

2022 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). The preliminary VMT for 2021 is 1.28, this is the highest VMT the HSO has record of. In addition, the total number of traffic fatalities in 2021 was 692, which is an 11% increase from the 622 in 2020. In spite of these increases the HSO continues to aggressively address 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, high visibility enforcement of the State’s traffic laws and expansion into underserved and diverse communities affected by traffic violence.

Traffic safety challenges include unprecedented excessive speed, impaired driving by alcohol and/or drugs, lack of occupant protection compliance in a secondary enforcement environment, unhelmeted motorcyclists, distracted driving and pedestrian and safety.

Utilizing a Problem Identification process, the HSO 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 proven communication 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, 52% 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. The HSO also coordinates and funds three Statewide Click It or Ticket campaigns to increase seat belt compliance. Traffic fatalities involving a distracted driver increased in 2021 by 6%. The HSO continues to make roadway users aware of the dangers of distracted driving through high visibility enforcement and innovative public awareness campaigns.

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 2022.

Accomplishments

Examples of progress include:

The number of motorcyclist fatalities decreased from 140 in 2020 to 137 in 2021, a 3% decrease,

- The number of bicyclist fatalities remained the same from 2020 to 2021 at 15
- Fatalities involving a person aged 14 and younger declined from 17 to 15, a 12% decline.

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 overrepresented 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 Overview Reports section.

OCCUPANT PROTECTION ENFORCEMENT

Colorado's Highway Safety Office supported the Click It or Ticket (CIOT) May Statewide Mobilization and Child Passenger Safety Week national mobilization. The Colorado State Patrol (CSP) and other local law enforcement agencies provided statewide enforcement year-round, in addition to two Statewide weeklong enforcement campaigns. The HSO provided funds to the CSP and various local law enforcement agencies for overtime patrols during these Statewide Campaigns. 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 additional statewide HVE campaigns during the year. The additional HVE enforcement campaigns were created to address events in the State that have an impact on impaired driving related 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. 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 and an evaluation plan.

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 FY 2022 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.
- 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 405H – Nonmotorized Safety

Purpose: To encourage States to adopt and implement effective programs to adopt and implement enforcement and education of pedestrian and bicycle safety laws.

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 2021: 4,184

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

Number of impaired driving arrests made in 2021: 7,966

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

Number of speeding citations issued in 2021: 7,907

Assessment of Results in Achieving Performance Targets for FY 2022 and FY21*

Performance Measure	Target Period	Target Years	Target Value FY 2022 HSP	Data Source/FY21 Progress Results	On Track to Meet FY 2022 Target Y/N	Target Value FY21 HSP	Target Years	Data Source/FY21 Final Result	Met FY21 Target Y/N
C-1) Total Traffic Fatalities	5 Year	2018-2022	597	2017-2021 FARS 638	N	603	2017-2021	2017-2021 FARS 638	N
C-2) Serious Injuries in Traffic Crashes	5 Year	2018-2022	3,194	2017-2021 STATE 3,070	Y	3,161	2017-2021	2017-2021 STATE 3,070	Y
C-3) Fatalities/VMT	5 Year	2018-2022	1.09	2017-2021 FARS 1.20	N	1.113	2017-2021	2017-2021 FARS 1.20	N
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2022	185	2021 FARS 224	N	198	2021	2021 FARS 224	N
C-5) Alcohol-Impaired Driving fatalities	Annual	2022	184	2020 FARS 186	N	184	2021	2020 FARS 186	N
C-6) Speeding-Related Fatalities	Annual	2022	285	2021 FARS 306	N	225	2021	2021 FARS 306	N
C-7) Motorcyclist Fatalities	Annual	2022	125	2021 FARS 137	N	103	2021	2021 FARS 137	N
C-8) Unhelmeted Motorcyclist Fatalities (FARS)	Annual	2022	65	2021 FARS 79	N	55	2021	2021 FARS 79	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	2022	86	2021 FARS 99	N	79	2021	2021 FARS 99	N

Assessment of Results in Achieving Performance Targets for FY 2022 and FY21*									
Performance Measure	Target Period	Target Years	Target Value FY 2022 HSP	Data Source/FY21 Progress Results	On Track to Meet FY 2022 Target Y/N	Target Value FY21 HSP	Target Years	Data Source/FY21 Final Result	Met FY21 Target Y/N
C-10) Pedestrian Fatalities	Annual	2022	95	2021 FARS 94	N	80	2021	2021 FARS 94	N
C-11) Bicyclist Fatalities	Annual	2022	15	2021 FARS 15	Y	21	2021	2021 FARS 15	Y
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2022	89%	2022 STATE 87%	N	89%	2021	2021 STATE 87%	N
C-12) Fatalities Involving a Distracted Driver	Annual	2022	70	2021 STATE 72	N	49	2021	2021 STATE 72	N
C-13) Drivers 65 or Older Involved in Fatal Crashes (At Fault)	Annual	2022	120	2021 STATE 84	Y	106	2021	2021 STATE 84	Y
C-14) Fatalities Involving a Driver or Motorcycle Operator Testing Positive for +>5ng of Delta 9 THC	Annual	2022	60	2021 STATE 92	N	35	2021	2021 STATE 92	N
Traffic Records – Percent of Crash Records Submitted Electronically to DOR	Annual	2022	40%	2021 STATE 51.42%	Y	40%	2021	2021 STATE 51.42%	Y

All FY21 Data is preliminary

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

Colorado experienced an 11% increase in traffic fatalities from 622 in 2020 to 692 in 2021. 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.

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.

To continue to address the identified performance measures and goals the HSO, using Problem Identification, will identify law enforcement agencies to participate in high visibility enforcement efforts. 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.

In addition, the HSO has committed to partnering with underserved communities that are overrepresented in traffic fatalities. The HSO Community Based Outreach Program was created to advance these efforts. This was accomplished by working with multiple community-based partners and community groups to identify prevention strategies within communities to address traffic safety challenges. This included providing training, technical assistance and funding to community level projects that require community engagement and inclusion for success. The HSO also hosted a 2022 Statewide Traffic Safety Summit that engaged partners, stakeholders, both traditional and non-traditional, to advance dialogue, identify underserved areas and lay the groundwork for more inclusive engagement on traffic safety issues Statewide.

Performance Measure: C-1) Total traffic fatalities

STATUS: 2021 performance measure not met.

The HSO will continue to address the rising number of traffic fatalities by aggressively seeking new and innovative projects and programs and utilizing problem identification to direct enforcement. Education and awareness efforts, by engaging with partners and stakeholders of underrepresented populations will continue. High visibility enforcement of multiple traffic challenges, including impaired driving, speed, distracted driving, and unrestrained passenger vehicle occupants will continue.

Performance Measure: C-3) Fatalities/VMT

STATUS: 2021 performance measure not met.

The HSO will continue to address the increase in fatalities/VMT by aggressively seeking new and innovative projects and programs and utilizing problem identification to direct enforcement. Education and awareness efforts, by engaging with partners and stakeholders of underrepresented populations will continue. High visibility enforcement of multiple traffic challenges, including impaired driving, speed, distracted driving, and unrestrained passenger vehicle occupants will continue.

Performance Measure: C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

STATUS: 2021 performance measure not met.

The HSO will continues to address the number of unrestrained fatalities by aggressively seeking new and innovative projects and programs and utilizing problem identification to direct enforcement. Education and awareness efforts, by engaging with partners and stakeholders of underrepresented populations will continue. High visibility enforcement of multiple traffic challenges, including impaired driving, speed, distracted driving, and unrestrained passenger vehicle occupants will continue. Involvement from the Occupant Protection Task Force will be utilized to engage and inform policymakers about the traffic safety challenges associated with a secondary seat belt law.

Performance Measure: C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

STATUS: 2021 performance measure not met.

The HSO continues to address this challenge through aggressive high-visibility enforcement campaigns based on problem identification, high level engagement from the Colorado Task Force on Drunk and Impaired Driving and innovative public awareness campaigns.

Performance Measure: C-6) Speeding-related fatalities

STATUS: 2021 performance measure not met.

The HSO will continue to address this challenge through targeted speed enforcement, education, and awareness activities, and in areas identified through the problem identification process. The HSO solicited and encouraged new agencies, including urban and rural, to participate in speed enforcement initiatives. The HSO, utilizing the LEC/LELs and a data-driven approach, will continue to seek new law enforcement agencies, in areas of speed related fatalities and serious injury crashes, to participate in enhanced Speed enforcement utilizing HSO funding.

Performance Measure: C-7) Motorcyclist fatalities

STATUS: 2021 performance measure not met.

The HSO will continue to address this challenge through high level involvement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists and motorist awareness of motorcyclists.

Performance Measure: C-8) Unhelmeted motorcyclist fatalities

STATUS: 2021 performance measure not met.

The HSO will continue to address this challenge through high level engagement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists on utilizing proper motorcycle gear to include helmets and encouraging state authorized basic motorcycle training.

Performance Measure: C-9) Drivers age 20 or younger involved in fatal crashes

STATUS: 2021 performance measure not met.

The HSO continues to address the challenge through aggressive GDL Education campaigns, high-level engagement of the Colorado Young Drivers Alliance (CYDA) and involvement in the Department of Revenue's revisions to the Colorado Driver's Handbook, which further clarifies the GDL requirements.

Performance Measure: C-10) Pedestrian Fatalities

STATUS: 2021 performance measure not met.

The HSO continues to address the challenge through communications programs directed to pedestrians and drivers, on the importance of pedestrian safety and obeying traffic safety laws in crosswalks. In addition, law enforcement agencies, identified through problem identification, are funded to enforce traffic safety laws that address pedestrian safety.

Performance Measure: C-12) Fatalities Involving a Distracted Driver

STATUS: 2021 performance measure not met.

The HSO will continue to address the challenges associated with distracted driving through targeted, high visibility enforcement and education and awareness campaigns.

Performance Measure: C-14) Fatalities Involving a Driver or Motorcycle Operator testing positive for +> 5ng of Delta 9 THC

STATUS: 2021 performance measure not met.

The HSO will continue to address the challenges associated with cannabis impaired driving through targeted, high visibility enforcement and education and awareness campaigns, and increasing DRE training to underserved parts of the State.

Performance Measure: B-1) Observed Seat Belt Use for Passengers vehicles, front seat outboard occupants (Survey)

STATUS: 2021 performance measure not met.

The HSO will continue to address this performance measure by participating in the CIOT May Mobilizations, two additional Statewide CIOT campaigns, supporting education about the importance of seatbelt usage for all passenger vehicle occupants and educating policymakers about the traffic safety challenges associated with a non-primary seat belt law.

IMPAIRED DRIVING

Overview/ Projects

The Highway Safety Office's (HSO) Impaired Driving program funds projects through a Problem Identification process that support CDOT's efforts to reduce the incidence of impaired driving fatalities. 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. The HSO holds a leadership position in the Colorado Task Force on Drunk and Impaired Driving and the Persistent Drink Driving Committee. These groups seek to identify new and innovative solutions to impaired driving.

Program Administration

14 projects were managed with a planned budget of \$2,370,980

Efforts and activities included:

- Provided training to law enforcement including DRE updates, ARIDE and SFST.
- Funding for high-visibility enforcement campaigns.
- Funding the enforcement of impaired driving laws on sections of roadways with high incidence of alcohol-related crashes including sobriety checkpoints.
- Worked with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations.
- Provided training and technical assistance to the prosecutorial community.

Task Number: 22-01-01

Program Name: You Booze, You Lose...Your License or Someone's Life!

Contractor: Colorado Springs Police Department

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

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

- 149 grant-funded deployments were conducted totaling 1,743 hours of DUI enforcement activity. The deployments were designed to positively impact the frequency and severity of alcohol/drug related crashes and focused on top DUI-related crash locations in Colorado Springs.
- 161 DUI arrests were made by officers working grant-funded deployments.
- 31 public awareness messages were published through CSPD's website and social media platforms to alert the public to the dangers of impaired driving. These media engagements publicized the CSPD/CDOT impaired driving grant and warned of the dangers and consequences of impaired driving. The media engagements also encouraged people to report impaired driving, and most importantly, encouraged people to refrain from driving while impaired.
- Grant-funded supplies (1,200 breath testing device disposable mouthpieces) were purchased and provided to CSPD officers working DUI enforcement.
- 8 in-vehicle dash cam systems were purchased, installed in the CSPD DUI Unit vehicles, and put into operation. These dash cam systems captured vital evidence in impaired driving cases, beyond that recorded by the officer's body worn camera.
- The Blood Alcohol Testing Vehicle (with phlebotomist) was deployed 3 times for use by officers processing drivers arrested for DUI. During the grant period, ownership of the Blood Alcohol Testing Vehicle was transferred to the Colorado State Patrol for use during DUI checkpoints.
- The alcohol and/or drug impaired traffic fatality rate per 100,000 population in Colorado Springs was 6.3 in the baseline year of 2020, and it was 4.0 in 2021. Final data for 2022 impaired driving fatalities and for Colorado Springs population is not yet available. As of 09/30/2022, preliminary data indicated that of the 43 people killed in 40 fatal traffic crashes in Colorado Springs, 5 involved impaired driving (11.6%).

Task Number: 21-01-02

Program Name: DUI Enforcement

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

- Participation occurred in all 14 of the High Visibility Enforcement periods.
- Adams County deployed 277 grant funded impaired driving overtime shifts.
- Adams County made 219 DUI / DUID arrests.
- Adams County issued 4,745 citations.
- Adams County conducted 11,010 traffic stops.
- Adams County provided DUI education to two police academies, a Citizens Academy, and three in service academies.

Task Number: 22-01-03

Program Name: Impaired Driving Enforcement

Contractor: El Paso County Sheriff's Office

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 in crashes involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC.

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

- The agency manned 23 shifts totaling 292 hours. This aided in time management and relieved already short-staffed patrol shifts of having to provide resources to back up DUI cars.
- The agency cut its full-time traffic unit at the beginning of the year and patrol division manning has been short, reducing the number of deputies to dedicate to impaired driving enforcement. These manning reductions greatly impacted the agency's ability to fulfill projected hours and reduced alcohol impaired driving arrest down to 259. Drug impairment arrests were reduced as well, down to 103.
- The current trend in manning for this agency is on an upward trajectory, which should allow more time for dedicated impaired driving enforcement in the new funding year.

Task Number: 22-01-04

Program Name: Impaired Driving Enforcement

Contractor: Colorado State Patrol

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 in crashes involving a driver or motorcycle operator testing positive for +>5ng of Delta 9 THC.

The project goal was to lower the fatalities Statewide within the next five years. Using the High Visibility Enforcement (HVE) model from the NHTSA, CSP combined engagement in HVEs and sustained enforcement combined with messaging support from social media and other media platforms through the next three years. The messaging targeted the dangers of impaired driving and was timed to coordinate with and support enforcement.

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

- CSP dedicated 2,338.75 hours of grant-funded overtime to impaired driving enforcement. CSP made 210 impaired driving arrests during grant-funded overtime dedicated to impaired driving enforcement.
- CSP increased public awareness of the dangers of impaired driving via the publication of social media in Facebook and Twitter from October 1, 2021, through September 30, 2022, as shown in Table 1 and Table 2 below.

<i>Table 1: Total Impaired Driving Facebook social media</i>	
FACEBOOK	
	Total Facebook social media
Number of People Reached	1,040,733
Number of Reactions	14,200
Number of Comments	999
Number of Shares	2,281

<i>Table 2: Total Impaired Driving Twitter social media</i>	
TWITTER	
	Total Twitter social media
Number of People Reached	364,066
Number of Likes	2,821
Number of Retweets	636
Number of Replies	126

- 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 the sale of alcohol to minors or intoxicated customers and prevent impaired driving.

- The community parent survey was administered with 449 responses and found 47.5% of respondents would support a social host ordinance, and 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 the census tract and shared with partners.
- Two press releases were distributed regarding the need and effectiveness of compliance checks and bar checks, one published in the local paper.
- Ten stakeholder interviews were conducted to gather information regarding community norms and perceptions of impaired driving.
- Seven bar checks were conducted, contacting 37 retailers, no minors were observed. Four 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: 22-01-05
Program Name: NHTSA DUI Enforcement Grant
Contractor: Jefferson County Sheriff's Office

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

The purpose of this project was to provide DUI enforcement with grant funding. This would increase DUI enforcement activities on key weekends, during peak time frames, and enabled us to operate saturation patrols. The grant paid for 34 hours of a DUI education event that resulted in approximately 44 contacts with citizens during a public event in Evergreen, CO. Due to the lack of manpower and participation interest, there was no DUI saturation patrols conducted during this grant period. Jefferson County Sheriff's Office made a total of 186 DUI arrests during this operational period.

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

- Increasing the number of DUI enforcement deputies during key time frames.
- Increased number of DUI saturation patrols involving four or more DUI cars.
- Strict enforcement of impaired driving laws.
- Media releases during holiday weekends and saturation patrols.
- CSP crash data reports 121 DUI crashes over the grant period. This is a decrease from 213 DUI crashes during the previous period. There were 3 DUI related fatalities and 26 injuries. The previous grant period reported 3 fatalities and there were 57 injury crashes.

Task Number: 22-01-06

Program Name: DUI/HVE/Checkpoint Campaign

Contractor: Aurora 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 program was to reduce the number of fatal, injury, and property damage crashes involving a driver with a BAC of .08 or above by conducting high visibility enforcement and expanding our public education efforts.

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

- 4 high visibility DUI checkpoints were conducted resulting in 6 arrests, and 2,643 contacts. Checkpoint locations were selected utilizing traffic and crash data.
- Officers spoke and taught at schools and public events about the dangers of DUI/DUID. Speaking events targeted younger and new drivers at a local driving school, providing local statistics and examples showing dangers of impaired driving.
- Messages were posted on Facebook, Twitter, and other social media platforms to educate about the dangers of impaired driving.
- In partnership with MADD, survivors spoke at each Police Academy class to recruits in effort to increase awareness and interest in DUI/DUID enforcement and education.
- Aurora Police department participated in all of CDOT's 16 High Visibility Enforcement Periods.
- A total of 59 DUI, and 20 DUID arrests were made during targeted enforcement efforts funded by this program.

Task Number: 22-01-07

Program Name: Denver's Comprehensive Impaired Driving Project

Contractor: Denver Police Department

This project addressed performance 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 countermeasures used by DPD include: 1) High Visibility Saturation Patrols; 2) SFST evaluation; and 3) Use of blood draws. 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 2022 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 the results were:

- Due to a decrease in officers assigned to the Traffic Investigation Unit, there were no checkpoints conducted during this grant period.
- There were 10 saturation patrols in lower downtown Denver conducted over the life of the grant.
- DPD participated in 15 HVE campaigns.
- There were 597 contacts, 253 citations, 276 DUI arrests, 77 made by a grant funded officer, 89 drivers evaluated for impairment using SFST, 72 drivers evaluated by DRE, 12 blood draws by DRE officers, 14 blood draws by non-DRE officers, and 21 refusals.

Task Number: 22-01-08

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

Contractor: Colorado State Patrol

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 in crashes involving a driver or motorcycle operator testing positive for +>5ng of Delta 9 THC.

The goal of this project was to provide administrative support to CTFDID, documenting discussions and facilitating communication between members. It was accomplished by the grant manager taking and distributing notes for each of the ten meetings conducted by the CTFDID.

The project impacted the performance measures by, and the results were:

- CTFDID meetings were attended by the grant manager, who took notes and distributed them to task force members and CDOT for the position on their website. Short staffing from medical leaves and two FTE vacancies impacted the grant manager to provide meeting support. Grant managers could attend and take notes for eight of the ten meetings. CDOT provided coverage for the two missed meetings. During this time, however, there was continuity of services in delivering correspondence to the CTFDID members and providing other administrative support to the chair when requested.
- Due to COVID, there were no working groups this year.
- CSP provided CDOT with quarterly activity reports outlining activities and project progress.

Task Number: 22-01-09

Program Name: Chaffee County Youth Impaired Driving Prevention Project

Contractor: Chaffee County Human Services - Family and Youth Initiatives

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

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

- The Listen Longer media campaign throughout Chaffee County reached a minimum of 5,000 residents through the development of an interactive art display and saturation of messaging through consistent and dynamic social media posts, youth and community member participation in radio ads, enhancement of web-site content, and relevant printed materials and newspaper ads addressing timely issues and data. Youth involvement has been critical to the success of the campaign as well as the consistent effort and passion of community members on the workgroup.
- 1200 youth participated in 19 pro-social activities that focused on substance free activities and sober driving, which were planned, hosted, and managed by 15 youth members of the two teen councils representing all of Chaffee County.
- The Social Host Ordinance (SHO) language was edited, and intricacies were evaluated by the workgroup members to determine effectiveness. The members, along with 40 community members input, determined the SHO remains relevant to reduce youth impaired driving and to acquire a professional to finalize the ordinance.

Task Number: 22-01-10

Program Name: Traffic Safety Resource Prosecutor

Contractor: Colorado District Attorneys Council

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 in crashes involving a driver or motorcycle operator testing positive for +> 5 ng of Delta-9 THC.

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

- Conducted 52 live trainings for prosecutors, law enforcement and other traffic safety personnel.
- Produced 4 recorded trainings. Provided access to 256 recorded video tutorials and webinars. 80 General Credits, 1 EDI Credit and .1 Ethics Credits were accredited for Continuing Legal Education.
- Answered 418 requests for technical assistance.
- Provided 13 Curriculum Vitae reviews for Colorado Law Enforcement.
- Maintained materials such as, motions bank and defense expert database for prosecutors on Coloradoda.org.
- Posted events and information to Coloradoda.org and ColoradoProsecutor.org on traffic/impairment related forums.
- Published Lack of Convergence Toolkit. Continued to update resource materials: SFST Handout, DRE Refresher, SFST Field Notes, and SFST Non-alcohol Drugs Toolkit.
- Provided 8,426.97 hours of training to prosecutors, law enforcement and other traffic safety personnel.

Task Number: 22-01-11

Program Name: Impaired Driving (ID) Tech Transfer

Contractor: Highway Safety Office (HSO)

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 HSO sent two Drug Recognition Experts (DRE) to the IACP Conference in San Antonio, TX.

Task Number: 22-01-12

Program Name: Drug Recognition Expert (DRE) Training/School

Contractor: Highway Safety Office (HSO)

This project addressed performance measure C-1. Reduce the number of 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 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 the results were:

- The 2022 DRE school was held April 4-14, at the Castle Rock Fire & Police Training Center, Castle Rock, CO. 15 DRE candidates attended the school.
- The HSO approved 15 DRE students to attend and participate with the Arizona Department of Public Safety and the Mesa Police Department to conduct DRE evaluations. In a period of four nights, DRE students completed 198 DRE evaluations.
- 6 In-Service trainings were conducted. 100 SFST Instructors and 50 DRE's attended training.

Task Number: 22-01-13
Program Name: Support for DUI Courts
Contractor: Colorado Judicial Branch

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.

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 the high risk and high need offender that meet the criteria for persistent drunk drivers.

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

- Intensive drug monitoring services were provided to high-risk DUI offenders involved in courts in the 18th Judicial District Sobriety DUI Court which consists of Arapahoe, Douglas, and Elbert counties
- Training was provided to 362 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 through the online statewide Problem-Solving court conference with 6 hours of training provided at the conference.
- Additional training was provided as follows:

In quarter 1 : Addiction related Bias training, technical assistance to 1 DUI Court Coordinator on IDA and 4 DUI courts on for training needs assessment.

In quarter 2: The resource email was developed to communicate free trainings to coordinators and judges statewide. 1 Hour of new team member orientation was provided to 7 DUI court practitioners. 1.5 hours of training on coding, reporting, and data tracking was provided to coordinators and 1 hour of team facilitation was provided to 11 DUI court coordinators.

In quarter 3: The resource email went out 6 times to all DUI court Coordinators and Judicial officers to provide resources to free training and online resources. 1 hour of training was provided at the coordinator meeting to 9 DUI court coordinators on creating participant surveys and sober housing resources in the Denver area.

In quarter 4: the resource email was updated with team members statewide to include 85 DUI Court team members and offers resources and free online trainings, Colorado Adult Unified Standards Training a 1.5 hour training and 13 DUI Court team members attended, New Team Member Orientation and Training 1 hour - 4 DUI court team members attended, Trauma-Informed

Motivational Interviewing 3 hour training - 9 DUI court team members attended, MAT and Communicating with Medical Team Members 1.5 hour training, 11 DUI Court team members attended. Treatment Court Team Dynamics training 1.5-hour training and 8 DUI Court team members attended.

- Accreditation application technical support was provided to 2 DUI Courts within the state of Colorado, and they are expected to apply for accreditation in 2023.
- 10 new Peer Reviewers were trained in site visit and program review process.
- 4 courts participated in the Equity Mentor program to address racial disparities in graduation rates and provide training to professionals on implicit bias, diversity, equity, and inclusion.
- The data dashboards were launched as a temporary solution for data collection until the new database is built and operational; a vendor for the new database was selected from the RFP process and a contract is in process of being negotiated.

Task Number: 22-01-14

Program Name: SFST/DRE Program Education and Program Compliance

Contractor: LEAD Impairment Training

This project addressed performance measure C-5. Reduce the number of Fatalities involving a Driver with a BAC of .08 and above.

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 communication within the Impaired Driving community through a newsletter.

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

- LEAD Impairment provided regional based In-Service Training classes in Sterling, Pueblo, Durango, Denver, and Rifle. The training was mostly 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. The Denver training utilized national Traffic Safety Resource Prosecutors from across the county.
- LEAD provided training for Department of Revenue Hearings Officers (35) and main DRE School (16). Additionally, 206 SFST Instructors and DRE were provided training. A total of 281 total Law Enforcement Officers were trained in this fiscal year. Additionally, training was provided at the National Conference of State Legislators (50), Western States DRE State Coordinators meeting (23) and the HSO Safety Summit (45).
- LEAD presented at the Western State DRE State Coordinators meeting and at the National DRE Conference on the progress and programs of Colorado's DRE program. Colorado's Impaired Driving Newsletter, DRE call out phone App and DRE One Year Later Program were all highlighted as innovative DRE program activities.
- The Colorado Impaired Driving Newsletter has been shown as an example to other states of how communication can work. The Newsletter is published monthly by LEAD and is now available to anyone nationally. It is currently shared with agencies care of the IACP.

POLICE TRAFFIC SERVICES

Overview/ Projects

The HSO Police Traffic Services emphasis area funded law enforcement agencies to conduct enforcement and education efforts regarding speed, distracted driving, and seat belt/child passenger safety compliance.

Program Administration

13 projects were managed with a planned budget of \$1,452,434.

Efforts and activities included:

- Provided funding for speed control and enforcement devices.
- Worked with the Office of Communication to provide the travelling public information on the dangers of excessive speed, distraction, and non-restraint use.
- Funded enforcement efforts related to speed, distraction and non-restraint use Statewide, and to metro and rural areas.

Task Number: 22-02-01

Program Name: Distracted Driving and Speed Enforcement

Contractor: Denver Police Department (DPD)

This project addressed performance measures C-6. Reduce the number of speeding-related fatalities and C-12. Reduce the number of fatalities Involving a distracted driver.

The goal of this project was to reduce the number of traffic fatalities related to speed-related and distracted driving in the City and County of Denver.

The DPD Traffic Operations Section launched a high-visibility enforcement campaign to target distracted driving over. The DPD rigorously enforced 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 the results were:

- 8 Officers worked a total of 235.50 hours on this program.
- Officers contacted 486 motorists who were observed manipulating an electronic device while driving or who were observed committing a similarly unsafe violation.
- Those contacts resulted in 473 moving citations, 13 warnings issued, 4 arrests, and 10 tickets issued for distracted driving.

The DPD maintained speed enforcement on the county's most dangerous roadways to decrease traffic fatalities and serious bodily injury crashes. DPD increased the number of officers focusing on concentrated, repetitive, and high visibility enforcement of speeding violations. 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. Denver Police Department officers conducted targeted speed enforcement activities on I-25 and I-70.

The project performance results for speed:

- Officers worked a total of 391 hours on mostly Fridays, Saturdays, Sundays, and early mornings, focusing solely on I-25 and I-70.
- Lidar, radar, and "leap-frog" techniques were used unless inclement weather limited its usage.
- Officers contacted and wrote citations for 918 drivers over the four quarters, with the highest number of contacts occurring in the third quarter, with 362 speeding citations, followed by 277 citations in the second quarter, 188 citations in the fourth, and 91 citations in the first quarter. There were 2.35 speeding citations per funded hour.
- 6 drivers were arrested over the grant period.

Task Number: 22-02-02

Program Name: 2022 Aurora PTS Campaign

Contractor: Aurora Police Department

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, C-6. Reduce the number of speeding-related fatalities and C-12. Reduce the number of fatalities involving a distracted driver.

The goal of this program was to reduce the number of speeding-related, distracted driving related, and unrestrained occupant fatalities.

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

- High visibility individual officer enforcement and education were conducted.
- 6 operations were conducted targeting speeding and aggressive driving.
- 3 operations were conducted targeting distracted driving to include move over violations.
- 7 street racing operations were conducted targeting speeding, aggressive driving, and street racing. Several operations were joint operations with neighboring and State jurisdictions.
- 18 Child Safety Seat events were held where 261 child seats were installed or checked by technicians. These checks were held at community events and in conjunction with business partnerships.
- Educational presentations were performed by officers in conjunction with church groups, driving schools, and elementary schools. Presentations targeted new and young drivers.
- Messages on the dangers and risks of speeding, distracted, aggressive driving, and unrestrained occupant safety were published on Facebook, Twitter, and other social media outlets utilizing public information officers. Messages at times included photographs of operations and violations.
- A total of 3,178 summonses and 323 warnings were issued with enforcement funded by this program. 904 drivers found to have distracted driving as a factor, 646 had some type of occupant restraint violation, and 2,397 had speeding as a factor.

Task Number: 22-02-03

Program Name: Stop Crashes Before They Stop You

Contractor: Colorado Springs Police Department (CSPD)

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 is to reduce the number of fatalities and injuries in traffic crashes occurring in Colorado Springs by 5% by the end of the project period. Action plan activities included intelligence-led, targeted speed enforcement at designated locations throughout Colorado Springs, and increased public awareness of the risks and potential impact of excessive vehicle speed in Colorado Springs.

The project impacted the performance measures by, and the results were:

- 415 speed enforcement deployments were conducted by both CSPD Motorcycle Unit officers and Patrol officers.
- 1,725 hours of speeding enforcement was conducted during the deployments.
- 3,626 traffic citations were issued during the deployments.
- 3,948 traffic violations were cited.
- 14 LIDAR speed measuring units were purchased and placed in service for use by CSPD Motorcycle Unit officers during both grant-funded overtime deployments and regular duty hours. The new LIDAR units replaced aging equipment and were put to very heavy, productive use by CSPD Motorcycle Unit officers.
- CSPD speed trailers were deployed 23 times during the grant period at designated locations throughout Colorado Springs. These deployments were typically coordinated by specially trained volunteers within the Patrol Bureau. When warranted, grant-funded speed enforcement deployments were conducted based on information gathered from the speed trailers.
- 31 media engagements were distributed during the grant period. These engagements included social media posts on official CSPD Facebook, Instagram, and Twitter accounts. The media engagements publicized the CSPD/CDOT speed grant, and typically provided the community information about grant-funded speed enforcement activities as well as a glimpse at the actual speeds officers encountered during deployments. Most importantly, the media engagements encouraged drivers to slow down for their safety and the safety of others.

Task Number: 22-02-04

Program Name: A Step Towards 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 by increasing enforcement.

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

- A total of 390 hours of special speed enforcement was performed over the year;
- 805 citations were issued while engaged in grant related enforcement;
- A mixture of individual and team speed enforcement projects was utilized and included the use of marked and unmarked vehicles.
- Of the 15 fatalities in FY 2022, 9 involved speed as a factor in the crash.
- FY 2022 saw 3559 traffic crashes within the City of Pueblo.
- Activities for goal attainment included group enforcement with marked and unmarked units 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.

Task Number: 22-02-05

Program Name: Highways 93/285 Speed Enforcement Grant

Contractor: Jefferson County Sheriff's Office (JCSO)

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and 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 the 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 during saturation patrols.
- JCSO deputies worked 420.25 hours over the course of 100 shifts on both roadways. Deputies made 1,107 traffic contacts and issued 1,016 summonses for speeding violations. All speeding violations were 15 mph over the speed limit or greater.
- Two speed enforcement saturations were conducted during the enforcement period with media announcements made prior to the events. The first event was on Highway 93 on February 1st. JCSO had three deputies working the event. Deputies served 10 summonses for speeding violations. The second event was on Highway 285 on August 19th. Two deputies worked the event and served 25 summonses for speeding.

Task Number: 22-02-06

Program Name: City of Lakewood Speed Enforcement Campaign

Contractor: Lakewood Police Department (LPD)

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-6. Reduce the number of speeding-related fatalities.

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 the results were:

- LPD dedicated 955 hours of proactive enforcement time to speed enforcement within the FY 2022 CDOT funded enforcement.
- LPD Traffic Team issued 1081 citations, and 184 warnings which were positive educational contacts to drivers during the last year.
- LPD conducted a social media campaign around our CDOT Speed Grant. This included Twitter (@LakewoodPDCO) Instagram (lakewoodpdco) and Facebook;
- High visibility enforcement operations with Colorado State Patrol, and other Denver area departments were conducted on the interstate highways and surface streets within the city dedicated to curbing street racing; 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.

Task Number: 22-02-07

Program Name: Colorado State Patrol Traffic Safety Enforcement

Contractor: Colorado State Patrol (CSP)

This project addressed measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-12. Reduce the number of fatalities involving a distracted driver.

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

- CSP utilized 1,819.75 hours of grant-funded overtime dedicated to seatbelt and distracted driving enforcement.
- Troopers issued 912 seatbelt citations during grant-funded overtime dedicated to seatbelt enforcement.
- Troopers issued 533 citations during grant-funded overtime for distracted driving enforcement.
- CSP increased public awareness of the dangers of distracted driving and buckling up seat belts. Table 1 and 2 below show the social media data for Facebook and Twitter from October 1, 2021, through September 30, 2022.

Table 1: Total Patrol Traffic Safety Facebook social media

FACEBOOK	
	Total Facebook social media
Number of People Reached	1,040,733
Number of Reactions	14,200
Number of Comments	999
Number of Shares	2,281

TWITTER	
	Total Twitter social media
Number of People Reached	364,066
Number of Likes	2,821
Number of Retweets	636
Number of Replies	126

- CSP increased public awareness by providing educational information at these events:
 - Colorado Mills Safety Fair
 - BMHS Safe Driving Fair displayed the crash car
 - Distracted Driving and DUI drama at Pritchett High School
 - Distracted Driving presentation at Elizabeth High School
 - Booth at the Rohr into Summer Limon Event sponsored by the Limon Chamber of Commerce in Rohr Plaza
 - Elizabeth High School Presentation

Task Number: 22-02-08

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, C-2. Reduce the number of serious injuries in traffic crashes, and C-12. Reduce the number of fatalities Involving a distracted driver.

The goal of this project was to reduce the number of fatalities, injuries, and crashes where distracted driving was a contributing factor and increase the number of distracted driving citations in the City of Greeley.

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

- Officers focused on patrolling major corridors that have high crash rates.
- Officers worked over 1,200 hours, making more than 2,100 traffic stops.
- An increase in distracted driving citations showed a significant increase by the end of the grant period. In the 1st quarter 36% of citations were in relation to distracted driving and by the 4th quarter the distracted driving citations were up to 43%. This was a 6% increase by the end of the grant period, indicating Greeley Police Department's high visibility enforcement during peak hours, was making an impact on distracted drivers to focus on the road.

Task Number: 22-02-09

Program Name: Traffic Safety Enforcement in El Paso County, Colorado

Contractor: El Paso County Sheriff's Office

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions, C-6. Reduce the number of speeding-related fatalities and C-12. Reduce the number of fatalities Involving a distracted driver.

The goal of this project is to reduce the number of traffic fatalities and serious injury traffic crashes as well as increase high visibility saturation enforcement for speeding, unrestrained occupants, and distracted drivers in unincorporated parts of the county.

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

- Deputies completed 1,988 hours worked on this grant, resulting in 2,064 citations. Overall, during the grant period, the agency issued 3,608 citations, meaning 57 percent of citations came during grant shifts. This resulted in increased high-visibility saturation enforcement with zero tolerance for speeding, seat-belt violations, and distracted driving.
- During the grant period, fatalities in El Paso County were reduced from 85 in the previous period, to 72 this funding year.
- Beginning in June of 2022, the agency began utilizing eight grant-funded LiDAR devices in traffic enforcement. Several certification classes were held and LiDARs were exclusively signed out to deputies performing traffic safety grant shifts.

Task Number: 22-02-13

Program Name: Wheat Ridge Police Department Traffic Safety Campaign

Contractor: Wheat Ridge Police Department (WRPD)

This project addressed performance measure C-1. Reduce the number of traffic fatalities.,C-6. Reduce the number of speeding-related fatalities and C-12. Reduce the number of fatalities involving a distracted driver.

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

- WRPD Officers worked a total of 195 hours where the officers focused on enforcement in high crash locations such as Wadsworth Boulevard, Sheridan Boulevard, Kipling Street, and I-70. These are locations where the majority of WRPD's fatal and Serious Bodily Injuries (SBI) crashes occur.
- WRPD Officers issued a total of 195 tickets of those 183 were for speeding, 12 were for distracted/careless. 197 educational warnings were given, and numerous arrests were made during the grant period.
- Outreach was conducted via WRPD Facebook, Instagram, and Twitter accounts. A total of 13 posts focused on traffic safety allowed WRPD to share the importance of driving the speed limit, wearing seatbelts, and obeying traffic laws.

COMMUNITY TRAFFIC SAFETY

Overview/Projects

The Community Traffic Safety emphasis area funded efforts to reduce serious injury traffic crashes and fatalities through education and awareness efforts in young driver safety including GDL education and awareness, distracted driving, and seat belt usage.

These projects were enacted through traffic safety coalitions, agencies, local health departments, schools, hospitals, and non-profit agencies.

Program Administration

16 projects were managed with a planned budget of \$1,968,696.

Efforts and activities included:

- Partnered with the Colorado Young Drivers Alliance to expand young driver initiatives across Colorado and created an updated GDL toolkit.
- 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 three Statewide "Click It or Ticket" high-visibility campaigns.
- Supported established Distracted Driving awareness, education, and enforcement programs.
- Established and enhanced programs in several metro area locations including El Paso, Denver, Weld, Chaffee and Eagle and Gunnison counties.

Task Number: 22-03-01

Program Name: Prevent Alcohol and Risk Related Trauma in Youth (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 project impacted the performance measure by, and the results were:

- Online video modules of the PARTY program were recorded and produced by the UCHealth marketing team to utilize with rural schools who are unable to attend an in-hospital program.
- A survivor story was recorded and produced by the UCHealth marketing team to utilize when an individual cannot be in person at a program.
- A combination of hybrid and in-hospital programs were completed in the Denver Metro and Colorado Springs area reaching a total of 208 students.
- A hybrid program was completed across 3 days (1 hr./day) in Ft. Collins reaching 33 students. An additional hybrid program was completed across 3 days (1 hr./day) in Ft. Collins reaching 28 students.
- A PARTY program coordinator in the southern region was hired. Interviews for both the northern and Denver metro area program coordinators were conducted.
- Program staff contracted with a local teacher to revamp the initial presentation of the program to increase engagement with students.

Task Number: 22-03-02

Program Name: DRIVE SMART Weld County - Young Driver Traffic Safety Project

Contractor: Weld County 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 project impacted the performance measure by, and the results were:

- Two ½ day high school Safe Teen Driving Programs were conducted in Weld County reaching nearly 220 students.
- Seven Weld County high schools participated in a year-long student led safety challenge which impacted close to 16,500 students and school personnel.
- 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. Law Enforcement Officers, Public Health Practitioners, Crash Survivors and Trauma Professionals contributed by providing interviews and local data to reporters.
- One Parent of Teen Drivers class was conducted with a total of 17 participants.
- Nearly 70 signed parent-teen driving contracts were collected from partnering driving schools servicing Weld County.
- Three GDL Roll-Call presentations for local law enforcement officers were conducted with a total of 76 attendees. 100% of attending patrol officers agreed to support and educate their communities about GDL laws.
- DRIVE SMART Weld County obtained 6,408 Facebook engagements and 19,193 “Likes” on Twitter.
- DRIVE SMART Weld County coalition members and partners attended 6 community safety events reaching approximately 1,800 community members with traffic safety information, education, and resources.
- Two traffic safety presentations were given by coalition members to the public at large community events reaching nearly 2,500 community members.

Task Number: 22-03-03

Program Name: A Comprehensive Approach to Reducing Teen Crashes

Contractor: Students Against Destructive Decisions (SADD)

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, C-9 Reduce the number of drivers age 20 or younger involved in fatal crashes and C-12. Reduce the number of fatalities Involving a distracted driver.

The goals of the Student's Against Destructive Decisions (SADD) Program were to reduce 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 SADD chapters to 51 with 29 chapters holding traffic safety events during the year. Chapters engaged in over 350 Rock the Belt Activities statewide. These activities were both in-person and virtual to increase seat belt use. SADD chapters conducted 350 Textless Live More distracted driving pledge activities and reached over 418,000 students in the state. SADD created and conducted 22 GDL education presentation in Spanish and English for parents that addressed the law in Colorado and reached over 7,000 parents and adults. Distributed the Passport to Safe Driving materials from our partners at the National Road Safety Foundation to students at 400 schools across the state even those without SADD Chapters. Schools that participated in the HS Traffic Safety Challenge include Alamosa HS SADD, Antonito HS SADD, Cheyenne Mountain HS SADD, CIVA Charter HS SADD, Conifer High School, Coronado HS SADD, Denver Justice, Doherty HS SADD, Golden HS, Greeley West, Julesburg HS, Limon HS, Platte Canyon High School, Rampart HS SADD, Lewis-Palmer HS SADD, Mullen HS SADD, Sierra HS SADD, and Welte HS SADD. These groups meet weekly and have conducted over 20 peer-led activities to address distracted driving, impaired driving, safe driving techniques, and seatbelt use.
- Twenty-three schools participated in Teens in the Driver Seat programs and contests. Reached almost 8,000 students with Think Fast Interactive Presentations.
- Encouraged participation in national contests addressing distraction, seat belt use and underage drinking in partnership with the National Road Safety Foundation and NIAAA. Colorado members submitted 13 entries in these contests with two winners in the Driving Skills 101 PSA Challenge! Media stories on Teen Kids News about these contests reached over 9,000 people on TV stations in Colorado Springs, Denver, and Grand Junction.

- Reached 418,000 students and over 7,000 parents with traditional activities and programming. Reached over 21,000 people on social media and 336,530 people in Colorado with traditional news stories on traffic safety and SADD contests. Reached over 9 million people nationally on seat belt safety and teens through Yahoo Finance article in July.
- CO SADD maintained partnerships with Colorado Young Drivers Alliance, Mothers Against Drunk Driving, Drive Smart, Teens in the Driver Seat, END Distracted Driving, University of Colorado Hospital program, Colorado Task Force on Drunk and Impaired Driving, Driving Under the Influence Task Force, Think Fast Interactive, Safe Kids Colorado, Union Pacific, Safe Streets, and many more. These partnerships continue to grow and are cultivated to positively impact youth safety in Colorado.

Task Number: 22-03-04

Program Name: ThinkFast Interactive Teen Driver Safety Program

Contractor: TjohnE Productions, Inc.

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

The goal of this project was to create an inclusive, engaging, and educational Colorado-specific teen driver safety program that directly promoted safe driving practices and prevention messaging to address common risk factors associated with teen drivers within the context of Colorado's state specific rules, regulations, GDL laws, etc. Further, the program incorporated information in the form of questions and videos to bolster and enhance the efforts of other educational initiatives and community partners, like SADD and Teens in the Driver's Seat, to increase visibility and messaging focused on reaching the future and current teen driver population.

ThinkFast Interactive performed 51 programs at 44 different high schools. To accommodate larger schools with space restrictions or schools still with social distancing restrictions, TjohnE donated \$15,675 in programs to ensure that the entirety of the participating school's student body could attend without utilizing funds from the FY 2022 budget.

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

- 11,676 students were exposed to the ThinkFast Interactive CDOT teen driver safety program.
- A joint video between SADD and Teens in the Driver's Seat was created and included within the FFY 2022 CDOT ThinkFast Interactive program. Custom content and contact information were also included within the program.

Task Number: 22-03-05

Program Name: Eagle River Valley Safe Driving Efforts

Contractor: Eagle River Youth Coalition

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes, C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

The goal of this project is to prevent traffic crashes that cause serious injuries and fatalities among young drivers by increasing access to young driver education and safety messages, improving family communication and expectations related to young driver safety, conducting media campaigns, increasing diverse stakeholder engagement, examining system barriers and inequities that impact young drivers, and completing environmental scan of policies, enforcement and consequences related to young drivers and youth substance access and use.

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

- GDL Presentations reached 154 attendees, 133 youth and 11 adults. From post surveys, 92% reported increased knowledge after the presentation. Youth survey respondents who recalled, correctly, CO GDL laws were 100% for underage substance use, 83% for state curfew, 66% for no cell phone use, 75% for passengers in first 6 months, and 58% for passengers in second 6 months.
- One driver's license workshop was held that reached 14 adults and 2 youth, with almost all attendees leaving with the proper documents prepared and an already made appointment at a DMV.
- Safe driving messages were maintained through the organization's website (196 unique viewers), social media (6 posts reached 330 accounts), 8 external bus advertisements, 52 long-term signs, presence at 4 community events, a high school safe driving fair (750 youth attendees), and a youth produced PSA (68 viewers). 41% of post GDL presentation survey respondents recalled seeing a cannabis focused message (posted primarily on buses), and 70% recalled a "sober & alert" message (posted primarily on long-term signs at school parking entrances).
- Data assessment activities were completed that included the local Healthy Kids Colorado Survey (HKCS) (3,332 youth in total, 1,961 9th-12th grade youth), Community Parent Survey (423 adults), and post GDL presentation surveys (24 respondents). Results from 2019 to 2021 HKCS indicated fewer youth are driving impaired from alcohol, from 7.2% to 6.3%, and from marijuana, from 21.8% to 6.7%. Youth reported decreased past 30-day alcohol use from 33.4% to 32% and marijuana use from 19% to 14.6%. Youth reported increased perceptions of wrong/very wrong for peer alcohol use from 62.6% to 65.5% and peer marijuana use from 65% to 68.5%. From community parent survey respondents, 40% would be in support of a social host ordinance whereas 23.5% were not sure and 19% would need more information to decide.

- Stakeholder engagement was maintained through two youth advisors that represented Hispanic and LGBTQ+ youth. Two steering committee meetings were held with representatives from 4 agencies, parent, and youth.
- 1 compliance check was completed with 4 identified establishments of concern, none passed compliance. All met with law enforcement, the town clerk, and an investigator from the CO Department of Revenue, were informed of zero tolerance for any more infractions, and referred to training.
- Responsible server training reached 163 servers from local establishments
- Alternative transportation options were maintained with establishments encouraging their patrons to use free bus passes and one event transportation option provided from an event producer.
- Staff maintained involvement on the CO Young Driver's Alliance, attending all the meetings, and served on a panel at the statewide conference.
- A local policy review, as well as review of system inequities has been conducted related to young driver safety and youth substance access and use. Reviews have occurred around access to driver's license education and services, inconsistent local curfew laws, alternative transportation access and options, and policies related to social and commercial access. A community champion has been identified to support policy development and education.

Task Number: 22-03-06

Program Name: Denver Booster and Seatbelt Engagement (BASE) Program and Denver Teen Safe Streets Program (TSS)

Contractor: City and County of Denver: Denver Department of Transportation and Infrastructure (DOTI)

This BASE and TSS projects both addressed performance measures C-1. Reduce the number of traffic fatalities, 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 C-5.

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

- The BASE Program participated in 26 community events promoting child passenger safety (CPS) and adult seatbelt use with a fiscal year (FY) reach of 2,532 people, with a direct engagement count of 1,127 people.
- The BASE bilingual Quarterly Newsletter was distributed to 15+ community partners and provided to parents/caregivers at community events.
- The BASE team partnered with Swedish Medical and AAA to implement a CPS Education Program to provide CPS education sessions (virtual and in-person), complimentary car/booster seats and hands-on CPS instruction to families vetted through community partners.
- Additional funding was secured from AAA to provide CPS devices to families within the City and County of Denver.
- The CPS Education Program sponsored 11 events offering CPS education to 128 families, provided 135 CPS devices, and completed 167 car seat checks for families.
- The CPS Education Program administered pre- and post-surveys to capture participant change in knowledge and program effectiveness. For parents and caregivers that attended educational sessions between May and September 2022, there was a 45% increase in identifying correct tightness of a 5-point harness, 34% increase in identifying when a child can safely use a seat belt only, and 11% increase in identifying how long a child should remain rear-facing.
- The BASE Program staff along with their Swedish Medical partner helped create The Car/Booster Seat Voucher Program for Child Passenger Safety Technicians (CPSTs); six CPSTs received 43 CPS devices to distribute to families.
- During FY 2022, TSS Program participated in 4 community events with a total outreach of 823 youth and direct engagement count of 301.
- TSS Youth Advisors presented at Denver's 2022 Safe City Youth Summit where they hosted a session engaging with 58 youth to increase youth's knowledge on Colorado's Graduated Drivers Licensing Program (GDL) and promoted transportation safety.

- TSS Youth Advisors interacted with 225 teens at a Denver West High School event to promote young driver and multimodal transportation safety and educate teens on the Colorado's GDL Program.
- The TSS Team hosted a youth focus group in partnership with DOTI's Vision Zero Program to engage with youth and gain feedback on their GDL knowledge, young driver behaviors, and transportation safety concerns within the City and County of Denver.
- The TSS Program used the social media platform Instagram to increase awareness for young driver and multimodal transportation safety and increased following from 125 to 149 followers.

Task Number: 22-03-07

Program Name: Office of Transportation Safety Data Analysis, Education, Evaluation, and Community Engagement Project

Contractor: Colorado Department of Public Health and Environment

This project addressed all performance measures.

The purpose of this project was to increase partner access to and understanding of Colorado motor vehicle injury and fatality data through the development of the 2022 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, technical assistance, and evaluation support sessions for CDOT's Highway Safety Office grantees, the facilitation of the Colorado Young Drivers Alliance, and the advancement of the Colorado Strategic Transportation Safety Plan.

This project impacted Colorado's Performance Measures by, and the results were:

- Developed the 2022 Problem Identification Dashboard and Report and completed models for performance measure target setting.
- Responded to 22 ad hoc data requests from CDOT and local and state partners to identify and evaluate their traffic safety efforts.
- Facilitated 11 Colorado Young Driver Association meetings, led 12 work groups, represented CDOT and CDPHE in over 41 state level traffic safety coalition and task force meeting and delivered 16 presentations and trainings to key partners including the Colorado Task Force on Impaired Driving, NHTSA, the Child Fatality Prevention State Review, Lifesavers Conference, and more.
- Facilitated 3 CYDA-led GDL awareness community events in Weld, Jefferson, and El Paso counties, disseminated 4 CYDA created young driver safety messaging campaigns (End of School Year, Summertime Driving Safety Messaging Toolkit, Back to School Safety Messaging Toolkit, National Teen Driver Safety Week), hosted 4 CYDA equity and learning discussions, and published 9 updated to the Colorado GDL Toolkit.
- Provided expert support to HSO grantees on 17 CDOT FY23 renewal applications to improve strategies, data collection, and evaluation indicators.
- Facilitated and co-developed 10 project evaluation plans with HSO grantees.

Task Number: 22-03-08

Program Name: Law Enforcement Liaison (LEL) Program

Contractor: NELE Consulting

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions 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 utilize the knowledge and expertise of the Law Enforcement Liaison (LEL) to assist law enforcement agencies in the areas of impaired driving, occupant protection and the other behavioral traffic safety programs within the Highway Safety Office.

The project impacted the performance measures by, and the results were:

- Managed HVE, LEAF and CIOT grants for approximately 35 Law Enforcement (LE) agencies in Colorado Region 2.
- Conducted 15 bi-annual Law Enforcement Agency site visits, agency audits and on-site agency training and orientation monitoring visits in Region 2 and completed 4 Capital Equipment Inspections.
- Represented the Highway Safety Office in person, and virtually at National LEL Webinars, The Highway Safety Summit, Motorcycle Safety Program Assessment (NHTSA), MOST, STRAC, Colorado Task Force on Drunk and Impaired Driving, Colorado Assoc. of Chiefs of Police, County Sheriffs of Colorado, Colorado-Wyoming Boot Run, Ford Motor Driving Skills For Life, DRE graduation, Regional LE Executive meetings to discuss CDOT grants, etc.
- Encouraged enforcement engagement, LEL's were present and participated with MADD in the award recognition events for outstanding officers for traffic enforcement efforts;
- Identified LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving and occupant protection enforcement.
- Ensured agency compliance by monitoring and tracking agencies' adherence with HVE plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates.

Task Number: 22-03-09

Program Name: Law Enforcement Liaison (LEL) Program

Contractor: Hunt Safety Solutions

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions 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 utilize the knowledge and expertise of the Law Enforcement Liaison (LEL) to assist law enforcement agencies in the areas of impaired driving, occupant protection and the other behavioral traffic safety programs within the Highway Safety Office.

The project impacted the performance measures by, and the results were:

- Managed HVE, LEAF and CIOT grants for approximately 13 Law Enforcement (LE) agencies and 5 CSP troops in Colorado Region 3.
- Conducted 7 bi-annual Law Enforcement Agency site visits, agency audits and on-site agency training and orientation monitoring visits in Region 3, completed 6 Capital Equipment Inspections, and assisted with 2 Pre-work meetings.
- Represented the Highway Safety Office in person, and virtually at National LEL Webinars, The Highway Safety Summit, Motorcycle Safety Program Assessment (NHTSA), Colorado Task Force on Drunk and Impaired Driving, Pikes Peak Region DUI Task Force, Pikes Peak Traffic Safety Coalition, Ken Jordan DUI Awards Ceremony, Ford Motor Driving Skills For Life, DRE graduation, Regional LE Executive meetings to discuss CDOT grants, etc.
- Encouraged enforcement engagement, LEL's were present and participated with MADD in the award recognition events for outstanding officers for traffic enforcement efforts;
- Identified LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving and occupant protection enforcement.
- Ensured agency compliance by monitoring and tracking agencies' adherence with HVE plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates.

Task Number: 22-03-10

Program Name: Law Enforcement Liaison (LEL) Program

Contractor: Brannan, LLC

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions 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 utilize the knowledge and expertise of the Law Enforcement Liaison (LEL) to assist law enforcement agencies in the areas of impaired driving, occupant protection and the other behavioral traffic safety programs within the Highway Safety Office.

The project impacted the performance measures by, and the results were:

- Managed HVE, LEAF and CIOT grants for approximately 51 Law Enforcement (LE) agencies in Colorado Regions 1 & 4.
- Distributed CIOT applications to 66 LE agencies, distributed FY 2022 CIOT Purchase Orders and Claim books to 37 LE agencies, and distributed FY23 HVE Applications to 65 LE agencies.
- Conduct 10 bi-annual Law Enforcement Agency site visits, agency audits and on-site agency training and orientation monitoring visits in Regions 1 & 4 and completed 4 Capital Equipment Inspections.
- Represented the HSO in person, and virtually at National LEL Webinars, The Highway Safety Summit, CYDA, MADD, OPTF, CASRO, Colorado Task Force on Drunk and Impaired Driving, Ford Motor Driving Skills for Life, DRE graduation, Regional LE Executive meetings to discuss CDOT grants, etc.
- Encouraged enforcement engagement, LEL's were present and participated with MADD in the award recognition events for outstanding officers for traffic enforcement efforts;
- Identified LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving and occupant protection enforcement.
- Ensured agency compliance by monitoring and tracking agencies' adherence with HVE plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates.
- Maintained and contributed to "LEL Newsletter" blog.
- Contributed regularly to CDOT "Traffic Safety Pulse" newsletter.

Task Number: 22-03-11

Program Name: Colorado Court Monitoring Program

Contractor: Mothers Against Drunk Driving (MADD)

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 the Colorado Court Monitoring Program is to reduce suspected impaired fatalities by strengthening Driving Under the Influence (DUI) adjudications. Court monitoring addressed three problems: a lack of community standards for prosecutors and judges, ineffective adjudication that fails to connect DUI offenders with the appropriate countermeasures to prevent repeat offenses, and inefficiency in the court system, burdening officers with more documentation paperwork and court appearances which takes resources away from lifesaving enforcement initiatives.

The project impacted the performance measures by, and the results were:

- 5,959 total court observations were completed in FFY 2022 in the 1st, 2nd, 4th, 8th, 17th, 18th, 19th, 20th and 21st Judicial District.
- 55 volunteers/interns were recruited and trained.
- Monthly Court Monitoring Executive Unit mandatory meetings for on-going training, problem solving and cross training from other criminal justice professionals including 77 community presentations were conducted by the Court Monitoring Executive Unit, reaching 390 audience members. Presentations were conducted at 8 different universities and colleges across the state.
- A data unit was formed in May 2022, which currently contains 7 data analysts to help clean, verify and analyze the data collected.
- The Court Monitoring Executive Unit created a survey to measure the influence the program has had with volunteers and interns when engaged in the operation of Court Observations. Overwhelmingly, the interns and volunteers have found the program to positive and change their perception on impaired driving.

The Court Monitoring Program has become sustainable through much of the judicial districts with the first two judicial districts, and the 4th and 2nd implementation in 2018. The Program expanded to the 10th Judicial District on October 1, 2022.

Task Number: 22-03-12

Program Name: Vision Zero Motorcycle, Pedestrian, & Bicycle Safety Awareness Program

Contractor: City and County of Denver: Denver Department of Transportation and Infrastructure (DOTI)

This project addressed performance measures C-6. Reduce the number of speeding- related fatalities and C-7. Reduce the number of motorcyclist fatalities.

The goal of the Denver Vision Zero Speed Safety Program is to increase the number of people by 50% in Denver who are exposed to Vision Zero speed messaging as it relates to bicycle, pedestrian, and motorcycle safety.

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

- 3,872 direct total community engagement through 30 in-person or virtual events (engagement tracker). Approximately ½ of in-person events were located in DOTI Equity areas.
- 9 social media marketing campaigns/posts were conducted throughout the year with a total reach of 111,682.
- The Safe Travels survey was administered with 426 responses collected. Results showed 56% of survey takers felt unsafe when traveling Denver roads, 36% felt it was safe to drive whatever speed allowed them to go with the flow of traffic, 39% said they were involved or knew of someone involved in a traffic crash and those involved experienced no or mild injuries, and 90% said they frequently saw people speeding through their neighborhood or in other neighborhoods. The Safe Travels Survey was also translated into Spanish.
- Two focus groups were held, one partnered with Teen Safe Streets to hold a youth- based focus group with 13 attendees. No attendees knew what Vision Zero was, but none were surprised about the high number of deaths. Teens expressed sadness about the number of deaths due to “very simple tasks like scanning” or “seatbelts.” At this focus group, we discussed how comfortable teens were to tell their friends or family that their driving habits are unsafe. When asked what the most common way of getting into a car crash was, teens said drinking and smoking, being on a phone, or being distracted.
- The Safe Travels focus group had nine participants made up of community members. Participants commonly shared concerns as pedestrians and cyclists due to drivers being distracted, the desire for better designed streets, and better access to both public and active modes of transportation. When asked about speeding and behavior many participants said impatience, lack of consequences/law enforcement, and street design as the biggest contributing factors. Participants also stated that they went above the speed limit because it felt dangerous to go slower than the speed of traffic due to other drivers’ inattention and aggressiveness.
- The Safe Speeds Coalition was created with five members, that met twice during the year to create questions for the focus group to learn and understand behaviors.

- Event activities were developed and implemented to educate and engage with the community such as spin wheel questions, How Did You Get Here? Poster, and “Pinky Promise” Vision Zero pledge.
- Additionally, new materials were developed that have yet to be deployed, including
 - Vision Zero educational poster focused on facts and tips related to impaired driving, distracted driving, seatbelt use, and speeding. This messaging was informed by survey results and focus group participant answers, and talking points that were most effective during in-person engagements
 - Social media graphics and templates that will be used for promoting safe travel behaviors like seatbelt use and slowing down
 - Safe Routes to School safety coloring pages that include multimodal safety topics around seatbelt safety, safety around school zones, and helmet fit.

Task Number: 22-03-13

Program Name: Gunnison County Substance Abuse Prevention Project (GCSAPP)

Contractor: Gunnison County

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

The goal of this project is 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 project impacted the performance measure by, and the results were:

- Leveraged the social hosting ordinance created in 2021 and disseminated information in online social media campaign, through Choice Pass youth and parent platforms and in newspaper ads.
- Collected data through youth and parent survey and Healthy Kids Colorado Survey, shared data presentation on youth impaired driving rates, youth perception of harm and youth past 30-day binge drinking rates with stakeholders.
- Organized community discussions in Crested Butte/Gunnison on impaired driving and other high-risk behaviors using the socioecological model with coalition members to gain qualitative data and discuss solution focused concerns. Created positive social norming presentations/materials to share with stakeholders.
- Conducted hot spot mapping of DUIs across the county and overlaid data on a heat map. This data will be used to conduct focus groups/one-on-one interviews with those who were ticketed to understand why individuals are choosing to drink and drive to help with solutions – more transportation, more food services, weather, lack of understanding of buzzed driving, etc.
- Implemented 2 drivers education courses for Gunnison High school students with a total number of 43 students successfully completing the program.
- Worked with Crested Butte Community school to build support for Driver Education classes for Spring of 2023. We will host a Driver's Education course in conjunction with the Crested Butte Community School starting January 2023.
- Increased awareness of impaired driving through Don't Blow it Campaign – Crested Butte and Gunnison Newspapers, Travel CB and on social media.
- 2 University youth worked with GCSAPP to help with social norming messaging, hotspot mapping and hosting substance free events for youth.

Task Number: 22-03-14
Program Name: Traffic Safety Summit
Contractor: Highway Safety Office (HSO)

This project addressed all performance measures.

The HSO hosted the 2022 Highway Traffic Safety Summit July 18-20.

The purpose of this summit was to provide a forum for sharing information on best practices in engineering, enforcement, and education to identify current and new approaches to reduce the number of traffic fatalities on Colorado's roadways.

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

- 149 traffic safety partners and stakeholders attended the 2-day event.
- 98% of survey respondents were Very Satisfied or Satisfied with the Summit overall
- Survey comments included:
 - *Thank you for creating this learning opportunity for diverse professions to come together!*
 - *Small group/breakouts were super powerful - do them again!*
 - *Great conference and networking opportunity!*
 - *Thank you CDOT for providing hotel space for those of us who would not be able to attend otherwise, your support is greatly appreciated.*

Task Number: 22-03-15

Program Name: Community Traffic Safety

Contractor: Rural Communities Resource Center

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

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

- The Buckle Up In the Back Seat Program was delivered to 7 schools or agencies in both Washington and Yuma County.
- Three car seat check events were completed throughout the year. 26 car seats were checked and corrected misuse in all seats. 17 new car seats were distributed after demonstrating and education to parents or guardians.
- SADD and MADD were brought into stakeholder meetings as often as possible, considering turnover within each office.
- Student Knowledge and Information Presentations (SKIP) events were held in three of Washington County schools in collaboration with five other agencies. 400 high school aged youth attended each event and received information about Graduated Driver's License.
- 749 individuals were reached with through social media posts on Graduated Driver's License education and information, created by and in collaboration with Colorado Young Driver's Alliance.
- 1033 individuals were reached with social media posts on Child Passenger Safety education and information.

TRAFFIC RECORDS PROGRAM

Overview/ Projects

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 2022.

Program Administration

5 projects were managed with a planned budget of \$ 516,800.

Enhancing the Traffic Records System

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

1. BESDT Phase II project was to streamline CDOT crash data quality control process and improve the CDOT crash data accessibility
 2. Castlepine geocoding project was funded by 405C to improve off-system crash location data by developing linear referencing systems, and geo-coding crashes.
 3. 405C grant was used to sponsor the attendees from 8 state and local government agencies to attend the ATSIP traffic records forum in Denver.
 4. 405C grant continued to provide supplemental funding to support the ongoing cooperative agreement with NHTSA/NCSA for Colorado to provide an overall measure of highway safety using fatal crash data. Most of the costs are funded by FARS (NHTSA).
 5. CDOT and STRAC continued to contract Stolfus & Associates 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 2022, the TRC assisted preparing an update to the Traffic Records Strategic Plan, including leading and participating in stakeholder interviews of STRAC member agencies, performing stakeholder gap analyses, crafting Mission / Vision / Goal statements, and developing strategic action plans.
 - TRC Participated in a series of workshops with a NHTSA Go Team providing strategic planning assistance to Colorado and formulated an Investigating Officers Crash Reporting Manual task force for the purpose of identifying and addressing deficiencies in the Manual, to obtain feedback from law enforcement and other agencies regarding effectiveness of the Manual, to assess

training needs, and to evaluate completeness and accuracy of data resulting from the recently adopted DR 3447 crash form.

- TRC assisted in developing an outreach presentation to expand the influence and external awareness of the STRAC, its purpose, and to seek opportunities for new partnerships to improve accessibility to traffic records data. Additionally, through strategic planning and stakeholder outreach processes, the TRC has identified future 405C project opportunities for FY24 that aim to make traffic records more accessible, improve crash record location data, reconcile data being transmitted electronically, conduct surveys of traffic records users, and electronically transmit traffic citations.
- The TRC also facilitated amending the necessary documentation required to maintain an active interagency agreement between STRAC member agencies. TRC worked with the STRAC to implement recommendations from the traffic records assessment.

CDOT Traffic Data Collection and Analysis

CDOT's Traffic Records activities include the enhancement of the current crash data system (BESDT) and Crash data dashboard. The BESDT system uses the modern technology to help streamline the CDOT crash data QA/QC processes.

The crash data dashboard provides data visualizations, crash mapping and easy-to-use filtering on crash, occupants, and non-motorist data. The CDOT crash data collection and analysis support strategic allocation of resources to address both persistent and emerging traffic safety problems and help to identify high-risk drivers, communities and highways at project level, which emphasize saving lives, injuries, and cost to the citizens of Colorado.

Task Number: 22-41-03

Program Name: Traffic Records Coordinator

Contractor: Stolfus & Associates, Inc.

The goal of this project was to supply Colorado with a Traffic Records Coordinator (TRC) to organize traffic records systems among all the agencies involved for the Statewide Traffic Records Advisory Committee (STRAC).

The TRC worked closely with STRAC, The Colorado Department of Transportation (CDOT), The Colorado Department of Revenue (CDOR), The Colorado State patrol (CSP) and other agencies (including police departments) involved with traffic records, regarding traffic safety data programs at the state, regional and national level.

The TRC acted as a liaison among the involved agencies, under the guidance of the CDOT Project Manager. Duties included preparing an update to the Traffic Records Strategic Plan, including leading and participating in stakeholder interviews of STRAC member agencies, performing stakeholder gap analyses, crafting Mission / Vision / Goal statements, and developing strategic action plans.

Participated in a series of workshops with a NHTSA Go Team providing strategic planning assistance to Colorado. Formulated an Investigating Officers Crash Reporting Manual task force for the purpose of identifying and addressing deficiencies in the Manual, to obtain feedback from law enforcement and other agencies regarding effectiveness of the Manual, to assess training needs, and to evaluate completeness and accuracy of data resulting from the recently adopted DR 3447 crash form.

Developed an outreach presentation to expand the influence and external awareness of the STRAC, its purpose, and to seek opportunities for new partnerships to improve accessibility to traffic records data. Attended the Traffic Records Forum and debriefed the STRAC on lessons learned. Assisted with the roll-out of the updated Fatal Blotter by reviewing the existing user manual documentation and developing updates to the manual. Attended bi-weekly coordination meetings with STRAC leadership to monitor status of existing traffic records initiatives and further new initiatives.

Organized and attended bi-monthly STRAC meetings to report on progress, conduct routine traffic records business, and identify ways of implementing the traffic records strategic plan.

Additionally, through strategic planning and stakeholder outreach processes, the TRC has identified future 405C project opportunities for FY24 that aim to make traffic records more accessible, improve crash record location data, reconcile data being transmitted electronically, conduct surveys of traffic records users, and electronically transmit traffic citations. The TRC also facilitated amending the necessary documentation required to maintain an active interagency agreement between STRAC member agencies. Finally, the TRC worked with the STRAC to implement recommendations from the traffic records assessment.

Task Number: 22-41-04

Program Name: Technology Transfer

Contractor: Safety and Traffic Engineering Branch

This project addresses all of the traffic record performance measures as it trains project managers and safety professionals to manage their projects better and to handle the changing needs of traffic records.

The goal of this project was to enable the attendees to learn:

1. The latest safety data collection methods and the best practices by DOTs.
2. How to best collect and utilize more accurate traffic records and highway safety data.
3. How to plan and participate in a successful Traffic Records Coordinating Committee (TRCC), similar to Colorado's STRAC.
4. To network with a variety of transportation and highway safety professionals.
5. How better data can help save more lives.

Project Description: This project funds the attendance of core STRAC members (to be determined based on priority) to attend the 2022 Traffic Records Forum, hosted by Association of Transportation Safety Information Professionals, and sponsored by NHTSA, FHWA, FMCSA, and BTS (Bureau of Transportation Statistics). The Traffic Records Forum is a valuable event where the users of crash records network with peers from other states. They share the knowledge of professionals from a variety of agencies, coordinate successful examples as demonstrations to others, train on new programs, and learn challenges and successes of other state agencies. They also share new research projects, applications of technology, and resources that are available. The Forum provides the opportunity for safety professionals to meet with traffic records software developers to discuss current and future needs.

Attendees from eight state and local government agencies were funded to attend the forum. STRAC members from CDOT and DOR volunteered to help with event coordination and registration.

Task Number: 22-41-06

Program Name: City of Castle Pines Crash Geocoding and Linear Referencing

Contractor: DiExSys, LLC

The project addressed planned improvements in accuracy, uniformity, accessibility, and completeness of the off-highway system crash records in the City of Castle Pines. 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 (2016 - 2020) without reported latitude/longitude coordinates and create a linear referencing system enabling segment-based safety analyses and spatial analysis of crashes.

3,400 crash records were geocoded, covering Douglas County in addition to Castle Pines. The City of Castle Pines was only recently incorporated and the crashes occurring within the city did not include a city name or city FIPS code. Using GIS spatial processing techniques, city and county information was populated after geocoding of crash locations. Geocoded crash information was provided to CDOT's Traffic and Safety Branch to be included in the state's permanent crash records file.

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

- Creating spatial data enabling Castle Pines Traffic Operations staff to visualize concentrations of injury crashes at intersections and along roadway corridors in to focus deployment of safety countermeasures.
- Accuracy and completeness of COOT 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.
- 98% of off-highway system crashes were geocoded.

Task Number: 22-41-07

Program Name: BESDT Phase II

Contractor: Office of Information Technology (OIT)

The goal of the BESDT Phase II is to complete the development of some critical functions such as data validation and reporting to make the BESDT system operate more efficiently and accurately. A list of system functions has been developed and deployed as follows:

1. 106525 - P1-63.1-(search records). Add search option(s) involving specific vehicle or non-motorist type
2. 94793 - P1-38-(search records)-(in process): Ability to search both location1 and location2 at the same time.
3. 94818 - P2-60-(Open RDF, RDF Maintenance)-(in process): RDF window visibility and options
4. 108133 - P1-EXPORTS-127 VisionZeroSummary Export Inconsistencies
5. 108139 - P1-EXPORTS-128 Add Fields to VisionZeroSummary Export, Remove Fields, Adjust/Repair Fields
6. 94828 - P1-68- (Open RDF-In process): Need the ability to open the RDF in a new window completely separate from the crash narrative pages, not linked to any one record.
7. 109441 - DB Changes for release 2.0.4
8. 94771 - P1-18-USEROLE-(User): All users should be able to search and view all records.
9. 94878 - P3-XX-Copyright As a Product Owner we need the interface to show Copyright 2022 instead of 2021.
10. 103607 - P1-31-DATAVAL-(Rd Number): Upon CHANGE, validation check utilizing the RDF with on-system records.
11. 94738 - P1: Need ability to load more than 2,000 records in the search grid... or project grid. Increase max records to 15,000 (updated from 10,000)
12. 105112 - P1-RDF-Maintenance increased milepoint and distance displays from hundredths to thousandths.
13. 103427 - P2-(next phase priority)-Private Property Check-DA- Restrict Private Property which isn't a crash from showing up in BESDT.
14. 94879 - P1-C116-(injury exports): Exports are currently not calculating the injury levels properly. Non-motorists are not included (Crash Header and VZS)
15. 94796 - P1-41-EXPRT-(segreated dupes): Add a checkbox to include the segreated records in the exports.

16. 94795 - P2-40-EXPERT: Enhance the filtering - add: drop down of data ranges available, between value (for numeric ranges)
17. 104238 - P1-(Current)-The Developer Team needs a Change Management for our end of Sprint release for Sprint 34.
18. 103512 - P3-XX-Copyright As a Product Owner we need the interface to show Copyright 2022 instead of 2021.
19. 106524 - P1-63-(search records) Adjust criteria segregated crashes to match exports
20. 94878 - P2-119:
 - a. Need RDF mile points to be in the thousandths place (000.000) to be consistent with DTD.
 - b. Manual coding screens allow for this extra character, but the RDF (and all its features) needs to be updated to the thousandths.
21. 94785 - P2-31-DATAVAL:
 - a. Upon save validation check utilizing the RDF with on-system records.
22. 96322 - Fix these 3 fields EMS Trip #, Expired Date, and Expired Time fields
 - a. code change: made these 3 fields as not required and also fixed the issue with saving the values to DB.
23. 94783 - P2-29-DATAVAL: Time of crash should be removed from the internal validations.
24. Code change : Time of crash, the validation on this field has been removed (this 94740 - Fix for duplicate records
 - a. code change: remove the duplicate records when the project details are viewed
 - b. DB changes: 3 stored procedures have been modified to fix this issue (dbo.ExportCrashHeader, dbo.ExportCrashHeaderPII, dbo.ExportVisionZeroSummary)
 - c. (will be optional)
25. 94743 - Need ability to integrate GIS data back into BESDT.
 - a. DB change: Two columns on the crash table (latitude and longitude) data type have been updated to accept 7 decimal places.
 - b. code change: latitude and longitude validations had been modified to accept up to 7 decimal places.

OCCUPANT PROTECTION/CHILD PASSENGER SAFETY

Overview/ Projects

The Occupant Protection/Child Passenger Safety emphasis area funded efforts to reduce serious injury traffic crashes and fatalities in occupant protection and child passenger safety through education, awareness, and enforcement efforts.

Program Administration

6 projects were managed with a planned budget of \$1,138,237.

Efforts and activities included:

- Created strategies to address child passenger safety and booster seat usage.
- Provided technician trainings around the State and in underserved communities.
- Provided support to law enforcement to enforce Colorado's seat belt laws during three Statewide "Click It or Ticket" high-visibility campaigns.

Task Number: 22-05-01
Program Name: Car Seats Colorado
Contractor: Colorado State Patrol

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

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

- Between October 1, 2021, and September 30, 2022, provide NHTSA New Technician Courses targeting Colorado counties identified as underserved based on the number of technicians vs. community size. For the year Car Seats Colorado hosted 10 classes 3 were canceled due to weather, COVID, and lack of students. A total of 114 new technicians were certified. Statewide Colorado has roughly 1100 technicians. Between October 1, 2021, and September 30, 2022, provide a minimum of five NHTSA Child Passenger Safety Technician certification renewal training courses. In total Car Seats Colorado held 19 CEU classes, 7 advocate classes and 6 events. These classes and events encompassed a majority of Colorado touching all four- corners and major metro areas.
- Monitor and transition the number of technicians using paper forms to the new digital forms introduced in 2020. Increase the number of users by 5% each fiscal year. Overall, every month in the grant cycle except for July trended in an upward pattern. Some examples are; January 2021 – 218 inspections reported. In January of 2022, 432 inspections were reported. In April of 2021, 324 inspections were reported. In April of 2022, 405 inspections were reported.
- Between October 1, 2021, and September 30, 2022, provide 400 hours of overtime to Colorado State Patrol members for safety programs and enforcement. Car Seats Colorado provided 339.50 Hours.
- Increase and provide the customizable stock media for local and statewide use in conjunction with the Colorado Department of Transportation (CDOT) Public Relations Office. 103 Agencies and/or Caregivers requested a total of roughly 12,800 collateral pieces for the year
- Provide digital, and terrestrial media awareness within communities during key times throughout the year. I.E. Back to school seatbelt awareness, CPS Month, Winter weather awareness. Throughout the year several awareness strategies were implemented. For example, during the week of September 18 - 24th Car Seats Colorado ran a radio buy on local radio stations and online streaming services.

Task Number: 22-05-02

Program Name: SMC's Car Seat Safety Program

Contractor: Health One/ Swedish Medical Center

This project addressed performance measures 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 educate parents and caregivers on how to properly install and use car and booster seats. This was achieved through a car/booster seat fit station hosted at Swedish Medical Center, community-based educational events and sessions, and education for parents/caregivers of infants prior to discharge from Swedish Medical Center. This project has a focus on underserved populations (including, but not limited to, low-income, those who do not speak English as their household language, refugees, and people experiencing homelessness/transitional housing).

The project impacted the performance measures by, and the results were:

- 516 parents/caregivers were educated about child passenger safety (an increase from 404 last year).
- Swedish Medical Center staff were required to show every parent and caregiver with an infant in Labor & Delivery, Family Place, and Neonatal ICU a 3 minute video on infant car seat use prior to discharge.
- Annual in-service held for Labor & Delivery and Neonatal ICU on child passenger safety
- Interpretation and translation services were offered at all car/booster seat appointments and educational events/sessions.
- In addition to the fit station, 11 educational events/sessions were held January – September 2022
 - 128 families were served
 - 167 car/booster seats were checked
 - 135 car/booster seats were donated (using an external funding source)
- Of the parents/caregivers that we provided educational sessions to between May – September 2022, there was a:
 - 45% increase in identifying correct tightness of a 5-point harness
 - 34% increase in identifying when a child can safely use a seat belt only
 - 11% increase in identifying how long a child should remain rear-facing

Task Number: 22-05-03

Program Name: Occupant Protection Technology Transfer

Contractor: Office of Transportation Safety (OTS)

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 HSO sent the Vice Chair of the Colorado Task Force on Drunk and Impaired Driving to the 2022 GHSA Conference in Louisville, KY.

Task Number: 22-05-04

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.

The HSO was able to continue engagement from the majority of law enforcement agencies by implementing three statewide CIOT enforcement campaigns. The first statewide enforcement campaign was April 4 - 20. The National May Mobilization was May 16 – June 5 and one additional statewide campaign took place July 25 - August 5.

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

- The April CIOT campaign had 63 agencies participate and 1,446 seatbelt citations were issued.
- The May Mobilization CIOT campaign had 61 agencies participate and 1,891 seatbelt citations were issued.
- The July CIOT campaign had 55 agencies participate and 2,628 seatbelt citations were issued.

Task Number: 22-05-05
Program Name: Seat Belt Survey
Contractor: Atelior, LLC

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 2022 study is the first year of five with a new set of site locations. In the spring of 2022, Atelior worked with NHTSA and CDOT to reselect new site locations for the 2022-2026 survey years. The change in site locations resulted in a new baseline sample.

Observer training and certification was completed by the end of April 2022, allowing for any remedial training, or retesting for certification as well as time for the Observers to walk through software and processes required for successful data collection.

The project was designed to collect seat belt usage data through direct observation of vehicles in two separate surveys. One survey (Premobilization) was conducted May 1 – 7, immediately prior to the enforcement wave. The second survey (Statewide) was a more comprehensive survey performed from June 12-27 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 204 sites and observation of 27,332 vehicles. The Statewide Study involved 744 observation sites and 99,476 vehicle observations.

The 2022 Seat Belt Survey results show some changes in seat belt usage from the previous year's averages across the five vehicle categories: Cars, Vans, SUVs, Trucks and Commercial Vehicles. Seat belt usage is highest among Trucks at 89.7% and lowest among SUVs at 80.5%

- Cars remained consistent from 2021 to 2022 standing at 86.1%
- Trucks rose from 82.5% to 89.7%
- Vans dropped by 11.9
- SUVs dropped by 10.2
- Commercial Vehicles dropped by 5.0

The average seat belt usage across the five categories stands at 86.4% compared to 88.1% in 2021. This change of 1.7% represents a percentage decrease from 2021 of 1.9%.

The two surveys were conducted successfully and yielded the following results:

- Overall seat belt usage rate to be 86.4% for Premobilization and 89.72% for Statewide.
- Both surveys show a positive correlation between speed of vehicles and seat belt usage i.e., the higher the speed the higher the seat belt usage rate.
- Primary roads have a higher seat belt usage rate than secondary and local roads.
- The Statewide Non-observable rate was 2.6%
- Standard errors were 1.2% for Pre-Mobilization study and 0.6% for the Statewide.

Task Number: 22-05-06

Program Name: Traffic Safety Recognition Events

Contractor: Highway Safety Office (HSO)

Three recognition events were hosted by Colorado Department of Transportation (CDOT) and Mothers' Against Drunk Driving (MADD).

- The first event was held in Grand Junction at Redlands Mesa Golf Course on May 5, 2022. Sixty individuals including law enforcement were in attendance.
- The second event was held on May 11, 2022, at the Space Foundation Headquarters and Discovery Center. There were 80 people in attendance.
- Third and final event was held June 1 at the Westin Westminster. One Hundred and eighty-nine attended.

These events recognized law enforcement officers for their dedication and commitment to enforcing seat belt, impaired driving, and speed enforcement in the State.

Motorcycle Safety

Overview/ Projects

The projects in the Motorcycle Safety program this year are detailed in the Office of Communications section.

Program Administration

1 project with a planned budget of \$50,000.

- The HSO completed a Motorcycle Safety Assessment that resulted in 26 priority recommendations.

Task Number: 22-07-01

Program Name: Assessment of the Colorado Motorcycle Safety Program

Contractor: Colorado Highway Safety 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 (FARS), C-7. Reduce the number of motorcyclists fatalities, C-8. Reduce the number of unhelmeted motorcyclist fatalities (FARS).

- An assessment of the Colorado Motorcycle Safety Program was performed by subject matters experts of various disciplines in motorcycle safety.
- The final assessment report included 26 priority recommendations.
- The Highway Safety Office, Colorado State Patrol, Colorado Department of Public Health, and the Motorcycle Operator Safety Advisory Board have begun to form teams to address the recommendations.

COMMUNICATIONS

Overview/ Projects

The Office of Communications (OC) provides strategic communications efforts for the Colorado Department of Transportation's Highway Safety Office (HSO). In 2022, 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 \$2,619,000.

Summary of Strategic Communications Efforts

- In 2022, the OC engaged in public relations, media relations and paid advertising strategies to support 15 high-visibility DUI enforcement periods. These programs promoted the consequences of DUI arrests along with the importance of using ride share services or designating a sober driver to stay safe. Paid advertising was used to educate the public to not over-complicate the decision to drive impaired. The message was simple - impairment is impairment no matter how much you have consumed. 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 used to reach this population.
- The OC also supported three *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 encouraged the 13% of people who don't buckle up to do so. The OC also partnered with first responders in areas with low seat belt use, such as Pueblo, 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 once again launched the *Distraction Reactions* campaign. This concept struck a careful balance between being eye-catching and memorable, while conveying the seriousness of an issue that contributes to more than 40 crashes a day on Colorado roads. Media buy deliverables for the campaign included radio and video assets.
- In 2022 the OC launched *Excuses to Speed Don't Exist* to address the increase in speed-related fatalities in the state. Other campaigns launched in 2022 included: a pedestrian safety campaign, *The Left Behind*, that depicted the devastating outcomes of pedestrian crashes; the *Ask the Experts* video series, which provided tips and resources to parents on car seat safety; a the *Keep Your License Safe* campaign aimed at teens regarding special laws that apply to new drivers in the state; the *Aftermath* motorcycle safety campaign that targeted riders to wear helmets; and *Hard to See*, a campaign that asked drivers to use extra caution near motorcycles.

Task Number: 22-08-01

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

Contractors: Amelie Company; Communication Infrastructure Group; Corona Insights

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 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 the results were:

- Earned media efforts resulted in 722 stories generating 187 million impressions across broadcast, print, online and social media.
- To bring attention to rising fatalities before the holidays, a press event was held with State Patrol to highlight the importance of never driving impaired.
- In conjunction with Uber, the GHSA “Ultimate Party Host Campaign was launched to distribute ride credit during the 2021 holiday. This included a media activation at a Denver liquor store to distribute ride credits. Over 800 ride credits totaling more than \$10,526 were distributed to help people avoid driving impaired.
- A pre and post campaign survey was conducted to measure familiarity with the campaign tagline and other assets. General awareness of DUI enforcement increased on the August survey, from 25% in March to 30% in August. Drivers who identified as Black or African American (compared to those who identified as White) or male (as opposed to female) were more likely to say they had seen increased enforcement over the last 30 days. Roadway signs and TV were the two most common sources of awareness, with the former increasing significantly over the pre wave (49% vs. 29% in March). TV as a source actually decreased slightly to 38%, down from 46% in March. If You Drink, Don’t Drive had the highest awareness of DUI slogans tested at 33% on the post.
- A statewide driver survey was conducted to understand impaired driving behaviors and practices in the state. Twenty one percent reported driving within two hours of consuming alcohol in the last month, a 3% increase. Seven percent reported driving within two hours of cannabis use (unchanged). Three percent reported driving within two hours of using prescription medication (a 2% decrease).
- In partnership with Anhauser Busch and Uber, the Decide to Ride promotion was launched during Fourth of July and Labor Day, which provided an incentive for people not to drive impaired and use ride share services during each holiday.

- A Holiday Impaired Driving grant application to the Governor’s Highway Safety Administration was submitted and ultimately approved. The title of the campaign is “There’s Nothing Uglier than a DUI” and will provide Lyft ride credits to get people home safely.
- An earned media and public outreach tactic was launched at the Stanley Marketplace and the Art RiNo Festival. Pop-up informational banners and fact sheets in English and Spanish were featured to educate people about the consequences of a DUI arrest.
- Creative assets for the media buy were updated to bring attention to situations where the logical choice is not to drink and drive. These included billboard assets, a wall-scape in downtown Denver, restaurant coasters, and posters that would go in restaurants and bars around Denver.

Task Number: 22-08-02

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 the results were:

- The reach-based campaign featured the 'Drinking and Driving Don't Mix' creative and was in market from June 27 to August 7, reaching 3,359,146 total users and serving 34,658,739 total impressions, including 2,144,977 impressions specifically to Spanish-speaking audiences. A total of 42,018 users were driven to the campaign landing page from social and display efforts.
- Despite the performance drops (likely due to creative fatigue), social campaign channels were able to serve 524K impressions through a geofence to users with drinking interests who were in or around popular bars in the Denver area, helping to reach relevant audiences in a contextual environment. The 'Been Drinking' ad version led to the strongest performance in the campaign, with a click-through-rate (CTR) 165% higher than the campaign average.
- Although Snapchat efforts also saw CPM costs increase compared to 2021 efforts (+23%), Snapchat was able to reach 1,045,653 unique users, representing a 104% higher campaign reach despite only having an 11% higher budget allocation. A 30% higher year-over-year CTR also helped the campaign to drive nearly 10K users to the campaign landing page.
- Partnerships were key in this campaign. This included a new tactic for 2022 that leveraged the Denver Hispanic television stations Univision and Telemundo, which extend broad reach to our Spanish-speaking audience in Denver. This awareness tactic complemented the reach of our digital media tactics sharing our specific Spanish creative, which ran for a 6-week flight. Additionally, the joint effort between Mothers Against Drunk Driving (MADD) and CDOT garnered 200,000 impressions with 121 spots.
- As a place-based tactic, safety messaging was distributed inside 43 different restaurants and bars around the state of Colorado.
- An additional out-of-home activation was the implementation of two large wall-scapes located in downtown Denver near 16th and Champa. These were strategically placed near busy bars and high-traffic areas sharing the safety message.
- The third out-of-home activation was the five strategically placed billboards in and around the city of Denver. Along with the five purchased placements, two additional boards were placed as added value. Located on Grant and 6th and I-76 near I-25, these boards brought in a total of 7.6 million

impressions. Combined with the wall-scapes and place-based placements, the out-of-home strategy garnered a total of 9.5 million impressions.

- Finally, a partnership with The Denver Post and It's In The Know portal helped garner 850,185 impressions with an average 0.47% click-through rate, with the e-newsletters performing best.

Task Number: 22-08-03

Program Name: High-Visibility DUI Enforcement – Latino

Contractor: Hispanidad

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 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 the results were:

- New :30 and :15 Spanish ads were produced to increase awareness and encourage the target audience (male 21+ Spanish-speaker) to plan ahead and not drive impaired, while also reducing incidences of alcohol-impaired driving. The new culturally relevant spot features a group of friends that planned ahead for a sober designated driver after a night at the bar. The spot was created to provide a tangible example to the viewer of what it looks like to plan ahead and be responsible – “sean responsables”.
- A new drugged driving ad (El Imprudente/Loteria card) for social media was developed.
- Partnerships with Spanish media outlets, such as Univision and Telemundo, were strengthened in order to share information on impaired driving with a wider audience.
- The “Responsible” Spanish designated driver video was produced and included in the 2022 media buy.
- The Spanish impaired driving website was updated with new copy and imagery.
- Over 18 press releases and media advisories were translated and distributed to the news media on topics such as DUI enforcement periods, dangers of cannabis and driving and the legal consequences of a DUI.
- Provided over 20 interviews in Spanish with media outlets reaching Latino audiences with awareness on a wide range of topics involving alcohol and drug impaired driving.

Task Number: 22-08-04

Program Name: Motorcycle Safety – Driver Awareness

Contractor: R and R and Vladamir Jones

This project addressed performance measures 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 the results were:

- The awareness-based Motorcycle Safety – Driver campaign featuring the ‘Motorcycles are hard to see’ creative ran from July 18 to August 7, reaching 1,429,868 total users and serving 4,241,153 total impressions, exceeding the campaign benchmark impression goal by 25%. A total of 751 users were driven to the campaign landing page from social, streaming audio and display efforts.
- Campaign targeting was split between statewide and county-specific, with both efforts serving the static ‘Funerals Are Hard’ ad version, which led to 17% higher engagement than the ‘Look Twice – Save a Life’ creative from 2019.
- Out-of-home placements brought in 888,132 impressions with two prime billboards located on I-25 for constant exposure, one strategically placed on the north end of I-25 heading toward Wyoming and the final board located near Colorado Springs headed southbound on I-25. With the Sturgis motorcycle rally starting August 5, placement on a main route toward South Dakota was executed to drive awareness of motorcycles on the road.
- Streaming audio added an incremental reach of 455,276 users listening on all platforms (desktop, mobile and in-car streaming) and brought in an additional 1 million impressions with a click-through rate of 0.30%.
- An additional campaign flight ran in September on Facebook and Pandora reaching 1,196,081 users and serving a total of 2,346,093 impressions.
- Following a deadly year for motorcycle riders, a new campaign called Funerals are Hard to See was launched to remind drivers to always look twice for motorcyclists.
- Safety signs were placed on the exit arm at seven Denver parking lots with a warning to “LOOK TWICE FOR MOTORCYCLES. The signs provide an “on the spot” reminder to look for motorcycles before turning on to busy roads. News stories about the tactic produced 4,643,740 earned media impressions with a publicity value of \$22,308.

Task Number: 22-08-04

Program Name: Motorcycle Safety – Rider Awareness

Contractor: R and R, Vladamir Jones

This project addressed performance measures C-7. Reduce the number of 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 the results were:

- The awareness-based motorcycle rider campaign featured the Always Wear a Helmet creative and ran from May 2 through May 22, reaching 1,444,524 users and serving over 11.3 million impressions in total. The campaign also had a 72% video view rate across digital and social channels, and a total of 29,996 clicks across all efforts.
- This year's tactical strategy included social content with social listening, out of home mass awareness, and Tremor video placements that are more costly, but also lead to very high engagement performance.
- This campaign showed the importance of the omni-channel approach, with static assets in Facebook leading to 74% of total clicks received within the platform, and video assets in Snapchat leading to strong engagement and leading to 91% of swipe ups.
- Utilizing the Always Wear a Helmet creative, mass awareness tactics were used including billboards, both digital and static. Placed within the five counties across Colorado with the most motorcycle crashes, the billboards garnered 5.2 million impressions.
- Kicking off Motorcycle Safety Month and the 2022 riding season, a media event was held in partnership with The Cut on Location and Performance Cycle to remind motorcycle riders to stay safe on Colorado's roads by wearing a helmet. The campaign reminded riders that the only cuts motorcycle riders should be getting this summer is by a barber. The event was covered live by a local TV station. Overall, there were 621,579 earned media impressions with a publicity value of \$2,803.67 resulting from the tactic. A second media event in Colorado Springs garnered 545,736 earned impressions and 18 news stories.

Task Number: 22-08-05

Program Name: Click It or Ticket, PR, Evaluation, Rural Outreach

Contractors: Communication Infrastructure Group; Corona Insights

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. This project also included a special emphasis on rural areas.

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

- CIOT public relations (PR) activities generated 54,434,355 earned media impressions with a publicity value of \$9,110,725. These efforts led to over 17,000 website views and almost 9000 interactions on social media.
- PR tactics included a Pop Culture Seat Belt post initiative. In this tactic, pop culture seat belt moments from popular movies were featured on social media channels. A toolkit was created for safety partners to share the campaign posts. The effort resulted in 151,121 impressions and 1,356 engagements. Nine partners collaborated on the project, which helped extend reach.
- The three Click It or Ticket enforcement periods were highly promoted to ensure they were highly visible during the summer months. Press releases, news media partners and social media were used to spread the message. In rural areas, there was extensive outreach to local radio stations.
- Three “Buckle Up” fence installations at schools, clinics and hospitals helped encourage seat belt use in rural and urban areas.
- A safety brochure for Colorado Monument National Park was developed for visitors and the community. The brochures will be placed at the entrance booths to the park next campaign season and provide a visual reminder of safe practices when visiting.
- Pre and post CIOT campaign surveys were conducted. The pre campaign awareness was 15% with awareness in June at 18% and awareness in August at 21%. Across waves, those under 56, those who spoke Spanish at home, and those who identified as Black or African American were more likely to have reported awareness of seat belt enforcement.
- Roadway signs and TV were the two most common sources of awareness, with the former increasing significantly over the pre wave (48% vs. 31%).
- Click it or Ticket had the highest awareness of any campaign slogan at approximately 53%.
- A survey of drivers across the state revealed a 3% drop in people who reported sometimes not wearing a seat belt (11%).

Task Number: 22-08-06

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 the results were:

- The awareness-based Click it or Ticket campaign featuring the ‘Seatbelts are something we can all get behind’ assets as well as the new ‘Stories’ video assets ran from May 23 to June 19, reaching 2,219,132 users and serving 38,524,922 total impressions, including 4,108,181 impressions specifically to Spanish-speaking audiences.
- Click it or Ticket social campaigns reached 9% more unique users and served 54% more impressions than in 2021.
- Mass awareness tactics were included in the campaign, such as traditional radio schedules in Denver, Fort Collins/Greeley, and Colorado Springs, which generated nearly 9 million impressions. Out-of-home placements included both billboards (25) and gas pump toppers (55) within Denver. Weld and El Paso counties displayed the safety messaging on both billboards and bus tails that resulted in 2 million additional impressions for our out-of-home execution. Mobile geofencing display tactics helped extend the campaign’s reach.
- The awareness-based Click It Or Ticket Rural campaign featuring the “We’re All Behind Seat Belts” creative ran from July 18 to August 14, reaching 413,722 total users and serving 6,519,462 total impressions.
- Social efforts were utilized for this campaign for the first time in 2022 and led to solid reach (270,144) and impressions (631,016) against the target audience. Traditional radio helped extend the campaign reach to rural areas of Ft. Collins, Pueblo, Cheyenne, and Moffat counties.

Task Number: 22-08-07

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 the results were:

- Creative and CIOT messages were adapted for the Spanish-preferred audience and all press releases and media outreach were provided in Spanish.
- Univision shared Click it or Ticket data and enforcement information with their audience, which generated more than 26,200 impressions while Univision shared Click It or Ticket seat belt enforcement information, which resulted in 12,281 impressions.
- The following child passenger safety materials were created, translated and delivered to community partners:
 - CPS Technician Multilingual Guide in 15 languages, CPS posters in 18 languages and CPS brochure in 16 languages
 - Seat belt flyer (targeting pregnant women) in 6 languages, in partnership with UCHealth
- A car seat safety clinic and media event was hosted at the Paco Sanchez Park in Denver. Another clinic was hosted with State Patrol at the Immigrant & Refugee Center of Northern Colorado.
- Two new car seat safety videos, in partnership with Car Seats Colorado, were produced in English and Spanish for placement in a media buy.
- Thirteen press releases and media advisories were translated and distributed on seat belt use and child passenger safety.
- Ten interviews were conducted in Spanish with media outlets reaching Latino audiences with awareness on a wide range of topics involving occupant protection.
- Collaborative efforts to extend the seat belt safety message to new audiences included outreach and engagement with the Southern Ute Indian Tribe, the CDOT safety summit, Adelante's Back to School fair, the Community Traffic Safety Grants Manager and the Colorado College Empower Summit.

Task Number: 22-08-08

Program Name: Teen Driving and GDL

Contractor: Amelie and Vladamir Jones

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 the results were:

- The engagement-focused Teen Driving Safety campaign featuring the “Keep Your License Safe” creative ran from August 8 to September 4, reaching 2.3M total users, serving 10.8M total impressions, and leading more than 13K users to the campaign landing page, representing a 16% increase over 2021 campaign efforts.
- A combination of existing and new creative was utilized in 2022 social campaign efforts and helped lead to a 73% lower Cost/Landing Page View in Facebook, a 38% higher Swipe Up Rate in Snapchat, and a 56% lower CPM cost in TikTok when compared to the 2021 iteration of the campaign.
- County-specific targeting was applied to Facebook and Snapchat social efforts.
- A partnership with Tremor targeted both parents and teen drivers and included apps and sites popular with high school students in both Denver and El Paso counties. This approach helped garner 478,185 impressions with an above-benchmark view-through rate of 83%.
- A new TikTok-looking video was produced this year and included in the media mix. It featured augmented reality, which is popular among TikTok users. The ad personifies a cell phone in a vehicle showing the phone snapping back at the teen for trying to use it while driving.

Task Number: 22-08-09

Program Name: Child Passenger Safety

Contractor: Communication Infrastructure Group, 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 reduce the number of children killed 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 the results were:

- The engagement-based Child Passenger Safety campaign featured the “Listen to the Experts: Ensure Your Child’s Safety” creative and was in market from September 5–25. It reached 157,438 total users and garnered 2,341,516 total impressions among our target audience of parents with children aged 0–8, which led to 13,813 clicks to the website. This was a 14% increase in impressions and 63% increase in clicks when compared to the 2021 campaign.
- Three media events or press releases were conducted. A Father’s Day press release encouraged fathers to educate themselves on proper car seat use and installation by reading car seat and vehicle owner’s manuals. A car seat inspection data press release highlighted new data compiled in a national dashboard from car seat inspections performed by car seat technicians. Finally, a media event with State Patrol, the Office of New Americans and car seat technicians promoted new multilingual resources available to the public and offered free car seat safety clinics the community.
- New multilingual resources were developed and shared with partners in healthcare, law enforcement and immigrant and refugee support organizations—including distribution through Bright By Text (15,653 subscribers with 208 click-throughs).
- A new multilingual webpage on CarSeatsColorado.com was developed to further reach immigrant audiences.
- Crash test footage from the Insurance Institute for Highway Safety was used to create a new series of three PSA’s for use in a paid digital campaign that ran in September.
- Overall results included 18,171,000 earned media impressions with a publicity value of \$1,617,620. Website pageviews included 166,775 from organic social media posts and over 1000 interactions.
- The paid buys on social media generated strong engagement performance, including a 1.55% click-through rate and a 46% overall video view rate which represents a 53% higher view rate compared to 2021 efforts.
- Social listening partner, Cluep, helped reach parents posting about family vacations, pictures of adventures, or engagement with videos that contained summer family activities.

Task Number: 22-08-10

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:

- A Social Media Campaign Comment Tracking spreadsheet was developed to more efficiently and completely respond to online engagement.
- Impression data, both earned and paid, on all eight safety campaigns was compiled monthly.
- Traffic safety webpages were overhauled to remove broken links and outdated information.
- A press event regarding the rise in traffic fatalities was conducted. A media advisory, press release and resource material was developed.
- Traffic Safety Pulse newsletters were drafted and distributed monthly to over 200 individuals and organizations in Colorado.
- An El Paso County speed awareness media event, media alert and press release were coordinated. This generated nine online and print stories, totaling 1.7 million impressions; 21 broadcast stories, totaling 199,543 impressions; and four social media stories, totaling 430,295 impressions.
- The results of Colorado's 2022 Driver Behavior Survey were included in a press release and distributed to general market media across the state.
- Press releases were translated and distributed to the into Spanish media, including the 2022 Colorado Driver Behavior Survey. This was one example of how partnerships with Univision and Telemundo were strengthened, which resulted in almost 50,000 earned media impressions.
- A partnership with Univision and Telemundo was launched to promote distracted driving safety message via new :15 and :30 videos (in Spanish) for use on stations' broadcast and social media (Facebook, Tik Tok).
- A strategy and application for a distracted driving grant application to the Governor's Highway Safety Administration was developed. The application for funding was approved.

Task Number: 22-08-11

Program Name: Distracted Driving

Contractor: CIG, Hispanidad and Vladamir Jones

This project addressed performance measures C-12. Reduce the number of fatalities 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 ban on texting. 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 the results were:

- The 2022 awareness-based Distracted Driving campaign featured the Drop the Distraction videos ran from March 14 to April 10, reaching 1,577,216 users and serving 15,145,588 total impressions, including 731,534 impressions specifically to Spanish-speaking audiences.
- Although the Distracted Driving social campaigns saw higher allocated budgets in 2022, in addition to generating a 43% increase in total reach, the campaign also led to high video engagement performance, with a 79% video view rate across digital and social channels, which was also a 20% increase year over year.
- In addition to year-over-year increases in reach and video engagement, the campaigns also served impressions at a more efficient rate than in 2021, leading to 11% lower costs in Facebook. This helped the platform serve 130% more impressions overall in 2022.
- While the social and digital campaigns were optimized toward video views and reach, the awareness videos also generated high levels of engagement at over 15,000 clicks and an average click-through rate of 0.35%. Although the video creative remained the same as 2021's campaign, users continued to engage with the messaging at an increased rate of 55% in total clicks, and a 29% increase in overall click-through rate.
- The creative assets from 2021 were repurposed to continue to reinforce the need for a social stigma around distracted driving. In distracted driving crashes that involved serious injuries, phones were identified as the leading culprit in 2020.
- To help raise awareness of these concerning statistics during Distracted Driving Awareness Month, several efforts were undertaken including:
 - A campaign-launch press release to highlight new data and public survey results.
 - A partner toolkit shared with 66 statewide partners.
 - Social media posts distributed across CDOT's social platforms.

- Distribution of creative signs aligned with the Distraction Reactions creative to 15 partner parking lots across the Denver Metro area
- An online “Defeat Distracted Driving Pledge,” which was distributed to more than 75 partners and publicized on CDOT’s social media channels, encouraging all Coloradans to pledge against distracted driving.
- The earned media tactics produced 44,768,681 impressions with a publicity value of \$8,822,832. Over 250 news stories covered the campaign and there were 18,468 website visits.
- The creative assets were updated in Spanish to increase safety awareness among Spanish-preferred and Spanish-dominant drivers throughout the Denver metro area. Materials included a fact sheet, pledge card, and press release.

Task Number: 22-08-12

Program Name: Pedestrian Safety Communications

Contractor: R and R, Hispanidad 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 the results were:

- The 2022 reach-based Pedestrian Safety campaign reached a total of 1,965,905 unique users, which represents a 24% increase over 2021 efforts, and served 16,865,779 total impressions, which represents a 41% year-over-year decrease when compared to the 2021 campaign.
- Higher year-over-year spends led to increases in unique reach in Snapchat (94%) and Facebook (16%), as well as increases in overall impressions served. Utilizing Spanish-language efforts in these platforms for the first time led to strong results, with the Spanish-speaking audience generating a 156% higher click through rate (CTR) in Facebook, and a 10% higher CTR in Snapchat.
- The “Left Behind” creative was featured in Denver in areas of high pedestrian foot traffic. Over 5.5 million impressions were garnered for all out of home placements.
- Facebook/Instagram efforts saw the majority of impressions (71%) served to users aged 25-34, while Snapchat efforts served the majority of impressions (63%) to users aged 21-24, which highlights the importance of utilizing a multi-channel approach in order to adequately reach all of the target demographics. Facebook/Instagram saw the V1 Click-to-Site ‘Shoes’ ad version lead to the highest engagement performance, while ad versions led to very similar performance in Snapchat.
- Local businesses on South Pearl Street in Denver partnered to display custom-made LED signs as a reminder to drivers to watch for pedestrians at night. A local crash survivor and his mother delivered the message to the media. The campaign secured 26 news placements with over 10 million earned media impressions and over \$66,000 in publicity value.
- A nighttime pedestrian safety campaign was created to increase safety awareness among Spanish-preferred and Spanish-dominant drivers and pedestrians throughout the Denver metro area. The campaign included a :30 audio spot, digital banners, social (Facebook/Snapchat) assets, and billboards.
- When the “Can you See Me Now” campaign was launched, the Spanish news media covered the event, which garnered over 16,000 earned media impressions.

Task Number: 22-08-13

Program Name: Occupant Protection - Communications

Contractor: Amelie and Vladamir Jones

This project addressed performance measures 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 the results were:

- The awareness-based OP Comms campaign featured the 'Reasons Why Seat Belt Safety Matters' and ran from June 20 to July 17, reaching 2,593,856 total users and serving 29,798,133 total impressions, including 2,803,704 impressions specifically to Spanish-speaking audiences. A total of 3,407 users were driven to the campaign landing page from social and display efforts.
- Working in conjunction with the social media presence and extending reach beyond social, the campaign layered on both online and offline tactics, both of which offer unique ways of reaching our broad audience. The campaign also leveraged traditional radio in Denver, Colorado Springs, and Fort Collins on both general and Hispanic stations along with total traffic radio led to mass awareness touchpoints.
- Streaming audio was used to target users listening on all platforms (desktop, mobile and in-car streaming) and garnered an additional 1.3 million impressions and a click-through rate (CTR) of 0.11%.
- Billboards and gas pump toppers within Denver and the surrounding areas were also used. Thirty-five gas stations were chosen to strategically place the campaign creative to capture the attention of drivers and passengers alike. This tactic, complementing the gas station signage, served an additional 1.2 million impressions with an average CTR of 0.06%. Denver had 25 individual placements showcasing three pieces of creative work in Spanish and 22 pieces of creative work in English, resulting in 5.9 million impressions. In Colorado Springs, there were five boards strategically placed across the city for a total of 1.6 million impressions.
- Creative assets were updated from the previous year's "Reasons" campaign to attract and resonate with the Colorado sports fanatic. New radio and digital assets were produced that made reference to excitement felt by football fans about the upcoming season and reminded them that there is too much to look forward to with the upcoming season to not wear a seat belt, which gives just another reason why they should buckle up.
- To compliment the radio and digital assets, a PR activation was conducted. It involved projecting a gigantic seat belt onto a building in busy downtown Denver on 4th of July weekend after a baseball game to give people yet another reason why they should buckle up.

Task Number: 22-08-14

Program Name: Speed

Contractor: Amelie

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

The goal of this project was to help motivate and foster change among drivers who speed and ultimately lead to behavior change and safer roads through a mass marketing campaign.

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

- To address the increase in speed-related fatalities in the state, a mass media campaign was designed, created, and launched to reduce such crashes.
- The Colorado State Patrol was a partner on the campaign by providing funds to place a media buy in El Paso County, which has the highest number of speed-related crashes.
- The campaign was called "That's Outrageous" and uses impossible yet recognizable "monsters" alongside familiar landscapes in El Paso County to show that there really is no excuse to speed, even if a monster or space alien is chasing you.
- Creative assets were prepared for billboards, social media channels and radio across El Paso County.
- Public relations efforts, including media pitching and a press release, produced two million earned media impressions from 34 news stories with a publicity value of over \$230,000.

PEDESTRIAN/BICYCLE SAFETY

Overview/ Projects

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

5 projects were managed with a planned budget of \$349,306.

Efforts and activities included:

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

Task Number: 22-09-01

Program Name: 2022 Pedestrian Education and Safety Campaign

Contractor: Aurora Police Department

This project addressed performance measure C-10. Reduce the number of pedestrian fatalities

The goal of this program was to reduce pedestrian fatalities, and to educate pedestrians and motorists about pedestrian safety.

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

- Individual officer enforcement and education were conducted.
- A total of 14 operations were conducted with both uniformed and non-uniformed officers. These were both large and small-scale operations some utilizing undercover officers as pedestrians to target drivers violating pedestrians right of way. Officers supplied educational material and discussed the importance of pedestrian safety to drivers.
- Educational presentations were performed by officers in conjunction with church groups, driving schools, and elementary schools. Presentations targeted new and young drivers.
- Pedestrian safety messages were posted on Facebook, Twitter, and other social media outlets utilizing public information officers. Messages included photographs of operations and violations to help awareness.
- A total of 625 pedestrians, and 354 vehicles for a total of 979 contacts were completed during directed enforcement funded by this program.

A notable outcome of this program was a reduction of pedestrian fatalities. FY2021 resulted in 21% pedestrian fatalities. FY2022 resulted in 37.5% pedestrian fatalities, a 16.5% increase, not meeting the goal of 28%. FY2022 also showed a 30% increase in pedestrian injury crashes over FY2021.

Task Number: 22-09-02

Program Name: Addressing Denver Pedestrian Safety Issues

Contractor: Denver Police Department (DPD)

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 1,000 hours on this project over the grant period.

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

- DPD was successful in educating pedestrians and motorists, with a total of 4,902 contacts while using plain clothes and spotters.
- There were 188 driver citations and 8 pedestrian citations given over the grant period, with the most driver citations (84) given in the second 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 daylight hours.
- The ability to conduct community outreach education events was greatly impeded by the decrease in officers assigned to the Traffic Investigations Unit.

Task Number: 22-09-03
Project Name: Pedestrian Safety Campaign
Contractor: Lakewood Police Department

This project addressed performance measure C-10. Reduce the number of pedestrian fatalities.

The goal of this project is to reduce the amount of pedestrian related fatalities through proactive educational and enforcement activity for the duration of the grant period.

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

- Steady proactive educational and enforcement efforts during high volumes of pedestrian traffic totaled 1656 contacts during this grant period.
- VMS signage was used on two separate occasions during this period, advising of pedestrian safety information during high volume pedestrian activity.
- Monthly operations were conducted for the grant period between October 1, 2021 and September 30, 2022. Monthly statistics were kept, displaying enforcement and educational contacts.
- Educational pedestrian safety handouts were created and used for better understanding of enforcement and safe crossing of our major thoroughway on the West Colfax Corridor.
- During the grant period for FY 2022, Police Agents worked a total of 986 hours, issued 1616 warnings with educational handouts, wrote 31 summonses, and made 9 arrests.

Task Number: 22-09-04

Program Name: Wheat Ridge Police Department (WRPD) Pedestrian Safety Project

Contractor: Wheat Ridge Police Department

This project addressed performance measure C-10. Reduce the number of pedestrian fatalities.

The Wheat Ridge Police Department focused on reducing pedestrian-related traffic injuries and fatalities through a combination of education, outreach and enforcement.

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

- During the course of the year officers worked 281.8 hours, primarily focused at I-70 and Kipling, which is where WRPD have had the most significant pedestrian safety issues.
- Officers conducting pedestrian safety enforcement participated in several directed enforcement operations at I-70 and Kipling.
- During the course of the year officers issued 86 tickets, 216 warnings, and made 33 arrests. Outreach was conducted via WRPD Facebook, Instagram, and Twitter accounts. A total of 13 posts focused on traffic safety sharing the importance of driving the speed limit, wearing seatbelts.

Task Number: 22-09-05

Program Name: Denver Parks and Recreation Bicycle Education Program

Contractor: City and County of Denver: Denver Parks and Recreation

This project addressed performance measure C-11. Reduce the number of bicyclist fatalities.

The goal of this project was to increase skills and confidence on a bicycle and to learn and demonstrate rules of the road and to safely commute on a bicycle.

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

- Participants were educated about the importance of wearing a bicycle helmet whenever on a bicycle. Participants learned and demonstrated proper helmet fit and were provided with regular checks until independence about helmet use was demonstrated.
- Participants were educated about an ABC bike inspection to check for proper air, brakes, and chain function. Participants were tested daily before riding and were given feedback on their performance.
- Participants were initially assessed on bike-riding abilities/skills and provided instruction/practice to improve in the following areas, proper mount and dismount, balance development while moving, using a one-foot “kickstand” when stopping, positioning pedals for “push start,” neutral and ready positions, braking, weaving, and stopping.
- Participants were instructed, provided time to practice and develop skills, and provided feedback on rules of the road: full stop at stop sign, ride “with traffic” (on the right side of the street), stopping and looking both ways when crossing streets, avoiding “door zone” when riding on street, and using hand signals to communicate when making turns and when slowing down, stopping.
- Participants were instructed and practiced identifying parts of the bike, how to fix a flat tire, place a fallen chain, and how to clean bike and lubricate a chain.
- Project served 70 participants during the months of June-August in 2 simultaneous week-long programs: 42 (ages 7-10) participated in the “Learn to Bike” and 28 ages 10-12 “Become a Better Biker at a variety of Denver recreation centers.
- Additionally, three community events (Montbello Pump Track Ribbon-cutting event, MY Denver Try-athlon, and Denver Park-let event involved teaching about helmets proper fitting, helmet give aways, and helmet pledge-athon. Approximately 200 adults and youth attended including many from populations experiencing homelessness and minority populations.
- Results from Pre- and Post- survey assessment improvements included:
 - Helmet knowledge and usage, improved on average from 79% to 90%.
 - Self-assessed riding confidence, improved on average from 73% to 85%.
 - Knowledge of ABC bike inspection, improved on average from 25% to 78%.

- Knowledge of rules of the road, improved on average from 64% to 75%.
- For the following, an instructor pre and post assessment was used to measure riding skills with scores based on a scale (0= avoidance, 1=struggling/survival, 2= inconsistent, 3=reliable, 4= exceptional). For example, if participants averaged a pre score of 2.4 and improved to 3.4, it can be concluded that the average participant improved from consistent to reliable.
 - Proper helmet fit, improved on average from a score of 2.6 to 3.7.
 - Proper ABC bike inspection, improved on average from a score of 2.2 to 3.7.
 - Balancing on a bike, improved on average from a score of 2.3 to 3.5.
 - Pedaling in a straight line, improved on average from a score of 1.9 to 3.3.
 - Stopping with a foot down, improved on average from a score of 2.0 to 3.3.
 - Proper push/power start, improved on average from a score of 1.8 to 3.4.
 - Weaving through cones, improved on average from a score of 1.9 to 3.2.
 - Stopping at stop sign/signal, improved on average from a score of 1.6 to 3.3.
 - Demonstrating all 4 hand signals, improved on average from a score of 1.4 to 3.3.
 - Using spatial awareness to avoid crashes, improved on average from a 2.1 to 3.4.

OLDER DRIVER

Overview/ Projects

The Older Driver emphasis area funded projects to reduce the number of at fault older drivers involved in serious injury traffic crashes and fatalities. Projects supported educational and awareness efforts related to older driver safety including car fit stations and educational outreach efforts.

Program Administration

2 projects were managed with a planned budget of \$95,759.

Efforts and activities included:

- Provided information on alternative forms of transportation, placing limitations on driving and training on adaptive equipment.
- Public service campaign to educate older drivers and their caretakers on alternate transportation plans.

Task Number: 22-10-01

Program Name: Older Driver Health Initiative

Contractor: Health Promotion Partners

This project addressed performance measure, C-13. Reduce the number of drivers age 65 and older involved in fatal crashes (At Fault).

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 program impacted the measure by, and the results were:

- In-service education about the occupational therapy role in driver safety was provided to 100 occupational therapy practitioners, occupational therapy students, physicians, and case managers.
- 10 Colorado OT practitioners received mentorship for addressing older driver safety with their patients. This was through Driving Office Hours as well as 1:1 meetings: in-person, over zoom, or on the phone.
- The Colorado Guide for Aging Drivers and Their Families was edited and printed (1800 copies) to be distributed at community events.
- Community education about driver safety and aging was provided to over 420 individuals.
- 12 OT students or practitioners shadowed a driving evaluation during the year. They have reported learning more about the field of driver rehabilitation and have stayed in touch for continuing education offerings.
- AOTA Community of Practice meetings were facilitated monthly to educate OTs about older driver safety and increase participation in evaluation of risk at their facility.
- 3 podcast presentations about transportation and aging (Engaging Mobility - total of 212 downloads) were published and 3 guest appearances were made on national podcasts to discuss older driver safety.

Task Number: 22-10-02

Program Name: The Older Wiser Project

Contractor: Native American Broadcasting Company (NABC)

This project addressed performance measure C-13. Reduce the number of drivers aged sixty-five and older involved in fatal crashes (At Fault).

The goal was to increase ridership of the Transit Partner's Public Transit Services by Adults 65 and Older by 10% year over year. The Transit Agencies served by this grant were Road Runner Transit, All Points Transit, Telluride Express and Grand Valley Transit.

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

- An Advertising Campaign was executed utilizing print and digital ads in the Senior Beacon and the Grand Junction Sentinel Newspaper Senior Resource Guide to promote Grand Valley Transit's Senior Passes. An estimated 30,000 copies of these resource guides were distributed in western Colorado.
- A set of Ridership Reports from the participating agencies has been created which is updated each quarter. The PSA Campaigns goal is to encourage the use of transit and to educate Older Drivers and their families about the available options in their community. All agencies reported an increase in ridership year- over-year.
- NABC worked with each transit agency to create messaging making it available on-line as transit training video and as thirty second TV commercials that aired on a Connected TV Advertising Campaign in the Zip Codes they serve. The campaign delivered a total of 178,713 impressions and a completion rate of 79.31% resulting in 167,701 household views. Nexstar Media the western slope CBS and FOX Affiliate Stations provided no charge bonus commercials as bonus support for the CTV.
- Native American Broadcasting Company and Rocky Mountain News Network aired radio ads statewide driving traffic to the website <https://olderwiser.org>. This website has had 68,564 Unique Visits, a total of 178,713 Visitors with 390,509 page views.
- Transit Partners continue to build ridership of their services when compared to the 2021 Ridership Reports. This campaign helped build trust and increase the use of our public transit partners.

List of FY 2022 Projects – No Funds Expended/No Activity

22-02-12 – HVE Support

No funds were requested through this task. Cancellation of this project had no effect on the overall countermeasure strategy.

22-03-16 – Traffic Safety Marketing Campaigns

This project was delayed due to RFP and Contracting issues. No funds were expended. Cancellation of this project had no effect on the overall countermeasure strategy.

22-04-08 – DRCOG Crash Data Consortium

The project was withdrawn due to an unanticipated contract delay between

CDOT and DRCOG. No funds were expended. Cancellation of this project had no effect on the overall countermeasure strategy.

22-12-04 – HSO Strategic Planning

This project was delayed due to RFP and Contracting issues. No funds were expended. Cancellation of this project had no effect on the overall countermeasure strategy.

Final FY 2022 Project Expenditures

GTS CODE	FUNDING SOURCE	AGENCY	PROGRAM AREA/NAME	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
			01 - Impaired Driving (Drug and Alcohol)				
164AL-2022-01-01	164	Colorado Springs PD	You Booze... You Lose	\$185,321.60	\$134,573.36		\$134,573.36
164AL-2022-01-02	164	Adams County SO	2021 HVE Impaired Driving	\$221,501.00	\$133,177.72		\$133,177.72
164AL-2022-01-03	164	El Paso County SO	Impaired Driving HVE Enforcement	\$235,038.48	\$84,971.64		\$84,971.64
164AL-2022-01-04	164	CSP	Impaired Driving Enforcement	\$400,000.00	\$187,180.88		
164AL-2022-01-05	164	Jefferson County SO	NHTSA DUI Enforcement 2021-2022	\$24,600.00	\$10,833.77		\$10,833.77
164AL-2022-01-06	164	Aurora PD	Aurora DUI/HVE/Checkpoint Campaign	\$185,000.00	\$94,796.06		\$94,796.06
164AL-2022-01-07	164	Denver PD	Denver's Comprehensive Impaired Driving Project	\$291,010.44	\$201,146.41		\$201,146.41
164AL-2022-01-08	164	CSP	Colorado Task Force on Drunk and Impaired Driving	\$30,000.00	\$372.00		
M5OT-2022-01-09	405d	Chaffee County Human Services	Youth Substance Abuse Prevention Pilot Project	\$90,050.40	\$79,238.53		
M5TR-2022-01-10	405d	CDAC	TSRP	\$350,764.84	\$350,577.77		
M5OT-2022-01-11	405d	HSO	ID Tech Transfer	\$15,000.00	\$3,567.00		
M5TR-2022-01-12	405d	HSO	DRE/SFST Update Training/School	\$190,000.00	\$74,047.27		
M5CS-2022-01-13	405d	Colorado Judicial Branch	DUI Court Support and Enhancement	\$30,000.00	\$16,913.75		

M5TR-2022-01-14	405d	LEAD Impairment Training	SFST/DRE Program Education and Program Compliance	\$127,546.26	\$124,853.36		
MTCH-22-00-00	MTCH-22-00-00	HSO	High Visibility Impaired Driving Enforcement	\$0.00	\$0.00	\$516,189.71	
MTCH-22-00-00	MTCH-22-00-00	HSO	LEAF	\$0.00	\$0.00	\$269,099.78	
MTCH-22-00-00	MTCH-22-00-00	Dept of Revenue	DUI Countermeasures	\$0.00	\$0.00	\$875,000.00	
MTCH-22-00-00	MTCH-22-00-00	Colorado Judicial Branch	DUI Court Admin.	\$0.00	\$0.00	\$875,000.00	
			02 - Police Traffic Services - Speed/Distracted/OP HVE	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
PT-2022-02-01	402	Denver PD	Distracted Driving and Speed Enforcement	\$130,001.16	\$45,928.50		\$45,928.50
PT-2022-02-02	402	Aurora PD	Aurora PTS Campaign	\$225,000.00	\$181,832.56		\$181,832.56
PT-2022-02-03	402	Colorado Springs PD	Stop Crashes Before They Stop You	\$133,887.00	\$123,061.65		\$123,061.65
PT-2022-02-04	402	Pueblo PD	A Step Towards Reducing Traffic Fatalities	\$75,000.00	\$22,259.10		\$22,259.10
PT-2022-02-05	402	Jeffco SO	Highway 93 and 285 Speed Mitigation 2021-2022	\$67,740.00	\$31,180.60		\$31,180.60
PT-2022-02-06	402	Lakewood PD	City of Lakewood Speed Enforcement Campaign	\$95,794.00	\$86,266.93		
PT-2022-02-07	402	CSP	Traffic Safety Enforcement Project	\$410,000.00	\$152,621.85		\$0.00
PT-2022-02-08	402	Greeley PD	DDACTS Traffic Enforcement	\$81,018.00	\$79,642.33		
PT-2022-02-09	402	El Paso County SO	Traffic Safety Enforcement	\$199,635.80	\$150,287.44		\$150,287.44
PT-2022-02-12	402	LLE Agencies/TBD	HVE Support	\$15,000.00	\$0.00		\$0.00
PT-2022-02-13	402	Wheat Ridge PD	Traffic Safety Campaign	\$19,359.00	\$11,669.00		\$11,669.00

			03 - Community Traffic Safety Projects	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
CP-2022-03-01	402	University of Colorado Hospital	Aurora PARTY Program	\$55,780.00	\$3,669.35		
CP-2022-03-02	402	Weld County Public Health Dept.	DRIVE SMART Weld County - Young Driver Traffic Safety Project	\$68,147.23	\$40,111.31		\$40,111.31
CP-2022-03-03	402	SADD, Inc	A Comprehensive Approach to Reducing Teen Crashes	\$200,000.11	\$157,122.53		
CP-2022-03-04	402	ThinkFast	ThinkFast Interactive Events - Colorado	\$131,000.00	\$129,675.00		\$129,675.00
CP-2022-03-05	402	Eagle River Youth Coalition	Eagle River Valley Safe Driving Efforts	\$74,999.89	\$74,645.90		
CP-2022-03-06	402	City and County of Denver (DOTI)	Denver Booster/SB Engagement and Denver Teen Safe Streets	\$134,927.94	\$96,459.46		\$96,459.46
CP-2022-03-07	402	CDPHE	Data Analysis, Education, Evaluation and Community Engagement	\$253,332.13	\$244,228.33		
CP-2022-03-08	402	NELE Consulting	LEL Birk	\$39,664.00	\$33,591.54		\$33,591.54
CP-2022-03-09	402	Hunt Safety Solutions	LEL Hunt	\$39,664.00	\$28,818.05		\$28,818.05
CP-2022-03-10	402	Brannan, LLC	LEL Brannan	\$93,729.60	\$80,088.72		\$80,088.72
M5OT-2022-03-11	405d	MADD	MADD Colorado Court Monitoring Program	\$175,412.00	\$174,847.06		
CP-2022-03-12	402	Denver Trans. Safety Div. (DOTI)/Parks and Rec	Vision Zero Motorcycle, Ped and Bicycle Safety Awareness Program	\$99,988.00	\$87,687.18		\$87,687.18
CP-2022-03-13	402	Gunnison County	Gunnison County Substance Abuse Prevention Pilot Project	\$95,000.00	\$93,072.32		\$93,072.32
CP-2022-03-14	402	HSO	2022 Traffic Safety Summit	\$75,000.00	\$72,585.88		\$72,585.88
CP-2022-03-15	402	Rural Communities Resource Center	Community Traffic Safety	\$32,051.20	\$21,159.26		
CP-2022-03-16	402	TBD	Traffic Safety Marketing Campaigns	\$400,000.00	\$0.00		

			04 - TRAFFIC RECORDS	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
TR-2022-41-03	405c	Stolfus & Associates, Inc.	Traffic Records Coordinator	\$297,200.00	\$152,949.72		
TR-2022-41-04	405c	Safety and Traffic Engineering Branch	TR Tech Transfer	\$15,000.00	\$10,039.48		
TR-2022-41-05	405c	Safety and Traffic Engineering Branch	FARS Program Support	\$12,000.00	\$605.74		
TR-2022-41-06	405C	City of Castle Pines	Castle Pines Geocoding	\$8,000.00	\$8,000.00		
TR-2022-41-07	405C	Office of Information Technology	BESDT Phase II	\$124,200.00	\$124,200.00		
TR-2022-41-08	405c	DRCOG	DRCOG Crash Data Consortium	\$60,400.00	\$0.00		
			05 - Occupant Protection - Child Passenger Safety				
CR-2022-05-01	402	CSP	Child Passenger Safety Car Seats Colorado	\$320,000.00	\$259,562.42		
CR-2022-05-02	402	Health One/Swedish Medical Center	SMC's Car Seat Safety Program	\$29,658.25	\$27,054.86		
OP-2022-05-03	402	HSO	OP Tech Transfer	\$15,000.00	\$2,484.63		\$2,484.63
M2HVE-2022-05-04	405b	TBD	Local LE Agencies/Click It or Ticket	\$411,000.00	\$301,338.05		
OP-2022-05-05	402	Atelior LLC	Seat Belt Survey	\$292,629.15	\$248,184.47		
OP-2022-05-06	402	TBD	Traffic Safety Recognition Events	\$70,000.00	\$39,462.87		
			07 - Motorcycle Safety				
MTCH-22-00-00	MTCH-22-00-00	HSO	MOST	\$0.00	\$0.00	\$75,000.00	
MC-2022-07-01	402	HSO	Motorcycle Safety Assessment	\$50,000.00	\$40,609.95		

			08 - Office of Communications	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
M5PEM-2022-08-01	405d	Amelie, CIG, PRR, Corona Research	High-Visibility DUI Enforcement PR/Eval	\$170,000.00	\$160,278.54		
M5PEM-2022-08-02	405d	Vladimir Jones	High-Visibility DUI Enforcement Paid Media	\$455,000.00	\$455,000.00		
M5PEM-2022-08-03	405d	Hispanidad	High-Visibility DUI Enforcement - Latino & Paid Media	\$150,000.00	\$149,939.76		
MC-2022-08-04	402	R/R, Vladimir Jones	Motorcycle Safety	\$140,000.00	\$138,791.23		
M9MA-2022-08-04	405f	R/R, Vladimir Jones	Motorcycle Safety	\$75,000.00	\$74,970.54		
PM-2022-08-05	402	CIG, Corona Research	CIOT Seat Belts PLUS Rural Seatbelts- PR/Eval	\$175,000.00	\$160,056.11		\$160,056.11
M2PE-2022-08-06	405b	Vladimir Jones	CIOT & Seat Belts - Paid Media	\$250,000.00	\$250,000.00		
PM-2022-08-07	402	Hispanidad, Vladimir Jones	Hispanic Occupant Protection	\$135,000.00	\$116,397.15		\$116,397.15
PM-2022-08-08	402	Amelie, Vladimir Jones	GDL and Teen Driving Safety Communications	\$75,000.00	\$74,790.66		
PM-2022-08-09	402	CIG, Vladimir Jones	Child Passenger Safety	\$75,000.00	\$74,989.84		\$74,790.66
PM-2022-08-10	402	Amelie, CIG	PR Program/Media Support	\$127,000.00	\$124,160.03		
PM-2022-08-11	402	CIG, Vladimir Jones, Hispanidad	Distracted Driving	\$225,000.00	\$224,968.77		\$224,968.77
PM-2022-08-12	402	R/R, Vladimir Jones, Hispanidad	Pedestrian Safety Communications	\$200,000.00	\$197,429.20		
PM-2022-08-13	402	Amelie, Vladimir Jones	Occupant Protection Communications	\$250,000.00	\$246,332.37		
PM-2022-08-14	402	Amelie	Speed Enforcement	\$100,000.00	\$99,837.06		\$99,837.06

			09 - Pedestrian & Bicycle	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
FHLE-2022-09-01	405h	Aurora PD	Aurora Pedestrian Education and Safety Campaign	\$95,000.00	\$65,020.97		
FHLE-2022-09-02	405h	Denver PD	Denver's Multi-Pronged Approach to Addressing Denver Ped Safety	\$84,998.76	\$78,685.37		
FHLE-2022-09-03	405h	Lakewood PD	Pedestrian Safety Campaign	\$70,000.00	\$69,999.96		
FHLE-2022-09-04	405h	Wheat Ridge PD	Pedestrian Safety Project	\$25,000.00	\$15,749.21		
PS-2022-09-05	402	Denver Parks/Rec	Denver Parks and Recreation Bicycle Education Program	\$74,528.30	\$42,218.77		\$42,218.77
			10 - Older Driver				
DE-2022-10-01	402	Health Promotions Partners, LLC	Older Driver Health Initiative	\$60,759.72	\$60,616.76		\$60,616.76
DE-2022-10-02	402	Native American Broadcasting Company	Older and Wiser Project	\$35,000.00	\$33,894.70		\$33,894.70
			12 - Program Support				
PA-2022-12-01	402	HSO	P & A	\$450,000.00	\$168,003.31	\$168,003.31	
M50T-2022-12-02	405d	HSO	Impaired Driving Program Support	\$325,000.00	\$313,418.76		
OP-2022-12-03	402	HSO	Occupant Protection Program Support	\$180,000.00	\$161,311.05		
M3DA-2022-12-04	405c	HSO	TR Program Support	\$120,000.00	\$0.00		
OP-2022-12-04	402	HSO	HSO Strategic Planning	\$300,000.00	\$0.00		
M50T-2022-12-05	405d	PRO	Media Program Support - Impaired Driving	\$85,000.00	\$73,007.73		
OP-2022-12-06	402	PRO	Media Program Support - OP	\$85,000.00	\$72,955.23		

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