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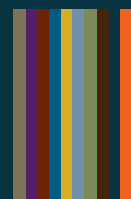
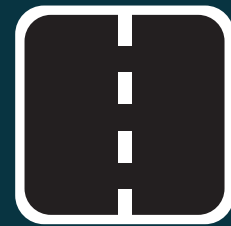
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COLORADO DEPARTMENT OF TRANSPORTATION
Office of Transportation Safety and Traffic Engineering Branch



ANNUAL REPORT COLORADO DEPARTMENT OF TRANSPORTATION
2010 Office of Transportation Safety and Traffic Engineering Branch

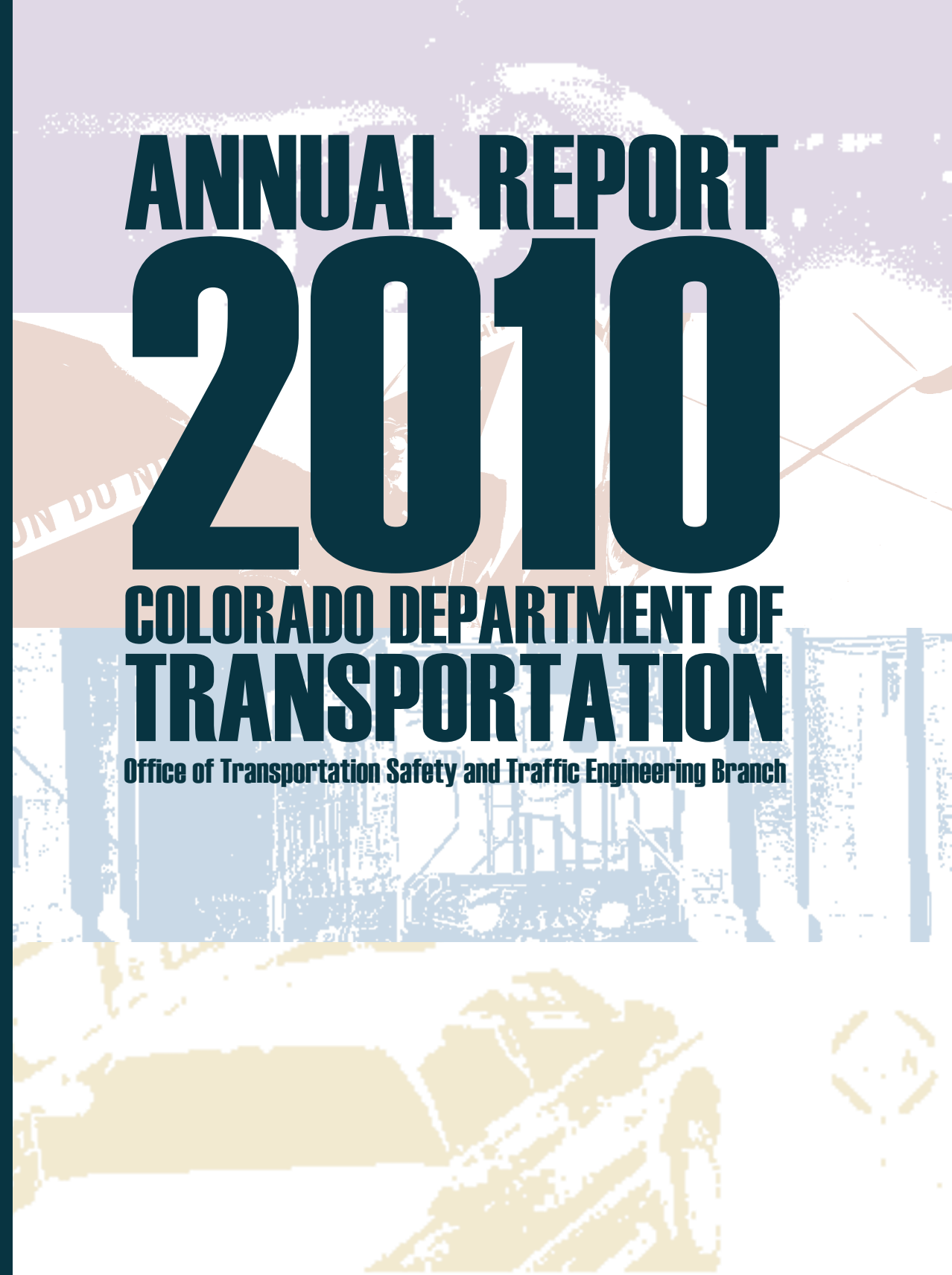


ANNUAL REPORT

2010

COLORADO DEPARTMENT OF TRANSPORTATION

Office of Transportation Safety and Traffic Engineering Branch



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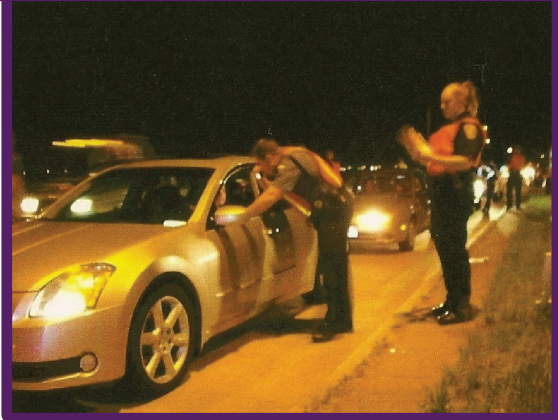
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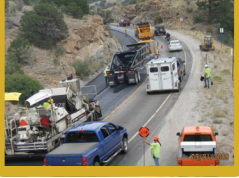
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INTRODUCTION



INTRODUCTION

INTRODUCTION

The mission of the CDOT Office of Transportation Safety and the Safety and Traffic Engineering Branch is to “reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss.” (Integrated Safety Plan, 2010-2014). The traffic safety community measures and tracks fatalities by the number of traffic fatalities that occur per 100 million vehicle miles traveled (VMT). Although every traffic fatality is a tragedy, Colorado has been successful at reducing its traffic fatality rate in recent years. As of 2007, Colorado had the 13th-lowest traffic fatality rate among all states, a significant improvement from its 29th ranking in 2000. In Colorado, the rate of fatal traffic accidents has declined from 1.63 fatalities per 100 million VMT in Calendar Year 2000 to 1.14 in 2007, a 30% reduction. During that same time period, the national traffic fatality rate fell from 1.53 to 1.36 fatalities per 100 million VMT, an 11% decline.

Much of this success is due to the passage of important traffic safety legislation, particularly those statutes which address occupant protection, impaired driving, young drivers, and motorcycle safety. Grass roots organizations such as Mothers Against Drunk Driving (MADD) have also had a significant impact. Public information programs have served to raise the awareness of the public to the risks of driving, their responsibilities as drivers, and the dangers of not using appropriate restraint devices.

This report describes the Office of Transportation Safety’s programs, goals, and performance measures; provides an overview of each Program Area; and describes in detail each project that was implemented in FY 2010.

ACCOMPLISHMENTS

The Office of Transportation Safety and the Safety and Traffic Engineering Branch continue to make marked improvement toward their goals. Examples of this progress include:

- Colorado hosted three seat belt enforcement periods – Rural Click It or Ticket, Nighttime Click It or Ticket, and May Mobilization
- Overall Statewide seat belt use in 2010 rose to an all time high of 82.9%
Statewide teen seat belt use in 2010 rose to an all time high of 82.2%
- Colorado implemented several new projects including two in the speed enforcement and control and motorcycle safety program areas, and one new project in the young driver program area
- Continued emphasis on impaired driving education, enforcement, and prevention contributed to the continued decrease of alcohol-involved crashes
- Significant improvement was made in improving the timeliness of Colorado vehicle crash data

PERFORMANCE MEASURES

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

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

Average number of seat belt citations written from
2005-2007: 12,249

Number of seat belt citations issued during grant-funded enforcement activities in 2010: 14,462

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

Average number of impaired driving arrests from
2005-2007: 5,324

Number of impaired driving arrests made during grant-funded enforcement activities in 2009: 7,980

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

Average number of speeding citations written from
2005-2007: 12,315

Number of speeding citations issued during grant-funded enforcement activities in 2009: 7,467

C-1. Reduce the number of traffic fatalities

Average number of traffic fatalities from 2005-2007: 565

Goal: Reduce the number of traffic fatalities by 3% in 2010

***Number of Traffic Fatalities in 2009: 465**

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

Number of serious injuries in traffic crashes in 2005: 4,181

Goal: Reduce the number of serious injuries in traffic crashes by 3% in 2010

****Number of serious injuries in 2009: 3,537**

- C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)**
 Average total fatalities per Vehicle Miles Traveled (VMT)
 from 2005-2007: 1.166
 Average urban fatalities per Vehicle Miles Traveled (VMT)
 from 2005-2007: .746
 Average rural fatalities per Vehicle Miles Traveled (VMT)
 in 2007: 2.076
Goal: Reduce the fatalities per VMT by 3% in 2010

***Average total fatalities per Vehicle Miles Traveled (VMT) in 2008: 1.15**

***Average urban fatalities per Vehicle Miles Traveled (VMT) in 2008: .78**

***Average rural fatalities per Vehicle Miles Traveled (VMT) in 2008: 1.89**

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**
 Average number of unrestrained passenger vehicle occupant fatalities from 2005-2007: 223
Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities by 3% in 2010.

***Number of unrestrained passenger vehicle occupant fatalities, all seat positions in 2009: 168**

- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above**
 Average number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 2005-2007: 184
Goal: Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above by 3% in 2010

***Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2009: 158**

- C-6. Reduce the number of speeding-related fatalities**
 Average number of speeding-related fatalities from 2005-2007: 203
Goal: Maintain the average number of speeding-related fatalities by 3% in 2010

***Number of speeding-related fatalities in 2009: 171**

C-7. Reduce the number of motorcyclist fatalities
Average number of motorcyclist fatalities from 2005-2007: 84
Goal: Maintain the average number of motorcyclist fatalities in 2010

***Number of motorcyclist fatalities in 2009: 88**

C-8. Reduce the number of unhelmeted motorcyclist fatalities
Average number of unhelmeted motorcyclist fatalities in 2007: 67
Goal: Reduce the number of unhelmeted motorcyclist fatalities by 3% in 2010

***Number of unhelmeted motorcyclist fatalities in 2009: 60**

C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes
Average number of drivers age 20 or younger involved in fatal crashes from 2005- 2007: 98
Goal: Reduce the number of drivers age 20 or younger involved in fatal crashes by 3% in 2010

***Number of drivers age 20 or younger involved in fatal crashes in 2009: 64**

C-10. Reduce the number of pedestrian fatalities
Average number of pedestrian fatalities from 2005-2007: 55
Goal: Reduce the number of pedestrian fatalities by 3% in 2010

***Number of pedestrian fatalities in 2009: 47**

***National Highway Traffic Safety Administration Traffic (NHTSA) Safety Facts Colorado 2005-2009**

****These numbers have not been fully validated and may change, although not significantly.**

B-1. Increase the observed seat belt use for passenger vehicles
Observed seat belt rate for passenger vehicles in 2007: 81.1%
Goal: Increase the observed seat belt use for passenger vehicles by 1% in 2010

Observed seat belt use for passenger vehicles in 2010: 82.9%

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

First survey to be completed after the 2010 Click It or Ticket May Mobilization

Goal: Complete first year survey and establish baseline for driver attitude, awareness of Highway Safety enforcement and communication activities, and self-reported driving behavior.

Important notes regarding the 2010 driver attitude and awareness surveys:

1. All of the impaired driving and seat belt questions listed below have been asked by CDOT over the last several years with slightly different wording than that used by NHTSA. CDOT received permission to retain the previous question composition for longitudinal research reasons. The CDOT question wording is presented below in addition to the NHTSA question.
2. Data results for Impaired Driving show results from the 2010 pre- and post-program surveys, conducted in March 2010 and September 2010, respectively.
3. Data results for Seat Belt show results from the 2010 pre- and post-campaign surveys, conducted in March of 2010 and June of 2010, respectively.
4. Data results for Speeding show only the baseline results gathered in the June 2010 survey. CDOT received permission to slightly modify the Speed related questions. The CDOT question wording is presented below each NHTSA question.
5. CDOT has been gathering data on the impaired driving and seat belt questions for several years, but has not examined longitudinal trends, instead concentrating on annual progress between pre-program and post-program studies. While it is possible to prepare a longitudinal analysis that has not been done to date for budget reasons.

Impaired Driving

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

	March 2010	September 2010
1) None	76%	77%
2) One	11%	13%
3) Two	6%	4%
4) Three	3%	2%
5) Four or More	3%	4%

A-2: In the past 30-60 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police Yes _____ No _____

CDOT question version:

In the past 30 days, have you seen or heard anything about police setting up increased enforcement or DUI checkpoints to catch drivers who were driving while under the influence of alcohol or driving drunk?

	March 2010	September 2010
1) Yes	25%	65%
2) No	71%	33%
3) Don't know	4%	2%
4) Refused	0%	0%

A-3: What do you think the chances are of someone getting arrested if they drive after drinking? _____ Always _____ Most of the time _____ Half the time _____ Rarely _____ Never _____ (if applicable indicate prior results and date _____)

CDOT question version:

Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you?

	March 2010	September 2010
1) Very likely	24%	24%
2) Somewhat likely	27%	29%
3) Somewhat unlikely	16%	18%
4) Very unlikely	13%	14%
5) Don't know	16%	13%
6) Refused	4%	2%

Seat Belt Use

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

CDOT question version:

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

	March 2010	June 2010
1) All of the time	86%	85%
2) Most of the time	8%	10%
3) Some of the time	3%	3%
4) Rarely	2%	1%
5) Never	1%	1%
6) Don't know [DO NOT READ]	0%	0%
7) Refused [DO NOT READ]	0%	0%

B-2: In the past 30-60 days, have you read, seen or heard anything about seat belt enforcement by the police ___ Yes ___ No

CDOT question version:

In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

	March 2010	June 2010
1) Yes	13%	29%
2) No	83%	67%
3) Don't know	4%	4%
4) Refused	0%	0%

B-3: What do you think the chances are of getting a ticket if you don't wear your safety belt? ___ Always ___ Most of the time ___ Half the time ___ Rarely ___ Never

CDOT question version:

Assume that you do NOT use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt?

	March 2010	June 2010
1) Very likely	19%	24%
2) Somewhat likely	25%	24%
3) Somewhat unlikely	23%	18%
4) Very unlikely	26%	21%
5) Don't know	7%	13%
6) Refused	1%	0%

Speeding

S-1a: On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? _____ Always _____ Most of the time _____ Half the time _____ Rarely _____ Never

CDOT question version:
No Change

	June 2010
1) All of the time	3%
2) Most of the time	8%
3) Some of the time	33%
4) Rarely	37%
5) Never	20%
6) Don't know [DO NOT READ]	0%
7) Refused [DO NOT READ]	0%

S-1b: On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph? _____ Always _____ Most of the time _____ Half the time _____ Rarely _____

CDOT question version:
No Change

	June 2010
1) All of the time	2%
2) Most of the time	6%
3) Some of the time	17%
4) Rarely	41%
5) Never	34%
6) Don't know [DO NOT READ]	0%
7) Refused [DO NOT READ]	0%

**S-2: DMV-S15: In the past 30-60 days, have you read, seen or heard anything about speed enforcement by police? _____ Yes
_____ No**

CDOT question version:

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

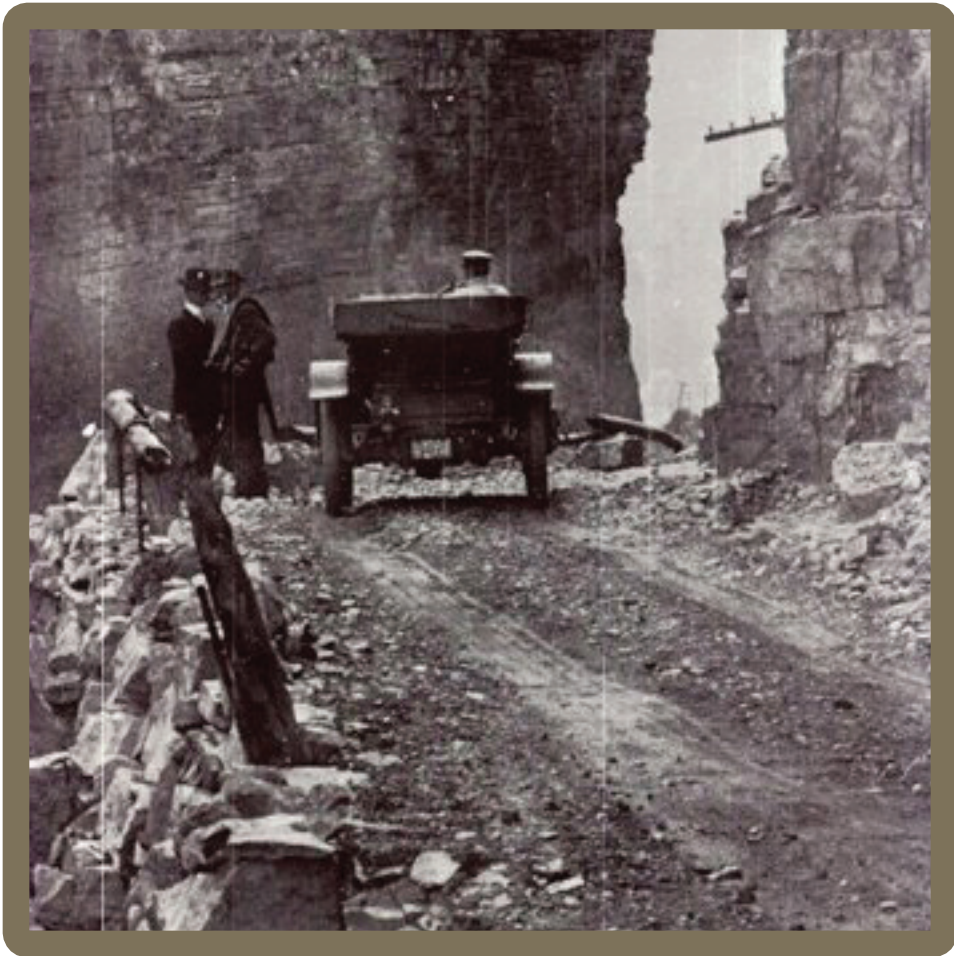
	June 2010
1) Yes	37%
2) No	62%
3) Don't know	0%
4) Refused	0%

**S-3: What do you think the chances are of getting a ticket if you drive over the speed limit? _____ Always _____ Most of the time
_____ Half the time _____ Rarely _____ Never**

CDOT question version:

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

	June 2010
1) Very likely	13%
2) Somewhat likely	24%
3) Somewhat unlikely	29%
4) Very unlikely	26%
5) Don't know	8%
6) Refused	0%



IMPAIRED DRIVING



Impaired Driving Program Overview

The Office of Transportation Safety, Impaired Driving Program, funds projects that support CDOT's efforts to meet its impaired driving-related performance measures. Activities in the Impaired Driving Program include impaired driving enforcement, young drivers, police traffic services, community-based prevention programs, training, and technical assistance. The Impaired Driving Program's projects are detailed on the following pages.

PROGRAM ADMINISTRATION

The Impaired Driving Program is administered by Glenn Davis, with the assistance of OTS team members: Robin Rocke, Paul Peterson, Gina Guerrero, Ilana Erez, Leslie Chase, and Terry Huddleston. The OTS, with assistance from partners, was responsible for 18 projects with a planned budget totaling over \$1.6 million.

IMPAIRED DRIVING ENFORCEMENT

In FY-2010, the Impaired Driving Program supported law enforcement's overtime and high visibility Impaired Driving enforcement efforts; provided and coordinated Standard Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Evaluation Classification (DEC) training for law enforcement officers; provided funding for the Traffic Safety Resource Prosecutor, Law Enforcement Coordinator, Interagency Task Force on Drunk Driving support; and purchased equipment to assist law enforcement's impaired driving enforcement efforts.

COMMUNITY-BASED PROGRAMS

Examples of the Impaired Driving Program's support for community-based prevention programs are the Mothers Against Drunk Driving (MADD) youth coordinators, Pueblo Cross Roads, and College and University Impaired Driving Prevention. The MADD youth coordinators work with CDOT to promote safety initiatives through multimedia presentations. CDOT worked to identify universities and colleges for partnership in impaired driving prevention programs.

DUI Enforcement Training

At A Glance

Project Number:	10-01
Task Number:	11-01
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$44,156.30

Drug trends are constantly changing, especially in the arena of medical marijuana and its impact on impaired driving enforcement. Updated training is necessary for Colorado Peace Officers to maintain education, skills, and professionalism.

GOAL

Reduce the number of traffic injuries and fatal crashes involving impaired driving by providing up-to-date training to law enforcement agencies throughout Colorado in the apprehension of impaired drivers.

STRATEGIES AND INITIATIVES

- Provide advanced training in the apprehension of impaired drivers
- Assure that training meets standards set by NHTSA and CDOT
- Update training for peace officers regarding medical marijuana laws as they effect impaired driving enforcement and investigative procedures
- Extend training to rural agencies throughout Colorado
- Develop and mentor new instructors

RESULTS

LEAD Impairment Training (LEAD IT) conducted 18 training classes this year with a total of 328 Colorado Peace Officers being trained. The classes included: ARIDE, SFST Train the Trainer, and DUI/DRE In-service.

LEAD IT teamed with the Colorado Drug Investigators Association (CDIA), the Colorado Law Enforcement Officers Association, the Colorado Alliance for Drug Endangered Children, the Colorado District Attorneys Council (CDAC), and the Colorado Traffic Safety Resource Prosecutor (TSRP) to provide advanced training around the state.

The Officer had attended ARIDE School just prior to this case and his performance on the stand was most certainly the reason we convicted.
-- Deputy District Attorney, Jefferson County, CO



Out of the 18 training classes offered, 13 were conducted in smaller/rural agencies. This allowed for a more diverse attendance from some of the smaller agencies in Colorado.

Advanced Roadside Impaired Driving Enforcement (ARIDE) was the primary focus of this year's training mission. Classes were held in Adams County, Denver, Frederick, Chatfield (Colorado State Parks), Steamboat Springs, Silverthorne, Auraria, and Glenwood Springs.

Training partnerships were conducted with the CDIA, the CDAC, and the TSRP. LEAD IT instructors provided training and received training from these partner agencies.

LEAD IT instructors presented at the 2010 CDIA Annual Training Summit and at the 2010 CDAC Training Conference. The topic of instruction focused on Medical Marijuana and its effects.

Medical Marijuana and Amendment 20 have become two of the most important impaired driving enforcement training platforms in the State of Colorado since Medical Marijuana was approved several years ago by Colorado voters. Officers were provided with an in-depth training by an instructor from the Colorado Drug Investigators Association. Topics such as legal issues, search and seizure, and Amendment 20 rules and requirements were covered.

In-service attendees received a presentation from the Colorado Alliance for Drug Endangered Children. An hour-long program on the dangers and risks associated with children in today's drug world was presented, giving officers information and training on how to appropriately handle and report cases involving drugs and children.

Several LEAD IT instructors and their families took part in the 2010 Walk Like MADD event hosted by Mothers Against Drunk Driving. The team was able to raise over \$400 in donations to the cause.

LEAD Impairment Training has begun the preparation required to host Colorado's first ever Impaired Driving Conference. The conference will be held at the Auraria Campus in Downtown Denver on May 16, 2011. With many speakers and breakout sessions, and a large list of venues, this conference will be the highlight of next year's training.

Littleton Impaired Crash Reduction

At A Glance

Project Number:	10-01
Task Number:	11-02
Planned Expenditures:	\$20,000.00
Actual Expenditures:	\$19,526.49

GOAL

Reduce the economic and social impact of impaired driving crashes on the Littleton community.

Reduce the number of impaired driving crashes by 5% compared to the prior year's statistics.

Target law enforcement efforts along Littleton's highest traffic corridor.

STRATEGIES AND INITIATIVES

- Provide funding for overtime enforcement activities along the South Santa Fe Drive corridor
- Reduce injury impaired crashes by 5% from earlier reports of 9.8% by continuing to focus enforcement on speed and occupant protection violations
- Increase impaired driving arrests by 35% from 2006, 10% from 2007, and 5% from 2008 by targeting enforcement in the City of Littleton's highest traffic corridor, which accounted for 43.1% of the previous year's impaired crashes

RESULTS

The Littleton Impaired Crash Reduction (LICR) grant provided funding for overtime enforcement activities along the South Santa Fe Drive corridor. It focused efforts on speed, occupant protection, and impaired driving violations. LICR enforcement started on November 13, 2009, and concluded on August 28, 2010.

Prior to the last 3 years of CDOT funded, ongoing, focused enforcement efforts, the City of Littleton experienced a high rate of crashes involving impaired drivers. In 2006, 9.8% of accidents investigated by officers involved an impaired driver. 43.1% of those impaired crashes occurred on US HWY 85, also known as South Santa Fe Drive, which was a significant increase from 2005, when 36.7% of crashes involved an impaired driver, and 2004, when 23.6% did the same. In addition, 62% of impaired arrests in 2006 occurred post-crash.

Based on this information, officers were randomly deployed along the South Santa Fe Drive corridor during peak impaired driving accident times. Officers were deployed using grant funds 59 times during the enforcement period. The Littleton Police Department traffic team assisted grant efforts by randomly deploying officers 16 times, matching grant LICR funds.

During the 2010 enforcement period Littleton investigated 7 injury crashes, and there were no fatal impaired crashes. The total number of impaired crashes during this grant period was 19. This represents an overall reduction of 30%, well above the goal of a 5% reduction in impaired crashes, and a nearly 50% reduction from 2008 levels. It also reflects 2% of the total crashes investigated in the city.

LPD arrested 249 impaired drivers during the 2010 grant period and 290 during the 2009 grant period. Although the total number of impaired arrests decreased, the City of Littleton continues to see a decline in impaired driver crashes, indicating a positive impact from the 3-year focused enforcement project.

During the 2010 grant period, the LPD participated in all of the CDOT and National Highway Traffic Safety Administration (NHTSA) enforcement periods.

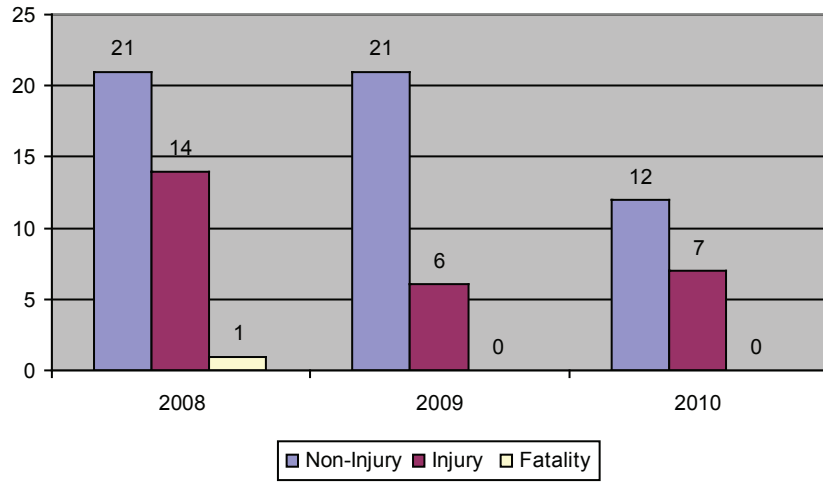
The LICR grant provided \$20,000 for impaired driving enforcement efforts. The City of Littleton matched CDOT funds with \$5,335.36. These funds allowed officers to work a total of 75 shifts. The project total for the 2009/2010 LICR grant was \$25,335.36, a relatively conservative budget that continues to demonstrate sustained positive outcomes for the previous three years.

Impaired driving crashes along South Santa Fe Drive were reduced by 30% since 2009, and by nearly 50% since 2008 due to focused enforcement.

2009/2010 LICR Impaired Arrest and Crash Data

Quarter	4th quarter	1st quarter	2nd quarter	3rd quarter	Total
Impaired Arrests	61	68	64	56	249
Impaired/ Non-Injury Accidents	6	3	6	4	19
Impaired/ Injury Accidents	2	1	1	3	7
Impaired/ Fatality Accidents	0	0	0	0	0

City of Littleton
Impaired Crashes 2008-2010



impaired
driving

At A Glance

Support for DUI Courts in Colorado

Project Number:	10-01
Task Number:	11-03
Planned Expenditures:	\$250,000.00
Actual Expenditures:	\$201,372.70

GOAL

Support existing and start new DUI Courts, and assist communities in planning for DUI courts as an effective intervention for the hard core or persistent drunk driver.

STRATEGIES AND INITIATIVES

- Continue two DUI courts in southwestern Colorado in Pagosa Springs and Cortez
- Start new courts in Longmont and Boulder
- Support other communities who have interest in creating these courts

RESULTS

Staffing resources were provided for Archuleta and Montezuma Counties for court and probation staff to operate DUI courts utilizing the ten guiding principles of DUI Courts.

Start-up funding was provided for two additional courts in Boulder County.

Resources were provided to the State Courts to develop a draft DUI Court staffing model that can be used to develop sustainability plans for these courts and to obtain funding for future courts.

A 3-day planning training for local courts who have interest in starting DUI courts was conducted, in conjunction with the National Drug Court Institute.

State Courts were given resources to develop an evaluation model that can be used to evaluate the effectiveness of DUI courts in Colorado.

As of July, the Pagosa Springs DUI Court (Archuleta County) has been in operation for 30 months. The court is successful and they are developing strategies to continue the court after grant funding is no longer available. The Court is fully operational and is operating at the targeted capacity. The target population for this court is Persistent Drunk Drivers as defined in statute. (First time offender with a high Blood Alcohol Concentration (BAC) or a repeat offender.) Data on the participants continues to be gathered.

The Cortez DUI Court is having a positive impact on third-time offenders.

The Cortez Court (Montezuma County) has been in operation for almost two years. This court is only targeting third time offenders so the overall target population is smaller than other locations. Early indicators are that the Court is having a positive impact on these offenders.

In January 2010, 2 additional courts in Boulder County became operational; 1 in the city of Longmont and 1 in the city of Boulder.

Data is being collected in a uniform manner for all offenders using participating courts at both intake and discharge points. Once there is enough data collected for analysis, the characteristics of both the successful and unsuccessful participants of each of these DUI Courts will be determined.

An increasing number of communities are interested in developing DUI courts. They are looking to this project to gain information about the struggles and success of DUI courts.

Perhaps the greatest accomplishments lie in hearing the success stories of the participants in the program.

At A Glance

Project Number:	10-01
Task Number:	11-04
Planned Expenditures:	\$159,000.00
Actual Expenditures:	\$131,581.47

Traffic Safety Resource Prosecutor (TSRP)

GOAL

Provide Colorado law enforcement and prosecutors with an experienced prosecutor to act as a point of contact for all issues related to traffic safety, with an emphasis on impaired driving.

Provide resources and training to both law enforcement and prosecutors on proper procedures and techniques to successfully pursue such case through the criminal justice process.

STRATEGIES AND INITIATIVES

- Develop strategies and tactics that will help reduce the number of deaths and serious injuries caused as a result of impaired driving on Colorado roads and highways
- Provide training, technical assistance, legal research, and improved communication for and between law enforcement and prosecutors
- Create a Comprehensive DUI Course and a Prosecutors' training course

RESULTS

A two day, in-depth class was created where law enforcement officers and prosecutors could learn together about all stages of a DUI case, spanning from the initiation of a traffic stop, all the way through trial and sentencing and every step in between.

The Comprehensive DUI course was offered in nine locations around the state of Colorado including Alamosa, Brighton, Colorado Springs, Golden, Lamar, Montrose, Pueblo, Silverthorne, and Steamboat. The course was attended by 261 students from 64 different law enforcement agencies and 18 different District Attorneys' Offices.

The TSRP program introduced a new course this year, Accident Reconstruction for Prosecutors, which was a one day course designed to demonstrate the methodologies, science, and practical components of accident investigations.

The Accident Reconstruction for Prosecutors course was attended by 18 prosecutors from 8 District Attorneys' Offices.

261 students from 64 law enforcement agencies attended classes to learn how to pursue impaired driving cases through the criminal justice process.

Impaired Driving Enforcement Vehicle

At A Glance

Project Number:	10-01
Task Number:	11-05
Planned Expenditures:	\$215,832.00
Actual Expenditure (10/21/2010):	\$160,223.48

GOAL

Reduce the number of impaired driving related traffic fatalities in western Colorado through use of a toxicological testing vehicle.

STRATEGIES AND INITIATIVES

- Purchase a toxicological testing vehicle for use at checkpoints and special events
- Equip the vehicle with monitoring and testing systems
- Make the vehicle available to all western Colorado law enforcement agencies for use in enforcement of impaired driving laws

RESULTS

The Mesa County Sheriff's Office (MCSO) purchased a toxicological testing vehicle, commonly referred to as a DUI van, at a cost of \$159,276.00.

The MCSO received the van on September 15, 2010. The DUI van is stored in the secured back lot of the MCSO awaiting completion of equipping the vehicle with necessary equipment and graphics before being placed into service.

The van is equipped as ordered, with substantial internal storage space and red and blue emergency lighting as well as external area lighting. Included in the design of the van is a Drug Recognition Expert (DRE) room, which allows for DREs to conduct evaluations inside the van. Specific to the DRE evaluation is the need for a "dark room," in which lighting can be controlled to create near total darkness. This room is located at the rear of the van and is sufficient in size and design for this purpose.

The van came equipped with the following items:

A Cummins power generator, a GP-SW1500 Power Inverter, a Cisco SG 100D-08 Unmanaged Gigabit Switch, 2 Norcold Dual Voltage Refrigerators, a Samsung 20" Television, a Panasonic DVD Recorder and Digital Tuner, a Zip Dee NX Patio Awning (attached to external right side of vehicle), a Smoke and Carbon Monoxide Alarm, a DOT Reflector Triangle Kit, 20Amp – 25' Shore Power Cord, 2 Fire Extinguishers, 4 18" Patch Cords, 2 36" Patch Cords, and an Intelligent Command Center Control System (ICCCS).

The ICCCS is a multifaceted control and monitoring system which integrates most of the functions of the Mobile Command Center including lighting; AC, DC, and Generator power; and temperature control into a single touch screen display located directly above the driver.

Planned expenditures stated in the Funding Application were \$215,832. As of October 1, 2010, the MCSO had used \$160,223. This included \$159,276.00 for the purchase of the van and matching costs of \$956.48 for work related to preparing the van:

As of October 1, 2010 the van had not yet been put into use. It is awaiting installation of an Intoxilyzer 5000EN, toxicological sample collection equipment, computers, a communication radio, and external graphics.

Once those items are installed, MCSO will put the vehicle into service for use by all Western Colorado law enforcement agencies for the enforcement of impaired driver laws. Agencies may contact the Mesa County Sheriff's Office to request use of the vehicle, and MCSO will send the van, along with at least one MCSO Deputy, to assist with any checkpoint or special event.

The DUI van
will provide
toxicological and
other on-site testing
at checkpoints
throughout western
Colorado.



UNDERAGE DRINKING PREVENTION

At A Glance

Project Number:	10-01
Task Number:	11-06
Planned Expenditures:	\$86,000.00
Actual Expenditures:	\$85,727.08

GOAL

Reduce underage consumption of alcohol and unsafe driving behaviors in Denver and Colorado Springs through educational programs.

Conduct core Youth In Action Activities and Advanced Strategies for Underage Drinking Prevention.

Establish and grow UMADD Chapters at University Levels.

Engage youth volunteers in educational programming.

STRATEGIES AND INITIATIVES

- Implement a continuum of services from the elementary to the university level through the Protecting You/Protecting Me curriculum in elementary schools
- Continue recruiting and establishing Youth In Action Teams at the Junior High/High School level
- Create a network of support through peer-to-peer interactions of leaders at each UMADD chapter site and providing alcohol education to Elementary, Junior High/Middle, High Schools, and Colleges, and reaching out to underserved populations and diverse communities throughout the Colorado Springs and Denver Metro Area
- Increase the number of students receiving MADD's underage drinking educational programs, and increase in the number of students actively participating in Protecting You/Protecting Me, Youth In Action and UMADD
- Increase the number of liquor establishments complying with liquor licensing laws
- Spread awareness of GDL laws, Social Host Laws, and parent initiatives
- Implement a comprehensive educational approach including youth, adults, and community leaders

RESULTS

Protecting You/Protecting Me program sites continued to implement the curriculum in rural, suburban, urban, and mountain areas to elementary youth. These same youth were encouraged to volunteer with MADD as part of Colorado's MADD Kids youth volunteer programs for youth under 13.

The two Youth Program Specialists retained Youth In Action (YIA) volunteers while recruiting for new volunteers at school presentations, community meetings, and grassroots efforts. The YIA Volunteers continued to implement core activities including: sticker shock surveys, alcohol purchase surveys, roll call briefings, law enforcement recognition events, compliance checks, and shoulder tap surveys.

The YIA Volunteers engaged in Advanced Strategies for Underage Drinking Prevention which included: sobriety check point assistance, Alcohol Prevention and Safe Teen Driving Weeks at local high schools, legislative efforts, special project assistance, fundraising participation Youth to Youth presentations, parent presentations, community awareness campaigns, and developing public service announcements. Existing UMADD chapters and members worked on capacity building to create safer campus communities.

The members launched alcohol awareness campaigns to educate about the dangers and risks associated with underage and high risk drinking behaviors. The leaders of the UMADD Chapters were required to meet at UMADD/College Task Force Meetings to develop comprehensive and unified strategies. Efforts have continued to engage military youth and have been highly successful in limiting the amount of alcohol-related incidents on Colorado's military bases.

MADD Colorado provided alcohol education programs to elementary through college level students as well as to teen driving schools and at-risk youth facilities. The two Youth Programs Specialists utilized community coalitions and educated youth and their parents as a main strategy to gain interest in MADD, PY/PM, MADD Kids, Youth In Action, UMADD/College Initiatives, underage drinking impact panels, and parent initiatives. MADD Colorado regularly updated youth program members, school contacts, and other community members via email blasts, newsletters, town hall meeting attendance, and stake holder meetings.

Two Youth Program Specialists completed a total of 125 alcohol education presentations to 17,595 Colorado elementary, junior high, high school, college, military, and at-risk youth. To assist in presenting as many programs as possible, a total of 27 individuals were trained using MADD's Speaker's Bureau program.

18 underage drinking impact panels were facilitated to a total of approximately 462 court-ordered attendees under the age of 21.

The youth volunteer programs continued to show growth in capacity and implemented activities. Youth In Action members included an average of 62 individuals each quarter plus 12 adult coordinators. They completed a total of 174 YIA activities, of which 32 were core and 157 were advanced.

An outstanding Youth In Action Activity was a Walk Like MADD program put on by Grand Junction High School which incorporated local organizations, community leaders, and students to spread awareness and raise funds totaling \$2,000.

UMADD/College Initiative membership increased to 96 active members who completed 189 UMADD activities. UMADD CU Boulder has been highly successful in creating high-visibility campus awareness programs such as a Dove Memorial to represent the 1,700 college students killed each year in alcohol-related crashes. They also created a UMADD Roadside Memorial that included memorial trees and stones. The success in limiting youth access to alcohol through these programs is shown by an 82.1% compliancy rate and a non-compliancy rate of only 17.9%.

The Protecting You/Protecting Me programs maintained stability; however, some locations had several obstacles in implementing the programs consistently due to school budget cuts and staffing.

In September of 2010, MADD Colorado held its annual Statewide Law Enforcement Recognition Event at the Butterfly Pavilion with 102 officers and family members present. The event recognized 19 law enforcement officers and agencies for their outstanding dedication to MADD's mission and to keeping Colorado's roadways safe. Youth from MADD Kids, Youth In Action, and UMADD Chapters facilitated the event and presented the awards to the recipients.

Youth in Action
Specialists trained
27 volunteers and
delivered alcohol
educational programs
to 17,595 students.

impaired
driving

At A Glance

Drug Recognition Expert (DRE) Training

Project Number:	10-01
Task Number:	11-07
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$47,770.66

GOAL

Ensure that there are trained drug evaluation experts (DRE) available to law enforcement agencies statewide to apprehend and evaluate drugged drivers for prosecution.

STRATEGIES AND INITIATIVES

- Select qualified law enforcement officers for DRE and DRE instructor training
- Present training

RESULTS

This project continued to expand the DRE training program by funding 3 in-service schools.

31 DRE candidates attended a 9-day DRE School hosted by the Denver Police Department, and 4 DRE candidates attended a DRE school hosted by the Wyoming DRE program.

The Office of Transportation Safety (OTS) presented 3 in-service DRE trainings to current DREs. The trainings were held in: Longmont, Castle Rock, and Glenwood Springs.

3 Colorado DRE instructors and the DRE Course Manager partnered with the Wyoming DRE staff for the Wyoming DRE School, held at the Laramie County Sheriff's Office from May 10 – May 20, 2010. At this time, 85% of the candidates have completed their required testing and evaluations and are awaiting their certifications from the International Association of Chiefs of Police.

15 candidates were selected to attend the 2010 DRE Instructor school, for which the Colorado DRE program partnered with the New Mexico DRE program to train a New Mexico student..

14 candidates successfully completed DRE Instructor school.

85% of candidates have completed the required training for becoming DRE's and are awaiting certification.

DRE Candidates who attended the Denver school:

Robin Rocke, DUI/DRE State Coordinator

Officer John Akins, Denver Police

Officer Ian Albert, Frederick Police

Deputy Beau Baggett, Arapahoe County Sheriff's Office

Officer Matthew Buckskin, Denver Police

Deputy Ben Carnes, Mesa County Sheriff's Office

Officer Casey Cashman, Parker Police

Officer Gregory Ceccacci, Denver Police

Trooper Robert Crouse, CSP

Officer David Curtis, Denver Police

Officer Patrick Davis, Colorado Springs Police

Officer Kevin Dreyfuss, Denver Police

Deputy Chris Durham, Mesa County Sheriff's Office

Sergeant Kevin Edling, Denver Police

Trooper Christopher Grimsley, CSP

Officer Brian Kelly, Aurora Police

Officer Robert Kleman, Denver Police

Trooper Ronald Krasnisky, CSP

Officer Glen Martin, Denver Police

Officer Michael Martinez, Denver Police

Officer Angela Muldoon, Ft Carson Police

Officer Andrew Richman, Denver Police

Deputy Robert Riggins, Adams County Sheriff's Office

Officer Paul Rulla, Denver Police

Officer Shannon Snuggs, Colorado Springs Police

Officer Matthew Staley, Colorado State University

Deputy Mark O'Harold, Douglas County Sheriff's Office

Officer Bryan Widner, Fountain Police



DRE Candidates who attended the Wyoming school:

Trooper Joseph Benavides, Colorado State Patrol

Trooper Nicholas Hazlett, Colorado State Patrol

Travis Stills, Crested Butte Marshall's Office

Officer Michelle Farmer, Montrose Police Department

Candidates from the Golden, Colorado DRE Instructor School:

Officer Joey Barraza, Fort Carson Police

Deputy James Cannon, Mesa County Sheriff's Office

Officer Jason Huff, Denver Police

Officer Justin Keown, Colorado Springs Police

Agent Alan Ma, Lakewood Police

Sergeant Aaron Munch, Glenwood Springs Police

Deputy Jennifer Plutt, Park County Sheriff's Office

State Trooper Micah Doering, New Mexico State Police

Trooper Tammy Buehrle, CSP

Trooper Michael Carr, CSP

Sergeant Chad Hunt, CSP

Trooper Roger Meyers, CSP

Trooper Rodney Noga, CSP

Trooper Howard Thompson, CSP

Trooper Ryan Thornton, CSP

Drug Recognition Expert (DRE) Technology Transfer

At A Glance

Project Number:	10-01
Task Number:	11-08
Planned Expenditures:	\$20,000.00
Actual Expenditures:	\$0.00

GOAL

Give law enforcement officers up-to-date information and methods in recognizing symptoms of drug use in the public.

STRATEGIES AND INITIATIVES

- Select and send qualified professionals in the DRE field to attend the annual Training Conference on Drugs, Alcohol, and Impaired Driving
- Select 3 DREs for Course manager (CM) training
- Disseminate the information officers learn at the annual Training Conference on Drugs, Alcohol, and Impaired Driving in order to improve methods of recognizing symptoms of drug usage by the public

RESULTS

Due to the State's ongoing budget constraints, the Office of Transportation Safety (OTS) did not pursue travel authorization to accomplish this project.

At A Glance

Project Number:	10-01
Task Number:	11-09
Planned Expenditures:	\$325,000.00
Est. Actual Expenditures:	\$308,019.10

Impaired Driving Overtime Enforcement

GOAL

Increase traffic safety by reducing the number of drivers under the influence of drugs or alcohol.

STRATEGIES AND INITIATIVES

- Provide funding for Colorado State Patrol (CSP) Troopers' overtime hours for DUI enforcement
- Provide at least 4,285 hours of proactive DUI enforcement using traffic crash prevention teams, multi-agency sobriety checkpoints, and other innovative approaches proposed by CSP troops by September 30, 2010
- Provide at least five checkpoints in Adams County and another five checkpoints in Mesa County during specified holidays and summer events between May 28, 2010 and September 30, 2010
- Send two CSP representatives to the IACP DRE Training Conference in 2010 and provide reports to the Office of Transportation Safety summarizing findings and activities at this conference

“5,125 hours of
overtime netted
494 DUI arrests.”

RESULTS

Crash prevention was accomplished using a combination of proactive saturation patrols, checkpoints, and Drug Recognition Evaluations (DRE). Troops were asked to work DUI enforcement according to the plans that were approved, covering peak periods around holidays and events. A total of 5,125.75 hours were performed, resulting in 494 DUI arrests. Of this total, 4,667.75 hours were saturation patrols, 369.25 hours were performed at checkpoints, and 88.75 hours were Drug Recognition Expert Callouts.

Holiday / Event	Hours	Vehicle Contacts	DUI Arrests	HVPT Cites	Seatbelt Cites	All Other PA	Felony Arrests	Miles
4th Quarter 2009	910.25	1407	113	202	38	106	3	17395
1st Quarter 2010	981.75	1843	95	192	54	134	13	18705
2nd Quarter 2010	89	131	7	15	1	6	1	1163
3rd Quarter 2010	3144.8	4974	279	655	151	370	24	52991
Total Contract	5125.75	8355	494	1064	244	616	41	90254

Troop 1D in Adams County performed a total of five checkpoints, making a total of 16DUI arrests. The first checkpoint was held over the Memorial Day weekend, one was prepared but cancelled due to weather on July 4th, three were held in July and August, and the final one was held on Labor Day weekend.

Troop 4A in Mesa County performed a total of 15 checkpoints, making a total of 46 DUI or DUID arrests. The first checkpoint was held over the Memorial Day weekend, another was held over the Labor Day weekend, and all the others were performed between June 25th and September 17th.

County	Total Hours	Vehicle Contacts	DUI Arrests
Total Adams County	400	2190	16
Total Mesa County	599.25	3260	46

As shown in the chart below, overall alcohol-caused crashes were reduced by 10.3%.

GSP DUI Impact FFY 2008- FFY 2010				
Time Period Covered	Fatal DUI/ DUID Crashes	Injury DUI/ DUID \\ Crashes	Property Damage DUI/DUID Crashes	Total DUI/ DUID Crashes
10/1/2007 - 9/30/2008	81	587	1019	1687
10/1/2008 - 9/30/2009	77	538	953	1568
10/1/2009 - 9/30/2010	54	435	918	1407
One Year Difference	-23	-103	-35	-161
One Year % Change	-29.9%	-19.1%	-3.7%	-10.3%

Two Troopers attended the IACP DRE Conference and reported to CDOT as requested.

At A Glance

Impaired Driving TECH Transfer

Project Number:	10-01
Task Number:	11-10
Planned Expenditures:	\$15,000.00
Actual Expenditures:	\$9,791.79

GOAL

Provide Colorado professionals with up-to-date impaired driving enforcement and prevention information and methods.

STRATEGIES AND INITIATIVES

- Provide funding for traffic safety professionals to attend state, regional, and national meetings and conferences related to Impaired Driving Enforcement and Prevention
- Share information gleaned from these events through distributing summaries of learning, and by conducting in-service and other training opportunities at the local level
- Support training for judges and prosecutors in Impaired Driving and traffic safety-related issues

RESULTS

The Office of Transportation Safety assisted with the travel cost for attendees to attend the 2010 Driving While Intoxicated (DWI) Court training, held in Newport Beach, CA.

Attendees: Matthew Wenig, Denver County Court; Matthew McConville, Denver County Court; Christine Flavia, Colorado Division of Behavioral Health; Judge Mary Celeste, Denver County Court; Erik Garcia-Gillespie, Denver County Court Probation; Regina Huerter, Denver Crime Prevention and Control Commission; Lieutenant Mark Drajem, Denver Police Department; and Priscilla Gartner, Office of the State Public Defender's Office.

OTS funds sent
8 court, law
enforcement and
other professionals
to a conference
to learn the
most up-to-date
impaired driving
enforcement
and prevention
techniques.

DUI Checkpoint Colorado

At A Glance

Project Number:	10-01
Task Number:	11-11
Planned Expenditures:	\$260,000.00
Actual Expenditures:	\$190,774.85

Law Enforcement Agencies selected through the Problem ID report targeted areas in the state as having a high rate of alcohol-related fatalities and crashes. National Highway Traffic Safety Administration (NHTSA) research shows that in areas where DUI checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced.

GOAL

Conduct DUI checkpoints and saturations patrols between Memorial Day and Labor Day in identified areas.

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

STRATEGIES AND INITIATIVES

- Conduct five DUI checkpoints between Memorial and Labor Day
- Work with CDOT's Public Relations Department on all PSA's and actively support CDOT's DUI Enforcement campaign
- Report all requested data to CDOT by the times specified, including posted enforcement plans and reporting all arrests



RESULTS

85 checkpoints were conducted statewide during this enforcement period, with a total of 55,590 vehicles being contacted, which netted 313 DUI arrests.

Agency	Vehicles Contacted	DUI Arrests
Aurora PD	2080	28
Boulder PD	4470	26
Colorado Springs PD	5256	54
CSP- Troop 1D Adams	3513	16
CSP-Troop 4A Fruita	3118	42
Denver PD	3577	61
El Paso County SO	2660	12
Jefferson County SO	9972	23
Lakewood PD	10660	17
Larimer County SO	3444	11
Weld County Task Force	3108	20
Westminster PD	3732	3

The following Law Enforcement agencies made up Checkpoint Colorado 2010 – Aurora Police Department, Boulder Police Department, Colorado Springs Police Department, Colorado State Patrol- Adams County Troop 1D, Colorado State Patrol-Mesa County Troop 4A, Denver Police Department, El Paso County Sheriff’s Office, Jefferson County Sheriff’s Office, Lakewood Police Department, Larimer County Sheriff’s Office, Weld County Sheriff’s Office, and Westminster Police Department.

“55,190 stops at 85 checkpoints netted 313 DUI arrests.”

Law Enforcement Coordinator (LEC)

At A Glance

Project Number:	10-01
Task Number:	11-13
Planned Expenditures:	\$80,000.00
Actual Expenditures:	\$ 73,902.58

GOAL

Assist and coordinate statewide training, grant management processes, and local enforcement activities for law enforcement agencies.

Support the Colorado State Patrol in their efforts to enforce CDOT Safety Programs and campaigns.

Enhance the enforcement of traffic laws throughout Colorado.

STRATEGIES AND INITIATIVES

- Mobilize 60% of Colorado law enforcement agencies to participate in traffic safety campaigns
- Administer and manage law enforcement grants
- Offer assistance to grantees in submitting applications and fulfilling requirements
- Develop, coordinate, and/or conduct training to law enforcement agencies regarding impaired driving, occupant protection, graduated drivers license laws, traffic stops, and enforcement strategies
- Speak at roll calls, departmental meetings, and task forces to promote upcoming enforcement activities and to promote coordination and maximum participation
- Develop and coordinate traffic safety recognition events
- Assist in coordinating traffic safety enforcement media events and information dissemination to law enforcement
- Review and forward news releases from law enforcement agencies to the CDOT Public Relations Office and represent CDOT at media events
- Analyze traffic and safety enforcement data to determine program direction and recommend the implementation of innovative projects
- Assist traffic safety advocates and serve as a team member of the Traffic and Safety Branch

RESULTS

85 city and county law enforcement agencies and the Colorado State Patrol were under contract to participate in 12 impaired driving enforcement periods. This is an increase of 20 agencies over last year. During the Memorial Day Click It or Ticket enforcement period, 87 local law enforcement agencies and the Colorado State Patrol's 19 field troops received funding to provide enforcement during the campaign. 123 agencies supported the 2010 National Crackdown Labor Day campaign.

The LEC
helped recruit
123 agencies
to participate
in the Labor
Day Driving
Enforcement
Crackdown.

The LEC participated in the recruitment and selection of the 85 law enforcement agencies to receive state funded grants for impaired driving enforcement, and reviewed and processed statistical information, progress reports, and claims from those selected.

The June Checkpoint enforcement period in 2009 was not successful, and was replaced by High School Prom enforcement in 2010. \$130,000 was allocated to 65 sheriff's offices and police departments and 14 field troops of the State Patrol, which resulted in the arrest of 1,725 impaired drivers during the six week campaign.

Recognition events for officers excelling in occupant protection and impaired driving enforcement and education have been cancelled due to budgetary constraints. The LEC continued to award law enforcement agencies with preliminary breath testing (PBT) devices and lasers for their outstanding performance and adherence to reporting procedures during enforcement campaigns.

The LEC assisted with media events for St. Patrick's Day, Memorial Day, and Click It Or Ticket. The LEC attended all three events, and coordinated the appearance of local law enforcement leaders and personnel to attend. Press releases from the CDOT public relations office were forwarded to agencies across the state for the promotion of CDOT and NHTSA traffic safety campaigns.

In summary, many duties and tasks are being accomplished by the LEC that had previously been the responsibility of other OTS members, and were not given the attention and priority that the LEC is able to give. The LEC's relationship with local law enforcement and the ability to relate to them as a fellow officer, in contrast to relating as a civilian, continues to enhance the efficiency of the Office of Transportation Safety, and has reduced the workload placed on its members.

Enhancing Traffic Safety and Reducing Traffic Fatalities

At A Glance

Project Number:	10-01
Task Number:	11-14
Planned Expenditures:	\$33,200.00
Actual Expenditures:	\$33,022.49

GOAL

Reduce the number of traffic related fatalities and serious injury crashes in the City of Denver.

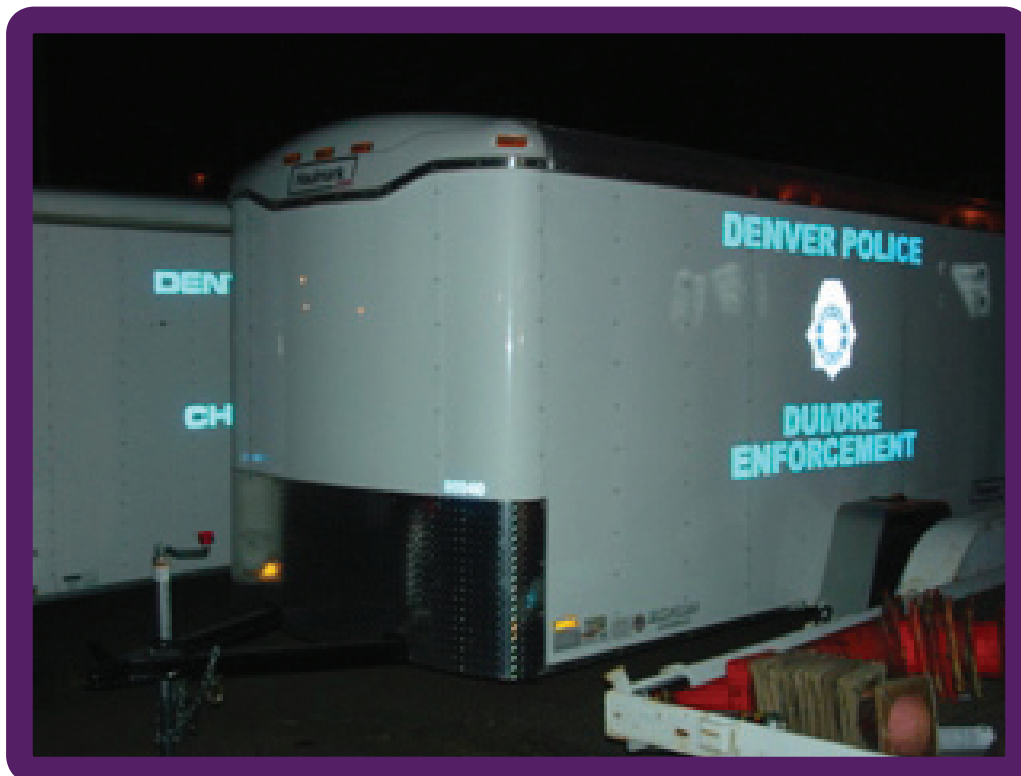
STRATEGIES AND INITIATIVES

- Conduct three to five major impaired driving enforcement saturations throughout the warmer months
- Use funds to supplement overtime pay in order to staff other major operations which are planned to increase the visibility and effectiveness of the project
- Purchase an enclosed cargo trailer for DUI checkpoint supplies and equipment

RESULTS

The Denver Police Department purchased and received the enclosed cargo trailer, which is approximately 12' x 6' x 6'. The trailer was used in several Checkpoints including May 28, May 29, July 1, July 2, August 27, and August 28.

“A new cargo trailer holds DUI checkpoint equipment.”



Saturations were held:

April 5

April 9-11 (Opening Day/Rockies Weekend)

June 19

July 4-5 (Fourth of July weekend):

August 14

September 23, 24, 28, 29 (Fall Festival Saturation Supplement)

For the Quarter ending 6/30/10: Off-duty officers made 28 DUI arrests, eight miscellaneous arrests and wrote 128 moving citations.

For the Quarter ending 9/30/10: Off duty officers made 26 DUI arrests, eight miscellaneous arrests, and 168 moving citations.

The one year time period of this grant was insufficient to effectively measure long-term trends in impaired driving crashes. The project focused on intermediate measures of arrests and citations.

Smart Roads

At A Glance

Project Number:	10-01
Task Number:	11-15
Planned Expenditures:	\$40,000.00
Actual Expenditures:	\$38,558.48

GOAL

Reduce the number of fatalities in DUI/DWAI crashes for drivers age 20 or younger in Pueblo, San Luis Valley, Huerfano, and Las Animas County.

Provide increased safe driving education to youth programs in the Pueblo community.

Develop Students Against Destructive Decisions (SADD) chapters in 5 Pueblo City Schools.

STRATEGIES AND INITIATIVES

- Provide DUI prevention information and educational events for schools, businesses and communities
- Develop Students Against Destructive Decisions/Youth in Action (SADD/YIA) chapters
- Use the DUI Simulator
- Compare previous Healthy Kids Colorado Survey (HKCS) and FARS data
- Enhance Community Coalitions, and assist law enforcement efforts with DUI Sobriety Checkpoints

RESULTS

Crossroads Turning Points (CTP), Pueblo Alliance for Healthy Teens (PAHT), Boys and Girls Clubs, and Mothers Against Drunk Driving (MADD) SADD/YIA groups held weekly meetings and provided 12 Healthy Alternative Activities for teens and families.

SADD/YIA Chapters were developed in five Pueblo city schools, one Huerfano High School, and a core youth group met during the summer representing two high schools and four middle schools.

20 Schools received DUI prevention information and 14,000 incentives items with DUI Prevention messages were distributed in nine Southern Colorado counties.

14,000 incentive items with DUI prevention messages were distributed in southern Colorado counties.

CTP conducted 24 school presentations, 32 business/ community presentations, eight DUI Simulator events, and held 36 monthly/ quarterly Coalition meetings. SADD/YIA initiated the first annual 5K fundraising event at Minnequa Lake with over 500 participants.

CTP provided 42 Minor in Possession classes (Pueblo 22, Alamosa 12, and Trinidad eight) for 250 youth. Eight Parent Education Night events were organized for 480 teens and their families.

SADD/YIA and Coalition volunteers supported local DUI Sobriety Checkpoint events with “snack shacks” and waved shaker signs for the Click It or Ticket campaign.

Monthly DUI prevention advertising in local newspapers, Caminos Spanish Magazine, Accolades youth magazine, radio, flyers, and PAHT website (www.puebloallianceforhealthyteens.org) were paid for through agency partnerships.

The 2004-2009 Healthy Kids Colorado Survey analysis showed that peer and parent attitudes favorable to alcohol and drug use moved slightly in the desired direction of change. 40% of youth reported alcohol and marijuana was easy to obtain. 16% of youth reported driving under the influence of alcohol or marijuana, and 30% reported they rode with an impaired driver.

Fatal Impaired Driving Crashes with Blood Alcohol Content (BAC) of .08+ declined in Pueblo and Las Animas (2008 to 2009: Pueblo from nine to seven, Las Animas from two to one). Alamosa stayed at one and Huerfano went from zero to three fatalities.

“Fatal driving crashes with high blood alcohol levels declined.”



College and University Impaired Driving Prevention Programs – Part I: Auraria Campus

At A Glance

Project Number:	10-01
Task Number:	11-16
Planned Expenditures:	\$22,249.00
Actual Expenditures:	\$26,972.49

Auraria Police Officers have received training and equipment to reach and educate the general public (students, faculty and staff) on the Auraria Campus of the importance of not driving while impaired. The Auraria Higher Education Center is located on a 151.5-acre campus in downtown Denver and serves three distinct academic institutions: the Community College of Denver, Metropolitan State College of Denver, and the University of Colorado-Denver.

There are between 45,000 and 48,000 students, staff, and faculty on campus. The campus has a vast number of students who drive to and from the Auraria Campus as well as a high number of students in the age bracket of 21-28 who consume alcoholic beverages on the weekends. This program educates all students about the dangers of driving while impaired.

GOAL

Reduce the number of traffic accidents and fatalities caused by impaired drivers by educating the students and visitors to the campus about the risks of driving while impaired.

Use the DUI educational booth to give students hands-on training and information, and to increase awareness of the DUI laws and blood alcohol concentration (BAC) levels.

STRATEGIES AND INITIATIVES

- Have police officers available to educate students, faculty, and campus visitors
- Inform and engage students at fairs and other events through booths, use of equipment and printed materials
- Reach out to other law enforcement agencies to assist them in organizing safety fairs for their students

RESULTS

The Auraria Police Department's DUI Team recently received two statewide awards from the Colorado Department of Transportation and Mothers Against Drunk Driving. The DUI Unit received top honors as the Outstanding Colorado DUI Enforcement Team – Metro (Denver), as well as the award for Outstanding Dedication to Colorado's College Outreach in DUI Education.

The Auraria Police Department's DUI Team received awards from CDOT, MADD, and others for their dedication to college DUI education.

The Auraria Campus Police Department had a safety booth at the spring fling and the fall fling on Campus, educating the public on the dangers of driving while impaired. This gave students the opportunity to approach officers in a positive environment, and made equipment and educational information available for the students. The Department also reached out to other law enforcement departments and offered assistance in organizing safety fairs for their students.

During the 2009-2010 fiscal year, the following activities were held:

- Front Range Community College Safety Fair (Nov. 11, 2009, March 10, 2010, and September 22, 2010)
- University of Colorado at Denver Safety Fair (March 16, 2010)
- Spring Break Safety Fair on the Auraria campus (March 17, 2010)
- Community College of Aurora Safety Fair (March 18, 2010 and September 29, 2010)
- MSCD Substance Safety Fair (April 20, 2010)
- Spring Fling Safety Fair (April 21 and 22, 2010)
- Jefferson County Safety Fair (August 28, 2010)
- Fall Fest Safety Fair (September 15, 16, 2010)



The results of the safety fairs were outstanding. A high number of students and visitors signed the guest book and tried the “fatal vision goggles” which gave them the illusion that they were intoxicated. With the goggles on, the officers had the student try to walk a straight line to show how their motor skills are altered. The students were shocked at how poorly they performed.

Another tool used was the intoxiclock. The officer would enter the person’s information into the intoxiclock, which would calculate how long it takes for the alcohol to process out of their system. This was a great success because the students had no idea that it took as long as it did, and it showed them that even one drink would take time to process out of their system. Both of these demonstrations were a great success in reaching the students.

This year more educational pamphlets were available to pass out to the students. The officers who worked the booth did a great job explaining the impact of a person’s BAC as well as answering any questions the students had.

A table game was added to attract the students to the booth. This was a great success and a tool to educate the students. The students were able to play the game and received a small prize. As they played the game, an Auraria DUI Officer would engage them in conversation about the dangers of driving while impaired.

At A Glance

Project Number:	10-01
Task Number:	11-16
Planned Expenditures:	\$60,000.00
Actual Expenditures:	\$26,972.49

College and University Impaired Driving Prevention, Part II: Front Range Community College-Larimer Campus (FRCC-LC)

GOAL

Analyze data and report results collected from instruments utilized within the previous grant cycle to describe the characteristics of substance use patterns and/or perceived risk specific to FRCC-LC students as they relate to impaired driving in Larimer County.

Continue building awareness among FRCC-LC students regarding the potential consequences of impaired driving.

Begin fostering partnerships with interested community-based stakeholders within Larimer County.

Begin the development of a comprehensive campus-wide and/or investigate potential participation in community-based DUI initiatives based on research and best practices.

STRATEGIES AND INITIATIVES

- Analyze data and report findings
- Host two DUI Awareness Days
- Continue existing and initiate additional conversations with community-based stakeholders
- Investigate additional areas of opportunity for FRCC-LC to become involved in community-based and/or campus-based DUI centric activities

RESULTS

Data was collected and analyzed and is reported here. Of particular note is the following:

Based upon data collected, there is a 19.1% discrepancy between the estimated student frequency of drinking and driving and the student behavior of drinking and driving. This discrepancy suggests that a social norms campaign based upon the Theory of Reasoned Action may beneficially impact the prevalence of drinking and driving behaviors among FRCC-LC students.

A 19% discrepancy between students' behavior and their estimated drinking and driving suggests a social norms educational campaign can align perception with reality.

FRCC-LC hosted one DUI Awareness Day during the spring 2010 semester. Participants included the Center for Transportation Safety, Poudre Valley Hospital, FRCC-LC Emergency Medical Technician program, Poudre Valley Hospital, and Larimer County Sheriff's Department.

The FRCC-LC relationship with the Larimer County Sheriff's office was maintained through their participation in the DUI Awareness Day. A relationship was initiated with Poudre Valley Hospital and increased participation from on-campus groups was evident from the participation of the FRCC-LC EMT program at the spring DUI Awareness Day.

Additional conversations were held with CSU. No meaningful collaboration was achieved. Yellow Cab Company was approached regarding additional safe-ride opportunities in Larimer County. No meaningful collaboration was achieved. FRCC-LC Student Life was approached about increased involvement with a DUI-centric campus-wide initiative. Collaboration was not achieved to the extent required to successfully pursue the development of such an initiative.



At A Glance

Project Number:	10-01
Task Number:	11-17
Planned Expenditures:	\$25,000.00
Actual Expenditures:	\$9,906.00

High Visibility Drunk Driving Enforcement (HVE)

Portable Breath Alcohol Testers (“PBTs”) are an effective tool in Law Enforcement. PBTs can detect alcohol in drivers who have been contacted in Traffic Offenses. Alcohol involvement can be eliminated or confirmed in drugged driving arrests. Drug Recognition Experts (“DRE”) can use PBTs at a DUI scene to determine whether alcohol or drugs were involved.

GOAL

Reduce the number of traffic fatalities and to reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

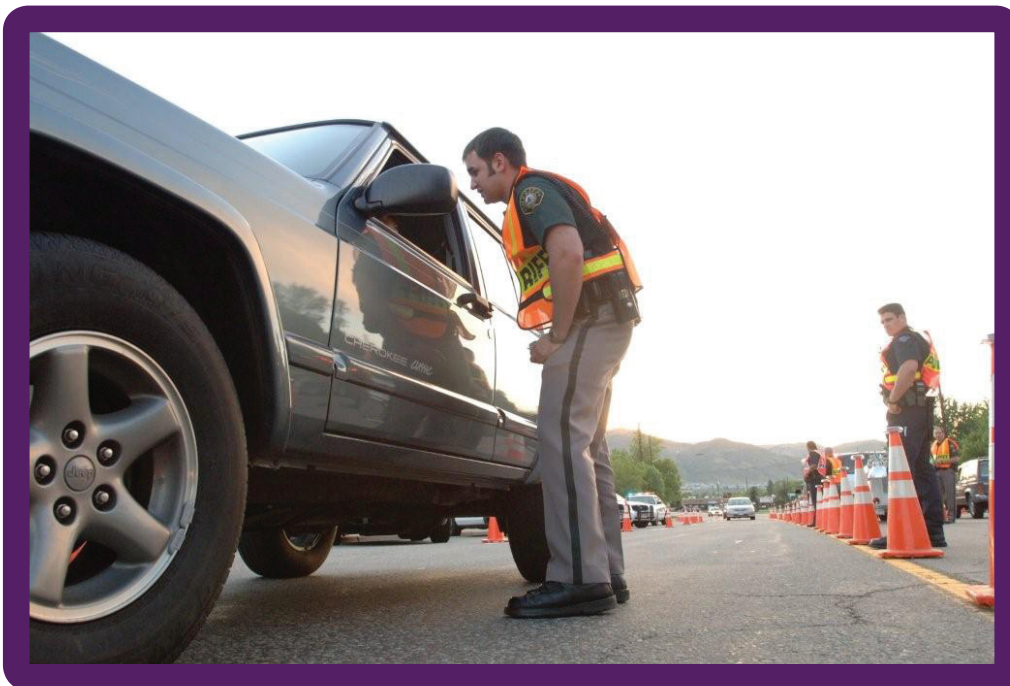
STRATEGIES AND INITIATIVES

- Distribute BHT”s to areas of the state that need them

RESULTS

PBTs were given to Law Enforcement agencies which showed the need and who could put the equipment to good use.

12 high visibility
enforcement
campaigns in high
crash risk areas
resulted in 7,515
DUI arrests.



Campaign Name	# Agencies Participating	# DUI arrests	(3) Agencies w/ most DUI's
Fourth of July	84	572	Denver, Colorado Springs, Aurora
Fall Festivals	45	1522	
Halloween	43	357	Denver, Colorado Springs, Aurora
Thanksgiving	74	587	Denver, Colorado Springs, Larimer County
Holiday Office Party	70	600	Denver, Aurora, Colorado Springs
New Years Eve	72	444	Denver, Colorado Springs, Larimer County
Super Bowl	36	371	Denver, Aurora, Colorado Springs
St. Patrick's	95	686	Denver, Aurora, Colorado Springs
High School Proms	71	1725	
Memorial Day	90	651	Denver, Colorado Springs, Adams County, Aurora

At A Glance

Project Number:	10-01
Task Number:	11-18
Planned Expenditures:	\$21,505.00
Actual Expenditures:	\$12,744.82

Support for Interagency Task Force on Drunk Driving

GOAL

Provide administrative support to the Interagency Task Force on Drunk Driving (ITFDD) to increase its ability to accomplish its mission to increase traffic safety by reducing the number of drivers under the influence of drugs or alcohol.

STRATEGIES AND INITIATIVES

- Provide staff to document discussions, recommendations and action plans at all subcommittee meetings through September 30, 2010
- Provide staff to document all task force meeting activity and assist with publishing recommendations through September 30, 2010
- Compile analysis of activity, recommendations, progress toward goals, and future plans for inclusion in annual report due to the Legislature in January, 2011
- Begin the process of developing a strategic plan for the task force by providing interviews, guided discussions, and documentation of goals

Reorganized work groups have begun forming a new strategic plan.

RESULTS

All subcommittees have been temporarily disbanded pending the establishment of work groups based on the new strategic plan. However, working groups were formed in order to develop objectives, tasks, actions, and measurements for the strategic plan and work plan. Staff was provided to arrange meetings, take notes, and update the ITFDD plan, based on discussion and suggestions.

Staff provided meeting minutes for the April 16, May 21, June 18, July 16, August 20, and September 17 Task Force meetings. Assistance was also provided for the preparation and submission of a formal response to the Department of Regulatory Affairs' request for information related to the sunset review.

Progress and recommendations have been documented in meeting minutes, and annual report development has begun.

By September 30th, the strategic plan was in its final stages of development. The task force has approved a mission, vision, goals, and objectives. In addition, a work plan is in process which has outlined measures, tasks, and actions which will be prioritized with timelines in order to begin making progress toward achieving the strategic plan goals.

Impaired Driving Enforcement Training Team

At A Glance

Project Number:	10-01
Task Number:	11-19
Planned Expenditures:	\$15,000.00
Actual Expenditures:	\$11,742.52

GOAL

Build an impaired driving enforcement training team to travel the western slope, providing both classroom training and “on the road” peer coaching in an effort to improve the impaired driver detection skills of State Troopers and local law enforcement officers in western rural Colorado.

STRATEGIES AND INITIATIVES

- Provide grant funding to expand Advanced Roadside Impaired Driving Enforcement (ARIDE) training
- Conduct training

RESULTS

Colorado State Patrol District Four was provided with a \$15,000 grant to provide an advanced form of ARIDE instruction to law enforcement agencies on the Western Slope of Colorado. This expanded the basic classroom ARIDE training by immediately putting the training into a practicable application while the instructors were still present to offer additional instruction.

The combination of classroom instruction and actual application of the training resulted in superior DUI enforcement officers and enhanced enforcement of the state’s DUI laws.

It was originally determined that six classes would be conducted, with each class hosted by one of the six Colorado State Patrol troops within Districts Four and Five. Due to effective budgeting of grant resources a 7th training date was added for the Pueblo area in District Two after approval from NHTSA and CDOT.

Each class was held over a four-day period and contained 16 hours of classroom instruction, two hours of Wet Lab instruction, followed by 10 hours of practicable on-road application of the training with instructors, and 10 hours of DUI team operation instruction.

Classes were held in Craig, Grand Junction, Glenwood Springs, Montrose, Alamosa, Durango, and Pueblo. Classes were scheduled between May and September, 2010, and all were completed as scheduled. All 77 officers enrolled successfully completed the classroom training.

“77 Western slope officers were trained in Advanced Roadside Impaired Driving Enforcement.”

During the enforcement portion, the officers/troopers contacted 1,002 vehicles, arrested 77 drivers for DUI, arrested 41 drivers for DUID, performed 53 additional sets of roadsides without the driver being arrested, and made six felony drug arrests and 17 warrant arrests.

The training was offered to every law enforcement agency in the areas where the training was conducted, resulting in officers from the following departments receiving this advanced ARIDE training:

Palisade Police Department

Colorado State Parks Department

National Parks Service

Bureau of Land Management

Colorado State Patrol

Rangely Police Department

Parachute Police Department

Montrose Police Department

Montrose Sheriff's Office

Telluride Marshal's Office

Bureau of Land Management

Colorado State Patrol

United States Forest Service

United States Fish and Wildlife

Center Police Department

Durango Police Department

Pagosa Springs Police Department

7th Judicial District Deputy District Attorney

6th Judicial District Deputy District Attorney's

Checkpoint Equipment

At A Glance

Project Number:	10-01
Task Number:	11-20
Planned Expenditures:	\$25,000.00
Actual Expenditures:	\$6,887.00

GOAL

Provide Checkpoint Colorado agencies with equipment needed to successfully and safely conduct DUI Checkpoints.

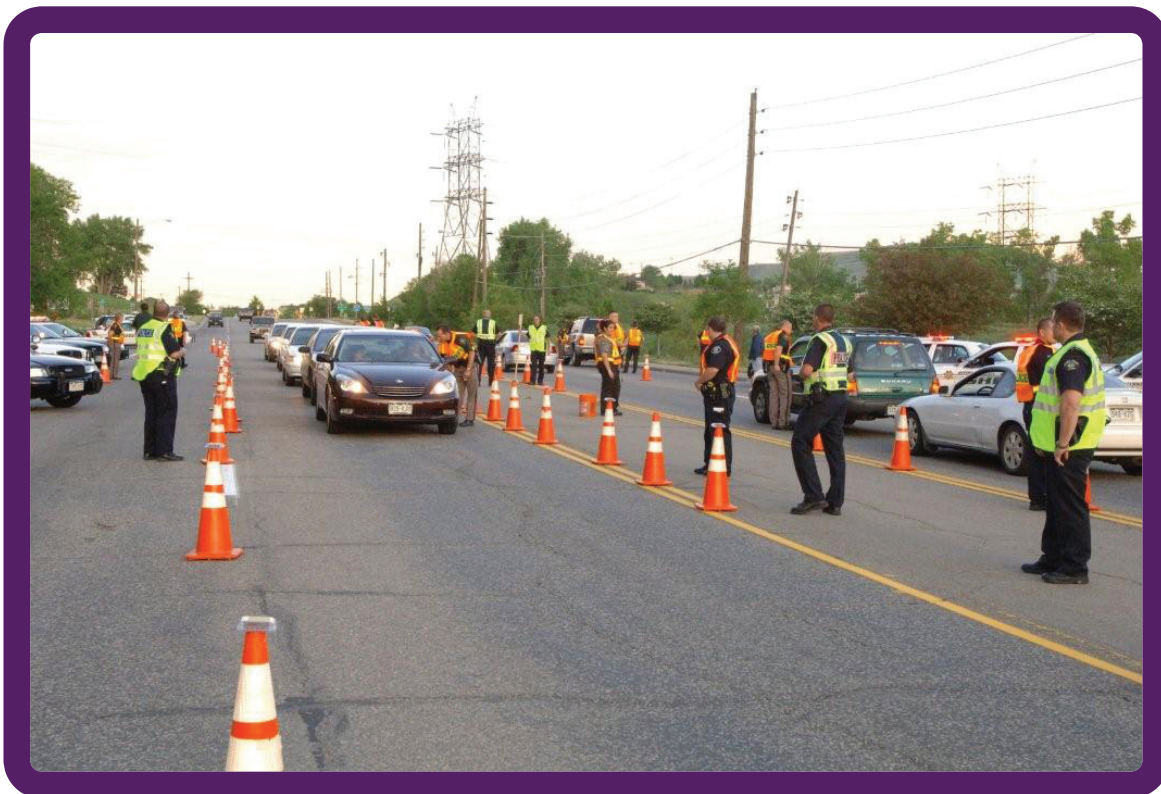
STRATEGIES AND INITIATIVES

- Purchase traffic safety cones and DUI checkpoint signs, and distribute to Checkpoint Colorado agencies

RESULTS

Denver Police received 20 Traffic Safety Cones, and 29 DUI Checkpoint signs were purchased for various Checkpoint Colorado agencies.

“Denver Police and other agencies received safety equipment for DUI checkpoints.”



At A Glance

Project Number:	10-01
Task Number:	11-21
Planned Expenditures:	\$98,999.94
Actual Expenditures:	\$3,280.32

Denver Sobriety Court and Supervision Model

Sobriety Court (SC) provides an efficient, judicially supervised accountable systemic process to address addiction, offender success and recovery.

GOALS

Provide a comprehensive, expedited and coordinated judicial response to repeat impaired drivers.

Increase community safety and reduce recidivism through efficient and effective jail-to-community transition, treatment, and community based supervision.

STRATEGIES AND INITIATIVES

- Screen all DUI offenders who have at least one prior impaired driving offense, as measured by daily screening and a determination of filing status by DA within 72 hours
- Reduce case processing from 14 weeks to 6-7 weeks, as measured by the percentage of cases set for sentencing within 45 days
- Sentence to SC those offenders with 3 or more impaired driving offenses or a BAC > .17 within 10 years, as measured by an estimated 100 persons (new) in year 1 and 300 persons (new and carryover) in year 2
- Maintain SC stakeholders' fidelity to guiding principles and practices of DUI courts, as measured by ongoing monthly team meetings
- Evaluate and modify Sobriety Court as needed, as measured by ongoing quarterly reports and recidivism rates for persons enrolled and successfully completing program
- Maintain the Denver County Jail operation of the "addictions unit" called RISE to manage SC clients. This objective will be measured by the number of persons entering the RISE unit, the number of differential assessments within 2 weeks of incarceration, number of case plans formed, and the number of reduced risk on re-assessments
- Monitor transition from jail to community, as measured by the number of persons moving from jail to Phase 1 of SC

- Evaluate the success of SC Phases, the framework for Community and Court Supervision, as measured by the number of persons graduating through the three phases of the program and the number of persons who have successfully complied with ongoing case plans

RESULTS

It was the court's intention to use funds provided to purchase materials for SC, but only minimal items were purchased given time constraints within the City of Denver's procurement system.

\$3,283.32 in materials were purchased given the system and time constraints mentioned above. With the continuation of CDOT funding, the Denver County Court SC will be operational in a matter of months.

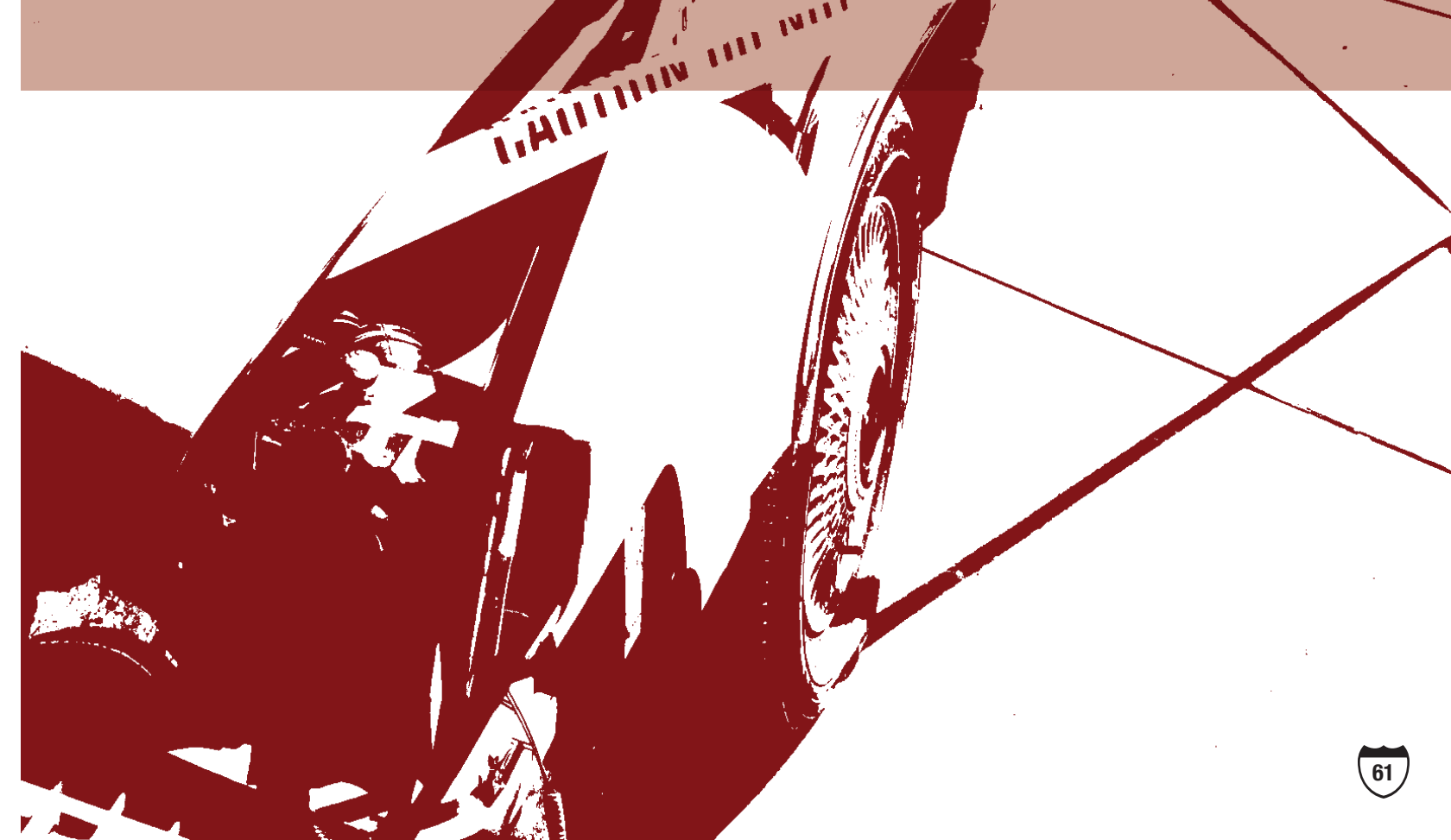
“Sobriety Court materials have been purchased and courts can begin in the next fiscal year.”

impaired
driving

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SPEED ENFORCEMENT



Speed Enforcement and Control Program Overview

Projects in the Speed Enforcement and Control Program support the Office of Transportation Safety goals to reduce the number of speed related crashes.

PROGRAM ADMINISTRATION

The Speed Enforcement and Control Program is administered by Program Manager Glenn Davis, with staff support from Terry Huddleston. The projects in this program had planned expenditures of \$118,000.

SPEED ENFORCEMENT SAFETY

The Speed Enforcement and Control Program supported projects that increased speed enforcement activities to focus on locations identified as having a high incidence of speed related crashes, and to modify driving habits of the public.

The OTS has expanded the Speed Enforcement and Control Program to include new traffic safety partners from law enforcement agencies around the state. The program has allowed law enforcement agencies to purchase speed control equipment and fund overtime for special enforcement projects.

Focused Speed Enforcement

At A Glance

Project Number:	10-02
Task Number:	21-01
Planned Expenditures:	\$79,998.00
Actual Expenditures:	\$79,996.89

GOAL

Decrease the number of traffic fatalities and serious injuries from crashes on Denver's roadways.

Make a significant increase in the number of citations issued for speed violations on targeted roadways, when compared to citations issued during the same time period in the previous year

STRATEGIES AND INITIATIVES

- Create a dedicated high-visibility speed enforcement effort on Denver's most dangerous roadways including Interstate 70 and Interstate 25
- Provide overtime pay for officers and relieve them of other duties so they can focus on this effort
- Target efforts to include driver education and ongoing publicity

RESULTS

Targeted, High-visibility Speed Enforcement

Grant funds enabled the Denver Police Department (DPD) to increase the number of officers who focused on this issue through concentrated, repetitive, and high visibility enforcement of speeding violations by providing overtime pay for off-duty officers who focused solely on this issue. Every officer who worked these overtime operations was excluded from normal daily staffing, thus relieving them from routine duties to enable 100% of their time to be devoted to enforcement of the targeted areas.

DPD focused on the Denver roadways shown to be most fatal: Interstate 70 and Interstate 25. Enforcement was based on the successful models cited in NHTSA research. The following actions were taken:

Enforcement included using both multiple-officer speed enforcement set-ups and individual officer speed enforcement.

Multiple-officer operations consisted of four-hour enforcement "set ups," in which the first officer operated radar or Lidar while the additional officers acted as contact vehicles. The officer measuring the speeds relayed the speed and description of the violator for the chase vehicles to stop. Both the officer operating the speed measurement device and the contact vehicle officers were endorsed as witnesses. An average set up required four to five officers.

Single-officer operations were similar to the multiple-officer operations in that the officer “set-up” in a location and used radar or Lidar to clock speeding violators. However, officers working singly were not limited by location and often set up on multiple locations during the course of their operation. Both operations produced an average of four citations per officer per hour.

Overtime operations were overseen by the Project Coordinator, who strategically planned operations to be responsive to current conditions and related safety data. The primary enforcement focus was speeding; however, this concentrated focus also allowed DPD to enforce other important safety issues including safety belt use, impaired and aggressive driving, as well as safety issues related to motorcycles.

During the target period of this grant, which was actively in effect from December 5, 2009 through September 16, 2010, the CDOT grant enabled 1,495 hours of enforcement. The following objectives were accomplished:

Citations

- Total number of speeding citations issued by CDOT grant officers (12/2009 – 9/2010): 4,913
- Total number of other citations written by CDOT grant officers (12/2009 – 9/2010): 72
- Total number of overall citations written by grant officers (12/2009 – 9/2010): 4,985
- 3,930 citations for speeding were issued on I-25 by officers using CDOT grant overtime. As a whole, DPD issued 6,461 citations for speeding on I-25 in this same grant period. This represents 61% of all speeding citations on I-25

The number of citations issued for speeding on I-25 increased by 8.3% over the previous year. The Denver Police Department benefited from receiving CDOT grant funds for a similar project in 2008-2009, so it was logical that the numbers stayed fairly consistent.

- December 2008 – September 2009: 5,967
- December 2009 – September 2010: 6,461

Increased citations and arrests, driver education, and high-visibility speed enforcement are likely factors in reducing the number of speed-related fatalities on I-25 and I-70.

Arrests

CDOT grant officers made 22 DUI arrests and 26 other arrests.

Focus on Driver Education

When drivers were contacted for a speeding violation, they received an informative flyer that explained the risk of death that exponentially increases when speeding. These flyers - approved by CDOT for use in 2008 - were designed to be an educational tool to explain that the primary goal of the enforcement was to ensure the safety of users of Denver roadways.

Publicizing Enforcement Efforts

To make the overtime efforts even more effective, the DPD Public Information Office was utilized to make a press release to emphasize the efforts to make Denver's highways and roadways safer. The press release credited CDOT for its support of the effort and highlighted the safety reasons that make speed enforcement critical in Denver.

Crashes

Traffic fatalities on both I-70 and I-25 have been reduced over the last few years - most notably during the two years (2009 and 2010) when DPD was able to increase speed enforcement through the use of CDOT grants. (Data from DPD Traffic Investigations Bureau)

Year	Traffic Fatalities in Denver along I-25 and I-70	Number of these crashes where speed was attributed as the primary causal factor
2006	6	3
2007	6	4
2008	9	6
2009	2	1
2010 (YTD)	3	1

As of the writing of this report, it was too early to determine if increased high visibility enforcement of speeding violations on I-25 and I-70 was responsible for the reduction in highway fatalities. However, it was likely to be a factor, since the overall number of fatal crashes - particularly those where excessive speed was the primary causal factor -- decreased during recent years when CDOT grant money was used to increase speed enforcement. This conclusion was strengthened by the fact that while the overall number of traffic fatalities in Denver remained fairly constant, the number of traffic fatalities on I-25 and I-70 decreased.

At A Glance

Grand Junction Traffic Enforcement Project

Project Number:	10-02
Task Number:	21-02
Planned Expenditures:	\$14,000.00
Actual Expenditures:	\$11,008.50

GOAL

Reduce traffic accidents, injuries, and deaths with a focus on a targeted area that is heavily traveled and congested.

STRATEGIES AND INITIATIVES

- Purchase speed measuring devices for 6 motorcycles in the Grand Junction Police Department to enhance the speed enforcement efforts in selected enforcement areas

RESULTS

Efforts in the targeted area resulted in a 13% reduction in traffic crashes. City wide, there was a 40% decrease in fatal crashes and a 24% decrease in injury crashes compared to the same period in 2009. In addition, there was a 71% increase in Traffic Citations compared to the same period in 2009.

There was a 50% decrease in the number of deaths due to crashes, and the number of people injured decreased by 27%.

The targeted area saw a 7% decrease in crashes in the first quarter the radars were in operation, and a 13% decrease in the second quarter of operation. There were a total of 721 citations issued in the target area with the use of the new radars.

Use of new motorcycle radar equipment resulted in a 40% decrease in fatal crashes and a 24% decrease in injury crashes.

Thornton Night Time Speed Enforcement Project

At A Glance

Project Number:	10-02
Task Number:	21-03
Planned Expenditures:	\$24,002.00
Actual Expenditures:	\$20,185.31

GOAL

Reduce the number of injury and fatal speed related crashes by 5% from October 1, 2009 to September 30, 2010.

Focus efforts on the two highest crash-risk roads -- Interstate 70 and Interstate 25.

Increase officer safety related to traffic stops.

STRATEGIES AND INITIATIVES

- Purchase Distance Between Cars Laser equipment for speed enforcement and light arrays for motorcycles for officer-safety
- Train officers in equipment use
- Conduct single and multi-officer enforcement activities

RESULTS

The Thornton Police Traffic Unit is comprised of eight motorcycle enforcement officers and four crash investigation patrol cars.

Industry-standard Distance Between Cars (DBC) Lasers were purchased and training with these units was completed. Additional light arrays for the motorcycles to enhance safety during night time enforcement operations were purchased. The training for the DBC was attended by the traffic unit and the city prosecutors. This training occurred during the first quarter of the year. The light arrays arrived and were installed on the unit's motorcycles.

The traffic unit planned to conduct several unit-specific and combined-impact operations with patrol during the granting period. These operations were designed to have an officer and a scribe set up in a stationary location to run the DBC Laser. The scribe documented each violator identified by DBC laser and called the enforcement officers waiting down the highway to make the traffic stop. Operations were held on I-25 and Highway 7, and were conducted in the evening hours on Wednesdays since that day is when the traffic unit is fully staffed. The number of officers in these operations ranged from five to 12.

The traffic unit was able to conduct eight impact operations at the target locations. They were also able to utilize the purchased DBC Lasers on a daily basis which, when combined with on-duty operations, were able to document more than the required soft match of 25%. The DBC Lasers were assigned to motorcycle enforcement officers as a part of their daily tools, and this usage accounted for a large part of the soft dollar match.

293 summons were produced from the eight operations during the grant period. There was only one fatality on I-25 during the grant period, and it was a pedestrian crossing I-25 at night and speed was not a contributing factor in the accident.

The program as a whole was a success. CDOT funds allowed for the purchase of industry-standard equipment which enhanced the unit's ability to reduce accidents in the city. The light equipment improved safety for the motorcycle officers during the early evening hours. It enabled increased enforcement above and beyond the normal duty hours of the unit.

The grant also affected the mindset of the department as a whole, which increased the work on the highway of patrol officers during their normal shifts. From Oct. 1, 2009 to June 30, 2010, the traffic and patrol division wrote 3,071 citations on I-25.

Use of new
DBC lasers and
light arrays on
motorcycles
increased officer
safety and allowed
for an increase in
hours of speed
enforcement.

Statistics for the whole grant period were not available at the time of this report. Information gathered from officer observations and statistics from Oct. 1, 2009 to June 30, 2010 indicate the total crashes for the grant period to be 278. There was a decrease in injury crashes during this period but no hard data is available at this time.

During the first quarter of the grant the Thornton Insider, a local magazine, published an article reporting the purchase and purpose of the DBC Lasers.

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TRAFFIC RECORDS

Traffic Records Program Overview

The goal of the Office of Transportation Safety and the Safety and Traffic Engineering Branch is to provide an integrated, responsive, timely, and accurate accident records system. In support of this goal, OTS and the Safety and Engineering Branch undertook several projects in FY 2010.

PROGRAM ADMINISTRATION

The Traffic Records Program is administered jointly by OTS and the Safety and Traffic Engineering Branch. Rahim Marandi, PE, Traffic Records Program Manager, with assistance from David Bourget, PE, George Atencio, Charles Keep, BoYan Quinn, Kevin Dietrick, and Tara Mundt provided support and technical assistance. Glenn Davis, Manager of Impaired Driving Programs, with assistance from Robin Rocke, provided budgeting, technical financial processes, reporting, file maintenance, contacting and project management. This group was responsible for eight projects with a planned budget of \$516,000.

ENHANCING THE TRAFFIC RECORDS SYSTEM

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

- Developing and maintaining comprehensive Emergency Medical Services and Trauma Registries at the Colorado Department of Public Health and Environment
- Updating and maintaining software to automate and standardize CDOT's crash record data received from the Department of Revenue (DOR)
- Updating 2005 -2006 crash records
- Continued evaluation of a Traffic Records Virtual Data Warehouse
- Assessing Colorado's Traffic Records System
- Crash Data Location Coding

CDOT'S TRAFFIC DATA COLLECTION AND ANALYSIS

CDOT's Traffic Records activities include tasks designed to provide CDOT with timely and accurate data for measuring performance and more strategically allocating resources to address both persistent and emerging traffic safety problems. The data collection and analysis help identify high-risk drivers and communities in new ways, and include the integration of citation records which were used in the Problem ID Report.

Emergency Medical Services (EMS) and Trauma Registry

At A Glance

Project Number:	10-04
Task Number:	41-03
Planned Expenditures:	\$99,564.00
Actual Expenditures:	\$96,832.85

GOAL

Provide health information to the integrated traffic records system.

Develop and maintain comprehensive EMS and Trauma Data Systems at the Colorado Department of Public Health and Environment.

STRATEGIES AND INITIATIVES

- Increase the number of emergency medical services (EMS) agencies who routinely download patient care report information to the state EMS database
- Improve data quality, timeliness, and completeness in the state EMS database and the state Trauma Registry by monitoring downloads from the original sources; notifying the agencies when data has not been received; developing protocols to address non-compliance with data submission requirements; and by working with agencies to assure compliance with national standards (the National EMS Information System – NEMSIS, and the National Trauma Data Standard – NTDS)
- Explore the use of Linksof software to link traffic accident reports to health data, and generate a report that describes the methodology for linking these datasets and make recommendations on how to facilitate future data linkage

RESULTS

EMS Database (MATRIX)

The EMS database is compliant with the National Emergency Medical Services Information System (NEMSIS). The variables collected in the MATRIX are based on the 67 National Data Elements of NEMSIS Version 2.2.1.

As of October 1, 2010, the number of agencies that download to the state database had increased to 159 agencies, representing approximately 79% of the ground transport agencies in the state. Data were also being submitted by 5 of the 9 licensed in-state air transport agencies.

By September 2010, 79% of data from 1,3 million EMS service calls was received within 90 days and passed all validation requirements for entry into the National Database.

From January 2006 through September 2010, data on nearly 1.3 million requests for service by EMS agencies had been submitted to the state database. As of September 2010, approximately 79% of the records were received within 90 days of the date of the call.

The EMS and Trauma Data Program regularly submits Colorado's EMS data to the national EMS database (NEMSIS). Data from 2007 through 2nd quarter of 2010 have been submitted. The data passed all validation requirements and quality checks for inclusion in the national database.

The EMS and Trauma Data Program provides feedback to agencies via standard reports to monitor data quality and completeness. Agency-specific reports are produced quarterly and sent to each agency to identify and correct problem areas in data collection

Colorado Trauma Registry

The Colorado Trauma Registry is compliant with the National Trauma Data Standard established by the American College of Surgeons.

Each month, the Colorado Department of Public Health and Environment (CDPHE) received a download of trauma registry data from Clinical Data Management (CDM). CDM is the vendor for Traumabase software, the software used by all Level I, II, and III trauma centers in Colorado, except Denver Health Medical Center (DHMC). DHMC switched to Trauma One software in January 2009. The trauma centers submit their data to CDM. CDM then creates a single download file which is submitted to the state. As of October 1, 2010, the trauma registry contained data on more than 271,000 trauma patients seen since July 1997.

In early 2010, EMS and Trauma Data Program staff completed the migration of the Colorado Trauma Registry from an Access environment to SQL. This migration facilitates future integration of the Trauma Registry and EMS data systems. Edit checks and data quality checks have been created to identify and correct errors in data entry. Standard reports are prepared for each hospital to confirm the accuracy and completeness of the data received in the state database. In August 2010, staff from the EMS and Trauma Data Program met with each hospital individually to discuss data quality issues and to identify any problems unique to each hospital.

Linkage Project

Linksolv software was developed by Strategic Matching, Inc. and is used by states participating in the NHTSA-funded CODES (Crash Outcome Data Evaluation System) project. Linksolv software was purchased in December 2009.

An electronic file of Traffic Accident Reports (TAR) from 2008 was obtained from CDOT, and methods for linking TAR to EMS data, hospital discharge data, and trauma registry data were identified. These methods included processes for both deterministic linkage as well as probabilistic linkage. Due to the complexity of the Linksolv software, the staff in the EMS and Trauma Data Program frequently conferred with Dr. Larry Cook, PhD who directs the CODES project at the University of Utah and provides technical support to the CODES funded states. His expertise was extremely helpful in understanding the use of the linking software as well as in understanding how to best use the linked data files.

A final report describing the linkage processes, types of analyses that can be done using the linked data, and recommendations for improving data quality and conducting future linkage projects has been prepared for submission to CDOT.

Performance Measures for EMS data

Performance Measure 1: To improve the timeliness of submission of EMS data to the state EMS database, increase the percent of records received by the state health department within 90 days of the incident from 45% in 2006 to 95% in 2010.

	Baseline*	2006	2007	2008	2009	2010
Goal		60%	70%	80%	90%	95%
Final		45%	70%		86%	79%

*Colorado did not have an EMS database prior to 2006

Performance Measure 2: To improve the accuracy and completeness of the data submitted by EMS transport agencies, the EMS and Trauma Data Program will increase the number of accuracy/completeness reports provided to EMS transport agencies by 2 reports per year.

	Baseline*	2006	2007	2008	2009	2010
Goal		0	0	2	4	6
Final		0	0		3	3

*Colorado did not have an EMS database prior to 2006

Performance Measure 3: To increase the completeness of the state EMS database, increase the percent of agencies regularly submitting data to the state database from 30% in 2006 to 95% in 2010.

	Baseline*	2006	2007	2008	2009	2010
Goal		30%	50%	70%	90%	95%
Final		41%	49%	62%	82%	79%

*Colorado did not have an EMS database prior to 2006

Barriers to accomplishing the performance objectives

Despite efforts, there are still some EMS agencies who do not provide patient care data to the state health department. Most of the non-reporting agencies have relatively low volume (less than 1000 runs per year). Staff in the EMS and Trauma Data Program are working with these agencies to overcome the data collection and download issues that are delaying their participation in the state EMS database.

The goal of increasing the timeliness of EMS data (increasing the percent of records submitted within 90 days of the event) was not met. Factors related to timeliness of submission include:

- 1) whether or not the agency uses the free web-based data collection interface supported by the staff in the EMS and Trauma Data Program vs. using other third-party vendor software, and
- 2) the volume of records at each individual agency.

For agencies that use the web-based data collection interface, records can be submitted directly to the state database. For agencies that use other third party vendor software, data are typically downloaded using a “batch” process that might happen once a month or once a quarter depending on the volume of records. The state rules require quarterly downloads at a minimum. Staff in the EMS and Trauma Data Program are working with these agencies to facilitate the download of batch files to the state database.

Traffic Records System Enhancements

At A Glance

Project Number:	10-04
Task Number:	41-04
Planned Expenditures:	\$53,500.00
Actual Expenditures:	\$53,500.00

GOAL

Reduce crashes on state-managed roadways by improving accident record accuracy and time of submission.

STRATEGIES AND INITIATIVES

- Enhance the CDOTEarsWeb application to be the sole place for manual updates and create the EARSXferService application, thereby eliminating the need for the EARSXfer desktop application
- Enhance location processing by including ARCGis functionality that allows milepoints to be calculated using latitude and longitude

RESULTS

The EARSXferService was created, tested and implemented.

The CDOTEarsWeb was modified, tested, and implemented.

The ARCGis functionality was added to the EARSXferService application.

A number of special data requests were processed.

The applications are up and running on the TRAFSERVER PC.



At A Glance

Project Number:	10-04
Task Number:	41-05
Planned Expenditures:	\$200,000.00
Actual Expenditures:	\$158,503.44

Traffic Records Enhancements

GOAL

Expedite the processing of the most recently uploaded crash records and make them available for use.

Complete Data Cleansing for Crashes occurring in 2005 and 2006.

STRATEGIES AND INITIATIVES

- Engage temporary staff members to work with CDOT Engineering Staff for approximately a year to complete processing

RESULTS

Temporary staff were employed from approximately October 1, 2009 to September 30, 2010.

Temporary staff assistance was used to assist the Traffic Records Unit with the 2006 to 2009 crash records in order to meet the requirements of SAFETEA-LU, improving the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the State traffic safety data. The 2006 crash records are necessary for the 2010 Problem Identification Report, and for other engineering and safety studies.

Data for 2005 has been used for analysis since September, 2009. Data for January to June of 2006 has been used for analysis since February, 2010.

2010 Traffic Records Assessments

At A Glance

Project Number:	10-04
Task Number:	41-06
Planned Expenditures:	\$30,000.00
Actual Expenditures:	\$21,573.04

GOAL

Assess Colorado's traffic records systems and make recommendations to improve and enhance it.

STRATEGIES AND INITIATIVES

- Engage a team of experts to conduct the assessment

RESULTS

A team of national subject matter experts in crash, driver, vehicle, roadway, injury surveillance, citation and adjudication conducted the assessment. Colorado subject matter experts in traffic records disciplines provided presentations, information and suggestions on Colorado's Traffic Records environment.

A final traffic records report that documented 23 priority recommendations was presented to the State Traffic Records Advisory Committee (STRAC).

The recommendations will be evaluated and put into use by the State.

23 priority recommendations for records system improvements have been sent to the State Traffic Records Advisory Committee.



At A Glance

Traffic Records Tech Transfer

Project Number:	10-04
Task Number:	41-07
Planned Expenditures:	\$5,000.00
Actual Expenditures:	\$14.61

GOAL

Provide funding for two State Traffic Records Advisory Committee (STRAC) Members to attend the 36th International Traffic Records Conference hosted by National Safety Council and sponsored by NHTSA, and to attend other traffic records, trainings, conferences, and events.

STRATEGIES AND INITIATIVES

- The STRAC executive committee and OTS will seek out and identify appropriate traffic records safety related educational and training opportunities. Once the training is identified, STRAC and OTS will encourage members of the traffic records community to attend the training and bring back useful information to share at the local level

RESULTS

OTS could not secure travel permission to send STRAC members to the International Traffic Records Conference. One minor charge was incurred for the project.

Virtual Data Warehouse Information and Data Dictionary

At A Glance

Project Number:	10-04
Task Number:	41-08
Planned Expenditures:	\$73,500.00
Actual Expenditures:	\$73,500.00

GOAL

Build the foundation for data sharing for the Colorado Statewide Traffic Records Advisory Committee (STRAC) agencies.

Complete the work needed in order to successfully move forward with the Traffic Records Virtual Data Warehouse (TRVDW) design phase, identify data cleansing opportunities, promote data sharing, and assist with cross-system analysis and planning.

STRATEGIES AND INITIATIVES

- Collect and cleanse a baseline set of cross-agency information regarding data definitions, security, compliance requirements, and systems to use as the foundation for future data efforts
- Enhance communication between the agencies through a common understanding of the data for which they are responsible
- Identify where the data originates, where it is duplicated, and opportunities for future quality data cleansing and code collaboration efforts

RESULTS

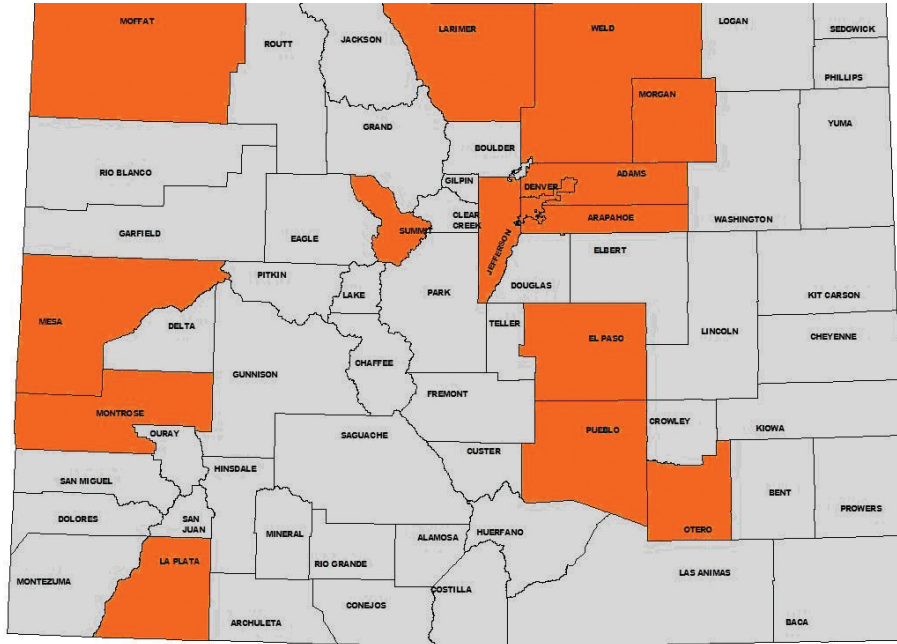
The TRVDW project that was completed during the last fiscal year did not provide the full range or depth of information needed to move forward with the design and development of a TRVDW or to provide the necessary foundation for inter-agency data sharing.

During this project, the analysis was conducted, an online tool was created, and data was received via spreadsheet and cleansed and matched with the National Exchange Model. A repository tool was obtained and will be populated by the Colorado Office of Information Technology (OIT). It was cross-referenced to the National Information Exchange Model (NIEM), creating an example for the other State agencies to follow in order to enhance the communication of data. A base of data is in place from which to begin analysis for a Data Warehouse project.

A base of data
is in place and
analysis for a
Data Warehouse
project can begin
in FY 2011.

Necessary levels of cooperation between CDOT's geographic information systems (GIS) branch and the Colorado Judicial Branch, both members of STRAC, was not secured. Future collaborations will need further commitment from all agencies involved.

The repository tool research and purchase was time consuming and did not meet project timelines. However, this will not be a future issue since the tool has been obtained.



Lakewood Traffic Records

At A Glance

Project Number:	10-04
Task Number:	41-11
Planned Expenditures:	\$22,100.00
Actual Expenditures:	\$22,100.00

GOAL

Reduce accidents on City of Lakewood-managed roadways by improving accident record accuracy and time of submission.

STRATEGIES AND INITIATIVES

- Create a data conversion and transfer application, the Traffic Records Automation Process Expert (TRAPE) Project, that allows the City of Lakewood to electronically submit accident reports
- Conduct a study that determines the feasibility of adding Global Positioning Satellite System lat-long data to the accident reports, share by increasing the use of the I/Leads system by more patrol agents and uncovering efficiencies that can be gained by software and/or process improvements

RESULTS

The updated TRAPE application's manual process was delivered on May 30, 2010, along with updated database scripts and instructions on implementation. In addition, a Windows Service was installed to perform automated processing.

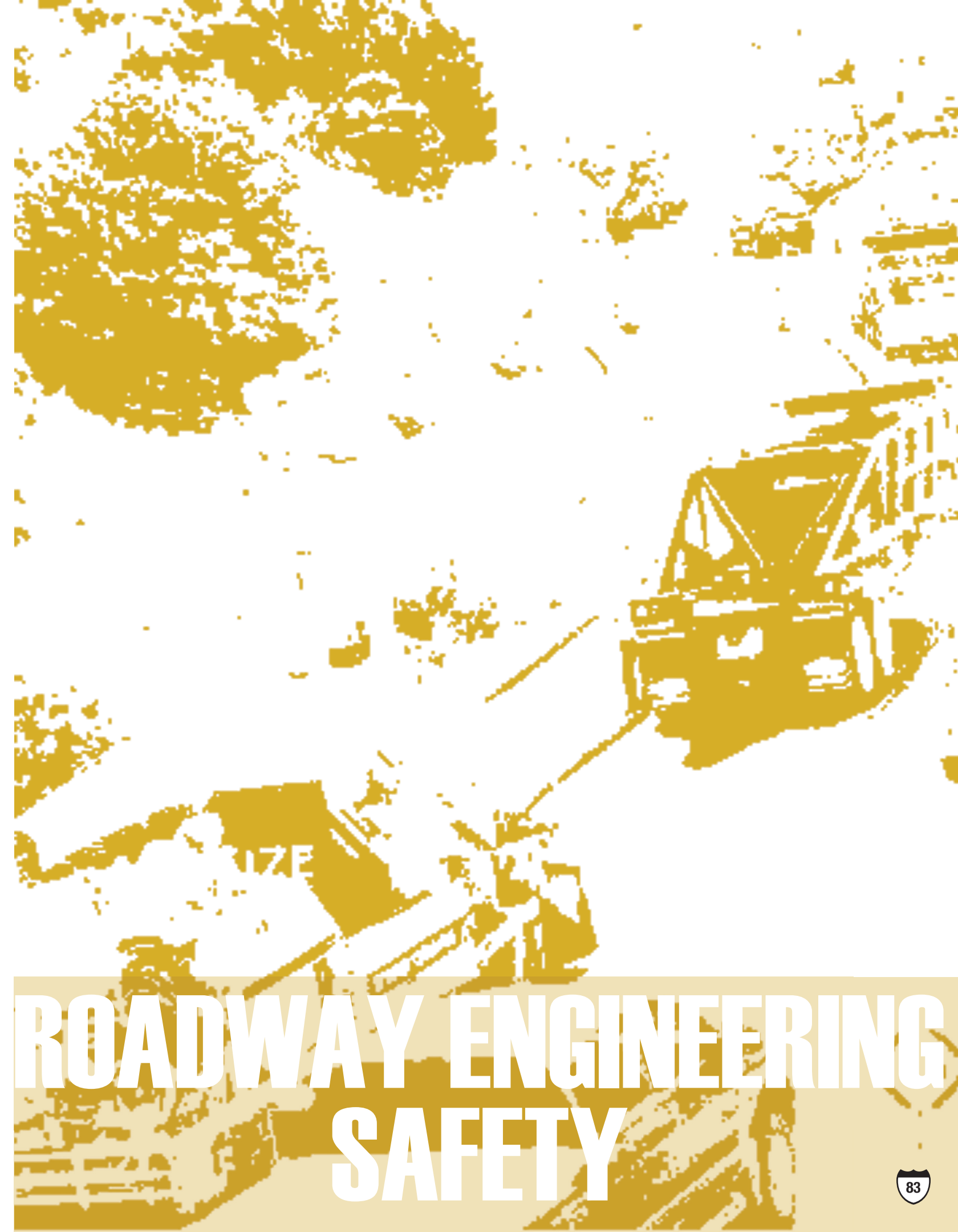
The feasibility study was fully completed.

Projects yet to be completed include TRAPE transfer to Colorado Department of Revenue (DOR) and TRAPE training.

The transfer to DOR was not completed due to lack of complete documentation that would have allowed the contractor to complete testing and implementing the transfer of data.

A feasibility study for adding GPS data to Lakewood accident reports was completed.

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ROADWAY ENGINEERING SAFETY

Roadway Engineering Safety Program Overview

The Roadway Engineering Safety Program supports the Traffic and Safety Engineering Branch's goal of reducing the frequency and severity of crashes, as measured by overall crash rates, injury rates, and fatal crash rates. The program's engineering support resources are channeled to towns with populations below 20,000 and to counties with populations below 50,000, helping those communities most in need of this assistance.

PROGRAM ADMINISTRATION

The Roadway Safety Program is administered by Randy Reyes, P. E. , along with staff member George Atencio. This group, with assistance from the consultants, was responsible for three projects with a planned budget of approximately \$220,000.

ENHANCING ROADWAY SAFETY

In 2010, six Road Safety Audits and a final report on 6 sites in La Plata County were completed through the Traffic Safety Engineering Studies for Local Entities program. Regulatory and warning signs were also provided through the Signs for Small Communities program.

TRAINING

This office provided a portion of the funding to develop a 1-day and 2-day refresher course in-house at CDOT.

The Habit. Buckle Up.

OCCUPANT PROTECTION



SeatBeltsColorado.com

ENTER HERE
HERE TO GET TICKETS
HERE TO GET TICKETS



Occupant Protection Overview

The Office of Transportation Safety Occupant Protection Program funds programs to support CDOT's goals of increasing seat belt and child passenger restraint system use both statewide and among key segments of the driving population, reducing the number of unrestrained fatalities statewide, and reducing the number of drivers age 20 or younger involved in fatal crashes.

To help CDOT meet its goals, the Occupant Protection Program supported several types of tasks including enforcement, education, and training. Many of the program activities were conducted in both English and Spanish. The tasks supported by the Occupant Protection Program are detailed on the following pages.

PROGRAM ADMINISTRATION

The Occupant Protection program is administered by Program Manager Carol Gould with assistance from OTS staff members Leslie Chase, Ilana Erez, Terry Huddleston, and Gina Guerrero. There are 22 projects in the program with a planned budget of over \$1.5 million.

ENFORCEMENT ACTIVITIES

The Occupant Protection Program supported the Click It or Ticket May Mobilization from May 24–June 6, 2010, in which the Colorado Department of Transportation collaborated with 19 Colorado State Patrol field troop offices and over 80 local law enforcement agencies statewide to conduct an intensive public awareness and enforcement campaign to increase seat belt use and save lives. During the Mobilization 10,023 seat belt citations were issued.

Colorado hosted two additional seat belt enforcement campaigns this year, Rural Click It or Ticket and Nighttime Click It or Ticket.

COMMUNITY-BASED PROGRAMS

The Occupant Protection Program continued to support several community-based programs that included adult, teen and child passenger safety components. Programs included a new DRIVE SMART Program for teens and Child Passenger Safety for the underserved in Jefferson County, expanded mini grant opportunities statewide, a seat belt education and awareness program for college age youth in Denver, and several programs addressing the needs of the Latino and African-American communities in Denver and surrounding areas as well as in Pueblo and the San Luis Valley.

At A Glance

Southwest Colorado Occupant Protection

Project Number:	10-06
Task Number:	61-01
Planned Expenditures:	\$64,000.00
Actual Expenditures:	\$63,831.84

GOAL

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

STRATEGIES AND INITIATIVES

- Coordinate community activities with the Ignacio Tri-ethnic Injury Prevention Coalition and the Southwest Colorado Coalition for Occupant Protection
- The OP Coordinator and Assistant will be an active participant in existing injury prevention coalitions that serve eastern La Plata County
- Identify key persons with access to target audiences and identify community events at which Occupant Protection information and materials will be distributed
- Maintain collaboration with Law Enforcement, first responders, medical providers, schools and participants in injury prevention coalitions
- Provide Child Passenger Safety presentations to community groups
- Hold at least two car seat check up events in Ignacio and Bayfield. A CPS Team will provide education on proper fit and installation and provide child safety seats to families as needed
- Collaborate with high school clubs to increase seat belt use among teens
- Secure local donations to provide incentives to teens who are “caught” wearing their seat belts
- Offer GDL classes to parents in Bayfield and Ignacio and make presentations to School Boards
- Attend public events, coordinate educational classes as requested, and coordinate a yearly injury prevention field trip for second graders
- Assist as requested (in CPS Region 7) with Occupant Protection activities and classes, and distribute educational material provided by CDOT
- The Coordinator will attend CPS Advisory Council meetings as a representative from CPS Region 7

RESULTS

Partnership and Collaborations

Both the Southwest Colorado Coalition for Occupant Protection (SWCCOP) and the Ignacio Tri-Ethnic Injury Prevention Coalition (ITIPC) and their coordinators are active in their communities. The coalitions have member representatives from local school districts, Colorado State Patrol, Durango Police Department, Police Academy, Fire Department, insurance agencies, CDOT Public Relations, Four Corners Broadcasting, Indian Health Services, Southern Ute Tribe, La Plata County DUI Counselor, and community volunteers.

SWCCOP has applied for and received CDOT mini grants for the Rural Seat Belt campaign, St. Patrick's DUI campaign, and the 100 Days of Heat campaign. ITIPC has applied for mini grants with Indian Health Services (IHS).

Education and Awareness

SUCAP's OP program has provided eight presentations to parent and community organizations. It held five classes for pre-schools in La Plata County with the Boost for Love program, and another five classes were held in Pagosa Springs in partnership with the Archuleta Sheriff's Department and the Pagosa Springs Police Department. It also Coordinated and assisted with eight car seat check up events in La Plata, Archuleta, Dolores and Montezuma Counties. The OP Program attended 16 events throughout CPS Region 7, and supplied information and incentives to two additional events. The OP Coordinator held a training for the Pagosa Springs Fire Department on transporting children in ambulances.

Coordination of the annual Injury Prevention Field Trip is done by the OP Program. This 3-day event brings more than 400 second-graders from La Plata County together to learn about safety issues such as fire, water, poison, helmets, pedestrian, seat belts, 911, outdoor/camping, and guns.

“High school clubs played an active role in promoting seat belt usage.”

Teen Seat Belt Promotion

The OP program partnered with the Durango High School Future Farmers of America (FFA) Club and the Bayfield High School Future Career and Community Leaders of America Club (FCCLA), the Bayfield High School and the Ignacio High School Student Senate and Future Business Leaders of America (FBLA) Clubs to conduct a Teen Seat Belt Promotion program. These groups assisted with seatbelt surveys, handed out incentives, and promoted the signing of the CROSS MY HEART pledge banner. School assemblies regarding distracted driving and seat belt usage were held at Ignacio and Bayfield High Schools in partnership with SWCCOP members.

Ignacio FBLA signed up for the NOYS distracted driving campaign with the encouragement of the OP Program. The Bayfield FCCLA received a gold and silver award from the FCCLA State Competition for the efforts they put into the safe driving campaign.

Child Passenger Safety Fitting Station

38 child safety seats were checked at the SUCAP fitting station. Pre / post information was gathered at the time of appointment. 47 seats were checked at events. The OP program applied for and became an outpost for the Children's Hospital CPS Team transporting Children With Special Needs. The SWCCOP Coordinator is the CPS Team Region 7 representative covering La Plata, Montezuma, Archuleta, San Juan, San Miguel, Dolores, Oura, and Hinsdale Counties.

Pre/post Seat Belt Surveys

Town of Ignacio

Pre- wearing seat belts 61% Post 66%

Town of Bayfield

Pre- wearing seat belts 72% Post 80%

Child Passenger Safety (CPS)

At A Glance

Project Number:	10-06
Task Number:	61-02
Planned Expenditures:	\$150,000.00
Actual Expenditures:	\$121,039.35

GOAL

Increase proper safety restraint use by children ages 0-4 to 88% and ages 5-15 to 72% by September 30, 2010.

STRATEGIES AND INITIATIVES

Manage and execute the statewide Child Passenger Safety program

Administration:

- Maintain the statewide CPS Team Colorado Advisory Council to assist in determining program training needs and activities
- Provide training and education resources to the council members for dissemination to statewide CPS Advisory Regions
- Coordinate a statewide child passenger safety conference training for all current CPS Instructors, to include new CPS curriculum, re-certification processes, and any other important CPS issues
- Provide program materials for events and fitting stations that are coordinated by other child passenger safety programs, caregivers, and health organizations
- Develop a yearly CPS Program training Plan

Training:

- Coordinate and support no more than nine statewide NHTSA Child Safety Technician training courses in areas of need across the state
- Coordinate and support a minimum of 20 8-hour child passenger safety technician update, fitting station, and refresher training courses statewide
- Coordinate and support no more than 35 advocate-training courses to included professional groups, caregivers, and health organizations
- Coordinate and support no more than ten law enforcement training courses to educate Colorado Law Enforcement Agency's (LEA) during seatbelt enforcement waves
- Coordinate and support no more than three Spanish NHTSA CPS technician training courses in designated areas within the State

Information and Access:

- Develop and post program information on the CPS Team Colorado website.
- Maintain the toll-free CPS Team Colorado telephone line and website
- Collect appropriate usage/distribution data from the toll-free telephone line and website
- Maintain the CPS Team network identifying events and locations of fitting stations that is coordinated with other child passenger safety programs, caregivers, and health organizations
- Collaborate and coordinate the Child Passenger Safety program media activities and program information with the Public Relations Office of the Colorado Department of Transportation
- Provide program material for events and fitting stations that is coordinated by other child passenger safety programs, caregivers, and health organizations



RESULTS

Five NHTSA Child Passenger Safety Technician training were held in Delta, Evergreen, Canon City, Golden, and Burlington.

18 Child Passenger Safety technician updates, refresher, and CEU courses were taught in Golden, Longmont, Westminster, Colorado Springs, Castle Rock, Fort Lupton, Adams County, Aurora, Englewood, Denver, Leadville, Arvada, Fort Morgan, and Pueblo.

18 Booster Seat Blitzes were held by the Advisory Council statewide on two separate event dates.

Nine advocate-trainings were held in Denver, Leadville, Delta, and Arvada. LEA training and Spanish NHSTA technician trainings were not completed due to lack of interest from law enforcement and the Spanish-speaking community.

The website continues to be a challenge due to technical problems throughout the year; however CPS Team Colorado continued to maintain the website and update information. The CPS Team Colorado telephone line is in the process of updating its outdated software. CDOT Public Relations and CPS Team Colorado coordinated media activities to include radio PSAs, media interviews, and news releases.

Materials continued to be provided. Approximately 18,000 CPS brochures have been distributed

To health care providers, fitting stations, professional groups, law enforcement, and caregivers.

“Booster seat blitzes and CPS Technician training reached both urban and rural parts of the state.”

At A Glance

Project Number:	10-06
Task Number:	61-03
Planned Expenditures:	\$40,000.00
Actual Expenditures:	\$31,744.39

Teen Motor Vehicle Safety and Child Passenger Safety

GOAL

Reduce deaths and serious injuries that result from traffic crashes involving young drivers and child passengers as measured by crash, injury, and fatality data.

Increase safety belt and child restraint use in Mesa County youth, age 0-19, as measured by current and existing surveys.

STRATEGIES AND INITIATIVES

- Conduct and enhance monthly fitting and education stations
- Recruit, train and manage Child Passenger Safety (CPS) technicians
- Provide limited inventory of safety seats for distribution based on need
- Provide community-wide information via multiple media strategies
- Work with at least two Mesa County high schools to implement seat belt promoting activities and policies
- Schedule, promote, and deliver the Teaching Your Teen to Drive program to parents of teen drivers
- Participate in local and state coalitions to help inform the public about traffic safety issues

RESULTS

Child Passenger Safety

From October 1, 2009 through September 30, 2010 the program witnessed many successes. 417 safety seats were inspected, 147 were distributed to low income families, and staff responded to 377 messages left on the designated car seat phone line. Follow-up surveys and anecdotal reports in the community indicated that the service is highly valued and that satisfaction among attendees at the fit station is high.

Limited availability of CPS technicians due to time and budget constraints has been an ongoing challenge and will continue to influence the model for delivering these services in Mesa County. A technician training in Grand Junction in 2011 to improve access to services will be held.

Teen Motor Vehicle

Three “Teaching Your Teen to Drive” (TYTTD) classes were held, with a total of 40 participants. Follow up surveys show increases in teen drivers’ skill levels and indicate a continued need for this class.

The program participated in the KKCO 30-minute driving show by sponsoring a 15 second PSA on TYTTD.



Seat belt use was promoted in county high schools through various activities and media products. Distracted driving commercials were aired during a local Graduation event involving all county high schools.

2,500 flyers and brochures were distributed promoting all program activities. The project assisted with a community-wide seat belt campaign led by the state CDOT department, including providing a press release and seat belt banner at St. Mary’s Hospital.

Distracted driving commercials aired during an all-high school graduation event to promote seat belt use.

At A Glance

Safe Driving Outreach for Hispanics

Project Number:	10-06
Task Number:	61-04
Planned Expenditures:	\$87,500.00
Actual Expenditures:	\$87,495.20

GOAL

Support CDOT and NHTSA's efforts to reduce deaths, injuries, and economic losses resulting from motor vehicle crashes by increasing usage of both child and general passenger restraint systems among the Hispanic communities of Colorado.

Continue and expand on the past six years of coalition-building and community outreach within the Latino community, as well as identify strategies to educate and modify behaviors.

STRATEGIES AND INITIATIVES

- Create and maintain partnerships with local nonprofit organizations serving the Hispanic community
- Hold a minimum of five community education sessions in partnership with two community organizations
- Develop a media campaign to reach the target Hispanic audience, using a mix of earned and paid media and grassroots Hispanidad initiatives
- Hold an annual car seat check-up event
- Promote messages pertaining to the new law and the benefits of booster seat use

RESULTS

During the course of Hispanidad's occupant protection contract with CDOT, subgrantees Clínica Tepeyac, Commerce City Community Health Services, Servicios de la Raza, and West Metro Fire Protection District were very successful in creating outreach programs which educated members of the Hispanic community about the importance of seat belts and child restraints.

3,500 Hispanic community members were served through fit station services or community education classes.

Clínica Tepeyac and Servicios de la Raza held ten sessions, with some of them in partnership with other organizations including St. Anthony of Padua Church, Voices Community Resource Center, Trevista Elementary School, and Lester Arnold school for pregnant teens.

Hispanidad designed a campaign called Usélo (Use It) to educate the target audience about Colorado seat belt laws. Hispanidad worked with the Colorado State Patrol and West Metro Fire to identify a bilingual state trooper and firefighter to serve as the campaign spokespeople. A toll-free phone number was also included to provide an opportunity for the audience to call to receive additional information in Spanish about Colorado seat belt laws.

The following creatives were developed for this campaign:

- Two billboards; 60 Spanish-language radio PSAs; live radio-interviews on KBNO and Radio La Luz; :60 television PSAs; and a television interview on Univision's Despierta Colorado.
- Appearances by the bilingual firefighter at community events including the Mile High Marketplace Cinco de Mayo (May 2010) and Adams County Charreada (August 2010).

Hispanidad hosted a car seat check up event in partnership with Salud Clinic in Commerce City. Within a 3-hour timeframe, Hispanidad and CDOT served 28 families and checked 55 car seats. 26 of the families in attendance had Spanish surnames, and 14 of the families were Spanish-language dominant.

Hispanidad did not collect any official data for this project. However, given the limited budget constraints in comparison to previous years, we were able to stretch our messaging with the assistance of a contract provided by Meharry Medical College to conduct similar outreach to audiences in Adams County.

The following creatives were developed for this campaign:

- 30 radio PSAs featuring Iván Soto; one billboard; a booster seat blitz event at Rancho Liborio market in Commerce City; and a school email campaign.

At A Glance

Project Number:	10-06
Task Number:	61-05
Planned Expenditures:	\$70,000.00
Actual Expenditures:	\$69,967.33

African American Occupant Protection Program

Safety belt use remains lower for African Americans than the population as a whole. Motor vehicle crashes continue to be the leading cause of death for blacks through the age of 14 and the second leading cause of death between the ages of 15 and 24, surpassed only by homicides.

GOAL

Educate African Americans in metropolitan Denver, Colorado Springs, and Pueblo of the critical importance of seat belt use and child passenger safety.

Modify behaviors in the use of seat belts and car seats.

STRATEGIES AND INITIATIVES

- Establish and maintain Collaborations & Partnerships with BurksComm and other community partners
- Conduct ongoing community outreach and education programs focused on seat belt use and occupant safety

RESULTS

BurksComm was successful this year in creating several community partnerships that were productive for reaching the program goals. In addition, the program is now in line with establishing a fitting station in Denver's African American community, one of the top priorities. Priorities for the coming year include further solidifying community relationships and activities in the Colorado Springs and Pueblo areas.

Community partners sent safety messages at churches, basketball games, health fairs, and holiday events.

BurksComm teamed with several community partners to effectively reach the African American population with occupant safety messages throughout the year including:

- The Prodigal Son Initiative, Inc.
- Denver Safe City Office
- Alive@25
- CDOT Center for Equal Opportunity
- Eastside Community Health Center
- Street-Smart, Inc.
- Colorado State University/Pueblo Campus/Black Student Organization
- Chi Eta Phi Sorority (Colorado Springs)
- Denver Public Schools
- Denver Police Department
- Aurora Police Department

The following nine major initiatives highlight the results of BurksComm's outreach activities over the last year.

CPS Training

Coordinated with Street-Smart, Inc. to recruit Denver African American candidates for training and certification as Child Passenger Safety technicians. All five Street-Smart trainees were successfully certified.

Health Fairs

Participated in the following two Health Fairs targeted to the African American community:

- "Our Health Matters" Community Health Expo (10/17/09)

Over 100 Health Expo attendees at this Montbello/Green Valley Ranch neighborhood event received occupant and car seat safety information at a CDOT table.

- 8th Annual African American Health Fair (1/30/10)

An exhibit table providing guidelines and demonstrations on the proper use of car seats was effective in reaching many of the 1,000 participants of this annual event held at the Renaissance Denver Hotel.

Basketball Outreach

The basketball outreach program covered handing out basketball posters and teen driving brochures during boys and girls league games at two Denver recreation centers and one high school. The total estimated attendance from all three events is 150 students.

Safe City Youth Summit

Facilitated the collaboration of Alive@25, The Prodigal Son Initiative and Denver's Safe City Office to present two workshops on teen driving and safety during the 16th Annual Youth Summit, held at the Tivoli on the Auraria Campus. Approximately 450 youth were reached through the presentations and the teen driving brochures that were provided.

Educational Outreach

Conducted child occupant safety presentations year-round to preschools, Denver Public Schools elementary classrooms and parent groups, after-school programs, and library summer reading and recreation programs serving the African American communities in northeast Denver and Montbello. A total of 17 different sites were covered, reaching over 250 children and parents.

Juneteenth: Denver & Colorado Springs

Teamed with CDOT's Center for Equal Opportunity to help sponsor Denver's annual Juneteenth Festival in the Five Points district. Participation included parade representation, an information booth and a crashed car exhibit. The crowd was estimated at 11,000.

Coordinated with community partner Chi Eta Phi Sorority to present a safety table during the annual Juneteenth Family Day in Colorado Springs. Over 200 attended the event.

Car Seat Safety Check-Up

Collaborated with Denver Health and Street-Smart, Inc. to provide a 2-hour car seat check-up event at the Eastside Family Health Center, located in Denver's Five Points neighborhood. A total of 49 car seats were checked with 23 new seats distributed. The event also included the distribution of car seat posters and brochures as well as a crashed car exhibit.



Fatherhood Initiative

Through its Fatherhood Initiative program, Street-Smart Inc. organized a series of six community forums presented by local health and safety professionals to address the importance of seat belt safety awareness and the recent change in child passenger laws.

Street-Smart distributed a total of 2,000 invitations announcing the forum in addition to posters and occupant safety literature. Over 120 families attended the forums.

Safety Sunday

Nearly 1,000 worshippers at three Aurora churches were presented occupant safety messages during the 2nd Annual CDOT Safety Sunday. Churches were provided with posters and bulletin announcements leading up to the event. Morning worshippers were greeted by a crashed car exhibit and received orange safety ribbons and church fans with a seat belt message. Aurora Police Department officers provided the safety message from the pulpit, closing with the presentation of a framed proclamation from Governor Ritter declaring September 19th as “Safety Sunday in Aurora”.



Following the morning services, four Street-Smart CPS technicians checked the fittings of 19 car seats at two of the church parking lots.

At A Glance

Tween Passenger Safety

Project Number:	10-06
Task Number:	61-06
Planned Expenditures:	\$25,000.00
Actual Expenditures:	\$23,033.23

Safe a Friend Save Yourself is a 60 minute program conducted during physical education (PE) class, educating students in third through sixth grades about the importance of this age group sitting buckled up in the back seat – away from the front seat air bags. The Denver Osteopathic Foundation (DOF) met with target schools principals, physical education teachers, and Denver Public Schools Risk Management staff to review program materials and timelines.

GOAL

Increase the number of juveniles (8-12 year olds) sitting safely buckled up in the back seat. The target audience will be 1,000 3rd – 6th grade students and their parents at selected elementary schools in the Denver metro area (Denver, Douglas, and Arapahoe counties).

Increase by 5% the number of juveniles sitting in the back seat buckled up through use of interventions including assessing the attitudes and behaviors of students from surveys, and conducting workshops/assemblies with students about injuries resulting from being in the front seat and unrestrained. By the end of the presentation they will know why it is important to sit in the back seat and wear their seat belts at all times.

Increase parents' knowledge about how to transport their child safely by 2% as measured by the parents' newsletter survey.

STRATEGIES AND INITIATIVES

- Conduct juveniles presentations (8-12 year olds) reaching 1000 students at selected elementary schools in the Denver metro area (Denver, Douglas, and Arapahoe counties)
- Recruit Colorado corporate sponsors, such as community businesses, Sheriff's departments, and area hospitals. Work with CPS Team Colorado for technical assistance
- Develop and/or purchase appropriate program educational and informational materials and incentives
- At target schools in Denver, Douglas, and Arapahoe counties, meet with principals, physical education teachers and DPS Risk Management staff to review program materials and timelines for implementation

1,104 elementary students saw the Save A Friend Save Yourself program during PS classes.

- Create and distribute a newsletter for parents that includes a parent survey to be returned for data collection, information about the safety issues around juveniles sitting in the back seat buckled up, suggestions on how to motivate juveniles to sit in the back seat buckled up, site studies about the importance of the parents buckling up, and reminders about parental influence on juveniles
- Conduct workshops/assemblies with third, fourth, fifth, and sixth grade students on traffic safety and the potential injuries resulting from crashes where juveniles are unrestrained and in the front seat. Technical assistance from Child Passenger Safety Team Colorado will be included
- Conduct observations of the student's behavior at two of the targeted schools

RESULTS: SUMMARY OF DATA COLLECTION FOR PROGRAMS

of students served **1104**

of teachers responding to surveys **46**

Student Survey

A total of **1104** students received this program.

How old are you?

8 = 3.6%	11 = 20.7%	14 = 2.8%
9 = 16.6%	12 = 16.6%	15 = .2%
10 = 23.1%	13 = 16.4%	

Please complete this sentence....I am a

Girl = 50% Boy = 50%

Do you wear your seat belt?

Always = 53.7%
 Most of the time = 28.2%
 Some of the time = 10.4%
 Not very much = 5.2%
 Never = 2.4%

Where do you usually sit when you ride in a car?

Front seat = 48.4%	Back seat = 51.2%
Way back = .1%	Other = .3%

Who usually decides where you sit in the car- back seat for front seat?

My parents = 42.4%

Another adult = 1.2%

I do = 46.6%

My brother or sister = 3.3%

My friends – .03%

The law = 6.3%

I Do wear my seatbelt when...

(students could mark more than one answer)

I ride to school = 57.1%

I ride to my friend's house = 49.9%

Car rides are shorter than 5 minutes = 40.2%

Car rides are longer than 5 minutes 70.2%

None of the above = 14.4%

I do NOT wear my seatbelt when...

(students could mark more than one answer)

I ride to school = 15.9%

I ride to my friend's house = 10.1%

Car rides are shorter than 5 minutes = 35.5%

Car rides are longer than 5 minutes = 5%

None of the above = 51.7%

What would make you wear a seat belt?

If the driver asked me to wear a seat belt = 51.6%

If the seat belt fit better = 15.2%

If the other people in the car wore seat belts = 19.7%

If most people my age wore seat belts = 14.8%

If my parents made me wear a seat belt = 41.4%

Other = 18.8%

I can influence others to wear their seat belts.

Yes = 82.4%

No = 17.6%

I know that seat belts save lives.

Yes = 98.1% No = 1.9%

Teacher Satisfaction Survey

How would you rate the overall quality of the program?

Excellent = 85% Good = 15% Satisfactory = 0%

How would you rate the presentation by DOF?

Excellent = 87% Good = 13% Satisfactory = 0%

Have we adequately addressed safety concerns about where a child should be seated in a vehicle?

Excellent = 91% Good = 7% Satisfactory = 2%

Pre Observation Survey – Trevista O’Connell Elementary School

Date: 4-07-10

Age: 3rd, 4th, and 5th graders

Total Number of Students: 63

Where does the child sit in the car?

Back= 67.7% Front = 32.2%

Does the child use a seat belt?

Yes = 45.2 No = 54.8%

Post Observation Survey – Trevista O’Connell Elementary School

Date: 4-9-10

Age: 3rd, 4th, and 5th graders

Total Number of Students: 75

Where does the child sit in the car?

Back= 69.8%

Front = 30.2%

Does the child use a seat belt?

Yes = 58.5%

No = 41.5%

At A Glance

Project Number:	10-06
Task Number:	61-07
Planned Expenditures:	\$15,000.00
Actual Expenditures:	\$15,000.00

Ute Mountain Ute Car Seat Program

GOAL

Promote occupant protection within the targeted population in the Ute Mountain Ute Tribal community.

Increase the rate of correct installation and usage of child safety seats and seatbelts by educating the population on the importance of traffic safety, offering appropriate child safety seats, and holding child safety seat inspection clinics to demonstrate the proper installation of the child safety seat.

STRATEGIES AND INITIATIVES

- Purchase child safety seats for the tribal community to maintain an adequate supply
- Conduct presentation to employees of Head Start and parents, to employees of the Sunrise Youth Shelter, to employees and parents associated with the Child Care Program, at Towaoc's Health Fair and at the Housing Fair
- Maintain a fit station in Towaoc, CO and establish a fit station in White Mesa, Utah



- **Results**
- Four Check-Up Events were conducted. A total of eleven child passenger safety seats were given out to community members and correctly installed. Donations for the car seats in the amount of \$380 were collected at the Check-Up events. They will be used to support the program.
- A total of \$1,010 in donations were collected from community members for child safety seats, and were used to purchase more car seats to help maintain an adequate supply for the program.
- Safety materials were distributed throughout the tribal community. These incorporated one-on-one education, group presentations, Check-Up Events, and fitting stations to distribute educational material and reinforce the need for safety practices.
- A fit station was maintained in Towaoc and a fit station was established in White Mesa, Utah.

RESULTS:

Pre Program Visual Survey:

At Head Start 51 vehicles were observed. Only one driver was wearing a seat belt. There were a total of 56 passengers in these vehicles including adults and children. Only three adults were wearing safety restraints and all of the children were unrestrained. This is a total of 107 people observed and only four (or 4%) were wearing safety restraints.

In Towaoc a total of 808 vehicles were observed. Only 47 drivers wore their seat belts (or 6%). In White Mesa 58 vehicles were observed. Only 16 drivers were wearing their seat belts. In these 58 vehicles, 25 passengers were observed and only eight were wearing their seat belts. The total wearing their seat belts was 4% of those observed.

There is a great need for education and improvement in occupant protection in both communities of Towaoc and White Mesa.

At Head Start, the number of children wearing restraints rose from 0% to 19%, and overall adult use rose from 4% to 11%. More work remains to be done.

Post Program Visual Survey:

At Head Start 112 vehicles were observed. Twenty-eight drivers were wearing a seat belt. There were a total of 102 passengers in these vehicles including adults and children. Thirty-one of the adults were wearing safety restraints and only ten of the children were restrained. A total of 214 people were observed with 19% being restrained and 81% unrestrained.

In Towaoc a total 283 vehicles were observed. Thirty-one drivers wore their seat belts. In these 283 vehicles 88 passengers were observed. Ten of these passengers were wearing their seat belt. The total of those observed in Towaoc wearing their seat belts were 11%.

In White Mesa 17 Vehicles were observed. Only one driver was wearing a seat belt. In these 17 vehicles, seven passengers were observed and none of them were wearing their seat belts. The total wearing their seat belts was 4% of those observed.

In Towaoc, those observed at Head Start had an increase of fifteen percent (15%) from 4% to 19% in seat belt/car seat usages from the pre-program visual survey. At the general visual survey in Towaoc there was an increase from 4% to 11% for a total of 7% increase in seat belt usage. The percentage of those wearing safety restraints in White Mesa was the same this year as last year. There was no increase or decrease in usage. Even though the visual surveys indicate a great need to continue education in vehicle occupant safety it also shows some positive trends.

Occupant Protection Technology Transfer

At A Glance

Project Number:	10-06
Task Number:	61-08
Planned Expenditures:	\$10,000.00
Actual Expenditures:	\$9,248.22

GOAL

Provide training, community outreach, and coalition building for the Traffic Safety Education programs.

STRATEGIES AND INITIATIVES

- Fund the attendance of traffic safety professionals to the Lifesavers 2010 Conference

RESULTS

Occupant Protection Technology Transfer Funds were used to send eight non-CDOT employees to the Lifesavers 2010 Conference that was held in Philadelphia, PA, April 11-13, 2010.

Sessions that were conducted included:

- Adult Occupant Protection – Making Mobilizations Work
- Data and Research – The Impact of Laws, Enforcement, and Penalties on Seat Belt Use
- Occupant Protection for Pre-Teens
- Multicultural Traffic Safety Outreach Efforts
- Teen Traffic Safety

8 professionals
heard the latest OP
information at the
Lifesavers national
conference.

At A Glance

Latino Community Seat Belt

Project Number:	10-06
Task Number:	61-09
Planned Expenditures:	\$60,000.00
Actual Expenditures:	\$58,989.56

GOAL

Increase seat belt usage and vehicle occupant safety in the Pueblo, San Luis Valley, and Las Animas/Huerfano counties with a focus on the Latino community.

STRATEGIES AND INITIATIVES

- Conduct quarterly meetings among a variety of supporting agencies to share resources and increase partnerships
- Conduct weekly fit stations and community events
- Certify and recertify car seat technicians
- Conduct educational campaigns aimed at increasing seat belt usage and vehicle occupant safety

RESULTS

Crossroads' Turning Points, Inc. and DRIVE SMART Pueblo conducted quarterly meetings, certified and recertified car seat technicians, utilized monthly media ads, held car seat check-up and Booster Seat Blitz events, and held weekly fit station appointments in Pueblo, Alamosa, and Trinidad.

In FY2010 there was an increase in communication networks, and collaborated events and programming. Weekly fit stations in four locations served over 400 individuals, 15 check-up events held in Pueblo, Alamosa and Huerfano/Las Animas served over 500 children for a total of 509 seats checked and 425 seats replaced or newly installed. Over 50,000 individuals were exposed to monthly posters, banners, pamphlets, flyers, media ads, and radio occupant protection messages.

5 new Technicians were Certified. 16 Technicians were recertified, including 11 Bilingual Technicians. The Car Seat Convincer was used at four community events.

“4 weekly fit stations
and 15 check-up
events served more
than 900 people.”

Activities focused on expanded occupancy protection, providing educational programs, increasing partnerships, sharing resources, offering CPS technician training and recertification, conducting Special Health Care Needs Training, offering volunteer opportunities, distributing special health care needs restraints, and increasing collaboration with state and local agencies, including DRIVE SMART Colorado and Southern Colorado Regional EMS and Trauma Advisory Council (SECRETAC).



At A Glance

Project Number:	10-06
Task Number:	61-10
Planned Expenditures:	\$10,000.00
Actual Expenditures:	\$10,000.00

Operation Buckle Up

GOAL

Increase seat belt use rates in the City of Cortez through sustained seat belt enforcement.

STRATEGIES AND INITIATIVES

- Conduct sustained seat belt enforcement to increase the average observed seat belt use rate by 10% above the current 63% rate for passenger vehicles from the City of Cortez
- Conduct quarterly seat belt observation points to record use
- Establish weekly dedicated seat belt enforcement shifts to cite for violations

RESULTS

The observed seat belt usage rate increased from 63% to 69.6%; an improvement, but short of the goal.

Dedicated seat belt enforcement averaged 30.3 hours of per month with 578 vehicles contacted and 367 citations issued; of which 220 were seat belt citations

There was difficulty in the winter months safely conducting dedicated seat belt shifts, therefore funds were utilized in the spring, summer and fall when it was safer to make the traffic contacts.

578 vehicles were contacted and 367 citations were issued of which 220 were seat belt violations.

Cortez police officers now recognize that failure to use a seat belt is a violation.

Another accomplishment that is credited to the increased enforcement is that officers are recognizing non-seat belt usage as a violation. In the same period that persons on dedicated seat belt shifts wrote 220 seat belt citations, officers on regular shifts wrote an additional 81 seat belt citations.

Click It or Ticket – Colorado State Patrol

At A Glance

Project Number:	10-06
Task Number:	61-11
Planned Expenditures:	\$215,000.00
Actual Expenditures:	\$214,633.34

GOAL

Increase the statewide seat belt compliance rate by focusing on aggressive, strict enforcement.

STRATEGIES AND INITIATIVES

- Provide overtime enforcement of occupant protection laws by Colorado State Patrol troopers in order to increase seat belt use and save lives
- Areas of focus will be on rural areas where the compliance rate is less than the statewide average and unbelted fatalities have occurred; on urban and suburban areas during nighttime hours; and statewide during the National May Mobilization period

RESULTS

The State Patrol agreed to provide at least 3400 hours of overtime enforcement of Colorado's primary child passenger safety and GDL laws and enforcement of Colorado's secondary seat belt law in identified rural areas (1300 hours February 18-24, 2010), statewide nighttime enforcement (400 hours April 1-7, 2010), and statewide during May Mobilization (1700 hours May 24-June 6, 2010). This overtime involved strict enforcement, with a zero tolerance stance, for all seat belt, child passenger safety, and teen driving laws.

More than 3,800 hours
of aggressive and strict
enforcement CSP netted
56 DUI arrests and 4,014
seat belt violations.

During the rural enforcement wave in February, ten of the Patrol's field troops provided a total of 1,315.75 hours of enforcement and wrote 1,357 seatbelt citations.

During the nighttime enforcement wave in April, 9 of the Patrol's field troops provided a total of 480.25 hours of enforcement and wrote 318 seatbelt citations.

During May Mobilization, 19 of the Patrol's field troops provided a total of 2085.25 hours of enforcement and wrote 2,339 seatbelt citations.

Campaign	Rural	Night	May Mobilization
Hours	1,315.75	480.25	2,085.25
Vehicle Contacts	2,111	790	3,742
DUI Arrests	9	28	19
HVPT Cites	224	159	551
Seatbelt Cites	1,357	318	2,339
All Other PA	177	132	455
Felony Arrests	5	1	5
Miles	18,622	8,892	30,583



Click it or Ticket - Local Law Enforcement Agencies

At A Glance

Project Number:	10-06
Task Number:	61-12
Planned Expenditures:	\$350,000.00
Actual Expenditures:	\$328,173.34

GOAL

Increase the use of seat belts and restraints by using aggressive enforcement of occupant protection laws, and public education and awareness efforts.

STRATEGIES AND INITIATIVES

- Fund overtime for local law enforcement agencies throughout the state to enforce Colorado's occupant restraint laws
- Focus on rural areas, nighttime hours, and the National May Mobilization period
- Conduct a pre- and post-observational seat belt survey prior to each enforcement campaign

RESULTS

	Agencies	Officers	Hours	Citations
Rural Enforcement	27	128	907	530
Nighttime	48	418	2,250	2,234
May Mobilization	87	782	5,216	7,684
Total (excludes Colorado State Patrol)	162	1,328	8,373	10,448



8,373 hours of aggressive and strict local enforcement netted 10,448 seat belt citations.

At A Glance

Young Driver – Seat Belts 101

Project Number:	10-06
Task Number:	61-13
Planned Expenditures:	\$20,000.00
Actual Expenditures:	\$19,816.89

Young drivers out-number, out-travel, out-crash and out-die most drivers on highways, according to the CDOT Problem Identification Report.

GOAL

Increase seat belt use by 5% among young drivers at the University of Denver.

STRATEGIES AND INITIATIVES

- Conduct a 3-part process that includes targeting the issues, increasing students' awareness of the issues, and mitigating the issues
- Conduct an 8-week interactive campaign to change the attitudes and behaviors of young drivers at the University of Denver regarding seat belt use

RESULTS

Young drivers at the University of Denver with characteristics that placed them at the highest risk for getting into a car crash were surveyed. Those drivers overwhelmingly responded to the survey by communicating that not wearing a seat belt, at worst, had to do with an adventurous attitude that overlooked the danger of not being harnessed by a seat belt, and at best, was a result of aloofness.

An 8-week campaign was launched to change the attitudes and behaviors of these young drivers. More than 16 interactive activities and programs were conducted, all aimed at educating, enforcing, evaluating and encouraging seat belt use. Educating students included utilizing free campus media outlets to promote positive messages, distribution of brochures containing statistical information on car crash survivors, injuries, and deaths, and campus collaborations with a dozen student organizations.

Students' adventurous attitude and aloofness led them to overlook the dangers of driving unbuckled.

Mitigating the issues required action from the young drivers. Students were asked to participate in interactive activities designed to translate into increased seat belt use. Activities that required action on the part of the student included a pledge activity asking the students to sign an agreement with a friend or family member, stipulating that they would always wear a seat belt when riding in a car. Another activity requiring action was politely asking students stopped at the parking toll to buckle up, if they were unbuckled. That approach confronted specific students and produced specific desired outcomes.

The interactive approach proved successful. Seat Belts 101 resulted in increased seat belt use at the University of Denver. Before the campaign, the average rate of seat belt use was 69%. After the campaign, seat belt use rose to 76%.

Students at the University of Denver read a tragic story about how unbuckled drivers their own age died in a car crash. The Center for Transportation Safety provided the car involved in the fatal crash.



Students at the University of Denver exit Sturm Hall where they see chalk messages written at the bottom of the stairs. Buckle up is the message they see first.

At A Glance

Project Number:	10-06
Task Number:	61-14
Planned Expenditures:	\$57,300.00
Actual Expenditures:	\$49,007.09

Occupant Protection Mini Grants

GOAL

Reduce the number of fatalities related to unrestrained children, teens, and adults in high-risk rural areas of Colorado.

STRATEGIES AND INITIATIVES

- Purchase and distribute car seats
- Conduct Keep Me Safe and Give Your Kids a Boost for a Buck programs
- Train Child Passenger Seat Technicians, hold fit stations, and replace car seats as needed
- Form a coalition between Drive Smart Custer County, Drive Smart Colorado, and Southern Colorado RETAC

RESULTS

Rural organizations from high risk counties identified in the CDOT FY 2009 Problem ID implemented occupant protection activities. These activities included purchasing and distributing child safety seats, conducting check-up events, running fit stations by appointments, distributing safety materials, and conducting youth and adult safety classes and educating students on the dangers of distracted driving.

The Family Resource Center

Car seats were purchased for the Family Resource Center to be used in the Car Seat Safety Event on Make a Difference Day. The local State Patrol checked car seats, replaced and provided seats for needy families.

Community Health Services (CHS)

The Keep Me Safe program was designed to promote car seat and child passenger safety restraint use in Adams County, particularly to the Hispanic community. More than half of the staff members are bi-lingual and several of them are local community members. The Keep Me Safe program provided car seat and child passenger restraint information to 2 of CDOT's target populations - Hispanic parents/caregivers and Hispanic children in grades K-2. Technicians conducted safety checks to ensure that car seats and booster seats were correctly installed and utilized, and replaced them if necessary. The safety checks were conducted several times per month at the Commerce City and Kearney clinics, by appointment. CHS participated in 30 off-site

Local rural community organizations teamed up to deliver education, safety checks, and low cost and free child safety seats.

outreach events in which fitting stations were conducted and/or car seat safety information was distributed. These events reached 2,122 people. Between January 1, 2010 and September 30, 2010, 91 car seats were distributed at the Commerce City, Kearney, and Baker clinics, both by appointment and at outreach events and bilingual parent-education seminars. 19 car seat screenings were performed.

Custer County Child Passenger Safety Seat Inspection

Three local people were trained as CPS Seat Technicians in Cañon City from June 1-5. Five new car seats were ordered for distribution. A car seat inspection was held on September 25th during the National CPS Inspection Week. The new inspectors worked with families through the Custer County Pre-school and Parents as Teachers program. The community became aware of the CPS program through the Public Health Department. Expired car seats were identified and 12 car seats were replaced with those ordered through the program. A coalition was formed, called Drive Smart Custer County, in collaboration with Drive Smart Colorado and Southern Colorado RETAC.

Tri County Family Care Center

Tri County provided child restraint systems to needy families. The child seat fitting station offered car seat check-ups. Technicians scheduled installations of car seats by appointment and advised the participants on proper installation techniques. A monthly occupant protection education class was held for the public along with seat belt and child seat violators. Since October 1, 2009, four car seat check-ups were held, 18 seat inspections were performed, and 12 safety classes with 59 attendees were held. 32 car seats were given out to families and local agencies. Having a Child Car Seat Safety Program has led to involvement and participation with the newly formed Southeastern Colorado Regional Emergency/Trauma Advisory Council (SECRETAC). With the rise in seatbelt fines, the occupant protection safety class has seen a wider range of attendees. More adult and teen drivers have been attending, not just car seat or child restraint violators.

West Metro Fire Rescue - "Give Your Kids a Boost for a Buck"

West Metro Fire Rescue hosted 5 "Boost for a Buck" activity stations at its scheduled Kids Club events from March – August 2010. CDOT grant funds were used to purchase convertible seats and booster seats. Low cost seats were distributed at all these events, with a minimum suggested donation of \$1. The events were a great success and the low-cost boosters were extremely popular. West Metro Fire Rescue was able to partner with St. Anthony Hospital to hold a low-cost bike and multi-sport helmet distribution next to the CPS activity booth. Booster seat and helmet fitting demonstrations prior to distribution of the seats and helmets were conducted. All 138 recipients of seats signed a pledge to buckle up every time, as a condition of receiving the low-cost seat. The parents and children were enthusiastic in reporting their seat belt use.

The Fremont County Family Center, Canon City

One-on-one hands-on car seat education and proper seat installation were provided to community families. The Fremont County Family Center now has 4 state certified car seat technicians. Fremont County Family Center coordinated education and advocacy programs, with an emphasis on creating a safe environment for children during their most vulnerable years. 100 car seats distributed to Fremont County families. 115 families were educated about their proper use. The successful car seat check point was scheduled weekly.

Salud Family Health Center

The project offered child passenger safety services to patients served at the health center. Salud also provided technician training at their clinics for 2 AmeriCorps members. CPS technicians helped patients install car seats and educated them on proper usage. Salud was able to purchase car seats and distribute to their low-income patients.

St. Anthony Hospital CPS for Bloom Project

In collaboration with the “Bloom” program, a teen pregnancy program developed by the Nurse Midwives at St. Anthony Central Hospital, pregnant teens were enrolled as patients and followed for the duration of their pregnancy. They were provided with medical care as well as extensive parenting education. The injury prevention program partnered with this group to provide education and support for child passenger safety needs. The teens attended a 2 hour class instructing them on appropriate child restraint use and Colorado law. A pre and post class quiz was given. They were given a free infant-only child restraint and were assisted with appropriate installation. They were offered a “next step” convertible child restraint at 6 months post-class for a reduced cost. 46 teens were educated and 46 seats were distributed.

Cañon City Pregnancy Center Car Seat Program

Low income parents earned child safety seats through an education-based program. The final piece of education that clients received was instruction on proper installation of their new car seat. Five clients worked toward their education requirements and as of this report, two had completed the education and received their new car seats.

Teen Driving Safety Initiative

At A Glance

Project Number:	10-06
Task Number:	61-15
Planned Expenditures:	\$40,000.00
Actual Expenditures:	\$35,735.09

GOAL

Reduce the number of young drivers crashing, suffering serious injuries, and dying in the targeted foothills communities where young drivers face exceptional driving challenges. The target audience will be students attending Clear Creek, Conifer, Evergreen, and Platte Canyon High Schools, and their parents.

STRATEGIES AND INITIATIVES

- Increase seatbelt use among student drivers and passengers in each targeted high school by 5% between October 1, 2009 and May 30, 2010
- Increase parent and teen understanding of, and compliance with, GDL Laws. Increase parents' and teens' awareness of the consequences of underage drinking, especially when they get behind the wheel
- Improve students' access to, and promote, adequate driving instruction

“Seat belt use was significantly lower in schools with open campus lunches.”

RESULTS
Change in Observed Seatbelt Use in High Schools

High School	First Seat Belt Check (October 2009)	Fourth Seat Belt Check (May 2010)	Change
Clear Creek H. S.	95.3%	90.5%	- 4.8%
Conifer H. S.	81.6%	84%	+ 2.8%
Evergreen H. S.	85%	85%	no change
Platte Canyon H.S.	90%	91%	+ 1%

Clear Creek High School results went down and after evaluating the results with the student leaders, there was never a clear reason for this result. Having performed four anonymous seatbelt checks at each school throughout the school year, it was noted that in December the results were 83% usage rate and in February, they were 92%. Both CCHS and PCHS are closed campus for lunch and EHS and CHS are open campus for juniors and seniors for lunch. The seat belt checks were performed during lunch at both EHS and CHS and it was observed that seat belt usage was significantly lower than the schools with closed campus lunches. The schools with closed campus lunch had their seat belt checks done in the morning before school started. The overall theory was that students are buckling up when they leave their homes but not when they are leaving school.



Increased Understanding of GDL Laws

High School & matriculation middle schools	Clear Creek	Conifer	Evergreen	Platte Canyon
# of peer led activities	34	31	15	38
# of Drive Smart led activities	10	10	10	1
# of families GDL packets were mailed to	146	488	660	174
# of families attended Teen Driver Survival Seminar	15	25	32	11
# of Drivers Ed Scholarships awarded	3	5	10	2
Estimated # of families attended Parent/Teacher Conference/Back to school night	400	1,000	1,500	300

During the school year the community lost three teens and another was traumatized by surviving a crash in which his brother perished. This unfortunate event inspired and/or motivated the schools to beef up participation in the programming. Since this year was the first year with this aggressive, proactive approach to teen motor vehicle education, there was much learned. The GDL packets that were mailed to families of high school students increased by 100% and included mailings to the families of eighth graders. Back-to-school nights and parent-teacher conferences were attended at each school, as well as the Teen Driver Survival Seminars which were held for the first time at CCHS and PCHS. For next year a social media campaign is planned with more incentives for the students, and more promotion of the scholarships and GDL mailings.

Safe Kids Larimer County Child Passenger Safety

At A Glance

Project Number:	10-06
Task Number:	61-16
Planned Expenditures:	\$40,000.00
Actual Expenditures:	\$37,796.00

GOAL

Increase access to child restraints in all vehicles, including passenger and ambulance.

Provide education on how to use child restraints properly.

STRATEGIES AND INITIATIVES

- Hire three nationally certified child passenger safety (CPS) technicians to support the car seat education and distribution program
- Provide a free car seat inspection, via a hospital fit station, for 1,300 parents of newborns at Poudre Valley Hospital
- Continue offering the bilingual car seat education and distribution program for low income and Hispanic families in Larimer County and distribute 170 car seats
- Purchase 12 Ferno™ Pedimate restraints for Poudre Valley Hospital Ambulance Services to ensure pediatric patients are transported safely
- Educate a minimum of 2,300 parents through the hospital fit station and car seat education and distribution program
- Coordinate program activities with other local traffic safety entities including the Colorado Injury Research Control Center at Colorado State University (CSU)

RESULTS

Three CPS technicians assisted more than 1,100 parents of newborns at the Poudre Valley Hospital Fit Station. This represented 85% completion of the goal. The organization found that approximately 67% of appointment capacity was filled. The inability to fill 100% of the appointment slots was disappointing, and reflects that it was outside the control of the program, which was based on the needs and desires of the patients served.

Height and weight checks helped low income families select the right seat for their child.

During the program an evaluation component was developed and found that: 95% of the patients/families served demonstrated proper installation of the child safety seat upon completion of the education consultation

Beginning in August 2010 a short survey evaluation was implemented and found:

100% of the patients/families served reported 'strongly agree' (rated 4 on a scale of 1 – 4) when asked to rank: 1) the usefulness of the car seat education consultation and 2) the quality of the seat education consultation.

CPS technicians taught four community car seat classes per month, educating approximately 365 families and distributing 372 car seats and booster seats (Oct. 2009 – September 2010)- more than double the goal. Approximately one-third of all families served were monolingual Spanish speaking. Funding is secure for FY 2011 via, community donations (estimated \$4000) and Poudre School District who has committed over \$4000 to the purchase of car seats and booster seats for the program, in addition to continued fruning from CDOT.

12 Pedimate restraints were placed in ambulances in November 2009. Anecdotal reports from EMS responders state that the Pedimate transports are a more user friendly, safer, and more reliable means of transporting pediatric patients.

The CPS team educated more than 1,500 parents and caregivers through the hospital fit station and car seat education and distribution program, reaching. 65% of the goal. This does not include additional projects implemented by Safe Kids and partners as part of an on-going, larger network of CPS services including 5 county-wide car seat fit stations, annual mobile car seat check-up events, health fair outreach, booster seat blitzes, and other related activities. The estimated CPS outreach total is over 3,000 families annually.





Safe Kids and partners worked to coordinate additional CPS activities with local traffic safety partners. As a result:

- More than 60 booster seats were distributed via the 4th Annual Salud Family Health Center Block Party, where more than half of all families served were Spanish speaking
- A local media campaign to create awareness of unsafe seats in Larimer County was implemented
- The community was invited to round up unsafe child safety seats for disposal. In cooperation with Colorado State Patrol, Troop 3-C, more than 120 old, unsafe/recalled child safety seats were recycled

Safe Kids partnered with Loveland Fire Rescue and the Jax Outdoor Gear store to host an Emergency Preparedness Family Expo and provided a car seat check up event, specifically to educate the public about the new booster seat law.

Height and weight checks for low-income children at The Family Center/El Centro Familiar were provided, in order to educate families on the appropriate selection of child safety seat for their child.

CPS recycled
120 old, unsafe,
and recalled child
safety seats.

Seat Belt Survey

At A Glance

Project Number:	10-06
Task Number:	61-17
Planned Expenditures:	\$209,000.00
Actual Expenditures:	\$187,235.03

GOAL

Determine the overall State's seat belt usage rate, the pre-mobilization usage rate, and the usage rates for teens, juveniles, and children under the age of five (child safety restraint systems).

STRATEGIES AND INITIATIVES

- Conduct seat belt surveys that meet the NHTSA methodology requirements with an acceptable standard error while allowing for a 95% confidence level.
- Utilize statistical sampling procedures on all surveys to ensure the ability to gather representative data from the three regions of the State and will include all categories of streets and roadways in urban and rural areas
- Determine the seat belt usage levels for specific vehicle types that are used for personal transportation. Commercial vehicles will not be included in the studies and only the driver and the outboard passenger will be observed to determine seat belt usage rates. The Child Safety Restraint System and the Juvenile Studies are the only surveys that include observation of passengers in the back seat as well as the front seat
- Other implementation strategies for specific studies will be conducted, including Teen Study, Pre-mobilization study, statewide seat belt study, and child and juvenile study

RESULTS

The Teen Study was carried out in the first two weeks in May in order to capture the target population while they were still in school.

The Pre-Mobilization Study was conducted for one week immediately prior to the enforcement wave. The Statewide Survey was thus designed to provide "post" enforcement wave data.

The Statewide Seat Belt Study gathered data from June 6 through June 19. In order to determine the statewide seat belt usage rate, 770 observation sites were used across 25 counties.

The Child and Juvenile Studies were conducted over a two week period following the Statewide Study (June 20-July 3) and included 100 sites in 20 counties.

Observations were generally conducted between the hours of 7:00 a.m. and 6:00 p.m. with most studies gathering data every day of the week. The majority of the observers are retired Colorado State Patrol Officers who are familiar with the roadways and the safety factors that must be considered when conducting field observations.

The results for the four studies were fairly consistent with the overall State seat belt usage rate improving to 82.9%. The teen drivers and passengers continue to show an upward trend in seat belt usage with a rate of 82.2%. Likewise the results for the Pre-Mobilization Study are important indicators as they reflect usage rates before the enforcement wave. In this regard the data are good measures of the level of internalization of the use of seat belts. Although slightly lower than the statewide rate the 81.8% usage rate for all vehicles in the Pre-Mobilization Study is not a significant difference statistically.

The combined front and rear usage rate for child safety restraint systems was 85.0%. Although this is a slight drop from last year's rate of 87.15% the absolute number of children being placed in the front seat continues to go down. Juveniles remain the age group where improvement in the use of seat belts is most needed. While the overall rate for juveniles went up from 73.7% in 2009 to 75.5%, it is still the lowest rate among all studies.

From the standpoint of vehicle types, Vans have the highest usage rates in all of the studies. The use of child safety restraint systems in vans was 95.4%. Teens in vans had the second highest rate of use in this vehicle type at 89.0%. The statewide survey showed an 87.9% usage rates for vans while the pre-mobilization results were 87.3%. Juveniles had the lowest usage rates in vans at 85.0%.

Pickup trucks have the lowest rates of seat belt usage in all studies. The statewide results for trucks were the highest at 72.7% with juveniles again having the lowest rate at 70.9%. Even though these rates are well below other vehicle types, there has been a steady improvement over the past five years.

At 95%, vans have the highest rate of seat belt use, while pickup trucks have the lowest, at 72%, but numbers are improving.

The results of the studies demonstrate the effectiveness of the educational efforts of the Office of Transportation Safety as well as other agencies and not-for-profit organizations. While improvements have been fairly impressive, continued educational efforts are necessary in order to maintain the steady upward trend of seat belt usage in the state. Possible areas of focus are juveniles and both the drivers and passengers of pickup trucks. Improvements within these groups could result in a measurable increase in the overall seat belt usage rate for the state. The value of the educational efforts becomes especially evident when the ratio of fatalities and critical injuries to the number of accidents are studied. Statistics support the fact that direct costs as well as the social costs incurred because of accidents are significantly reduced when seat belts and child safety restraint systems are used by the occupants of vehicles.

It should be noted that the seat belt studies were originally designed to gather data from the three regions of the state (the eastern plains, the Front Range, and the western slope) in order to arrive at overall state usage rates. County data were collected incidentally but were not specifically designed into the methodology. In the last three years the observation sites have been adjusted in order to collect better data for the counties. Although the numbers of observations in the more populated counties are sufficient to provide accurate and useful data, many of the rural counties have insufficient numbers to have confidence levels high enough for useful projections of actual seat belt usage. It is important to have representative and complete data for urban and rural areas, but the inclusion of the most rural counties presents a statistical dilemma that may require attention in the design of future studies.

At A Glance

Teen Motor Vehicle Safety

Project Number:	10-06
Task Number:	61-18
Planned Expenditures:	\$42,393.00
Actual Expenditures:	\$41,855.89

GOAL

Implement the 20th Annual DRIVE SMART High School Traffic Safety Challenge during the fall of 2009.

Increase parent awareness of the risks associated with teen driving by implementing a class for parents and teens.

Increase the knowledge level among the officers of the Colorado Springs Police Department about Graduated Drivers License (GDL) and the importance of enforcing the laws.

STRATEGIES AND INITIATIVES

- Conduct the Challenge Kick-Off Breakfast
- Involve high schools in seven-week-long traffic safety programs tailored to fit each school's needs
- Conduct "Rules of the Road" classes for parents and teens

RESULTS

The Challenge began on October 6th with 150 students, teachers, and School Resource Officers in attendance at a Kick-Off breakfast. Those in attendance were the individuals at each school who organized their campaigns. 30 area high schools were represented. At the breakfast, the teens received instruction on the campaign, Challenge manuals, watched the new videos that are available, heard potential presentations and speakers, and got "goodie boxes" filled with posters, brochures, and incentive items such as pencils, pens, highlighters, etc.

DRIVE SMART implemented a successful traffic safety challenge with 22 area high schools as full participants in the challenge. Due in part to the Annual High School Traffic Challenge, El Paso County teens buckle up more often than any other teens in Colorado. According to the CDOT 2010 teen seat belt survey, in El Paso County 88.7% of teens buckle up.

El Paso county
teens buckle up
more than any
other teens in
Colorado.

Each participating area high school designed a seven-week long traffic safety program to fit their schools individual needs. 20 high schools fulfilled the requirements of the challenge: the three unannounced safety belt checks and at least one display or presentation. The presentations were either ones that are suggested within the Challenge Manual (insurance, Trauma Nurses, local speakers, the seat belt convincer, KILO Radio Trivia contests, videos available for use in science and health classes or during lunch break) or were created by the talented teens who head up the challenge in each school.

Two high schools fulfilled nearly all requirements, so in total 22 of the area schools finished the challenge as required. This attrition is not unusual. Typically, several schools generally do not finish the Challenge for a variety of reasons. One school dropped out because one of the students was involved in a fatality.

Notebooks or other documentation (DVDs, CDs, posters) were turned in between Dec. 6 – 12 and reviewed. All seat belt observations were tallied. Ten out of the 20 schools that turned in three seat belt observations increased their seat belt use rate by more than 11% (and one school increased by 24%). Eight of the remaining schools increased between 2% - 10%. The notebooks (or other documentation) was tallied for their content and put together in an organized fashion for judging that took place on December 18.

RESULTS

The end results for the High School Traffic Safety Challenge

Best overall campaign

- 1st Woodland Park High School
- 2nd Manitou Springs High School

Highest Ending Buckle Up

- 1st St. Mary's High School (100%)
- 2nd Fountain Ft. Carson High School (92%)

Best Beginning Buckle Up

- 1st Vista Ridge High School (95%)
- 2nd Palmer Ridge High School (89%)

Most Improved Buckle Up

- 1st Coronado High School (+24%)
- 2nd Widefield High School (+16%)

A class curriculum and PowerPoint presentation was created for the new “Rules of the Road” class for parents and their teens. The parent/teen education classes began in January 2010 and the classes were held on the third Thursday of each month from 6 p.m. – 7 p.m. thereafter through September 2010.

After nine months of “Rules of the Road” classes, 61 parents/teens had attended the class, learned how to navigate the permit/licensing process, and had their questions answered about teen drivers and graduated drivers licensing and the laws. According to the class evaluations and pre/post tests, 100% of the attendees had a better understanding of the entire permit/licensing process than they had prior to the class.

One challenge was getting the word out for the Rules of the Road class so that more parents knew the classes were occurring on the 3rd Thursdays of each month from 6 p.m. – 7 p.m.



A second challenge, related to budget cuts and low manpower at the law enforcement agencies in this area, made it difficult to implement some of the planned projects. There is no longer a “traffic section” at the Colorado Springs Police Dept. and most of the traffic duties are handled by the motorcycle unit. The motorcycle unit has also been put in charge of many additional programs and therefore assisting DRIVE SMART and working on teen citations has been a difficulty. Roll calls with the departments this year was not completed. Ways to reach the officers in a more efficient way are being explored.

Young Adult Driving Awareness

At A Glance

Project Number:	10-06
Task Number:	61-19
Planned Expenditures:	\$25,000.00
Actual Expenditures:	\$14,920.24

GOAL

Educate young people about the dangers of impaired driving or riding with those who are impaired.

STRATEGIES AND INITIATIVES

- Through interactive simulation, demonstrate the dangers and consequences of impaired driving
- Counsel students about the danger of talking on cell phones or texting while they are driving
- Conduct discussions on key impaired driving factors and provide other educational driving suggestions important to young driver safety

RESULTS

Fatal Vision glasses (also known as beer goggles) were made available to show students the effect of alcohol on simple divided attention maneuvers similar to driving. The learning included explaining to the students that impairment is not only drinking alcoholic beverages but also using prescription and/or street drugs, not getting proper sleep, not eating nutritional food, and emotions (disagreements with their parents, teachers, friends, etc.). These are all impairments which affect their ability to drive in a safe manner. There was discussion to explain to the audiences that the brain cannot stay focused completely on one's driving ability when they are trying to do other things at the same time.

Discussions on key impaired driving factors were conducted, including the value of wearing seatbelts as both a driver and a passenger; not starting their vehicle until everyone in that vehicle has secured their seatbelts; and focusing on the importance of not distracting the driver.

Other educational driving suggestions important to their safety were presented, including: keeping both hands on the wheel; hand placement on the wheel of a vehicle; speeding; and following too closely.

“Students learned that alcohol, sleep, and emotions could all lead to impaired driving.”

At each CDOT sponsored school event, each student completed an evaluation sheet of what they gained from the simulation program.

More than 99 % of the comments were positive and many stated that they would recommend the program to other schools and events.

The Center for Transportation Safety's position was that all aspects of this program were educational pieces that led to the success of the program.

"Simba," the tractor/trailer classroom that contains the impaired driving simulator, continues to be in demand by high schools to educate their student bodies.

Child Passenger Safety to the Underserved

At A Glance

Project Number:	10-06
Task Number:	61-20
Planned Expenditures:	\$30,000.00
Actual Expenditures:	\$30,000.00

GOAL

Reduce the number of injuries and fatalities suffered by motor vehicle occupants ages 0-15 years old.

STRATEGIES AND INITIATIVES

- Train four new Drive Smart Evergreen Conifer (DSEC) volunteer car seat technicians and increase the number of car seat checks from 120 (performed in 2008) to 200
- Reimburse Jefferson County Department of Public Health (JCPH) for partial cost of training five employees to conduct car seat checks to build that agency's capacity to deliver CPS services to its low-income, high-risk clients by September 30, 2010
- Continue to deliver the Buckle Bear Presentation to 1,000 foothills area children and expand the program to at least 400 Head Start Program preschool students across Jefferson County
- Use the following outreach education strategies to improve CPS practices among community members:

Deliver outreach education once a month at local doctor's offices and other organizations interfacing with target CPS populations

Conduct CPS activities and mobile fit stations at a minimum of 3 community fairs where target population will gather

Conduct 1 school Field Day for Safety focusing on using booster seat best practices and the importance of child passengers riding in the back seat



RESULTS

Four community member car seat technicians were trained and two car seat technicians renewed their certifications.

Four nurses with JCPH were trained, reaching the goal.

JCPH did not request to be reimbursed for training time. 126 car seats were checked, which was below the goal of 200 car seats. In addition, a monthly fit station was provided but was determined to be underutilized and under promoted. The advertising through the last third of the grant period was increased, resulting in an increase in the number of car seat checks that was twice the amount of checks performed over the first eight months of the grant cycle. Although car seat checks did not increase per the goal, booster seat education using the car seat demo chair at monthly community education presentations was conducted. This had never been available previously in the community.

Buckle Bear Presentations surpassed the goal of 1,000 foothills children, serving 1,047 children. Buckle Bear presentations were expanded into Head Start Program preschools across Jefferson County. The goal was to reach 400 Head Start children: the actual number served was 393. This number was impacted by having a large number of children absent during presentations.

16 outreach education presentations were delivered at local doctors' offices and other organizations interfacing with target CPS populations, surpassing the goal of 12. This community education component may have provided education to some who might have elected to have a car seat check otherwise. This educational component gave the tools needed to understand proper car seat installation and use.

CPS activities and mobile fit stations were conducted at four community Safety Fairs, surpassing the goal of three Fairs.

The goal to conduct one school Field Day for Safety, focusing on using booster seat best practices and the importance of child passengers riding in the back seat, was met. This event educated approximately 280 students. This was the third year for this event and all parties agreed it was a successful. It is already scheduled for this coming school year.

“1,047 young children saw the Buckle Bear presentation.”

DENVER METRO TEEN SEAT BELT CHALLENGE

At A Glance

Project Number:	10-06
Task Number:	61-21
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$49,960.14

GOAL

Reduce injuries and deaths caused by traffic crashes by reducing the number of teenage traffic crashes and increasing the percentage of seat belt use among that same teenage population.

Increase seat belt use for teen drivers and passengers at the targeted schools by a minimum of 5% upon completion of each four-week campaign.

Increase the number of teen drivers and passengers involved in the project by expanding the number of schools participating within the six counties targeted.

Continue with a peer-to-peer traffic safety campaign involving students, faculty, and other resources within participating schools.

STRATEGIES AND INITIATIVES

- Foster and sustain peer-to-peer activities initiated by students initiated to encourage seat belt use within their high schools
- Promote the development of the Toolkit and further the process of providing assistance to students (The toolkit contains examples of various activities which consistently show a correlation to increases in seat belt use.)
- Have student organizations select, develop and implement activities during the four-week time frame of the Challenge after the pre-intervention seat belt observations, which measure the percentage of students wearing seat belts
- Incorporate activities that show positive results post-intervention into the Toolkit

RESULTS

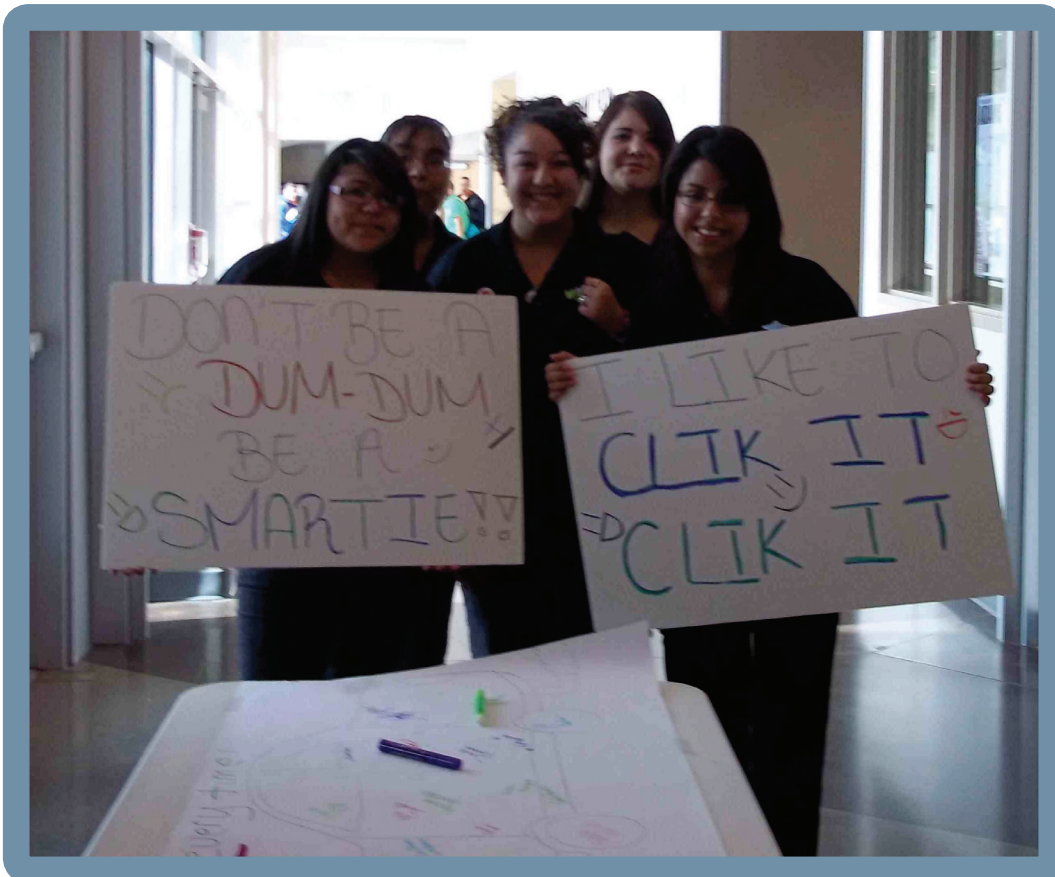
In 2010, the Mile-High Teen Seat Belt Challenge successfully increased seat belt use among teenagers. On average, the pre-intervention results showed that 72% of students wore a seat belt, the results also showed that teen passengers were less likely than teen drivers to wear a seat belt. 79% of teen drivers wore a seat belt, whereas 71% of teen passengers wore a seat belt.

“Following the 4-week challenge, teen seat belt use increased by 12%.”

During the spring and fall interventions, 14 participating schools implemented over 150 seat belt related activities that influenced nearly 15,000 teenagers. Fall seat belt use statistics have been omitted because the seat belt observations were still in progress at the time this report was written.

The post-intervention results after the four-week campaign showed that seat belt use increased by 12% to 84%. In addition, teen drivers increased seat belt by 15% to end at 94%, and teen passengers increased seat belt use by 9% to end at 80%.¹

Broad support and assistance from a wide variety of Mile-High RETAC volunteers empowers students through access to better resources. Helping teens distinguish key issues allows them to target activities for their school's needs. For example, students may prefer to invite a doctor to speak to their class about injuries teens sustain in traffic crashes, instead of a police officer, because their perception is that a doctor is more persuasive, or vice versa. Both these, and many other disciplines are available among RETAC volunteers.



2010 Traffic Safety Summits

At A Glance

Project Number:	10-06
Task Number:	61-22
Planned Expenditures:	\$8,000.00
Actual Expenditures:	\$2,393.22

GOAL

Support attendance at two traffic safety summit conferences hosted by the Colorado Department of Public Health and Environment and the CDOT Office of Transportation Safety.

STRATEGIES AND INITIATIVES

- Attend summits held this year in Montrose, Colorado on May 5-6, 2010 and in Ignacio, Colorado on September 17

RESULTS

The summits were attended by members of the Regional Emergency Trauma Advisory Councils (RETAC) and other injury prevention workers from around the State.

Topics included:

Providing data and information on program implementation and strategies to address the unrestrained fatality and/or low seat belt use rates around the State;

The latest statistics used by various agencies related to trauma in motor vehicle accidents;

The 2010 Click or Ticket and High Visibility Enforcement episodes;

An overview of the 2010 Seat Belt Surveys;

Injury statistics in motor vehicle crash patients;

The Four E's of Traffic Safety -- Enforcement, Engineering, EMS, Education; an overview of Graduated Driver Licensing and Child Passenger Safety Laws;

Panel discussion on how to connect enforcement and community campaigns;

Current Traffic Safety Coalitions and the role of coalitions in problem solving;

Ideas to generate paid media and tools and materials available for occupant protection media messaging including teen driving, child passenger safety, Click It or Ticket, and others.

“Local RETAC members learned the latest strategies for promoting traffic safety.”

At A Glance

Auraria Traffic Enforcement

Project Number:	10-06
Task Number:	61-23
Planned Expenditures:	\$17,187.00
Actual Expenditures:	\$12,791.68

GOAL

Provide funds to the Auraria Police Department (APD) in order to equip the traffic vehicles with emergency equipment needed to increase officer safety, to initiate traffic stops, and to influence healthy and positive driving behaviors.

STRATEGIES AND INITIATIVES

- Research and select the emergency equipment package that best fit the needs of Auraria traffic vehicles
- Equip patrol cars with current and updated emergency equipment

RESULTS

Emergency lights needed to be updated for officer safety during traffic stops or emergency responses. Officers stopped an average of 200 vehicles per month for traffic infractions.

The Auraria Board was advised about the problems the Department was having with equipment and officer safety issues during routine traffic stops. The board agreed to purchase new vehicles for the Department. CDOT grant funds were used to purchase the emergency overhead lights for the new patrol cars. With the purchase of new patrol vehicles and equipment, the patrol division is running smoothly. Equipment is in place for the officers to use during traffic detail for crowds at large events, Click it or Ticket, DUI enforcement, traffic enforcement, and emergency responses.

“New emergency lights will increase Auraria officer safety.”

NO
PARKING
FIRE
LANE

MOTORCYCLE SAFETY



Motorcycle Safety Overview

Projects in the Motorcycle Safety Program support the Office of Transportation Safety goals to reduce motorcycle injury and fatal crashes.

PROGRAM ADMINISTRATION

The Motorcycle Safety Program is administered by Glenn Davis, Manager of Impaired Driving, with staff support from Project Manager, Paul Peterson. The projects in this program had planned expenditures of \$120,000.00. This program is also supported by the state of Colorado Motorcycle Operator Safety Training (MOST) program.

MOTORCYCLIST SAFETY

The Motorcycle Safety Program supported projects that increased motorists' awareness of motorcycles, educated drivers on safely sharing the road with motorcycles, and community outreach programs. The outreach included programs for law enforcement, the public, and educational programs to communities throughout Colorado. In addition, the program supported efforts to prevent motorcyclists from riding while impaired.

Operation Save A Life/ A Brotherhood Active Towards Education (ABATE) of Colorado

At A Glance

Project Number:	10-07
Task Number:	71-02
Planned Expenditures:	\$30,000.00
Actual Expenditures:	\$27,137.16

GOAL

Educate motorcyclists for better riding skills including how to respond to a motorcycle crash.

Educate motorcyclists about the dangers of drinking and riding.

Make motorists more aware of motorcyclists.

STRATEGIES AND INITIATIVES

- Conduct at least six Bystander Assistance Classes
- Conduct educational/ instructional presentations for various sectors of the public, as well as driving schools

RESULTS

Presentations were made that included a ten minute video, “Share the Road.” Brochures, bumper stickers, information about motorist awareness, kids and motorcycling, and “Ride Straight” were distributed at rallies, civic events, and rider education and driving schools.

Five Bystander Assistance Classes were held, in conjunction with Accident Scene Management Inc., to teach motorcyclists what to do when they come upon a motorcycle crash.

ABATE of Colorado has been very successful with the presentations at booths, Military Safety Days, and bike nights.

ABATE has only presented at one High School. ABATE is working with the Colorado Sportbike Club as well as the Motorcycle Road Racing Association (Superstreet Bike), and hopes to expand its outreach in the coming year.

ABATE will continue to distribute information to bars and taverns in Aurora and Colorado Springs.

ABATE presentations reached riders, the military, kids, motorists and driving schools.



At A Glance

Motorcycle Safety Education Training

Project Number:	10-07
Task Number:	71-03
Planned Expenditures:	\$20,000.00
Actual Expenditures:	\$19,704.14

GOAL

Increase safety and reduce crashes and fatalities among motorcycle operators in Colorado through education and enforcement by the Colorado State Patrol (CSP).

Reduce fatal and injury crashes involving motorcycles that are investigated by the CSP by 2% during the grant period.

Provide education on proper motorcycle operation and equipment use, and promote safe motorcycle riding practices.

STRATEGIES AND INITIATIVES

- Distribute safety equipment (helmets) and educational materials covering motorcycle safety issues specific to riding in Colorado
- Participate in at least two educational motorcycle safety events across Colorado by September 30, 2010

RESULTS

Educational materials were used in a safety awareness presentation to the Colorado Freewheelers motorcycle club on November 12, 2009. Most of the members were experienced riders and were interested in the safety campaign, motorcycle laws, and statistics.

Between May 15, 2010 and September 30, 2010 the motorcycle safety campaign attended four events across Colorado. At each event, the safety message was received well by those in attendance. T-shirts with the “Live to Ride” safety message on them and safety helmets were given away during the event. To receive a helmet, participants had to show a recent rider education card from the Motorcycle Safety Foundation (MSF), Motorcycle Operator Safety Training (MOST), or similar training organization. Thousands of people stopped by the safety trailer and talked to CSP motorcycle officers about motorcycle laws, licensing, rider education, and other motorcycle related topics.

One objective of this program was to reduce the number of fatal and injury motorcycle accidents investigated by the CSP by 2% over the year. As shown in the charts below, this objective was greatly exceeded.

“Live to Ride”
safety programs
gave out helmets
and promoted rider
education.”

Motorcycle Involved Fatal Crashes FFY 2010 vs. FFY 2009		
	CSP Investigated	Total State (including CSP)
Current Year (10/1/09 - 9/30/10)	42	76
Previous Year (10/1/08 - 9/30/09)	48	81
Percent Change	-12.5%	-6.2%

CSP Investigated Motorcyclist Injuries and Fatalities FFY 2010 vs. FFY 2009					
	Fatal Injuries	Evident Incapacitating	Evident Non- Incapacitating	Complaint of Injury	Total Injuries
Current Year (10/1/09 - 9/30/10)	51	241	312	169	773
Previous Year (10/1/08 - 9/30/09)	61	304	367	172	904
Percent Change	-16.4%	-20.7%	-15.0%	-1.7%	-14.5%



At A Glance

Project Number:	10-07
Task Number:	71-04
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$49,265.07

Motorcycle Rider Safety Education and Enforcement (RIDE-Smart)

Motorcyclists gather in and around taverns located in the Jefferson County foothills communities of Morrison, Evergreen, and Conifer from spring to fall. In 2008, Jefferson County experienced the second highest number of motorcycle fatalities in the State of Colorado. In response to these alarming statistics, the Jefferson County Sheriff's Office (JCSO) teamed with Drive Smart Evergreen/ Conifer (DSEC) to lay the ground work for comprehensive speed and DUI enforcement in conjunction with building a coalition of motorcycle safety stakeholders. The target was to reduce motorcycle riding at unsafe speeds and/or while impaired in order to decrease the number of motorcycle crashes, injuries and fatalities.

GOAL

Secure resources needed to provide the Jefferson County Sheriff's Office patrol deputies with a system that more efficiently enforces speeding and DUI laws on county roads which have experienced increased numbers of motorcycle fatalities.

Establish a coalition of motorcycle safety stakeholders (RIDE Smart Coalition) with the mission of reducing motorcycle rider crashes, injuries, and fatalities, focusing on the Evergreen and Conifer areas.

STRATEGIES AND INITIATIVES

- Purchase and install moving radar equipment to support increased enforcement and prosecution of speeding and DUI laws with specific focus on the mountain canyons and roads frequented by motorcycle enthusiasts
- Train all JCSO Patrol Deputies on using the moving radar equipment
- Patrol the roads where complaints have been made and where a higher concentration of incidents have occurred
- Have the JCSO participate in the RIDE Smart Coalition, not as a stakeholder, but to help facilitate workshops, answer questions, and provide information on the law
- Have Drive Smart Evergreen/ Conifer plan and conduct 3 coalition workshops where participants and stakeholders establish goals and objectives to support the mission of "Reducing Rider Crashes, Injuries, and Fatalities in Jefferson County"
- Develop and distribute a strategic plan based on workshop outcomes as directed by members of the Coalition



RESULTS

Moving radar equipment was purchased and installed on seven JCSO motorcycles, three Mountain Precinct SUVs, and two Patrol Crown Victoria cruisers. Training on the equipment was provided to all traffic deputies. The radar was utilized by at least one deputy per watch to patrol high risk areas where there had been complaints by the communities, or where there had been accidents. The equipment was demonstrated in a Crown Victoria to the CDOT project manager and the JCSO on Aug. 24, 2010.

The addition of the moving radar system presented challenges that required more training than previously anticipated. The radar was more complicated than the standard point-and-shoot radar detectors. Misreads, bad information, and the increased need to calculate additional environmental factors all created the need for further training in order to secure successful prosecutions of speeders, DUI, and/or high risk riders threatening community safety.

DSEC established the RIDE Smart Motorcycle Safety Coalition in order to establish the mission as “Reducing Rider Crashes, Injuries, and Fatalities in Jefferson County” with the focus on the Evergreen and Conifer areas. The Coalition was comprised of community stakeholders such as motorcycle riders, owners of businesses frequented by, or who provide services to, motorcycle riders, including but not limited to taverns, restaurants, auto body, motorcycle outfitters, public health professionals, and safety advocates.

Three quarterly Coalition workshops were held during the grant cycle. Flyers/pamphlets describing each workshop’s goals were developed and recruiting strategies were identified and activated.

It was identified that a strategic plan would be developed and put into action based on stakeholders’ determinations. A pilot program was developed to establish a safety POD Program with the support of a local tavern. The POD program was a 6-week pilot program based on a NHTSA Motorcycle Safety Program. This program was highly supported by local media, motorcycle businesses and local motorcyclists. The POD provided a safe and secure place to store up to 6 motorcycles of tavern customers who had become too intoxicated to ride their motorcycles; thereby increasing safety on highly traveled road in the foothills of Jefferson County. This program had a higher usage rate than anticipated, credited to the education provided to and by the RIDE Smart Motorcycle Coalition Workshops.

A POD program to store motorcycles of intoxicated riders increased safety on roads with high risks of crashes.

Motorcycle Crash Reconstruction Education - Colorado State Patrol (CSP)

At A Glance

Project Number:	10-07
Task Number:	71-05
Planned Expenditures:	\$20,000.00
Actual Expenditures:	\$20,000.00

GOAL

Create a group of highly trained motorcycle crash investigators who can train other law enforcement officers in the basic tenets of motorcycle crash investigation.

STRATEGIES AND INITIATIVES

- Provide two “train-the-trainer” motorcycle crash reconstruction courses at the Colorado State Patrol Academy by June 30, 2010
- Develop, plan, and schedule basic motorcycle crash reconstruction trainings to be integrated into the yearly in-service trainings for all field CSP Troopers by July 1, 2010

RESULTS

Collision Analysis Incorporated provided Advanced Motorcycle Crash Reconstruction classes on May 17 – 21, 2010 and June 21 – 25, 2010. Law Enforcement Officers from 13 agencies attended.

Class content started with ensuring all attendees were familiar with the nomenclature of motorcycle components and their functions. Various methods of determining speeds were used, such as Kinetic Energy calculations and momentum methods. The Aurora Police Department donated six used motorcycles for crash testing. Denver West Towing donated one motorcycle. Crash testing including dropping motorcycles in various positions to determine deceleration factors, crashing motorcycles into a parked car and rear-ending a motorcycle with a moving car at 45 mph. Fork deformation (crush) was examined and applications and limitations were shown.

CSP Troopers and an officer from the Littleton PD created rigs to hold motorcycles in upright positions for crash testing. The CSP’s trailer performed exceptionally well and will be used again in the future.

Evaluations by students ranged from poor to outstanding and highly recommended, depending on the students’ previous experience. A key point which stood out was that many of the officers attending already had some background with motorcycle crash investigations, so the amount of material which was new to them was minimal. However most of these officers were gratified to learn that their previous knowledge base was sound, and that they had been doing it right. The vast majority of comments were positive and indicated the class was worthwhile.

The material from this course has been integrated into in-service classes for CSP Troopers, Corporals, and Sergeants. To date, there have been eight 2-hour sections taught to 147 members.

“147 CSP officers
have been trained
as motorcycle crash
investigators.”





PUBLIC RELATIONS

DESIGNATE A 
SOBER DRIVER
THIS ST. PATRICK'S DAY



Public Relations Program Overview

The Public Relations Office (PRO) provides strategic communications efforts for the Office of Transportation Safety. Two positions are funded each year within the PRO for this purpose. These programs have succeeded in contributing to a record low number of traffic fatalities in Colorado. This year, the PRO continued its role in helping Colorado reach its goals of fewer traffic deaths and injuries.

In FY 2010, the PRO provided a range of services to improve public understanding, achieve support for major safety issues, and influence driver behavior. The Public Relations Office program activities are detailed on the following pages.

PROGRAM ADMINISTRATION

The Public Relations Program is administered by Stacey Stegman, Public Relations Office Director, with assistance from staff members Heather Halpape and Jeri Jo Johnson. Other assistance was provided by PRO staff whose salaries are state-funded. This group, with assistance from their sub-grantees, was responsible for 12 tasks with a planned budget of \$1.8 million in Federal funding.

SUMMARY OF STRATEGIC COMMUNICATIONS EFFORTS

In FY 2010, the PRO engaged in public relations, media relations and paid media strategies to support 12 high-visibility enforcement periods, as well as community-based safety programs. In addition to mainstream outreach, the PRO continued to expand outreach to Colorado's growing Hispanic population with culturally-relevant Spanish campaigns regarding seat belts and impaired driving. In addition to supporting three Click It or Ticket enforcement periods, the PRO developed a new seat belt campaign called "Real Colorado Clicks" in an effort to increase seat belt use in rural communities. This year also marked the third year of the Live to Ride motorcycle safety campaign, and included the development of new creative materials aimed at getting riders to use proper gear, including helmets.

For the second summer, the “100 Days of Heat” DUI campaign succeeded in helping reduce alcohol-related fatalities between Memorial Day and Labor Day. The PRO also supported two new DUI enforcement periods – Thanksgiving and Prom Season. CDOT also expanded its effort to reach the target audience through increased sports marketing, including partnerships with the Denver Broncos. New this year was the development of a free iPhone application that estimated blood alcohol concentration. The app was downloaded 150,000 times and generated nearly 200 news stories locally, nationally, and internationally. The PRO’s media relations efforts for the Heat Is On impaired driving program generated 835 news stories, a significant increase over last fiscal year.

At A Glance

Project Number:	10-08
Task Number:	81-01
Planned Expenditures:	\$325,000.00
Actual Expenditures:	\$322,825.67

High Visibility DUI Enforcement – Public Relations and Evaluation

The Heat Is On is a high-visibility DUI enforcement campaign that combines enforcement of the state's impaired driving laws with public relations, earned media, and advertising. This task covers the public relations and evaluation components only.

GOAL

Implement CDOT's high-visibility enforcement campaign by increasing awareness of DUI enforcement, laws, and the impacts of impaired driving.

STRATEGIES AND INITIATIVES

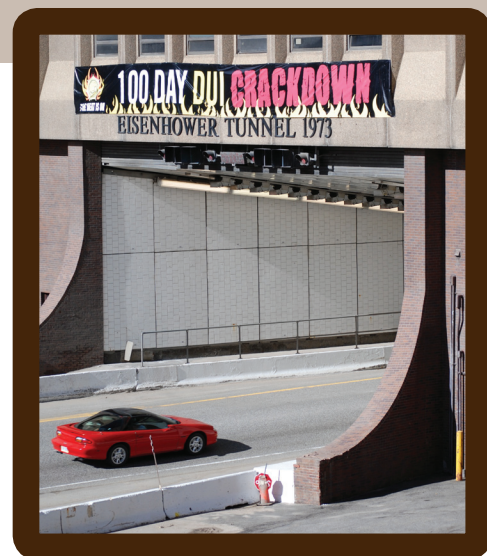
- Support 12 high-visibility enforcement periods in FY 2010, including: Fall Festivals, Halloween, Thanksgiving, Holiday, New Year's Eve, Super Bowl Weekend, St. Patrick's weekend, Prom, Memorial Day weekend, DUI Checkpoint Colorado, Fourth of July weekend, and the National DUI Crackdown through Labor Day
- Evaluate media and community awareness

RESULTS

Media relations efforts, including news events, news releases and pitching, resulted in at least 835 news stories. Actual earned media was likely much higher, but difficult to measure due to a lack of a reliable clipping service and monitoring of statewide radio.

A formal evaluation of the Heat Is On campaign was conducted by Corona Insights in the form of two statewide telephone surveys of approximately 768 people each time. Due to the ongoing nature of the Heat is On campaign, the surveys were conducted during a period of "low" activity (March 2010) and following a period of "high" activity (September 2010) to measure impact of awareness.

Recognition of the Heat Is On slogan increased from 47% in the "low" survey to 70% in the "high" survey. The percentage of people reporting that they had heard of increased DUI enforcement went from 25% to 65%. Campaigns conducted throughout the year included:



Halloween

CDOT used the October DUI enforcement period to launch a new Halloween DUI campaign called “Don’t Boos and Drive,” playing on the word “boo” for the Halloween holiday. CDOT worked with Clear Channel Radio Stations and Sunset Limousine to create a radio-promoted Twitter contest for a free sober limo ride on Halloween night.



Thanksgiving, Holiday Parties, and New Year’s Eve

CDOT supported statewide DUI enforcement during the holiday season, beginning with Thanksgiving enforcement (Nov. 24 – 30), Holiday Party enforcement (Dec. 1– 11) and New Year’s enforcement (Dec. 30 – Jan 4) with an innovative technological campaign, along with an expansion of the successful Plan Ahead Colorado campaign. Although the three enforcement periods are separate, the goal was conveyed to the public that throughout the entire holiday season DUI enforcement was stepped up. The media and public outreach campaign targeted Colorado motorists whose holiday celebrations might include drinking and urged them to Plan Ahead.

Media and community outreach tactics included:

- Statewide news releases with enforcement tactics and plans
- Partnership with Yellow Cab and MillerCoors to offer free cab vouchers in Denver, Boulder and Northern Colorado
- Partnership with Designated Driver of Colorado Springs to offer free sober rides home
- Partnerships with hotels statewide offering special “Plan Ahead Rate” during the holidays
- Statewide and national news releases announcing the newly developed iPhone app with blood alcohol concentration calculator
- Pitched interviews to media with CDOT officials on holiday DUI enforcement, the new iPhone application, and the Plan Ahead campaign



public
relations

One major component of the holiday outreach was the development of a free iPhone application that was Blood Alcohol Concentration (BAC) calculator. It included function variables such as weight, number and type of drinks consumed, time period (in hours) and gender. It also included a link for alternative transportation detected through GPS technology, as well as a link to the Plan Ahead Colorado website. The “RU Buzzed” iPhone app was downloaded more than 100,000 times during the three month holiday period. CDOT was the first agency to create a free BAC calculator iPhone app and it received national and international news coverage.

Super Bowl Weekend

CDOT targeted Super Bowl party-goers for the 2010 Super Bowl DUI campaign to encourage them not to drink and drive. From 2006 to 2008 in Colorado, 50% of traffic fatalities on Super Bowl weekend involved alcohol. Tactics included a statewide news release and the development of bar restroom posters and online banner ads. The theme of creative materials was “Do things you regret when you drink? Don’t let driving be one of them.” The posters featured a police officer and a man “streaking” across a football field to resonate with the campaign’s target audience of men ages 18-34 who would be watching the Super Bowl in bars or restaurants. Posters were displayed in bathrooms inside 23 bars and restaurants from January 4 through February 21 in the Denver area.

St. Patrick’s Day Weekend

The St. Patrick’s Weekend Heat is On campaign kicked off with a news release to media statewide, followed by a comprehensive public outreach campaign covering the St. Patrick’s Day parades in Denver and Colorado Springs. The focus of messaging was on the cost of a DUI and encouraged everyone to plan ahead for a sober ride home. For the Denver parade, a float was designed featuring a “Pot O’ Gold” and the cost of a DUI of \$10,270. The Denver Mint provided this amount of money in shredded cash as a visual for the media and public. In Colorado Springs, CDOT partnered with Designated Driver of Colorado Springs to be in the parade and hand out information on free sober rides home. Media interviews, including live shots, were conducted in both media markets, which resulted in extensive coverage.



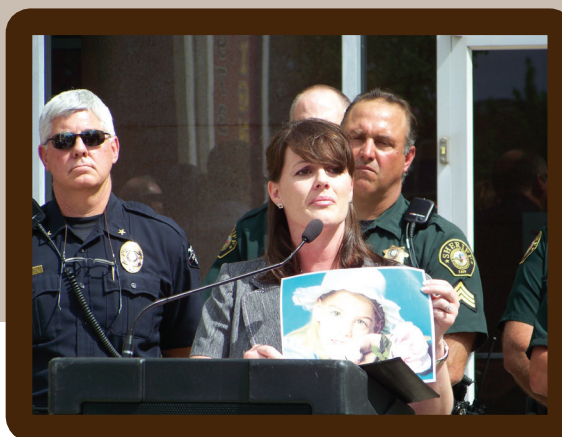
Prom Season

The CDOT Public Relations Office supported the first Prom DUI enforcement period, which occurred over several weeks from April 10-May 23. The goal was to keep teenagers safe by targeting all impaired drivers, not just students attending prom. CDOT teamed up with the Al's Formal Wear chain to place messaging on 9,000 tuxedo bag tags that were distributed across the state during Prom season. Posters and a Prom Safety toolkit were sent to 364 high schools and included the news release, a fact sheet, a tip sheet for students, a letter to parents and messaging that could be used for morning or afternoon announcements at the school.

DUI education efforts generated 835 news stories, and included safe driving messages on 9,000 prom-week tuxedo bags.

Memorial Day Weekend and DUI Checkpoint Colorado

CDOT launched the summer-long 100 Days of Heat DUI campaign with a media event at CDOT Headquarters prior to the Memorial Day Weekend enforcement period. The focus of this campaign was to convey to the public that increased DUI enforcement would be virtually non-stop throughout the summer. Several sheriffs and chiefs of police participated in the event, in addition to MADD and a DUI victim survivor. A statewide news release was sent via mediaRICH™ and included links to video interviews, photos, and fact sheets. Mobile billboards were displayed at the event and included the 100 Days of Heat logo and a DUI arrest count. The billboards traveled around metro Denver, Colorado Springs, and Grand Junction over the Memorial Weekend enforcement period and throughout the summer. The Colorado Rockies also displayed Heat Is On messaging on LED signs during all home games over the holiday weekend.



public
relations

Fourth of July Weekend

CDOT's PRO targeted Colorado's State Parks and other holiday weekend hot spots, identified as the state's largest Independence Day celebrations for the July 4th Weekend enforcement period. The intent of the campaign was to reach people on the way to their celebrations around the state, reminding them to designate a sober driver, or risk arrest.



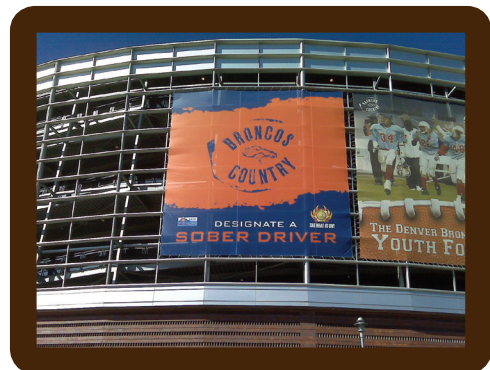
CDOT teamed up with seven State Parks, five area weekend getaway locations, and Coors Field to place signage, in addition to targeted media outreach within the Denver television market. Tactics included installing "real estate" type signs at the entrances and exits of the parks. Litter bags with a bilingual DUI message were handed out at three major state parks. The outreach coincided with a sponsorship with the Colorado Rockies, which included LED signage during that weekend's games, as well as having Colorado State Patrol Colonel James Wolfenbarger throwing out the first pitch on July 4th.

National DUI Crackdown and Labor Day

To bring attention to the August and Labor Day DUI enforcement periods and the final push of 100 Days of Heat, CDOT targeted Coloradans at various summer activities, sporting events and college campuses, including the following:

- **Professional Sports**

CDOT partnered with the Denver Broncos on their Designated Driver program. Individuals who signed up received a free non-alcoholic beverage, a ticket lanyard and were entered to win a \$100 gift certificate to the Broncos Team Store. The program was promoted to tailgaters at a Heat Is On booth at the first pre-season game. The booth was enhanced by the help of a CSP officer, providing football fans a law enforcement perspective on impaired driving. Tailgaters were also greeted with Heat Is On branded fans and lip balms. In addition, a 39-foot banner was hung on INVESCO Field at Mile High from August through Labor Day weekend to remind drivers of an estimated 6 million vehicles to designate a sober driver.



The Heat is On booth also appeared during the enforcement period at a sold-out Colorado Rockies game. Located outside of Coors Field near the Rock Pile ticket line, street teamers were allowed access to game attendees prior to entry. In this highly visible location, individuals were given Heat Is On Branded fans and lip balms. The R-U-Buzzed iPhone app was projected on a flat-screen television at the booth allowing fans to test out potential BAC levels. Street teamers traveled through the main parking lot around Coors Field giving away materials and encouraging people to designate a sober driver.

- **Colleges**

The PRO reached out to six college campuses in Colorado to conduct outreach to college-aged students, including the University of Colorado, Colorado State University; Auraria Campus, Colorado College in Colorado Springs, Mesa State College, and Fort Lewis College. Messaging focused on the cost of a DUI was displayed throughout the campuses on posters and sidewalk chalk art designs. A Heat is On booth was also staged on campus at CU Boulder and at Hughes Stadium in Fort Collins.

CDOT partnered with the athletic departments at CU and CSU to create video public service announcements featuring players and coaches. The PSAs ran during home football games in Fort Collins and Boulder. On Labor Day Weekend, it also aired during the CU/CSU Rocky Mountain Showdown football game at INVESCO Field at Mile High. The Heat is On booth was also featured at the game. More than 9,000 spirit beads with a DUI message were distributed to students.



At A Glance

Project Number:	10-08
Task Number:	81-02
Planned Expenditures:	\$250,000.00
Actual Expenditures:	\$246,353.61

High Visibility DUI Enforcement – Public Relations and Paid Media

Proactive paid advertising for DUI campaigns has proven to be critical in informing the public of Colorado DUI laws and enforcement. The Heat is On is a high-visibility DUI enforcement campaign that combines enforcement of the state's impaired driving laws, public education, paid advertising, earned media, and public relations outreach. This task covers paid media only.

GOAL

Implement CDOT's high-visibility enforcement campaign by increasing awareness of DUI enforcement, laws, and the impacts and consequences of impaired driving.

STRATEGIES AND INITIATIVES

- Strategically place paid media during enforcement periods to sustain the message when earned media is less viable
- Focus paid media during the summer when most alcohol-related fatalities occur
- Target paid media to males age 18 to 34
- Use non-traditional out-of-home advertising to reach target audience in a variety of ways

RESULTS

The holidays, Super Bowl weekend, and the summer-long 100 Days of Heat DUI crackdown were supported by paid media. To promote the "plan ahead" message over the holidays and during the Super Bowl, ads were placed in bar restrooms and on news and entertainment websites in five markets.



The vast majority of paid media occurred over the summer to promote the ongoing summer enforcement. Mobile billboards traveled the major markets during enforcement periods. Before each enforcement period, the number of DUI arrests shown on the billboard was updated. A “wrapped” RTD light rail train spread the message across the Denver metro area for 3 months. Other tactics included gas pump toppers and bus tails. More than 1,840 radio spots also ran statewide. Added value of more than 20% was achieved.

Awareness surveys conducted in March and September 2010 showed recognition of the Heat Is On slogan increased from 47% to 70%. The percentage of people reporting that they had heard of increased DUI enforcement went from 25% to 65%.

Mobile billboards
and light rail
trains featured the
number of DUI
arrests during
the 100 Days of
Heat enforcement
crackdown.

At A Glance

High Visibility DUI Enforcement – Latino

Project Number:	10-08
Task Number:	81-03
Planned Expenditures:	\$75,000.00
Actual Expenditures:	\$71,510.51

With the Hispanic community now representing over 20 % of Colorado’s population, this project expands the mainstream DUI enforcement campaign to reach the target audience of Spanish-speaking immigrants and semi-aculturated males, age 21 to 34. The program strategy was designed not only to reach this target audience, but also their influencers, such as mothers, wives, and children. This was the fourth year of the Spanish campaign, called “Toma Control, ¡Vive!”



GOAL

Implement CDOT’s high visibility enforcement campaign by increasing awareness of DUI enforcement, laws, and the impacts of impaired driving among Colorado’s growing Hispanic community.

STRATEGIES AND INITIATIVES

- Reach out to the Hispanic population during each of the regular Heat Is On DUI enforcement periods throughout the year
- Translate all news releases into culturally-relevant, Spanish language documents
- Offer bi-lingual interviews whenever available and seek Spanish media partners
- Focus on the cost and consequences of a DUI through the Spanish campaign, “Toma Control, Vive!”
- Update the website, www.tomacontrolvive.com, with a community calendar of events and enforcement periods
- Participate in Hispanic community events for grassroots education and outreach

DUI enforcement awareness in Spanish-language media and community events was focused on reaching young men and their influencers – mothers, wives, and children.



RESULTS

Grassroots community outreach in the Spanish-speaking community resulted in direct contact and education with approximately 5,000 people. In addition, earned and paid media outreach impacted countless others in this key target audience. In the future, specific Spanish surveys may be considered to gain a better measure of impacts.



The following is a summary of community outreach conducted:

Cinco de Mayo

CDOT hosted a booth at this popular Hispanic event that attracts over 450,000 attendees annually to Denver's Civic Center Park. The purpose of the booth was to educate Spanish-speaking Latinos about DUIs through culturally relevant messaging. This was done with Spanish signage, collateral materials, a bilingual staff, and the Lotería DUI game, where participants answered DUI questions to win a prize. Key messages shared with the festival attendees included what is a DUI, the cost, blood alcohol levels in Colorado, and alternative ways to get home. More than 1,500 people were directly reached at the event. In addition to the booth, a 30-second Public Service Announcement aired on KBNO advising people not to drink and drive.

Bicentenario Soccer Tournament

Soccer tournaments continue to be great grassroots events to reach the Spanish-speaking community. CDOT sponsored the Bicentenario tournament, which was hosted by Telemundo and Tapatio Hispanic Soccer League. Forty-eight teams participated in the tournament with a total estimated attendance of 4,000 people. The booth at the event included the Lotería game to educate attendees on the dangers of impaired driving. Outreach members also walked around soccer fields to talk to attendees. Approximately 500 people were directly reached with the DUI messages.

Mexican Rodeo at the Adams County Fairgrounds

CDOT sponsored a booth at the Mexican Rodeo at the Adams County Fairgrounds, which was hosted by Entravision. This event is highly attended by members of the target Spanish-speaking audience of males 18 to 34. The campaign's booth was located near the entrance of the rodeos grandstands. Bilingual people staffed the booth. Sponsorship of the event included a PSA and live reads at the rodeo about DUIs. Approximately 750 people were reached directly at the booth.



Central American Festival at City Park

The Central American Festival at City Park in Denver attracted 7,000 people, and most were predominately Spanish speaking. This allowed CDOT to once again reach the Hispanic community through its “Toma Control, Vive” both and Lotería game. Approximately 600 people were reached directly at this event.

El Grito/Fiestas Patrias

El Grito, also known as Fiestas Patrias commemorates Mexican Independence Day and brings approximately 25,000 people to Civic Center Park in Denver. CDOT sponsored a booth at this event. Approximately 1,000 individuals were reached throughout the day and roughly 90 % were Spanish-dominant speakers.

Non-Profit Community Outreach

Partnering with non-profit organizations within the Hispanic community has been critical in reaching Spanish-speaking residents at the grassroots level. The purpose of the non-profit outreach was to leverage their established relationships in the Hispanic community to help CDOT spread the campaign's DUI messaging through 30-minute class syllabus. This year three non-profits were chosen to participate in the program, including Servicios de la Raza, Community Enterprise and Intercambio de Comunidades. Each organization was provided with DUI materials to distribute in the community and training was conducted so that each group could conduct a minimum of four classes about impaired driving.

Media Partnerships

CDOT partnered with KBNO radio whose signal reaches the entire Denver Metro area, Colorado Springs and Pueblo. The partnership included a radio remote at a popular Hispanic dance in Denver. The KBNO sponsorship also included a DUI-focused PSA and 5-week radio series hosted by well known radio personality Fernando Sergio. The radio series consisted of real life DUI stories that had taken place in Colorado and 15-minute expert interviews having to do with various DUI issues that were relevant to the Hispanic community. Through the summer campaign period CDOT also supported media buy efforts by developing radio PSAs for the Memorial Day and Labor Day enforcement periods, airing on Entravision radio and KBNO radio. In addition, a script was developed for Univision's "Despierta Colorado" television show, which ran 6 times throughout the summer period.

At A Glance

Motorcycle Safety – 2010 Funds

Project Number:	10-08
Task Number:	81-04
Planned Expenditures:	\$123,647.32
Actual Expenditures:	\$118,910.41

Live to Ride is a motorcycle safety campaign to promote motorcycle safety among riders by emphasizing the importance of training, proper gear, and sober riding. The project also aims to educate drivers about motorcycle awareness.



WWW.COMOTORCYCLESAFETY.COM

GOAL

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

STRATEGIES AND INITIATIVES

- Continue the Live to Ride campaign with primary message focused on encouraging the use of protective safety gear
- Use paid media and earned media to promote safety messages
- Promote driver awareness of motorcyclists

RESULTS

Earned media outreach resulted in eight television stories, ten newspapers stories and three radio stories. The paid media buy included 15 billboards, 22 gas pump topper locations and 12 print ads. The buy achieved 12 % in added value (free advertising).

Motorcycle Safety Awareness Month

During the month of May, CDOT promoted motorcycle safety awareness through the use of the state's Variable Message Signs (VMS). The signs warned motorists to be alert for motorcycles. The messages generated the most feedback that the PR Office has ever received about safety messages on VMS. Most responses were very positive and appreciative of the warning to drivers.



Live to Ride – Protective Gear Campaign

CDOT, along with Amelie Company, developed a new creative campaign aimed at getting more motorcycle riders to wear proper protective gear. The campaign was aimed at older riders of cruiser-type motorcycles due to the high rate of unhelmeted fatalities in this group. The campaign also informed motorists about dangerous distractions that put motorcyclists at risk. The campaign included a media buy conducted by Explore Communications. The development and implementation of several forms of media

including billboards, print ads, gas pump toppers, window clings, and banners served to reinforce the message that safety gear is important, and that training is available to learn how to ride safer. The creative message was not “preachy” and instead focused on the reasons smart riders wear gear/helmets. The ads featured real, local motorcycle riders and short messages related to distracted drivers as a good reason for using proper gear.



Ride Smart Foothills

The PR Office supported one of the OTS sub-grantees, Drive Smart Evergreen-Conifer, which formed a coalition called “Ride Smart Foothills.” The coalition sponsored a test pilot of a container POD at a local biker bar that provided safe storage for riders who had too much to drink. The PRO supported the POD launch in Evergreen on August 14, 2010, which brought in numerous media outlets including 9News and FOX31. Stories focused on the POD concept and the problem of impaired riding and motorcycles.

Skill Rating Map

CDOT, in partnership with ABATE of Colorado and the Colorado Sport Bike Club, began the development of a state map to rate the skill levels required on various major roadways in Colorado. It will be provided free to riders to inform them of easy, moderate, and difficult routes and will remind them of best practices when riding. The map will be finalized and released next fiscal year.

Creative billboards showing older riders in protective gear warn motorists against distracted driving.

At A Glance

Project Number:	10-08
Task Number:	81-05
Planned Expenditures:	\$177,000.00
Actual Expenditures:	\$162,010.23

Click It or Ticket - Public Relations and Evaluation

Click It or Ticket is a national high-visibility seat belt enforcement campaign that combines enforcement of the state's adult and child passenger safety laws with public relations, paid media, and community outreach. There are two additional enforcement periods with a rural and nighttime focus. This task covers the public relations and evaluation elements for these three enforcement periods, as well as other seat belt education initiatives.



GOAL

Implement CDOT's high-visibility seat belt enforcement campaign in conjunction with the national mobilization and two additional enforcement periods.

STRATEGIES AND INITIATIVES

- Develop a comprehensive plan for each seat belt enforcement period that includes public relations, paid, and earned media
- Develop a campaign aimed at rural communities
- Use an awareness survey to develop messaging for the May mobilization
- Conduct seat belt outreach to the African-American community

RESULTS

An observational seat belt study conducted after the Click It or Ticket campaign showed an increase in seat belt use from 80.3% to 82.9%. A pre and post-campaign survey conducted by Corona Research showed a 16% increase in awareness about seat belt enforcement. Recognition of the Click It or Ticket slogan rose from 77% to 92%.

CIOT campaign materials customized for each county gave rural communities pride in their enforcement efforts.

Rural Click It or Ticket

A Rural Click It or Ticket seat belt enforcement campaign was conducted in February, 2010, in 30 rural Colorado counties. The Public Relations Office coordinated with the Rural Emergency Trauma Advisory Councils (RETACS) in these areas, which also received grants from OTS to increase seat belt use. Due to resistance among many rural areas to embrace “Click or Ticket,” a rural sub-campaign theme was developed called “Real Colorado Clicks.” The intent was to convey a sense of pride that people in rural areas of Colorado are the “authentic” Coloradans and they choose to buckle up. Flyers, posters, and banners were distributed at the grassroots level and included logos from local coalitions. County-specific posters were developed and distributed through RETACS and law enforcement agencies. These customized posters also served as print ads. A rural radio spot was produced and distributed as part of a media buy. The PRO provided RETACS, coalitions, and law enforcement agencies with data and talking points about rural seat belt use and fatalities. Media pitching resulted in a least 16 news stories in rural mediums.

Nighttime

CDOT targeted Colorado’s 11 most populous counties for the Click It or Ticket Nighttime Enforcement April 1-7, using the theme “Buckle Up! Even When the Sun Goes Down.” The goal of this campaign was to remind people to buckle up at night.

The PRO teamed up with outdoor shopping malls and town centers to bring to light this important safety message with glow-in-the-dark banners at high traffic intersections, LED billboard displays, and banners hung from parking garages. A statewide news release generated 15 news stories.



Click It or Ticket May Mobilization

Using awareness survey results from 2009, the PRO found that most people who do not wear seat belts simply forgot or had never developed the habit. To get more of those people buckled up, the PRO developed the theme of “Start the Habit. Buckle Up,” while still retaining the Click It or Ticket enforcement message. The intent of this campaign was to remind people how easy it is to make wearing a seat belt into a habit. CDOT teamed up with cities, schools and hospitals around the state to bring to light this important safety message with giant seat belt displays and banners, as well as through media outreach. Mayors and city councils in Denver, Grand Junction, Pueblo, Colorado Springs, Montrose, and Greeley issued proclamations challenging citizens to the “2 Week, 2 Second, Start the Habit Challenge.” Giant seat belts were hung on the Denver City & County building, on the parking garage at St. Mary’s Hospital in Grand Junction, the Pueblo Justice Center and the Montrose city administration building. Media events were held in Denver, Grand Junction, and Pueblo, and involved city officials and local law enforcement.

African-American Community

The PRO supported occupant protection outreach specifically to the African-American community. The PRO worked with sub-grantee BurksComm to do outreach aimed at teenagers and adults to encourage seat belt use during Click It or Ticket May mobilization. One tactic included a partnership with Denver Public Schools at All City Stadium during two track meets -- the Montebello Track and Field Invite, and the City Track and Field Championship Finals in May. It was promoted through a radio sponsorship and included a pledge to buckle up contest.

CDOT sponsored the Five Points Jazz Festival on May 22, during Click It or Ticket. The media partners included KUVO 89.3 FM Jazz, which ran radio spots featuring CDOT partners in Denver’s African-American community. CDOT sponsored a booth at the festival featuring a crashed-car exhibit. Adult outreach also extended to the faith community. Five major African-American churches included campaign information in their Sunday bulletins and provided seat belt education materials to their congregations. Brochures were also distributed to liquor stores, barbershops, and beauty parlors in 9 Northeast Denver and Montebello business districts.

Click It or Ticket - Paid Media

At A Glance

Project Number:	10-08
Task Number:	81-06
Planned Expenditures:	\$238,000.00
Actual Expenditures:	\$235,367.42

The national Click It or Ticket campaign is a high-visibility seat belt enforcement campaign that requires extensive paid media support. In addition, two more enforcement periods are supported with this task – a rural and a night time campaign. This task covers paid media elements only.

GOAL

Increase awareness of seat belt enforcement and increase seat belt use.



STRATEGIES AND INITIATIVES

- Use paid media to support three Click It or Ticket enforcement periods and seat belt education
- Focus on the target audience of males, age 18 to 34

RESULTS

The media buys achieved an additional \$33,692 or 28% of the total media buy in added value (free advertising). An observational seat belt study conducted after the campaign showed an increase in seat belt use from 80.3% to 82.9%. A pre and post-campaign survey conducted by Corona Research showed a 16% increase in awareness about seat belt enforcement. Recognition of the Click It or Ticket slogan rose from 77% to 92%.

For the rural Click It or Ticket campaign, approximately \$25,000 was spent on radio spots and newspapers ads. The buy included ads in 28 rural newspapers and 990 radio spots in rural communities.

Strategically placed paid media generated 28% in additional free advertising promoting 3 CIOT enforcement periods.



During the April Nighttime Click It or Ticket enforcement, a radio buy was placed in 11 counties for approximately \$39,000. This resulted in 663 radio spots over a 2-week period.

For the national May mobilization of Click It or Ticket, CDOT supported the local campaign with a media buy of approximately \$160,000. The media buy included radio, TV, billboards, wrapped trucks, parking stripes, pump toppers, gas station window clings and on-line buys.

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Start the Habit.



**It takes two seconds to
buckle up and save a life.**



www.SeatBeltsColorado.com

Click It or Ticket and Seat Belts - Hispanic

At A Glance

Project Number:	10-08
Task Number:	81-07
Planned Expenditures:	\$60,000.00
Actual Expenditures:	\$59,072.61

This project includes seat belt education and the Click It or Ticket campaign with specific outreach to the Hispanic community.

GOAL

Increase seat belt use and awareness of seat belt enforcement and laws among Hispanic, Spanish-speaking communities in Colorado.

STRATEGIES AND INITIATIVES

- Complement mainstream outreach during the Click It or Ticket May mobilization
- Reach out to the Spanish-speaking community regarding seat belt education and enforcement
- Create awareness of changes to laws about child restraint use

RESULTS

Approximately 300 posters and 5,000 bilingual flyers were distributed during the Click It or Ticket campaign. The media buys achieved 30% added value (free advertising). No formal evaluation was done in Spanish to measure awareness, however, this will be considered in the future if budget allows.

Activities included the following:

Click It or Ticket

To help educate the Spanish-speaking public about the importance of seat belts and help make them aware of increased enforcement, the PRO worked with Hispanidad to design a campaign called Usélo (Use It). The creative featured a bilingual Colorado State Patrol trooper and included a toll-free phone number where the audience could call to receive additional information about Colorado seat belt laws. The creative used a familiar message and symbol recognizable to recent immigrants from Mexico. The campaign included flyers, posters, billboards, bumper stickers, and a radio spot. A 60-second television segment also aired on Univision's Despierta Colorado. All Click It or Ticket news releases and advisories were translated into Spanish. A bilingual seat belt technician was offered to Spanish media for interviews.



Hispanidad recruited Hispanic non-profit community partners to support promotion of the Click It or Ticket campaign with the individuals and families they sustain. In addition to existing CDOT community partners and mini-grant recipients, this outreach included churches serving predominantly Hispanic congregations and offering Spanish Masses. This effort also included members of the newly developed Adams County Coalition formed to address seat belt and CPS education within the county's Hispanic community. These organizations assisted with posting flyers and posters in Denver and Adams counties frequented by the target audience, including convenience stores, bodegas, carnicerías, panaderías, restaurants, etc.

In addition, Hispanidad worked with Paleta Zacatecas, a paleta or “popsicle” company with carts in Denver and Greeley to place posters with the Click It or Ticket message on 48 carts for a period of one month. These paleta carts cover a large area of Hispanic neighborhoods, bringing the message to where members of the target message reside.

Child Passenger Safety

Colorado's child passenger safety law changed on August 1, 2010. This required outreach to the Spanish community. A media buy was made to promote the proper use of child restraints in the Spanish-speaking communities in Denver, Weld County, and Pueblo County. The buy included 1,706 Spanish radio spots and ten Spanish billboards. The media buy also included sponsorships to participate in several community events in the Hispanic community, including the Adams County Fair and Fiestas Patrias.

A 1-month poster campaign promoting Spanish-language CIOT on paleta “popsicle” carts reached a large area of the Hispanic community.

Teen Driving and GDL Law

At A Glance

Project Number:	10-08
Task Number:	81-08
Planned Expenditures:	\$85,000.00
Actual Expenditures:	\$84,218.39

The “Driver’s Seat” is a teen driving campaign to educate teens and parents about safe driving and Colorado’s Graduated Driver Licensing (GDL) laws.

GOAL

Increase public awareness of Colorado’s GDL law and the risks associated with teen drivers and passengers.

Reduce teen traffic fatalities in Colorado.

STRATEGIES AND INITIATIVES

- Conduct an event during National Teen Driving Safety Week in coordination with the Colorado Teen Driving Alliance
- Update materials and website with changes to teen driving laws and requirements
- Develop a display for driver’s licensing offices to promote safe teen driving and offer information



RESULTS

Approximately 75,000 teen brochures were distributed across the state. Additionally, 35,000 parent brochures and 15,000 Spanish brochures were produced and distributed. Media outreach generated 27 television stories, 19 print stories and 5 radio stories.

Cell Phone Ban PSA Contest

CDOT and the Colorado Teen Driving Alliance held a high school public service announcement (PSA) contest to promote and educate teens regarding a new cell phone ban for teen drivers. The contest kicked off at an event at Lincoln High School in Denver during National Teen Driver Safety Week, October 21, 2009. Students at Lincoln came up with a “Power Down” theme and participated in the news event to highlight the dangers of distracted driving. The PSA contest had 3 categories: video, audio, and print. The contest was publicized virally via emails to school contacts and the Alliance. Posters about the contest were also created and mailed to every high school in the state. The rules



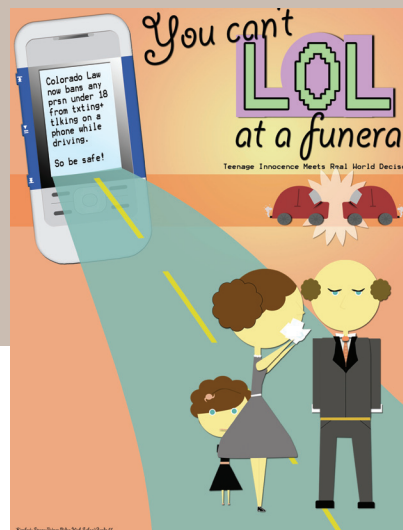
and contest entry information were available on www.coteendriver.com. Prizes were solicited from private businesses and were worth approximately \$500 each.

Two news events were held on December 1, 2009, the first day of the new cell phone law. Governor Bill Ritter participated in both news conferences in Colorado Springs and in Denver at the State Capitol. Student winners were invited to the events and presented with certificates and prizes. The winning PSAs were displayed and/or played for the media. The winning entries were also sent to publications across the state to run as a PSA and were posted on the website.

A contest for high school students to create audio, video, and print PSAs supported education about the new GDL laws and the new ban on teen texting and driving.

Brochures and Web site

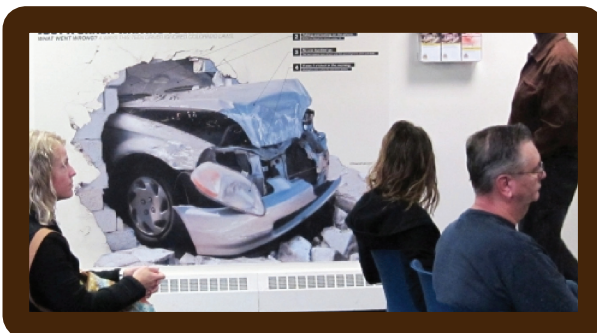
CDOT worked with the Colorado Teen Driving Alliance to revise the teen and parent brochures in order to make them more user-friendly. The intent was to make it easier to understand the complicated process for getting a driver's license, as well as the restrictions that apply. The updated brochures also included changes to the law, including a cell phone ban for teen drivers. The campaign website, www.coteendriver.com was updated as well to include an interactive tool.



Wall Decal Displays

To facilitate the ease of distribution to the public and to increase visibility and recognition of GDL laws, 4'x5' wall decals were developed depicting a crashed car and outlining four ways the teen driver broke Colorado laws.

A sturdy wall brochure holder accompanied the wall decal. This display was installed in 10 major metro area driver's licensing offices. Additional displays will be installed in 40 driver's license offices next fiscal year.



Child Passenger Safety - Tween

At A Glance

Project Number:	10-08
Task Number:	81-09
Planned Expenditures:	\$125,000.00
Actual Expenditures:	\$116,124.39

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

GOAL

Conduct a public awareness campaign about child safety seats, booster seats, and seat belts for children in Colorado to reduce traffic fatalities and injuries.



STRATEGIES AND INITIATIVES

- Continue second phase of the tween campaign
- Provide support and materials for CPS Team Colorado technicians
- Educate parents and children about booster seats

RESULTS

News releases and media outreach resulted in more than 90 news stories about changes to the child passenger safety law. Approximately 75,000 booster seat brochures were distributed across the state, and 5,000 posters were mailed to pediatricians' offices.

"Nag Me to Click It" Tween Campaign

A new seat belt campaign aimed at "twens" age 8-12 was launched last fiscal year and continued into this fiscal year. A media buy in October, 2009, included radio spots, Website banner ads, gas pump toppers, and window clings in the media markets of Denver, Colorado Springs, Fort Collins, and Grand Junction. The "Nag Me to Click It" campaign used humor and turns the tables on parents with the tween telling the parent to nag them about buckling up.

CPS Technician Support

To support child passenger safety technicians and promote child passenger safety, CDOT designed and printed business cards to help technicians provide a tool for contacting them and seeking assistance. Approximately 20,000 business cards were printed and distributed to CPS technicians throughout the state.

The "Nag me to click it" campaign used humor to have tweens reminding parents to nag them to buckle up.

Booster Seat Blitz

To promote the use of booster seats, CDOT supported CPS Team Colorado in conducting a statewide “Booster Seat Blitz.” The goal was to develop branded materials to assist the CPS districts in educating the public about the importance of booster seats for children until they are 4’9” tall. Creative materials included a pull-up height chart banner for young children to test whether or not they were of adequate size to be out of their booster. Matching floor mats with footprints were designed to help children know where to stand for measuring their height. Table top displays also outlined the four steps of child restraints and the 5-Step Test for seat belt use. “Bling Your Booster” stickers were created to make boosters more interactive and enjoyable for the young children using them.



Child Passenger Safety Law Change & CPS Week

Colorado’s Child Passenger Safety law changed effective August. 1, 2010. This required additional outreach to educate the public about the new law, which increased the age level for children required to be in a booster seat. The PRO developed marketing materials for the new law that provided education to parents as well as to law enforcement officials. A laminated card summarizing the new law was developed and distributed to law enforcement statewide. A booster seat brochure was developed in both English and Spanish. An updated CPS Law flyer was also developed in English and Spanish and posted for download on the carseatscolorado.com website. For media outreach, CDOT partnered with Safe Kids and CPS Team Colorado to offer media interviews. Interviewees were accompanied by 6- and 7-year-old booster seat models. Dozens of taped and live TV interviews were conducted around the state to generate awareness about the change in the child passenger safety law. To support the outreach and education for the expanded child passenger safety law, radio spots were created and a media buy was placed by Explore Communications. The buy totaled \$22,000 and consisted of 478 radio spots in four media markets across the state.



Pediatrician Tool Kit

A tool kit with information and resources about child passenger safety was sent to 800 pediatricians who are members of the Colorado Chapter of the American Pediatrics Association. Each tool kit included several posters with best practices for child restraint use that could be displayed in examining rooms. The tool kit also included sample brochures and information about CPS Team Colorado and the www.CarseatsColorado.com Web site.

Cone Zone Public Relations

At A Glance

Project Number:	10-08
Task Number:	81-10
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$91,195.42

This media campaign focuses on work zone safety during Colorado's peak construction season.

GOAL

Reduce the number of accidents in work zones across the state by focusing on unsafe driving practices in work zones.

STRATEGIES AND INITIATIVES

- Conduct a paid media campaign targeting all drivers with special emphasis on males between the ages of 18 and 49
- Conduct outreach to law enforcement
- Target messages to reach drivers while they are in their vehicles for most effectiveness

RESULTS

The Public Relations Office (PRO) developed an extensive paid media plan that included radio spots, traffic sponsorships and billboards. The 30-second radio spot and traffic sponsorships ran on radio stations in Denver, Fort Collins, Greeley, Colorado Springs, Pueblo, and Grand Junction.

PSAs aimed at male drivers promoting safety in cone zone areas aired on radio stations in 6 key cities.

The 10-second and 15-second traffic sponsors ran for five weeks in Denver, Fort Collins, and Colorado Springs between June and August. Additional traffic sponsorships ran on KXPK, a Hispanic radio station, for four weeks. The 30-second radio spots ran in Grand Junction, Alamosa, and Durango for five weeks between June and August. Outdoor marketing included seven billboards: three in Denver, two in Ft. Collins and two in Colorado Springs. CDOT received 29% in added-value free advertising for the campaign.

CDOT did not receive any funding for overtime law enforcement in construction zones so the campaign relied on paid media elements to communicate key messages.



At A Glance

Project Number:	10-08
Task Number:	81-11
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$48,943.21

Additional High-Visibility DUI Enforcement Public Relations and Paid Media

Proactive paid advertising for DUI campaigns has proven to be critical in informing the public of Colorado DUI laws and enforcement. This task covers funding for additional paid media to support the Heat Is On high-visibility enforcement campaign.

GOAL

Implement CDOT's high-visibility enforcement campaign by increasing awareness of DUI enforcement, laws, and the impacts of impaired driving.

STRATEGIES AND INITIATIVES

- Focus paid media during the summer when most alcohol-related fatalities occur
- Target paid media to males age 18 to 34
- Use non-traditional out-of-home advertising to reach target audience in a variety of ways

RESULTS

The 100 Days of Heat DUI crackdown was supported by the additional paid media due to the addition of new enforcement periods. Mobile billboards traveled the major markets during enforcement periods. Before each enforcement period, the number of DUI arrests shown on the billboard was updated. Other tactics included gas pump toppers, bus tails, and radio spots. Added value of more than 20% was achieved.

Awareness surveys conducted in March and September 2010 showed recognition of the Heat Is On slogan increased from 47% to 70%. The percentage of people reporting that they had heard of increased DUI enforcement went from 25% to 65%.

Mobile billboard trucks showing the number of DUI arrests traveled the major markets all summer.





SAFE COMMUNITIES AND BICYCLE AND PEDESTRIAN SAFETY

Safe Community and Bicycle and Pedestrian Safety Overview

Projects in the Safe Communities and Bicycle and Pedestrian Safety programs support the Office of Transportation Safety goals of reducing the number of serious injuries in traffic crashes, increasing seat belt and child passenger restraint system use both statewide and among key segments of the driving population, and reducing the number of pedestrian fatalities.

The Safe Communities approach to traffic safety uses an integrated and comprehensive injury control system that engages a variety of partners as active and essential participants in addressing community injury problems. The community has a coalition/task force that is comprehensive and community-based with representation from citizens, law enforcement, public health, medical, injury prevention, education, business, civic and service groups, public works offices, and traffic safety advocates who provide input, direction, and involvement in the program.

PROGRAM ADMINISTRATION

Projects in the Safe Communities and Bicycle and Pedestrian Safety program are administered by Program Manager, Carol Gould, with assistance from OTS staff members Leslie Chase, Ilana Erez, Terry Huddleston, and Gina Guerrero. The 16 projects in the program had a planned budget of over \$560,000

EDUCATING COLORADO CHILDREN

The goals of the Buckle Up For Love/Pedestrian Safety program are to increase the knowledge of safe pedestrian behaviors of Pre-K-1st grade students and to increase their knowledge about and use of booster seats.

REGIONALIZED EFFORTS

Activities this year included continued support of six Regional Emergency Trauma Advisory Councils (RETACs) encompassing 34 counties which were identified as having lower than average seat belt use compliance rates and/or higher than average unrestrained fatality rates. The RETACs continue to provide education and awareness regarding child passenger safety, teen traffic safety and adult seat belt use.

Evaluating Youth Diversion Programs in Three Counties (Phase II)

At A Glance

Project Number:	10-09
Task Number:	91-01
Planned Expenditures:	\$14,915.00
Actual Expenditures:	\$14,915.00

The contractor conducted the second phase of a formal evaluation of youth diversion program in Adams County to determine effects on the prevention of youth drug and alcohol involved motor vehicle incidents.

GOAL

Determine the 1-year post-program rate of DUI offenses and citations for drug charges and minor in possession offenses among youth diversion program graduates.

Pilot an online pre/post outcomes survey with participants in the diversion program to assess the feasibility of this methodology with this specific at-risk population.

STRATEGIES AND INITIATIVES

- Work with the Colorado Department of Revenue to obtain relevant DUI and offense data within the constraints of privacy laws
- Analyze and find appropriate comparisons for the obtained data
- Develop the pre/post survey
- Work with the diversion program to determine the optimal procedure for implementation
- Implement and monitor the survey of youth ages 18-20 to determine its effectiveness for full implementation

RESULTS

It was determined that the rates of statewide DUI convictions and MIP/Drug Citations were very low one-year post program for graduates. The statewide DUI rate for Adams County diversion graduates was only 1.8% (109 citations) and the statewide Drug/MIP citation rate was also low at 9.4% (578 citations).

The pilot for the online survey was successful in that an effective measure was created and implemented online, and a successful partnership was forged between the research staff and the operating staff of the diversion program contractor. However, the completion rate for the survey was less than optimal, so future work will need to explore either adding an effective incentive or using a different survey methodology.

Surveys conducted in Adams County and statewide for 1 year post-youth diversion programs showed low recidivism rates.

Figure One: Program Recidivism Rate, DUI Citation Rate, and Drug/MIP conviction rates for Diversion Program Graduates.

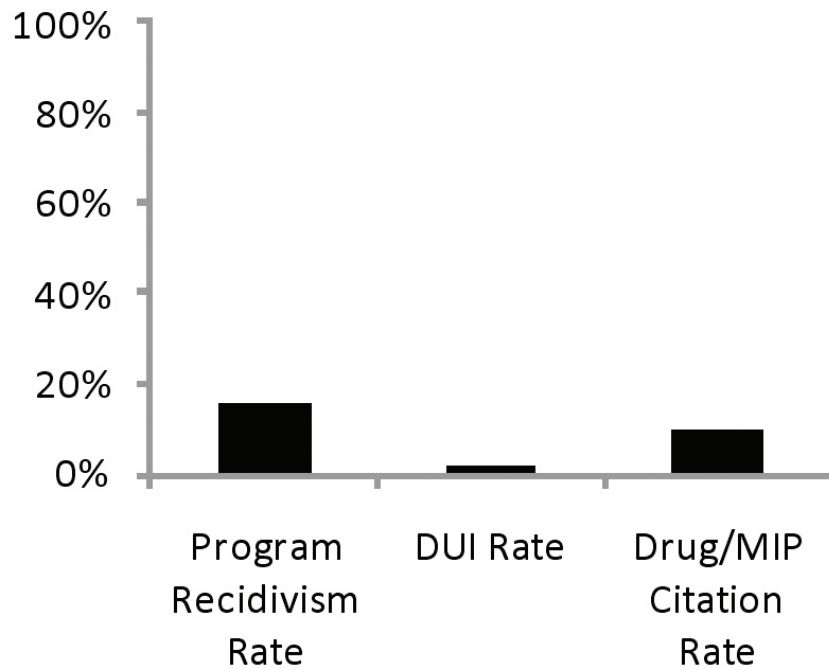
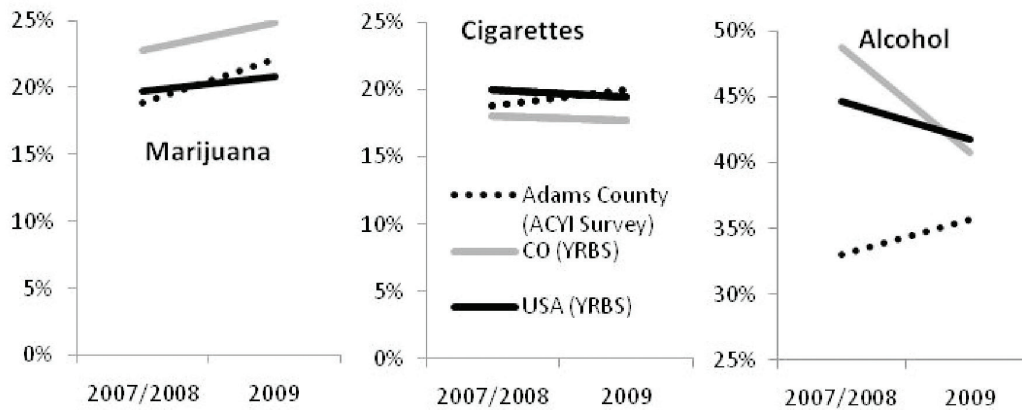


Figure Two: Comparison of Adams County, state of Colorado, and USA Youth Substance Use Rates



safe communities
and bicycle and
pedestrian safety

Traffic Safety Occupant Protection Education

At A Glance

Project Number:	10-09
Task Number:	91-02
Planned Expenditures:	\$30,000.00
Actual Expenditures:	\$13,952.40

GOAL

Increase seatbelt usage rates, reduce alcohol related fatalities, and increase motorcycle awareness through enforcement and education.

STRATEGIES AND INITIATIVES

- Provide mini grants to community coalitions and other agencies to help support traffic safety education efforts and enforcement campaigns
- Support NHTSA and OTS traffic safety campaigns including Click It or Ticket May Mobilization, Impaired Driving National Enforcement Crackdown Labor Day, Rural and Nighttime Click It or Ticket events, and Fall Festival

RESULTS

Mini-grant funding provided the coalitions with support and resources, including training and materials, to better execute and support statewide occupant protection, child passenger safety, motorcycle safety, and impaired driving prevention programs.

The following coalitions/businesses received mini grant funding: Rural Communities Resource Center, CH2M Hill, Colorado Emergency Nurses, HCA- HealthOne Swedish Medical Center, Southwest Colorado Coalition Occupant Protection, Drive Smart Evergreen/Conifer, Kids in Safety Seats, 2nd Mile Riders, Southeast Colorado Safety Coalition, Denver Health Medical Center, The Children's Hospital, and Camie Wewer.

More than a dozen mini-grants provided support for safety and impaired driving programs state-wide.



At A Glance

Pueblo County Motor Vehicle Safety Project

Project Number:	10-09
Task Number:	91-03
Planned Expenditures:	\$13,000.00
Actual Expenditures:	\$13,000.00

GOAL

Reduce motor vehicle injuries and fatalities for teens and young adults in Pueblo County by increasing knowledge about safe driving practices through education to parents, teens, and youth-serving organizations.

STRATEGIES AND INITIATIVES

- Conduct Teaching Your Teen to Drive classes
- Survey participants post-classes
- Conduct a Teen Maze event and present education on distracted driving

RESULTS

Six “Teaching Your Teen to Drive” (TYTTD) classes were offered in Pueblo this past grant year. These classes were taught in partnership with law enforcement, a local Medical Center, and the Pueblo City-County Health Department. Participation in one large event, “Teen Maze”, a community event organized by the Pueblo Alliance for Healthy Teens community collaborative that allows teen to participate in the form of a large “game” that highlights choices made by teens, both good and bad, and potential outcomes of those choices, offered an additional opportunity to reach the target audience of parents and teens ages 15-19.

The 6 TYTTD classes reached 119 participants, adults and teens. Post surveys revealed an increase in knowledge of the Graduated Driver’s License (GDL) laws, risks of teen driving, the importance of a Parent-Teen Driving contract and other areas. Follow-up phone calls to participants, 3-9 months post class, showed that the class materials and information are being utilized by many of the participants, and among the teens of these participants, there have been no motor vehicle crashes.

The Teen Maze saw about 300 teens and almost 50 parents on April 24, 2010. The Safe Teen Driving booth offered the opportunity to try and text and drive, with education then given on distracted driving.

A Teen Maze event offered an opportunity to try to text and drive, and educated teens about distracted driving.

At A Glance

Project Number:	10-09
Task Number:	91-04
Planned Expenditures:	\$30,000.00
Actual Expenditures:	\$19,891.14

GOAL

Increase seat belt usage in Elbert County.

Increase seat belt safety awareness among young drivers.

Increase infant car seat use by providing appropriate infant car seats to families in need.

STRATEGIES AND INITIATIVES

- Expose the community to positive vehicle occupant restraint usage messaging
- Provide education and encouragement for young drivers to use seat belts
- Provide appropriate infant car seats to parents in need
- Provide referrals to certified car seat inspection stations
- Provide vehicle occupant protection education during all health clinics including adult and child immunizations, sport physicals for middle and high school students, and women's health

RESULTS

Involvement in local events allowed an opportunity to take vehicle restraint messaging into the community.

Sponsorship of the Cowboy Up Rodeo during the Elbert County Fair provided an opportunity for written seat belt/infant car seat messaging in the rodeo program, and verbal reminders to "buckle up" were announced during the rodeo performance.

Referrals from multiple community partners allowed more than 100 child car seats to be distributed to local families.

The Children's Festival in April and the 2010 Summer Safety Festival in May provided opportunities to give out appropriate infant car seats in conjunction with certified car seat inspections.

Sponsoring the Cowboy Up Rodeo provided an opportunity to publicize seat belt messages.

Development of partnerships with local/state agencies provided the opportunity to take education regarding safe driving choices into the schools and communities.

The Elbert County Coroner's office spoke in the Elizabeth Middle School regarding seat belt safety. Alive At 25 classes were presented.

Alive At 25 classes were offered to 26 students at the Simla School and Elizabeth High School. Infant car seats were provided to Elizabeth and Simla Fire Departments and the Elbert County Sheriff, and all had access to certified car seat inspectors.

Other county fire departments and law enforcement agencies were informed of the availability of infant car seats for any family in need.

Reducing Injury Through Prevention, Education, Awareness and Traffic Safety (R.I.P.E.A.T.S)

At A Glance

Project Number:	10-09
Task Number:	91-05
Planned Expenditures:	\$33,000.00
Actual Expenditures:	\$33,000.00

GOAL

Increase the use of approved and appropriate child passenger safety seats.

Reduce fatalities and injuries among young drivers.

STRATEGIES AND INITIATIVES

- Provide educational information to teens at health safety fairs , media campaigns, PROM activities, and national teen driver's safety week events
- Provide safety training to law enforcement agencies, child care-related workers, parents, and community members
- Provide education for parents and students about GDL laws and its enforcement
- Support ongoing RIPEATS coalition activities

RESULTS

Educational information was presented at Health and Safety Fairs in schools throughout Washington and Yuma counties. The fairs were attended by the majority of the high school students in both counties and local agencies and service providers were there to provide information on the services they had available. Data collected on surveys from previous fairs indicated a need for information about texting while driving, and future fairs will include this.

Students were able to use the "fatal vision" drunk-driving goggles to drive remote control cars and see the results of impaired driving. Seat belt videos, educational information, and a revised survey are planned.

Extensive media campaigns were conducted featuring educational information focusing on young drivers and child passenger safety.

Training on occupant protection was presented to law enforcement, child care providers, parents, DHS case workers, foster parents, and community members. The program worked with local law enforcement agencies to enforce GDL laws and to treat lack of seat belt use as a primary offense for those under 18 years of age. This had previously been identified in the surveys as an important issue that should be addressed by law enforcement.

Law enforcement agencies learned how to enforce GDL laws and treat lack of seat belt use as a primary offense.

Quarterly car seat check points with fit stations were held in Washington and Yuma counties. The Akron office has maintained a Loan-a-Seat car seat program for over eight years and continued to educate clients who were unaware that seats had expiration dates, had been recalled, that they were using an inappropriate seat for their weight/age, or that the seat was installed incorrectly.

The program was transitioning from a rental car seat program to a Fit Station. Two certified Child Passenger Safety Technicians were on the staff in the Akron office, and the program will have a certified CPS tech in the Yuma center. Car seats were made available for a small donation and proper installation procedures were demonstrated for the parents, along with education about the Colorado occupant protection laws and best practices.

Driver's Education Scholarships were awarded. GDL training was provided for parents of students at the beginning of the Driver's education classes.

National Teen Driver's Safety Week activities and other campaigns for awareness such as *Alive At 25*, *Masterdrive*, and *Don't be a Road Hog* were conducted. The *Buckle Up for Love* program was presented to preschoolers in both counties to educate them on safety regarding car seat and parental use of seat belts, and included a photo of each child properly buckled into a car seat using a car façade.

Continued meetings with the R.I.P.E.A.T.S coalition members were held in both counties.

Please Return on Monday (PROM) activities were held in both counties during homecoming and prom events.

Increasing Seat Belt Compliance in Western Colorado

At A Glance

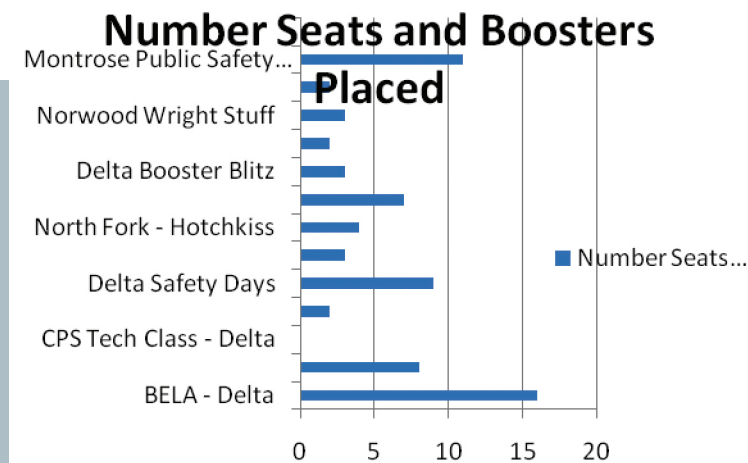
Project Number:	10-09
Task Number:	91-08
Planned Expenditures:	\$135,000.00
Actual Expenditures:	\$81,924.09

GOAL

Decrease the number of hospitalizations and deaths related to traffic crashes within Delta, Gunnison, Hinsdale, Montrose, Ouray and San Miguel counties.

STRATEGIES AND INITIATIVES

- Hire a project coordinator
- Increase media coverage with public service announcements during sporting events
- Provide a Child Passenger Safety technician training and support fit stations
- Participate in a Hispanic festival
- Co-host the first Rural Traffic Safety Task Force
- Deputize grade school students to “ticket” those not wearing seatbelts
- Host classes about Graduated Driver’s Licensing (GDL) for parents



RESULTS

The Western Regional Occupant Safety Coalition (RETAC) has grown substantially. A coordinator was hired, allowing the Coalition to have a presence at several public expos and festivals, including a Hispanic event, several home and garden shows, and county public safety expos. The goal of hosting a Child Passenger Safety event in each county was met.

Some goals were not accomplished. The Coalition attempted to host GDL education sessions for parents, but no one enrolled.

Increasing Seat Belt Compliance in Southwest Colorado

At A Glance

Project Number:	10-09
Task Number:	91-10
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$43,793.64

GOAL

Increase seat belt use in southwestern Colorado, with an emphasis on populations who drive trucks, in order to decrease the number of traumatic injuries, lower insurance costs, decrease mortality, and decrease familial impact.

STRATEGIES AND INITIATIVES

- Research regional data and inventory existing occupant protection programs
- Target localized media and outreach efforts to increase seatbelt usage among truck drivers and occupants
- Support and expand participation in the Southwest Regional Traffic Advisory Committee (SWRETAC)

RESULTS

An inventory of existing occupant protection programs was conducted and a database was developed. An evaluation of the technical support available to each active Occupant Protection Program will be used in planning for Phase II projects.

Death rates in four counties from motor vehicle crashes are on the decline from 2004 to 2008, as summarized by a data table provided by the Colorado Department of Public Health and Environment EMTS section.

County	2004	2005	2006	2007	2008
Archuleta	3	2	2	0	2
Dolores	2	0	0	1	0
La Plata	14 (50%)	11 (73%)	7 (57%)	7 (86%)	6 (83%)
Montezuma	11 (45%)	3 (67%)	8 (60%)	6 (83%)	1 (100%)
San Juan	0	0	1	1	1
Total	30	16	18	15	10

Note: Numbers in parenthesis indicate safety belt non-use.

Colorado State University's seat belt surveys and surveys conducted in counties within the region also seemed to demonstrate that an increase in safety belts was occurring and that efforts are having a positive impact.

Seat belt surveys were also conducted within the region in two of the three counties that were not included in the CSU studies. These surveys showed an improvement in San Juan county from 27% use to 72% use. In Archuleta county seatbelt use rose from 82% use to 90% use during the campaign.

Media and educational efforts to increase public awareness of occupant protection issues were conducted. Strategies to take a different spin on the existing Click It or Ticket campaign were developed. Young male rural pickup drivers were a subset of the global efforts to increase seatbelt use and it was thought that the best approach to reaching this population would be through interviews. With feedback gathered from three focus groups (FFA members, college students, and rural/frontier high school students) a common theme was identified.

A positive but recognizable logo was developed, using the Click It or Ticket logo as a base and adding subtle changes to capture the essence of non-compliance. The results provided a new logo with a new tagline that could be dovetailed into print and radio media during a region-wide August blitz.

150 30-second radio ads were played, and more than 265,000 readers were reached in twelve publications throughout the Four Corners region with these informational ads. A draft of a 3-fold informational flyer specific to the Occupant Protection program of SWRETAC was developed.

Incentives for OP recognition, designed to change behavior in adults inclined to not use safety belts, included t-shirts, soft drink coupons with a safety belt pledge, key chains, bookmarkers, stickers for kids, decals for business stakeholders, fire, EMS, and law enforcement vehicles, and lapel pins. These tools were successful in enhancing the campaign for a total capital outlay of only \$5,000 during Fiscal Year 2010.

The focus on supporting and expanding local coalitions included development of a steering committee to include members of all five counties (Archuleta, Dolores, La Plata, Montezuma and San Juan) and key stakeholders. Work on the project started by developing a budget using a marketing approach for the region and approved by a Steering Task Force.

To further partnerships and introduce a broader approach to key stakeholders, a collaboration took place with State Farm Insurance agents in three of the largest cities within the region to distribute incentives and OP information.

Through effective networking strategies, there was engagement with several public health and safety agencies who became active partners during the incentive distribution, as highlighted below.

AGENCY PARTICIPATION IN 2010 OP INCENTIVE DISTRIBUTION

Montezuma County:

Mancos FD, Cortez FD, Towoc FD, Montezuma County Health Department, Cortez High School, Cortez Police Department

La Plata County:

SWCCOPs coalition, SJBHD (Arrive Alive Coalition), Durango Police Department, Durango Fire and Rescue Authority, Ft. Lewis Mesa FD, Mercy Regional Medical Center, Future Farmers of America/Durango High School

Dolores County:

Dolores County Community Access Television, Dolores County Health Center, Dove Creek Social Services, Dolores County Public Health Department, Dove Creek FD, Dolores County OEM, Dolores County Sheriff's Office

Archuleta County:

Pagosa Springs Police Department, Upper San Juan EMS, Pagosa Fire Protection District, Pagosa Mountain Hospital, Pagosa Springs High School

San Juan County:

Silverton Ambulance Company, San Juan County Public Health Department, Silverton FD, San Juan County Sheriffs Office

Region wide: State Farm Insurance Company, Colorado State Patrol

Participation in Click It or Ticket activities occurred in all counties during enforcement and high visibility periods utilizing county coalitions that were built during this first phase. Support was garnered by enlisting 34 active members active in Archuleta, San Juan, Montezuma and Dolores coalitions. Two existing coalitions working in La Plata County Arrive Alive and SWCCOP were supported.

The culmination of these efforts was hosting the first Occupant Protection regional conference. There were informative presentations from CDOT, NHTSA and regional hospitals. Current injury information and statistics were presented.

**safe communities
and bicycle and
pedestrian safety**

At A Glance

Increasing Seat Belt Compliance in Northeast Colorado

Project Number:	10-09
Task Number:	91-11
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$34,851.45

GOAL

Increase seat belt use rates among seven counties in the Northeast Colorado RETAC.

STRATEGIES AND INITIATIVES

- Develop a traffic safety/injury prevention coalition for the Northeast Colorado RETAC to help streamline efforts and offer more regional programs
- Increase low-income access to child safety seats and education by distributing 300 seats throughout the Northeast Colorado RETAC
- Increase Child Passenger Safety efforts by providing training to 30 car seat technicians, 100 Registered Nurses, and 100 law enforcement officials
- Increase awareness of the importance of using seat belts among the teenage population by educating more than 1,200 teens and their parents through a variety of educational programs

RESULTS

The focus on occupant protection efforts centered on Weld, Yuma, Washington, Morgan, Phillips, and Logan counties. The traffic safety/injury prevention coalition started out small and included Poudre Valley Health System's Injury Prevention program, Northern Colorado Medical Center's Trauma/Injury Prevention program, DRIVE SMART Weld County, the Northeast Colorado Health Department, and the Northeast Child Passenger Safety Coalition, which are all members of the Northeast Colorado RETAC. It is hoped this coalition will grow over the next several years to communicate and work more collaboratively throughout the RETAC.

DRIVE SMART Weld County and partners reached more than 1,500 parents and teens through Teen Driving presentations, other school presentations, Tailgate the Safety Way programs, and Seat Belt Pledge Drives. Weld County also implemented a hospital fit station, inspecting 87 car seats prior to families being discharged from the birthing center. Plans to continue this into the next grant are underway.

“Studies demonstrated an increase in seat belt use rates up 4% over 2008, to 85%.”

In the northeast counties, the main focus was on child passenger safety. More than five used car seat advertisements were placed in local newspapers warning parents of the dangers of purchasing a car seat second hand, which has been a major issue in this part of the state. The Northeast CPS Coalition also worked on educating the OB department at a local hospital and other child care staff members, including 30 bus drivers, about CPS efforts in their area. More than 550 people were contacted with life-saving CPS information at health fairs and car seat check up events. More than 50 car seats were inspected through fit stations and car seat check-up events. The coalition also provided the “Buckle Up for Love” program to 323 children in the preschool setting, discussing the importance of booster seats. 15 medical practices throughout northeast Colorado were given CPS educational materials to distribute to their patients. In the teen driving area, Yuma County educated more than 125 participants at a high school health fair about the importance of safe driving and seat belts.

A total of 110 car seats were distributed throughout the Northeast RETAC through the CDOT grant. An additional 425 seats were distributed throughout the RETAC through other funding sources. The demand for car seats was not as high as initially anticipated.

No technicians were able to take advantage of the certification/recertification fees, so funding was moved to support additional parent/teen driver presentations.



safe communities
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The large geographic area of the RETAC posed a challenge in trying to work with so many smaller communities and organizations.

Rural counties required flexibility in scheduling to enroll the minimum numbers of participants for classes. It was difficult to schedule trainings with a large enough group to utilize resources wisely. Due to small numbers of participants, a CPS class could not be arranged in a way that met attendees schedules.

Jackson County had planned to conduct several projects, but key staff persons to take the lead were not able to be identified. No work was completed in this county.

Pre- and post-tests were given pertaining to the graduated driver's license laws and an increase of 2.3 points (out of 5 points) in knowledge of the law was gained. Understanding of the risks of teen driving increased 1.91 points. Parents reported a 1.42 point increase in knowing how to set limits with their teens, and a 1.4 point increase in feeling more confident about teaching their teens to drive.

Studies demonstrated an increase in seat belt use rates in Weld County, up 4% over 2008 data, to 85%.

Increasing Seat Belt Compliance in Southeast Colorado

At A Glance

Project Number:	10-09
Task Number:	91-12
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$48,877.38

GOAL

Reduce the number of traffic fatalities and serious injury crashes in six counties in southern Colorado.

Increase observed seat belt use.

STRATEGIES AND INITIATIVES

- Form a coalition of local organizations whose members participate in meeting CDOT goals and hire a coordinator
- Increase the number of Child Passenger Safety Technicians
- Provide activities, education, and awareness in order to reduce the number of traffic fatalities and serious injury crashes and to increase the observed seat belt use rate in the six southeast counties

RESULTS

SECRETAC, Inc. created a Safe Communities Coalition with representation from six counties and which met three times. It hired a Coordinator who provided an orientation and began development of program goals and objectives. The Coordinator reported monthly to SECRETAC and its committees. The coalition still needs improvement with the number and geographical representation of the membership.

The Coordinator investigated injury data and surveillance information to provide the Coalition and the Council with the latest injury prevention data, analysis, and strategy interventions.

The Coalition participated in the Rural Click It or Ticket and May Mobilization, and two members attended a Rural Traffic Safety summit. Both have provided feedback on their experience to the SECRETAC Council and the HR/IP Committee.

A Child Passenger Safety Technician Course was held in Lamar which resulted in increasing the number of Child Passenger Safety Technicians to seven.

A grant proposal was submitted to the EMTS Office requesting a second Child Passenger Safety Technician Course to be offered in the future in La Junta. Matching funds were secured. The goal was to increase the number and geographical location of CPSTs in the region.

The Safe Communities Coordinator and its members participated in numerous county and city festivals and fairs promoting seatbelts, car seats, and the Alive@25 program in the six counties.

Increasing Seat Belt Compliance in Southern Colorado

At A Glance

Project Number:	10-09
Task Number:	91-13
Planned Expenditures:	\$75,000.00
Actual Expenditures:	\$73,234.51

GOAL

Increase the seat belt use rate in Las Animas, Pueblo, Huerfano, Custer, and Fremont counties.

Collaborate through the Southern Colorado RETAC to develop a change in attitudes about seat belt use which results in higher buckle up rates.

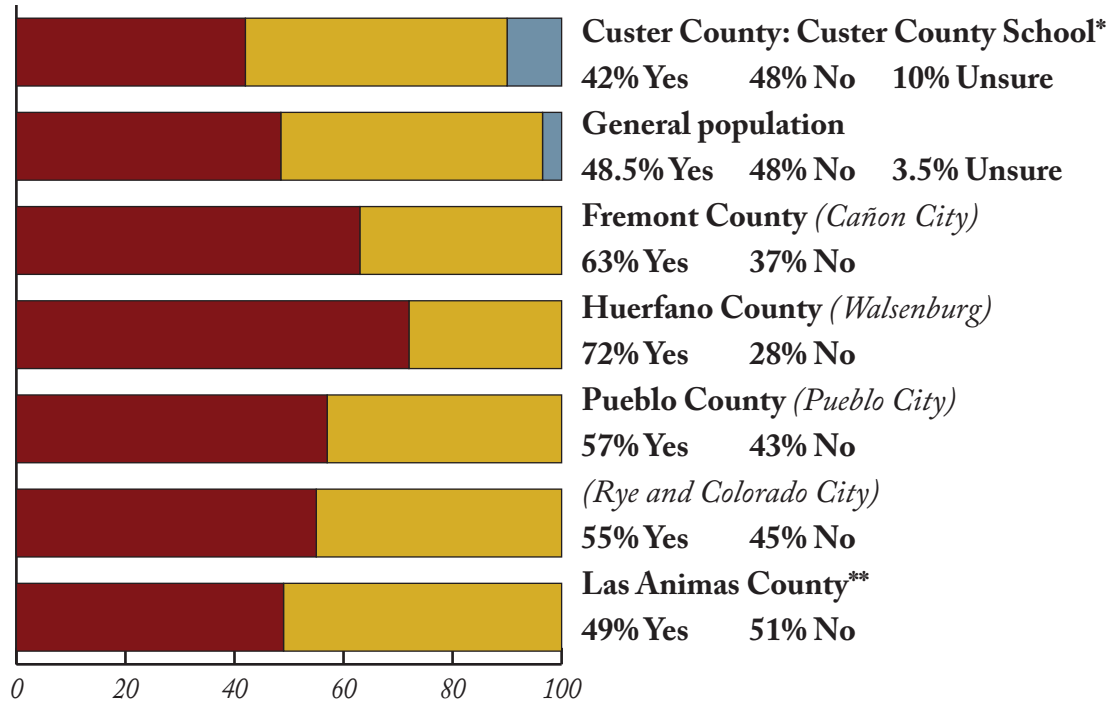
Identify existing occupant protection strategies within the region, enhancing them if necessary, and implement new strategies in places where the need for such is evident.

STRATEGIES AND INITIATIVES

- Establish a baseline seat belt use rate
- Develop a regional coalition focusing on traffic safety and occupant protection
- Develop a strategic plan for occupant protection and traffic safety education
- Create a continuous community awareness campaign

RESULTS

Seat Belt Observations (drivers) were taken in the month of September by volunteers for the county coalitions.



* = (parent and students combined)

** = (Sherriff conducted throughout the county)

The seat belt use rates compiled earlier by Colorado State University showed : Fremont County at 67.8%, Huerfano County at 66.7%, Las Animas at 67.5%, and Pueblo County at 76.5%. The research done by Colorado State University had no data on Custer County. In November 2009, DRIVE SMART volunteers held seat belt observations in Custer County and found a 46% seat belt use rate.

Coalitions were formed in the following five counties: Custer, Fremont, Huerfano, Las Animas, and Pueblo. Coalition members included: EMS, Sheriff/Sheriff's Office, Public Health, Emergency Management, Search and Rescue, Early Head Start, Police Departments, Colorado State Patrol, Fire Department, High Schools, Hospitals, County Family Center, local newspaper, Chamber of Commerce, Crossroads, and community volunteers.

It was decided in January to call each of these newly formed coalitions “DRIVE SMART” coalitions: DRIVE SMART Pueblo County (DRIVE SMART Pueblo already existed), DRIVE SMART Fremont County, DRIVE SMART Huerfano County, DRIVE SMART Custer County and DRIVE SMART Las Animas County. It was also decided in January to use the theme “Clicks” for the safety belt campaign: Las Animas County Clicks, Huerfano County Clicks, Custer County Clicks, Fremont County Clicks, and Pueblo County Clicks. This “county clicks” theme has been consistently used in all media/promotional items. Custom logos were developed for each county using the “county clicks” this theme. All Coalition members were given a meeting schedule for the next twelve months to help with planning and meeting attendance.

Strategic Plans were developed in January for Pueblo, Fremont, Huerfano, Custer, and Las Animas counties. The strategic plan was presented to each of the newly formed coalitions, and then modified to meet the plans and goals for each county. Key components of the strategic plan were to develop a county and regional coalition to focus on increasing occupant protection, and to create a community awareness campaign that focused on all age groups (child passenger safety, teens, and greater/adult community).

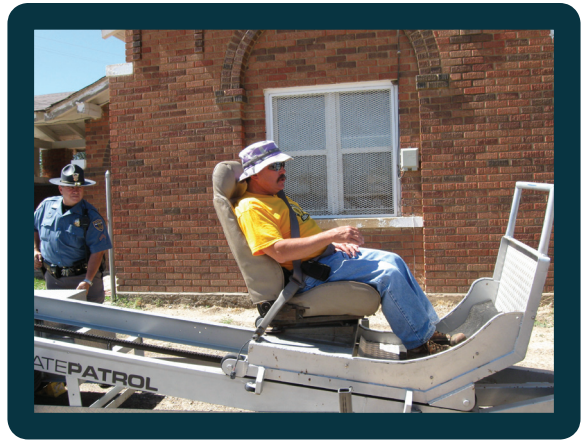
The AARP Driver Safety Program met with success in the SCRETAC. The first class took place in Westcliffe (Custer County) on June 22 and 23 in the community room of the local bowling alley. Thirty-one people attended the class, which was larger than anticipated. La Veta (Huerfano County) held the second class on June 25 from 8 a.m. – 5 p.m. and nine people attended, which was a good size considering the small population of La Veta.. Ads were placed in local newspapers, the Wet Mountain Tribune and the Signature News/Huerfano Journal.

Due to the challenges of convincing the high schools that they needed a seat belt education program, it was determined the best way to approach this group was to start small and to join efforts with existing events such as prom and homecoming. A presentation was completed in La Veta during prom time and used the crash test dummies, “Vince and Larry,” who gave away key tags and brochures. La Veta also conducted a mock crash featuring a lack of seat belt use scenario with teens as actors.



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John Mall High School in Walsenburg (Huerfano County) has a very interested and active group of students who helped put on a comprehensive safety day in the spring using the seat belt convincer, the fatal vision “drunk” goggles, and a golf cart driving course, as well as having the Vince and Larry characters giving away items. In the spring, Custer County featured seat belts at one of the booths at their school Health and Safety Fair. Fremont County was very active in the spring prior to prom with a High School Health Fair and the seat belt convincer, and DRIVE SMART handed out key tags and brochures. Las Animas County (LAC) was the busiest during the spring with presentations at 5 LAC high schools. Vince and Larry passed out key tags to students and the Sheriff’s Office and Ambulance District gave a safety presentation that featured a video and covered topics from drunk driving to seat belt use. This county also was active during the fall homecoming season. Coalition members, from the Ambulance District and a Sheriff’s Office Sergeant, were given permission to dress as Vince and Larry and attend homecoming activities in September and October. They distributed promotional items to Homecoming participants.



Child Passenger Safety Parent Attitude Surveys were distributed to many parents via child care centers and immunization clinics. Ten were returned from Huerfano County, 18 were returned from Custer County, 21 were returned from Las Animas County, and Fremont County returned the most at 166. The self reporting use of seat belts was much higher than the actual observed seat belt use.

The level of self-reporting use of seat belts on a parent survey was much higher than the actual observed seatbelt use.

Custer County

July 4: Custer County Car Show. The Sheriff (a convert to this project) set up a seat belt display at his booth and walked through the large crowd handing out key tags and color brochures with a buckle up message.

July 24: Motorcycle safety day and occupant protection education booth. The Sheriff and CSP along with DRIVE SMART Colorado distributed seat belt information and promotional handouts.

September 25: Car seat check up event during National CPS week. The coalition checked car seats and gave two seats to very needy families, including one to a 14 year old with cerebral palsy who weighed only 38 lbs and was not fitting in the booster seat.

Fremont County

April: The Seat Belt Convincer was a highlight of the Safety Town for all elementary schools, hosted by Headstart.. A safety presentation was made to Kiwanis club.

Huerfano County

Ten safety seats were distributed to Huerfano County where they have a large need for free or greatly price-reduced seats. The new CPS tech in Huerfano County, located at the health department, was kept very busy giving child safety seat information to clients.

LaVeta high school staged a pre-prom presentation using the Seat Belt Convincer, Vince and Larry, a mock crash scenario in partnership with LaVeta Fire Department, and gave seat belt education to the elementary school.

Las Animas County

August 7: A car seat check was held at the Trinidad Ambulance District. They checked eight car seats, and the event was staffed by public health, ambulance, sheriff, and CSP personnel.

A free Safety Seat Agreement Form was created for use throughout their region so that everyone is working the program uniformly.

September 5 and 6: The Trinidad Round-Up local rodeo and family festival there was a car seat check up event. The CSP was there with the Seat Belt Convincer.

Homecoming Activities: two coalition members, one from the Ambulance District and an officer from the Sheriff's Office, were given permission to dress as Vince and Larry and attend homecoming activities in September and October. They distributed koozies and key tags with a buckle up message.

September 8: The Trinidad Times Independent newspaper took a picture of the local DRIVE SMART Las Animas County Coalition and wrote a short article about the activities of the Coalition.

This Coalition has formalized their committee and they have selected a chair person and a secretary.

Pueblo County

September 25: A child passenger safety check up event was conducted at the Pueblo Greyhound Park in conjunction with National Child Passenger Safety Week.

Successes

One of the major successes in Custer County was gaining the support of the Sheriff. The Sheriff put together a seat belt display for the Custer County Car Show and walked the crowd handing out buckle up key tags and color brochures.

Relationship and coalition building has been very positive. The local coalitions are starting to grasp the importance of “traffic safety” and the importance of seat belt and safety seat education. The counties liked and appreciated the fact that the counties were individualized by creating unique identities with the “County Clicks” logo, incentives, posters, etc. Inroads have been made in many high schools within each county; the discussions with law enforcement regarding traffic safety and seat belt use in rural Colorado have started. The counties have stated that without this program they would not be able to work on seat belt use or other traffic safety messaging because of their severe budget restrictions and manpower cutbacks.

Custer County borrowed an idea from Las Animas County and created a Free Safety Seat Agreement Form to use throughout their region so that everyone is working the program uniformly.

Issues

In reviewing the Child Passenger Safety Parent Attitude Survey, the self reporting use of seat belts is much higher than the actual observed seat belt use. Many comments made stating that using seat belts is not a habit, and that crashes don’t occur in their small communities. In Fremont County, for example, 120 respondents answered that they would NOT attend a class on proper installations of safety seats, while only 39 responded that they would attend. This activity proved challenging. In retrospect, this first survey was long and cumbersome, and it was difficult to administer, manage and tabulate. In the future, the survey will be streamlined with a more direct approach to distribution including a pre/post test.

Increasing Seat Belt Compliance in Eastern Colorado

At A Glance

Project Number:	10-09
Task Number:	91-14
Planned Expenditures:	\$75,000.00
Actual Expenditures:	\$72,197.18

GOAL

Make a measureable increase the seat belt use rate in Cheyenne, Lincoln, and Kit Carson counties by identifying existing occupant protection strategies within the region, enhancing them if necessary, and implementing new strategies in places where the need for such is evident.

Use community education and collaboration to effect a change in attitude about seat belt use which results in higher buckle up rates.

STRATEGIES AND INITIATIVES

- Establish a baseline seat belt use rate through observations
- Develop a regional coalition focusing on traffic safety and occupant protection
- Develop a strategic plan for occupant protection and traffic safety education
- Create a continuous community awareness campaign

RESULTS

Seat Belt Observations (drivers) were taken in the month of September by volunteers for the county coalitions.

September 2009 Observations

Location	Using seat belt	Not using seat belt
Lincoln County (Hugo & Limon) General Population	50%	50%
Cheyenne County - Cheyenne Wells High School	27%	73%
Cheyenne County - Kit Carson High School	43%	57%
Kit Carson County - General Population	36%	64%

The data above appeared to be a more accurate reflection of the seat belt use rate in these rural areas than the data compiled originally by Colorado State University, which showed Kit Carson at 56%, 56%, 42.6% and Lincoln at 65.8% 65.8% and 74.7%. Cheyenne County had no current seat belt use data when this project was started.

The self-reporting level of seat belt use was much higher than the actual observed seat belt use.

Coalitions were formed in Kit Carson, Lincoln, and Cheyenne counties. Coalition members include EMS, hospitals, law enforcement (police departments, sheriff's offices and Colorado State Patrol), fire department, public health, insurance agents, school districts, and local and county government staff. It was decided in January to call each of these newly formed coalitions "DRIVE SMART" coalitions: DRIVE SMART Kit Carson County, DRIVE SMART Lincoln County and DRIVE SMART Cheyenne County. It was also decided in January to use the theme "Clicks" for the safety belt campaign: Lincoln County Clicks, Cheyenne County Clicks and Kit Carson County Clicks. This "county clicks" theme has been consistently used in all media/promotional items. Custom logos were developed for each county using the "county clicks" theme.

Strategic Plans were developed in January for each county: Lincoln, Kit Carson and Cheyenne. The strategic plan was presented to each of the newly formed coalitions, and has been followed to a great extent to increase overall traffic safety knowledge in each county with the emphasis on occupant protection for all ages (child passenger safety, teens and greater/adult community).

The AARP Class was attended by 23 people in Cheyenne County. A later class in Lincoln County was scheduled for November 6, 2010. Flyers were created to advertise the class and were distributed throughout communities, and ads were placed in local, rural newspapers.

Due to the challenge of convincing the high schools that they could benefit from a seat belt education program, it was determined the best way to approach this group was to start small and join in with existing events such as prom and homecoming. Presentations were given in Cheyenne Wells just prior to the Christmas break and again at prom time. These presentations were well received and several students expressed interest in putting on a week-long activity around safe driving in 2010 – 2011.

In Lincoln County, the Future Farmers of America chapter (FFA) put on a mock crash during their Farm Safety Days in September.

Strategic plans
and activities
for increasing
occupant
protection for all
age groups were
developed for all
3 counties.

During the Spring of 2010, the Limon High School FFA created a traffic safety/seat belt activity at their career day and used the “Vince and Larry” crash test dummies and the “fatal vision” drunk driving simulator goggles to get their message across.

10 participants signed up for the Child Passenger Safety Certification Class held July 14 – 17.

8 actually attended and were certified. On August 5, a Child Passenger Safety check up event was held at the health department in conjunction with the WIC program. 15 seats were checked and three seats were given away.

Newspaper advertisements were purchased in each of the counties’ newspapers in August and September with the following ads: individual “County Clicks” logos and slogans of “Pick Ups Rock - They Also Roll - Buckle Up,” and “Someone Loves You Buckle Up.” AARP Class advertisements were purchased.

Child Passenger Safety Parent Attitude Surveys were distributed to many parents via child care centers or immunization clinics. 66 were returned from Kit Carson County. 17 were returned from Cheyenne County.

There was considerable activity within the Plains to Peaks RETAC Region and occupant protection education was featured at all of the events. Below is a sample of some of the activities that happened within the three counties.

Lincoln County

Coalition members attended the Lincoln County Fair and parade, and the Hub City Car Classic. There were occupant protection booths, and educational/promotional materials were distributed. The Vince and Larry crash test dummies were displayed. Farm Safety 4 Just Kids featured CSP Roll Over Simulator and DRIVE SMART Colorado presenting seat belt safety program to 75 LC elementary aged children. The FFA put on a mock crash scenario.

Kit Carson County

A Child Passenger Safety Certification Class was held; eight attended and were certified.

At the Kit Carson County Fair, the ambulance gave out buckle up tags during the parade and there was an occupant protection booth featuring the Sheriff’s officers operating the seat belt convincer. Educational/ promotional materials and updated information on CPS and booster seat law were given out, and the booth was staffed by DRIVE SMART Kit Carson County representatives, DS Colorado and CSP.

Cheyenne County

There were Drive Smart booths staffed by Drive Smart and CSP at the Tumbleweed Days countywide festival, Cheyenne County Fair, WIC program event, and Carson Days featuring the Rollover Simulator, and educational promotional materials were given out.

A surprisingly large AARP Class was attended by 23 people. Advertisements had been through newspaper ads, flyers, and the senior center.

A Child Passenger Safety check up event was held at the health dept. in conjunction with the WIC program. 15 seats were checked, and 3 seats were given away.

Successes

Relationship and coalition building have been very positive. The counties liked and appreciated the fact that the counties were individualized by creating unique identities with the “County Clicks” logo, incentives, posters, etc. Inroads have been made into many high schools within each county, law enforcement has started the discussion of traffic safety and seat belt use in rural Colorado. The counties have stated that without this program they would not be able to work on seat belt use or other traffic safety messaging because of their severe budget restrictions and manpower cutbacks.



Issues

Looking at results of the Child Passenger Safety Parent Attitude Surveys, it is clear that the self reporting rate for use of seat belts is much higher than the actual observed rate of seat belt use. Many people's comments stated that using seat belts is not a habit, and that they believe crashes don't occur in their small communities. 50% of respondents stated they would not attend a class on proper installations of safety seats. This activity proved challenging. In retrospect, this first survey was long and cumbersome with too many opportunities for the parents to answer as they thought we wanted to hear, rather than what was their true situation. The survey was also difficult to administer, manage pre/post test, and tabulate. In the future the survey will be streamlined with a more direct approach to distribution.

At A Glance

Project Number:	10-10
Task Number:	95-01
Planned Expenditures:	\$40,000.00
Actual Expenditures:	\$39,921.58

Buckle Up For Love and Pedestrian Safety Program

GOAL

Increase booster seat use, increase safe pedestrian behavior and increase the knowledge about these safety issues among Pre-K-1st grade students at selected elementary schools in the Denver metro area (Denver, Douglas, and Arapahoe counties) through a combination of student and parent education and limited distribution of child safety/booster seats.

Increase students' knowledge of child passenger and pedestrian safety through interactive classroom activities/presentations. By the end of the Buckle Up For Love program, 85% the students will know that they need to sit in a car/booster seat in the back seat, and to buckle their seat belts. By the end of the pedestrian presentation, 85% of the students will know they need to stop, look both ways, and hold an adult's hand before crossing the street. They will know to NEVER cross mid-block or between cars.

Provide a newsletter educating parents on the Colorado's Child Passenger Safety Law and on use of car/booster seats..

Increase booster seat use at two elementary schools as shown by pre and post observations.

STRATEGIES AND INITIATIVES

- Conduct classroom presentations about child passenger safety to children in grades Pre-K-1st (estimated 47-50 children per grade for a total of 150-200 students per school) in the Denver metro area and reach approximately 2,500 children and their families
- Conduct classroom presentations about pedestrian safety to children in grades Pre-K-1st (estimated 47-50 children per grade for a total of 150-200 per school) in the Denver metro area and reach approximately 1,250 children and their families
- Create parent education newsletter (English/Spanish) that details the potential injuries and possible death for children traveling unrestrained or improperly buckled up, as well as Colorado's Child Passenger Safety Law, and details the steps to cross the street safely: stop, look for cars, cross at the corner not mid-block

- Make available up to 100 booster seats to be distributed to families in need that will be identified by teachers in at least two high-need elementary schools, with need to be determined by those children participating in the free lunch program
- Conduct two parent/student safety presentations at selected high-need schools
- Provide child passenger safety interactive programs at health fairs and events for parents with children that reach at least 500 families, including such events as the Skyridge Safety and Wellness Expo for kids, El Dia De los Niños- Day of the Children, 9 Health Fairs in schools, and Niños Seguros events.

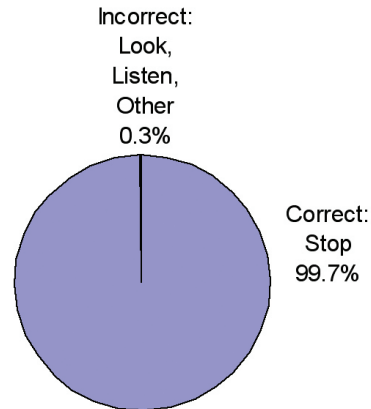
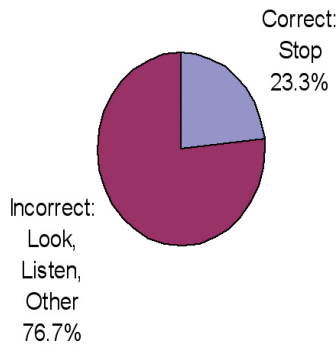
RESULTS

Total Students = 3487

Pedestrian Safety

PRE: What is the first thing you need to do before you cross the street?

POST: What is the first thing you need to do before you cross the street?

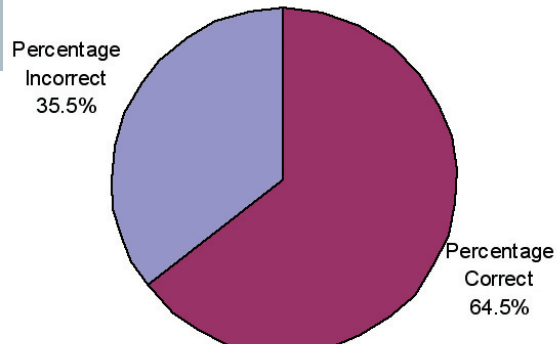
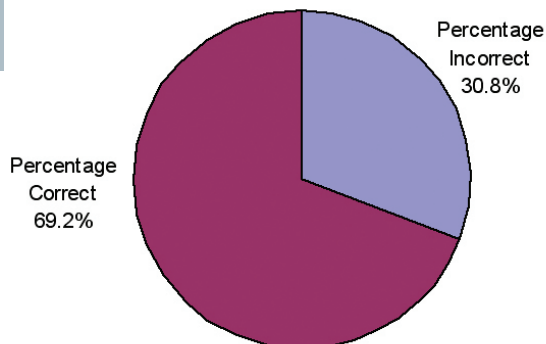


Total Students = 2674

Child Passenger Safety

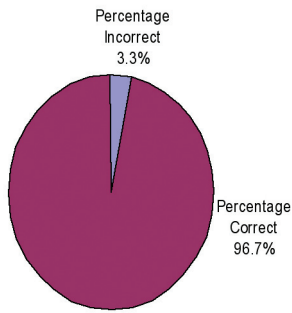
Pre-Test: Where do you need to ride in a car -- front or back seat?

Pre-Test: What do you need to ride in when in a car?

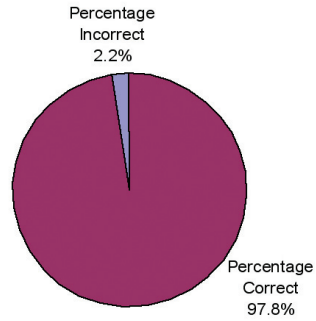


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Post Test: Where do you need to ride in a car - front or back seat?

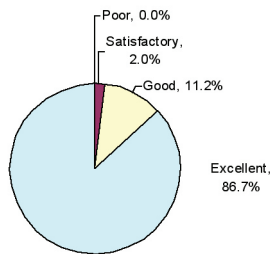


Post-Test: What do need to ride in when in a car?

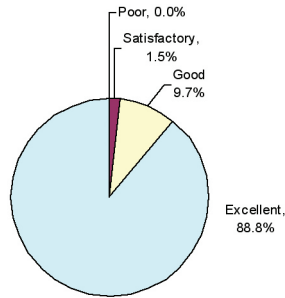


Teacher Survey = 196 responded

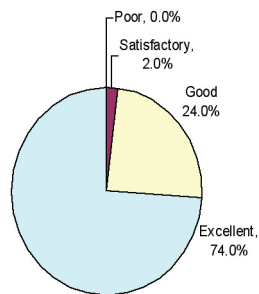
How would you rate the overall quality of the program?



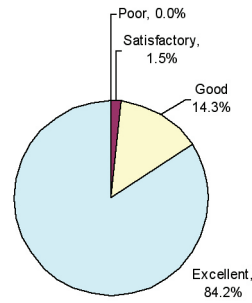
How would you rate the presentation by DOF?



How would you rate the classroom activities?



Have we adequately addressed car seat/pedestrian safety concerns?



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pedestrian safety**

Using Your Mind to Protect Your Body

At A Glance

Project Number:	10-10
Task Number:	95-02
Planned Expenditures:	\$15,000.00
Actual Expenditures:	\$14,966.95

ThinkFirst is a national injury prevention program. The ThinkFirst Vail Valley Medical Center program educates young people about their personal vulnerability and the importance of making safe choices. The message is: You can have a fun-filled, exciting life, without hurting yourself if you “ThinkFirst.” Buckle up. Drive safe and sober. Avoid violent situations. Lower your risk of falling. Wear a helmet.

GOAL

Educate young people and their parents about how to stay safe, and reduce deaths, serious injuries, and economic loss resulting from traffic and bike crashes.

STRATEGIES AND INITIATIVES

- Provide outreach and education to youth and parents on how to protect their bodies in order to reduce deaths, serious injuries and economic losses that result from traffic and bike crashes
- Conduct a ThinkFirst program in schools and at health fairs
- Partner with the Eagle County EMS Prevention Committee in educational efforts

ThinkFirst reaches students from 2nd grade through high school and their parents with messages about safety and self-protection.



RESULTS

The foundation for the educational efforts of the ThinkFirst program consist of the following activities:

ThinkFirst for Teens for Middle Schools and High Schools, ThinkFirst for Kids for 2nd graders, and informational booths at community health and safety fairs.

Partnerships and collaboration with the Eagle County EMS Prevention Committee to further educational efforts in addition to the ThinkFirst program that consist of teen driving projects, Camp 911, and a Monthly Child Safety Seat Fit Station.

During the 2010 grant period, ThinkFirst provided programming and education regarding seat belts, child passenger safety, and helmet use to more than 7,900 youth and more than 2,000 adults. More than 700 bicycle helmets were distributed to children who were in need of a properly fitting bicycle helmet.

Crossing Guard Guidelines

At A Glance

Project Number:	10-10
Task Number:	95-03
Planned Expenditures:	\$4,900.00
Actual Expenditures:	\$4,900.00

GOAL

Develop statewide adult crossing guard guidelines based on Colorado law and the national best practices for crossing guard training.

STRATEGIES AND INITIATIVES

- Review the related Colorado Revised Statutes and crossing guard training materials from around the country
- Develop a draft document and distribute it to a review panel
- Incorporate the recommendations of the reviewers into a final document

RESULTS

The final report, entitled Colorado Adult Crossing Guard Guidelines, was created. It will be used in training crossing guards and includes information on:

the elements of a crossing guard program including identification of locations where crossing guards should be located and required equipment;

elements of crossing guard training including classroom instruction, practical training, and observational evaluations;

techniques used to cross children at school crossings;

specific procedures for locations with particular geometric and traffic patterns;

a list of additional resource documents.

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CONE ZONE

Cone Zone Overview

To increase awareness and improve work zone safety, every summer beginning in June and continuing through September, the Colorado Department of Transportation (CDOT) partners with the Colorado State Patrol (CSP) and other law enforcement agencies to conduct the “Slow for the Cone Zone” campaign, which entails overtime enforcement on highly-visible construction projects across Colorado.

CDOT also embarks on numerous construction projects across the state as well as numerous maintenance activities that are conducted every day to keep highways safe.

With every construction zone comes equipment, workers, and even daily changes in the roadways and the alignment of travel. As a result, it is critical that users of Colorado highways do their part to make the cone zones safe for themselves as well as construction and maintenance workers. Lower speed limits, workers, and law enforcement are all used to help keep work zones safe.

These projects were created to improve traffic safety on Colorado roadways by decreasing fatal and injury crash rates in Construction and Maintenance Cone Zone projects through high visibility and aggressive enforcement.

PROGRAM ADMINISTRATION

Projects in the Cone Zone program are administered by Program Manager Glenn Davis with assistance from OTS member Robin Rocke. There is one project in this program with a planned budget of \$223,900 for the next three years.

Maintenance Cone Zone

At A Glance

Project Number:	17852.10.01
Contract Number:	10 HTS 14066
Planned Expenditures:	\$270,099.00
Actual Expenditures:	\$46,198.48

GOAL

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

STRATEGIES AND INITIATIVES

- Identify maintenance projects needing overtime enforcement in cooperation with CDOT project engineers and maintenance supervisors
- Provide enforcement in designated maintenance work zones across Colorado in order to ensure the safety of the maintenance crews
- Provide 2,500 hours of overtime in maintenance zones, providing aggressive enforcement, as appropriate, with zero-tolerance for speeding, impaired driving, and other identified primary crash causal factors or violations

RESULTS

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

Troopers were asked to stay with the workers, not stopping vehicles unless a dangerous driver needed to be stopped. Enforcement was provided in order to ensure the safety of the maintenance crews by protecting the workers from dangerous driving.

Over the past four years, CDOT Maintenance Supervisors and CSP Captains have forged partnerships in at least 11 offices in order to identify areas needing coverage and provide effective Uniformed Traffic Control (UTC) which protects CDOT maintenance crews while they work. During this grant period, CSP field management teams were notified by CDOT project engineers when overtime enforcement was needed on any maintenance projects. UTC was provided whenever possible in response to those requests.

11 Colorado State
Patrol offices provide
Uniformed Traffic
Control to keep
cone zones safe for
maintenance workers
and drivers.

CSP officers from 10 CSP Field Troops provided 1,262.75 hours of overtime enforcement in maintenance zones between May 15, 2010 and September 30, 2010. This represented the amount that was requested in most cases, and was over 50% of the contracted amount. The unfulfilled hours and unexpended funds were a result of the contract being in place for only 4.5 months. The contract has been extended through February 28, 2013.

Overtime provided and results:

Quarter	Total Hours	Contacts	DUI	HVPT	Seatbelts
Q2 2010	43.5	0	0	0	0
Q3 2010	1219.25	259	0	104	3
Year Total	1262.75	259	0	104	3