

FY23 Colorado

Highway Safety Office

Annual Report

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Introduction

The mission of the Highway Safety Office (HSO), within the Colorado Department of Transportation (CDOT) Office of Transportation Safety (OTS) is to “reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss”. One measurement of traffic safety performance is the number of fatalities that occur per 100 million vehicle miles traveled (VMT). The preliminary VMT for 2022 is 1.40, the highest HSO VMT the HSO on record. In addition, the total estimated number of traffic fatalities in 2022 was 764, a 10% increase from 691 fatalities in 2021. Despite 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 speeding, impaired driving by alcohol and/or drugs, lack of occupant protection compliance in a secondary enforcement environment, unhelmeted motorcyclists, distracted driving and pedestrian and bicycle safety.

Utilizing a problem identification process, the HSO addresses these challenges by soliciting projects from traffic safety partners and stakeholders through robust connections made with our law enforcement liaisons. In addition, the HSO continues to fund high visibility enforcement activities and identify new and innovative countermeasures to educate the public and raise awareness. Public information programs and high visibility enforcement have served to raise the awareness of Colorado roadway users and the public regarding their responsibilities as drivers, pedestrians, bicyclists, and motorcyclists.

The HSO continues 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, 49% of passenger vehicle fatalities are unrestrained. To address this challenge, Colorado has implemented traffic safety initiatives including an Occupant Protection Task Force (OPTF) 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 decreased in 2022 by 5%. 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 address current and emerging traffic safety challenges.

This report describes the HSO program goals and performance measures, presents 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 2023.

Accomplishments

Examples of progress include:

- The number of bicyclist fatalities remained the same from 2021 to 2022 at 15.
- The number of fatalities involving a distracted driver decreased by 5%.
- The HSO revitalized and continues to hold bimonthly OPTF meetings.
- The HSO continues to engage with the Highway Safety Improvement Plan through involvement in the newly created emphasis areas.
- The HSO and the Traffic Safety Engineering branch successfully collaborated on the second annual Colorado Traffic Safety Summit.

Evidence-Based Traffic Safety Enforcement Plan Activities

The HSO Traffic Safety Enforcement Plan for Occupant Protection, Impaired Driving and Speed is based on problem identification Colorado areas that are overrepresented in crashes and fatalities involving impaired driving, occupants not using proper restraints and excessive speed. 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 HSO 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 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 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.

FY 2023 projects were funded through the FAST and BIL Acts. 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 2022: 2,593

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

Number of impaired driving arrests made in 2022: 2,295

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

Number of speeding citations issued in 2022: 11,757

Assessment of Results in Achieving Performance Targets for FY 2023 and FY22*

Performance Measure	Target Period	Target Years	Target Value FY 2023 HSP	Data Source/FY22 Progress Results	On Track to Meet FY 2023 Target Y/N	Target Value FY22 HSP	Target Years	Data Source/FY22 Final Result	Met FY22 Target Y/N
C-1) Total Traffic Fatalities	5 Year	2019-2023	668	2018-2022 FARS 661	Y	597	2018-2022	2018-2022 FARS 661	N
C-2) Serious Injuries in Traffic Crashes	5 Year	2019-2023	3,041	2018-2022 FARS 3,101	N	3,194	2018-2022	2018-2022 FARS 3,101	Y
C-3) Fatalities/VMT	5 Year	2019-2023	1.262	2018-2022 FARS 1.24	Y	1.09	2018-2022	2018-2022 FARS 1.24	N
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2023	224	2022 FARS 227	N	185	2022	2022 FARS 227	N
C-5) Alcohol-Impaired Driving fatalities	Annual	2023	186	2021 FARS 193	N	184	2022	2021 FARS 193	N
C-6) Speeding-Related Fatalities	Annual	2023	306	2022 FARS 291	Y	285	2022	2022 FARS 291	N
C-7) Motorcyclist Fatalities	Annual	2023	137	2022 FARS 149	N	125	2022	2022 FARS 149	N
C-8) Unhelmeted Motorcyclist Fatalities (FARS)	Annual	2023	79	2022 FARS 76	Y	65	2022	2022 FARS 76	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	2023	99	2022 FARS 105	N	86	2022	2022 FARS 105	N

Assessment of Results in Achieving Performance Targets for FY 2023 and FY22*

Performance Measure	Target Period	Target Years	Target Value FY 2023 HSP	Data Source/FY22 Progress Results	On Track to Meet FY 2023 Target Y/N	Target Value FY22 HSP	Target Years	Data Source/FY22 Final Result	Met FY22 Target Y/N
C-10) Pedestrian Fatalities	Annual	2023	94	2022 FARS 115	N	95	2022	2022 FARS 115	N
C-11) Bicyclist Fatalities	Annual	2023	15	2022 FARS 15	Y	15	2022	2022 FARS 15	Y
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	89%	2022 STATE 87%	N	89%	2022	2022 STATE 87%	N
C-12) Fatalities Involving a Distracted Driver	Annual	2023	72	2022 STATE 69	Y	70	2022	2022 STATE 69	Y
C-13) Drivers 65 or Older Involved in Fatal Crashes (At Fault)	Annual	2023	84	2022 STATE 103	N	120	2022	2022 STATE 103	Y
C-14) Fatalities Involving a Driver or Motorcycle Operator Testing Positive for +>5ng of Delta 9 THC	Annual	2023	42	2021 STATE 92	N	60	2022	2021 STATE 92	N
Traffic Records - Percent of MIRE FDE Intersection Data Collection	Annual	2023	100%	N/A New Target Measure for FY23	Y	N/A New Target Measure for FY23	2023	2023 STATE 100%	Y

All FY22 Data is preliminary

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

Colorado experienced a 10% increase in traffic fatalities from 691 in 2021 to 764 in 2022. The HSO continues to utilize all available State and Federal funding resources to address traffic safety challenges. Law enforcement agencies across Colorado have competing priorities that take away from dedicated traffic enforcement. This has resulted in decreased commitment to traffic enforcement which has affected citation numbers for impaired driving, speeding, occupant protection and distracted driving.

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 increase engagement of partners and stakeholders to promote changes to improve the occupant protection environment. This task force was established to increase awareness of seat belt use and child passenger safety throughout the state. This task force works to develop collaborative relationships and partnerships towards the goals of increasing occupant protection restraint usage and educating about the importance of strengthening existing occupant protection laws.

The HSO is also engaging the Traffic Safety Engineering Branch to update and implement the CDOT Strategic Transportation Safety Plan/Highway Safety Improvement Plan. This includes representation from the highway safety office on several traffic safety emphasis areas.

In addition, the HSO has committed to partnering with underserved communities, including rural areas, that are overrepresented in traffic crashes. The HSO Community Based Outreach Program advances these efforts by working with multiple community-based partners and groups to identify culturally relevant prevention strategies. 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 2023 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: 2022 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 and community engagement 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.

For FY23 the HSO solicited projects for the new three-year funding cycle. This included extensive outreach, engagement and technical assistance to underserved and rural communities. The HSO hosted a funding webinar, technical assistance office hours and provided community specific data analysis. This collaboration resulted in five new police traffic services grants that will address

speed, distracted driving and occupant protection. Also, three new community traffic safety grants were awarded to provide education and awareness on traffic safety challenges related to young driver, occupant protection and impaired driving.

Performance Measure: C-3) Fatalities/VMT

STATUS: 2022 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 and community engagement 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.

For FY23 the HSO solicited projects for the new three-year funding cycle. This included extensive outreach, engagement and technical assistance to underserved and rural communities. The HSO hosted a funding webinar, technical assistance office hours and provided community specific data analysis. This collaboration resulted in five new police traffic services grants that will address speed, distracted driving and occupant protection. Also, three new community traffic safety grants were awarded to provide education and awareness on traffic safety challenges related to young driver, occupant protection and impaired driving.

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

STATUS: 2022 performance measure not met.

The HSO 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 and community engagement 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 and underutilization of appropriate child passenger safety restraint devices. The HSO will expand funding opportunities to increase car seat education and access to underserved, low-income families.

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

STATUS: 2022 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.

In 2023 the HSO will utilize state funding to engage rural law enforcement agencies in impaired driving enforcement activities. Colorado law enforcement agencies are encouraged to utilize overtime HSO funds to provide collaboration and education opportunities to the community prior to an impaired driving enforcement event. Law enforcement agencies are working with communities to encourage engagement and feedback to develop and refine enforcement activities that are culturally relevant and meet the community's needs.

Performance Measure: C-6) Speeding-related fatalities

STATUS: 2022 performance measure not met.

The HSO continues to address this challenge through targeted speed enforcement, education, and awareness activities 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. This resulted in five new police traffic services grants that included speed enforcement. The HSO, utilizing the LEC/LELs and a data-driven approach, will continue to seek new law enforcement agency partnerships 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: 2022 performance measure not met.

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

The HSO conducted a motorcycle safety assessment. The HSO and the MOSAB are evaluating the recommendations from the assessment and prioritizing them for implementation.

Performance Measure: C-8) Unhelmeted motorcyclist fatalities

STATUS: 2022 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.

The HSO conducted a motorcycle safety assessment. The HSO and the MOSAB are evaluating the recommendations from the assessment and prioritizing them for implementation.

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

STATUS: 2022 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.

Based on aggressive solicitation and outreach the HSO is funding three new youth serving regions that will provide education and outreach to young drivers around the state.

Performance Measure: C-10) Pedestrian Fatalities

STATUS: 2022 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.

For FY23 the HSO continued to fund five pedestrian safety projects that provide education, awareness and enforcement to both the roadway user and pedestrian regarding pedestrian safety.

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.

In 2023 the HSO will utilize state funding to engage rural law enforcement agencies in impaired driving enforcement activities. Colorado law enforcement agencies are encouraged to utilize overtime HSO funds to provide collaboration and education opportunities to the community prior to an impaired driving enforcement event. Law enforcement agencies are working with communities to encourage engagement and feedback to develop and refine enforcement activities that are culturally relevant and meet the community's needs.

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

STATUS: 2022 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. The HSO fosters collaboration with partners and stakeholders through the OPTF to educate the travelling public on the importance of buckling up.

IMPAIRED DRIVING

The HSO's 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

16 projects were managed with a planned budget of \$2,362,322.

Efforts and activities included:

- Provided training to law enforcement including drug recognition expert (DRE) training, DRE updates and updates for standard field sobriety training (SFST) for instructors.
- 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: 23-01-01

Program Name: NEVER...Drive Impaired

Contractor: Colorado Springs Police Department (CSPD)

This project impacted performance measure(s) 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 per capita alcohol and drug related traffic fatality rate in the City of Colorado Springs by 5% from 4.0 per 100,000 to 3.8 per 100,000 population. Action plan activities included intelligence-led, targeted impaired driving enforcement overtime deployments on overtime at designated locations and increased public awareness of the risks and potential impact of impaired driving in Colorado Springs.

Objectives of the project and results were:

- Develop written deployments plans at least quarterly.
 - Results: Project director developed and distributed four written deployment plans during the grant period. These plans outlined the guidelines that officers working the grant had to follow during deployments.
- Schedule personnel to work impaired driving enforcement overtime in identified problem areas.
 - Results: CSPD officers conducted 98 grant-funded deployments totaling approximately 1,003 enforcement hours. During those deployments, officers made 95 impaired driving arrests and issued 643 citations.
- At least twice per month, publicize CSPD's impaired driving enforcement campaign and provide information about the potential impact of impaired driving.
 - Results: During the grant period, 21 social media engagements related to impaired driving were distributed. Additionally, CSPD DUI Unit officers participated in several educational community events such as a New Year's Eve educational video, CDOT's Green Lab, Manitou Springs High School's Mustang Day, Ft. Carson's Safety Day, and CDOT's hearse procession that highlighted the realities of unbuckled fatalities in Colorado.
- Reduce the per capita alcohol and/or drug related traffic fatality rate in Colorado Springs by 5% from 4.0 per 100,000 to 3.8 per 100,000 population during Fiscal Year 2024.
 - Results: As of September 30, 2023, preliminary data indicated that 36 individuals have been killed in 35 traffic crashes in Colorado Springs. Nine of those deaths involved alcohol and/or drugs (25%).

Task Number: 23-01-02

Program Name: DUI Enforcement

Contractor: Adams County Sheriff's Office

This project impacted performance measure(s) 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 lower the number of traffic fatalities (Impaired Driving related) in Adams County by 12 percent.

Objectives of the project and results were:

- The focus of this program will be to decrease the impaired driving related fatalities within Adams County. Traffic Officers assigned to the Traffic Safety Section of the Adams County Sheriff's Office will be the primary officers conducting Impaired Driving Enforcement.
 - Results: Adams County Sheriff's Office participated in 14 High Visibility Enforcement periods. Additionally, the Adams County Sheriff's Office coordinated a DUI Saturation with six neighboring law enforcement agencies.
- The Adams County Sheriff's Office will reduce Impaired Driving fatalities from 12% by September 30, 2023. The Adams County Sheriff's Office will reduce serious injury crashes.
 - Results: Adams County conducted 1,357 hours of grant-funded DUI Enforcement. This resulted in 185 DUI/DUID arrests. Fatality data for Fiscal Year 2023 is pending.
- The Adams County Sheriff's Office will achieve this goal through zero tolerance high visibility enforcement. The emphasis will be on the motoring public that utilize roadways within the geographical boundaries of Adams County.
 - Results: Adams County conducted 40,266 Traffic stops. Adams County provided DUI education to two police academies, a Citizens Academy, and three in service academies.

Task Number: 23-01-03

Program Name: Impaired Driving Enforcement

Contractor: El Paso County Sheriff's Office (EPCSO)

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; 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 increase high visibility saturation enforcement by conducting saturation patrols in the unincorporated area of the County to address impaired driving. Conduct High Visibility Enforcement patrols to decrease traffic related fatalities due to impaired driving. The project provided this agency with funding to purchase and install four in-car camera systems (dash cams) to help with successful prosecution of impaired driving cases. The cameras became operational in July 2023 and have been used in approximately 25 impaired driving cases. The presence of video evidence has limited pre-trial motions. Deputies worked 1,793 overtime hours conducting Impaired Driving Enforcement.

Objectives of the project and results were:

- From October 1, 2022, to September 30, 2023, the El Paso County Sheriff's Office will increase the number of impaired driving arrest for drivers with a BAC of .08 or above from 258 to 280.
 - Results: During this grant period, the agency had 233 DUI arrests, which was an increase from the 158 in the previous year.
- From October 1, 2022 to September 30, 2023, the El Paso County Sheriff's Office will increase the number of arrests for drivers who test positive for +> 5ng of Delta 9 THC.
 - Results: During this grant period, the agency had 63 DUID arrests, which was an increase from the 43 the previous year.
- From October 1, 2022 to September 30, 2023, the El Paso County Sheriff's Office will conduct 20 community outreach events.
 - Results: During this grant period, deputies completed five community outreach events grant-funded overtime. Traffic unit deputies also taught two 24-hour Standardized Field Sobriety Testing classes and 10 refresher courses (2 hours each).

Task Number: 23-01-04

Program Name: Impaired Driving Enforcement

Contractor: Colorado State Patrol (CSP)

This project addressed performance measures C-1: Reduce the number of traffic fatalities; C2: Reduce the number of serious injuries in traffic crashes; C-3: Reduce the fatalities per vehicle miles traveled (VMT); C-5: Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; and C-14: Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for $>5\text{ng}$ of Delta 9 THC.

The goal of this project was to reduce the rate of the number of Colorado fatalities caused by impaired drivers from a ratio of 0.38 in 2020 (most current data available) to a ratio of 0.31.

Objectives of the project and results were:

- CSP provided grant-funded overtime dedicated to impaired driving enforcement.
 - Results: 2548.25 hours
- CSP focused on impaired driving arrests during grant-funded overtime dedicated to impaired driving enforcement.
 - Results: 434 arrests
- CSP increased the reach of statewide social media campaigns related to impaired driving through posts to Facebook and Twitter.
 - Results: CSP posted on social media to increase awareness.

Task Number: 23-01-05

Program Name: DUI Enforcement Grant

Contractor: Jefferson County Sheriff's Department (JCSO)

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 goal of this project was to reduce the fatal and injury crash percentage caused by impaired driving from 16% to 12% over the next three years.

Objectives of the project and results were:

- Increasing the number of DUI enforcement deputies during key time frames. Deployment of resources during peak days of the week and times of day. Strict enforcement of impaired driving laws. Media releases during holiday weekends and saturation patrols.
 - Results: During the grant period JCSO deputies conducted 29 overtime shifts, 224.75 overtime hours, 145 vehicle contacts, wrote 30 summonses, and made five DUI arrests. A DUI saturation was conducted during the Fourth of July holiday weekend. JCSO deputies also participated in three DUI educational events reaching a total estimated audience of 3,550 citizens. These events bridge the gap between the public and the Sheriff's Office related to DUI education.
- During the grant period, Colorado State Patrol crash data reports 126 DUI crashes, during the previous grant period 121 DUI crashes were reported. Also, during this grant period, there were 36 DUI related injury/fatal crashes, the previous grant period reported 29 injury/fatal crashes. The DUI crashes during this grant period account for 16% of the total crashes and 10% of the total injury/fatal crashes.

Task Number: 23-01-06

Program Name: 2023 DUI/High Visibility Enforcement (HVE)/Checkpoint

Contractor: Aurora Police Department (APD)

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 where DUI/DUID was a factor using high visibility enforcement and expanding our public education efforts.

Objectives of the project and results were:

- During the second year of the project, reduce the number of DUI/D fatalities by 2% from 26% to 24%. APD will accomplish this by doing community and educational events, DUI Checkpoints, Saturation patrols, and zero tolerance enforcement.
 - Four high visibility DUI checkpoints were conducted resulting in five arrests, and 2,519 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.
 - APD participated in all 16 High Visibility Enforcement Periods. A total of 72 DUI, and 17 DUID arrests were made during targeted enforcement efforts funded by this program.
 - A significant outcome of this program was a decrease in Impaired Driving related fatal crashes in the City of Aurora from 27% in FY2022 to 20% in FY2023.

Task Number: 23-01-07

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 Denver Police Department (DPD) requested funding to reduce the number of crashes related to impaired driving in the City and County of Denver through the implementation of 5-star and 4-star countermeasures that work, according to the National Highway Traffic Safety Administration. The countermeasures used by DPD include: 1) High Visibility 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.

Objectives of the project and results were:

- During the 2023 CDOT grant period, (DPD) continued its enforcement activities including DUI saturation patrols and high-visibility enforcement campaigns for speeding, careless, reckless, and aggressive driving.
 - Due to a decrease in officers assigned to the Traffic Investigation Unit, there were no checkpoints conducted during this grant period.
 - There were 15 saturation patrols in lower downtown Denver conducted over the life of the grant.
 - DPD participated in 17 HVE campaigns.
 - There were 1480 contacts, 638 citations, 686 DUI arrests, 170 DUI arrests by grant officers, 200 drivers evaluated for impairment using SFST, 51 drivers evaluated by DRE, 124 blood draws by DRE officers, 175 blood draws by non-DRE officers, and 138 refusals.

Task Number: 23-01-08

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; 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 the CTFDID to increase its ability to accomplish its mission and increase traffic safety by reducing the number of impaired drivers over the duration of the grant funding period.

- a. Take and distribute meeting notes for each of the 10 meetings conducted by the CTFDID.
- b. A CSP staff member will provide support to CTFDID working groups, as requested.

Objectives of the project and results were:

1. Between October 1, 2022, and September 30, 2023, CSP will provide administrative support to the CTFDID to increase its ability to accomplish its mission and increase traffic safety by reducing the number of impaired drivers.

- a. Meeting notes will be provided to the CTFDID members, representatives, and attendees and to CDOT for publication to their website.
- b. CTFDID working groups will have administrative support as needed

1. A CSP staff member attended and took notes at all CTFDID meetings.
2. A CSP staff member provided support to CTFDID working groups as requested.

Task Number: 23-01-09

Program Name: Youth Substance Abuse Prevention Pilot Program

Contractor: Chaffee County Human Services- Family and Youth Initiatives

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 is that the Chaffee County rate of youth alcohol impaired crashes will not exceed 2.4 % of total crashes in drivers aged 16-20.

Objectives of the project were to reduce the number of youth who reported drinking alcohol and driving in the past 30 days by 10% as measured by Healthy Kids Colorado Survey (HKCS) and reduce the number of youth who reported using cannabis by Healthy Kids Colorado Survey.

Objectives of the project and results were:

- Develop a local strategy to address youth substance use using statutes and laws and meeting a minimum of twelve times per grant cycle.
 - Results: The workgroup held a total of 14 meetings. Two new members were recruited and joined the workgroup and represented a comprehensive view of community issues regarding the availability and ease of access of substances for youth. Eight meetings resulted in agreement to proceed to a new draft of the Social Host Ordinance (SHO).
- Supporting teen councils in Buena Vista and Salida will offer a minimum of six pro-social events for teens.
 - Results: The teen councils planned and hosted nine pro-social activities for approximately 1400 youth in Chaffee County. Additionally, the teen councils held 33 leadership team meetings and eight recruitment activities recruiting four new leadership members. Six teen members participated in four city council work sessions and two issue specific meetings regarding liquor licenses and density outlets.
- Implement a locally relevant social norms campaign and associated communication plan with a coalition led workgroup meeting a minimum of twelve times per grant cycle measured by documentation of a positive social norming communications plan, meeting attendance, meeting agendas and minutes, and copies of all materials.
 - Results: Members of the Chaffee County Communities that Care (CTC) Media Workgroup met 12 times as a full workgroup, met six times as subcommittees, and had a minimum of nine individual meetings, totaling 27 meetings for the year. Community wide event welcomed volunteers to participate in the Listen Longer positive social norms campaign by holding conversation with youth in the interactive art display chair sites, reaching 2200 individuals through social media posts. The messaging won Colorado Broadcasting Awards for its relevance to youth substance use, its innovation and engagement of youth voices.

Task Number: 23-01-10

Program Name: Traffic Safety Resource Prosecutor (TSRP)

Contractor: Colorado District Attorneys' Council

This project impacted performance measure(s) C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; 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 program is to provide education to the prevention, enforcement, and prosecution communities. The education will be based on best practices to address impaired driving offenses pre- and post- arrests.

Objectives of the project and results were:

- Colorado District Attorneys' Council (CDAC) will increase prosecutor, law enforcement, and other traffic safety professionals' knowledge and skills related to work in impaired driving countermeasures. CDAC will conduct professional development trainings for law enforcement officers, highway safety office, prosecutors, and others. Conduct professional trainings on crash investigations and reconstructions.
 - Results: Conducted 34 live trainings for prosecutors, law enforcement and other traffic safety personnel, including one crash related training. 1,496 prosecutors and 890 law enforcement and other traffic safety personnel were trained.
 - 59 general credits were accredited for continuing legal education for the live trainings. The TSRP Program answered 431 technical assistance requests and provided 38 curricula vitae reviews for law enforcement.
- CDAC will maintain current online resources to support prevention, investigation, and prosecution. CDAC will update expert witness online database and Dropbox folders as new resources become available.
 - Results: Resources were added to the online database and Dropbox folders.
- CDAC will maintain current online resources to support prevention, investigation, and prosecution. CDAC will maintain motions bank as new pleadings and documents become available.
 - Results: Resources were added to the motions bank.
 - The TSRP Program developed online toolkits to assist prosecutors and law enforcement by providing resources including predicates, monographs, pleading templates, research, and transcripts.
 - CDAC updated resources available to prosecutors, law enforcement and first responders.
- CDAC will maintain current online resources to support prevention, investigation, and prosecution. CDAC will provide access to new webinars, webcasts, and or tutorials created by national partners, update list of recorded webcasts, and delete outdated material.

- Results: Produced three new recorded trainings. Provided access to more than 234 recorded video tutorials and webinars. Access requested for 2,127 prosecutors and 25,835 law enforcement and other traffic safety personnel.

Task Number: 23-01-12

Program Name: HSO DRE/SFST Update Training Schools

Contractor: LEAD Impairment Training

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

LEAD Impairment provided regional based In-Service Training classes in Denver, Ft. Morgan, Pueblo, Montrose, 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 CDOT's HSO staff for additional training on program management.

207 SFST Instructors and 95 DREs were provided training.

Task Number: 23-01-14

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 Standard Field Sobriety Testing (SFST) Instructor and Drug Recognition Expert (DRE) groups. A secondary goal was to increase communication within the Impaired Driving Enforcement community through a monthly newsletter.

LEAD Impairment provided regional based In-Service Training classes in Denver, Ft. Morgan, Pueblo, Montrose, 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.

LEAD provided training for the DRE Western Region State Coordinators meeting (30), DRE Green Lab training seminar (45), Cannabis Industry Impairment training (with green lab) (25) and main DRE School (16). Additionally, 207 SFST Instructors and 95 DREs were provided training. A total of 302 total Law Enforcement Officers were trained in this fiscal year. Additionally, training was provided via POST for SFST Instructor, ARIDE and basic SFST classes. An ARIDE (with Green Lab) was conducted utilizing edibles as the first lab of this type in the US, training an additional 25 LEOs. The Highway Safety Office and LEAD hosted the Western State DRE State Coordinators meeting and providing an additional training class on how to conduct Cannabis impairment training labs. The Green Lab training class incorporated speakers from New York and Washington state. A second training was held for the Cannabis Industry to show the process of determining impairment in customers to enhance roadway safety from Cannabis points of sale.

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.

LEAD is working with a contractor to create a one of its kind DRE Phone App. This phone app will allow for any Law Enforcement Officer to dispatch a DRE. This program will coordinate response efforts, increase communication, and highlight the importance of calling out DREs to major cases. LEAD coordinated and planned a DRE Instructor School in Quarter 1 with six new DRE Instructors completing training. The 2023 CO DRE school was held in Centennial, CO. A total of 16 new DRE students completed Phase-1 training.

Phase-2 training was conducted in Mesa, AZ where Colorado DRE Instructor Candidates and DRE students completed/reviewed over 180 DRE evaluations in a four-day period.

Phase 3 training included testing and was completed two weeks after the Mesa trips with a 100% success rate.

Task Number: 23-01-15

Program Name: CORD-Coalition on Responsible Driving

Contractor: Onward a Legacy Foundation dba School Community Youth Collaborative (SCYC)

This project impacted performance measure(s) C-5 Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.8 and above; C-9 Reduce the number of drivers aged 20 or younger involved in fatal crashes; and C-14, Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for +>5ng Delta 9 THC.

The goal of this project was to reduce the number of alcohol and cannabis related activities in Montezuma, Dolores, and La Plata Counties.

The project provided safe transportation alternatives home at six events, maintained safe driving messages across print and social media; attended monthly steering committee meetings with five agencies; maintained involvement on the Colorado Young Driver's Alliance; distributed a positive community norming campaign; conducted a health fair; raised awareness at local schools; led a strengthening families program for underserved communities; and facilitated two safe server events.

Objectives of the project and results were:

- Create and disseminate a media campaign to increase: (1) positive community norms around safe driving (community culture of drinking, low risk perception), (2) community knowledge on the consequences of impaired driving, and (3) awareness of the safe alternatives to impaired driving in La Plata, Montezuma, and Dolores Counties.
 - Results: CORD distributed messaging through social media, posters, a news story, and a banner in Cortez. Social media posts reached 57,477 people. There was a total of 94 posts from SCYC and partners, including positive community norming campaign and information dissemination about safe driving. CORD created and distributed 11 different flyers and postcards across the three counties with information regarding safe driving practices.
- Provide a minimum of five educational training opportunities, in-person or virtual, around impaired driving in La Plata, Montezuma, and Dolores Counties.
 - Results: Educational training opportunities included two Safe to Serve Trainings; 11 Strengthening Families Classes; engaging parents and students throughout the year at Dove Creek High School; creating a campaign that targets cannabis distributors to encourage safe storage; and engaging with local lawmakers and law enforcement around the issue of impaired driving. Between 2021-2023, the number of people who have NOT driven under the influence of alcohol increased by 38% and the number of people who have NOT driven under the influence of cannabis in the past year increased by 28%
- Implement the Ride Responsible Program at events that serve alcohol in La Plata, Dolores, and Montezuma Counties by providing healthy transportation alternatives to impaired driving and by developing a Ride Responsible Certificate Program

- Results: The Ride Responsible (RR) program was implemented at six events in La Plata and Montezuma Counties. In La Plata, free transportation at SnowDown, Animas River Days, San Juan BrewFest, and The Durango Wine Experience was provided. In Montezuma County, free alternative transportation was provided at The Dolores River Boating Advocates Fundraiser in Dolores and The Roots and Rhythm Festival in Mancos. RR gave 3,058 rides during these events. According to our comparative analysis of the survey data, the number of people who believe the RR is an “asset to our community” increased by over 40% between 2021 and 2023.

Task Number: 23-01-16

Program Name: Impaired Driving Initiative

Contractor: Larimer County Partners, Inc (dba Partners)

The project impacted performance measures: C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; C-14. Reducing 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 increase community knowledge and public responsibility for impaired driving within Larimer County as evidenced by increased number of reports and decrease in the incidence of impaired driving through increasing public responsibility and action regarding the public's role in preventing risks/consequences of impaired driving. Larimer Partner's will increase retailers' role and responsibility in preventing impaired driving and to provide the community with tools to assist in their work and providing curriculum-based Prevention Education Programming (PEP) to youth focused on positive decision making and attitudes and behaviors around substance use.

Objectives of the project and results were:

- Increase awareness in youth and young adults regarding impaired driving risks impacts and alternatives as evidenced by an annual survey of target audience.
 - Results: More (69%) respondents reported behavior to prevent themselves from driving under the influence compared to those reporting intervening on someone else's behavior (52%).
The market campaign reach showed a total number of impressions of 2,211,441.
- Increase and engage coalition of community partners to impact the issue of substance use and impaired driving.
 - Results: The committee met consistently throughout the year. There was strong engagement overall from retailers to law enforcement to public health professionals. It was determined that the geographic information systems (GIS) mapping process is too complicated, and the committee discussed alternative options.
- Increase knowledge of issues and changes in policies supporting the prevention of impaired driving.
 - Results: Knowledge increased surrounding issues and changes in policies supporting the prevention of impaired driving, as seen through action around impaired driving deterrence survey data, action around overnight parking and continuing conversation around ride share programs.
- Support, train and provide tools (i.e., ID Checkers, TiPS Training, etc.) to responsible association of retailer members (RAR) to reinforce the positive role in substance use prevention as business and community leaders.
 - Results: 50-60 RAR members in monthly meetings; member numbers increased to 209.
Increased number of trainings and materials for RAR members including new and updated ID book and patron safety materials.

- Decreased number of RAR serving violations.
- Increase knowledge and tools to promote healthy decision making and positive coping skills via pre/post survey.
 - Results: Implemented BrainWise curriculum to a total of 357 youth aged 14-18 years. Pre surveys were administered, post surveys will be completed in March 2024, with results in late spring 2024.
- Increase knowledge around impaired driving risks, impacts and alternatives as evidenced by a pre/post survey.
 - Results: Provided BrainWise curriculum to 357 total youth. Pre surveys were administered, post surveys will be done in March 2024, with results in late spring 2024.
- Integration of a Youth Advisory Council, young adult interns and youth survey results in all areas of organizational assessment and programming.
 - Results: Larimer County Partner's is developing a process to engage candidates for the Youth Advisory Council.

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

12 projects were managed with a planned budget of \$1,391,353.

Efforts and activities included:

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

Task Number: 23-02-01

Program Name: Distracted Driving and Speed Enforcement

Contractor: Denver Police Department (DPD)

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

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 and changed the public perception of the risks and consequences of such activity.

Objectives of the project and results were:

- DPD enforced state laws on distracted driving.
 - Results: 5 Officers worked a total of 283 hours on this program.
 - Officers contacted 558 motorists who were observed manipulating an electronic device while driving or who were observed committing a similarly unsafe violation.
 - Those contacts resulted in 552 moving citations, 6 warnings issued, 0 arrests, and 24 tickets issued for distracted driving.
- DPD maintained speed enforcement to decrease traffic fatalities and serious bodily injury (SBI) crashes.
 - Officers worked a total of 728.25 hours on mostly weekday and weekends with various hours to address street racing, rush hour, and citizen complaint areas.
 - During the grant period 1446 contacts were made.
 - Officers contacted and wrote citations for 1443 drivers over the four quarters, with the highest number of contacts occurring in the second quarter, with 691 speeding citations, followed by 455 citations in the fourth quarter, 185 citations in the third, and 109 citations in the first quarter.
 - Three drivers were arrested over the grant period.

Task Number: 23-02-02

Program Name: Aurora Police Traffic Services (PTS) Campaign

Contractor: Aurora Police Department (APD)

This project addressed performance measure C-4, Reduce the number of unrestrained passenger vehicle occupant fatalities. C-6, Reduce the number of speeding-related fatalities. 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.

Objectives of the project and results were:

- APD enforced state law on distracted driving.
 - Results: 2 operations were conducted targeting distracted driving to include move over violations.
 - Educational presentations were performed by officers in conjunction with church groups, driving schools, and elementary schools.
 - 1,154 drivers found to have distracted driving as a factor.
- APD enforced state law on speeding.
 - Results: Four operations were conducted targeting speeding and aggressive driving.
 - Three street racing operations were conducted targeting speeding, aggressive driving, and street racing. Several joint operations with neighboring and State jurisdictions were conducted.
 - 2,550 had speeding as a factor.
- APD enforced occupant protection safety law.
 - Results: 23 Child Safety Seat events were held.
 - 221 child seats were installed or checked by technicians.
 - Messages on the dangers and risks of speeding, distracted, aggressive driving, and unrestrained occupant safety were published by public information offices on social media outlets.
 - 539 had some type of occupant restraint violation.

Task Number: 23-02-03

Program Name: Stop Crashes Before They Stop You

Contractor: Colorado Springs Police Department (CSPD)

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes.

The goal of this project was to attain a 5% reduction in both the number of traffic fatalities and the number of serious/incapacitating injury crashes compared to the 2021 baseline data. Action plan activities included intelligence-led, targeted speed enforcement at designated locations.

Objectives of the project and results were:

- Develop written deployments plans at least quarterly.
 - Results: Project director developed and distributed four written deployment plans during the grant period. These plans outlined the guidelines that officers working the grant had to follow during deployments.
- Schedule personnel to work enforcement overtime to conduct dedicated traffic enforcement in identified problem areas.
 - Results: CSPD officers conducted 264 grant-funded deployments totaling approximately 899 enforcement hours. During those deployments, officers issued 1,827 citations.
- When referred by patrol personnel, evaluate locations with high frequencies of speeding violations as determined by speed trailer data analysis, and conduct dedicated speed enforcement at those locations as appropriate.
 - Results: 12 focused deployments were conducted based on speed trailer data.
- At least twice per month, provide public information and educational materials related to traffic safety topics.
 - Results: During the grant period, 20 social media engagements related to speed enforcement were distributed. These engagements provided statistical information, encouraged drivers to slow down, and publicized the cooperative grant-funded effort between CSPD and CDOT.
- Purchased six handheld radar speed measuring units for use during grant-funded speed enforcement deployments.
 - Results: The six radar units were purchased and placed into service. The radar units were utilized heavily by CSPD Motorcycle Unit officers during grant deployments.
- Attain a 5% reduction in both the number of traffic fatalities and the number of serious/incapacitating injury crashes.
 - Results: Final 2023 fatal and injury crash data was not available. Preliminary data indicated that there have been 36 traffic fatalities in Colorado Springs compared to 37 traffic fatalities in the baseline year of 2021. Preliminary data indicated that 938 injury crashes occurred in Colorado Springs as compared to 764 injury crashes in the baseline year of 2021.

Task Number: 23-02-04

Program Name: A Step Towards Reducing Traffic Fatalities

Contractor: Pueblo Police Department

This project addressed performance measure C-1: Reduce the number of Traffic Fatalities; C-2: Reduce the number of serious injuries in traffic crashes; C-6: Reduce the number of speeding-related fatalities; C-9 Reduce the number of drivers age 20 or younger involved in fatal crashes.

The goal of this project was to decrease the number of speed related fatality and serious injury crashes in the City of Pueblo. Another goal of the project was to reduce the number of fatal crashes involving drivers under the age of 20.

Objectives of the project and results were:

- PPD enforced state law on speeding.
 - Results: group enforcement with marked and unmarked PPD units
 - On-roadway visual reminders (Speed Signs) were deployed.
 - A total of 306 hours of speed enforcement was performed over the year.
 - 405 citations were issued while engaged in grant related enforcement.
- Reduce the number of serious bodily and fatal crashes.
 - Results: Of the 23 fatalities in FY 2023, six of them involved speed as a factor. This was a reduction of 33% from the previous year.
 - FY 2023 saw 3414 traffic crashes within the City of Pueblo. This was a decrease of 145 crashes from FY 2022.
- To address drivers under 20, the Traffic Division made a Public Service Announcement that was recorded and distributed to other Law Enforcement Agencies, Municipal Court, Pueblo School District 60 and published on social media.
 - Results: The PSA was directed at younger drivers with emphasis on speed and impaired driving.

Task Number: 23-02-05

Program Name: Highway 93 and 285 Speed Mitigation 2022-2023

Contractor: Jefferson County Sheriff's Department (JCSO)

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

The goal of this project was to reduce the number of fatalities, injuries, and crashes, when speeding was a contributing factor and to educate drivers about the dangers associated with excessive speed.

Objectives of the project and results were:

- JCSO maintained speed enforcement to decrease traffic fatalities and serious bodily injury (SBI) crashes.
 - Results: JCSO deputies worked 757 hours.
 - Deputies made 1559 traffic contacts.
 - Deputies contacted and wrote 1476 citations to vehicle operators for speeds of 15+ miles per hour or more over the posted speed limit.
- JCSO conducted a social media campaign around the Speed Grant.
 - Results: Additional outreach was made by educating through social media about the dangers of exceeding the speed limit.
- Objectives of the project and results were to reduce serious injuries and fatalities in traffic crashes. During this enforcement period Highway 285 had 268 crashes and 16% were injury crashes, and 1% were fatalities. Highway 93 had 83 crashes and 21% were injury crashes, and no fatalities.

Task Number: 23-02-06

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, and to educate both drivers and passengers about the dangers associated with excessive speed.

Objectives of the project and results were:

- LPD enforced state law on distracted driving.
 - Results: LPD dedicated 943 hours of proactive enforcement time to speed enforcement.
 - During the grant period 1215 contacts were made.
 - LPD Agents wrote citations to 1000 drivers.
 - 11 speed related arrests effected throughout the grant cycle.
- LPD conducted a social media campaign around the Speed Grant. These posts included photos of speed detection equipment such as the LIDAR with the driver's speed displayed.
 - Results: Additional outreach was made by educating through social media about the dangers of exceeding the speed limit.
 - LPD gave at least one speed related interview for local news.
- High visibility enforcement operations with Colorado State Patrol, and other Denver Metro area departments were conducted on the interstate highways and surface streets within the city dedicated to curbing street racing.
 - Results: LPD used various means to address community concerns and work to make roadways safer in their jurisdiction.
- During the grant period, LPD had 17 traffic fatalities. Eight of the fatalities were speed related. In the previous year LPD had 19 traffic fatalities. Nine of the fatalities were speed related.

Task Number: 23-02-07

Program Name: Traffic Safety Enforcement Project

Contractor: Colorado State Patrol (CSP)

This project addressed measures C-1. Reduce the number of serious injuries in traffic crashes; C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT); C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; and C-12: Reduce the number of distraction-affected fatal crashes.

The goal of this project was to reduce the number of unrestrained occupants in fatal and injury crashes for Colorado roadway users by reducing the number of fatal and injury crashes caused by “Inattentive to Driving,” per trooper opinion.

Objectives of the project:

- CSP provided grant-funded overtime dedicated to seatbelt enforcement.
 - Results: 1045 hours.
- CSP issued seatbelt citations during grant-funded overtime dedicated to seat belt enforcement.
 - Results: 1003 citations.
- CSP increased the reach of statewide social media campaigns related to seatbelt enforcement.
 - Results: CSP increased the reach of statewide social media public awareness of the dangers of not wearing a seatbelt.
- CSP provided grant-funded overtime hours for enforcement of distracted driving.
 - Results: 4608 hours.
- CSP issued citations during grant-funded overtime for distracted driving enforcement.
 - Results: 712 citations.
- CSP increased the reach of statewide social media campaigns related to distracted driving through social media.
 - Results: CSP increased public awareness reach of the dangers of distracted driving.
- CSP provided community/employer educational opportunities focused on distracted driving throughout the state.
 - Results: 17 education events.

Task Number: 23-02-08

Program Name: Greeley PD Data Driven Approach to Crime and Traffic Safety

Contractor: Greeley Police Department (GPD)

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-12. Reduce the number of distraction-affected fatal crashes.

The goal of this project was to prevent traffic crashes involving serious bodily injuries and fatalities due to excessive speed or distraction-related violations by increasing traffic enforcement in selected areas.

- GPD maintained speed enforcement to decrease traffic fatalities and serious bodily injury (SBI) crashes.
 - Results: Officers worked a total of 1373 hours on this program.
 - During the grant period 2,004 contacts were made.
 - Officers contacted and wrote citations for 1532 drivers and 463 warnings were given.
- GPD enforced state laws on distracted driving.
 - Results: 512 citations were written for distracted driving related violations.
 - Officers focused on accident causation violations identified as speeding and distracted driving violations. This enforcement resulted in the reduction in the number of fatalities and serious bodily injury crashes in the City of Greeley by 2%.

Task Number: 23-02-09

Program Name: Traffic Safety Enforcement

Contractor: El Paso County Sheriff's Office (EPCSO)

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; C-6. Reduce the number of speeding-related fatalities; C-12. Reduce the number of distraction-affected fatal crashes.

The goal of this project was to increase the saturation of law enforcement in high traffic areas and those hot spot areas that are known to have speeding, unrestrained occupants, and distracted vehicle operators.

Objectives of the project and results were:

- EPCSO enforced laws on speeding, non-compliance of seat belt use, and distracted driving.
 - Results: Deputies contacted and wrote 3612 citations to vehicle operators.
 - Deputies worked a total of 1,867 hours.
- EPCSO combined with regional law enforcement partners to conduct three surge traffic-enforcement operations.
 - EPCSO had 240 traffic contacts during those operations.
- EPCSO began utilizing a grant-funded, dedicated dispatcher for surge traffic operations.
 - Results: 102 contacts were made in one day, and it increased officer safety with quicker traffic stops.

Task Number: 23-02-13

Program Name: Traffic Safety Campaign

Contractor: Wheat Ridge Police Department (WRPD)

This project addressed performance measure C-1. Reduce the number of traffic fatalities.

The goal of this project was to reduce crashes at top locations through education and enforcement.

Objectives of the project and results were:

- WRPD enforced state laws on speeding.
 - Results: Officers worked a total of 77 hours.
 - During the grant period 222 contacts were made.
 - Officers contacted and wrote citations to 166 vehicle operators.
 - One driver was arrested over the grant period.
 - Fatalities were reduced significantly from an average of five since 2020, to two during this grant year.
 - Officers also participated in several saturation operations and partnered with public works to make traffic engineering improvements at I-70 and Kipling to reduce crashes.

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

18 projects were managed with a planned budget of \$2,488,717.

Efforts and activities included:

- Partnered with the Colorado Young Drivers Alliance (CYDA) 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.
- Programs are funded in several metro and rural locations including El Paso, Denver, Weld, Chaffee and Eagle, and Gunnison counties.

Task Number: 23-03-01

Program Name: Aurora Preventing 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 aged 20 or younger involved in fatal crashes.

The P.A.R.T.Y. program is an interactive, five-hour, in-hospital, injury-awareness, and prevention program for high school students. The goal is to provide young people with information about traumatic injury, help them identify risky behaviors while driving, and offer safe alternatives. The program takes students through the path of a trauma and focuses on dangerous driving behaviors, decision-making while driving and riding as a passenger, and provides information on current Graduated Driver's Licensing (GDL) laws.

Objectives of the project and results were:

- By September 30, 2023, high school students who participate in the P.A.R.T.Y. program will show a 20% self-reported increase in knowledge on the five knowledge-based questions covering teen driving safety facts between pre- and post- surveys.
 - Results: Question 1 showed an increase in knowledge from 32% on the pre-survey to 74% on the post-survey. Question 2 showed an increase in knowledge from 45% to 92%. Question 3 stayed the same at 94%. Question 4 showed an increase in knowledge from 17% to 72%. Question 5 showed an increase in knowledge from 62% to 76%.
- Establish the P.A.R.T.Y. program in the City of Longmont and surrounding area by September 30, 2023.
 - Results - The northern coordinator met with teachers from the Medical and Bioscience Academy at Longmont High School.
- Fifteen classes will participate in a P.A.R.T.Y. Program reaching a minimum of 375 students in the Denver Metro area.
 - Results - Nine programs were held in the Denver Metro area reaching 206 students with three new schools participating (North, Denver West, and Manual High School).
 - Connections with Bennet High School were established and an On the Road program was scheduled at the school for October 2023.
 - Program coordinators for all three regions were hired and on boarded.
- Twelve classes will participate in the P.A.R.T.Y. Program reaching a minimum of 300 students in the Ft. Collins area.
 - Results - 11 programs were held in the greater Ft. Collins area reaching 217 students, with one new high school (Ft. Collins High School) and the addition of programs at the Boys and Girls Clubs of Ft. Collins and Wellington.
 - Northern program coordinator established a partnership with the Colorado State University (CSU) police to develop a modified P.A.R.T.Y. program for students 18-24

that will be implemented at CSU. Outreach events were attended at CSU to educate on and promote the program.

- Ten classes will participate in the P.A.R.T.Y. Program reaching a minimum of 250 students in the Colorado Springs area.
 - Results - five programs were held in Colorado Springs reaching 91 students with two new schools participating (Wakefield and Village High School).

Task Number: 23-03-02

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

Contractor: Weld County Department of Public Health and Environment

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

The DRIVE SMART Weld County (DSWC) - Young Driver Traffic Safety Project uses evidence based and best practice approaches to reduce traffic fatalities among young drivers. The goal of this program was to reduce the current five-year age-specific crude fatality rate (28.4 per 100,000) for drivers 20 or younger by 5%.

Objectives of the project and results were:

- Maintain current levels of coordination and collaboration among community partners and stakeholders to support the continued implementation of evidence-based programmatic and policy strategies related to reducing teen motor vehicle fatalities.
 - Results: Coalition membership expanded by 5 new community stakeholders including 2 new law enforcement partners and 3 partners representing an organization whose mission is focused on advancing equity. DSWC coalition members and partners attended 6 community safety events reaching approximately 1,800 community members with traffic safety information, education, and resources.
- Increase local support for strengthening Colorado's Graduated Driver's Licensing (GDL) by collaborating with 2 new community stakeholders to promote and implement best practices for safe driving.
 - Results: In August 2023, DSWC teamed up with Colorado State Patrol Family Foundation, to help fund the National Safety Council's Alive at 25 program which over the past year graduated 655 students in 25 classes within Weld County. Additionally, DSWC supported two Platte Valley High School students in participating in FCCLA's (Family, Career and Community Leaders of America) Acting for Community Traffic Safety (FACTS) competition in Colorado and at the national competition. Both students won top honors for their projects with DSWC.
- Increase local law enforcement officer's pre/post GDL Roll Call presentation test scores by an average of 2 points compared to 2021/2022 scores.
 - Results: Three GDL Roll-Call presentations were conducted with a total of 47 officers attending. 100% of patrol officers surveyed agreed to support GDL laws. Pre/post GDL knowledge survey scores improved by 1 point compared to 2021/2022 scores.
- Increase the number of signed Parent/Teen drivers' contracts that include details on parental enforcement of the GDL law.
 - Results: Nearly 70 signed Parent/Teen Driving contracts were collected. According to Parent Self-Assessments collected before and after DSWC Parent of Teen Drivers presentations, 90% of respondents stated they understood Colorado GDL laws, 95% understood risks, 100% declared they knew how to set limits with their teens and 80%

confirmed they were confident in teaching their teens. 95% were able to correctly identify protective factors for safe driving among youth.

- Increase the number of Weld County high school youth reached during an 8-month peer-lead traffic safety program (BUDS Program: Buckle Up Drive Smart) who were observed wearing their seatbelt compared to 2021/2022 results and who report always wearing their seatbelt and decreased cell phone use while driving.
 - Results: Seven Weld County high schools participated in an eight-month long student led traffic safety challenge which impacted just under 16,500 students and community members. Pre/Post seatbelt observations indicated a 7% increase in seatbelt compliance and a 10% decrease in distracted driving behaviors compared to 2021 /2022 results. With respect to driving attitudes, 95% of students indicated that they “strongly agree” or “agree” that it is important to always wear a seatbelt (95%).

Task Number: 23-03-03

Program Name: Strengthening SADD's Network to Reduce Teen Crashes: Colorado SADD

Contractor: SADD, Inc.

This project addressed performance measure(s): C-2. Reduce the number of serious injuries in traffic crashes.

The goals of the Students Against Destructive Decisions (SADD) Program are 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:

Objectives of the project and results were:

- Reach 1,000,000 youth, adult allies, and community members and implement 60 evidence-informed programs, events, and campaigns statewide utilizing a peer-to-peer model that results in increased risk awareness of the leading causes of teen crashes.
 - Results: Implemented a total of 98 evidence-informed traffic safety programs, events, and campaigns in Colorado schools. School/student-based peer-to-peer reach from programming included 79,245+ Colorado students.
 - Increased the number of SADD chapters from 42 to 51 across Colorado during the year to assist in program implementation and knowledge spread.
 - Maintained social and traditional media coverage by reaching 1,000,000+ in Colorado with traffic safety messaging.
- Host 10 regional advisor trainings for existing and potential new SADD advisors.
 - Results: Provided 32 school-based professionals traffic safety-focused training during the grant year with a reach of 450 adult advisors. The training was implemented in person and virtually. Maintained partnerships with Colorado Young Drivers Alliance, Mothers Against Drunk Driving, Drive Smart, Teens in the Driver Seat, END Distracted Driving, CO Family Career and Consumer Leaders of America (FCCLA), National Road Safety Foundation, Colorado Task Force on Drunk and Impaired Driving, Driving Under the Influence Task Force, Safe Kids Colorado, Union Pacific, Safe Streets, Colorado Law Enforcement Agencies, Colorado HOSA, Safe City Leadership Summit (Denver), Tribal Motor Vehicle Safety Summit, Pueblo Community College, and the Denver Indian Center.
- Host at least one law enforcement training that empowers law enforcement with the training necessary to implement effective peer-to-peer programs at the local level through best practices for youth engagement and countermeasures that work.
 - Results: SADD hosted a specific law enforcement focused “*Shifting Gears*” training on September 13, 2023. Provided technical assistance to Colorado Law Enforcement partners as requested/needed, including SADD law enforcement toolkit.
- Host 5 student lead traffic safety related exercises/activities in El Paso County.
 - Results: Implemented 44 peer-to-peer student-led traffic safety educational interventions in El Paso County.

Task Number: 23-03-04

Program Name: ThinkFast Interactive Events - Colorado

Contractor: TjohnE Productions, Inc. DBA ThinkFast Interactive

This project impacted performance measure(s) C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities; C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes.

The primary goal of this project was to promote teenage driver safety by creating an interactive and captivating safety program designed to educate future and current Colorado teen drivers. The approved content was uniquely crafted to educate and engage Colorado drivers on critical information regarding teenage driving-related injuries within the State and at the national level. It also aimed to highlight related laws, penalties, and Colorado's GDL information, emphasizing the "8 Danger Zones". Outreach efforts to eligible high schools highlighted the program's capabilities and goals of the grant-sponsored program, with stakeholders receiving monthly scheduling details. In total, 74 ThinkFast Interactive (TFI) programs took place in FY23 and reached approximately 16,828 people. The project provided 72 TFI programs to high schools across the state, reaching approximately 15,128 students, 1 program for the Family, Career and Community Leaders of America (FCCLA) National Leadership conference, which reached 1,500 FCCLA students, and a custom adult program for law enforcement professionals, which reached approximately 200 people.

Objectives of the project and results were:

- To provide an up-to-date driver safety program directly targeted at future and current teen drivers in the state of Colorado in areas specified by CDOT.
 - Results: An FY23 program was developed, approved, and implemented across the state as directed by CDOT.
- Use the TFI program as a platform to bolster/enhance other educational initiatives and community partners as directed by CDOT.
 - Results: No educational initiatives or community partners were outlined to be included in the FY23 program content.
- Create an outreach plan in accordance with target areas/schools who are eligible to receive the program under the grant.
 - Results: At the start of the year, an outreach plan was created in accordance with CDOT's outreach to schools began until all programs were scheduled.
- Ensure that relevant parties have scheduling information prior to the date of ThinkFast Interactive programs.
 - Results: All pertinent stakeholders received a shared Google Drive sheet containing scheduling information for all scheduled TFI programs. The sheet enabled real-time updates accessible to all those involved.

Task Number: 23-03-05

Program Name: Eagle River Valley Safe Driving Efforts

Contractor: Eagle River Youth Coalition

This project impacted performance measure(s) 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; C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes.

The goal of this project was 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 provided Graduated Driver's Licensing (GDL) presentations to 120 youth, maintained safe driving messages across print and social media; held three steering committee meetings with six agencies and four youth leaders; maintained involvement on the CO Young Driver's Alliance, and completed a local policy listening tour with 14 sectors.

Objectives of the project and results were:

- Increase parent knowledge of the CO GDL zero tolerance for impaired driving law from a 2019 baseline of 75% to 77% as evidenced by the Eagle County Community Parent Survey.
 - Results: parent knowledge of CO GDL zero tolerance for impaired driving law decreased from 75% in 2019 to 66% in 2021
- Increase parents/guardians reporting discussing with their child, alcohol impaired driving from a 2019 baseline of 78% to 80% and discussing cannabis impaired driving from a 2019 baseline of 56% to 58%, as evidenced by the Eagle County Community Parent Survey.
 - Results: parents/guardians reporting discussing with their child, alcohol impaired driving maintained at the baseline 78% in 2019 and 2021, and cannabis impaired driving decreased from 56% in 2019 to 55% in 2021.
- Initiate and increase the number of community events offering alternative transportation from zero to two events and maintain the number of alcohol retailers offering alternative ride options to their patrons.
 - Results: Three event producers, hosting events over 15 unique days provided alternative ride options to attendees. Mountain Youth sponsored 129 bus rides.
- Increase law enforcement efforts and presence in the community to deter youth parties, sale of alcohol to minors or intoxicated customers, and impaired driving through coordination of at least 4 enforcement efforts.
 - Results: Bar checks and law enforcement efforts resulted in 19 bar checks, 53 traffic stops and eight impaired investigations. Patrol focused on back to school and homecoming timeframes, and community events.

- Increase law enforcement and community knowledge of impairment recognition to prevent the sale of alcohol to an intoxicated customer, and to prevent impaired driving through delivery of at least three training opportunities.
 - Results: Responsible server training reached 158 servers, 14 officers attended Advanced Roadside Impaired Driving Enforcement (ARIDE) training, and drug impairment basics reached 20 individuals.
- Increase the percentage of young drivers reporting that parents are always monitoring their driving to make sure they do not drive after drinking or using drugs from a 2019-2020 school year baseline of 74% to 80% by September 30, 2023, as evidenced by GDL presentation post-surveys.
 - Results: Over the grant cycle, 77% of driving age respondents reported their parents always monitor their driving to make sure they do not drive after drinking or using drugs, an increase from 74%, but did not reach 80%.
- Increase the percentage of GDL presentation attendees rating their level of knowledge of CO GDL laws as 4 or 5 on a scale of 1-5 (with 1 being no prior knowledge and five being very knowledgeable) following the presentation from a 2019-2020 school year baseline of 77% to 80% by September 30, 2023, as evidenced by GDL presentation post-surveys.
 - Results: 77% of GDL attendees reported their level of knowledge as 4 or 5 following the presentation over the grant cycle, maintained the baseline of 77%
- Maintain the number of youth leaders focused on young driver safety strategies at four youth advisors by September 30, 2023.
 - Results: Four youth leaders-maintained focus on young driver safety strategies.

Task Number: 23-03-06

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

Contractor: City and County of Denver, Department of Transportation and Infrastructure

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes.

The goal of this project was to make Denver roadways safer for children, youth, teens, and young adults by educating on child passenger safety, young driver safety, multimodal transportation safety, and adult seat belt use.

The program employed a Full-Time Program Administrator to manage both the Denver Booster & Seatbelt Engagement (BASE) and Teen Safe Streets (TSS) Programs, a full-time Program Coordinator for the BASE Program, and up to four part-time Youth Advisors for the TSS Program. The program utilized direct engagement through events, direct education through partner outreach with both parents/families and young adults, partnerships with organizations who provide direct services to youth, young adults, and families, and general outreach/education through in-person and virtual methods.

Objectives of the project and results were:

- Increase child passenger restraint use:
 - Results: BASE engaged 6,435 individuals at 70 events. The majority of outreach was done in Denver Equity areas. BASE focused on culturally sensitive outreach and education; at least 14 events included translation/interpretation for languages other than English, most often Spanish but also French, Vietnamese, Kinyarwanda, Dari, and Pashto.
 - BASE completed observations at two schools to understand usage of car seats, booster seats, and seatbelts during day-to-day commuting to/from school.
 - BASE hosted 24 CPS education-focused events with various community partners and schools in FY23. In total, the BASE served 78 families, checked 146 car seats, and donated 209 car/booster seats alongside individual education.
 - BASE continued to develop and foster partnerships with agencies and organizations that provide direct services to youth and families. Partnerships of note included Denver Police Department, various Denver Housing Authority sites, and Lutheran Family Services.
 - BASE continued to partner with the Safe Routes to School (SRTS) Program to train Teacher Champions in child passenger safety curriculum to deliver in the classroom. Six teachers were trained at the beginning of FY23.
 - BASE worked to integrate child passenger safety programs with DOTI and SRTS, including promoting shared events and online communications/promotions, such as Child Passenger Safety week in September.
- Increase adult seat belt use:

- Results: BASE worked to integrate seat belt education into general DOTI and Vision Zero marketing. In FY23, BASE developed a “Buckle Up Denver” message for stickers and keychain lights. Over 795 keychain lights with this message were distributed in FY23.
- Educate about and increase transportation safety knowledge such as GDL for teens, parents, and caregivers.
 - Results: TSS engaged 2992 individuals at 25 events. The majority of these events were in DOTI Equity neighborhoods including Harvey Park, Westwood, Lincoln Park, Barnum, Montebello, and North Capitol Hill. TSS partnered with the P.A.R.T.Y. (Prevent Alcohol and Risk-Related Trauma in Youth) Program at UC Denver Health to bring three high school field trips to their program.
 - TSS was staffed by one Youth Advisor in FY23 and was not able to engage with gatekeepers at schools through Youth Advisors. However, partnerships were built with teachers at North High School and Lincoln High School to continue work and partnerships in schools.
 - Due to staffing changes in FY23, there was no active youth coalition (FODY) meetings in FY23. Strategic planning for new staff included a more focused strategy on hiring and youth coalition engagement going into FY24.
 - TSS collected various input through three teen focus groups to guide the program and potential future focus areas.
 - TSS continued to grow partnerships that have been vital for continuous youth engagement. Notable partnerships include the Office of Children’s Affairs, various Denver Recreation Centers, Urban Peak, The Center on Colfax LGBTQ+ Center, and more.

Task Number: 23-03-07

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

Contractor: Colorado Department of Public Health and Environment (CDPHE)

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 increase partner access to and understanding of Colorado motor vehicle injury and fatality data through the development of the 2023 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 Colorado Department of Transportation (CDOT) Highway Safety Office (HSO) grantees, the facilitation of the Colorado Young Drivers Alliance, and the advancement of the Colorado Strategic Transportation Safety Plan.

Objectives of this project and results were:

- Improve the relevancy of the FY2023 CDOT Problem Identification Report and Dashboard, as demonstrated by stakeholder feedback.
 - Results: The 2023 Problem ID was completed with improvements made in the following areas based on stakeholder feedback: rates were included in addition to counts and comparison data.
- Increase the use of motor vehicle crash data to inform programs and policies aimed at reducing motor vehicle injuries and fatalities.
 - Results: Eight impaired driving data analyses were completed and presented to the Colorado Task Force on Drunk and Impaired Driving.
 - Fulfilled 17 ad hoc traffic safety data requests.
 - Strategic information and support provided to HSO contractors HDR and Y2K on the selection of equity indicators for a disparity analysis; results were integrated into the CDPHE 2024 action plan, and the Triennial Highway Safety Plan's Community Engagement section.
- Expand opportunities for traffic safety partners to improve prevention projects through participation in educational sessions and evaluation support.
 - Results: Provided technical assistance and evaluation support to 20 HSO grantees.
 - Reviewed HSO funding applications for Older Driver Safety, Occupant Protection/Child Passenger Safety, and Community Traffic Safety projects.
- Increase strategies for the Highway Safety Office and the CDPHE Violence and Injury Prevention-Mental Health Promotion (VIP-MHP) branch to engage communities and build partnerships around traffic safety initiatives.
 - Results: Facilitated 11 Colorado Young Drivers Alliance (CYDA) meetings, increased membership by eight people from diverse backgrounds across the state, and increased

community collaboration with youth and staff from the Youth Partnership for Health Advisory Council, Students Against Destructive Decisions (SADD), and Rise Above.

- CDPHE staff presented, facilitated, and moderated at eight conference sessions at the Lifesavers Conference and the Colorado Traffic Safety Summit.
- Increase public health collaboration on planning and support of dissemination of traffic safety communications.
 - Results: Provided recommendations on message framing and youth involvement for two CDOT young driver campaigns about distracted driving and risks of cannabis use.
 - Expanded CYDA young driver safety messaging to parents and guardians across Colorado via collaboration with IDEA Marketing texting and Q&A platforms.
 - Published a new CYDA website on Google Sites. Updates included: specific content for parents/guardians, youth, and CYDA partners, CYDA recommended strategies, CYDA values and priorities, and additional information on how to engage with the CYDA facilitator and participate in monthly meetings.
- Expand identification and implementation of activities prioritized for statewide traffic safety initiatives.
 - Results: Participated in CDOT's Advancing Transportation Safety (ATS) leadership committee and ATS Safety Culture, Safe People, and Safe Driving workgroups.
 - Participated and served as a work group lead in the Colorado Traffic Safety Summit planning committee for the 2023 Traffic Safety Summit.

Task Number: 23-03-08

Program Name: Law Enforcement Liaison (LEL) Birk

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 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.

Objectives of this project and results were:

- Manage High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.
 - Results: Grants managed for 53 Law Enforcement (LE) agencies.
- Conduct bi-annual law enforcement agencies site visits, capital equipment and inspections.
 - Results: 22 law enforcement agencies site visits, agency audits, on-site trainings, orientations, monitoring visits and two capital equipment inspections.
- Representation of the Highway Safety Office.
 - Results: Represented the Highway Safety Office at National LEL Webinars, The Highway Safety Summit, Motorcycle Operator Safety Advisory Board (MOSAB), State Traffic Records Advisory Committee (STRAC), Colorado Task Force on Drunk and Impaired Driving (CTFDID), Colorado Association of Chiefs of Police, County Sheriffs of Colorado (CSOC), Colorado-Wyoming Boot Run, Drug Recognition Enforcement (DRE) graduation, Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants.
 - Encouraged enforcement engagement, LEL's were present and participated with Mothers Against Drunk Driving (MADD) in the award recognition events for outstanding Law Enforcement Officers for traffic enforcement efforts.
 - Collaboration with other States' agencies.
- Identification and outreach.
 - Results: Identified LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving.
 - Conducted outreach to agencies identified with lowest seat belt use and highest rates of unrestrained serious injury and fatalities to encourage participation in high visibility Click It or Ticket (CIOT) program.
- Policy and planning review.
 - Results: Reviewed current practices in occupant protection and made recommendations for more comprehensive support services. Reviewed child fatality and older driver fatality data to identify geographic and programmatic areas of need.
 - Review Colorado Strategic Transportation Safety Plan and Occupant Protection Assessment Report for state and national recommendations.

- Ensured agency compliance by monitoring and tracking agencies' adherence with High Visibility Enforcement (HVE) plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates.
- Participated in the Review/Scoring and Recommendations for numerous LE and Non-LE Grant Applications.

Task Number: 23-03-09

Program Name: Law Enforcement Liaison (LEL) Hunt

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 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.

Objectives of this project and results were:

- Manage High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.
 - Results: Grants managed for 15 Law Enforcement (LE) agencies.
- Conduct bi-annual law enforcement agencies site visits, capital equipment and inspections.
 - Results: 9 law enforcement agencies site visits, agency audits, on-site trainings, orientations, monitoring visits and one capital equipment inspections.
- Representation of the Highway Safety Office.
 - Results: Represented the Highway Safety Office at National LEL Webinars, The Highway Safety Summit, Motorcycle Operator Safety Advisory Board (MOSAB), State Traffic Records Advisory Committee (STRAC), Colorado Task Force on Drunk and Impaired Driving (CTFDID), Colorado Association of Chiefs of Police, County Sheriffs of Colorado (CSOC), Colorado-Wyoming Boot Run, Drug Recognition Enforcement (DRE) graduation, Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants.
 - Encouraged enforcement engagement, LEL's were present and participated with Mothers Against Drunk Driving (MADD) in the award recognition events for outstanding Law Enforcement Officers for traffic enforcement efforts.
 - Collaboration with other States' agencies.
- Identification and outreach.
 - Results: Identified LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving.
 - Conducted outreach to agencies identified with lowest seat belt use and highest rates of unrestrained serious injury and fatalities to encourage participation in high visibility Click It or Ticket (CIOT) program.
- Policy and planning review.
 - Results: Reviewed current practices in occupant protection and made recommendations for more comprehensive support services. Reviewed child fatality and older driver fatality data to identify geographic and programmatic areas of need.
 - Review Colorado Strategic Transportation Safety Plan and Occupant Protection Assessment Report for state and national recommendations.

- Ensured agency compliance by monitoring and tracking agencies' adherence with High Visibility Enforcement (HVE) plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates.
- Participated in the Review/Scoring and Recommendations for numerous LE and Non-LE Grant Applications.

Task Number: 23-03-10

Program Name: Law Enforcement Liaison (LEL) Brannan

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 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.

Objectives of this project and results were:

- Manage High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.
 - Results: Grants managed for 51 Law Enforcement (LE) agencies prior to July 2023. From July 2023 to current day managed 27 Law Enforcement (LE) agencies.
- Conduct bi-annual law enforcement agencies site visits, capital equipment and inspections.
 - Results: 10 law enforcement agencies site visits, agency audits, on-site trainings, orientations, monitoring visits and two capital equipment inspections.
- Representation of the Highway Safety Office.
 - Results: Represented the Highway Safety Office at National LEL Webinars, The Highway Safety Summit, Motorcycle Operator Safety Advisory Board (MOSAB), State Traffic Records Advisory Committee (STRAC), Colorado Task Force on Drunk and Impaired Driving (CTFDID), Colorado Association of Chiefs of Police, County Sheriffs of Colorado (CSOC), Colorado-Wyoming Boot Run, Drug Recognition Enforcement (DRE) graduation, Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants.
- Encouraged enforcement engagement, LEL's were present and participated with Mothers Against Drunk Driving (MADD) in the award recognition events for outstanding Law Enforcement Officers for traffic enforcement efforts.
- Collaboration with other States' agencies.
- Identification and outreach.
 - Results: Identified LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving.
 - Conducted outreach to agencies identified with lowest seat belt use and highest rates of unrestrained serious injury and fatalities to encourage participation in high visibility Click It or Ticket (CIOT) program.
- Policy and planning review.
 - Results: Reviewed current practices in occupant protection and made recommendations for more comprehensive support services. Reviewed child fatality and older driver fatality data to identify geographic and programmatic areas of need.

- Review Colorado Strategic Transportation Safety Plan and Occupant Protection Assessment Report for state and national recommendations.
- Ensured agency compliance by monitoring and tracking agencies' adherence with High Visibility Enforcement (HVE) plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates.
- Participated in the Review/Scoring and Recommendations for numerous LE and Non-LE Grant Applications.

Task Number: 23-03-11

Program Name: MADD Colorado Court Monitoring Program

Contractor: Mothers Against Drunk Driving

This project impacted performance measures C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for drugs.

The goal of this project was to reduce impaired driving fatalities by using trained staff and volunteers to initiate a court monitoring program to observe impaired driving cases and record outcome data in seven judicial districts over three years. Court monitoring programs are beneficial for collecting relevant statistics in our state and disseminating important information to the public to identify areas of improvement within the court system and laws.

Objectives of the project and results were:

- Expand the MADD Court Monitoring program in Pueblo County in year two.
 - Results: One volunteer was assigned to the county and 429 cases were observed. Volunteers monitored and collected data.
- Maintain the Court Monitoring Program in the counties identified in the 2018-2022 CDOT Grant Cycle: El Paso, Teller, Denver, Douglas, Arapahoe, Jefferson, Boulder, Broomfield, Adams, Weld, Larimer and Mesa Counties.
 - Results: 490 cases were observed in El Paso, eight in Teller, 160 in Denver, 142 in Douglas, 253 in Douglas, 363 in Arapahoe, 271 in Jefferson, 329 in Boulder, 361 in Broomfield, 286 in Adams, 664 in Weld, 293 in Larimer, and 121 in Mesa.
- Maintain impaired driving case data in twelve target judicial districts.
 - Results: The data unit maintained a roster of eight data analysts midway through Quarter 3, which changed to three during Quarter 4, and one by the end of the year. 5,756 cases were cleaned and verified; an estimated 50 people received the annual report.
- The Court Monitoring Program staff will maintain recruiting, educating, and supporting a roster of active volunteer participants. This activity includes community outreach and recruitment presentations, screening interviews, extensive training and planning continuing education activities for monitors.
 - Results: Four college presentations were conducted, four full-state check-ins were held, six trainings from previous meetings were sent out to current volunteers, and one program specialist and one paid intern resumed regular individual check-ins with volunteers. MADD made 126 contacts and conducted 17 presentations with stakeholders.

Task Number: 23-03-12

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

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

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-6. Reduce the number of speeding-related fatalities; C-7. Reduce the number of motorcyclist fatalities; C-10. Reduce the number of pedestrian fatalities; C-11. Reduce the number of bicyclist fatalities.

The goal of this project was to reduce the crashes, serious bodily injuries, and fatalities in the Denver region, particularly focused on improving motor vehicle operator behavior around speed and distraction, improving multimodal education, and decreasing instances of speed-related fatalities. The program employed a program coordinator to convene a Safe Speeds Coalition, lead community-based assessment work, and utilize data, messaging, and partnerships to create and disseminate educational materials & campaigns. The coordinator also worked to build relationships between Denver policy makers, decision-makers, and other community organizations to effect change at 1) the policy level for reducing speed-related crashes and fatalities, 2) the environmental level by providing input on traffic-related city plans and Vision Zero priorities, and 3) at a social level within Denver communities through education, encouragement, and promotion. This program worked alongside other grant programs in DOTI's Office of Community and Business Engagement to improve traffic safety in targeted Denver neighborhoods as determined by DOTI's High Injury Network and Equity Index.

Objectives of the project and results were:

- Convene a Safe Speeds Coalition with new and existing partners in Denver Vision Zero, including city agencies, community partners, and community leaders.
 - Results: Developed a Vision Zero Newsletter via Constant Contact. Distributed first newsletter in Quarter 3 to 159 people with an open rate of 80%. Additional newsletter released in Quarter 4 to 173 people with an open rate of 65%.
 - Safe Speed Coalition meeting held in Quarter 2. Pivoted to engaging existing coalitions with established memberships to reach a more diverse audience. Presented focus group findings at the Technical Advisory Committee, a broad group of safety stakeholders, in Quarter 3.
 - Results: Contributed focus group findings to annual report. Key takeaways included a desire for safe and reliable transit options as well as protected pedestrian areas. Annual report released and new draft of Vision Zero Action Plan published.
- Work to understand community perspectives on perceived and actual risks to transportation safety through Community Based Participatory Research (CBPR)-based assessments.
 - Results: Action item delayed while awaiting Vision Zero Program Administrator hire. Captured 5 Safe Travel survey responses and translated survey tool into Spanish in Quarter 1. Collected 280 World Day of Remembrance pledges in November. Assisted with

developing DOTI Bike Survey, released in September. Preliminary data shows 1,000 responses received.

- Three focus groups conducted with 74 participants in Quarter 2. Messaging feedback collected from two of the groups.
- Transitioned away from internally led coalition.
- Analyzed data collected in FY 22 to suggest updates for the new Vision Zero Action Plan.
- Create and disseminate messaging and marketing campaigns through partners, social media, and other channels as determined by the grant.
 - Results: Engaged 10270 individuals across 89 events.
 - Printed and distributed promotional items targeting driving behaviors, including city-wide wastewater mailer. Developed Safe Routes to School coloring book. Created World Day of Remembrance pledge. Promoted safe speeds and seatbelt use. Reached 90,848 impressions through DOTI messaging campaigns.
 - Created social media calendar with DOTI Communications to track Vision Zero messaging. Highlighted DOTI's efforts to install, replace, or relocate 2,300 speed limit signs across the city. Distributed over 900-yard signs to promote the speed limit reduction program.

Task Number: 23-03-13

Program Name: Gunnison County Substance Abuse Prevention Project (GSCAPP) Addressing Community Traffic Safety - Impaired Driving, Excessive Drinking and Community Norms Favorable Towards Substance Use.

Contractor: Gunnison County

The project impacted performance measures 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; 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 reach all of Gunnison County, but intensively target youth ages 12-20. The broader community was also addressed in efforts with emphasis on stakeholders. To achieve the goals of this project and alleviate inequities in services GCSAPP used the socioecological model in our strategies and programming. Efforts addressed the individual level with specific emphasis on impaired and distracted driver education; the family level with specific emphasis on the Graduated Driver's Licensing (GDL) program, and the societal and systems level by providing education to the greater community and stakeholders about our community risk factors that contribute to impaired driving, excessive alcohol and cannabis use.

Objectives of the project and results were:

- Hold three stakeholder meetings with city councils and run a six-week social hosting campaigns in order to increase public support for social host ordinances that reduce alcohol use among youth and support enforcement of social host laws in order to reduce community norms favorable towards substance use.
 - Results: Five data presentations were given to the GCSAPP Coalition, Town of Crested Butte, City of Gunnison, Town of Mt Crested Butte and Gunnison School Board included longitudinal Healthy Kid Colorado Survey Data (HKCS) from 2010-2021, qualitative data from youth and adults, and GCASPP Community Survey Data. These data points helped to create an understanding for policy makers of why social hosting ordinances are an additional tool to prevent youth substance use.
 - Results: The six-week media campaign about social hosting was updated. The campaign ran in the Crested Butte News, Gunnison Country Times, and social media accounts. The primary audience was parents of middle and high school youth. The average monthly reach was estimated at 10,900.
 - Two meetings were held with cannabis dispensary and liquor store owners about social responsibility regarding youth substance use. A variety of initiatives stemmed from the meetings.
- Collect data on youth and adult impaired driving rates, community norms, perception of harm and use rates of alcohol and cannabis, including an equity analysis of current policies.
 - Results: An annual survey was administered to over 500 youth and 350 parents. A series of community discussions were held that focused on youth substance use, drinking/smoking and

driving, youth parties, and social hosting where community members and stakeholders were asked to express their concerns. The data was analyzed in quarter one and shared in the community data presentations.

- Results: Data from the HKCS survey indicated a decrease in high school youth who binge drank in the past 30 days from 27% in 2019 to 19.5% in 2021. Of the youth who binge drank those who rode in a car with someone who had been drinking went from 58.4% (2019) to 47.8% (2021) and drove a car after drinking from 88.8% (2019) to 36.7% (2021).
- Hold one 16 week and up to two 8- week classroom-based drivers' education that focuses in impaired and distracted driver education with youth in partnership with their parents and incorporate a GDL program to reduce impaired driving in youth under 20.
 - Results: Two 16-week courses were held and two-week intensive courses at the Gunnison High School and the Crested Butte Community School. 68 youth graduated. 19% identified as Hispanic.

Task Number: 23-03-14

Program Name: HSO Traffic Safety Summit

Contractor: HSO

This project impacted all performance measures C-1 through C-14.

The primary goal of this project was to host the 2023 Highway Traffic Safety Summit which was held August 7-9, 2023 in Loveland, CO.

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

Results:

- Convened over 212 traffic safety partners and community groups from around the State to identify and address traffic safety challenges.
- Provided training, technical assistance and information on funding opportunities to address the continued increase in traffic fatalities.
- Provided opportunities for Strategic Transportation Safety Plan (STSP) groups to reconvene, provide updates and continue implementation plans for the STSP.
- Survey feedback included these comments:

Overall I think the conference was well done, engaging and interesting. I like that it caters to many professions and appreciated the attempts to talk/collaborate in small groups but do think a more facilitated approach in small groups ... would be even better.

I really think this summit is great. I also think that encouraging elected officials to attend would be super helpful as they are some of the most impactful decision makers.

The Colorado Safety Summit is always organized professionally. The location of the event is amazing and inviting. Keep doing your thing, because it is amazing! Thank you!

Loved Safety Culture presentation. Made us think about the positive and how to grow what is working. Great selection of break out sessions and speakers.

Task Number: 23-03-15

Program Name: Community Traffic Safety

Contractor: Rural Communities Resource Center (RCRC)

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

The goal of this project is to reduce the number of the unrestrained occupant fatality rates in all seat positions.

Objectives of the project and results were:

1. To increase awareness and disseminate information about child passenger safety (CPS).
 - Results: The project provided outreach to guardians around child passenger safety and checked 35 car seats which had misuse or were replaced. Knowledge and attitudes around using car seats or child restraints correctly increased, especially within the Hispanic community.
2. Promote seat check events and distribute educational information at events.
 - Results: 1,253 brochures, information packets or newsletters were given.
 - RCRC provided a large media campaign with narratives of residents that have been affected by seat belt misuse.
3. To reduce the misuse rate of child passenger safety restraints, ensure each child is in the correct seat and fitted to the specific child.
 - Results: 35 car seats were checked.
4. Increase the percentage of all occupants in all seat positions using a car seat or child safety restraint.
 - Results: RCRC experienced difficulties with engaging Mothers Against Drunk Driving (MADD) and Students Against Destructive Decisions (SADD).
5. Educate and engage guardians and teachers on the need and use of CPS restraints to change attitudes and behavior.
 - Results: During resource fairs 26 guardians or educators were educated about GDL and CPS. At least 14 driving age teens were educated on GDL at Mobile Pantry.
6. Disseminate information and education packets about Graduated Driver Licensing (GDL) laws to youth and community members in both counties at larger events and in school registration packets.
 - Results: Held four resource fairs in Wray, Yuma, Akron and Joes to do outreach and educate on GDL and CPS laws and information. RCRC did not add GDL or CPS information to school registration packets.
7. To increase knowledge and attitudes about wearing seat belts in the back seat and all vehicle seat positions.
 - Results: 460, 3rd-5th grade students received the Buckle-Up in the Back Seat in four schools.

Task Number: 23-03-16

Program Name: Alliance Highway Safety

Contractor: Traffic Safety Event Marketing

This project impacted performance measure(s) C-1 Total Traffic Fatalities. C-4 Unrestrained Passenger Vehicle Occupant Fatalities. C-5 Fatalities in crashes involving a driver of motorcycle operation with a BAC of .08 and above. C-6 Number of Speeding-Related Fatalities. C-7 Number of motorcyclist fatalities. C-8 Number of unhelmeted motorcyclist fatalities. C-9 Number of drivers aged 20 or younger involved in fatal crashes.

The goal of this project was to reduce the number of teen fatalities and fatalities overall through outreach at 24 high school state tournament events. Reduce the number of motorcyclist fatalities through outreach at 12 motorcycle rallies. Reduce the number of overall fatalities through outreach at 12 motorsports and/or rodeo events. Reduce the number of overall fatalities through outreach at six fairs.

Objectives of this project and results were:

- Generate 240,000 impression and 2,400 engagements at the high school state tournaments.
 - Results: Generated 217,591 impressions and 47,792 engagements at the High School State tournaments.
- Generate 12,000 impression and 1,200 engagements at motorcycle rallies.
 - Results: Generated 98,997 impressions and 2,000 engagements at motorcycle rallies.
- Generate 120,000 impression and 1,200 engagements at rodeo and motorsports events.
 - Results: Generated 252,911 impressions and 11,700 engagements at rodeos and motorsports events.
- Generate 360,000 impression and 3,600 engagements at the fairs.
 - Results: Generated 559,897 impressions and 219,580 engagements at fair.

Task Number: 23-03-17

Program Name: Colorado Leadership Conference

Contractor: Family, Career and Community Leaders of America (FCCLA)

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

The primary goal of this project was to provide scholarships to Colorado FCCLA youth and youth advisors who have participated in the FCCLA FACTS program and to support a Colorado State meeting room for Colorado attendees to meet and exchange FACTS program information from across the State. Attendees also assisted with staffing a Colorado Traffic Safety resource and information table. Outreach through FCCLA was targeted to all FCCLA chapters in Colorado with an emphasis on rural and underserved communities within Colorado that have FCCLA members who may not have otherwise had the resources to attend the conference.

Objectives of the project and results were:

- Scholarships were awarded to 103 youth from around the State to attend the FCCLA National Conference.

Task Number: 23-03-18

Program Name: Law Enforcement Liaison (LEL) Potter

Contractor: Crankset Research and Consulting, 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 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.

Objectives of the project and results were:

- Manage High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.
 - Results: Grants managed for 24 Law Enforcement (LE) agencies.
- Conduct bi-annual law enforcement agencies site visits, capital equipment and inspections.
 - Results: 7 law enforcement agencies site visits, agency audits, on-site trainings, orientations, monitoring visits and two capital equipment inspections.
- Representation of the Highway Safety Office.
 - Results: Represented the Highway Safety Office at National LEL Webinars, The Highway Safety Summit, Motorcycle Operator Safety Advisory Board (MOSAB), State Traffic Records Advisory Committee (STRAC), Colorado Task Force on Drunk and Impaired Driving (CTFDID), Colorado Association of Chiefs of Police, County Sheriffs of Colorado (CSOC), Colorado-Wyoming Boot Run, Drug Recognition Enforcement (DRE) graduation, Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants.
 - Encouraged enforcement engagement, LEL's were present and participated with Mothers Against Drunk Driving (MADD) in the award recognition events for outstanding Law Enforcement Officers for traffic enforcement efforts.
 - Collaboration with other States' agencies.
- Identification and outreach.
 - Results: Identified LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving.
 - Conducted outreach to agencies identified with lowest seat belt use and highest rates of unrestrained serious injury and fatalities to encourage participation in high visibility Click It or Ticket (CIOT) program.
- Policy and planning review.
 - Results: Reviewed current practices in occupant protection and made recommendations for more comprehensive support services. Reviewed child fatality and older driver fatality data to identify geographic and programmatic areas of need.
 - Review Colorado Strategic Transportation Safety Plan and Occupant Protection Assessment Report for state and national recommendations.

- Ensured agency compliance by monitoring and tracking agencies' adherence with High Visibility Enforcement (HVE) plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates.

TRAFFIC RECORDS PROGRAM

Overview/ Projects

It is the goal of the HSO and Traffic Safety and Engineering (TSE) services to provide an integrated, responsive, timely and accurate crash records system. In support of this goal, the TSE services undertook several projects in FY 2023.

Program Administration

8 projects were managed with a planned budget of \$ 904,663.

Enhancing the Traffic Records System

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

These projects include:

- BESDT Phase II project was to streamline CDOT crash data quality control process and improve the CDOT crash data accessibility.
- Adams County and Pueblo City geocoding projects were funded by 405C to improve off-system crash location data by developing linear referencing systems, and geo-coding crashes.
- 405C grant was used to sponsor the attendees from 7 state and local government agencies to attend the ATSIP traffic records forum in Nashville, TN.
- 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).
- 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.
- Th E-citation project from the Town of Limon has implement the E-Citation ticketing application to keep law enforcement officers safer while enforcing Colorado law, reduce paper waste for the Criminal Justice processes, and reduce or eliminate common mistakes and hurdles that traffic violators exploited.
- Crash data consortium from DRCOG was to investigate and demonstrate the value of a regional crash data consortium to inventory the needs of the region and work to solve common issues with crash data collection, processing, and analysis

Efforts and activities included:

- In FY 2023, TRC acted as a liaison between the involved agencies, under the guidance of the CDOT Project Manager. Duties included preparing an update to the Traffic Records Strategic

Plan. Led a series of strategic planning workshops with STRAC membership to brainstorm implementation opportunities and identify new data improvement initiatives.

- Continued participation in the Investigating Officers Crash Reporting Manual task force including assessing training and crash manual improvement needs.
- Attended and participated in the Traffic Records Forum and developed STRAC initiatives based on lessons learned.
- Participated in DRCOG's Crash Data Consortium on behalf of the STRAC.
- Participated in testing of the Online Fatal Blotter Application by developing an agency testing plan and coordinating Phase 1 and Phase 2 testing.
- 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.
- Organized and attended bi-monthly STRAC meetings to report on progress, conduct routine traffic records business, and implementation of the traffic records strategic plan.

CDOT Traffic Data Collection and Analysis

CDOT & 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. In FY23, The crash data dashboard had initial RFP with 9 potential vendor proposals to expand the current dashboard functionalities. The project is currently going through a RFI process that will allow TSE to gather specific information regarding which software solution will best support our needs.

Task Number: 23-04-03

Program Name: Traffic Records Coordinator

Contractor: Stolfus & Associates, Inc.

The performance measure for this project is deliverables presented satisfactorily and on-time. The following deliverables were measured:

- Investigating Officers Crash Reporting Manual for the State of Colorado (status: edits on-going)
- Training Materials (status: training development on-going)
- Documentation of meetings or discussions resulting in DR3447 modifications and training material updates (within two (2) weeks of meeting). (status: not applicable)
- Complete STRAC Annual Report as required by NHTSA (status: complete)
- Bi-monthly STRAC meeting minutes and Executive memos (due 1 month after meeting) (status: complete)
- Update the Traffic Records Section of the Highway Safety Plan (due 6/30/23) (status: complete)
- Performance measures, written with MPOs, for traffic records improvements (due 8/30/23) (status: not applicable)

The goal of this project is 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. Led a series of strategic planning workshops with STRAC membership to brainstorm implementation opportunities and identify new data improvement initiatives.

Continued participation in the Investigating Officers Crash Reporting Manual task force including assessing training and crash manual improvement needs.

Attended and participated in the Traffic Records Forum and developed STRAC initiatives based on lessons learned. Participated in DRCOG's Crash Data Consortium on behalf of the STRAC.

Participated in testing of the Online Fatal Blotter Application by developing an agency testing plan and coordinating Phase 1 and Phase 2 testing.

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 implementation of the traffic records strategic plan.

Additionally, through strategic planning and stakeholder outreach processes, the TRC identified future 405C project opportunities for FY24 and assisted in the development of 405C grant applications and measures of performance for 405C projects.

Task Number: 23-04-04

Program Name: Technology Transfer

Contractor: State Traffic Records Advisory Committee (STRAC)

The goal of this project is to sponsor STRAC member attendance to the Association of Transportation Safety Information Professionals (ATSIP) Traffic Records Forum that occurred in Nashville in July 2023. Colorado delegates from STRAC voting members CDPS, DOR, CDOT, OIT and Judicial were in attendance, as was the TRC, and DRCOG. Representatives of the Colorado STRAC presented three sessions (DRCOG Crash Data Consortium, Investigating Officer's Crash Reporting Manual, and Colorado's Fatal Blotter Application). One of the Colorado STRAC participants also moderated a session.

Many of the sessions were directly relevant to improving Colorado's traffic records systems. A debrief session was held at the August STRAC meeting and a selection of takeaways from attendees follows:

- Importance of reaching out to the Colorado's Tribal Communities to solicit their participation in STRAC. CDOT's HSO and the DOR are currently exploring opportunities to accomplish this outreach.
- How other states are sharing and visualizing crash data. The Connecticut DOT's dashboard is one example that is informing CDOT's current Crash Data Dashboard improvement project.
- Improved understanding of how other states are leveraging partnerships with universities to provide additional data improvement capacity. The STRAC is currently working to explore these opportunities among Colorado universities.
- Understanding that Colorado's RMS present data consistency challenges that are somewhat unique to our state.
- Some states are using Artificial Intelligence to filter narratives and extract data to help minimize the need for manual intervention.
- Learning of planned updates to the MMUCC 6th Edition planned for publication in 2024.
- Better awareness of challenges with toxicology data including poly drug interactions.

Project Number: 23-04-06

Program Name: Adams County Linear Referencing System and Crash Geocoding

Contractor: Adams County

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

The goal of the project was to geocode crash records for a five-year period (2017 - 2021) without reported latitude/longitude coordinates and create a linear referencing system, enabling segment-based safety analyses and spatial analysis of crashes. 33,000 crash records were geocoded, and a linear referencing system was created for all off-system roads in Adams County.

The project impacted the performance measure by:

- Creating spatial data enabling Adams County Traffic Operations staff to visualize concentrations of injury crashes at intersections and along roadway corridors in Adams County to focus deployment of safety countermeasures.
- Accuracy and completeness of CDOT off-system crash records were improved through the addition of latitude/longitude coordinate information and corrections were made to the assignment of city/county attribute designations for a subset of records.
- A number of crashes were identified as miscoded to the local road system and were corrected to reflect their accurate locations on the state highway system.
- 99.7% of all off-highway system crashes were geocoded and assigned longitude/latitude coordinates.

Task Number: 23-04-07

Program Name: BESDT Phase II

Contractor: Office of Information Technology (OIT)

This project impacted performance measure(s) C-A. Increase the percentage of crash records with no errors in critical data elements.

The goal of the BESDT Phase II was 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 as examples 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 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.

Objectives of the project and results were:

- A. Functional updates related to Search records lead to improved performance and system response times. Now search encompasses 50,000 records instead of the original 2,000 records at a time.
- B. Data Export related functional updates resulted in reduced inconsistencies and improved data-handling / transmission.
- C. GIS data is now available in the BESDT system.

Thus, key improvements in the following areas were implemented:

- a. Data management, data rationalization, data transference
- b. Reporting enhancements and code optimizations for improved performance
- c. Fatal Blotter functionalities, data transference not available prior
- d. Multiple, miscellaneous error corrections.

Task Number: 23-04-08

Program Name: Crash Data Consortium

Contractor: DRCOG

This project addressed performance measure C-C-1: The percentage of crash records with no missing critical data elements, C-I-1: The percentage of appropriate records in the crash database that are linked to another system, and C-X-1: Identify the users of the crash database and improve accessibility.

The goal of this project was to investigate and demonstrate the value of a regional crash data consortium to inventory the needs of the region and work to solve common issues with crash data collection, processing, and analysis.

This project has been extended by a year and the same performance measures have been carried over into the second year's grant, and as such, actions toward these performance measures are still in progress.

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

- DRCOG staff learned from local jurisdictions and state agencies how location data is collected by law enforcement and what challenges exist in current processes. DRCOG is working to build additional law enforcement partnerships which will lead to better collection and reduced missing Latitude/Longitude data.
- DRCOG staff entered into licensing for Esri's road network management system application ArcGIS Roads and Highways in late FY23 which will allow DRCOG to link crash data to a linear referencing system utilizing CDOT's All Roads Network of Linear Referenced Data (ARNOLD) in FY24.
- DRCOG staff shared links to the Regional Data Catalog with stakeholders during interviews, newsletters, and consortium meetings. The estimated number of downloads increased from 133 to 151 in a one-year period (13.5% increase). The spatial data download count for FY23 is an estimate as there was a switch from the Google Analytics property that collects this data in 2023 and some data may have been lost during the transition.

Project Number: 23-04-10

Program Name: Pueblo County Linear Referencing System and Crash Geocoding

Contractor: Pueblo County

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

The goal of the project was to geocode crash records for a five-year period (2017 - 2021) without reported latitude/longitude coordinates and create a linear referencing system, enabling segment-based safety analyses and spatial analysis of crashes. 10,200 crash records were geocoded, and a linear referencing system was created for all off-highway system roads in Pueblo County.

The project impacted the performance measure by:

- Creating spatial data enabling Pueblo County Traffic Operations staff to visualize concentrations of injury crashes at intersections and along roadway corridors in Pueblo County to focus deployment of safety countermeasures.
- Accuracy and completeness of CDOT off-system crash records were improved through the addition of latitude/longitude coordinate information and corrections were made to the assignment of city/county attribute designations for a subset of records.
- A number of crashes were identified as miscoded to the local road system and were corrected to reflect their accurate locations on the state highway system.
- 99.5% of all off-highway system crashes were geocoded and assigned longitude/latitude coordinates.

Task Number: 23-04-11

Program Name: Electronic Ticketing for Lincoln County Communities

Contractor: Town of Limon

This project addressed performance measures: C/A-A-1: The percentage of citation records with no errors in critical data elements.

- Reduce paper waste by 75% within one year
- Reduce errors on traffic enforcement citations by 90% in 0-6 months
- Provide a centralized database for directed patrols within 0-3 months
- Reduce the exposure of tragedy to law enforcement immediately

The goal of this project was to keep law enforcement officers safer while enforcing Colorado law, reduce paper waste for the Criminal Justice processes, maintain and utilize traffic-based statistics for safer Colorado roads, maximize efficiency of the justice system for faster and streamlined results, and reduce or eliminate common mistakes and hurdles that traffic violators exploited.

The project impacted the performance measure by and results were:

- Paper waste dropped by nearly 85 percent upon adoption of the program as departments discontinued buying “traditional” five-page carbon page citations.
- Errors on citations dropped immediately upon adoption of this program due to the algorithm not accepting inaccurate or improper dates, fines, or common errors.
- A central database was created immediately for statistical analysis, which allowed administrators to review problem areas instantly and allocate resources appropriately.
- Law enforcement officers instantly saw less time of vulnerability while on the side of the roadway. This average time of a citation dropped by more than 50 percent and kept officers safer, while they continued enforcement operations at a safer interval.

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 \$1,131,632.

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: 23-05-01

Program Name: Child Passenger Safety Car Seats Colorado

Contractor: Colorado State Patrol (CSP)

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

The goal of this project was to reduce the number of unrestrained occupants in fatal and injury crashes by 10%, from 963 in 2019 (most current data available) to 867 in 2023 and reduce by 10% the number of fatalities for unrestrained or improperly restrained persons age 0-15 from 11 in 2020 to 10 in 2023.

Objectives of the project and results were:

- CSP Increased the number of newly certified/recertified technicians.
 - Results: Car Seats Colorado (CSC) held 10 Technician Certification Courses around the state with a total of 121 students attending.
 - CSC held 10 Technician Certification Courses around the state with a total of 121 students attending.
- Increased the number of CPS awareness, education, and enforcement activities as measured by OT hours.
 - Results: CSC provided the following educational opportunities:
 - 10 Continuing Education Units (CEU) Update Classes had a total of 77 students.
 - Seven Advocate Awareness Classes had a total of 109 in attendance.
 - CSC provided 174 hours of overtime for Child Passenger Safety education and enforcement of the Child Passenger Safety laws.
 - There were 161 Caregivers and agencies that ordered and utilized the collateral documents that are provided by CSC.
 - The media ad buy campaigns were produced in English and Spanish.

Task Number: 23-05-02

Program Name: SMC's Car Seat Safety Program

Contractor: Health One/ Swedish Medical Center

This project impacted performance measure(s) 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. Education and awareness are achieved through 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 had 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 objectives of the project and results were:

- Educating parents and caregivers about child passenger safety.
 - Results: 560 parents and caregivers were educated through the car/booster seat fit station at Swedish Medical Center.
 - Interpretation and translation services were offered at all car and booster seat appointments and educational events/sessions.
 - 44 cars were checked (with an additional 160 participants trained on the dial-a-belt)
 - 81 car/booster seats were checked.
 - 220 car/booster seats were donated (using external funding sources).
- Information provided to parents and caregivers.
 - Result: Of the parents/caregivers that were provided educational sessions through the Child Passenger Safety Collaborative of Colorado (CPSCC) between 1/1/2023 and 10/7/2023, there was a:
 - 257% increase in identifying the correct tightness of a 5-point harness.
 - 25% increase in identifying when a car seat should not be rear facing.
 - 94% of participants believed proper car and booster seat use was more important than they thought pre-education to post-education.
 - 96% increase in participants who reported that they were “very confident” from pre-education to post-education.
 - Languages served: Spanish, Arabic, Amharic, French, Kinyarwanda, Vietnamese

Task Number: 23-05-04

Program Name: Local Law Enforcement - "Click it or Ticket"

Contractor: Local Law Enforcement Agencies

This project impacted performance measure(s) 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 zero-tolerance enforcement, education, and awareness.

The HSO was able to continue engagement from majority of Colorado law enforcement agencies by implementing three statewide CIOT enforcement campaigns. The first statewide enforcement campaign in FY23 took place April 3 - 19. The National May Mobilization took place May 15 - June 4 and one more statewide campaign which took place July 24 - August 4.

Objectives of the project and results were:

- The April CIOT campaign had 65 agencies participate and 4,692 seatbelt citations were issued.
- The May Mobilization CIOT campaign had 66 agencies participate and 6,994 seatbelt citations were issued.
- The July CIOT campaign had 70 agencies participate and 2,114 seatbelt citations were issued.

Task Number: 23-05-05

Program Name: Seat Belt Survey

Contractor: Atelior, LLC

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

The goal of this project was to conduct direct observational surveys to arrive at an estimate of seat belt usage in the State of Colorado.

Objectives of the project and results were:

- Improved operational efficiency and accuracy in executing the Seat Belt Survey.
 - Results: Seat belt usage data was collected in two separate surveys.
 - Results: Observer training and certification was completed by the end of April 2023.
- Created incident log to track recurring incidents.
 - Results: All incidents, details, resolution, or work arounds were logged on an incident board. Eighteen incidents were reported, down 64% from 2022.
- Ensure site surveys were completed in accordance with standards set by National Highway Traffic Safety Administration (NHTSA) and CDOT.
 - Results: Thirty-four unannounced quality audits were performed. All 17 Observers were audited twice - once during pre-mobilization (April 30 to May 6), and once during the first week of Statewide (June 11 to 24).
- Completed a successful seat belt survey for Federal Fiscal Year 2023
 - Results: The surveys were based upon statistical sampling of sites in counties that account for 85% of the State's vehicle crash fatalities. The usage rate increased by 5% from pre-mobilization (85%), through "Click it or Ticket" program to Statewide (89%). A total of 99,287 vehicles and 121,822 drivers and front seat passengers were observed across the 744 site locations. 7,029 (6%) occupants were "unable to be observed" - 80% of the 6% were drivers. Windshield tinting made it difficult to determine seatbelt status.
- The 2023 study results show some changes in seat belt usage from 2022 averages across the five vehicle categories.
 - Cars up 1% to 89%
 - Trucks up 5% to 83%
 - Vans up 1% to 90%
 - SUVs up 1% to 91%
 - Commercial up 5% to 84%
 - Seat belt usage is highest among SUVs at 91% and lowest among Trucks at 83%
- The average seat belt usage across the five categories stands at 89%, up from 87% in 2022.
 - Two surveys were conducted and yielded the results.
 - Seat belt usage rate of 85% for premobilization and 89% for Statewide
 - Both surveys showed seatbelt usage was higher in higher speed zones. 90% of vehicles in the greater than 50 miles an hour zones used seatbelts.

Task Number: 23-05-06

Program Name: Traffic Safety Recognition Events

Contractor: Mothers Against Drunk Driving (MADD)/Colorado Department of Transportation (CDOT)

This project impacted performance measure(s): C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS), C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

MADD and CDOT worked in collaboration to host the Annual MADD and CDOT Law Enforcement Champion Recognition and Awards. The goal of this event is to recognize the life-saving efforts of Colorado Law in enforcement in their education and enforcement efforts in occupant protection and impaired driving to impact traffic safety in Colorado in. The event was held in two locations to honor agencies and officers across the state.

Objectives of the project and results were:

- Host an Awards Luncheon in Grand Junction
 - Results: May 10th-Luncheon held at Colorado Mesa University for 52 attendees. 5 Individual Awards and one team award were presented recognizing 10 people in total. Additionally, Durango PD received a special recognition for their unique efforts to effect change in their community.
- Host an Awards Dinner in Denver
 - Results: June 7th-Banquet held at Empower Field for 275 attendees. 18 individual awards and 8 team awards were presented recognizing 60 people in total.

COMMUNICATIONS

Overview/ Projects

The Office of Communications (OC) provides strategic communications efforts for the Colorado Department of Transportation's Highway Safety Office (HSO). In 2023, 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.

Program Administration

The OC, with assistance from its contractors, was responsible for 14 traffic safety projects, with a budget of \$3,016,000.

Efforts and activities included:

- In 2023, 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 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 campaign used positive social norming to encourage others to buckle up. The OC also created a campaign showing what happens to unbuckled occupants during a rollover crash. This campaign was launched at a media event in Pueblo, which has one of the lowest seat belt use rates in the state. Finally, a special Spanish-language seat belt campaign targeted Hispanic communities.
- To address distracted driving, the OC launched a new campaign. The campaign is part of the OC's *Shift into Safe* initiative. The campaign highlights the dangers of taking your eyes off the road for just a few seconds, such as to unwrap a cheeseburger. This campaign 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.
- Also in 2023, the OC continued its *Excuses to Speed Don't Exist* to address the increase in speed-related fatalities in the state. Media buy deliverables included radio, billboards and digital assets. For the first time this campaign went statewide, which generated almost 25 million impressions.
- Other campaigns launched in 2023 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: 23-08-01

Program Name: High Visibility DUI Enforcement - PR/Evaluation

Contractor: R&R Partners, Communications Infrastructure Group, Corona Insights

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

The goal of this project was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities in Colorado.

This project conducted the mass media portion of the high visibility The Heat Is On enforcement campaign. Associated activities included public relations and the development of creative material, along with research on impaired driving knowledge, behaviors and campaign effectiveness.

Objectives of the project and results were:

- Achieve 30% awareness of campaign slogans such as The Heat Is On by September 30, 2023

Results:

- The Heat Is On campaign message recognition improved from 17% to 22%. However, there were no statistically significant differences in the percentage of Colorado drivers who recognized these campaigns between the survey waves. The most common sources of The Heat is On were roadway signs, TV, and radio.

- Decrease self-reported impaired driving behavior by 5% by September 30, 2023

Results:

- About one quarter (23%) drivers said that they drove a motor vehicle within 2 hours after drinking alcoholic beverages at least one day in the past 30, compared to (21%) in 2022.
- Comparing attitudes over time, a smaller share of Colorado drivers agreed (strongly or somewhat) that they could drive safely under the influence of alcohol in 2022 (9%) than in 2021 (15%). However, this percentage stayed consistent from 2022 (9%) to 2023 (9%).
- Over the last 6 years, the majority of Colorado drivers have strongly disagreed with the statement that they could drive safely under the influence of alcohol.

- Decrease the number of alcohol-related fatalities overall by September 30, 2023.

Results:

- DUI-related fatalities declined significantly this year, according to preliminary data there were 169 DUI fatalities as of September 30, 2023, a 19% decrease from one year ago.

- Achieve over 500,000 earned media impressions to ensure broad coverage for the campaign by September 30, 2023

Results:

- Garnered 893,492 earned media impressions and 6,483 interactions from November 2022 to August 2023.

Task Number: 23-08-02

Program Name: High-Visibility DUI Enforcement - Paid Media

Contractor: Vladimir Jones

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

The goal of this project was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities in Colorado.

This project conducted the mass media portion of the high visibility The Heat Is On enforcement campaign.

Objectives of the project and results were:

- Achieve 30% awareness of campaign slogans such as The Heat Is On by September 30, 2023
Result: The Heat Is On campaign message recognition improved from 17% to 22%. However, there were no statistically significant differences in the percentage of Colorado drivers who recognized these campaigns between the survey waves. The most common sources of The Heat is On were roadway signs, TV, and radio.
- Decrease self-reported impaired driving behavior by 5% by September 30, 2023

Results:

- About one quarter (23%) drivers said that they drove a motor vehicle within 2 hours after drinking alcoholic beverages at least one day in the past 30, compared to (21%) in 2022.
- Comparing attitudes over time, a smaller share of Colorado drivers agreed (strongly or somewhat) that they could drive safely under the influence of alcohol in 2022 (9%) than in 2021 (15%). However, this percentage stayed consistent from 2022 (9%) to 2023 (9%).
- Over the last 6 years, the majority of Colorado drivers have strongly disagreed with the statement that they could drive safely under the influence of alcohol.
- Overall, the share of Colorado drivers who agreed that they could drive safely under the influence of cannabis stayed largely the same between 2022 and 2023.
- Most Colorado drivers have consistently strongly disagreed that they could drive safely under the influence of cannabis over the last six years.
- Decrease the number of alcohol-related fatalities overall by September 30, 2023
Result: DUI-related fatalities declined significantly this year, according to preliminary data there were 169 DUI fatalities as of September 30, 2023, a 19% decrease from one year ago.
- Achieve over 500,000 paid media impressions to ensure broad coverage for the campaign by September 30, 2023
Result: Paid media buy ran from August 7-September 10. The target audience was adults 21+, with a heavier presence in Colorado Springs and Denver. The media buy leveraged out-of-home (OOH), mobile display, rich media display, and social media, generating 50.19M impressions, 93% above the planned benchmark goal (25.9M).

Task Number: 23-08-03

Program Name: High-Visibility DUI Enforcement - Hispanic

Contractor: Hispanidad

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

The goal of this project was to reduce the number of statewide motor vehicle impaired driving fatalities among Hispanics in Colorado by September 30, 2024.

This project focused on Hispanic males 21-54 with a culturally and linguistically relevant Heat is On and other messages designed for mass media and public relations campaigns to remind this segment of the importance of not driving impaired.

Objectives of the project and results were:

- Achieve 30% awareness of campaign slogans such as The Heat Is On by September 30, 2023

Results:

- The Heat Is On campaign message recognition improved from 17% to 22%. However, there were no statistically significant differences in the percentage of Colorado drivers who recognized these campaigns between the survey waves. The most common sources of recalling “The Heat is On” were roadway signs, TV, and radio.
 - The campaign name is used in English “The Heat is On” and there is no current transcreation used in Spanish. However, the context (DUI enforcement is active, Don’t drive impaired, Get a safe ride home, etc) behind the campaign name is used and understood by Hispanic audiences.
 - The “don’t drive impaired” message has a recognition rate of 16% with Spanish speakers.
 - In 2023, those who spoke Spanish at home were more likely (30%) to say DUI enforcement had increased than those who spoke English (20%) and they were nearly twice as likely (24%) to say they drove past or through one of these enforcement areas recently than those who spoke English at home (14%).
 - Drivers who spoke Spanish at home were more likely to say they recalled this slogan from a friend or relative (21%) than those who spoke English at home (4%).
- Decrease the number of alcohol-related fatalities by 3% among Hispanics by September 30, 2023

Results:

- There is no fatality data available from NHTSA for 2021, 2022 or 2023 for Hispanics. In earlier years Hispanic impaired fatalities decreased in 2018 (128) but increased 4% in 2020 (134).
- Impaired fatalities increased 11% from 2021 (654) to 2022 (654). (Hispanic data not tracked separately).

- People of Color were more likely to say they would feel comfortable having no drinks (39%) and driving than those identifying as White alone (27%) before driving.
- Achieve over 300,000 earned media impressions to ensure broad coverage for the campaign by September 30, 2023

Results:

- This campaign garnered 974,483 total Spanish earned media impressions. This included 406,449 Spanish earned media impressions in 2023, 424,361 Spanish earned media impressions in 2022 and 143,673 Spanish earned media impressions in 2021. This resulted in a total of 71,038 website pageviews.

Task Number: 23-08-04

Program Name: Motorcycle Safety - Driver Awareness

Contractor: CIG and Vladimir Jones

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

The goal of this project was to reduce the number of motorcycle rider fatalities by 5% in Colorado. This project educated drivers on precautions needed to avoid motorcycle collisions and increased general awareness of the importance of watching for motorcycles on the road. The tactics included a paid media buy, development of creative assets, public relations and media outreach. Paid media buy ran from May 15 - June 4. The target audience was adults 18-54 through the state of Colorado. The media buy leveraged social, out-of-home, and streaming audio, generating 9.5M impressions. The campaign included safety tips for drivers during Motorcycle Safety Awareness Month. A total of 143 news stories and social media mentions resulted in 19,432,366 earned impressions.

Objectives of the project and result were:

- Increase driver awareness of motorcyclists on roadways and knowledge of precautions that help ensure motorcycle safety by September 30, 2023.

Results:

- According to CDOT's annual driver survey, nearly two out of three drivers (64%) said they give motorcycles extra space when following all the time and 93% said they did this at least most of the time. This is comparable to 2022 when 65% of drivers said they give extra space. Only 2% of drivers said they did this rarely or never give extra space.
- Motorcyclist fatalities declined significantly this year. According to preliminary data there were 116 motorcycle fatalities as of September 30, 2023, a 12% decrease from one year ago (132 fatalities).

Task Number: 23-08-04

Program Name: Motorcycle Safety - Rider Awareness

Contractor: CIG and Vladimir Jones

This project impacted performance measure C-8. Reduce the number of unhelmeted motorcycle fatalities.

The goal of this project was to reduce the number of motorcycle rider fatalities by 5% in Colorado. This project educated motorcyclists on the benefits of protective gear, helmet use and conspicuity. It included a paid media buy, development of creative assets and media outreach. The paid media buy ran from March 27 - April 23. The target audience was motorcyclists aged 18-54 in high-incident counties in Colorado. The media buy generated 14,142,828 paid impressions. Snapchat efforts led to excellent CTR performance (2.80% CTR) and blew away all other paid media tactics. In conjunction with the multi-state effort around the #RideSmart2Sturgis message, CDOT developed a series of social media posts, newsletter content, VMS messages and graphics to remind the riders about the importance of riding safely. Partnered with the Dirty Dogs Roadhouse to host our Wish You Were Here motorcycle from August 17-28. The display received 26 mentions in media and social media, totaling 2,193,289 impressions. Combined Motorcycle Driver and Motorcycle Rider outreach in 2023 garnered 206 media stories, totaling 36,943,985 media impressions.

Objectives of the project and result were:

- Increase motorcyclist awareness of benefits of protective gear and importance of conspicuity on the roadway by September 30, 2023.

Results:

- Among motorcycle riders, three out of four (74%) said they wear a helmet all the time they ride. Few (4%) motorcycle riders said they never wear a helmet. This is an increase from 2022 data showing that 8% of motorcycle riders reported “never” wearing a helmet. This data is pulled from CDOT’s annual driver survey.
- Motorcyclist fatalities declined significantly this year. According to preliminary data there were 116 motorcycle fatalities as of September 30, 2023, a 12% decrease from one year ago (132 fatalities).

Task Number: 23-08-05

Program Name: Click It or Ticket and Seat Belts - PR/ Evaluation/ Rural Outreach/Creative Development/ Paid Media

Contractor: CIG, Vladimir Jones, Corona Insight, R&R Partners

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

The goal of this project was to raise awareness of seat belt safety and enforcement to reduce the number of unrestrained fatalities among vehicle occupants statewide, including rural areas.

This project conducted the mass media portion of the statewide Click It Or Ticket enforcement campaign. Associated work included public relations and publicity during three CIOT campaigns, creative consultation, and a research report that measures statewide seat belt safety knowledge, behaviors and campaign effectiveness. The project also conducted significant outreach in rural Colorado, including a paid media buy, utilizing a targeted approach in high-risk areas.

Objectives of the project and results were:

- Achieve 30% awareness of the slogan Click It or Ticket by September 30, 2023

Results:

- Across waves, about half of drivers said they recalled Click it or Ticket (between 50% and 54% across waves).

- Increase self-reported seat belt use by 2% statewide by September 30, 2023

Result:

- Nearly nine out of ten drivers (88%) said they generally wear their seat belt all the time. This is a 1% increase from the previous year and a 2% increase from 2021.

- Achieve over 500,000 earned media impressions by September 30, 2023

Results:

- Enforcement period press releases garnered 3,160,440 total earned media impressions.

- Reduce the number of unrestrained fatalities by 5% by September 30, 2023

Results:

- Preliminary data shows there have been 161 unrestrained passenger vehicle deaths in 2023. This is a 5.3% decrease from 2021.

- Reduce the number of rural unrestrained fatalities by 3% by September 30, 2023

Results:

- Region 2 - rural: Preliminary 2023 data shows 30 unrestrained passenger vehicle deaths in Region 2. This is a 30.2% decrease from last year.
- Region 4 - rural: Preliminary 2023 data shows 41 unrestrained passenger vehicle deaths in Region 4. This is a 5.1% increase from last year.

- Increase seat belt use in rural areas by 2% by September 30, 2023

Results:

- Outreach and message targeting was done in the **rural areas** of Larimer, Pueblo, Weld, Fremont and Chaffee County this year. Pueblo County's seat belt use increased significantly from 67.6% in 2022 to 74.5% in 2023. Weld County's seat belt use increased significantly from 80.1% in 2022 to 85.9% in 2023. Fremont County's seat belt use increased significantly from 78.1% in 2022 to 90.6% in 2023. Chaffee County's seat belt use increased significantly from 69.2% in 2022 to 90.2% in 2023. Larimer County's seat belt use increased marginally from 88% in 2022 to 88.2% in 2023.

Task Number: 23-08-06

Program Name: CIOT / Seat Belts - Paid Media

Contractor: Vladimir Jones

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

The goal of this project was to raise awareness of seat belt enforcement and to reduce the number of unrestrained fatalities by 5% among vehicle occupants statewide.

This project conducted the mass media buying portion for the high visibility statewide May Mobilization Click It or Ticket enforcement period.

Objectives of the project and results were:

- Achieve 30% awareness of the slogan Click It or Ticket by September 30, 2023

Result:

- Across waves, about half of drivers said they recalled Click it or Ticket (between 50% and 54% across waves).
- In the March wave, 16% of drivers said they had seen or heard of any special effort by police to ticket drivers for seat belt violations in the past 30 days. While this increased slightly to 18% in the June and wave, this difference was not statistically significant. However, the 21% of drivers who said they had seen or heard of these efforts in the September wave was statistically significantly higher than the 16% who reported they did in March.

- Increase self-reported seat belt use by 2% by September 30, 2023

Result:

- Nearly nine out of ten drivers (88%) said they generally wear their seat belt all the time. This is a 1% increase from the previous year and a 2% increase from 2021.
- According to the Statewide Seat Belt Report (observational), this year's usage rate stands at 88.6%, which is a 1.6% improvement from the 2022 Colorado usage of 87%. This is a 2% increase from 2021 when the rate was 86.6%.
- Trucks exhibited the largest increase since 2022 at 82.9%, up from 78.5%.
- The 88.6% rate is the highest rate ever observed in Colorado
- While most wear their seat belts all the time while driving, Colorado drivers were less likely to buckle up on short drives (81%).
- Trucks exhibited the largest increase since 2022 at 82.9%, up from 78.5%.
- Commercial vehicles demonstrated a similar increase of 4.3%
- The other three vehicle categories increased by the following: Cars 1.2%, Vans 1.0%, and SUVs 1.1%.

- Achieve over 500,000 paid media impressions to garner wide coverage for the campaign by September 30, 2023

Result:

- Nine million traditional radio spot impressions in Denver and Colorado Springs were achieved, 1.9M of which were Hispanic impressions.
 - Traditional radio was used in Colorado Springs, Pueblo, Weld County, Fremont County, and Chaffee County. In doing so, we garnered 2.6M paid media impressions.
 - Instagram efforts reached 1.9M unique users and served 5.2M impressions. In terms of engagement, the efforts led to a 10.49% view rate, which was 2,487% larger than the 2022 view rate of 0.41%.
 - To reach drivers on busy highways and streets in Denver, we employed traditional OOH billboard placements. In doing so, we caught the attention of drivers and urged them to wear seat belts while driving. The OOH billboards gathered 6.2M impressions.
 - The total paid media reach for 2023 was 27,978,852.
- Decrease unrestrained fatalities by 5% by September 30, 2023

Result:

- Preliminary data shows there have been 161 unrestrained passenger vehicle deaths in 2023 (as of 9/30/23). This is a 5.3% decrease from this time last year, where we had seen 170 unrestrained passenger vehicle fatalities.

Task Number: 23-08-07

Program Name: Hispanic Occupant Protection

Contractor: Hispanidad

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

The goal of this project was to decrease unrestrained fatalities among the target audience in Colorado by September 30, 2023.

This project focused on Hispanic males 21-54 with a culturally and linguistically relevant message designed to remind this segment of the importance of proper occupant protection for everyone in a vehicle, especially during the Click it or Ticket statewide May Mobilization enforcement period.

Objectives of the project and result were:

- Increase self-reported seat belt use behavior by 2% in Colorado by September 30, 2023:

Results:

- Nearly nine out of ten drivers (88%) said they generally wear their seat belt all the time. This is a 1% increase from the previous year and a 2% increase from 2021.
 - According to the Statewide Seat Belt Report (observational), this year's usage rate stands at 88.6%, which is a 1.6% improvement from the 2022 Colorado usage of 87%. This is a 2% increase from 2021 when the rate was 86.6%.
 - Trucks exhibited the largest increase since 2022 at 82.9%, up from 78.5%.
 - The 88.6% rate is the highest rate observed in Colorado
 - While most wear their seat belts all the time while driving, Colorado drivers were less likely to buckle up on short drives (81%).
 - Those who identified as non-white were less likely to say they always wear their seat belt (78%) than those who identified their ethnicity as White alone (89%).
 - The perception of people that identified as non-white who say it would be very likely to get a ticket for not wearing a seatbelt over the next six months increased from 25% to 54% at a higher rate than drivers identifying as White alone (32%).
- Achieve over 300,000 earned Hispanic media impressions to garner wide coverage of the campaign by September 30, 2023.

Results:

- The campaign garnered 292,939 Total Spanish earned media impressions from 2021 - 2023. In 2023, we garnered 141,025 Spanish earned media impressions. In 2022, we achieved 75,588 Spanish earned media impressions. In 2021, we achieved 76,326 Spanish earned media impressions.
- Decrease unrestrained fatalities among Hispanics by 5% by September 30, 2023

Results:

- Preliminary data shows there have been 161 overall unrestrained passenger vehicle deaths in 2023 (as of 9/30/23). This is a 5.3% decrease from this time last year, where

we had seen 170 unrestrained passenger vehicle fatalities. NHTSA data on Hispanic populations was not available.

Task Number: 23-08-08

Program Name: GDL and Teen Driving Safety Communications

Contractor: CIG and Vladamir Jones

This project impacted 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 drivers aged 20 or younger involved in vehicle crashes by 5% by September 30, 2023.

This project conducted public relations and advertising for educating teens and parents on GDL laws and other traffic safety issues affecting young drivers in Colorado.

Objectives of the project and results were:

- Increase awareness of younger driver safety issues, such as distracted driving, seat belt use and GDL laws among teens and parents in Colorado by September 30, 2023

Results:

- The Teen Driving Safety paid media campaign ran from August 7 - September 3, 2023. The campaign's goal was to reach teenagers ages 15 -18 who drive in Colorado, informing them of Graduated Driver Licensing safety laws. The streaming audio and social placements were relevant and useful in keeping these safety tips top of mind in and out of the car. Paid media efforts garnered 7,273,955 impressions in 2023.
- Earned media efforts garnered 4.9M impressions, which was an increase from 2021 which garnered 3.5M impressions. These efforts included: A Back-to-School Lifesaving Tips for Teens press release and website content that generated 35 media stories totaling 3.1 million earned media impressions and a Teen Driving Safety Week press release that garnered 116 media stories totaling 2.8 million earned media impressions.

Task Number: 23-08-09

Program Name: Child Passenger Safety

Contractor: CIG, Vladimir Jones

This project impacted 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 or injured in motor vehicle crashes in Colorado by 5% by September 30, 2023.

This project included a variety of communication and public relations tactics aimed at parents and caregivers to increase proper use of child passenger restraints, such as social media tactics, development of creative assets, special events and leveraging partnerships to expand our audience base.

Objectives of the project and results were:

- Increase awareness by parents and caregivers of the importance of proper child safety seat for every age and every stage by September 30, 2023

Result:

- In 2023 the awareness-based Child Passenger Safety campaign increased visibility by 30% over 2021 as calculated by the total number of paid and earned media impressions combined (4.6M in 2021 versus 6M in 2023). This includes Spanish media impressions as well.
- The paid campaign went live from September 4 through September 24. This campaign's messaging was shared on multiple media tactics and urged parents, grandparents, and caregivers of children 0-8 years old to follow car seat safety procedures. The campaign reached 788,569 users and served 2.9M total impressions, 264,306 of which were served to Spanish-speaking audiences.
- The most common sources of recall of the "Car Seats Colorado" tagline were TV, radio, and social media.
- Earned media impressions totaled 3M from the following events: 1 - The press release on the Car Seats Colorado Technician Training event generated 59 media stories totaling 1.8 million impressions; 2- the prenatal seat belt use awareness press release and social media content produced 16 media stories totaling 731,037 impressions; 3 - the partnership with Children's Museum of Denver activation generated 19 media stories totaling 692,944 impressions. An estimated 200 parent and caregiver interactions took place.

Task Number: 23-08-10

Program Name: Public Relations Program/ Media Support

Contractor: CIG, Hispanidad, and R&R

This project impacted performance measures C-1. Reduce the number of traffic fatalities.

The goal of this project was to reduce the number of injury and fatal crashes in Colorado by 5% by September 30, 2023. To successfully implement communications, public relations, and media support to reduce deaths and injuries related to crashes, this project supported the communications senior staff with tactical program implementation in order to further maximize the reach and effectiveness of both occupant protection and traffic-related impaired driving programs. Some of the activities involved were: 1- Distributed press release highlighting findings from the 2023 Statewide Seat Belt Report, which garnered 401,117 total media impressions; 2- Distributed press releases and social media posts for DUI and Seat Belt enforcement periods; 3 - Conducted coordination with Uber for the implementation of vouchers for sober-ride credits to be used throughout the campaign season. Managed seven Uber vouchers, gave away \$22,005.10 in ride credits and provided 6,488 discounted rides. Reached 867,687 people and garnered \$159,114 in publicity value; 4 - Distributed monthly traffic safety newsletters, garnering over 37,000 website impressions; and 5 - Distributed a press release on fatality numbers, which garnered 365 media stories and over 82 million impressions. We also reached Hispanic audiences by translating and distributing over 116 press releases and media alerts to Spanish media from 2021-23, which garnered over 13M Spanish earned media impressions from 2021-23.

Objectives of the project and results were:

- Increase awareness or implementation of prevention strategies used to prevent crashes by September 30, 2023.

Results:

- Traffic safety awareness is accomplished via paid and earned media impressions. Although total impressions fell in 2023 to 448M, this is an incredibly robust effort that resulted in widespread visibility of the campaigns.
- Positive behavior change resulted in a 5% decrease in traffic deaths in 2023 (546 deaths) as compared to 2022 (576 deaths). While passenger vehicle deaths decreased 11% to 305 deaths, pedestrian deaths increased by 21% to 93 fatalities to 2023.
- A new brand was developed to help tie all campaigns together and increase recognition. The brand name, Shift into Safe, was featured in four new videos, static ads and Spanish spots.

Task Number: 23-08-11

Program Name: Distracted Driving

Contractor: CIG, Vladimir Jones, Hispanidad and R&R Partners

This project impacted performance measure C-12. Reduce the number of fatal crashes involving a distracted driver.

The goal of this project was to reduce the number of injury and fatal crashes due to distracted driving by 5% in Colorado by September 30, 2024. This project educated the public about the laws and enforcement periods regarding distracted driving and the dangers posed by distracted driving overall. It also helped motivate and foster change among drivers who engage in distracted driving, especially involving use of cell phones. Under the “Shift into Safe” umbrella campaign, a series of video spots called “You’re Not Above the Laws of Physics” was created to show the science behind dangerous distracted driving habits in English and Spanish. In addition, CDOT’s Student PSA Contest earned 11.6 million earned media impressions via online, print and broadcast outlets, as well as 89,000 social media impressions. The winner’s announcement press release generated 19 media stories in May, totaling 5.1 million impressions.

Objectives of the project and results were:

- Increase awareness of ways to avoid distracted driving and motivate change in unsafe driving behaviors by September 30, 2023.

Results:

- The Distracted Driving paid media campaign ran from August 14 - September 10 and featured OOH Truckside Billboards, Streaming Audio, and Social Media placements. It resulted in the generation of 14,497,939 paid impressions, which indicates huge coverage and awareness in the state.
- Total earned media efforts generated 116 media stories totaling 6,650,553 impressions, which indicates broad interest by the news media.
- There were a total of 12,120,787 Spanish earned media impressions from 2021 - 2023. In 2023, there were 65,062 Spanish earned media impressions indicating broad coverage among our target audience.
- When asked which driving distraction Coloradans do the most often, nearly one out of three (32%) said eating/drinking. One quarter (25%) said selecting entertainment by hand and nearly one out of five (19%) said talking on a hands-free phone was their most common distraction. Compared to 2022, there was no statistically significant difference in these results year-over-year. Of People of Color 18% said they used their phone most or all of the time while moving compared to 5% of those identifying as White alone.
- Distracted driving fatalities are not available for 2023.

Task Number: 23-08-12

Program Name: Pedestrian Safety Communications

Contractor: CIG, Vladimir Jones, Hispanidad

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

The goal of this project was to reduce the number of pedestrian injuries and fatalities in Colorado by 5% by September 30, 2023.

This campaign used paid media, earned media and social media to reach its target audience. It included reminders about laws that help keep pedestrians safe. It cast a spotlight on pedestrian safety, especially among people in urban areas where most pedestrian crashes occur. Partnerships with like-minded organizations helped extend the reach of the campaign. According to a 2023 self-report survey, nearly nine out of ten (88%) drivers said they stop for pedestrians using a crosswalk all the time. Alternatively, 49% said they stop for pedestrians not using a crosswalk all the time. Most drivers said they check for pedestrians when driving through intersections all the time (74%) and nearly all drivers (96%) said they did this at least most of the time.

Objectives of the project and result were:

- Increase awareness of the hazards and precautions among pedestrians and drivers to help ensure pedestrian safety by September 30, 2023.
 - According to CDOT's annual driver survey, most drivers said they check for pedestrians when driving through intersections all the time (74%) and nearly all drivers (96%) said they did this at least most of the time. This is a 2% increase from 2022.
 - The Pedestrian Safety paid media buy ran from February 6 - March 5. The target audience was users aged 18-34 in the state of Colorado. The media buy leveraged paid social, out-of-home, digital and streaming audio partners and led to a total of 14,856,504 paid impressions, or 87% of the benchmark impression goal (17.1M).
 - A Summer Pedestrian Safety press release and social media campaign resulted in wide coverage among the news media. There were five online and print stories, totaling 136,946 impressions; 11 broadcast and radio stories, totaling 227,871 impressions; five social media posts, totaling 32,101 impressions.
 - The Neon Navigators earned media concept included displays at five intersections in Denver and Aurora. Tactic received 15 online and print stories, totaling 1.7 million impressions: 37 TV and radio stories, totaling 1.3 million impressions and 34 social media posts, totaling 3.2 million impressions.
 - The Pedestrian Safety Month press release and social media content garnered three online and print stories, totaling 142,815 impressions: three TV and radio stories, totaling 39,015 impressions and seven social media posts, totaling 373,207 impressions. CDOT social media posts (five) garnered 28,805 impressions

- Among Spanish media, a total of 200,942 Spanish earned media impressions were garnered from 2021-23. In 2023 there were 130,366 Spanish earned media impressions.

Task Number: 23-08-13

Program Name: Occupant Protection - Communications

Contractor: Vladimir Jones, Xuma and R&R Partners

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

The goal of this project was to increase seat belt use and reduce the number of unrestrained fatalities in Colorado by September 30, 2023.

This project conducted a marketing, advertising and public relations campaign to increase seat belt use in Colorado. This campaign included a targeted communications approach towards low-belt-use or high fatality counties or groups.

Objectives of the project and result were:

- Increase awareness of benefits of seat belt use by September 30, 2023

Results:

- Created campaign assets under the “Shift into Safe” umbrella, including videos, digital assets, audio radio spots and out-of-home assets, to educate Coloradans on the dangers of not wearing your seatbelt. The campaign shows the dangers of not buckling up, especially during a rollover crash.
- A media event in Pueblo County, which has one of the lowest seat belt use rates in the state, helped raise awareness of the importance of buckling up. It featured a seat belt convincer, showing what can happen in a rollover crash if you are unbuckled. A traveling display urging people to buckle up no matter how short the trip, was featured at the zoo, river walk and other locations. The seat belt use rate is lowest on short trips close to home.
- Achieve over 500,000 media impressions to ensure campaign is viewed by a large audience by September 30, 2023

Results:

- Garnered 19,216,820 paid media impressions across English and Spanish campaigns, indicating broad audience penetration.
- Garnered 472,291 earned media impressions across English and Spanish campaigns, indicating broad audience penetration.
- Reduce number of unrestrained passenger vehicle deaths by 5% by September 30, 2023

Results:

- Preliminary data shows there have been 161 unrestrained passenger vehicle deaths in 2023 (as of 9/30/23). This is a 5.3% decrease from this time last year, where we had seen 170 unrestrained passenger vehicle fatalities.
- Increase self-reported seat belt use by 2% statewide by September 30, 2023

Result:

- Nearly nine out of ten drivers (88%) said they generally wear their seat belt all the time. This is a 1% increase from the previous year and a 2% increase from 2021.

- According to the Statewide Seat Belt Report (observational), this year's usage rate stands at 88.6%, which is a 1.6% improvement from the 2022 Colorado usage of 87%. This is a 2% increase from 2021 when the rate was 86.6%.
- Trucks exhibited the largest increase since 2022 at 82.9%, up from 78.5%.
- The 88.6% rate is the highest rate ever observed in Colorado

Task Number: 23-08-14

Program Name: Speed

Contractor: Vladamir Jones and Amelie

This project impacted performance measure C-6. Number of speeding-related fatalities.

The goal of this project was to reduce the number of fatal crashes involving speed by 5% by September 30, 2023.

This project educated the public about speed enforcement and the dangers associated with speeding. This campaign developed and implemented a strategic statewide media buy to help motivate and foster change among drivers who speed and ultimately lead to behavior change and safer roads.

Objectives of the project and results were:

- Increase awareness by drivers, particularly young males, of the importance obeying the speed limit and the dangers of speeding overall in Colorado by September 30, 2023.

Results:

- The new, awareness-based Speed Safety campaign featuring the “That’s Outrageous” creative ran in two segments from January 16 to April 2, reaching 352,442 total users and serving 24.9 Million total impressions; 24.3M from English creative and 590K from Hispanic creative.
- Colorado drivers said they drive over the speed limit more frequently when posted speed limits are higher. More than two out of three drivers (71%) said they drive over the speed limit on local highways and main highways/interstates compared to half (50%) on main city/town roads and 28% on neighborhood roads.
- This is a slight decrease from 2022, when 73% of Colorado drivers said they drove over the speed limit on main highways and local highways.

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 \$358,590.

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.
- Denver Parks and Recreation provided bicycle safety, education and awareness to underserved communities in the Denver Metro area.

Task Number: 23-09-01

Program Name: Aurora Pedestrian Education and Safety Campaign

Contractor: Aurora Police Department (APD)

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

The goal of this program is to reduce pedestrian fatalities.

The objectives of the project and the results were:

- Educate roadway users about pedestrian safety.
 - Results: A total of 10 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 by public information officers on social media outlets. Messages included photographs of operations and violations to help awareness.
 - A total of 339 pedestrians, and 448 vehicles for a total of 787 contacts were completed during directed enforcement funded by this program.
 - A notable outcome of this program was a reduction of pedestrian fatalities. FY2022 resulted in 38% pedestrian fatalities. FY2023 resulted in 30% pedestrian fatalities, an 8% decrease.

Task Number: 23-09-02

Program Name: Denver's Multi-pronged Approach to Addressing Denver Pedestrian Safety

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 pedestrian fatalities and Serious Bodily Injury (SBI) in the City and County of Denver, through targeted enforcement designed through bi-annual review process of auto-pedestrian crashes. Enforcement areas that are specific to the high-risk behavior were determined by analyzing data pertaining to pedestrian crashes.

Objectives of the project and results were:

- DPD employed a targeted enforcement campaign focused on pedestrian safety.
 - Results: Target enforcement included 680 hours on this project over the grant period.
 - DPD educated pedestrians and motorists, with a total of 1,646 contacts. 934 contacts were made on foot and 712 contacts from patrol vehicles or patrol motorcycle.
 - There were 746 driver citations and 78 pedestrian citations given over the grant period.
 - The citations were given in numerous intersections across the city which had been determined higher risk for pedestrian safety.
 - This project was conducted Sunday - Saturday; the hours of operation varied during daylight hours.

Task Number: 23-09-03

Project Name: Pedestrian Safety Campaign

Contractor: Lakewood Police Department (LPD)

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

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

Objectives of the project and results were:

- LPD employed a targeted education and enforcement campaign focused on pedestrian safety.
 - Results: Target enforcement included 837 hours on this project over the grant period.
 - LPD contacted and educated pedestrians and motorists, with a total of 1,966 contacts.
 - There were 11 citations issued to pedestrians.
 - The citations were given in numerous intersections across the city which had been determined higher risk for pedestrian safety.

Task Number: 23-09-04

Program Name: Pedestrian Safety Project

Contractor: Wheat Ridge Police Department (WRPD)

This project impacted performance measure(s) C-10 Reduce the number of pedestrian fatalities.

The goal of this project was to reduce pedestrian-related traffic injuries and fatalities through a combination of education, outreach, and enforcement.

Objectives of the project and results were:

- WRPD employed a targeted enforcement campaign focused on pedestrian safety.
 - Results: Target enforcement included 308 hours on this project over the grant period.
 - WRPD educated pedestrians and motorists, with a total of 300 contacts.
 - There were 63 citations, and 237 warnings were given over the grant period.
 - The citations were given in numerous intersections across the city which had been determined higher risk for pedestrian safety.
 - Pedestrian safety messages were posted on social media.

Task Number: 23-09-05

Program Name: Denver Parks and Recreation Bicycle Education Program

Contractor: Denver Parks and Recreation (DPR)

This project impacted performance measure C-11 Reduce the number of bicyclists fatalities.

The overall goal for this project is to reduce the number of bicyclist fatalities in Denver at zero. Focus is placed on bicycle safety education for youth and adults and outreach education through events and popups. Additionally, school-based bicycle education programs are designed for youth with some biking experience to better serve youth of varying skill levels.

Objective(s) of this project and results were:

- Increase bike handling and safety skills for 140 youth in year two in high-needs neighborhoods, as measured through instructor observation and pre- and post- tests through five-day intensive bicycle skills programs for youth.
 - Results: 97 participants participated in our five-day programs. Improvement was made in all areas for both programs on average. Significant improvement (defined as greater than one level of improvement) was made in 100% of Learn to Ride (LTR) programs and 63% of Become a Better Biker (BBB) programs. In the areas where significant improvement for that skill was not observed, the instructors, on average, observed between consistent and exceptional rating. This means that participants may not have shown significant improvement, but participants were already strong in those areas.
- Increase bike handling and safety skills for 64 adults per year in high-needs neighborhoods, as measured through instructor observation and pre- and post- tests through two-day intensive bicycle skills programs for adults.
 - Results: In 2023 year, DPR were unable to identify enough adult participants to support this activity.
 - Increase outreach and education to a wide audience of approximately 1500 youth and adults through short-term outreach initiatives at established community events and DPR popup events.
 - Results: Activity complete. Eight events which reached approximately 800 participants taught proper helmet fit, bike handling skills, and bike safety while riding on the street. Helmets were given out to those who did not previously own a helmet and proper helmet use and proper fit was taught.
- Deliver on-bicycle education for 4th and 5th graders at schools throughout Denver. Over the course of four weeks in the spring and six weeks in the fall, reach 7500 students.
 - Results: Activity partially complete. During the spring, in-class educational and promotional focused instruction was provided to support the five-day summer programs at three schools reaching approximately 300 participants. Proper helmet use and fit was instructed.

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 \$104,659.

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: 23-10-01

Program Name: Older Driver Health Initiative

Contractor: Health Promotion Partners

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

The goal of this project was to build capacity of occupational therapy practitioners in Colorado to address driving and community and build connections with other medical professionals to increase their knowledge and comfort with the topic of driver safety and medical reporting to licensing agencies.

The program provided in-service education about the occupational therapy role in driver safety to occupational therapy practitioners, students, physicians, and case managers.

Objectives of the project and results were:

- Support health care professionals in adding assessment of driving related skills to their practice with support of Older Driver Health Office Hours, the Health Promotion Partners website resources, or direct mentorship and training provided by the Older Driver Health Initiative.
 - Results: 5 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.
 - Results: 10 OT students or practitioners shadowed a driving evaluation during the year. 100% of the participants strongly agreed with feeling more confident discussing driver safety and 100% of the participants strongly agreed or agreed that they gained knowledge and skills.
 - Results: Four guest appearances on national podcasts to discuss older driver safety and past episodes of the Engaging Mobility Podcast was downloaded 237 times during the year.
- Provide education to at least 50 Colorado medical providers and students and at least 30 private citizens regarding driving health, driving risk, DMV reporting, and resources for driving retirement.
 - Results: Presented at 10 different health care facilities to a total of 117 medical providers and students, including a presentation to Medical Residents at CU Denver School of Medicine.
 - Results: Presented about driver safety to 133 older drivers and interested parties via educational sessions.
 - Results: Printed 5,700 copies of Colorado's Guide for Aging drivers in FY2023. Over 3,000 copies were distributed to organizations and individually at health fairs and community events. 85 individuals accessed the guide via the HPP website link. The survey reports that all participants were satisfied or very satisfied with the guide. Feedback indicated that the guide is organized and easy to use, that this is a difficult topic, that "I need to

prepare for the future”, and one request to offer more solutions for non-drivers in the guide.

- Support CarFit for at least 50 Colorado residents throughout the Front Range.
 - Results: HPP offered 2 CarFit technician trainings with a total of 23 participants and 12 CarFit events with a total of 88 participants. These events were along the Front Range including Fort Collins, Loveland, Broomfield, and Colorado Springs. In addition, HPP worked with partner agencies to offer support for events and staffed 1:1 events with partners such as UHealth.

Task Number: 23-10-02

Program Name: Older Wiser Project

Contractor: Native American Broadcasting Company (NABC)

This project impacted performance measure is C-13; Reduce the number of Drivers 65 and older involved in fatal crashes.

The Older Wiser Project funded a Public Service Campaign in Western Colorado. The "Older and Wiser" Campaign educated and informed Drivers about the medical and mobility issues that indicate it is time to stop driving. The Primary Target was Drivers 65 years and Older. The Secondary Target is all Drivers, and caretakers for Older Adults. The Public Service Campaign was a well-rounded plan providing an educational webpage sighting available research that lists the health and mobility issues drivers need to be aware of when evaluating if it is time to stop driving.

Objectives of the project and results were:

- Decrease the number of fatal motor vehicle crashes among older drivers ages 65+ in Western Colorado by increasing the number of transportation passes sold among transit partners by 10% year over year.
 - Results: The transportation passes sold for Grand Valley Transit indicated that the fixed route passes decreased as the demand for Paratransit Services Increased.
 - All Points Transit has experienced staffing changes and shortages which resulted in no data provided. The new Fixed Route Service, branded as the Mature Older Driver (MOD) Express now provides fixed route service between Montrose, Olathe and Delta increasing services for regional service.
 - Road Runner Transit Dial A Ride continues to grow and appears to have met ridership goals, and increased service area and the new on-line reservations resulted in over new 500 reservations.
- By September 30, 2023, create and deliver a marketing campaign customized for each transit agency that highlights the strengths of the services they can provide for older drivers ages 65+.
 - Results: NABC successfully executed advertising campaigns customized for each agency that included customized Connected Television (CTV) Campaigns airing in the zip codes served by each agency, along with radio and digital ad campaigns promoting the use of their services. The CTV Campaigns provided Audience Reach Reports that indicated that we reached thousands of Western Colorado Residents with our Public Service Announcement (PSA) messages.
 - As part of the 2023 Community Outreach, NABC included the distribution of the CDOT Older Driver Guides in the Counties served by the grant, distributing the guides at Public Libraires, Senior Centers, and Senior Expos. NABC distributed approximately 300 guides in Western Colorado.

List of FY23 Projects - No Funds Expended/No Activity

23-01-11 - Impaired Driving Tech Transfer

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

23-02-12 - HVE Support

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

23-04-09 - Crash Data Dashboard Advancement

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.

23-05-03 - Occupant Protection tech Transfer

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

FUNDING SOURCE	PROGRAM AREA	AGENCY	PROJECT TITLE	AMOUNT APPROVED	EXPENDED AMOUNT
			01 - Impaired Driving (Drug and Alcohol)		
164	164AL	Colorado Springs PD	Never.....Drive Impaired	\$70,464.60	\$69,013.12
164	164AL	Adams County SO	DUI Campaign	\$262,131.68	\$98,837.09
164	164AL	El Paso County SO	Impaired Driving Enforcement	\$164,511.44	\$162,537.85
164	164AL	CSP	Impaired Driving Enforcement	\$325,000.00	\$238,751.14
164	164AL	Jefferson County SO	DUI Enforcement	\$18,600.00	\$17,201.94
164	164AL	Aurora PD	Aurora DUI/HVE/Checkpoint Campaign	\$165,000.00	\$101,640.56
164	164AL	Denver PD	Denver's Comprehensive Impaired Driving Project	\$255,329.47	\$191,338.21
164	164AL	CSP	Colorado Task Force on Drunk and Impaired Driving	\$30,000.00	\$3,941.70
405d	M5OT	Chaffee County Human Services	Youth Substance Abuse Prevention Pilot Project	\$90,005.56	\$74,563.27
405d	M5TR	CDAC	TSRP	\$392,250.00	\$378,713.56
405d	M5OT	HSO	ID Tech Transfer	\$15,000.00	\$0.00
405d	M5TR	HSO	DRE/SFST Update Training/School	\$190,000.00	\$110,913.17
405d	M5TR	LEAD Impairment Training	SFST/DRE Program Education and Program Compliance	\$160,870.76	\$128,830.03
405d	M5OT	Celebrating Healthy Communities	CORD-Coalition On Responsible Driving	\$127,695.88	\$127,476.43
405d	M5OT	Larimer County Partners	Impaired Driving Initiative	\$127,712.64	\$127,712.64

FUNDING SOURCE	PROGRAM AREA	AGENCY	PROJECT TITLE	AMOUNT APPROVED	EXPENDED AMOUNT
			02 - Police Traffic Services - Speed/Distracted/OP HVE		
402	PT	Denver PD	Distracted Driving and Speed Enforcement	\$130,004.16	\$79,481.26
402	PT	Aurora PD	Aurora PTS Campaign	\$242,000.00	\$171,154.17
402	PT	Colorado Springs PD	Stop Crashes Before They Stop You	\$76,566.06	\$68,364.64
402	PT	Pueblo PD	A Step Towards Reducing Traffic Fatalities	\$75,000.00	\$20,236.17
402	PT	Jeffco SO	Highway 93 and 285 Speed Mitigation 2021-2022	\$69,200.00	\$63,558.09
402	PT	Lakewood PD	City of Lakewood Speed Enforcement Campaign	\$107,232.40	\$67,235.79
402	PT	CSP	Traffic Safety Enforcement Project	\$417,844.06	\$382,696.15
402	PT	Greeley PD	DDACTS Traffic Enforcement	\$101,272.56	\$91,211.31
402	PT	El Paso County SO	Traffic Safety Enforcement	\$129,199.80	\$128,956.34
402	PT	LLE Agencies/TBD	HVE Support	\$55,000.00	\$0.00
402	PT	Wheat Ridge PD	Traffic Safety Campaign	\$19,359.00	\$10,256.74
			03 - Community Traffic Safety Projects		
402	CP	University of Colorado Hospital	Aurora PARTY Program	\$56,780.00	\$22,219.19
402	CP	Weld County Public Health Dept.	DRIVE SMART - Young Driver Traffic Safety Project	\$82,992.30	\$46,514.52
402	CP	SADD, Inc	A Comprehensive Approach to Reducing Teen Crashes	\$268,629.24	\$163,159.87

FUNDING SOURCE	PROGRAM AREA	AGENCY	PROJECT TITLE	AMOUNT APPROVED	EXPENDED AMOUNT
402	CP	ThinkFast	ThinkFast Interactive Events - Colorado	\$222,350.00	\$220,925.00
402	CP	Eagle River Youth Coalition	Eagle River Valley Safe Driving Efforts	\$119,996.98	\$119,993.95
402	CP	City and County of Denver (DOTI)	Denver Booster/SB Engagement/Denver Teen Safe Streets	\$175,470.64	\$175,254.14
402	CP	CDPHE	Data Analysis, Education, Evaluation/Community Engagement	\$261,791.43	\$248,306.98
402	CP	NELE Consulting	LEL Birk	\$43,965.44	\$40,208.66
402	CP	Hunt Safety Solutions	LEL Hunt	\$43,965.44	\$33,645.80
402	CP	Brannan, LLC	LEL Brannan	\$95,229.60	\$82,162.13
405d	M5OT	MADD	MADD Colorado Court Monitoring Program	\$250,686.79	\$216,972.39
402	CP	Denver Trans. Safety Div. (DOTI)/Parks and Rec	Vision Zero Motorcycle, Ped/Bicycle Safety Awareness Program	\$101,328.56	\$83,432.19
402	CP	Gunnison County	Gunnison County Substance Abuse Prevention Pilot Project	\$94,998.20	\$88,295.90
402	CP	HSO	2023 Traffic Safety Summit	\$125,000.00	\$99,428.75
402	CP	Rural Communities Resource Center	Community Traffic Safety	\$37,532.00	\$30,756.48
402	CP	Alliance	Traffic Safety Marketing Campaigns	\$400,000.00	\$391,067.50
402	CP	FCCLA	National Leader Conf. Support	\$98,000.00	\$75,742.78
402	CP	Crankset Research and Consulting	LEL Potter	\$10,000.00	\$6,429.21

FUNDING SOURCE	PROGRAM AREA	AGENCY	PROJECT TITLE	AMOUNT APPROVED	EXPENDED AMOUNT
			04- Traffic Records		
405c	M3DA	Stolfus	Traffic Records Coordinator	\$297,201.00	\$202,425.55
405c	M3DA	TSE	Tech Transfer	\$15,000.00	\$14,843.64
405c	M3DA	TSE	FARS Program Support	\$12,000.00	\$18,424.23
405c	M3DA	Adams County	Crash Geocoding	\$50,000.00	\$49,995.00
405c	M3DA	TSE	BESDT Phase II	\$239,200.00	\$239,200.00
405c	M3DA	DRCOG	Crash Data Consortium	\$181,200.00	\$145,385.03
405c	M3DA	Pueblo County	Crash Geocoding	\$43,320.00	\$43,320.00
405c	M3DA	Lincoln County	E Citation	\$66,742.00	\$55,526.25
			05 - Occupant Protection - Child Passenger Safety		
402	CR	CSP	Child Passenger Safety Car Seats Colorado	\$314,432.88	\$293,932.91
402	CR	Health One/Swedish Medical Center	SMC's Car Seat Safety Program	\$44,222.92	\$38,727.00
402	OP	HSO	OP Tech Transfer	\$15,000.00	\$0.00
405b	M2HVE	TBD	Local LE Agencies/Click It or Ticket	\$473,000.00	\$372,221.07
402	OP	Atelior LLC	Seat Belt Survey	\$284,077.20	\$253,848.56

FUNDING SOURCE	PROGRAM AREA	AGENCY	PROJECT TITLE	AMOUNT APPROVED	EXPENDED AMOUNT
402	OP	TBD	Traffic Safety Recognition Events	\$70,000.00	\$39,788.03
			08 - Office of Communications		
405d	M5PEM	R&R Partners, CIG, PRR, Corona	High-Visibility DUI Enforcement PR/Eval	\$295,000.00	\$279,904.94
405d	M5PEM	Vladimir Jones	High-Visibility DUI Enforcement Paid Media	\$355,000.00	\$354,955.85
405d	M5PEM	Hispanidad	High-Visibility DUI Enforcement - Latino & Paid Media	\$160,000.00	\$131,567.11
402	MC	Vladimir Jones, CIG	Motorcycle Safety - Driver Awareness	\$140,000.00	\$137,990.87
405f	M9MA	Vladimir Jones, CIG	Motorcycle Safety - Driver and Rider Awareness	\$92,000.00	\$89,234.88
402	PM	CIG, R&R Partners, Corona, Vladimir Jones	CIOT Seat Belts PLUS Rural Seatbelts- PR/Eval	\$270,000.00	\$256,790.75
405b	M2PE	Vladimir Jones	CIOT & Seat Belts - Paid Media	\$250,000.00	\$234,980.53
402	PM	Hispanidad	Hispanic Occupant Protection	\$190,000.00	\$182,296.28
402	PM	CIG, Vladimir Jones	GDL and Teen Driving Safety Communications	\$75,000.00	\$74,127.94
402	PM	CIG, Vladimir Jones	Child Passenger Safety	\$75,000.00	\$74,716.23
402	PM	CIG	PR Program/Media Support	\$147,000.00	\$144,396.00
402	PM	CIG, Vladimir Jones, R&R Partners	Distracted Driving	\$282,000.00	\$277,277.14
402	PM	CIG, Vladimir Jones, Hispanidad	Pedestrian Safety Communications	\$200,000.00	\$174,381.27
402	PM	Vladimir Jones, Xuma, R&R Partners	Occupant Protection Communications	\$250,000.00	\$248,670.23

FUNDING SOURCE	PROGRAM AREA	AGENCY	PROJECT TITLE	AMOUNT APPROVED	EXPENDED AMOUNT
402	PM	Amelie, Vladmir Jones	Speed Enforcement	\$250,000.00	\$249,193.53
			09 - Pedestrian & Bicycle		
405h	FHLE	Aurora PD	Aurora Pedestrian Education and Safety Campaign	\$99,500.00	\$51,078.28
405h	FHLE	Denver PD	Denver's Multi-Pronged Approach to Addressing Denver Ped Safety	\$81,959.28	\$56,544.10
405h	FHLE	Lakewood PD	Pedestrian Safety Campaign	\$69,840.00	\$62,645.09
405h	FHLE	Wheat Ridge PD	Pedestrian Safety Project	\$24,779.52	\$19,165.59
402	PS	Denver Parks/Rec	Denver Parks and Recreation Bicycle Education Program	\$82,511.56	\$27,732.40
			10 - Older Driver		
402	DE	Health Promotions Partners, LLC	Older Driver Health Initiative	\$69,658.79	\$68,603.85
402	DE	Native American Broadcasting Company	Older and Wiser Project	\$35,000.00	\$35,000.00
			12 - Program Support		
402	PA	HSO	P & A	\$225,000.00	\$160,037.43
405d	M50T	HSO	Impaired Driving Program Support	\$255,000.00	\$295,000.00
402	OP	HSO	Community Based Traffic Safety and OP Program Support	\$215,000.00	\$215,000.00
402	OP	HDR	HSO Strategic Planning/Coordinator	\$300,000.00	\$150,932.23
405d	M50T	PRO	Media Program Support - Impaired Driving	\$85,000.00	\$81,109.74
402	OP	PRO	Media Program Support - OP	\$85,000.00	\$81,105.76

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