crash injuries among teenage occupants ages 15-19 residing in 13 targeted zip codes (80013, 80229, 80012, 80011, 80233, 80239, 80010, 80219, 80501, 80015, 80260, 80538, 80221) by 10% from a baseline of 736 in 2016 to an improvement of 663 by September 30, 2021.

#2: To reduce the number of E.D. visits due to motor vehicle crash injuries among teenage occupants ages 15-19 residing in 3 targeted zip codes (80916, 81001, 81004) by 5% from a baseline of 158 in 2016 to an improvement of 150 by September 30, 2021.

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

The project impacted the performance measure by and results were:

- 8 programs were completed in the Denver Metro area reaching 224 students;
- 15 programs were completed in the North reaching 332 students;
- 7 programs were completed in the South reaching 143 students;
- 5 online modules were created due to COVID. Modules followed the path of the P.A.R.T.Y. program and could be done individually or as a series.
- Motor vehicle injuries for 15-19 year olds in El Paso County dropped from 276 in 2016 to 229 in 2018.
- Motor vehicle injuries for 15-19 year olds in 80011 went from 66 in 2016, 82 in 2017, 81 in 2018 and 72 in 2019.

Task Number: 20-03-02

Program Name: Weld County Drive Smart

Contractor: Weld County Public Health

This project addressed performance measure C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes. The goal of this program was to reduce the current five-year crude fatality rate (16.4) for drivers 20 or younger by 5%.

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

- Thirteen ½ day high school Safe Teen Driving Programs were conducted throughout Weld County reaching nearly 1,200 students.
- Five Weld County high schools participated in a year-long student safety challenge which impacted just over 3,600 students.
- Local media coverage was used to send the message about the dangers of drivers who report having taken part in dangerous behaviors such as texting and driving, speeding or aggressive driving. Officers provided interviews and local statistics to reporters.
- Two Parent of Teen Drivers classes were conducted with a total of 28 participants.
- Two GDL Roll-Call presentation for local law enforcement officers were conducted with a total of 104 participants
- DRIVE SMART Weld County obtained 298 Facebook followers and 1,200 “Likes” on Twitter

Task Number: 20-03-03

Program Name: Teens in the Driver Seat

Contractor: Texas A&M Transportation Institute

This project addressed performance measure C-9. Decrease the number of drivers age 20 or younger involved in fatal crashes. The goal of the Teens in the Driver Seat Program is to promote Traffic Safety education through peer-to-peer outreach at high schools within the state to decrease rates of distracted driving, improve seat belt use, and decrease speeding crashes, nighttime crashes and impaired driving crashes.

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

- TDS increased deployment by 26% and was deployed at 19 Colorado high schools state wide (compared to 15 in FY 19). Thirty-two percent of the schools were first year schools and 47% were located in high-risk counties (identified by CDOT) reaching an estimated 19,916 students (a 9% increase from the previous year).
- Recorded and monitored 20 reported in-school activities (decreased 62% from previous year) during the grant year from 4 schools. Objective was impacted by COVID school closures.
- Distributed 19 school knowledge surveys and received surveys from 2 schools for a total of 853 responses. Objective was impacted by COVID school closures.
- Facilitated 6 teen leadership workshops, reaching a total of 87 teens and averaging 300% knowledge improvement.
- Promoted 2 Zero Crazy outreach activities focused on seatbelt and cell phone use. Participation was impacted by COVID school closures.
- Staff developed partnerships with Think Fast and continued collaboration with Colorado SADD and Conejos County representatives.
- Staff analyzed 84,394 crash records to conduct an in-depth program impact analysis for a seven-year time period and found significant reductions for 3+ year schools in driver inexperience, speeding and distracted driving crashes. Counties who had multiple programs also saw higher decreases in crashes compared to the state for driver inexperience, distractions, and nighttime/drowsy driving crashes.

Task Number: 20-03-05

Program Name: Youth Ambassadors as Prevention Partners

Contractor: Conejos County Public Health

This project addressed performance measure C-9. Reduce the number of youth drivers 20 and under involved in fatal crashes. The goal of this project was to identify and address high risk behaviors that contribute to distracted driving and educate community youth on the consequences of distracted driving by collaborating with Public health initiatives. The onset of COVID-19 impacted our ability to fully execute recruitment and community education as desired, however community outreach continued through social media and virtual meetings.

The project impacted the performance measure by and results were:

- The youth recruited attend ongoing meetings and event planning until the onset of quarantine.
- The 3 youth researched and provided education and informative social media messaging as well as posted it on social media during quarantine.
- Partnerships with local law enforcement, emergency services and youth groups were cultivated and maintained.
- Youth were provided with mobile internet in order to continue to participate in virtual activities and messaging.
- Recruitment for additional youth members was reinstated in September 2020 with intention to expand and generate new members as current members prepare to leave high school.
- Youth members were introduced to new program coordinator and virtual meetings resumed with focus on planning school activities in each school district.

Task Number: 20-03-06

Program Name: A Comprehensive Approach to Reducing Teen Crashes

Contractor: SADD, Inc.

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes. The goals of the Students Against Destructive Decisions (SADD) Program were to increase traffic safety by reducing the number of unrestrained passenger fatalities, reduce fatalities in crashes involving impaired drivers, reduce the number of fatal crashes for drivers 20 and under, and reduce distraction-affected fatal crashes.

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

- Increased number of chapters to 31, with 13 chapters holding 2 or more traffic safety programs during the year, and 22 holding or participating in at least one educational traffic safety program addressing impairment, distraction, or seatbelt use, reaching over 30,000 youth, in person.
- Encouraging participation in national contests addressing the above issues, in partnership with: National Road Safety Foundation, EndVaping, NIAAA, and the End Distracted Driving Video/Meme/GIF contest. CO members submitted over 30 entries in these contests with entries chosen as winners in each for a combined total of over \$2000! These projects reach youth worldwide.
- Increasing social media outreach overall to accommodate for closures due to pandemic safety measures beginning in March. SADD Super Safe Summer Program: Fighting 100 Deadly Days was promoted, which engaged youth from across Colorado in traffic safety education and awareness with 45,000 reached through these efforts.

CO SADD maintained partnerships with MADD, Drive Smart, Teens in the Driver Seat, ENDDD, UCH/PARTY program, CTFDID, DUI Task Force COS, Safe Kids CO, Education for a Lifetime, and formed many more. These partnerships continue to grow and be cultivated to positively impact youth safety in Colorado.

Task Number: 20-03-07

Program Name: Denver Teen Safe Streets (TSS)

Contractor: Denver Department of Public Health and Environment

This project addressed performance measure C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes. The goal of Teen Safe Streets project was to have the youth leaders complete and lead two projects, educational programming, or ongoing events in their communities to address the risks and behaviors based on the Denver Teen Driver Community Needs Report, provide multi-modal safety education to encourage fewer vehicle miles driven and support a “uniformed speed limits in all school zones” policy to support safer teen driving practices in school zones and provide safer environment for teens to reduce their vehicle miles traveled.

The project impacted the performance measures and results were:

- Collecting 139 surveys to gauge teen driver risks to inform annual projects
- Implementing four youth leader projects based on the results of the Denver Teen Driving Community Needs Report
- Partnering with four Denver high schools; direct reached: 215 (183 youth, 32 adults)
- Creation of Teen Safe Streets logo, phone bags to promote safe and non-distracted driving, and Graduated Driver’s Licensing (GDL) law cards
- Developing an Ideal School Zone survey to gain responses to support a uniformed speed limit in school zones and safer school environment to help reduce vehicle miles traveled
- Promoting safe multi-modal education via education materials and social media

Task Number: 20-03-08

Program Name: Think Fast Interactive Events - Colorado

Contractor: TJohnE Productions, dba Think Fast

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

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

The goal of Colorado's program was to inform teen drivers on highway safety rules, regulations, associated penalties, graduated driver's license (GDL) laws, as well as a heavy focus on prevention measures as they relate to distracted driving, pedestrian safety, drunk and drugged driving, and occupant protection. COVID-19 diminished the continuation of on-site presentations from mid-March through September.

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

- Educated young drivers on GDL laws, Colorado's highway safety rules, and associated penalties as allowed during COVID-19.

Task Number: 20-03-09

Program Name: Occupant Protection – Young Drivers

Contractor: Drive Smart of the Rockies

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes. The goal of this project was to increase Graduated Drivers Licensing Law (GDL) knowledge for parents and their young drivers.

The project impacted the performance measure by and results were:

- Educated 52 parents/guardians and their young drivers at six different locations across Colorado.
- Partnered with insurance professionals, high schools, fire departments and local law enforcement in presenting these seminars.
- Seminar and attendance numbers are for 1Q 2019 only due to Drive Smart of the Rockies closing their doors and disbanding as of December 31, 2019.

Task Number: 20-03-10

Program Name: GDL Education

Contractor: All About Insurance, LLC

This project addressed performance measures C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes. The goal of this program is to help young drivers and their parents/guardians understand Colorado's GDL (graduated driver's license) laws, safety on the roads and in vehicles, and help set expectations for decisions and choices while operating a vehicle, and the insurance implications of good and bad choices.

The goal of the program was to increase the awareness of the GDL program and its laws for Colorado's young drivers and their parents.

The project impacted the performance measure by and results were:

- Provided a structured environment to learn about Colorado's GDL laws and insurance requirements.
- Limited presentations in communities with fire departments, local safety events, school functions, and driving schools. A target of 6 classes a month was the goal across Colorado, but was diminished due to COVID-19.
- Social media posts on Facebook and Nextdoor with class dates and locations, and included safety messages regarding proper seat belt use and driving habits to help increase attendance.
- Representation from law enforcement, Drive Smart personnel and a licensed insurance broker to provide proper information and answer questions.
- Pre- and post-surveys provided consistent information that these classes were helpful and necessary with increased knowledge seen from the post-surveys.

Task Number: 20-05-01

Program Name: Car Seats Colorado

Contractor: Colorado State Patrol

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

The Colorado State Patrol (CSP) continued to focus on increasing the use of passenger restraints in vehicles. The importance CSP places on the reduction of vehicle fatalities is reflected in the 2019-2023 Colorado State Patrol Strategic Plan. In this plan "Protect Life" is the first of four strategic goals. CSP measured this goal using the ratio of the number of vehicle miles traveled to the number of fatalities

The project impacted the performance measure by and results were:

- Individual officer enforcement efforts were conducted on the interstate highways and surface streets within the city;
- Messaging on child passenger safety along with how to correctly harness your child in the correct child seat restraint system across Facebook, Twitter, Pandora and other social media platforms;
- Local media coverage was used to send the message about child passenger safety, specifically with regard to how important it is to use a car seat when transporting a child. Troopers provided interviews along with a large targeted media buy in radio and television in the Hispanic community; and
- 13 education and training opportunities were conducted throughout the state where COVID-19 regulations allowed. A total of 24 planned trainings were cancelled due to COVID-19.
- Technician Certification rates statewide was 58% where the overall rate for the country was 65.4%.

Task Number: 20-05-03

Program Name: Swedish Medical Center Car Seat Safety

Contractor: Health One Swedish Medical Center

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. The goal of this project was to increase outreach to community members/providers regarding child passenger safety and to increase the number of car seats inspected for proper installation and fit from the previous grant year and to increase the number of car seats checked for proper installation from 447 in 2018 to 475 in 2020 and increase the number of parents reached regarding child passenger safety from 51 to 75. These goals were met.

The project impacted the performance measure by and results were:

- Social media posts including Facebook live to promote the car seat inspection station and CPS week events
- 290 car seats were inspected at the inspection station
- 860 car seats were inspected prior to hospital discharge in 2020
- Partnered with DOTI during CPS week to offer virtual events. Offered 3 discussion/education sessions and 30 virtual appointment time slots.
- The monthly newsletter was expanded from SMC staff to also include PCMPs, pediatric providers, and schools. The newsletter includes the car seat inspection station schedule and other child passenger safety education materials.

Task Number: 20-05-04

Program Name: Summit County Child Passenger Safety Initiative

Contractor: Summit County Public Health

This project addressed the following performance measures: C-1. Reduce the number of traffic fatalities, C-2. Reduce the number of serious injuries in traffic crashes and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. The goal of this project was to reduce the number of injuries and fatalities involving traffic crashes from birth to age twelve in Summit County from 2018 baseline data.

The project impacted the performance measure by and results were:

- A coalition of injury preventionists, certified child passenger safety technicians, and other relevant community partners (e.g. Summit School District) met quarterly to consult, steer and shape the direction of the work, and support outreach and program activities.
- There was collaboration with Colorado State Patrol (CSP) to gain feedback on a training (in development) for Troopers to help them recognize CPS misuse and refer families to fit stations. There was collaboration with CSP Troop 4C to distribute “I’m Safe in the Car” coloring books during Click It or Ticket It enforcement.
- A variety of communications were implemented to educate about child passenger safety, including mass media (e.g. bus, radio, and print) and social media (e.g. Facebook, Twitter, and Instagram) creating approximately 740,000 impressions on community members and visitors. In addition, the grantee encouraged collaboration between Car Seats Colorado and Hispanidad, which resulted in the creation of a four-minute Car Seats Colorado video “Consejos de seguridad para niños pasajeros”.
- The program provided outreach to Summit County families, including participation in three diaper pantries, the Safe Summer Kick Off, and Seat Check Saturday. There was significant intention to reach Spanish-speaking families by providing bilingual materials, having a Spanish speaker at events, as well as collaborating with trusted organizations.

Task Number: 20-05-05

Program Name: Denver Booster and Seat Belt Engagement

Contractor: Denver Department of Public Health and Environment

This project addressed performance measures C-1. Reduce the number of traffic fatalities, C-2. Reduce the number of serious injuries in traffic crashes and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. The goal of this project was to reduce the number of unrestrained passenger vehicle occupant fatalities for passengers ages one to nine and for all seat positions in Denver and increase child restraint and seat belt use in Southwest and Northeast Denver based on the Safe Routes To School (SRTS) Tier 1 school locality.

The project impacted the performance measure by and results were:

- Partnering with 3 Tier 1 SRTS schools, 3 registered neighborhood organizations, 2 recreation centers, 2 Denver Police Department districts, 2 non-profit organizations, and 1 farmer's market to perform child passenger safety (CPS) and seat belt messaging and program outreach;
- Booster seat observations at 2 elementary schools to gather data on vehicle child passenger restraint use and increase messaging for booster seat use via educational brochures
- Amplifying CPS messaging outreach via Bright by Text messaging platform to 2900+ Denver County subscribers;
- Parent/caregiver survey to gauge perception towards car crashes and booster seats

Task Number: 20-06-01

Program Name: 2019 Click it or Ticket

Contractor: Colorado State Patrol

This project addressed performance measures C-1. Reduce the number of traffic fatalities, C-2. Reduce the number of serious injuries in traffic crashes and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. The goal of this project was to reduce the number of unrestrained occupant fatalities investigated by CSP statewide by 1% by September 30, 2020.

The program impacted the performance measures by and results were:

- A total of 1,637 hours of occupant protection overtime was provided by CSP.
- 1,857 vehicle contacts made by CSP during occupant protection overtime.
- 1,100 seatbelt related citations issued by CSP during occupant protection overtime.
- 29 Facebook posts focused on the importance of occupant protection were made by CSP
- 35 Twitter posts focused on the importance of occupant protection were made by CSP
- Colorado experienced a 3.26% decrease in statewide unrestrained occupant fatalities investigated by CSP from 92 between Jan 1 and Sep 30, 2019 to 89 for the same time period in 2020.

Task Number: 20-06-02

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

Contractor: Local Law Enforcement Agencies

This project addressed performance measures B-1. Increase the observed seat belt use for passenger vehicles and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. The goal of the Click it or Ticket (CIOT) program was to encourage Colorado law enforcement agencies to aggressively enforce occupant protection laws through a combination of enforcement, education and awareness. Despite the impact of COVID-19, the HSO was able to retain engagement from the majority of law enforcement agencies for two out of three of the planned CIOT enforcement campaigns. A Rural CIOT campaign took place March 23-29, 2020 and although the National May Mobilization was postponed to November, the HSO funded a State-wide CIOT campaign July 12-19, 2020.

The project impacted the performance measure and results were:

- The Rural CIOT campaign had 7 agencies participate and 31 seatbelt citations were issued
- The July CIOT campaign had 66 agencies participate and 1,700 seatbelt citations were issued

Task Number: 20-06-03

Program Name: Occupant Protection Technology Transfer

Contractor: Highway Safety Office Partners

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

The Occupant Protection Technology Transfer funds were used to support travel to the 2019 Lifesavers Conference. However, due to the COVID pandemic the Lifesavers Conference was virtual this year. The minimal funds expended were to reimburse for non-refundable travel charges.

Task Number: 20-06-04

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

Contractor: HSO Partners

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

The project impacted the performance measure by and results were:

A law enforcement recognition/training event (virtual) was hosted via Facebook live. The training was conducted by a Denver Police Department representative who covered new and improved impaired driving techniques.

Due to the COVID pandemic the Mothers Against Drunk Driving (MADD) and the HSO Law Enforcement Recognition was virtual this year. This event was held to celebrate Colorado's Troopers, Deputies and Officers for their dedication and commitment to keeping Colorado Highways safe.

Task Number: 20-06-05

Program Name: Annual Seat Belt Survey

Contractor: Atelior, LLC

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. The goal of this project was to conduct direct observational surveys to arrive at an estimate of seat belt usage in the State of Colorado.

The project was designed to collect seat belt usage data through direct observation of vehicles in two separate surveys. One survey (Premobilization) was conducted July 6-12, 2020 as a pre-enforcement wave. The second survey (Statewide) was a more comprehensive survey performed July 26 – August 8, 2020 after the enforcement wave. Both surveys were based upon statistical sampling of sites in the counties that account for 85% of the State's vehicle accident fatalities. The Pre-Mobilization study included 225 sites in 26 counties. The Statewide Study involved 770 observation sites in 31 counties. The population of interest were drivers and outboard front seat passengers in vehicles of 10,000 pounds or less.

The project impacted the performance measure by and results were:

- The surveys found the overall seat belt usage rate to be 86.3% for Premobilization and 86.3% for Statewide.
- The Pre-Mob seat belt usage saw a small change from 2019 and matches the rate of seat belt usage observed two years ago in 2018. Further, due to collecting data later than normally collected due to COVID-19, (Pre-Mob data was collected in May of 2019), there may be a logical reason for the small change.
- Both surveys showed a positive correlation between speed of vehicles and seat belt usage, i.e. the higher the speed the higher the seat belt usage rate and primary roads observed had a higher seat belt usage rate than secondary roads.
- The Statewide Non-observable rate was 2.9%
- Standard errors were 0.8% for Pre-Mob study and 0.5% for the Statewide.

Task Number: 20-06-07

Program Name: High Visibility Enforcement and Child Passenger Safety Programs

Contractor: Aurora Police Department

This project addressed performance measure C-3. Reduce the fatalities per Vehicle Miles Traveled and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. The goal of this program was to increase seat belt use to 85%, and to increase the use and/or proper use of child safety restraint systems. Another goal of the program was to decrease the number of unrestrained occupant fatalities from 18% to 16.5%.

The project impacted the performance measure by and results were:

- High visibility enforcement operations, and individual officer enforcement efforts were conducted throughout the year.
- Multiple high visibility enforcement operations were conducted this year, including participating in the statewide Click-It-Or-Ticket high visibility enforcement periods.
- 21 child passenger safety check events were held.
- Officers posted messages on Facebook and Nextdoor about the importance of proper seat belt and child seat use.
- 85 child seats were inspected.
- 3153 citations were issued during overtime and MATCH hours.

A significant outcome of this program was a reduction in unrestrained occupant fatalities from the previous year, 17.8% to 7.7%, which exceeded the goal of 16.5%. Seatbelt usage surveys were conducted and remained at 84% usage for FY20.

Task Number: 20-06-08

Program Name: Transportation Matters Summit 2019

Contractor: Highway Safety Office

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

The Transportation Matters Summit 2019 was held October 3, 2019 in Downtown Denver. This year's theme aligned with CDOT's Whole System-Whole Safety campaign, with a focus on improving safety on and along roads to reduce crashes and commute times, and to keep people healthy. This year's Summit featured a plenary session, three breakout sessions and hosted over 475 participants.

Task Number: 20-06-09

Program Name: Seat belts. A way of Life, a way to Live! Occupant Protection Ed.

Contractor: Rural Communities Resource Center

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. The goal of the Seat Belts. A way of Life, a way to Live! program is to decrease the five-year motor vehicle serious injury rate; to promote and educate the community about importance of seat belt use in all seat positions while increasing attitudes towards seat belt use in youth, and to decrease child passenger safety restraint misuse rate in Washington and Yuma counties.

The project impacted the performance measure by and results were:

- The Buckle Up for Love program was completed for 53 PreK-2nd graders.
- Buckle Up in the Backseat program was completed for 144 3rd-8th graders.
- 10 car seats were checked and misuse was corrected in all seats.
- 8 new car seats have been given out with education and demonstration of use.
- Three high schools were observed for seat belt use. Out of 362 drivers/front seat passengers, 231 or nearly 64% wore their seat belt.
- A seat belt survey was dispersed via online social media and in person to help inform the program about what the community's needs and behaviors. 376 youth and adults responded to help build the data.

Meetings with key stakeholders helped educate and promote the goal within the communities. Additionally, a large newspaper ad and social media campaign "Make Your Mom Proud, Wear Your Seat Belt" was done throughout both counties.

COVID-19 impacted most of the in-person education and programming that was to take place which created lower numbers than the previous year. This has challenged the center to look at providing programs and engage families in a different way.

Task Number: 20-10-01

Program Name: The Road Ahead – Older Driver Safety

Contractor: Drive Smart Colorado

This project addressed performance measures C-13. Reduce the number of drivers age 65 and older involved in fatal crashes and C-2. Reduce the number of serious injuries in traffic crashes. The goal of this project was to reduce the number of passenger vehicle fatalities among drivers ages 65+ in El Paso, Pueblo and Teller Counties, and the number of serious injuries in this age group.

The project impacted the performance measure by and results were:

- Reprinted and distributed nearly 10,000 guides for Colorado's Aging Drivers and Their Families. 50 new updates and edits were made to the 2020 edition, with 2,895 downloads of the guide (22 in Spanish). Older drivers and families benefited from this statewide publication.
- 900 people, primarily over 65 years old, visited the DRIVE SMART COLORADO booth at senior fairs, and learned about more resources to help them.
- 200 people, primarily over 65 years old, participated in older driver presentations and/or CarFit events.
- A pilot program for Yellow Dot was created in partnership with American Medical Response ambulance service. (Yellow Dot is a program designed to assist first responders on the scene of a crash with a medically impaired citizen that has a Yellow Dot on their rear vehicle window, and a file of life in the glovebox).
- An educational video was created by the Colorado Springs Fire Department to train all first responders in El Paso and Teller Counties that included law enforcement, ambulance, and fire departments. Over 3,500 first responders in the Pikes Peak Region viewed the training video. Additionally, the video was placed on Springs Television. Progress was slowed due to CoVid shutdowns.

Task Number: 20-10-02

Program Name: Older Driver Public Service Campaign

Contractor: Red Hawk

This project addressed performance measure C-13. Reduce the number of Drivers age 65 and older involved in fatal crashes. The goal of this project was to reduce the number of Drivers 65 and Older involved in fatal crashes as a result of increasing the use of Public Transit by Adults 65 and Older by 10% year over year in La Plata, Montezuma, Dolores, San Miguel, Mesa, Montrose, and Delta Counties. These Counties are served by Bustang Outrider operated by Road Runner Transit, All Points Transit, and Grand Valley Transit.

The project impacted the performance measure by and results were:

- The project did reach the SMART Goal of increasing the use of Public Transit by Adults 65 and Older prior to the COVID 19 Pandemic. In 2019 Grand Valley Transit provided 42,814 Trips to Adults aged 65 and older.
- In the First Quarter of 2020 Grand Valley Transit had an increase of 1646 trips when compared to First Quarter 2019 Trips provided to Adults 65 and Older. This represented a 14% increase in Passengers 65 and Older.
- As a result, of COVID, the Bustang Outrider did not operate in April, May, and June. Bustang resumed operations at 50% capacity on June 26. Grand Valley Transit and All Point Transit continued to operate throughout the Colorado Stay at Home Order for essential travel.

Task Number 20-10-03

Program Name: Reaching Older Adult Drivers (ROAD)

Contractor: Cordy & CO

This project addressed performance measure C-13. Reduce the number of fatal crashes involving a driver aged 65 years and older. The goal of the ROAD program was to reduce the number of traffic fatalities among aging drivers 65 and older in Denver Adams and Arapahoe Counties by September 30, 2020. The ROAD program faced challenges in 2020, due to the severity of the COVID 19 pandemic. Many of the ROAD activities (e.g. CarFit and presentations) that required in-person contact with the public were cancelled. As the highest risk population, direct contact with seniors in residential facilities and community and recreation centers was prohibited. Starting in the 2nd Quarter of 2020, the program strategy changed to focus on virtual activities, e.g. online surveys, Facebook engagement and Zoom presentations to develop more relevant messaging and to interact, engage and increase reach with the aging driver population.

The project impacted the performance measure by and results were:

- Five “Keys to Driving Longer. Safer” PowerPoint presentations, reaching 75 participants were conducted.
- ROAD coordinated with Focus RSI to conduct an online survey with 162 aging drivers 65 and older in Denver metro and Colorado Springs.
- A Zoom presentation revealing the survey results was held with stakeholder representatives from Regional Transportation District, Seniors’ Resource Center, American Assoc. of Retired Persons, Journalists, SCL Health, and Transportation Solutions Arapahoe County.
- Key messages from the survey were posted on the ROAD Facebook page, reaching 2,798 people. The increased awareness was 65% from Aug. through Sept.
- To observe Older Driver Awareness Week in December, safety tips were distributed to 59 senior community organizations for dissemination throughout their social media channels and networks.

Task Number: 20-10-04

Program Name: Engaging Mobility Initiative

Contractor: Health Promotion Partners, LLC

This project addressed performance measure C-13. Reduce the number of drivers age 65 and older involved in fatal crashes. The goal of this project was to build capacity of occupational therapy practitioners in Colorado to address driving and community and build connections with other medical professionals to increase their knowledge and comfort with the topic of driver safety and medical reporting to licensing agencies.

The project impacted the performance measure by and results were:

- In-service education about the occupational therapy role in driver safety was provided to 225 occupational therapy practitioners, occupational therapy students, physicians, and case managers.
- Colorado practitioners (average of 8 participants) met monthly to share resources and create educational materials, resulting in increased participation of occupational therapists in older driver safety.
- Engaging Mobility staff participated in the AOTA Driving Risk Demonstration Project to build models of practice for occupational therapists to increase capacity to address driving risk.
- AOTA Community of Practice meetings were facilitated monthly to educate OT's about older driver safety and increase participation in evaluation of risk at their facility.
- 11 podcast presentations about transportation and aging (Engaging Mobility - total of 923 downloads)

Task Number: 20-10-05

Program Name: Occupant Protection – Older Drivers

Contractor: Drive Smart of the Rockies

This project addressed performance measure C-13. Reduce the number of drivers age 65 and older involved in fatal crashes. The goal of this project was to educate citizens and traffic safety partners on issues facing the older driver.

The project impacted the performance measure by and results were:

- Conducted five Driving Retirement seminars at senior centers, rec centers, community centers, and one hospital education center.
- Developed a 'Planning My Driving Retirement' power point presentation.
- Reached 77 older drivers/citizens at five different locations with the 'Planning My Driving Retirement' seminars for older drivers.
- Maintained professional partnerships with local libraries, hospitals, senior and community centers, and law enforcement.
- Seminar and attendance numbers are for 1Q 2019 only due to Drive Smart of the Rockies closing their doors and disbanding as of December 31, 2019.

Task Number: 20-11-01

Program Name: Data Driven Approaches to Crime and Traffic Safety

Contractor: Greeley Police Department

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-12) Reduce the number of fatal crashes involving a distracted driver. The goal of this project was to reduce the number of fatalities, injuries and collisions where distracted driving was a contributing factor in the crash, additionally reducing the number of fatalities and collisions in drivers 20 years old and younger.

The project impacted the performance measure by and results were:

- High visibility enforcement operations, and individual officer enforcement efforts were conducted on the highways and surface streets within the city;
- Officers patrolled during peak hours around school zones and major highways to make their presence known to both adult and youth drivers;
- Officers worked over 1,200 hours, making more than 2,400 traffic stops. A positive outcome was seeing a decline in the amount of distracted driving citations throughout the year. In the 1st quarter, 43% of citations were in relation to distracted driving and by the 4th quarter, the distracted driving citations were down to 35%. Indicating our high visibility enforcement during peak hours was making an impact on drivers to focus on the road.

Task Number: 20-11-02

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

Contractor: Drive Smart Colorado

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-12. Reduce the number of fatal crashes involving a distracted driver. The goal of this project was to reduce the number of drivers and serious injury crashes caused by distracted driving in El Paso and Pueblo Counties.

The project impacted the performance measure by and results were:

- The dangers of distracted driving were presented to active duty personnel and their spouses at four military installations in El Paso County through a variety of methods including in-person events and presentations. There had been seven events scheduled through June, but due to COVID shut downs, only two took place, with 35 surveys conducted to gauge awareness of distracted driving issues.
- Three military newspapers ran monthly advertisements that focused on the target audience to combat and reduce distracted driving both on and off installations. Weekly reach for the three papers totals 14,000.
- The dangers of distracted driving among 18 – 24 year olds were presented to students at Pikes Peak Community College, University of Colorado-Colorado Springs, Colorado College, United States Air Force Academy, Colorado State University-Pueblo, and Pueblo Community College through a variety of methods including in-person events and presentations. Nine events took place on college campuses that reached 650 students prior to the March COVID shut down.
- Newspaper advertisements ran monthly on three college campuses through February 2020. CSU Pueblo reached 750 students and staff per print publication and online with 1,000 hits per ad. Colorado College printed 1,200 weekly with an estimated readership of 3100, and UCCS ran 500 hard copies per edition at placed them at 17 on-campus locations.

Task Number: 20-11-03
Program Name: Distracted Driving
Contractor: Colorado State Patrol

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-12. Reduce the number of distracted drivers involved in fatal crashes. The goal of this project was to reduce the percentage of CSP investigated crashes listing “Distraction” as a contributing factor by one percent.

The project impacted the performance measure by and results were:

- There were 1,046 vehicle contacts made by CSP during distracted driving overtime.
- There were 255 distracted driving citations issued by CSP during distracted driving overtime.
- Over 1.7 million people were reached with CSP Facebook and Twitter posts about Distracted Driving
- Four Distracted Driving education events were attended or led by CSP troopers reaching an average of 150 people of all ages in multiple counties across Colorado. These numbers were severely impacted by the COVID-19 pandemic.

Task Number: 20-11-04

Program Name: 2020 Distracted Driving Enforcement Campaign

Contractor: Aurora Police Department

This project addressed performance measure C-12. Reduce the number of fatal crashes involving a distracted driver. The goal of this program was to reduce the percentage of serious and fatal crashes caused in part by distracted drivers and educate the public about the dangers of distracted driving.

The project impacted the performance measure by and results were:

- Both group and individual officer enforcement operations were conducted.
- Six small scale operations were conducted during this period that resulted in 495 summonses being issued and 171 drivers being determined to be distracted.
- A total of 1402 drivers were contacted during directed enforcement efforts funded by this program. Officers determined that 911 of the drivers contacted were distracted.
- Messages were posted to Facebook and Nextdoor by officers about the dangers associated with distracted driving.

A notable outcome of this program was that the goal of reducing the percent of fatal crashes where distracted driving was a contributing factor to 15% was met. None of the fatal crashes were attributed to distracted driving. Overall crashes with a distracted driving contributing factor decreased from 15% to 7.9%.

Task Number: 20-11-05

Program Name: Distracted Driving Enforcement

Contractor: Denver Police Department

This project addressed performance measure C-12. Reduce the number of fatal crashes involving a distracted driver. The goal of this project was to increase driver awareness of the hazards of electronic device manipulation while driving and witness a corresponding decline in distracted driving behaviors in the City and County of Denver.

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

The project impacted the performance measure by and results were:

- 33 Officers worked a total of 661.33 hours on this program
- Officers contacted 1,422 motorists who were observed manipulating an electronic device in one manner or another while driving or who were observed committing a similarly unsafe violation
- Those contacts resulted in 45 moving citations and 310 warnings issued for distracted driving
- There is no set time, but the enforcement is concentrated in the afternoon and evening hours, and officers had a wide focus on distracted driving, with the citations being given in multiple areas throughout the City and County of Denver.

Task Number: 20-11-06

Program Name: Eagle River Valley Safe Driving Efforts

Contractor: Eagle River Youth Coalition

This project addressed performance measures C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes and C-12. Reduce the number of fatal crashes involving a distracted driver. The goal of this project was to increase young drivers and parent's knowledge and decrease distracted driving behavior through education, policy change, and public awareness in the Eagle River Valley.

The project impacted the performance measure by and results were:

- Graduated Drivers Licensing Laws presentations were delivered to 211 youth and parents, teaching dangers of driving dangers and safe driving practices through 6 in-person presentations at school campuses and community centers, and 1 virtual presentation. A survey was administered following the presentations wherein 24% of youth and parent respondents reported maintained high rates of knowledge from pre to post presentation and 80% of remaining respondents increased their knowledge of GDL following the presentation.
- An "Alert & Sober: Distraction Free EC" safe driving campaign was maintained through continued display of long-term community signs at all school campuses, Mountain Youth website and social media accounts, 6 external bus advertisements, and a dedicated GDL Instagram page reaching 154 followers with 19 posts, 142 post likes, 11 comments, and 4 saves.
- Assessment activities were planned to understand law enforcement officer's understanding and enforcement of GDL locally, opportunities to refer to education and ways to improve adherence to and enforcement of GDL.
- In Eagle County, distracted driving as a contributing factor to injury and fatal crashes decreased from 21.05% in 2017 to 13.16% in 2018. (CDOT Problem ID Dashboard)

TRAFFIC RECORDS PROGRAM

It is the goal of CDOT's Office of Transportation Safety (OTS) and Traffic & Safety Engineering (TSE) branch to provide an integrated, responsive, timely and accurate crash records system. In support of this goal, the TSE branch undertook several projects in FY 2020.

Program Administration

The Traffic Records' Program is administered by the Crash Data Intelligence Unit in the Traffic & Safety Engineering Branch in partnership with OTS. The TSE administered 10 projects with a planned budget of \$ 1,709,547.

Enhancing the Traffic Records System

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

1. 2020 STRAC Strategic Plan was developed based on the findings and recommendations documented in 2019 Colorado Traffic Records Assessment. This plan will provide the framework for improvement to the statewide traffic records system and will guide all state agencies as they plan and develop specific projects to improve traffic records system and data.
2. Two project was funded by 405C to improve off-system crash location data by developing linear referencing systems, and geo-coding crashes in Weld county and City of Colorado Springs.
3. One project was funded by 405C to support Thornton PD to upgrade its cash reporting system for DR 3447 new crash form.
4. CDOT and STRAC continued the contract with a vendor to act as the Traffic Records Coordinator (TRC). The TRC was hired to assist STRAC with various project and to represent STRAC in discussions with member agencies. In FY 2020, the TRC assisted in onboarding law enforcement agencies in submitting the new DR 3447 state crash for submission to DOR. The TRC also reviewed best practices, lead, organized, and facilitated the crash coding manual updates. Other accomplishments were developing the new STRAC Strategic Plan, aiding in the

discussions for the creation of a statewide citation repository, assistance with the 405c application, and tracking performance measures from the new STRAC Strategic Plan.

CDOT Traffic Data Collection and Analysis

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

EVALUATION MEASURES

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

Task Number: 20-04-01

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

Contractor: Colorado Department of Public Health and Environment

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-2. Reduce the number of serious injuries in traffic crashes. The purpose of this project was to increase task force and stakeholder access to and understanding of Colorado motor vehicle injury and fatality data through the development of the 2020 Colorado Problem Identification Dashboard and Report and ad hoc data requests. This project also supported implementation and evaluation of evidence-informed prevention strategies through the provision of trainings and technical assistance sessions to CDOT's Highway Safety Office grantees, and oversee three counties implementing community level strategies to prevent underage and young adult impaired driving.

The project impacted the performance measure by and results were:

- Developed and published the 2020 Motor Vehicle Problem Identification Dashboard and Report which led to 1,884 dashboard viewings.
- Responded to 41 ad hoc data requests from CDOT and local and state partners.
- Gave 11 presentations on motor vehicle data, the 2020 Problem Identification Report and Dashboard, and local policy change.
- Hosted 74 technical assistance sessions and conducted 6 community of practice meetings for impaired driving and young driver grantees.
- Represented CDOT and CDPHE in 33 traffic safety coalition, task force, and related meetings, and facilitated 10 coalition meetings.
- Reviewed all CDOT FY21 non enforcement based grant renewal applications.
- Oversaw the data, evaluation, and strategy implementation of three agencies implementing community level alcohol impaired driving prevention strategies.
- Conducted the second annual CDOT and CDPHE needs assessment process including data collection, analysis, and development of recommended strategies to improve support of motor vehicle safety grantees and community partners.

Task Number: 20-04-03

Program Name: Traffic Records Coordinator (TRC)

Contractor: Cambridge Systematics and JDI

This project addressed performance measure on the Percentage of Crash Reports Electronically Submitted to DOR in 2020. The target was 49 percent.

A Traffic Records Coordinator (TRC) was hired in late 2015 to assist STRAC with various projects and to represent STRAC in discussions with member agencies; this partnership was continued into FFY 2020. In FFY 2020, the TRC assisted in onboarding law enforcement agencies in submitting the new state crash form, DR 3447, for submission to DOR. The TRC also reviewed best practices, lead, organized, and facilitated the crash coding manual updates. Other accomplishments were developing the new STRAC Strategic Plan, aiding in the discussions for the creation of a statewide citation repository, assistance with the 405c application, and tracking performance measures from the new STRAC Strategic Plan.

The project impacted the performance measure by and results were:

- Organized and facilitated training sessions on the new crash reporting form (DR 3447) for law enforcement
- Worked with Denver PD and DOR to develop a plan to submit DR 3447 electronic crash reports
- Developed and finalized the new STRAC Strategic Plan
- Assisted with responses to the 2020 Traffic Records Assessment
- Continued work for a statewide E-Citation
- The DR 3447 crash form was evaluated by NHTSA for having a 12.9 point increase in MMUCC compliance over the previous crash form (DR 2447)

The significant outcome of this project has been the development and Federal approval of the new STRAC Strategic Plan and onboarding of law enforcement agencies submitting crash reports on the new crash reporting form (DR3447) which has a 13-point increase in MMUCC compliance over the previous crash form which will provide more up-to-date and comprehensive crash data as well as additional data collected.

Task Number: 20-04-06

Program Name: Colorado Springs GeoCoding

Contractor: City of Colorado Springs

This project addressed performance measures crash and roadway. The goal of this project was to improve accuracy, uniformity, accessibility and completeness of the crash records in the City of Colorado Springs.

The project impacted the performance measure by and results were:

- Geocoding Crashes that have no coordinate information for years between 07/01/2014 and 06/30/2018.
- Developing a unified street naming convention, correcting crash attributes and improving locational accuracy for the City of Colorado Springs crash records for 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, and 2019.
- The effort reduced crash attributes and crash locations errors by approximately 20% to a range of zero to five percent.
- City now has a crash database to effectively and accurately evaluate crash patterns along roadways and intersections to support and prioritize funding for safety projects.
- The City now has a sustainable methodology for identifying, recording crash locations and creating complete and accurate crash records.

Task Number: 20-04-09

Program Name: Thornton Police Department Electronic Interface For Accident Report Submission

Contractor: Thornton Police Department

This project addressed upgrading of DOR form 2447 to 3447 and initiates an electronic interface for efficient submission of accident and supplement reports. The goal of this project was to allow for the efficient transmission of accident data to the state to identify priorities for national, state, and local traffic safety programs.

The project impacted the performance measure by and results were:

- DOR Form 2447 was upgraded in our local system to the new DOR Form 3447;
- New data points included in Form 3447 were added and are available for usage;
- Form 3447 printout was completed and available for use for citizen requests and for mailing to DOR in the event of electronic link failure; and
- Local reporting system was ready for testing of electronic transmission to DOR; however, DOR was not able to receive data. We are awaiting DOR to complete this portion of the project.

Task Number: 20-04-12

Program Name: Weld County Linear Referencing System and Crash Geocoding

Contractor: Weld County

The project addressed planned improvements in accuracy, uniformity, accessibility, and completeness of the off-system crash records in Weld County. These improvements are expected to contribute to attainment of performance measure C-2. Reduce the number of serious injuries in traffic crashes.

The goal of the project was to geocode crash records for a five-year period (2014 – 2018) without reported latitude/longitude coordinates and create a linear referencing system enabling segment-based safety analyses and spatial analysis of crashes. 16,000 crash records were geocoded, and a linear referencing system was created for all off-system roads in Weld County.

The project impacted the performance measure by and results were:

- Creating spatial data enabling Weld County Traffic Operations staff to visualize concentrations of injury crashes at intersections and along roadway corridors in Weld County to focus deployment of safety countermeasures.
- Accuracy and completeness of CDOT off-system crash records were improved through the addition of latitude/longitude coordinate information and corrections were made to the assignment of city/county attribute designations for a subset of records.
- A number of crashes were identified as miscoded to the local road system and were corrected to reflect their accurate locations on the state highway system.

MOTORCYCLE SAFETY

Motorcyclist fatalities remained unchanged from 103 in 2018 and 2019. Unhelmeted motorcyclist fatalities decreased from 58 in 2018 to 54 in 2019. The projects in the Motorcycle Safety program this year are detailed in the Office of Communications section. The Statewide Motorcycle Operator Safety Training Program (MOST) is currently administered through the Colorado State Patrol.

COMMUNICATIONS

The Office of Communications (OC) provides strategic communications efforts for the Colorado Department of Transportation's Highway Safety Office (HSO). In 2020, the OC provided a range of services to increase public awareness and support of major transportation safety issues to ultimately influence behavior of motor vehicle operators. The program activities are detailed on the following pages.

Program Administration

The OC, with assistance from its contractors, was responsible for 14 traffic safety projects, with a budget of \$2.4 million.

Summary of Strategic Communications Efforts

In 2020, the OC engaged in public relations, media relations and paid advertising strategies to support 16 high-visibility DUI enforcement periods. These programs promoted the use of alternative transportation and designated drivers to prevent impaired driving. Paid advertising was used to educate the public on how long to wait after drinking alcohol and promoted the availability of smartphone breathalyzers. In addition, the OC reached out to Colorado's growing Hispanic population with a culturally-relevant Spanish DUI campaign targeting at-risk populations. Digital tactics and social media were also used to reach this population.

The OC also supported the summer *Click It or Ticket* enforcement period and launched a digital and online social campaign to educate the public on the dangers of not buckling up. The *Common Bond* campaign helped create awareness of the widespread support for seat belt use and encourage the 12% of people who don't buckle up to join them. The OC also partnered with businesses in local communities where seat belt use was lowest to help carry the message to buckle up. Finally, a special Spanish-language seat belt campaign targeted Hispanic communities.

To address distracted driving, the OC developed a new campaign entitled *Distraction Reactions*. This concept struck a careful balance between being eye-catching and memorable, while conveying the seriousness of an issue that contributes to more

than 42 crashes a day on Colorado roads. Media buy deliverables for the campaign included radio and video assets.

Other campaigns launched in 2020 included: a pedestrian safety campaign, *The Left Behind*, that depicted the devastating outcomes of pedestrian crashes; a child passenger safety campaign featuring a new statewide radio spot and a partnership with Bright by Text to provide free tips and resources to parents via text message; a teen campaign that educated young drivers on the three primary GDL issues, passenger limits, cell phone distractions and seat belt usage; and a motorcycle safety campaign that targeted motorists to *Look Twice, Save A Life* through a special partnership with Grease Monkey.

Task Number: 20-08-01

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

Contractors: Amelie Company; Communication Infrastructure Group; PRR

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above. The goal of this program was to raise awareness of DUI enforcement, dangers of impaired driving, and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes. The program also included research on driver attitude and awareness survey of DUI enforcement and communications activities.

The project impacted the performance measure by and results were:

- Developed the “Take Some Time” campaign to urge people to use smartphone breathalyzers to learn how alcohol can impair their ability to drive using measurements to prove to drinkers how long it takes to get sober drink.
- Assembled a robust array of media assets including OOH Posters, Wallscape, In-Liquor Store Posters, Radio and Companion Banner, Social ads (Carousel, Video and Static assets), and Digital Banners
- Launched a media event featuring a DUI Hourglass that attracted significant earned media attention and helped educate people passing by the display at the marketplace over a two-week period.
- Helped Colorado become one of the top five states in the country for breathalyzer use per capita.

Significant outcomes included: 1) 239 news stories and 13.5 million impressions with a value of \$152,794 for both the DUI Hourglass ambient effort and awareness of 16 DUI enforcement periods; 2) awareness of enforcement campaigns was relatively strong with about 20% reported hearing or seeing increased DUI enforcement; and 3) 33% of respondents report seeing slogans associated with the campaign such as If You Drink, Don't Drive.

Task Number: 20-08-02

Program Name: High-Visibility DUI Enforcement – Paid Media

Contractor: Vladamir Jones

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

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

The project impacted the performance measure by and results were:

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

Significant outcomes included a total of 30,860,752 campaign impressions from paid media tactics. Optimizations to Google Ads campaigns caused click through rates to improve 56% over last year. Facebook campaigns saw an increase in reach (+28%) and impressions (+29%) over last year. Males age 25-34, the target audience, were the top-performing demographic in both the Facebook and Google platforms. The Trade Desk represented 4.5 million impressions with a 0.14% CTR, which greatly exceeded the industry average. The Aki Rich Media Interstitial ad unit generated its highest performance on Fridays and Saturdays, with a 0.14% CTR. Facebook/Instagram campaigns led to a slew of performance improvements over the 2019 efforts, including an 84% higher unique reach, 176% more landing page views, and 92% more attributable breathalyzer purchases.

Task Number: 20-08-03

Program Name: High-Visibility DUI Enforcement – Latino

Contractor: Hispanidad and Vladimir Jones

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above. The goal of this project was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes specific to the Hispanic population in Colorado.

The project impacted the performance measure by and results were:

- Developing the creative concept Tomate tu tiempo. (Take your time) to prove to drinkers how long it takes to be sober after just one drink among the target audience of Spanish-dominant/preferred Hispanic adults (21-34)
- Assets were developed for billboards, social media and in-liquor store posters
- Spanish earned media included live interviews with Telemundo, Univision, Entravision, and KBNO radio regarding new campaign and high-visibility DUI enforcement periods

The paid campaign led to 107% more landing page views at 82% lower cost per view than in 2019. The paid assets produced over 3 million impressions, garnering wide exposure among the target audience.

Task Number: 20-08-04

Program Name: Motorcycle Safety – Driver Awareness

Contractor: R and R

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

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

The project impacted the performance measure by and results were:

- An August press conference announced a new statewide partnership with Grease Monkey
- A May press release during Motorcycle Safety Awareness Month helped highlight the increase in motorcyclists' deaths, despite lower traffic volumes, and urged motorists to look for motorcyclists.
- Both efforts resulted in 63 placements – a 117% increase from 2019, which garnered over 18 million earned media impressions with a publicity value of \$34,551
- The partnership with Grease Monkey increased awareness by launching a program in which 10,000 “Look Twice, Save a Life” oil change stickers were distributed at 60 store locations across the state
- A specially wrapped CDOT vehicle depicting a motorcycle crash also helped raise awareness

From a paid media perspective, the campaign garnered 4.6 million impressions. Approximately 675 total spots were placed throughout all markets during the 3-week flight. 72% of total impressions were served to the Denver market ensuring reach throughout counties where motorcycle collision rates are the highest.

Task Number: 20-08-04

Program Name: Motorcycle Safety – Rider Awareness

Contractor: R and R

This project addressed performance measures C-7. Reduce the number of motorcyclist fatalities and C-8. Reduce the number of unhelmeted motorcyclist fatalities.

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

The project impacted the performance measure by and results were:

- With the goal of encouraging motorcyclists to wear proper gear when riding, a human cheese grater stencil was painted at six different motorcycle stores and a training facility along the I-25 corridor to motorcyclists that the asphalt can result in serious bodily harm and even death at any speed when riders are not in proper gear.
- At a July media event victims shared their stories about the importance of wearing gear, especially helmets while law enforcement and safety advocates also shared data and other information about the importance of gear.
- Earned media for the campaign garnered 22 placements, 9.3 million impressions with a \$26,554 publicity value.

From a paid media perspective, the campaign served over 2.57 million impressions and led to 11,660 landing page views, which represent 50% and 92% increases over the 2019 campaign, respectively. Carousel ad units in Facebook/Instagram led to 62% of the total landing page views and a 26% higher CTR than the click-to-site ad units. Creatively, the click-to-site Boots ad version led the most users to the website (2,817) and led to the highest CTR (0.93%). Overall, ads in Facebook/Instagram generated positive sentiment with 1,288 post reactions, 118 post comments, and 105 post shares.

Task Number: 20-08-05

Program Name: Click It or Ticket, PR Evaluation

Contractors: Communication Infrastructure Group; PRR

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase the observed seat belt use for passenger vehicles. The goal of this project was to raise awareness of seat belt use enforcement and to reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

The project impacted the performance measure by and results were:

- Media relations: Centered around both the summer enforcement period across the state while also highlighting the new Common Bond campaign
- Earned media: Efforts resulted in 61,627,979 impressions for a publicity value of \$553,0323.11 with 43 media stories showcasing the “Common Bond” campaign and/or the seat belt enforcement period
- Online Engagement: We utilized Facebook Polls, a campaigned-branded Facebook Photo Frame and enforcement period posts to engage CDOT’s audience. Over 100,000 people were reached with 2,866 post interactions

The Common Bond campaign suggested that while Coloradans may have plenty of differences, we can all agree on the importance of seat belts. To support the media buy, the following assets were created: 5 custom illustrations for use on billboards and bus tails; 5 custom animations optimized for Instagram and Facebook; and a 30 second radio spot. A pre and post survey showed that 5% more people had heard of increased CIOT enforcement than those who had not and a 13% increase in those who say they heard the Click It Or Ticket slogan.

Task Number: 20-08-06

Program Name: Click It or Ticket Paid Media

Contractor: Vladamir Jones

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase the observed seat belt use for passenger vehicles. The goal of this project was to raise awareness of seat belt use enforcement and to reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

The project impacted the performance measure by and results were:

- Bus Tails saturated the entire Denver market including the surrounding suburban areas. With this placement we reached nearly 50% of the market population due to negotiated added value.
- Both English and Spanish radio placements garnered over 1,600 total spots throughout the duration of the flight, yielding over 5.5 million impressions.
- In 2020, there was a strategic shift to optimize Facebook/Instagram efforts towards generating unique reach, as opposed to optimizing towards generating post engagements like in 2019. This shift helped the campaign reach 1.68 million unique users, and serve 5.63 million impressions, which represent 424% and 234% increases, respectively, from the 2019 campaign.

Additionally, the 2020 campaign generated a 12% higher CTR than the 2019 efforts.

The Chiles creative in the English Facebook/Instagram campaign was the easily the top-performer, with its 0.54% CTR being 116% higher than the second-highest performing creative (Mascots). Male users, age 25-34, was the top-performing demographic in both the English and Spanish Facebook/Instagram campaigns

Task Number: 20-08-07

Program Name: Hispanic Occupant Protection

Contractors: Hispanidad and Vladamir Jones

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions, C-9. Reduce the number of driver's age 20 or younger involved in fatal crashes and B-1. Increase the observed seat belt use for passenger vehicles. The goal of this project was to raise awareness of the importance of seat belts, child passenger safety and all facets of occupant protection (OP) to prevent injury and death among Colorado's Hispanic population.

The project impacted the performance measure by and results were:

- Launched a creative campaign aimed at Hispanic adults who do not buckle up, age 25-54, both Spanish-dominant and Spanish-preferred
- The concept was Te queremos vivo. ¡ABROCHATE! (We want you alive. Buckle up!)
- Creative assets included social media, billboards and Spanish radio
- For earned media, the campaign partnered with Telemundo and a local coffee shop in a low seat belt use county with a high percent of Spanish speakers to reach the target audience and boost seat belt use

The campaign saw the highest CTR with at 0.26% for all advertising assets, as compared to the English versions. Spanish media assets had over 31 million impressions, showing wide exposure of the campaign. Interviews with Univision and Telemundo help expand the exposure of the campaign. A partnership with Colorado State Patrol also helped extend the message. Males age 25-34 were the most-reached demographic in the Spanish Facebook portion of the campaign.

Task Number: 20-08-08

Program Name: Teen Driving and GDL

Contractor: Amelie

This project addressed performance measure C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes. The goal of this project was to reduce the number of young people, under age 20, killed or injured in vehicle crashes by increasing awareness of safety issues, such as seat belt use.

The project impacted the performance measure by and results were:

- The campaign targeted GDL-licensed teens, ages 15–18, via popular social media outlets like TikTok, Snapchat, Instagram and Facebook to educate Colorado young drivers on the three primary GDL issues, including passenger limits, cell phone distractions and seat belt usage.
- To increase teen awareness, the campaign created “Keep Your License Safe” campaign focused on GDL laws through a series of short videos using a “peer-to-peer” messaging model.
- TikTok was the best platform for getting users to the GDL landing page—responsible for 58.2% of all clicks—followed by Snapchat (33.8%) and Instagram/Facebook (8.1%)
- Introducing TikTok to the media mix nearly doubled the amount of users exposed to CDOT ads year-over-year
- Only 10.4% of users saw a CDOT ad more than once; meaning 16.2K users took action after seeing an ad for the first and only time

Overall, 22 news stories generated 5.3 million media impressions while the paid assets generated 3.3 million impressions.

Task Number: 20-08-09

Program Name: Child Passenger Safety

Contractor: Communication Infrastructure Group

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. The goal of this project was to reduce the number of unrestrained child fatalities in motor vehicle crashes by increasing awareness of the importance of the proper child safety seat for every age and every stage.

The project impacted the performance measure by and results were:

- During Car Seat Safety Week the campaign partnered with: Denver Health to show screen ads on car seat safety and provide materials in hospital discharge paperwork for parents; City of Denver, and Swedish Medical Center to cross-promote a virtual car seat check events; and Bright by Text to deliver target text messages to promote the program
- Over the summer the campaign implemented a “Car Seat Expert Quiz” on Facebook with a car seat give-away (seat donated) to the winner
- In early 2020 the campaign developed and launched an “Ask The Experts” video engagement project

Overall there were over 20,000 social post interactions; 7,895 page views; 2,138,464 Pandora impressions; and 32,930 Bright-By-Text impressions during CPS week. Earned media produced six online stories, totaling 525,669 impressions; four print story, totaling 20,000 impressions and 23 social media posts, totaling 160,635 impressions.

Task Number: 20-08-10

Program Name: Media Program Support

Contractor: Amelie and Communications Infrastructure Group

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-2. Reduce the number of serious injuries in traffic crashes. The goal of this project was to support the communications staff with tactical program implementation in order to maximize the reach and effectiveness of programming.

The project impacted the performance measure by and results were:

- Monitored media coverage for various safety initiatives
- Coordinated campaign vanity URLs updates and managed stakeholder lists
- Monitored and responded to social media comments for all safety campaigns providing an active and consistent online voice on safety
- Compiled monthly campaign impression data for big picture effectiveness of traffic safety campaigns
- Produced 11 Traffic Safety Pulse newsletters and distributed to over 130 partners
- Managed collateral request process to efficiently and quickly share material
- Developed traffic safety presentations for conferences and meetings
- Performed audit of media list to help reach a larger audience of news professionals

Significant results included creating greater agency synergy in all traffic safety campaigns by creating systems and procedures that increased efficiency and outputs.

Task Number: 20-08-11

Program Name: Distracted Driving

Contractor: CIG, Hispanidad and Vladimir Jones

This project addressed performance measures C-1. Reduce the number of traffic fatalities, C-2. Reduce the number of serious injuries in traffic crashes and C-12. Reduce the number of fatal crashes involving a distracted driver. The goal of this project was to reduce the number of injury and fatal crashes due to distracted driving by increasing awareness of the types of distracted driving and Colorado's texting law. The project worked to increase awareness of ways to avoid distracted driving and motivate change in unsafe driving behaviors.

The project impacted the performance measure by and results were:

- Developed the Distraction Reactions campaign, rooted in scientific studies about behavior change and social stigma and included execution of Pandora radio placements, digital banners, YouTube and Snapchat ads, and ads at 66 coffee shops across the state.
- Earned media from the PR efforts resulted in 1,962,613 impressions for a publicity value of \$32,608.03, 276 interactions through organic social posts, and 25 media stories showcasing the "Distraction Reactions" campaign.
- The paid media campaign resulted in 5.7 million impressions with YouTube videos generating 424,630 views, which represents a 60% increase over last year with 134,838 users make it all the way through the campaign ad sequence
- Spanish YouTube campaign saw excellent performance with 44,599 video views, an increase of 96% from 2019.
- This campaign also saw users ages 25-34 lead to the highest engagement with a video completion rate of 91.43%.

This concept struck a careful balance between eye-catching and memorable, while equally conveying the seriousness of an issue that contributes to more than 42 crashes a day on Colorado roads.

Task Number: 20-08-12

Program Name: Pedestrian Safety Communications

Contractor: R and R and Vladamir Jones

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-10. Reduce the number of pedestrian fatalities. The goal of this project was to reduce the number of pedestrian injuries and fatalities by increasing awareness of the hazards and precautions to take as a pedestrian and drivers.

The project impacted the performance measure by and results were:

- Launched the Left Behind campaign to spread the message to both drivers and pedestrians about the devastating human toll pedestrian crashes have on our families and communities.
- Developed creative assets including a video and radio ad encouraging drivers to understand the vulnerability of pedestrians and encourage them to slow down and use caution around pedestrians.
- A media event featuring 76 pairs of shoes representing the number of pedestrians killed last year on Colorado roads.

Significant results included 29 news stories about pedestrian safety generating 152,888,393 earned media impressions with a value of \$141,085.04. The paid media strategy reached 151% more users and generated 9% more impressions when compared to last year's campaign, despite spending 17% less budget. The campaign also resulted in 24% lower CPM costs. The top-performing ad version in Facebook was the carousel unit, which led to 54% of all clicks (3,910) as well as a campaign-high 0.23% CTR. The ad unit featuring dropped groceries was the top-performer out of the three square, click-to-site ad versions, leading to 1,554 clicks and a 0.21% CTR.

Task Number: 20-08-13

Program Name: Occupant Protection - Communications

Contractor: Amelie and Vladamir Jones

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. The goal of this project was to increase seat belt use and reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

The project impacted the performance measure by and results were:

- Launched Reasons campaign to remind people the importance of buckling up.
- Campaign assets included out of home, social ads, and radio spots
- Created newsworthy items by tying launch timing of Reasons campaign to healthcare provider testimonials for situational relevance, and focusing on the physical and emotional costs of being injured in a crash that resonate with our target audience

Further results included a robust public relations effort that generated 25 news stories about the campaign, which produced 7.3 million earned media impressions thereby having broad target audience penetration. The paid media approach garnered 10.8 million impressions on billboards across Denver, Weld and El Paso counties, reaching our target markets where unbuckled fatality percentages are the highest. The Facebook campaigns reached 1.42 million unique users and served a total of 4.42 million impressions. A new approach helped the campaign reach 982% more unique users when compared to the 2018 campaign. The top-performing ad version in the English campaign was the Reason 29, leading to 41% of all clicks in the campaign (2,926) as well as a campaign-high CTR (0.25%), well above the campaign average of 0.19%.

PEDESTRIAN SAFETY

Pedestrian fatalities decreased from 89 in 2018 to 73 in 2019, an 18% decrease. The Highway Safety Office's Pedestrian Safety program continues to support the goal of reducing pedestrian fatalities by educating the public about avoiding pedestrian injuries and fatalities and enhanced enforcement efforts. The educational efforts included information about visibility and pedestrian and roadway user impairment.

Program Administration

3 projects were managed with a planned budget of \$200,442.

Efforts and activities included:

- Proactive enforcement of laws addressing pedestrian violations, include public awareness and education campaigns; and
- Pedestrian safety educational programs at schools and other locations;
- Partnered with Denver and Boulder Vision Zero on pedestrian safety initiatives.

Task Number: 20-09-01

Program Name: Pedestrian Education and Safety Campaign

Contractor: Aurora Police Department

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-10. Reduce the number of pedestrian fatalities. The goal of this program was to reduce pedestrian fatalities and injuries, and to educate pedestrians and drivers about pedestrian safety.

The project impacted the performance measure by and results were:

- Both group and individual officer enforcement operations were conducted.
- Educational presentations were performed by officers in conjunction with church groups and pre-schools ensuring their understanding of pedestrian safety.
- Pedestrian safety messages were posted to Facebook and other social media outlets.
- A total of 1295 pedestrians were contacted during directed enforcement efforts funded by this program.

A notable outcome of this program was a reduction of pedestrian fatalities. The goal of 25% was met during the third and fourth quarters.

Task Number: 20-09-02

Program Name: Addressing Denver Pedestrian Safety Issues

Contractor: Denver Police Department

This project addressed performance C-10. Reduce the number of pedestrian fatalities. The goal of this project was to reduce the number of auto-pedestrian fatalities and SBIs in the City and County of Denver.

DPD officers sought to change driver and pedestrian behaviors linked to auto-pedestrian crashes. DPD employed a targeted enforcement campaign focused on pedestrian safety. Targeted enforcement was designed through the bi-annual review process of auto-pedestrian crashes. The DPD Traffic Investigations Unit maintains the most current records pertaining to auto-pedestrian accidents, and those records will be reviewed on a continual basis to determine geographical enforcement areas. Enforcement areas that are specific to the high-risk behavior were determined by analyzing data pertaining to pedestrian crashes.

Denver Police Department officers conducted targeted enforcement where pedestrian fatalities have an increased likelihood of occurring while educating the motoring public about pedestrian safety violations and public safety. Officers worked a total of 771.75 hours on this project over the grant period

- DPD was successful in educating pedestrians and motorists, with a total of 9,828 contacts while using plain clothes and spotters. The impact on fatalities will not be known until figures are published.
- There were 116 driver citations and 0 pedestrian citations given over the grant period, with the most driver citations (68) given in the first quarter.
- The citations were given in numerous intersections across the city which have been determined higher risk for pedestrian safety
- This project was conducted Sunday – Saturday; the hours of operation varied but were conducted during the day and early afternoon.
- There were a total of 100 people reached through community outreach events. The ability to conduct community outreach education events was greatly impeded by COVID-19; events could only be held during quarters one and two.

Task Number: 20-09-03

Program Name: Pedestrian Safety

Contractor: Drive Smart Colorado

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-10. Reduce the number of pedestrian fatalities. The goal of this project was to reduce the number of pedestrian fatalities and pedestrian serious injuries of 18-24 -year-olds in El Paso and Pueblo Counties.

The project impacted the performance measure by and results were:

- The importance of being a safe and smart pedestrian was presented to college students and staff at the University of Colorado-Colorado Springs, Colorado College, and Colorado State University-Pueblo in El Paso and Pueblo Counties in order to increase student awareness of pedestrian dangers on and near campus, primarily through partnerships with the Dean of Students and college police or security. Prior to the CoVid shut down in March, six events had taken place educating 400 students, with 62 surveys distributed.
- Three college newspapers ran monthly advertisements that focused on age-appropriate pedestrian safety that reached more than 4,500 students/staff with each weekly publication, until the CoVid shut down in March.
- A pedestrian safety education and outreach campaign was conducted to the unhoused populations in Colorado Springs in order to increase knowledge of pedestrian dangers and how to be safer as a pedestrian near and around shelters, day-centers, and camps.
- Working with the City of Colorado Springs Homeless Coordinator, who also assisted in creating a survey, two shelters/day-centers allowed data to be taken and surveys to be conducted prior to the CoVid shut down. 72 surveys were completed. Pedestrian safety education had been planned to follow.

List of FY20 Projects – No Funds Expended/No Activity

20-01-10 Border Wars

Prior to this project starting the HSO conferred with agencies involved. As a result of these meetings it was determined to not hold this enforcement event this year. Cancellation of this project had no effect on the overall countermeasure strategy. This project was not funded for FY21.

20-01-19 PBT and Calibration Stations

Prior to this purchase of these items the HSO inventoried PBT and Calibration Stations in stock. It was determined there was sufficient inventory. Cancellation of this project had no effect on the overall countermeasure strategy. This project was funded for FY21 and funds are expected to be fully expended.

20-02-04 – Speed Min Grants

There were no Speed mini grant applications received in FY20. As the project would only fund projects for \$5,000 or less cancellation of this project had no effect on the overall countermeasure strategy. The HSO has decided not to offer this mini grant in future funding years.

20-04-04 – Tech Transfer

This project is intended to support travel to various Traffic Records trainings, conferences, etc. Due to the COVID pandemic most of the Traffic Records trainings were virtual so no travel expenses were incurred and there was no impact on the related countermeasure.

20-04-05 – FARS Program Support

The NHTSA FARS program provided sufficient funds to pay all expenses for the FY20 FARS program, and in turn, there was no need to use 405C to supplement the FARS program.

20-04-07 – Boulder Geocoding

Boulder County withdrew the project due to some challenges related to hiring. The written withdrawal request was submitted and accepted on Feb 20, 2020. Cancellation of this project had no effect on the overall countermeasure strategy. This project may be reconsidered for future funding.

20-04-08 – Lakeside E-Citation

Based on the project documentation provided, NHTSA and CDOT identified that the Lakeside project commenced prior to the notification to proceed on Feb 19, 2020, and in turn, the costs would be considered ineligible for NHTSA grant reimbursement. The project was completed; however, it was not reimbursed with NHTSA funds.

20-04-10 – CDOT Roadway MIRE

The MIRE project didn't proceed due to a contracting issue with the vendor. Due to a company name change issue with the IRS, the vendor could not produce a Certificate of Good Standing before the original contract expired. The procurement process to have a new contractor in place would take 3 to 6 months and that prevented the project from proceeding in FY20. Cancellation of this project had no effect on the overall countermeasure strategy. This project may be reconsidered for future funding.

20-05-02 – OP Mini Grants

There were no Occupant Protection mini grant applications received in FY20. As the project would only fund projects for \$5,000 or less cancellation of this project had no effect on the overall countermeasure strategy. The HSO has decided not to offer this mini grant in future funding years.

20-06-06 – Traffic Safety Mini Grants

There were no Occupant Protection mini grant applications received in FY20. As the project would only fund projects for \$5,000 or less cancellation of this project had no effect on the overall countermeasure strategy. The HSO has decided not to offer this mini grant in future funding years.

Final FY20 Project Expenditures

GTS CODE	FUNDING SOURCE	AGENCY	PROGRAM AREA/NAME	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
			01 - Impaired Driving (Drug and Alcohol)				
FDMDATR-2020-01-01	405d	LEAD Impairment Training	DRE/SFST Training and LEL	125,000.00	30,458.42	-	-
164AL-2020-01-02	164AL	CSP	Colorado Task Force on Drunk and Impaired Driving	30,000.00	24,322.39	-	-
M5CS-2020-01-03	405d	Colorado Judicial Branch	Support for DUI Courts	150,000.00	41,314.68	-	-
AL-2020-01-04	402	CDAC	TSRP	333,431.00	330,956.97	-	330,956.97
PT-2020-01-05	402	Colorado Springs PD	Don't Be a Buzz Killer	133,850.00	128,341.50	-	128,341.50
M5OT-2020-01-06	405d	Gunnison County	Gunnison County Substance Abuse Prevention Pilot Project	85,000.00	83,417.26	-	-
M5HVE-2020-01-07	405d	OTS	High Visibility Impaired Driving Enforcement/FTDD and MTCF	MATCH	-	350,000.00	-
M6OT-2020-01-07	405d	OTS	High Visibility Impaired Driving Enforcement/FTDD and MTCF	MATCH	-	350,000.00	-
164AL-2020-01-08	164AL	OTS	ID Tech Transfer	10,000.00	2,875.00	-	2,875.00
164AL-2020-01-09	164AL	CSP	Impaired Driving Enforcement	400,000.00	363,644.70	-	363,644.70
M5HVE-2020-01-11	405d	Aurora PD	2020 DUI/HVE/Checkpoint	142,211.98	24,618.07	-	-
M5HVE-2020-01-12	405d	Denver PD	Denver's Comprehensive Impaired Driving Project	191,016.00	176,443.84	-	-
AL-2020-01-13	402	OTS	LEC/LEL (3)	175,000.00	132,082.94	-	132,082.94

GTS CODE	FUNDING SOURCE	AGENCY	PROGRAM AREA/NAME	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
FDMDATR-2020-01-14	405d	OTS	DRE/SFST Update Training/School	190,000.00	41,322.79	-	-
164AL-2020-01-15	164AL	Jefferson County SO	Jefferson County DUI Campaign	50,000.00	23,853.45	-	23,853.45
DL-2020-01-16	402	DOR/DMV	DUI Countermeasures	MATCH	-	750,000.00	-
AL-2020-01-17	402	Colorado Judicial Branch	DUI Court Administration	MATCH	-	750,000.00	-
M5CS-2020-01-18	405d	MADD	MADD Colorado Court Monitoring Program	61,980.00	57,997.45	-	-
M5HVE-2020-01-20	405d	Adams County SO	2020 HVE Impaired Driving	195,356.35	29,539.68	-	-
M5OT-2020-01-21	405d	Eagle River Youth Coalition	Eagle River Valley Impaired Driving Prevention Pilot Project	84,995.00	76,417.98	-	-
M5OT-2020-01-22	405d	Chaffee County Human Services	Youth Substance Abuse Prevention Pilot Project	85,000.00	84,567.46	-	-
PT-2020-01-23	402	Loveland PD	Northern CO R.A.I.D Team	279,548.00	158,150.72	-	158,150.72
PT-2020-01-24	402	Windsor PD	Northern CO R.A.I.D Team	105,636.00	26,602.21	-	26,602.21
PT-2020-01-25	402	Larimer County SO	Northern CO R.A.I.D Team	121,719.00	39,409.68	-	39,409.68
			02 -Speed Management				
SE-2020-02-01	402	Denver PD	Focused Speed Enforcement	69,998.00	68,520.27	-	68,520.27
SE-2020-02-02	402	Aurora PD	Aurora Highway Safety Campaign	59,143.00	49,670.82	-	49,670.82
SE-2020-02-03	402	Colorado Springs PD	HVE of Speeding Drivers	67,892.00	67,892.00	-	67,892.00
SE-2020-02-05	402	Pueblo PD	A Step Towards Reducing Traffic Fatalities	75,000.00	43,787.50	-	43,787.50
SE-2020-02-06	402	Jeffco SO	Hwy 93 Speed Reduction Campaign	85,000.00	67,303.80	-	67,303.80
SE-2020-02-07	402	City of Lakewood	City of Lakewood Speed Enforcement Campaign	57,999.00	57,999.00	-	57,999.00

GTS CODE	FUNDING SOURCE	AGENCY	PROGRAM AREA/NAME	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
			03 - Young Drivers				
TSP-2020-03-01	402	University of Colorado Hospital	Aurora PARTY Program	60,000.00	17,712.54	-	17,712.54
TSP-2020-03-02	402	Weld County Public Health Dept.	Young Driver Traffic Safety	60,000.00	30,334.63	-	30,334.63
TSP-2020-03-03	402	Texas A&M Trans. Institute	Teens in the Drivers Seat	68,000.00	46,705.07	-	46,705.07
TSP-2020-03-05	402	Conejos County Public Health	Youth Coalition to Reduce MV Fatalities	20,000.00	11,585.11	-	11,585.11
TSP-2020-03-06	402	SADD, Inc	A Comprehensive Approach to Reducing Teen Crashes	190,000.00	118,503.28	-	118,503.28
TSP-2020-03-07	402	Denver Dept Public Health	Denver Teen Safe Streets	64,000.00	39,545.21	-	39,545.21
TSP-2020-03-08	402	ThinkFast	ThinkFast Interactive Events - Colorado	131,100.00	88,350.00	-	88,350.00
TSP-2020-03-09	402	DriveSmart of the Rockies	Peer to Peer and GDL	52,845.00	16,158.19	-	16,158.19
TSP-2020-03-10	402	All About Ins, INC	GDL Education	18,000.00	1,750.00	-	1,750.00
			04 - Traffic Records				
TR-2020-04-01	402	CDPHE	HSO Data Analysis and TA	200,142.89	199,989.73	-	
M3DA-2020-04-03	405C	TSE	Traffic Records Coordinator	297,845.00	207,504.81	51,877.00	-
M3DA-2020-04-04	405C	TSE	Tech. Transfer	15,000.00	-	-	-
M3DA-2020-04-05	405C	TSE	FARS Program Support	12,000.00	-	-	-
M3DA-2020-04-06	405C	TSE	Colorado Springs PD	58,000.00	57,515.00	14,662.42	-
M3DA-2020-04-07	405C	TSE	Boulder Geocoding	22,146.00	-	-	-
M3DA-2020-04-08	405C	TSE	Lakeside E- Citation	30,750.00	-	-	-
M3DA-2020-04-09	405C	TSE	Thornton PD Ecrash	62,000.00	39,480.24	10,368.58	-

GTS CODE	FUNDING SOURCE	AGENCY	PROGRAM AREA/NAME	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
M3DA-2020-04-10	405C	TSE	CDOT Roadway MIRE	149,313.00	-	-	-
M3DA-2020-04-12	405C	TSE	Weld County Geocoding	49,929.44	49,830.00	14,516.49	-
			05 -Child Passenger Safety				
CR-2020-05-01	402	CSP	CPS Team Colorado	295,085.00	263,849.04	-	-
CR-2020-05-02	402	TBD	OP Mini Grants	30,000.00	-	-	-
CR-2020-05-03	402	Swedish Medical Center	SMC's Car Seat Safety Program	20,730.00	16,623.59	-	16,623.59
CR-2020-05-04	402	Summit County Public Health	Summit County CPS Initiative	34,450.00	25,792.14	-	25,792.14
CR-2020-05-05	402	Denver Dept Public Health	Denver Booster and SB Engagement	60,000.00	32,230.97	-	32,230.97
			06 - Occupant Protection				
M2HVE-2020-06-01	405b	CSP	2020 Click It or Ticket	250,000.00	174,824.29	174,693.00	-
M2HVE-2020-06-02	405b	TBD	Local LE Agencies/Click It or Ticket	315,000.00	167,928.80	-	-
OP-2020-06-03	402	OTS	OP Tech Transfer	15,000.00	579.80	-	579.80
OP-2020-06-04	402	TBD	HV Traffic Safety Champions - Mini Grants	20,000.00	2,466.98	-	2,466.98
OP-2020-06-05	402	Atelior LLC	Seat Belt Survey	245,466.00	232,119.53	-	
OP-2020-06-06	402	TBD	Traffic Safety Initiatives Mini Grants	15,000.00	-	-	-
M2HVE-2020-06-07	405b	Aurora PD	HVE and CPS Program	94,964.00	74,119.80	103,996.00	-
OP-2020-06-08	402	OTS	HSO Support - Trans. Matters Summit	50,000.00	15,000.00	-	15,000.00
OP-2020-06-09	402	Rural Communities Resource Center	Occupant Protection Education	40,000.00	14,870.20	-	14,870.20

GTS CODE	FUNDING SOURCE	AGENCY	PROGRAM AREA/NAME	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
			07 - Motorcycle Safety				
M9MA-2020-07-01	405f/M9MA	TBD	MOST	MATCH	-	50,000.00	-
			08 - Office of Communications				
M6OT-2020-08-01	405d	Amelie, CIG, PRR	High-Visibility DUI Enforcement PR/Eval	305,000.00	297,826.73	-	-
M6OT-2020-08-02	405d	Vladimir Jones	High-Visibility DUI Enforcement Paid Media	290,000.00	290,000.00	-	-
M6OT-2020-08-03	405d	Hispanidad	High-Visibility DUI Enforcement - Latino & Paid Media	180,000.00	180,000.00	-	-
MC-2020-08-04	402	R/R, Vladimir Jones	Motorcycle Safety	75,000.00	75,000.00	-	-
M9MA-2020-08-04	405f	R/R, Vladimir Jones	Motorcycle Safety	75,000.00	75,000.00	-	-
PM-2020-08-05	402	CIG, PRR	Click It or Ticket & Seat Belts - PR/Eval	225,000.00	219,988.71	-	-
PM-2020-08-06	402	Vladimir Jones	Click It or Ticket & Seat Belts - Paid Media	155,000.00	154,999.85	-	-
PM-2020-08-07	402	Hispanidad, Vladimir Jones	Hispanic Occupant Protection	180,000.00	153,656.57	-	-
PM-2020-08-08	402	Amelie	GDL and Teen Driving Safety Communications	75,000.00	69,970.15	-	-
PM-2020-08-09	402	CIG	Child Passenger Safety	75,000.00	74,987.48	-	-
PM-2020-08-10	402	Amelie, CIG	PR Program/Media Support	112,000.00	111,973.95	-	-
PM-2020-08-11	402	CIG, Vladimir Jones	Distracted Driving	225,000.00	217,612.98	-	-
PM-2020-08-12	402	R/R, Vladimir Jones	Pedestrian Safety Communications	200,000.00	186,458.75	-	-
PM-2020-08-13	402	Amelie, Vladimir Jones	Occupant Protection Communications	250,000.00	244,986.74	-	-
			09 - Pedestrian & Bicycle				
PS-2020-09-01	402	Aurora PD	Pedestrian Education and Safety Campaign	75,000.00	58,733.34	-	58,733.34

GTS CODE	FUNDING SOURCE	AGENCY	PROGRAM AREA/NAME	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
PS-2020-09-02	402	Denver PD	Addressing Denver Pedestrian Safety Issues	85,000.00	80,853.61	-	80,853.61
PS-2020-09-03	402	Drive Smart Colorado	Pedestrian Safety	40,442.00	35,734.67	-	35,734.67
			10 - Older Driver				
DE-2020-10-01	402	Drive Smart Colorado	The Road Ahead - Older Driver Safety	41,758.00	41,745.81	-	41,745.81
DE-2020-10-02	402	Red Hawk	Older Driver Public Service Campaign	20,000.00	17,572.90	-	17,572.90
DE-2020-10-03	402	Cordy & Company	Reaching Older Adult Drivers (ROAD)	62,000.00	47,523.46	-	47,523.46
DE-2020-10-04	402	Health Promotions Partners, LLC	Engaging Mobility Initiative	64,353.00	58,077.54	-	58,077.54
DE-2020-10-05	402	DriveSmart of the Rockies	Senior Seminar and Car Fit	49,400.00	11,469.39	-	11,469.39
			11 - Distracted Driving				
DD-2020-11-01	402	Greeley PD	DDACTS Distracted Driving	79,700.00	78,661.76	-	78,661.76
DD-2020-11-02	402	DriveSmart Colorado	DD Awareness for Young Drivers 18-24	51,188.00	42,092.43	-	42,092.43
DD-2020-11-03	402	CSP	Distracted Driving	155,000.00	100,742.03	-	-
DD-2020-11-04	402	Aurora PD	2020 Distracted Driving Enforcement Campaign	64,000.00	49,699.78	-	49,699.78
DD-2020-11-05	402	Denver PD	Distracted Driving Enforcement	50,000.00	48,738.00	-	48,738.00
DD-2020-11-06	402	Eagle River Youth Coalition	Eagle River Valley Safe Driving Efforts	30,000.00	26,005.27	-	26,005.27
			12 - Program Support				
PA-2020-12-01	402	OTS	P & A	550,000.00	244,782.41	244,782.40	-
M6OT-2020-12-02	405d	OTS	Impaired Driving Program Support	300,000.00	298,290.23	-	-
OP-2020-12-03	402	OTS	Occupant Protection Program Support	205,000.00	195,303.40	-	-

GTS CODE	FUNDING SOURCE	AGENCY	PROGRAM AREA/NAME	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
M3DA-2020-12-04	405c	OTS	Traffic Records Program Support	120,000.00	28,617.18	30,000.00	-
AL-2020-12-05	402	PRO	Media Program Support - Impaired Driving	85,000.00	72,101.81	-	-
OP-2020-12-06	402	PRO	Media Program Support - OP	85,000.00	72,101.81	-	-

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