



STATE OF COLORADO

Highway Safety Program 2005 Annual Report

Final Report

Highway Safety Program Annual Report FY 2005

Prepared for:

Mr. Henry Sandoval
Mr. Matthew Clayton
Colorado Department of Transportation
Safety and Traffic Engineering Branch
4201 East Arkansas Avenue
Empire Park, Suite 770
Denver, Colorado 80222

Prepared by:

Dr. Jeffrey Zax, Professor of Economics
University of Colorado at Boulder
Department of Economics - 256 UCB
Boulder, Colorado 80309-0256

Ms. Jennifer Garner
Garner Insight
1410 St. Paul Street
Denver, Colorado 80206

Ms. Glissen Rhode
Glissen, LLC
123 East 3rd Avenue, #4
Denver, Colorado 80203

Final Report

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Colorado Department of Transportation

Annual Report FY 2005

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Introduction

The mission of the Colorado Department of Transportation's (CDOT's) 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, 2005-2007). In support of this mission, the Branch works closely with Colorado communities, law enforcement and traffic safety experts to design and implement projects to proactively address the state's emerging and persistent traffic safety challenges. This report details each of these activities and, where possible, assesses their contribution to improving traffic safety in Colorado.

This report describes the Safety and Traffic Engineering Branch's 17 performance measures, provides an overview of each Program Area and describes in-detail each project that was implemented in FY 2005.

The safety programs are within the Safety and Traffic Engineering Branch, headed by Gabriela Vidal, P.E.III, Branch Manager.

Accomplishments

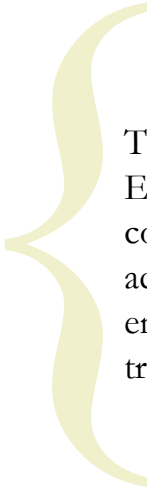
In FY 2005, the Safety and Traffic Engineering Branch continued to make marked progress toward its goals, as indicated by its performance measures.

Statewide seat belt use in 2005 was 79.2%. CDOT grantees wrote more than 10,000 seat belt citations during the May Mobilization. Urban African-American male seat belt use rose to 62%, a new high.

During high-visibility impaired driving enforcement waves alcohol-related crashes fell by 12% compared to the same period in 2004. CDOT led a multi-agency Impaired Driving Assessment to improve its impaired driving prevention efforts.

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

New, innovative projects addressing high-risk populations were developed, including urban and rural Latino communities and teens.



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

Continued ►

Funding

State and Federal funds, combined with agency match, comprise the Safety Education and Enforcement budget. For 2005, State Programs such as LEAF, MOST and the Cone Zone received \$2.2 million in state funds. The Branch's Federal funds allocated to support safety programs in 2005 totalled \$5.8 million and funded 63 projects. In addition, there was program administration and support of approximately \$670,000.

Acknowledgments

The FY 2005 Annual Report project team gratefully acknowledges the significant contributions of the Safety and Traffic Engineering Branch staff, the Public Relations Office (PRO) staff, other state and local agencies, groups and Sub-Grantees. The leadership of Henry Sandoval and Project Manager, Matthew Clayton, was essential to the FY 2005 Annual Report process and content.

Program Administration

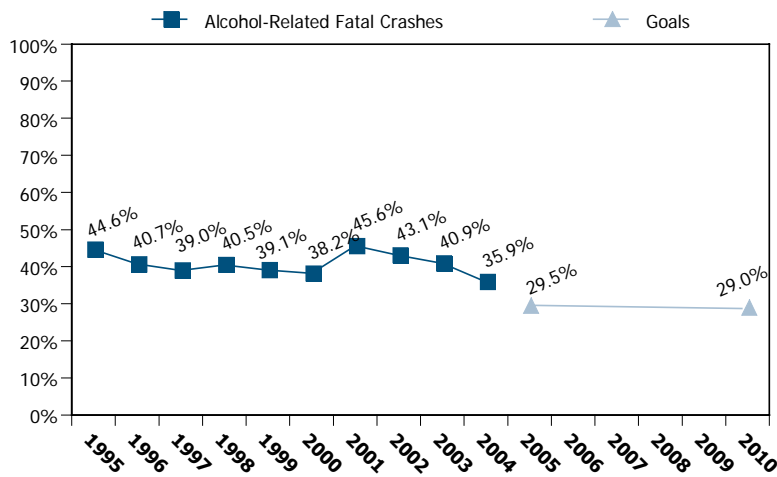
The Safety Program's Safety Education and Enforcement unit is headed by Christine Rees, and she works cooperatively with other units within Safety Programs including Traffic Records, Roadway Safety and Media.

Performance Goals & Trends

CDOT's Integrated Safety Plan details the agency's goals and objectives for its traffic safety program. CDOT has set specific goals for reducing the number of fatal and injury crashes and the overall crash rate through fiscal year 2005. To accomplish this, CDOT has developed 17 performance measures to track progress toward these long-term goals.

Where possible, the following goals, along with supporting graphs, demonstrate Colorado's progress toward these goals. The most current available data is presented.

Goal 1. Reduce alcohol-related fatal crashes as a percentage of all fatal crashes to 29.0% by 2010. In 2004, Colorado adopted the 0.08 BAC standard. If the 0.08 BAC standard had not been enacted, the goal for this measure would have been 31.5%.

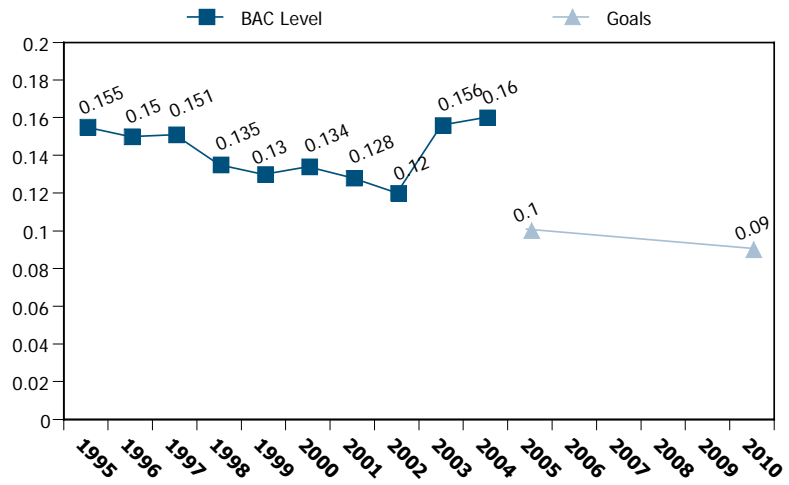


Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

The rate of alcohol-related fatal crashes had trended down since 2001. However, additional progress must be made for CDOT to reach its 2010 goal.

Average BAC at the time of arrest began trending up in 2003.

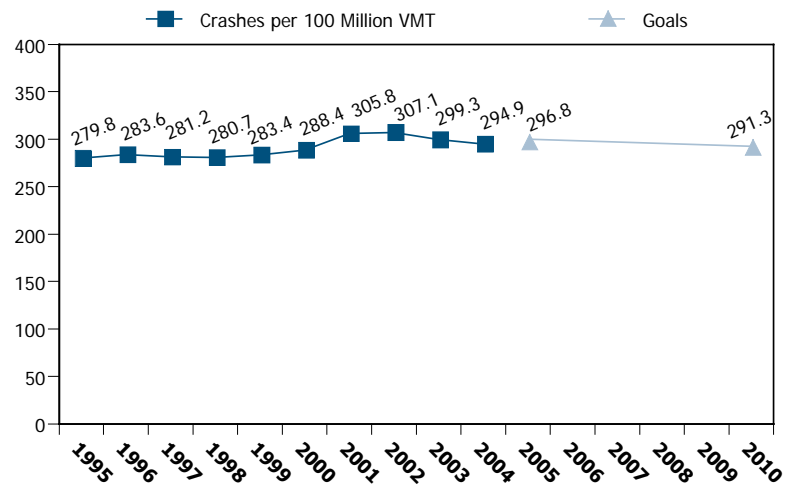
Goal 2. Reduce the average BAC at time of arrest to .090 by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

If the downward trend in crashes per 100 million VMT continues, CDOT is likely to meet its 2005 and 2010 goals.

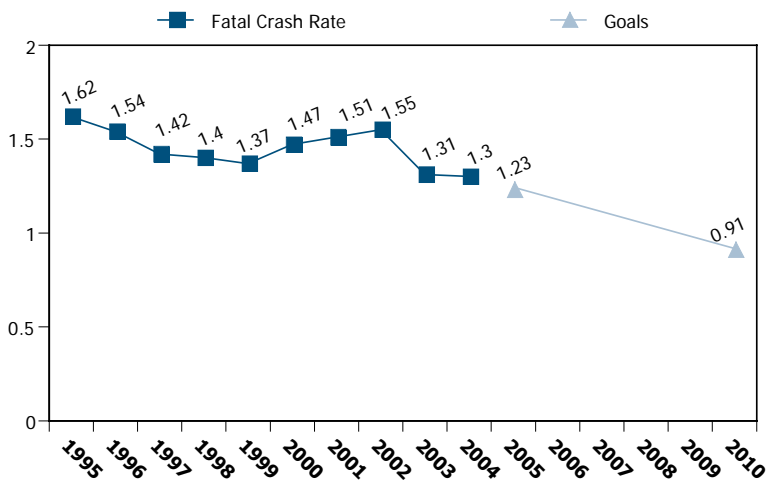
Goal 3. Reduce the total number of crashes per 100 million VMT to 291.3 by 2010.



Note: The sum of fatal, injury and property damage-only crashes.

Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

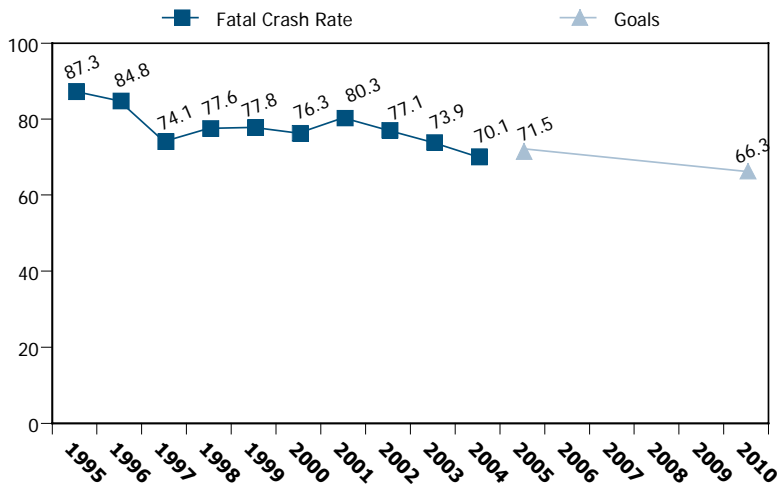
Goal 4. Reduce fatalities per 100 million VMT to .91 by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Colorado's fatalities per 100 million VMT continues to fall. Based on this trend, it is likely that CDOT will meet its goals.

Goal 5. Reduce the injury crash rate per 100 million VMT to 66.3 by 2010.

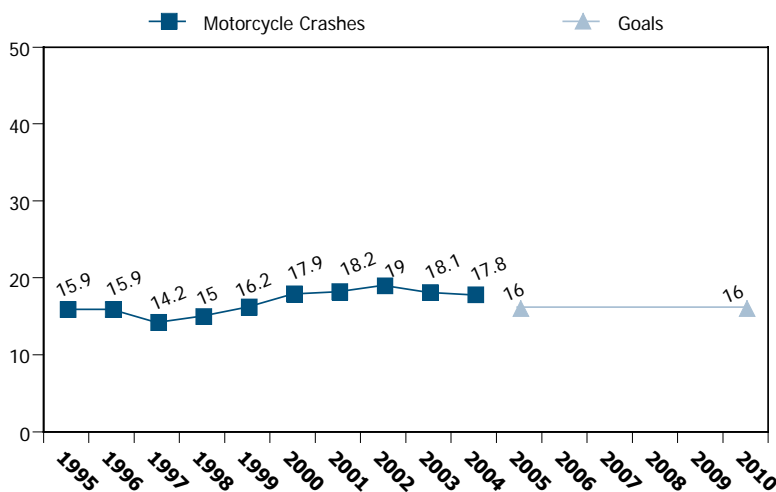


Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

By the end of 2004, CDOT had already met its goal of reducing the injury crash rate to 71.5 by 2005.

Since 2002, the rate of motorcycle crashes has been slowly declining each year.

Goal 6. Actual and targeted motorcycle crashes per 1,000 motorcycle registrations



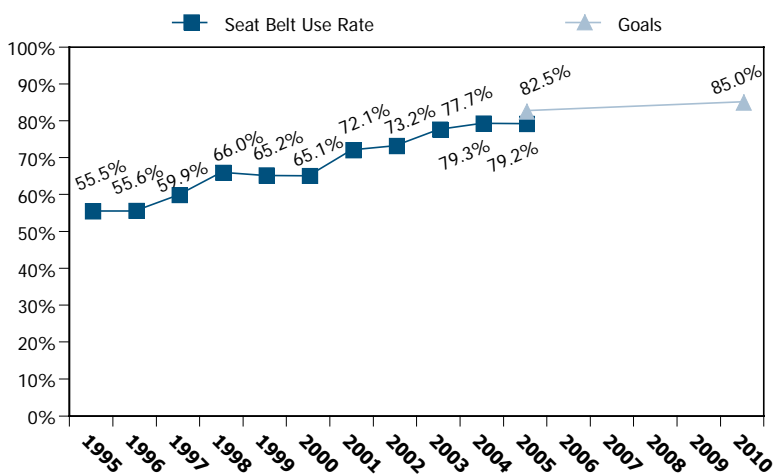
Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Each year, CDOT continues to make progress towards achieving its goal of an integrated, timely and accurate accident records system.

Goal 7. By 2005, provide an integrated, responsive, timely and accurate accident records system.

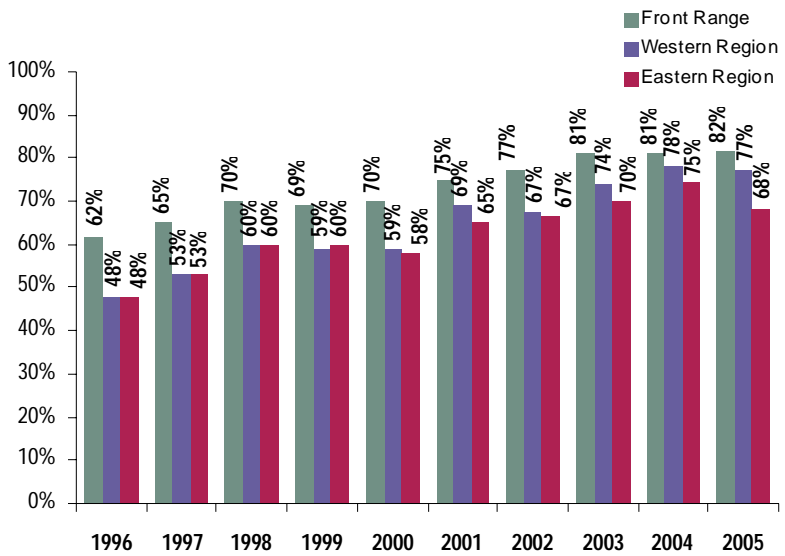
Goal 8. Increase seat belt usage to 85.0% by 2010.

In 2005, statewide seat belt use was just 3% than the 2005 goal. Small annual increases suggest that CDOT will meet its 2010 goal.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

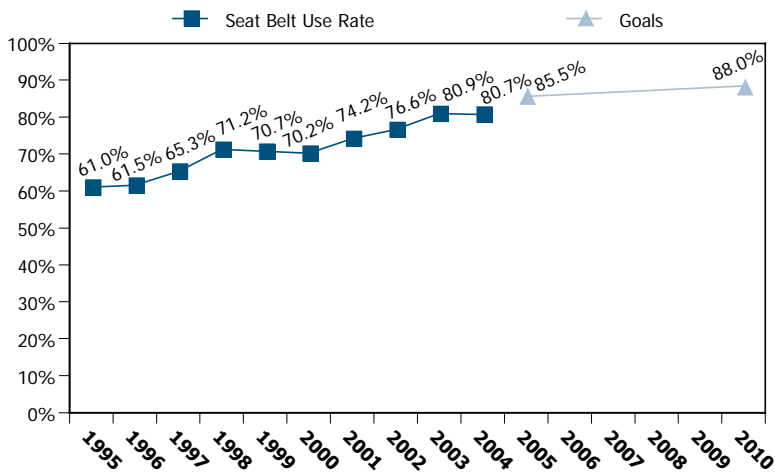
Goal 9. Increase seat belt usage in rural Colorado to 81.0% by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Seat belt use in Colorado's rural Eastern Region continues to lag the Front Range and West.

Goal 10. Increase the use of seat belts by front seat occupants of passenger cars to 88% by 2010.

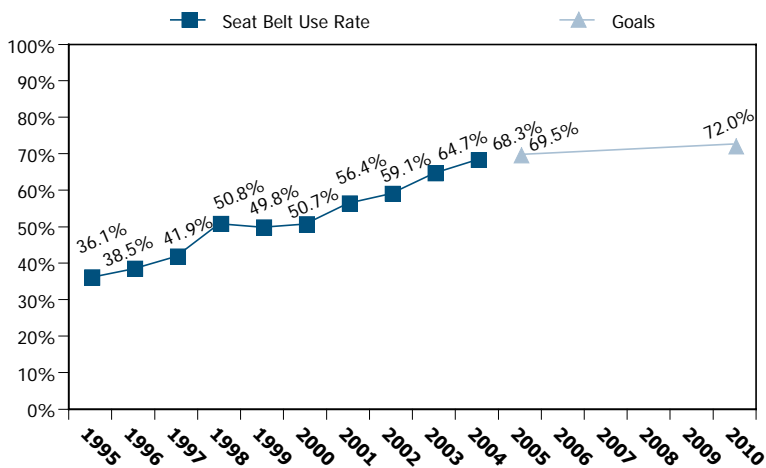


Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

CDOT is close to meeting its 2010 goal of 88% of front seat occupants of passenger cars using seat belts.

The use of seat belts by front seat occupants of light trucks continues to increase.

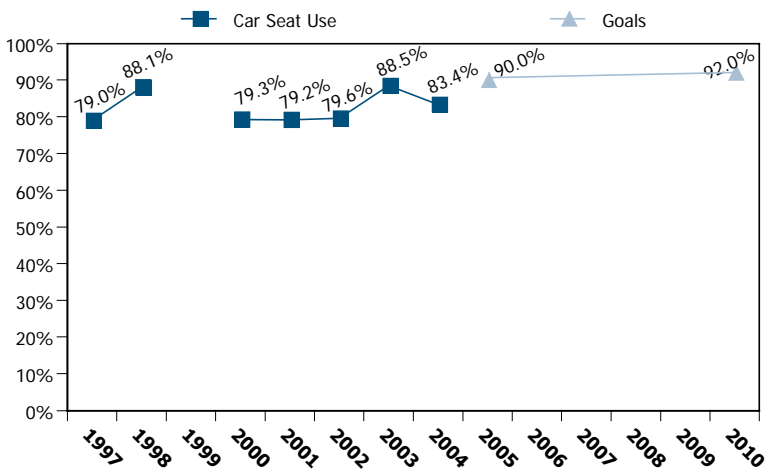
Goal 11. Increase the use of seat belts by front seat occupants of light trucks to 72.0% by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

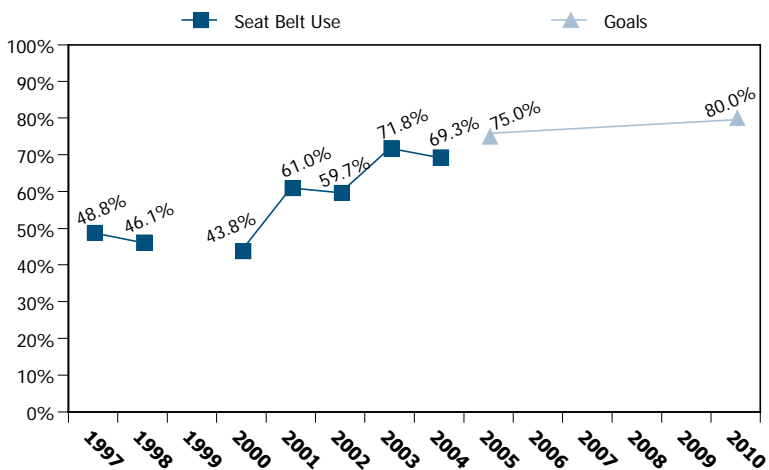
Car seat use for children increased from 2002 to 2003, but it is still short of the 2005 goal of 90%.

Goal 12. Increase car seat use for children to 92.0% by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

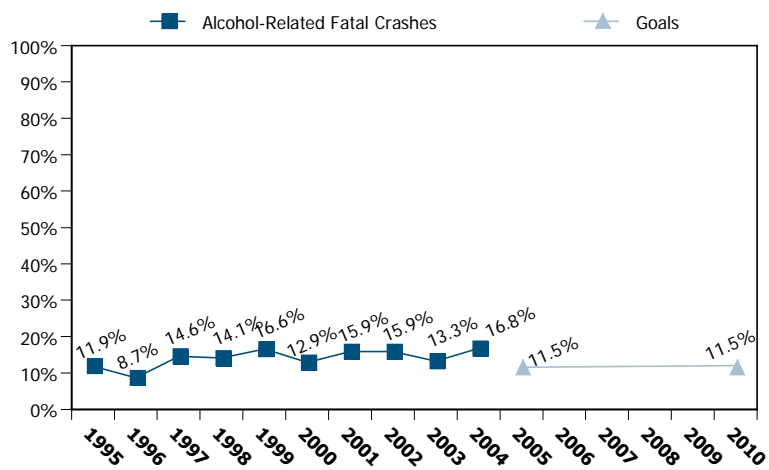
Goal 13. Increase seat belt use by children ages 5 to 15 to 80.0% by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

In 2005, seat belt use by children was 5% below the 2005 goal.

Goal 14. Reduce the percentage of drivers involved in alcohol-related fatal crashes who are under the age of 21 to 11.5% in 2010.

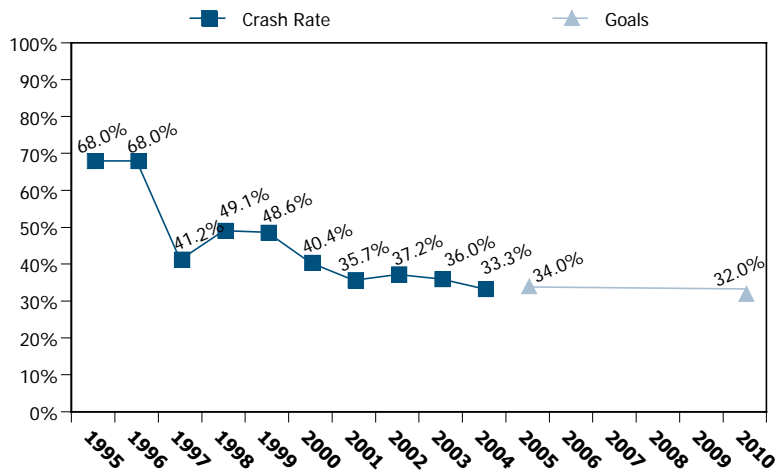


Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Underage drinking drivers' involvement in fatal crashes has slowly declined since 2002.

The crash involvement rate of 21 to 34 year-olds had fallen dramatically since 1996. It is likely that CDOT will meet its goals.

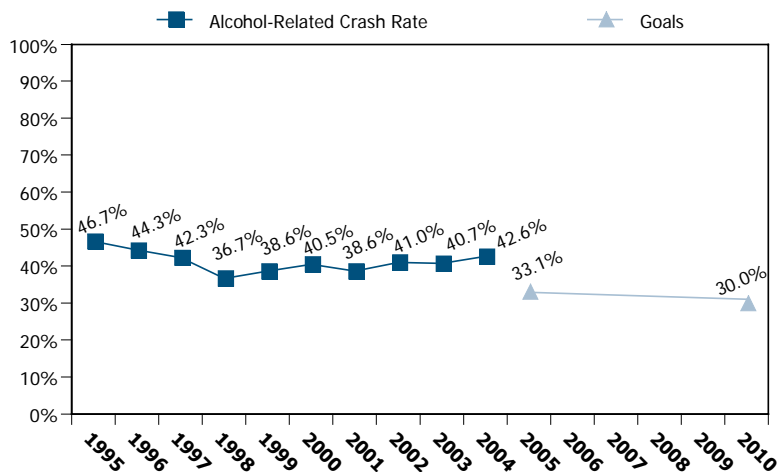
Goal 15. Reduce the involvement in crashes of drivers ages 21 to 34 to 32.0% by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

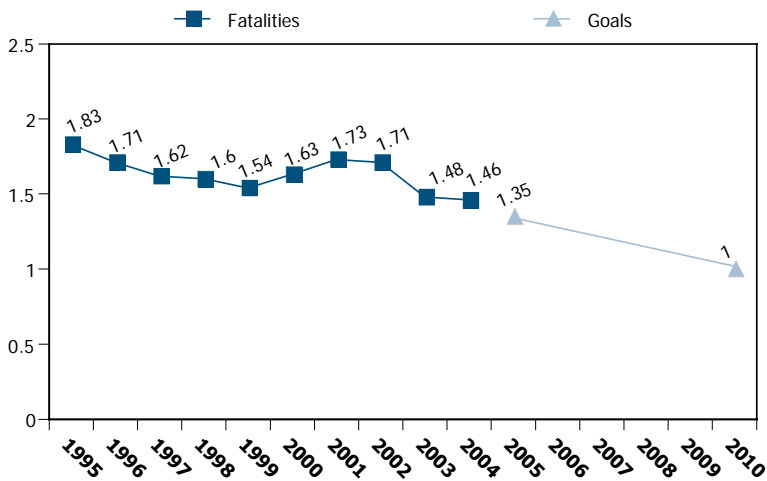
The proportion of 21 to 34 year-olds involved in alcohol-related fatal crashes has remained fairly flat at about 40% for the last decade.

Goal 16. Reduce the percentage of drivers involved in alcohol-related fatal crashes who are between the ages of 21 and 34 to 30.0% by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Goal 17. Reduce the fatal crash rate per 100 million VMT to 1.00 by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Since 1995, the fatal crash rate has fallen by 23%. If this trend continues, CDOT may meet its goal of 1.35 fatal crashes in 2005.

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Impaired Driving Program Overview

The Safety and Traffic Engineering Branch's Impaired Driving Program funds projects that support CDOT's efforts to meet its impaired driving-related performance measures (1, 2, 14 and 16). Activities in the Impaired Driving Program include impaired driving enforcement, community-based prevention programs and training and technical assistance. The Impaired Driving Program's projects are detailed on the following pages.

Program Administration

The Impaired Driving is administered by Glenn Davis, Program Manager, with assistance from his staff George Atencio, Rick Davis and Theresa Long. This group, with the assistance from their Sub-Grantees, were responsible for 21 projects with a planned budget totaling over \$1.9 million.

Impaired Driving Enforcement

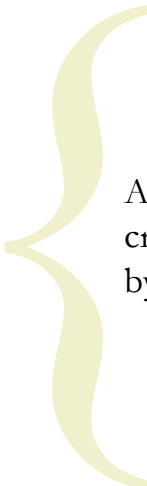
In FY 2005, the Impaired Driving Program supported law enforcement's overtime DUI enforcement efforts. Compared to 2004, alcohol-related crashes decreased by 12% in 2005.

Community-Based Programs

An example of the Impaired Driving Program's support for community-based prevention programs is the Pueblo Crossroads project. This community effort focuses on reducing the incidence of impaired driving by 21 to 34 year-old men. Activities included a public information campaign and delivery of a CDOT-developed training, the "Someone Like Me" program. Developed through the Persistent Drunk Driver project, the "Someone Like Me" program brings a DUI offender to blue collar workplaces to share the consequences of a DUI arrest.

Underage Drinking Drivers

The Impaired Driving Program supported several projects that focus on underage drinking drivers. These include the college-based BACCHUS & GAMMA projects as well as tasks designed to help liquor store owners identify fake IDs. Programs delivered by the Denver Museum of Nature & Science seek to prevent underage drinking and driving by educating middle and high school age students.



Alcohol-related crashes decreased by 12% in 2005.

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DUI Enforcement Training

Project Number:	05-01
Task Number:	11-01
Planned Expenditures:	\$51,085.00
Actual Expenditures:	\$14,881.00

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

Goal

Improved detection at lower Blood Alcohol Concentration (BAC) levels is the primary objective. Provide Safety and Traffic Engineering Branch approved DUI training with some programs that will have a minimal tuition fee offered at selected locations statewide.

Strategies and Initiatives

- Conduct two Standard Field Sobriety Testing (SFST) instructor’s schools and three instructor update workshops.
- Conduct two Drug Impairment Training for Educational Professionals (DITEP) Instructor Schools and two DITEP operator programs.
- Conduct two Eight Hour Drugs that Impair Driving Courses.
- Expand training to include a DUI Court Symposium.

Results

Two SFST Instructor Schools were taught during the course of this fiscal year. The class at the Broomfield Police Training Center had 23 officers representing 13 state, county and municipal law enforcement agencies, including: Arapahoe County Sheriff’s Department, Aurora Police Department, Boulder Police Department, Broomfield Police Department, Colorado State Patrol, Colorado Springs Police Department, Erie Police Department, Fort Morgan Police Department, Greeley Police Department, Lafayette Police Department, Longmont Police Department, Sterling Police Department and the Vail Police Department.

The SFST class taught at the Mesa County Sheriff’s Department had 11 students representing eight municipal and county sheriff’s departments. The departments in attendance were the Breckenridge Police Department, Eagle County Sheriff’s Department, Montezuma County Sheriff’s Department, New Castle Police Department, Northglenn Police Department, Park County Sheriff’s Department, Routt County Sheriff’s Department and the Silverthorne Police Department.

The two SFST trainings included representatives from 21 state, county and municipal law enforcement agencies.

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For the first time in Colorado, DITEP Instructor and Operator classes were held.

Two DITEP operator and DITEP Instructors classes were offered. The first ever DITEP Instructor and Operator class was offered at the Doubletree Hotel in Aurora. Two Instructors from Arizona were brought in by the National Highway Traffic Safety Administration (NHTSA) and the International Association of Chiefs of Police (IACP) to teach our first DITEP Instructor School. There were five SFST/DRE/DRE Instructors that were certified to teach after this class.

The DITEP Instructor School was followed by the DITEP Operator School in Aurora. There were 26 students in attendance representing 10 different schools and law enforcement agencies.

There were representatives from Arapahoe County Sheriff's Department, Aurora Police Department, Cherry Creek School District, Denver Museum of Nature and Science, Legacy High School, Pueblo Police Department, Teller County Sheriff's Department, Thornton Police Department, Widefield School District, and the Woodland Park Middle and High Schools.

A second DITEP Operator class was offered in Grand Junction. In attendance were 11 students representing agencies from Cortez Police Department, Fountain Police Department, Fruita Police Department, Mesa County Sheriff's Department, Fruita Monument High School, Montrose High School and Montrose Police Department.

Because of the scheduling of the Colorado Drug Recognition Expert (DRE) School the eight -hour Drugs That Impair Driving Course was offered as an adjunct to the DRE task.

This year Colorado added a new course and co-hosted it with NHTSA, State Probation Office and the National Drug Institute. The course offered was the DUI Court Enhancement Training. There were 45 participants representing judges, prosecutors, public defenders, treatment providers, prevention specialist and law enforcement from five different Judicial Districts and State Offices. Teams from the 8th Judicial District from Ft. Collins, the 22nd Judicial District from Cortez, 5th Judicial District from Summit County, the 6th Judicial District from Durango and the 2nd Judicial District from Denver all had teams participate in this first ever held training in Colorado.

The goal of the program was to assist jurisdictions with their efforts to develop effective DUI Court programs for adult offenders.

The project amount was \$51,085. Including program income (class tuition), the net expended was \$14,881.28.

In 2005, Colorado added a new course: the DUI Court Enhancement Training, co-sponsored by NHTSA, the State Probation Office and the National Drug Institute.

College DUI Prevention

Project Number:	05-01
Task Number:	11-02
Planned Expenditures:	\$157,900.00
Actual Expenditures:	\$93,545.00

The BACCHUS and Gamma Peer Education Network trains college students to be peer educators. These students work to educate their peers on the dangers of impaired driving and to reduce the incidence of alcohol related fatalities, injuries and unsafe driving practices.

Goal

Reduce the rate of alcohol-related and drug-impaired driving crashes, injuries and fatalities.

Strategies and Initiatives

This year BACCHUS was asked to increase the level of programming on selected campuses. Instead of working with 12 campuses, the number was reduced to four: Fort Lewis College, University of

Colorado at Boulder, Regis University and the University of Northern Colorado.



The purpose of this program was to support Colorado college and university peer education programs in the prevention of impaired driving by increasing collaboration with law enforcement; the developing directed impaired driving prevention programs for identified high-risk groups; providing training for student peer educators and advisors; and acting as a resource for community youth efforts across the state. This goal was met with exceptional programs developed and implemented by peer educators across the state, in conjunction with campus professionals and BACCHUS staff.

Results

Each of the participating campuses distributed the Collegiate Impaired Driving Behavior and Attitude Survey. Corona Research will prepare a report of the survey results in December 2005.

The participating colleges and universities were provided with the educational materials, promotional campaigns and specific training needed to develop comprehensive, year-round programming in their campus communities, focusing on such important issues as impaired

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An evaluation will be conducted by Corona Research in late 2005.

driving prevention and the health risks associated with abuse and illegal use of alcohol or illicit drugs.

Awareness campaigns, educational classes, media alerts and impaired driving prevention programming conducted through this grant have strengthened, improved and increased the prevention efforts on participating Colorado college and university campuses.



Using the well-documented peer education approach advocated by BACCHUS, the campuses were able to increase their presence and outreach in their campus communities. Between receipt of the contract in late February 2005, and September 30, 2005, the following accomplishments were achieved.

- Seventy-three programs were conducted having a direct impact on over 28,000 students
- Eighty students received Certified Peer Education Training
- Advisors and students attended seven trainings during the grant period that included four CPE trainings, the First Annual Impaired Driving Prevention Conference, CADE (Coalition of Campus Alcohol and Drug Educators) training on grant writing, CADE meeting on using prevention during orientation, and the BACCHUS Area 3 conference in Cedar City, Utah.

During this grant period, the impaired driving prevention programs were creative, energetic and effective in educating students. Increased attention to the issue of impaired driving on the national and state level has assisted campus prevention programs to include these programs as a priority year-round. There were challenges on many levels during this programming year, including the late start of the grant period, the replacement of staff at two universities and a mandatory reduction in working hours at an additional campus.

The total expenditure for the grant was \$150,311.25. Of this, \$93,545.34 was charged to CDOT and \$56,765.91 was expensed to BACCHUS. The remaining funds for the 2004-2005 grant were rolled over into a grant that will end December 30, 2005.

The four participating campuses and their peer educators provided excellent programming and impacted over 28,000 of their peers across the state. The energy and creativity students put into their events and programs continues to exceed our expectations. Innovative use of materials through diverse programming continues to be the means by which true education is achieved.

Denver Museum of Nature & Science

Project Number:	05-01
Task Number:	11-03
Planned Expenditures:	\$20,500.00
Actual Expenditures:	\$20,500.00

The Denver Museum of Nature & Science offered programs that addressed impaired driving prevention curriculum.

Goal

The goal was to increase the participants’ awareness of the consequences of impaired driving and increase their understanding of the use and abuse of alcohol and other drugs. And to reduce the rate of alcohol-related and drug-impaired driving crashes, injuries and fatalities.

Strategies and Initiatives

The goals were accomplished by delivering programs in a formal classroom setting at elementary and middle schools, health fairs at high schools and community events including college campuses and private businesses. The museum continued to offer impaired driving prevention programs at the museum including a drunk driving simulator and impaired driving prevention exhibits within the Hall of Life.

Results

Programs such as *Playing It Safe*, *Drugs and Kids* and *Gateway Drugs* were provided to 32 schools in ten different counties to 3,256 students from grades K-12. The counties where the programs were offered were Adams, Arapahoe, Denver, Douglas, El Paso, Jefferson, Larimer, Pueblo, Summit and Weld.

Of these programs delivered there were 1,422 students in attendance in the five counties outside the metro Denver Counties (43.7%). The remainder 1,834 students (56.3%) were from the five county metro areas.

In the *Playing it Safe* program 317 students were in attendance. *Drugs and Kids* was presented to 615 students. And the largest number of students, 2,324 attended the *Gateway Drugs* class.

The contracted goal of the project was to present these programs to 2,500 students. Even with the short contract year the Museum was able meet and exceed the projected goal by reaching the 3,256 students, 76.7% over the projected goal.

More than 3,000 students attended school-based classes, exceeding the project goal of 2,500 students.

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More than 2,600 middle and high school students viewed an interactive display of the effects of drugs and alcohol on the human body.

An interactive portable display was updated with information on the effects of alcohol and other drugs on the human body. The display was created to be used and presented to middle and high school students. The projected goal was to offer this interactive display to at least 1,600 middle and high students. Again the museum exceeded their goal. The portable display was presented at 11 events reaching 2,695 students. The display was accompanied by an Outreach Health Educator at each location. The schools where the program was offered were Vantage Point Alternative School, Huron Middle School, Kearney Middle School, Northglenn High School (all in Adams County) and the 9 Health Fair Promotional Day in Denver.

This same display was offered at Highland Middle School (Weld County) and was seen by 220 students. Additionally the display was provided during two free days at the Denver Museum of Nature & Science

More than 2,000 college students from eight campuses viewed a display related to binge drinking and impaired driving.

A separate college display was created that focuses on impaired driving prevention, binge drinking and the consequences of impaired driving. Again the Museum set a goal. The objective was to have 1,760 college students interact with display. Once again the Museum exceeded this goal. The display, accompanied by an Outreach Health Educator, was used at the University of Colorado Denver Campus, Colorado College, Johnson and Wales College, University of Denver, Colorado State University, Colorado Christian University, Arapahoe Community College and Regis University. This time 2,225 at the eight campuses interacted with the display. This number represents a total of 26.4% over the contracted goal.

The grant award amount was \$20,500. The Denver Museum of Nature & Science expended 100% of the CDOT grant fund and exceeded the agency match amount by 113% by expending \$12,118. The cost per participant for the Museum to conduct these activities was \$3.11.

Crossroads Turning Points

Project Number:	05-01
Task Number:	11-04
Planned Expenditures:	\$61,000.00
Actual Expenditures:	\$60,844.93

The City of Pueblo and Pueblo County consistently exceed average statewide alcohol-involved crash rates. Crossroads provides impaired driving prevention programs in Pueblo County that focuses on young male drivers, ages 21 to 34.

Goal

Reduce the number of alcohol-related traffic crashes among young drivers of the age 21 to 34.

Strategies and Initiatives

Crossroads actively promoted the CDOT campaigns of “You Drink, You Drive, You Lose” as well as the “Heat is on Campaign” by distributing posters, flyers and other promotional materials at identified high risk locations around Pueblo and Pueblo County. Members of the Pueblo Drive Smart Coalition, Police and Sheriff Law Enforcement Officers, Fire Fighters, Insurance Companies and local Prevention Providers all participated in the distribution of the promotional materials.

Materials were distributed at the Colorado State Fair and several community events in and around Pueblo and Pueblo County.

Banners were utilized during the State Fair and the Fiesta Day Parade with the “You Drink, You Drive, You Lose” in English and in Spanish.

To study the effectiveness of the media campaigns 120 phone surveys were conducted. The results were 90% of the respondents have seen the promotional materials (banners, billboards from FY 04, and radio PSA’s). Eighty percent of the respondents stated the campaign has made an impact in their decision not to drink and drive.

Crossroads exceeded the goal to conduct the “Someone Like Me” and the “Endless Hangover” programs. The goal was to present these programs to 400 blue-collar workers at 20 locations. Crossroads presented these programs at 23 locations and had 407 participants.

Survey results demonstrate that 90% of respondents recalled the campaign’s promotional materials.

Continued ▶

“Someone Like Me” presentations focused on blue-collar employers.

Results

Finally the goal of reducing alcohol related crashes for the targeted age group at selected locations was not achieved. Although there were zero alcohol related crashes in the county the city had the same number as the prior year, two.

The project amount was \$61,000. The total expenditures were \$60,844.93.

The 23 “Someone Like Me” presentations were held in front of 407 young men from the following businesses:

Andrews Produce, Trane Corporation, Grand Rental, AAA Roofing, Craig Manufacturing, Transit Mix, Weiser Electric, Pueblo Disposal, Housing Community Development, Southside Land Development, Carrea Painting/Wall, Kohls Warehouse, United Steelworkers, Rocky Mountain Steel, Cortez Construction, Greenview Construction, Boughtons, Patels, Dominos Pizza, Summit Brick, Princeton Investments, Sound Venture and Genova Construction.

Judicial Impaired Driving Prevention

Project Number:	05-01
Task Number:	11-05
Planned Expenditures:	\$102,800.00
Actual Expenditures:	\$61,430.81

Goal

The goal of this project is to address the growing problem of teenage drinking and driving by holding a two-day train-the-trainer seminar.

Strategies and Initiatives

Hold a two-day train-the-trainer seminar on teenage drinking and driving where a total of 36 participants will become certified trainers.

Select participants from areas of the state where the teenage population was determined to be at high risk and where there was community acceptance of the project.

Use the curriculum developed by the National Judicial College.

Omni Institute was retained to conduct research into the effectiveness of the program.

Results

The areas of the State selected for participation in the project were: Cortez (Montezuma County), Pueblo, Adams County School District 12 and Adams County School District 50. These areas were selected because it was determined that they could implement the program in a more efficient manner because of community involvement.

Thirty-four “instructors” attended the training seminar held July 14–16, 2005. The majority (32.4%) of those attending the seminar were students from each of the school districts. Others attending the training were: School Personnel (20.6%), Community Coalition Members (29.4%), Law Enforcement (11.8%) and Judges (5.9%).

The training was rated by the attendees between good and excellent with a mean score of 3.10 on a scale of 1 to 4. The training met the expectations of almost everyone involved. It was found that since most of the participants were students that more interactive “attention grabbing” training and/or a different track for the student participants might be considered for future training seminars

A large proportion of participants were teens. Creating a more interactive track for teen participants is recommended for the future.

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Tipsy Taxi/DUI Court

Project Number:	05-01
Task Number:	11-06
Planned Expenditures:	\$98,600.00
Actual Expenditures:	\$7,020.00

Create and implement a county wide program targeting persistent drunk driver offenders through the DUI County Court System, prevention programming and through community resources such as the Tipsy Taxi and Smart Ride service.

Goal

Reduce the rate of alcohol-related impaired driving crashes involving repeat offenders.

Strategies and Initiatives

Implement a DUI Court Team comprised of a Judge, District Attorney, Public Defenders Office, Treatment Providers, Probation and Law enforcement for the purpose of identifying and monitoring of repeat DUI Offenders.

Continue to work with the business community, restaurants, bars, local media, ski resorts and the Public Transportation System in the expansion of the Drink Smart/Catch-a-Ride and the Last Resort Ride alternative transportation programs in the Summit County area. Also develop culturally appropriate messages targeting the Latino population utilizing promotional materials and media that will promote the use of sober rides.

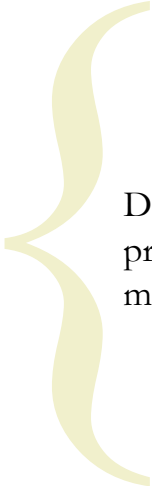
The Summit Prevention Alliance will also provide resources and technical assistance to business, schools and law enforcement to conduct educational programs such as alcohol server training and impaired driving prevention programs.

Finally, the Summit Prevention Alliance will conduct surveys to evaluate the effectiveness of their program.

Results

The contract was not signed into effect until July 13, 2005, therefore, the contract was extended to September 30, 2006.

At the time of this report, a DUI Court was implemented and a team consisting of County Court Judge, Prosecutor, Public Defender, Treatment Provider and Probation attended a DUI Court Training session co-hosted by CDOT, NHTSA and the National Court Institute.



Due to a late start, this project will be implemented in FY 2006.

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Drug Recognition Expert Training

Project Number: 05-01
 Task Number: 11-07
 Planned Expenditures: \$100,000.00
 Actual Expenditures: \$76,479.72

This project will continue to expand the Drug Recognition Expert (DRE) training program by funding two in-service schools, a nine-day DRE school to train 30 new DREs and a DRE Instructor school for 15 instructors.

Goal

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

Strategies and Initiatives

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



Results

Two in-service DRE trainings were presented.

Thirteen DREs from eight agencies completed DRE instructor training and assisted in teaching in the 2005 Colorado

A total of 30 officers from 19 police agencies participated in DRE training.

DRE School.

Thirty DRE candidates from 19 police agencies were selected for the 2005 Colorado DRE School. All DRE candidates completed the necessary training and will complete final testing in January 2006.

Colorado agencies with DRE School attendees include:

- | | |
|---------------------------|--------------|
| Buena Vista | Greeley |
| Carbondale (2) | Lafayette |
| Colorado Springs | Littleton |
| Colorado State Patrol (8) | Longmont (2) |
| Denver | Mesa Co. (2) |
| Grand Junction (2) | Montrose |
| Elbert Co. | Summit Co. |
| Englewood | Thornton |
| Fountain | Vail |

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DRE Tech Transfer — National DUI/DRE Conference

Project Number:	05-01
Task Number:	11-08
Planned Expenditures:	\$20,000.00
Actual Expenditures:	\$12,905.25

Each year, International Association Chiefs of Police (IACP), in cooperation with National Highway Traffic Safety Administration (NHTSA), sponsors a national training conference for certified Drug Recognition Experts (DRE). Funding covers registration and travel costs.

Goal

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

Strategies and Initiatives

Select and send qualified professionals in the DRE field to attend the National DUI/DRE Conference.

Select three DREs for Course Manager (CM) training.

Results

In August 2005, CDOT selected and sent 13 qualified professionals to the 11th Annual National DUI/DRE Conference in Alexandria, Virginia. The attendees were required to provide a summary of the conference and how they would use what they learned at the local level. Observations taken from the attendees' final reports are noted to the right.

Attendees:

Cindy Grein, Northglenn Police
 Jerome Powell, Denver Police
 Jim Williamson & Cindy Mitchell, Littleton Police
 Josh Warner, Mesa Co.
 Joe Muldoon, Louisville Police
 Mark Ashby & Joe Dougherty, Thornton Police
 Gary Gale, Colorado State Patrol
 Cindy Burbach, Colorado Department of Health
 Ed Hawkins, Arapahoe Co.
 Joe Barbagiovanni, Central City Police
 Dave Edstrom, Summit Co.
 Williamson, Ashby and Hawkins received CM training

“Information I received from this conference will be distributed throughout the State through my teaching venues and by in-service department training.”

“I will use information from this conference to update my organization.”

“Information from this conference will certainly be of use in my future assignments of training DRE candidate in the upcoming DRE training.”

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Project Number:	05-01
Task Number:	11-09
Planned Expenditures:	\$111,000.00
Actual Expenditures:	\$101,454.87

DUI Overtime Enforcement

Goal

To reduce alcohol-related motor vehicle crashes by 5% and to increase the number of DUI/DUID citations by 5% statewide by September 30, 2005.

Strategies and Initiatives

Identify six target areas for increased DUI/DUID patrols.

Provide 3,229 hours of overtime on DUI/DUID enforcement using traffic crash prevention teams.

Provide 1,500 hours of overtime at 50 multi-agencies sobriety checkpoint/saturation points.

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

Send two Colorado State Patrol representatives to the Eleventh International Association of Chiefs of Police (IACP) DRE Training Conference on Drugs, Alcohol and Impaired Driving.

Results

Statewide alcohol-caused fatal and injury crashes decreased to 564 in 2005, a decrease of 12.29%. DUI citations also decreased to 4,673 in 2005, a decrease of 1.77% from 2004.

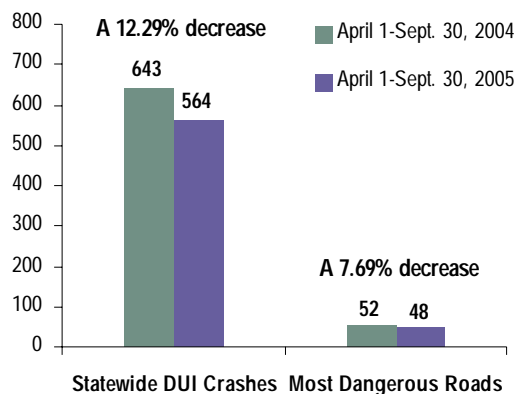
The top two most dangerous stretches of highway within each CSP territory received overtime enforcement. On these roads, alcohol-caused fatal and injury crashes decreased by 7.69%.

The Patrol assigned troopers to work special patrols and checkpoints during Independence Day and Labor Day weekends and CSP Public Affairs personnel participated in programs and events.

Captain Don Taullie, CSP DRE coordinator, and Trooper Rudolph Johnson attended the DRE Training Conference.

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Statewide alcohol-related crashes decreased by 12%.
3,170 hours of overtime enforcement were conducted.



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Tech Transfer—Alcohol and Other Drug Countermeasures

Project Number:	05-01
Task Number:	11-10
Planned Expenditures:	\$10,000.00
Actual Expenditures:	\$10,000.00

Fund the attendance of traffic safety professionals at state, regional, and national meetings and conferences related to DUI enforcement and prevention. This task will also support training for judges and prosecutors in DUI and traffic related safety issues.

Goal

Traffic safety professionals will attend meetings and conferences and submit a summary of their findings, including how they will use the training at the local level. The information received at the conferences will be brought back to Colorado by attendees and used in service training and other training opportunities. Attendees will use the information they learned at the conference to give up-to-date information and methods in traffic safety.



Strategies and Initiatives

Provide funding for selected attendees to attend selected meetings and conferences.

Results

Nine traffic safety professionals were selected in March 2005 to attend Lifesavers 2005 National Conference on Highway Safety Priorities in Charlotte, North Carolina.

Selected attendees:

- Lt. Ken Elliott, Larimer Co.
- Sgt. Larry Morgan and Sgt. Phil Lebeau, Colorado Springs Police
- Capt. Kris Meredith and Sgt. Chad Hunt, Colorado State Patrol
- Vanessa Simmons, Colorado Dept. of Health
- Cmdr. Ken Poncleow, Weld Co.
- Dep. Jenny Plutt, Park Co.
- Sgt. Kevin Acre, El Paso Co.

Attendees commented on the information they gathered from the conference.

“I found the workshops very valuable.”

“I gained important knowledge concerning how to find and use resources pertaining to highway safety.”

“By attending this conference I was able to access resources that are not readily available, thus allowing me to gain information that will be beneficial to me performing my job duties.”

“We are currently forming an alcohol enforcement task force and needed information about checkpoints. This information could not have come at a better time.”

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DUI Checkpoint Colorado

Project Number:	05-01
Task Number:	11-11
Planned Expenditures:	\$335,000.00
Actual Expenditures:	\$300,362.00
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Local law enforcement agencies will target areas of the state identified by the State Law Enforcement Assistance Fund (LEAF) Administrator as having both a higher than expected rate of DUI crashes and fatalities and where local law enforcement are not receiving LEAF funds. Colorado State Patrol (CSP) and other agencies will assist.

Goal

Reduce the overall number of alcohol-related traffic fatalities in Colorado by 20% between Memorial Day 2005 and Labor Day 2005 from 2004 levels.



Strategies and Initiatives

Ten selected Checkpoint Colorado agencies (Weld County, Castle Rock, Denver, Fort Collins, Golden, Greeley, Lakewood, Longmont, Pueblo and Thornton) will:

- Conduct at least four DUI Sobriety Checkpoints and provide DUI Saturation Patrols during the program.
- Be actively involved in CDOT's DUI enforcement/Checkpoint Colorado 2005 public awareness campaign. (With CSP)
- Report all requested data to CDOT by the times specified. This includes entry of Enforcement Period Plans, Summer Checkpoint 2005 in to the CDOT website. (With CSP)
- CSP will support a minimum 15 checkpoints and provide 1,200 hours of DUI Overtime.

Results

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

Thirty-five additional law enforcement agencies participated.

Checkpoints increased from 125 in 2004 to 154 in 2005, an increase of 19%.

Checkpoints increased to 154 in 2005.

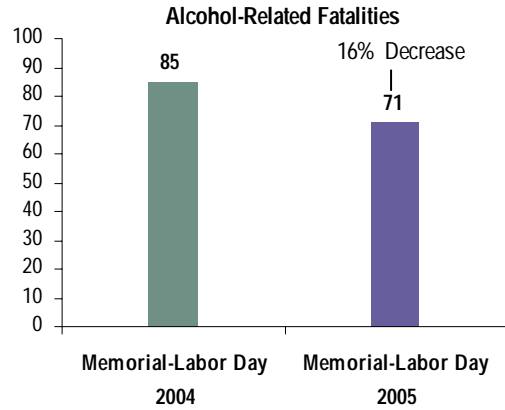
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Alcohol-related fatalities decreased by 34%.

Checkpoint arrests in 2005 increased to 536 from 496 in 2004, an increase of 8%.

CSP approved 986.5 hours of DUI overtime.

CSP approved 986.5 hours of DUI overtime, fewer than the 1,200 hour goal. CSP provided more than 80% of the planned overtime enforcement but used only 75% of the allocated funds.



In 2004, there were 85 alcohol-related fatalities between Memorial Day and Labor Day. Data available on January 5, 2006 indicates that there were 71 alcohol-related fatalities during the same time period in 2005, as shown in the exhibit above.

Persistent Drunk Driver Program

Project Number:	05-01
Task Number:	11-13
Planned Expenditures:	\$111,000.00
Actual Expenditures:	\$101,454.87

Goal

Reduce impaired driving by repeat offenders and prevent repeat drunk driving behavior.

Strategies and Initiatives

A contractor was retained by CDOT to deliver a media campaign in 2004/2005 to the communities of Alamosa in the San Luis Valley and Steamboat Springs. This is part of an ongoing campaign conducted in communities that research shows have a higher percentage of persistent drunk drivers (PDDs).



Focus groups conducted in 2003, consisting of repeat DUI offenders, provided the critical data that this successful media campaign was built on. Focus group participants said in order to be positively affected by a DUI education campaign, messaging would need to impact every part of their lives. The media campaign, aligned with these research findings, was designed to reach PDDs at work, in their cars, at home and about town.

Two strategies were used in the media campaign:

- **Peer-to-peer outreach.** Based on focus group findings that DUI offenders are influenced by someone they can relate to—someone like them—Linhart McClain Finlon developed the “Someone Like Me” program. The program consists of workplace presentations given by PDDs who talk about the real consequences of receiving a DUI based on their personal experiences.
- **Marketing communications outreach to impact every part of PDDs’ lives.** This is achieved through point of sale DUI education posters placed in business and retail locations around the community. This is also achieved through a media buy including radio and print advertising.

The innovative “Someone Like Me” workplace presentations communicated the campaign’s message directly to the target audience.

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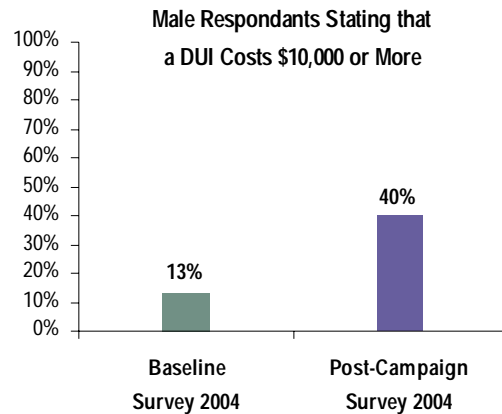
Results

There was a significant increase in the awareness of the true cost of a DUI. The awareness of the enforcement related consequences of getting a DUI were strengthened by the campaign advertising.

In Steamboat Springs, 1,107 radio spots were aired between March and August 2005. Six workplace presentations reached 54 employees.

In a post-campaign survey, 56% of male respondents cited Tickets/Fines/Court Fines as a consequence of DUI, compared to 34% in a pre-campaign survey. In the San Luis Valley, 450 radio spots aired between November 2004 to January 2005 and 12 newspaper ads were placed during this same period. Seven workplace presentation reached approximately 89 employees.

As shown in the exhibit, in a post-campaign survey, 40% of male respondents stated that the total cost of a DUI was \$10,000 or more, compared to 13% in a 2004 baseline survey.



Accident Investigation/ Reconstruction Training

Project Number:	05-02
Task Number:	21-01
Planned Expenditures:	\$93,827.00
Actual Expenditures:	\$37,364.25

Goal

To provide cost effective training in accident investigation/reconstruction to law enforcement officers statewide to ensure safer roadways.

Strategies and Initiatives

Hold three training courses for accident investigation involving motor vehicles.

Hold one training course for accidents involving motorcycles.

Hold one training course for accidents involving automobiles, pedestrians and bicyclists.

Hold one training course on the effective use of computer analysis in investigation of an accident.

Results

All course materials were developed by highly trained field specialists and law enforcement personnel and was used exclusively for the Rocky Mountain Institute of Transportation Safety (RMITS) program.

The RMITS stopped all programs in December 2004. This decision was made even though the programs were very successful in the training they provided. The RMITS was very pleased with student achievement and students were satisfied with the curriculum.

The RMITS final report indicates that 12 accident investigation classes were scheduled during the course of the full grant. Seven classes were conducted and five were cancelled due to low enrolment. During FY 2005 two classes were conducted.

An Accident Investigation Level I was conducted at the Parker Police Department. This class was held on November 1-5, 2004. There were 20 law enforcement officers (students) in this class and three instructors were hired to teach.

Despite a history of providing quality training, RMITS stopped all programs in December 2004.

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An Accident Investigation level III was conducted October 11-22, 2004 at the Broomfield Police Training Center. There were eight students (law enforcement) and three instructors were hired to teach this program as well.

One Accident Investigation committee meeting was conducted during this FFY. There were six committee members present.

The RMITS final report indicates that seven Accident Investigation classes were scheduled and two were completed. Course attendance totaled 34 students and others. The grant covered "lodging and per diem" cost for the instructors and committee members who qualified for travel status.

Aggressive Driving— Colorado State Patrol

Project Number:	05-02
Task Number:	21-02
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$62,981.32
	05-HTS

This project provided intensified enforcement by motorcycle patrols at predetermined locations. Patrols targeted aggressive driving.

Goal

Reduce the rural injury crash rate by 10% at specific locations.

Strategies and Initiatives

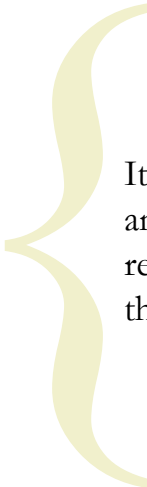
Identify high-hazard target roads or sections of roads by June 2005.

Criteria for selection include:

- Average daily traffic
- Number of fatal and injury crashes
- Number of hazardous violations
- Aggressive driving

Results

Because of funding problems the program did not get funded until July of 2005 and therefore had only three months to perform program tasks. The grantee used the calendar year 2004 crash data as a baseline, and the first nine months of 2005 as the operational database. During that period, the total fatal and injury crashes at the targeted locations dropped from 329 in 2004 to 152 in the first nine months of 2005.



It appears that fatal and injury crashes were reduced significantly at the targeted locations.

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High Hazard Area Enforcement

Project Number:	05-02
Task Number:	21-03
Planned Expenditures:	\$107,551.00
Actual Expenditures:	\$39,254.13

This project provided intensified aggressive driving traffic enforcement in specific areas in the City of Golden.

Goal

To decrease vehicle crash incidents, injuries and fatalities in targeted areas.

Strategies and Initiatives

- Identify base one-year average of crashes at targeted locations.
- Identify base one-year average of citations (number and type) written at targeted locations.
- Report number and type of citations at locations.
- Report number and type of crashes at locations.
- Establish comparative historical and projected trends.

Results

In 2004 there were 558 summons written for traffic violations associated with aggressive driving. Due to late funding, the grant period began in March of 2005. Year-to-date in 2005, the Golden Police Department (GPD) has written 1,339 summons at the same identified locations. There were 190 total crashes at the identified locations in 2004 and 80 at the end of the third quarter of 2005.

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With reduced time and funding, it appears that total crashes were reduced significantly at the identified locations.

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Construction Cone Zone

Project Number:	05-02
Task Number:	21-04
Planned Expenditures:	\$125,000.00
Actual Expenditures:	\$16,208.85

Goal

Reduce aggressive driving within construction work zones on Colorado highways.

Strategies and Initiatives

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

Provide 3,636 hours of overtime in designated construction work zones, providing aggressive enforcement, as appropriate, with zero-tolerance for speeding, impaired driving and other identified primary crash causal factors or violations.

Results

In cooperation with CDOT, construction work zones were identified and later adjusted as the contract period progressed and various projects were completed.

Colorado State Patrol (CSP) officers provided 2,685.75 hours of overtime enforcement in 15 separate construction zones between March and September of 2005. The total number of enforcement hours was less than the goal of 3,636.

- Twenty (20) DUI/DUID arrests were made;
- Two thousand two hundred four (2,204) Hazardous Violations Penalty Tickets were issued;
- Two hundred eighty-two (282) seatbelt violations were issued; and
- Three hundred eighty-six (386) other violations were issued.

2,204 Hazardous Violations Penalty Tickets were issued.

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Maintenance Cone Zone

Project Number:	05-02
Task Number:	21-05
Planned Expenditures:	\$100,000
Actual Expenditures:	\$16,208.85

Goal

Reduce aggressive driving within maintenance work zones on Colorado highways.

Strategies and Initiatives

State Patrol Troop Captains work closely with CDOT maintenance staff to identify maintenance projects needing overtime enforcement.

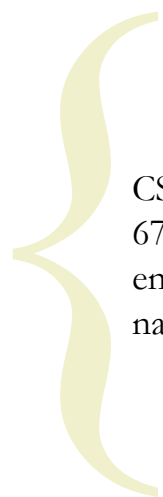
Provide overtime hours in maintenance work zones, as requested by CDOT maintenance staff, providing aggressive enforcement, as appropriate, with zero-tolerance for speeding, impaired driving and other identified primary crash causal factors or violations.

Results

CDOT maintenance staff would contact State Patrol Troop Captains one to two weeks in advance of planned maintenance projects and request law enforcement coverage for the maintenance zones.

CSP officers provided 674 hours of overtime enforcement in maintenance zones between March and September of 2005.

Arrests and citations statistics are negligible for the maintenance zone enforcement as the troopers are there for traffic control and security of the maintenance operation. They do not want to leave the location unprotected. Therefore, they are only leaving the location to make contacts with vehicles which they deem detrimental to the safety of the workers. They will stop the vehicle and then turn it over to other law enforcement officials, as appropriate.



CSP officers provided 674 hours of overtime enforcement in maintenance zones.

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Drunk Driving Simulator

Project Number:	05-03
Task Number:	31-01
Planned Expenditures:	\$15,000.00
Actual Expenditures:	\$0.00

Provide support for a mobile drunk driving simulator to be used at CDOT approved high schools as part of an impaired driving and underage drinking prevention program.

Goal

Reduce the incidence of impaired driving in high risk counties by training 2,000 high school students.

Strategies and Initiatives

Through a competitive bid process identify and select an agent who can provide a mobile drunk driving simulator to selected area high schools.

Conduct pre- and post-surveys to the participating students to evaluate the effectiveness of utilizing a mobile drunk driving simulator.

Results

The Center for Transportation Safety was awarded the bid to conduct the activities. Due to the lateness of this process no activities were conducted. However the project was extended until June 1, 2006.



This project will be implemented in FY 2006.

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High School DUI Prevention

Project Number:	05-03
Task Number:	31-02
Planned Expenditures:	\$135,750.00
Actual Expenditures:	\$100,017.00

The BACCHUS Network trains high school students to be peer educators. These students work to educate their peers on the dangers of impaired driving and to reduce the incidence of alcohol related fatalities, injuries and unsafe driving practices.

Goal

Reduce the rate of alcohol-related and drug-impaired driving crashes, injuries and fatalities.

Strategies and Initiatives

BACCHUS was asked to increase the programming at a reduce number of high schools based upon their original application. BACCHUS elected this first full year to focus on high schools within the Denver Public School System.

The purpose this program was to be a statewide resource for the support of high school-based peer education programs to increase traffic safety education and prevent impaired driving among the 15 to 18 year-old age group. This goal was met with exceptional program development implemented by peer educators in six Denver high schools.

The six Denver Schools were John F. Kennedy High School, Denver School of the Arts, Montbello High School, Thomas Jefferson High School, George Washington High School and East High School.

Results

- Continue to identify existing high school peer education programs, including Students Against Drunk Driving (SADD), Students Taking a New Direction (STAND), and National Peer Helpers programs across Colorado.

The following schools were identified as having a SADD or STAND, or National Peer Helper Chapter. They are listed on the next page.

More than 8,000 Colorado teens were provided BACCHUS peer educator programming.

Continued ►

School	District	City/County
1. Air Academy High School	Academy 20	Colorado Springs/El Paso
2. Berthoud High School	Thompson R-2	Berthoud/Larimer
3. Centauri High School	North Conejos Re-1	La Jara/Conejos
4. Centaurus High School	Thompson R2-J	Lafayette/Boulder
5. Chaparral High School	Douglas Re-1	Parker/Douglas
6. Cheyenne Mountain High School	Academy 20	Colorado Springs/El Paso
7. Creede Jr/Sr High School	Creed Consolidated 1	Creed/Mineral
8. Dakota Ridge High School	Jefferson Co R-1	Littleton/Jefferson
9. Delta High School	Delta CO 50	Delta/Delta
10. Dolores County High School	Dolores Re-4 a	Dove Creek/Dolores
11. Douglas County High School	Douglas CO Re-1	Castle Rock/Douglas
12. Eaglecrest High School	Cherry Creek 5	Aurora/Arapahoe
13. East High School	Denver	Denver/Denver
14. Elizabeth High School	Elizabeth C-1	Elizabeth/Elbert
15. Estes Park High School	Park R-3	Estes Park/Park
16. Grandview High School	Cherry Creek 5	Aurora/Arapahoe
17. Hinkley High School	Adams/Arapahoe 28j	Aurora/Arapahoe
18. JK Mullen High School	Private	Denver/Denver
19. Kent Denver School	Private	Englewood/Arapahoe
20. Kim High School	Kim Reorganized 88	Kim/Las Aminas
21. Liberty High School	Academy 20	Colorado Springs/El Paso
22. Littleton High School	Littleton 6	Littleton/Arapahoe
23. Nucla High School	West end Re-2	Nucla/Montrose
24. Pine Creek High School	Academy 20	Colorado Springs/El Paso
25. Rangeview High School	Adams/Arapahoe 28j	Aurora/Arapahoe
26. Smokey Hill High School	Cherry Creek 5	Aurora/Arapahoe

BACCHUS improved the teen website, www.coteamdriver.com by adding information and resources.

There is strong peer education at the College/University level, but the style of education does not exist at the same level in Colorado high schools. There is strong interest in using students as educators in order to provide prevention education to students at the secondary level. This project has filled this void.

- To provide technical assistance and support to existing high school programs and begin development of statewide high school traffic safety network. This will include the development of a statewide database of programs, support to implement them, and web design and quarterly newsletter to provide resource information for both established and developing programs and their community partners. Participating program will also have the opportunity to apply for mini-grants to develop and support their peer educator traffic safety program.

Website

After working with CDOT to improve upon the CDOT teen website, www.coteendriver.com, BACCHUS continued to contribute to the development of the site by providing information and resources on teen driver information, including the Colorado High School Im-

paired Driving Prevention Initiative Newsletter. The quarterly newsletter is posted on the site as it is released. Prior to BACCHUS's involvement with the website, it contained information on the Graduated Driver's License law, but little else. BACCHUS and CDOT updated the content of the information on the site. Currently the CDOT teen website contains the latest data and trends associated with teenage drivers, safety tips as it pertains to driving and delaying the onset of alcohol use.

Website Menu Items

Facts and Figures

Alcohol-Impaired Driving

Colorado Teen Driving Statistics

Colorado Laws

Colorado Graduated Drivers Licensing (GDL) Law

Graduated Drivers Licensing FAQ's

Zero Tolerance

What are Use/Lose Laws?

Click it or Ticket

Traffic Safety Issues

Distracted Driving

Drowsy Driving

Speeding

Red Light/Stop Sign Running

Bicyclists and Pedestrians

Resources

AAA

Alive at 25

Colorado Department of Transportation

National Safety Belt Coalition

Rocky Mountain Insurance Information Association

The National Center on Sleep Disorders Research

Student Involvement

Program Planning Action Guide

Important Information to Consider

How to Spot an Impaired Driver

Join the Fight Against Impaired Driving

Being a Peer Educator

Continued ►

Newsletter

The quarterly newsletter was produced and disseminated to schools in our network. Because of the conflict of the school schedule and the grant period, only three newsletters were produced. Each newsletter contained information that schools and advisors could use during group meetings or in the classroom to inform students on the latest laws and concerns as it pertains to teens and traffic safety, as well as underage drinking information that can be used during prevention activities.

Mini-grants

Originally, every high school in the state was eligible to apply for a mini-grant. Because of the change in focus to six schools, materials kits were created in lieu of administering program mini-grants to our six focus schools.

Each kit contained enough materials for peer educators to conduct three activities: 500 ID holders printed with prevention message, 500 key chains with a seat belt safety message, 500 underage drinking prevention awareness mechanical pencils, 500 alcohol prevention mint tins and 500 underage drinking prevention lip balm.

Because CDOT changed rules and guidelines to developing CDOT grant funded media materials, mid-grant, underage drinking prevention or traffic safety posters to be included in this year's prevention materials kits were not produced.

Schools also received personalized materials that they requested to meet each school's prevention needs. These material are listed in the description of school activities under task 31-02.3.

The Colorado High School Impaired Driving Prevention Initiative continued to use the "What Drives You" logo for program identification with printed materials and information given to school and affiliate organizations.

Database

The objective of the database was to provide information on programs and resources available to schools throughout the state of Colorado. Because of time constraints, this information was provided to schools in the form of a Peer Educator Prevention Manual.

Additional Program Support:

Nikki Smith, Project Director for the Colorado High School Impaired Driving Prevention Initiative, attended the 2005 *Voices of Strength* Conference. The conference was organized and facilitated by *Assets for Colorado Youth*; a Colorado-based, nonprofit organization focused on the *Search Institute's* 40 Developmental Assets, which are concrete, common sense, positive experiences and qualities essential to raising

successful young people. These assets have the power during critical adolescent years to influence choices young people make and help them become caring, responsible adults. Several of the assets help students build the skills needed to refuse destructive behavior such as drinking underage and driving impaired.

The developmental asset framework is categorized into two groups of 20 assets. External assets are the positive experiences young people receive from the world around them. These 20 assets are about supporting and empowering young people and about setting boundaries and expectations.

Students possessing the following Assets have been found to have higher rates of avoiding the use of alcohol, compared to students that did not possess the Assets:

- Community involvement
- Aspirations for the future
- Responsible choices
- Use of time (group activities)
- Good health practices (exercise/nutrition)

Our current programming to help students develop decision-making skills that will help them avoid risky behavior such as unsafe traffic practices and underage drinking supports the following assets:

Non-Parental Adult Role models

Ensuring that young people have several positive and supportive adults in their daily lives, including teachers and school staff. Advisors and teachers involved in the planning and organization of traffic safety activities act as positive role models for our peer educators.

Peer Role Models

Encouraging youth to have friends who have positive attitudes and are involved in constructive activities, as well as discussing with young people how to handle negative messages and peer pressure. High school peer educators act as leaders and behavioral role models for their classmates and each other.

Family and Community Communication

Communicate clear expectations about behavior from school and program officials as well as family and other community organizations.

Continued ►

Use of Time (Group Activities)

Providing opportunities for youth to practice leadership and decision making skills. Peer educators meet regularly to plan, organize, and facilitate activities during high-risk times that will educate their classmates to practice safe driving and not to drink underage.

BACCHUS applied this valuable and highly researched information to make our programming stronger and continue to “build assets” with our students. The program gives them the tools necessary to effectively make healthy decisions and avoid peer or social behavior that may result in unsafe, unhealthy and illegal behaviors particularly impaired driving and other risky driving behaviors.

- To recruit high schools without peer education/peer helper programs to implement programs and become a part of the state-wide network.

School Recruitment

These schools are currently active members of the Colorado High School Impaired Driving Prevention Initiative Network. They are coordinating and developing underage drinking prevention and traffic safety education programs and activities at their schools for the 2004 to 2005 school year. A list of those schools and their peer educator advisors are shown in the table to the right.

Only two of the schools (East High School in Denver, and Centaurus High school in Lafayette) previously had “Prevention Peer Education” groups, other schools did have student leader peer groups that have done peer education health and safety programs as part of school or community service projects. Each school had the option of conducting impaired driving prevention activities as part of an existing activity that related to health or decision-making or the option of conducting the activities as a separate event during high-risk times during the school year.

Support to Implement Programs

The following activities or prevention measures were conducted at the six focus high schools.

John F. Kennedy High School

Seat Belt Check. Peer Educators successfully conducted a seat belt safety activity at their school student parking lot. Peer Educators conducted a seat belt safety campaign for an entire week. This included making and placing posters they created and those provided by BACCHUS, in classrooms and hallways, giving out flyers, rewarding students that wore their seat belts and “ticketing” those that did not. Students were surveyed on two days during their prevention week (Monday and Friday) and were able to bring their seatbelt use rates from 57% to 60% in a matter of days.

School	Advisor	Peer Education Group
1. Lincoln High School	Terry Vlasin	Student Activities Director
2. Denver School of the Arts	Brian Bullock	Student Council
3. Manual High School Complex	Renelle Wright	Cheerleading Coach
4. Denver East High School	Lisa Porter	Student Council
5. George Washington High School	Susan Danley	Student Council
6. John F. Kennedy High School	Gust Athanas	Peer Counselors
7. Montbello High School	Danyelle Dillard	National Honor Society
8. Denver North High School	Dan Depinto	Leaders Challenge
9. Denver South High School	Richard Ellsworth	Student Activities
10. Thomas Jefferson High School	Ann Hall Bailey	Principal
11. Denver West High School	Diane Lioyd	Head of Counselors
12. Warren Tech High School	Bev Diclementi-Brown	Student Coordinator
13. Meeker High School	Dondi Glasscock	Community Safety
14. Centaurus High School	Ken Ebersole	Student Council
15. St. Mary's Academy	Julie May	Peer Counselors
16. Greeley West High School	Rena Stringer	Peer Counselors
17. Skyview Big Picture High School	Cindy Hicks	Student Activities
18. Skyland Community High School	Paula Brown	Student Internships
19. Colorado High School	Cynthia Bush	Education Director
20. Alternative No. 1 High School	Sharon White	Support Staff
21. Wasson High School	Rob Stauson	Student Council Advisor
22. Limon High School	Shirelle Bandy	SADD Advisor
23. Strausburg High School	Jeff Rasp	Principal
24. Northridge High School	Anita Mcgugan	Teacher
25. Monta Vista High School	Deana Znamenacek	Counselor
26. Aurora Central High School	Paul Glennon	Counselor
27. Manual Millineum Quest High	Ethan Dalton	Principal
28. Manual Arts and Cultural High	Phillip Gallegos	Principal
29. Adams City High School	Peter Mosby	Activities Director
30. Denver School of Science and	Bill Kurtz	Principal
31. Ponderosa High School	Shannon Smith	Support Staff
32. Life Skills Center of Denver	Bob Arkfeld	Principal

Homecoming Activities. Peer educators conducted prevention activities during Homecoming week for the 2005 to 2006 school year. Peer educators handed out scratch cards with traffic safety messages on them. When students returned the tickets with the correct answer scratched off, they were entered in a drawing for prizes. Peer educators handed out 400 to 500 prevention scratch cards. Peer educators also had students sign pledge cards stating that they would make choices to be responsible, stay away from drugs and alcohol, always wear their seat belts and never ride with someone who has been drinking or taking drugs. Three hundred students signed the pledge cards, which were later posted on the wall of a high traffic area in the school. After signing the pledge card, each student was given a sticker the said “I made the Commander (mascot) Promise.”

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Denver School of the Arts

Seat Belt Check. Peer educators placed posters and banners in hallways and classrooms for the week that they conducted their seat belt check. They chose not to do an observational survey because of the structure of their parking lots and the logistics of many students having to drop off musical equipment made it difficult to clearly see who was or was not wearing a seat belt. They did however, do a verbal survey by asking students if they wore their seat belts to school day and if they regularly wear a seat belt. Most students did, in fact, wear their seat belt. There were a few students that did not, but promised to start wearing. The most surprising part of the survey is that there were some parents and some staff members that were not wearing their seat belt.

Those that admitted to wearing a seat belt were rewarded with a small prize and students who admitted that they were not wearing a seat belt were given an informational flyer that stated the dangers of driving or riding in a vehicle without a seat belt. The Peer educators plan to conduct another check before the end of the school year as a reminder of how important it is to buckle up and to see if seat belt rates have improved.

Prom Activities. The Prom committee distributed materials containing underage drinking prevention and impaired driving prevention messages at prom and after-prom. This activity was part of a “Safe Prom” campaign to warn students about the dangers of drinking and driving and provide them with information on how to stay safe on prom night. Two hundred sixteen students signed up to attend prom and after-prom.

Graduation Activities. The network placed an impaired driving prevention message, containing the CDOT logo and the program logo in the Denver School of the Arts graduation programs. The school printed and distributed 1,000 ceremony programs, along with impaired driving prevention ribbons, to parents and family members of graduating teens exposing them to the message “Prevent impaired driving. Talk to your teen about alcohol’s effect on driving”.

Montbello High School

End of School Year Activities. Montbello High School conducted several prevention activities this spring. Our Montbello peer educators, the National Honor Society, conducted a creative contest for students to enter and have their work displayed in the school entrance. The students could enter a poster, poem or other writing piece that had a seat belt safety messages. The student body voted and awarded first place to a poster that displayed a seat belt messages illustrating that seat belts save lives. The poster illustrates that

life is preserved within the bounds of the seat belt and death is displayed outside of the seat belt. The phrase “One small boundary, one big choice” is written across the seat belt. This phrase was used as a theme for this year’s statewide meeting. The artist added a modern and pop culture theme from the fictional novel *Angels and Demons* by Dan Brown by using optical illusions in the wording on the poster. Second place is a poem titled *August 10*. It discusses surviving a crash because the narrator wore a seat belt. With verbal permission from the artist, a professional graphic artist modified the poster layout for easier printing and to eliminate any controversial images

Seat Belt Activity.

Peer educators also conducted a pre- and post seat belt survey of students. Survey results are listed in the table to the left.

Survey Day	Driver	Front Seat Passengers	Backseat Passengers
Monday	56%	38%	0%
Friday	47%	40%	53%

This seat belt survey information and data from surveys from other schools will be used as baseline data and compared to data collected in the next campaign.

Although the survey reports that there was a drop in the rate of the seat belt use of the driver, they noticed another pattern that may have been a factor in the drop of seat belt use despite heavy promotional campaigning. Peer educators noted that the drivers that a significant number of drivers not using seat belts on Friday of that week were also arriving to school relatively late and were rushing from their cars to the school building. Their conclusion was that these students practiced other “irresponsible” behaviors. The survey does, however, reflect a increase in the usage rates of backseat passengers from 0% to 53%.

Thomas Jefferson High School

Prom Activities. During morning announcements for the week of prom, peer educators read a seat belt safety message to students. They also had a raffle for students who signed up for the “Safe and Alcohol Free After Prom Party.” A total of 298 students signed up to attend after-prom and were entered in the drawing for prevention prizes. At the after-prom party the peer educators and after-prom committee distributed traffic safety information and materials to those that agreed to stay safe and alcohol free on prom night.

End of School Activities. Peer educators posted seat belt safety posters throughout the school during the last two weeks of school. At the end of the first week, peer educators surveyed a total of 401

Continued ►

students on their seatbelt use. Sixty-five percent (65%) of the students surveyed said that they always wear their seat belt, 28% said that they “sometimes” wear their seat belt, and 7% said that they never wear a seat belt. Peer educators then provided students with information and materials that educated their classmates on the importance of wearing a seat belt in effort to raise the usage rates.

Freshmen Orientation. For the beginning of the 2005 to 2006 school year, Thomas Jefferson High School’s Peer Educators attended the Freshmen Orientation BBQ to welcome the new freshmen and talked to them about the importance of avoiding alcohol. They handed out prevention materials and giveaway items that contained messages about avoiding alcohol and safe driving.

George Washington High School

End of School Year Activities. George Washington High School had a very successful seat belt safety campaign. They had an entire week of seat belt, traffic safety and underage drinking prevention activities. Peer educators posted posters that they created, as well as posters provided to them by the Network. They conducted a seat belt check in the parking lot of their school on Monday and Friday of their safety week to evaluate change and effectiveness of their campaigning. They also distributed materials to students with safety messages as a reminder

to continue their positive behavior or newly learned positive behavior throughout the summer. Results are shown in the table to the right.

Survey Day	Driver	Front Seat	Backseat
Monday	77%	71%	39.50%
Friday	85%	74%	68%

Peer educators were pleased to see that their hard work and campaigning made a difference. A press release was developed to inform the media on these CDOT sponsored activities.

This seat belt survey information and data from surveys from other schools will be used as baseline data and compared to data collected in the next campaign.

East High School

End of the Year Activities. During East High School spirit week, peer educators put up seat belt safety posters and distributed materials to students educating them on the dangers of impaired driving and the importance of wearing a seat belt. At the end of the week, 33 peer educators surveyed 684 students on their seatbelt use. They found that 72% of the students “Always” wear their seat belts, 22% “Sometimes” wear their seat belt, and 6% “Never” wear their seat belt.

Program Marketing Efforts. A full-page newspaper ad was purchased in five of the six school newspaper April/May issues (Denver School or the Arts has a school newsletter, but no newspaper). The ad promoted the use of seat belts for high school students. A total of 7,542 students were exposed to the seatbelt message advertised.

- To host a statewide high school peer education meeting, providing the opportunity for professionals from across Colorado to learn more about peer education as a tool in prevention and to network with peers to collaborate on programs and solutions for youth traffic safety issues.

The Statewide meeting took place at the Denver Zoo, September 28, 2005. The conference was a great success with 76 students and advisors in attendance from seven Colorado high schools. The following schools were in attendance:

- Montbello High School – Denver
- John F. Kennedy High School – Denver
- Centaurus High School – Lafayette
- Monta Vista High School – Monta Vista
- Northridge High School – Greeley
- Greeley West High School – Greeley
- Skyland Community High School – Denver

Each peer education group was given programming ideas, instruction and motivation to take back to their schools to plan and actively program on impaired driving prevention during high risk times throughout the school year. Presentations at the event included:

Colorado Counterdrug Task Force – Division of the Colorado National Guard. This group of dedicated educators presented on the dangers of underage drinking, drinking and driving and the importance of making decisions that will assure a positive, productive and healthy future.

Denver Museum of Nature and Science – Health educators conducted a presentation on the human brain. The presentation focused on the anatomy and physiology of the brain and why it is so important, especially for adolescents, to take care of the brain by avoiding drugs and alcohol. The presentation included a sheep brain demonstration dissection.

Laurel Okasaki-Cardos – Former high school, college and now graduate student peer educator with BACCHUS presented infor-

Continued ►

mation to the high school peer educators on how to be an effective leader and educator, how to approach those you suspect may have a problem and how to provide prevention information.

Josh Shipp - Our keynote speaker and a youth motivational speaker, discussed that life’s battles can be won, when you’re armed with a sense of humor and an optimistic attitude. Josh shared his struggles and encouraged others to view their lives through a new lens. His empowering story of triumph encouraged our peer educators to think of themselves as leaders who can and will make a positive difference in the lives of others.

Throughout the conference each group was encouraged to discuss how they could take this information back to school and use it to educate their peers and promote traffic safety.

- To develop an impaired driving prevention speaker’s tour that will provide six Colorado High Schools with a national prevention speaker to be a part of school-wide educational events such as pre-holiday, pre-prom or pre-graduation traffic safety programs.

Between August 30th – September 1st, Bobby Petrocelli, nationally renowned speaker, spoke to approximately 2,200 students at six Denver-Metro area schools. Bobby’s message: “ten seconds is all it takes to change a life forever.”

The students were moved and motivated by his message. School advisors and administrators stated that they were very thankful to have BACCHUS organize and Colorado Department of Transportation generously fund such an opportunity as this for the benefit of their students. The following is an email message sent from Rory Pullens, Vice Principal of Denver School of the Arts:

“Nikki, I just want to extend our sincere thanks to Bobby once again. His presentation was timely and powerful. Many students have commented on how he got them to think about their choices in life. Thank you for realizing that we don’t have “ten seconds” to lose on any one of our precious young people. Bobby and his team are truly making a difference. “Keep it up!” Schools that received Bobby Petrocelli’s message were:

School	Approx. Number of Students Attending
George Washington High School	400
John F. Kennedy High School	400
Montbello High School	200
North High School*	500
Denver School of the Arts	250
Thomas Jefferson High School	450

*North High School was selected to receive the program after refusal by East High School, one of our focus schools.

- To create a liaison relationship with national high school peer organizations including National Peer Helpers, SADD and other successful organizations.

Program communication has been maintained with National Peer Helpers, SADD and other successful teen prevention organizations for the purpose of supporting Colorado high schools that currently have existing peer education programs and would like to use the Colorado High School Impaired Driving Prevention Initiative to complement the current efforts in impaired driving prevention education.

On July 14th, Nikki Smith, Project Director attended the Colorado Courage to Live Workshop in an effort to share information with other teen prevention projects throughout the state of Colorado. This CDOT sponsored event allowed organizations from the state to share information and strategies in a community forum setting. Approximately 15 prevention organizations were present.

BACCHUS worked with National Organization for Youth Safety (NOYS) to help distribute the prevention film, Smashed: Toxic Tales of Teens and Alcohol, a film created by HBO family and RADD (Recording Artist, Athletes, Actors Against Drunk Driving). Colorado High School Impaired Driving Prevention Initiative sponsored a viewing of the film at Thomas Jefferson High School. About 30 students and their parents were present to view the film, which promoted discussion between parents and their teens about driving responsibly, avoiding alcohol use and making the choice never to ride in the car with someone who has been drinking. Thomas Jefferson High School stated that they would like to host another viewing in the future for parents that were unable to attend.

- To network with existing state traffic safety organizations and programs and participate in statewide marketing and enforcement campaigns to include components focusing on youth health and safety issues.

The Project Director is a member of several workgroups and committees, including:

AAA Teen Coalition Educational Workgroup – educates the public on the laws and policy changes that effect teen’s driving issue and traffic safety. As a member of the Coalition, BACCHUS has assisted in creation and development of the marketing materials created to educate teens and parents on the new teen driving laws. The group met on August 12th to discuss strategies for getting materials out to the teens and parents.

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Underage Drinking Prevention and Reduction Workgroup (Substance Abuse and Mental Health Administration - SAMSA)

– Plans prevention program to address issues regarding underage drinking. This group met July 28th to discuss community need and strategies that will be most effective to each particular community.

Nikki Smith identified several resources that were available to schools to offer prevention education or traffic safety education in Colorado high schools. These programs can be used in conjunction with Colorado High School Impaired Driving Prevention Initiative Network sponsored activities.

Colorado Highway Patrol – Programs for schools to teach the importance of following rules of the road and wearing a seatbelt.

MADD – School Assemblies and classroom programs on the dangers of impaired driving.

SADD – Offers information/resources on impaired driving prevention and underage drinking prevention education to schools that have an active SADD peer education affiliate.

Brain Injury Association of Colorado – Offer school assemblies and classroom programs on brain injury prevention and the importance of wearing seatbelts and helmets.

Colorado State Highway Patrol *Alive at 25* – an early intervention course offered to teens to improve driving skills. Schools can book sessions for their students.

AAA – Colorado Teen Driving Coalition.

Colorado Department of Public Health and Environment – Adolescent Health Division.

Colorado Counterdrug Task Force – Division of the Colorado National Guard.

- To administer a survey to all program participants to evaluate the effectiveness of delivery of services and support received as a result of participation.

Survey will be administered to advisors in our six focus schools, listed in the grant, during the role-over period of the 2005 grant.

The total expenditure for the grant was \$189,014.00. Of this, \$98,431.35 was charged to CDOT and



\$48,606.90 was expensed to BACCHUS. The remaining funds for the 2004-2005 grant were rolled over into a grant that will end December 30, 2005.

Activities and trainings conducted through this grant have strengthened, improved, and increased the prevention programming in participating Colorado high schools. These efforts have aided Colorado high school students in their work to impact peers on the dangers of underage drinking and impaired driving, as well as, increasing traffic safety awareness to over 8,000 students in the Denver Metro area.

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TEAM Fort Collins— Underage Drinking

Project Number:	05-03
Task Number:	31-03
Planned Expenditures:	\$53,400.00
Actual Expenditures:	\$42,969.13
	05-HTS

By reducing the incidence of underage drinking in the Fort Collins, Larimer County area the number of alcohol-related vehicle crashes should be reduced.

Goal

Reduce access to alcohol by underage youth by training liquor servers and retailers to identify false IDs and underage youth.

Increase awareness of the hazards of drinking and driving and riding with someone who has been drinking.

Increase accuracy of youth perceptions regarding the drinking/driving behaviors of their peers.

Continue communication with our community and nearby communities to provide comprehensive information about youth alcohol use and abuse.

Strategies and Initiatives

- Mobilize liquor retailers in the community to decrease access to alcohol by minors.
- Engage youth in the prevention of underage drinking through mobilization and education.
- Mentor other communities around substance abuse issues.

Results

- Three newsletters sent out to 250 liquor retailers.
- Recruitment of ten retailers to use electronic scanners to deter use of false IDs.
- Collaboration with police to host liquor server trainings.
- Underage alcohol presentations at local high schools.
- Safe homes for non-alcohol parties.
- Social norms marketing campaigns at local schools.

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Ten retailers received electronic scanners to identify false IDs.

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Traffic Records Program Overview

It is CDOT's Safety and Traffic Engineering Branch's goal to provide an "integrated, responsive, timely and accurate accident records system" by 2005 (Performance Measure 7). In support of this goal, CDOT undertook several projects in FY 2005. Each of these projects are detailed on the following pages.

Program Administration

The Traffic Records' program is administered by Rahim Marandi, PE, Traffic Records Program Manager, with assistance from his staff Charles Keep, Carmen Gomez, Kevin Dietrick, and Matthew Clayton. This group, with assistance from the Sub-Grantees, were responsible for six projects with a planned budget of \$.5 million.

Enhancing the Traffic Records System

CDOT continues to work with its data partners to improve the accident record system. For example, the on-going project, Traffic Records Update, facilitated key stakeholder input and continued to refine the strategy for implementing an automated road coding system.

Data Collection & Analysis

CDOT's Traffic Records activities include tasks designed to provide the Branch with timely and accurate data for measuring performance and more strategically allocating resources to address both persistent and emerging traffic safety problems. These tasks include the annual Seat Belt Survey and the Problem ID.

Assessment

CDOT staff and numerous representatives from state and local agencies and subject matter experts participated in the 2005 Impaired Driving Assessment. As a result of the Assessment, the Impaired Driving Unit will be able to strategically allocate resources to better address Colorado's impaired driving-related challenges.

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Traffic Records Update

Project Number:	05-04
Task Number:	41-01
Planned Expenditures:	\$15,500.00
Actual Expenditures:	\$3,210.00

This task ensures that CDOT’s Accident Data Management Unit is able to process the data supplied by the Department of Revenue in a more accurate manner, so accident information can be processed more quickly and effectively.

Goal

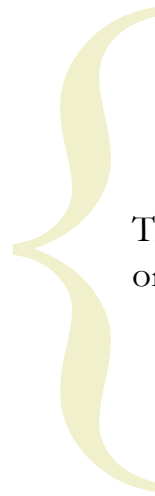
Total automation of the road coding process using data supplied from the Department of Revenue.

Strategies and Initiatives

Use the expertise of the traffic records staff to make sure the automation process captures all required information.

Results

Independent contractors were retained to do the computer programming that is necessary for the project. Corrections to the automated system were made using suggestions that were made by staff members. This is an on-going project.



This is an on-going project.

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CSP System Enhancement

Project Number:	05-04
Task Number:	41-03
Planned Expenditures:	\$76,000.00
Actual Expenditures:	\$0.00
	411

Improve access to the accident data transfer system by creating a standard transfer file structure that will allow for State Troopers to electronically enter information into mobile computers that will transfer data directly to the Department of Revenue, Motor Vehicle Division and the Judicial branch.

Goal


To implement a pilot program to transfer accident data and information electronically.

Strategies and Initiatives

Not applicable.

Results

Due to the Traffic Records Assessment, we have renewed our assistance with the CSP and will develop an on-going program to fully implement a total data warehouse program.



This is an on-going project.

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Problem Identification

Project Number:	05-04
Task Number:	41-04
Planned Expenditures:	\$175,655.00
Actual Expenditures:	\$54,989.82

This task supports the research needed to develop programs and projects for CDOT's Safety and Traffic Engineering Branch.

Goal

To support CDOT's goals through the research of traffic trends so that better programs and projects can be developed.

Strategies and Initiatives

Develop the FY 2004 Annual Report and evaluation of CDOT's Highway Safety Programs.

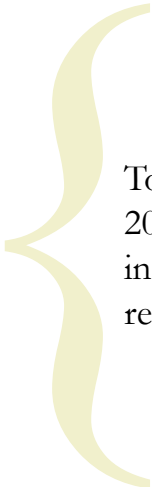
Develop the FY 2005 Annual Report and evaluation of CDOT's Highway Safety Programs.

Prepare the FY 2006 Problem Identification Report.

Results

The FY 2004 and FY 2005 Annual Reports were completed by the University of Colorado, Garner Insight LLC and Glissen, LLC. The 2006 Problem Identification Report presents analyses of CDOT's 2003 crash database, trend analysis of Fatality Analysis Reporting System (FARS) data and preliminary analyses of Colorado's 2004 citation file.

Incorporated the early fatality notification, or "Blotter" system, that provides CDOT and FARS immediate notification of roadway fatalities. Implementation of early notification was a recommendation of the Traffic Records Assessment.



Topline analyses of 2004 citations will be included in the final report.

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Seat Belt Survey

Project Number:	05-04
Task Number:	41-05
Planned Expenditures:	\$191,087.00
Actual Expenditures:	\$125,574.11
	402

The Institute of Transportation Management at Colorado State University conducted an observational survey to measure 2005 seat belt and car seat use.

Goal

Provide an accurate estimate of actual seat belt usage to guide future transportation safety program decisions.

Strategies and Initiatives

Train observers and supervisors and emphasize the need for consistent and accurate data collection. As in previous surveys, retired Colorado State Patrol officers were used as observers wherever possible, enhancing the validity of results for year to year comparison.

Conduct the adult and juvenile seat belt studies.

This project is administered by Safety Education and Enforcement Occupant Protection staff.

Results

The Institute of Transportation Management collected adult driver seat belt usage data at 386 sites in 25 counties on two dates from June 12 through June 25, 2005. The Child Car seat and Juvenile studies were conducted at 50 sites in 20 counties from June 26 through July 2, 2005 and from July 10 through July 16, 2005.

The College of Natural Sciences Statistics Laboratory entered the survey data and conducted the statistical analysis.

The overall 2005 Colorado seat belt use rate was 79.2%. Front seat occupants of light trucks have a lower seat belt use rate, 66.6%. Seat belt use by drivers on the Eastern Plains continues to lag the Front Range.

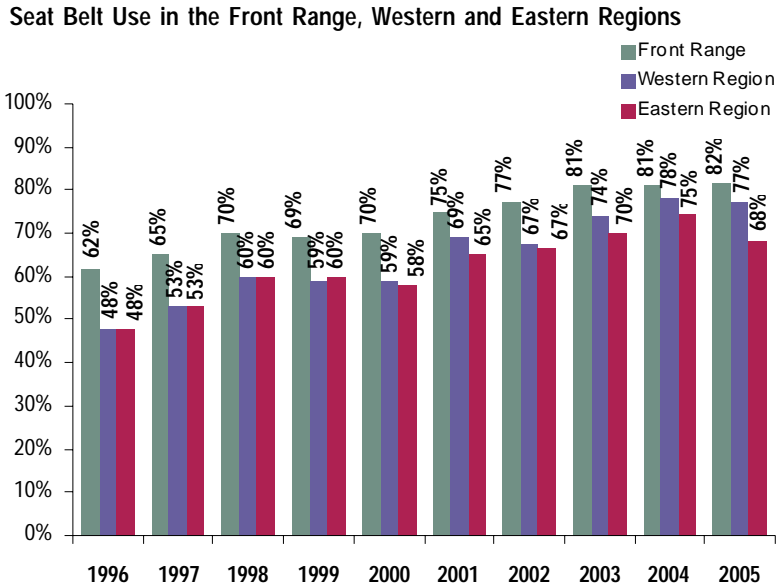
In 2005, 87% of children ages 0 to 4 were observed in car seats.

In 2005, 69.5% of children ages 5 to 15 were observed using seat belts.

Overall seat belt use was 79.2% in 2005, just short of CDOT's 2005 performance goal of 82.5%.

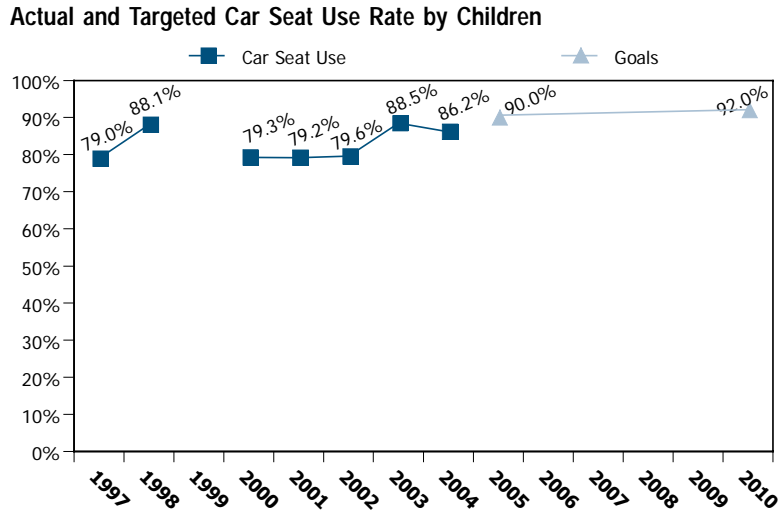
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Use of seat belts on the Front Range continues to outpace the Eastern Region of the state.



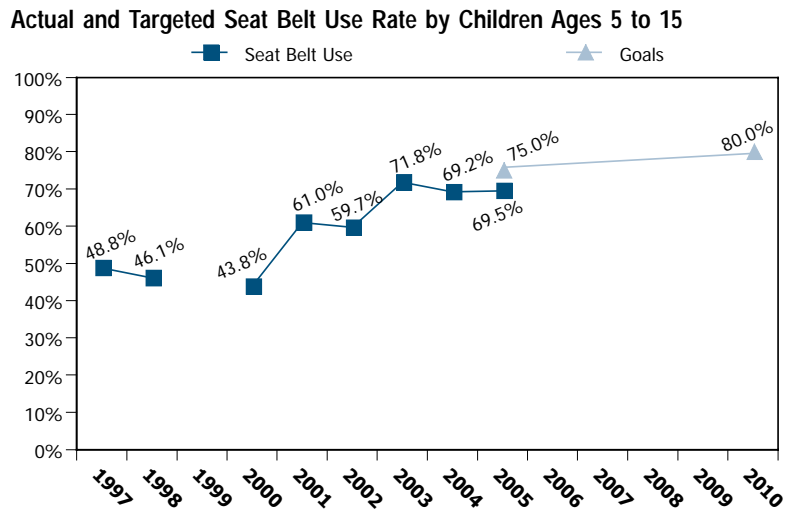
Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Car seat use continues to approach CDOT's targeted goal.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Seat belt use by children continues to approach 70%.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Emergency Medical Services (EMS) and Trauma

Project Number:	05-04
Task Number:	41-06
Planned Expenditures:	\$24,000.00
Actual Expenditures:	\$0.00

This task exists to expand the data linkage project that was started in FY 2001. This task will add additional years of data to the already existing system, refine the linkage and focus the analysis of the linked data to strategic targeted prevention areas.

Goal


To identify specific problems and answer the questions related to those problems.

Strategies and Initiatives

Research into specific prevention areas, such as elderly drivers, teen age drivers, the effect of the graduated licensing law, variations in pre-hospital time and high-risk drivers to enhance the existing system.

Results

Due to the Traffic Records Assessment, we have renewed our assistance with the EMS and will develop an on-going program to fully implement a total data warehouse program.



This is an on-going project.

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Impaired Driving Assessment

Project Number:	05-04
Task Number:	41-08
Planned Expenditures:	\$30,000.00
Actual Expenditures:	\$0.00

To update Colorado’s Strategic Plan for the Impaired Driving Program, the Current Systems Report and the Action Plan to comply with proposed funding requirements of NHTSA and FHWA. This Assessment will enable the Impaired Driving Unit to improve their ability to target those areas that need improvement in the state.

Goal

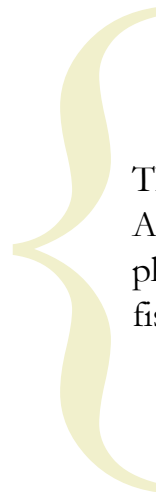
Assess Colorado’s Impaired Driving Program.

Strategies and Initiatives

Traffic Safety Professionals from around the nation with expertise in the Criminal Justice System, Judicial System, and Driver’s licensing and Rehabilitation will assess Colorado’s Impaired Driving Program. The assessors will be presented information from Colorado Traffic Safety Professionals in the same disciplines.

Results

The assessment will take place October 31 through November 3, 2005.



The Impaired Driving Assessment will take place during federal fiscal year 2006.

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Roadway Safety Program Overview

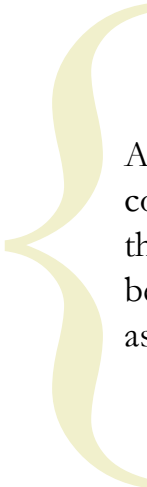
CDOT's Roadway Safety Program supports the Safety and Traffic Engineering Branches goals of reducing overall crash rates, and injury and fatal crash rates (Performance Measures 3, 4, 5, and 17). Tasks in this program include efforts to enhance roadway safety in small communities and to provide technical assistance to individuals responsible for local traffic engineering. Most of the program's resources are channeled to the small Colorado towns that most greatly need this assistance. These tasks are detailed on the following pages.

Program Administration

The Roadway Safety Program is administered by Dwayne Wilkinson, P.E., Program Manager, with assistance from his staff Randy Reyes, P.E. and Katie Dawson, P.E. This group, with assistance from the Sub-Grantees, were responsible for eight projects with a planned budget of about \$300,000.

Enhancing Roadway Safety

Tasks that result in increased roadway safety in small communities supports CDOT's efforts to reduce both overall crashes and the severity of crashes. In 2005, Roadway Safety tasks that enhanced roadway safety included Traffic Safety Engineering Studies. In this project, traffic safety engineering studies were conducted in seven small Colorado towns. Through the Signs for Small Communities task more than 300 signs were posted in six small towns to improve roadway safety.



Activities focus on small community outreach that can most greatly benefit from CDOT assistance.

Technical Assistance

The Roadway Safety Program supported several tasks to train traffic safety engineers and to provide individuals responsible for traffic safety with updated materials regarding current engineering practices. More than 130 individuals from small towns received informational materials through the Informational Brochures and Technical Reference task.

Training

The Roadway Safety Program sponsored several training sessions for traffic safety professionals. For example, Traffic Engineering Seminars trained more than 130 individuals on the basics of traffic control and safety.

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Traffic Safety Engineering Studies

Project Number:	05-05
Task Number:	51-01
Planned Expenditures:	\$107,540.00
Actual Expenditures:	\$105,261.00

This task provides traffic safety engineering studies and spot location reviews for approximately six towns with populations below 20,000.

Goal

Reduce statewide crash rates by evaluating and providing recommendations for improvements on local roads and roadsides. Build a relationship with local officials who have traffic management responsibilities to encourage the implementation of the study recommendations.

Strategies and Initiatives

The first step in the process for the study is to conduct a meeting with town officials. This allows them to be involved in the study by providing *input on what the traffic and safety issues are* in their community.

Then the consultant or CDOT engineering team begins the analysis of local roadways. Specifically, the studies *focus on problem identification and resolution* in the following areas: signing, pavement markings, parking, traffic flow, school zones, speed zones, railroad crossing, construction work zones, accident history and roadside obstacles.

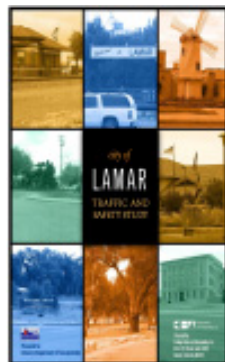
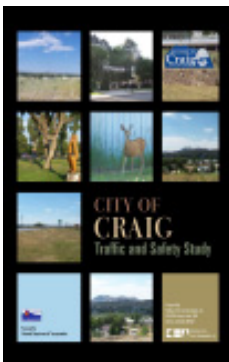
The draft of the report is reviewed by the local officials and CDOT staff. This review process allows the consultant team and CDOT to further *build on the relationship with the local officials*.

This interaction with the local agency results in a Traffic Safety study with *recommendations that are based upon accepted traffic engineering practices and principals which have local support*.

Results

Traffic Safety Engineering Studies were started and completed for seven towns (Craig, Eaton, Eric, Federal Heights, Granada,

Lamar and Las Animas). The Traffic Safety Engineering Study for Gilcrest was finalized this year. In addition, an off-system school study for the town of Rye was also completed.



}

Studies were completed in seven Colorado towns.

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Signs for Small Communities

Project Number:	05-05
Task Number:	51-02
Planned Expenditures:	\$19,100.00
Actual Expenditures:	\$15,481.00

As a complement to the traffic safety engineering town studies, CDOT encourages the studied communities to apply for funding to purchase essential regulatory and warning road signs and sign supports (for approximately six towns).

Goal

Replace essential regulatory and critical warning signs as an effort to reduce crashes within the community. Physically worn-out signs that are in poor condition or non-existent contribute to the degradation of roadway traffic safety on local roadways.

Strategies and Initiatives

Fund the purchase of certain essential road signs based on the results of Traffic and Safety Engineering studies. As part of the studies, conduct an evaluation of the condition and appropriateness of the signs within the towns studied. Allow signs that are determined to be deficient or required, eligible for replacement funds.

Results

Sign orders were completed for the following town studies conducted during the previous fiscal year (Severance, Brush, Palisade, Sanford) and one that was completed this fiscal year (Gilcrest).

154 regulatory signs, 65 warning signs, 57 school signs, and 25 steel posts were purchased to reduce crashes in towns.

Examples

Non-standard yield signs and faded stop signs. These are just a couple of the sign related safety concerns that were found during field investigation work this year.



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Traffic Safety Engineering Seminars

Project Number:	05-05
Task Number:	51-03
Planned Expenditures:	\$39,300.00
Actual Expenditures:	\$33,510.00

CDOT’s Traffic Safety Engineering Seminars provide education in the basics of traffic control and safety to individuals who are responsible for traffic decisions within their community. The Traffic Engineering Seminars provide information to local agencies that may not ordinarily have access to the most current traffic and safety methods.

Goal

Reduce crash rates statewide, particularly on city streets and county roads, by training over 120 local agency officials who are responsible for traffic engineering decisions.

Strategies and Initiatives

Local Agency Outreach. Mail out over 600 letters to local agencies within Colorado, notifying them of the upcoming seminars. Conduct two (one-day) seminars each targeting two distinct and separate geographical areas of the state.

Results

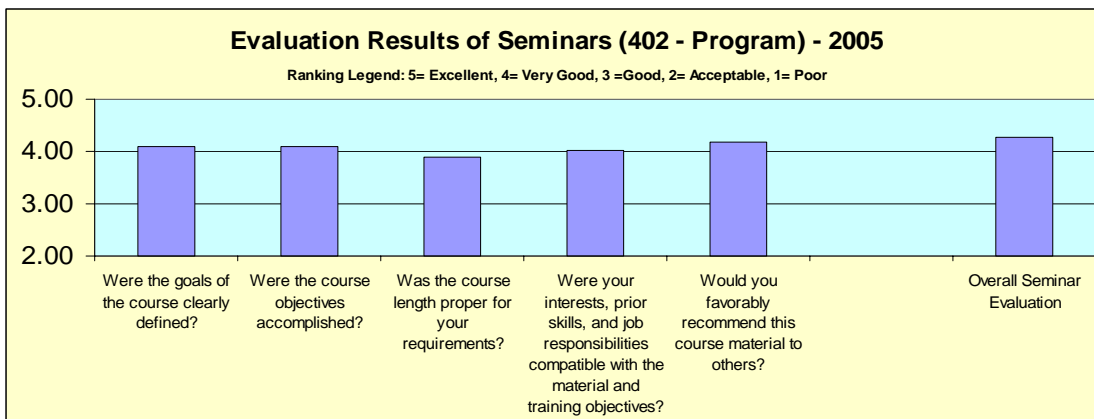
Two (one-day) seminars were conducted: one on the Front Range (Colorado Springs) and one on the Western slope (Pagosa Springs). Over 120 local agency officials were trained by **seven** subject experts. Participants also received technical manuals and brochures to aid in reducing the risk of crashes in their communities.

Seminar Evaluation

The following graph presents seminar evaluation results. Nearly every question posed earned a rating between **“Very Good and Excellent”**. The seminar was very well received and many participants expressed gratitude for the training given.

Over 120 local officials were trained.

Evaluation results show that the seminars overall were rated between “very good and excellent.”



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Work Zone Seminars

Project Number:	05-05
Task Number:	51-04
Planned Expenditures:	\$10,035.00
Actual Expenditures:	\$10,034.00

To improve traffic control and safety in local roadway construction work zones, CDOT contracts with the Colorado Local Technical Assistance Program (LTAP) to conduct workshops on work zone traffic control and to provide flagger certification. The sessions are offered in various locations throughout northern Colorado.

Goal

Conduct up to five workshops on work zone traffic control and provide flagger certification for those who successfully complete the flagger test. These work shops will provide training to approximately 100 to 150 local entity personnel.

Strategies and Initiatives

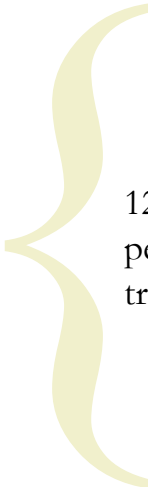
By contracting with the Colorado LTAP, CDOT provides this training at a low cost through an organization that the local governments are familiar with. The location of the workshops rotates between the northern and southern portions of the state every other year. This provides the training once every two years at locations convenient to those needing the training.

Results

Four workshops were held on the following dates at the following locations:

1. March 14, 2005 in Fort Collins
2. March 15, 2005 in Sterling
3. March 16, 2005 in Frisco
4. March 17, 2005 in Rifle

One hundred twenty (120) local entity personnel were trained.



120 local entity personnel were trained.

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Traffic and Highway Engineering Training

Project Number:	05-05
Task Number:	51-05
Planned Expenditures:	\$95,420.00
Actual Expenditures:	\$92,892.00

A need for traffic and highway engineering training is created by rapid developments in the transportation and traffic engineering discipline. In order to meet this need, at least nine transportation and traffic engineering courses will be provided. These classes will train between 300 to 450 transportation professionals.

Goal

To provide continuing education to transportation professionals in order to enhance their knowledge and skills so they can apply this to reduce the crash and mortality rates in Colorado.

Strategies and Initiatives

Offer the following training courses:

- Four (two-day) courses on Traffic Control Supervision;
- Three (one-day) courses on Traffic Incident Management for Work Zones;
- A (two-day) course in Pavement Marking Selection, Application and Maintenance; and
- A (one-day) course in Subsurface Utility Engineering.

Evaluations will be used to determine which classes will be continued next year.

Results

Four hundred fifteen (415) individuals were trained. And 18 total classes were conducted. These classes were evaluated on a 1 to 5 scale. The scores correlate in the following manner: 5-excellent, 4-very good, 3-good, 2-acceptable and 1-poor. The number of attendees, classes and average score for the courses are as follows:

- Two hundred sixty-one (261) people attended 12 Traffic Control Supervision classes. The average score was 4.62;
- Sixty-two (62) individuals participated in the three Traffic Incident Management for Work Zone courses. The average score was 4.48;
- Twenty-six (26) received training in Pavement Marking Selection, Application and Maintenance. The average score was 3.67; and
- Sixty-six (66) participated in the Subsurface Utility Engineering class. The average score was 3.90.

The weighted average score (weighted by number of attendees) for all classes was 4.42, or “very good” on the five point rating scale.

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Maintenance Incentive Program

Project Number:	05-05
Task Number:	51-06
Planned Expenditures:	\$3,500.00
Actual Expenditures:	\$3,388.00

This incentive award program rewards CDOT maintenance patrols that have initiated and completed noteworthy safety improvements to the roadside that will lead to a reduction in the number and severity of run-off-the-road crashes. Criterion for selection is based upon roadway safety factors.

Goal

Select and reward the improvement that will contribute the most to reducing the severity of run-off-the-road crashes.

Strategies and Initiatives

Through recognition of work that addresses run-off-the-road crashes, we encourage CDOT Maintenance forces to address these roadside hazards. Removing these hazards and improving the roadside should result in a reduction of the severity and number of these crashes.

This program allows the 402 Roadway Safety Program staff to work directly with the maintenance forces to select the winning project. This provides the 402 Roadway Safety Program staff the opportunity to educate maintenance forces on what improvements could be made to improve roadside safety and helps build upon CDOT's Safety Culture. This is further encouraged by upper-level management by allowing the awards ceremony to take place at a Transportation Commission Meeting.



Results

This year a Rock Fall Repair Project on I-70 from milepost was the winner of the award. Region 3 Section 2 Patrol 3241 repaired 34 rock fall prevention fences.

In this area 25 crashes between January 1, 1999 and December 31, 2003 involved collisions with rocks/boulders. There were also 220 run-off-the-road crashes during this time period. Three of these were fatal crashes. Repair of these fences will reduce the number and severity of these accidents.

Award Winner Region 3 Section 2 Patrol 3241 repaired 34 rock fall prevention fences that will reduce the number and severity of crashes.

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Informational Brochures and Technical Reference Materials

Project Number:	05-05
Task Number:	51-07
Planned Expenditures:	\$21,200.00
Actual Expenditures:	\$19,478.00

This task produces, acquires, updates and reprints roadway safety related brochures and technical reference materials, which are distributed to those responsible for traffic control devices and operations in their community.

Goal

To provide roadway safety related materials to over a 100 small towns and communities.

Strategies and Initiatives

To distribute this program information to the individuals who are responsible for traffic control devices and operations we enlist the following methods:

1. The CDOT Region Traffic Engineers and Headquarters Traffic Engineers inform local communities;
2. At 402 Roadway Safety Training attendees are informed;
3. Other CDOT Safety Program Staff inform locals;
4. Through the 402 Roadway Safety—Traffic Safety Engineering Program (Town Study Program) the locals are informed; and
5. CDOT Public Information also refers local community representatives to this program.

More than 130 individuals from small towns received materials through this program.

Results

This year 91.5% of the distributed materials went to small towns and communities.

The remaining 8.5% of materials were provided to groups such as the AARP (for driver safety training), CDOT Regions (to inform groups or individuals about roadway safety related concerns) and FHWA (to use in courses provided through the Local Technical Assistance Program and at Seminars which included Roadway Safety).



In addition to meeting the stated program goal, the “Work Zone Safety Guidelines for Municipalities, Utilities and Contractors” was updated and reprinted this year with funds provided for through this program. This guide is used extensively throughout the state on roadway construction projects.

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Professional Memberships

Project Number:	05-05
Task Number:	51-08
Planned Expenditures:	\$280.00
Actual Expenditures:	\$257.00

Provide funding for half the cost of approximately 22 Institute of Transportation Engineering (ITE) memberships for key Headquarters and Regions Traffic Professional Engineering staff. These memberships will allow staff to attend local meetings, receive Institute literature and access the ITE on-line research library.

Goal

Provide memberships to improve knowledge and skills of key CDOT staff.

Strategies and Initiatives

According to CDOT Policy Memo 001, if a membership will be beneficial to CDOT, up to 50% of the membership can be paid by CDOT. The Traffic Engineers at the CDOT Traffic Engineer Meetings expressed that there was no existing funding stream to pay for the CDOT share of the ITE membership.

The 402 Roadway Safety Program developed this task to respond to this need. We informed the Traffic Engineers at the CDOT Traffic Engineers Meeting following the development and approval of the task that funding was now in place. We also notified them via email twice that the task had been put in place and how to submit for reimbursement.

Due to lack of participation, this program will not continue.

Results

Only the CDOT Safety and Traffic Branch took advantage of the program. It is apparent from the lack of participation in the program that there is not enough interest to continue supporting ITE memberships.

Note: The planned expenditures for this task were modified prior to year-end due to the poor response to free up funds for other tasks.

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Occupant Protection Program Overview

The Safety and Traffic Engineering Branch's Occupant Protection Program strives to support CDOT's goals of increasing seat belt use both statewide and among key segments of the driving population (Performance Measures 8, 9, 10, 11, 12, 13). To help CDOT meet its goals, the Occupant Protection Program supported several types of tasks including enforcement activities and community-based social marketing tasks, including child passenger safety projects. Many of the Occupant Protection Program's activities were conducted in both English and Spanish.

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

Program Administration

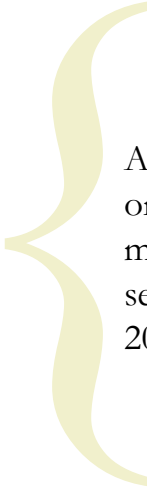
The Occupant Protection Program is administered by Kirsten Jahn-Elfton, Program Manager, with assistance from her staff, Ilana Erez, Leslie Chase, David Hancock and Duke Smith. This group, with assistance from the Sub-Grantees were responsible for 18 projects with a planned budget of \$1.3 million.

Enforcement Activities

The Occupant Protection Program supported law enforcement's participation in the November 2004 and May 2005 high visibility occupant protection enforcement waves. Post-enforcement surveys indicated improvements in seat belt use statistics. Ten participating counties recorded seat belt use rates above 80%. During the May mobilization, more than 10,000 seat belt citations were written.

Community-Based Programs

In 2005, the Occupant Protection Program continued its support for an innovative seat belt program targeting African-American adults in Colorado's largest cities. Since the inception of this program, the observed seat belt use by African-American men has increased from 46% in 2000 to 62% in 2005. Other community-based seat belt programs included La Plata County Clicks, the development of two Latino-focused seat belt campaign, and on-going seat belt and child passenger safety programs across the state.



A campaign focused on African-American men has increased their seat belt use by nearly 20% since 2000.

Continued ►

Community coalitions working in Pueblo and the San Luis Valley conducted Child Passenger Safety checks. In addition to evaluating whether or not parents had properly restrained their children the community coalitions gave out more than 450 child car seats. This project included a Spanish-language component.

Operation Buckle Down

Project Number:	05-06
Task Number:	61-01
Planned Expenditures:	\$48,400.00
Actual Expenditures:	\$46,660.15
	402 OP

Operation Buckle Down is a major law enforcement effort supporting and providing for the enforcement of Colorado's Occupant Restraint Laws. The program provides assistance, materials and support for occupant protection programs.

Goal

Increase seat belt use and child passenger seat use.

Objectives

Coordinate the statewide education and public awareness program for the enforcement of Colorado's Occupant Restraint Laws and decrease injury or fatality crashes in participating areas.


Strategies and Initiatives

Contract with Henry "Duke" Smith to help coordinate the program. Work with law enforcement agencies to encourage their enforcement of Colorado's Occupant Restraint Laws.

Promote the "Saved by The Belt" club to increase public awareness of the lifesaving value of seat belts by publicly recognizing individuals who survive serious traffic crashes while belted.

Promote safety awareness using the CDOT Crash Car "Static" Display.

Use "Vince & Larry" Crash Dummy Costumes to teach children the importance of wearing seat belts.



Colorado's seat belt use rate in 2005 was 79.5%.

Results

CDOT contracted with Duke Smith to coordinate this program.

More than 100 local law enforcement agencies from jurisdictions representing for 85% of the State's population received a grant to participate in the campaign. These agencies agreed to:

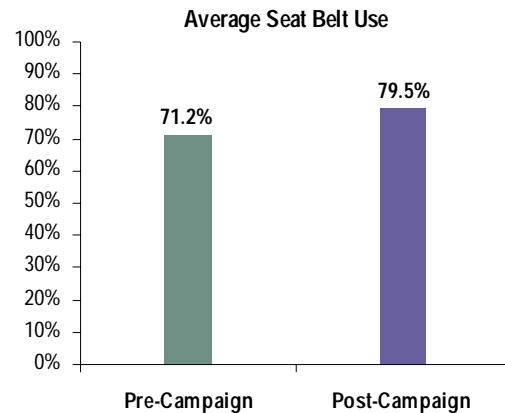
- Provide overtime enforcement of Colorado's child passenger safety laws through aggressive/hazardous driving contacts.
- When appropriate, notify local news media of seat belt/child restraint use in all car crashes.
- Report enforcement activities on the CDOT website.

Continued ►

Seat belt enforcement information by agency is available for May and November Mobilizations on the CDOT website.

Each agency conducted pre- and post- local seat belt surveys to measure the effectiveness of the program. The pre-campaign average seat belt use rate was 71.2% and the post-enforcement average was 79.5%, as shown in the exhibit below.

The Saved By the Belt program used to be part of the Silver Buckle program. CDOT hasn't given the Silver Buckle plaques out in the last three years due to funding. This has resulted in the Saved By the Belt program "dying on the vine." In 2005, two Saved By



the Belt certificates were given to the Fort Morgan Police Department for survivors in the community. In place of the Saved by the Belt program, CDOT tries to identify survivors in advance of the May Mobilization so that they can be present at news conferences.

A notice about the availability of the Vince and Larry costumes is on a website with 9News Health Fair and other safety organizations. In this fiscal year, the costumes were used ten times and about 20,000 people had the opportunity to see them. The Pueblo County Sheriff's office used the costumes at the Colorado State Fair as part of a safety display. In addition to use by elementary schools, the costumes were also used by Canyon City High School and Buckley Air Force Base.

The Crash Car Static Display is seven years old which may be the reason why it was used only twice in 2005: at a Back to School event for elementary and middle school children (5,000) and at the Neighbors in Health Fair at Kaiser Permanente, targeting the Hispanic Community (about 12,000 attendees).

Child Passenger Safety

Project Number:	05-06
Task Number:	61-02
Planned Expenditures:	\$224,800.00
Actual Expenditures:	\$76,903.42
	402 CR

The Colorado State Patrol will decrease the number of deaths and injuries of children through a combined education and outreach program designed to increase the correct usage of occupant protection systems in vehicles.

Goal

The program will support statewide training and education to increase the proper installation and use of Child Passenger Safety Systems by 5% over 2004 levels.

Objectives

The program will coordinate with existing statewide CPS Outreach programs and work in conjunction with the Booster Seat Outreach program administered by the same contracting agency, to provide concise and consistent information and education for all CPS Systems. The program will support seat belt use with special emphasis on establishing and maintaining statewide CPS fitting stations, education and training.

Strategies and Initiatives

Create 15 new fitting stations where car seats can be checked for proper installation, with at least five of those in the Western Slope. Maintain the 15 established statewide fitting stations.

Provide CPS training through eight statewide NHTSA CPS technician training courses, ten 16-hour basic skills courses and ten 8-hour CPS safety technician update and refresher training.

Post updated CPS information on the CPS website and bi-monthly newsletter. Maintain the toll free CPS phone number (1-877-LUV-TOTS).

Maintain a CPS database for program information, such as process and observational data.

Results

Ten child passenger safety fitting stations have been selected. The remaining five will not be provided because the responding applicants did not meet CPS fitting station criteria.

10 new fitting stations were selected.

847 car seats were checked.

Continued ►



Sixteen NHTSA child passenger safety technician classes have been conducted. Ten 16-hour classes were conducted with 129 participants. Thirteen eight-hour update refresher courses were conducted with 179 participants. Ten eight-hour short course training workshops were conducted with 81 participants. Participants were trained as child passenger safety technicians to educate parents and caregivers on proper installation of child restraints and to educate parents about Colorado's CPS laws.

Newsletters were developed and posted this fiscal year. All aspects of the CPS toll free number and the website have been maintained. Currently, 82 fitting stations/check-up events have reported to the website.

A website upgrade included training updates, material order updates, and email groups. The CPS website has been modified to include all CPS events throughout the state.

A website upgrade currently designed through CDOT will address database requirements for data collection, analysis, and measurement.

Tri-County Child Passenger Safety Program

Project Number:	05-06
Task Number:	61-03
Planned Expenditures:	\$44,543.00
Actual Expenditures:	\$23,098.30
	402 CR

The Tri-County Family Care Center will implement a multi-faceted program to increase usage of passenger safety restraints across Bent, Otero and Crowley counties in southeastern Colorado.

Goal

Increase child restraint usage by 15% over 2004.

Objectives

The program will increase by 10% the usage of child passenger restraints by residents in Otero, Bent and Crowley counties. This grass-roots program will have other agencies involved with program efforts. Activities will include a mass saturation of educational awareness materials regarding child passenger safety. Educational programs will be developed to address all three levels of school-aged children.

Strategies and Initiatives

Coordinate with all participating local authorities and agencies to promote program activities, such as materials distribution and event participation.

Organize car seat check-up events to inspect vehicles for proper child safety restraints.

Provide training opportunities to law enforcement agencies, childcare providers, school officials and the general public on safety restraint laws and the proper use of safety restraints.

Implement a public information and media plan to raise program awareness of the need to have child restraint devices inspected and well-maintained.

Collect pre- and post-observational studies and knowledge evaluations to determine program effectiveness.

Results

Fifteen car seats were acquired and distributed to families throughout the area. Car seat check-up events were held at child care facilities in Crowley and Otero counties. A total of 40 car seats were checked, none of which needed to be replaced. Educational materials on car seat safety and seat belt safety were distributed to all participants.

About 250 people received occupant protection information at La Junta's Early Settlers Days.

Continued ►

Post-campaign
observational surveys
showed a 45%
increase in use.



A public education booth was set up in La Junta during Early Settlers Day. Brochures and safety materials on car seats and seat belt safety were given to approximately 250 people at the event.

Presentations were done at local elementary schools, high schools, and for child care groups. In addition to education for children on restraint use, parents also received training and informational materials.

Pre- and post-observational studies on seat belt and child restraint usage were conducted. The pre-observational study indicated a 40% usage rate in Otero, Bent and Crowley counties. The post-observational study showed an increase to 58%. Thus, an overall increase of 18%, a 45% increase.

Denver Area Latino Community Traffic Safety Program

Project Number:	05-06
Task Number:	61-04
Planned Expenditures:	\$76,200.00
Actual Expenditures:	\$101,227.43
	402 OP

This program will focus on enhanced vehicle safety in the Latino communities through grassroots coalitions, organizations and programs and community outreach.

Goal

Among the identified population: 1% decrease in traffic fatalities, 3% decrease in traffic injuries, 5% increase in seat belt use, and 5% increase in child safety seat use over 2004 statistics.

Objectives

Program goals will be accomplished through coalition building and coordination within the Latino community, identification of significant strategies of education and behavior modifications, and development of strategies to implement and measure these methodologies. Pre-program and post-program surveys will be done to measure effectiveness.

Strategies and Initiatives

Continue to partner with and support organizations that have completed their proposed task for the initiative and evaluate those partnerships for continued success.

Continue efforts with the established Latino Driving Safety Advisory Board in promoting the objectives/goals of the safety program.

Work with car seat technicians and subject matter experts such as CPS Team Colorado and NHTSA to customize and distribute a culturally relevant bilingual Child Passenger Safety and Seat Belt curriculum.

Coordinate efforts with CPS Team Colorado to organize a "Children's Day Safety Event," targeting the Hispanic community of Denver. National Certified Technicians and Instructors will be utilized to conduct safety seat check ups and seat belt usage checks, while educating parents and family members on how to safely transport adult and child passengers in a vehicle. Advance the initiative with advertisements in Latino-based news media.

Organize and provide at least three advocacy-training courses to mini-grant recipients and other Hispanic community organizations in the Denver Metro Area.

Continued ►

Develop and execute a comprehensive, fully integrated marketing campaign designed to reach and educate Hispanics with a culturally relevant message that will increase awareness of CPS and seat belt usage.

Conduct an observational child safety seat survey and an observational set belt survey.

Results

This contract was extended, so only baseline evaluation data have been collected to date.

Latino-based organizations that have received mini-grants continue to partner with Heinrich for the Denver Area Latino Community Traffic Safety Program.

An advocacy seat belt training session was held last November. Partners include Servicios de la Raza, La Raza, CHAC, Catholic Charities, Center for Work Education and Employment and RMSER.

A “Children’s Day Safety Event” was organized and held in April 2005 with the goal of reaching 60 children, with 182 being served.

Media activities continue with a mass advertising campaign to the Latino community with posters (10 locations), brochures and advertisements in both Spanish and English. Advertisements included 60 spots on Spanish language radio stations and print ads in La Voz and El Hispano.

Heinrich Hispanidad contracted with Corona Research to complete a seat belt use survey among Hispanics in the Denver Metropolitan Area. The post-campaign survey will be conducted in Spring 2006.



182 children participated in the Children’s Day Safety Event.



African-American Community Traffic Safety Program

Project Number:	05-06
Task Number:	61-05
Planned Expenditures:	\$134,970.00
Actual Expenditures:	\$87,776.42
	402 OP

This task was created to increase safety restraint use by African-American males and females of all ages.

Goal

Among the identified population, a 10% increase in seat belt use, and a 10% increase in child safety seat use over 2004 statistics.

Objectives

The focus of this safety program includes vehicle occupant protection within the African-American community in the Denver, Colorado Springs and Pueblo areas. This will be accomplished through continued coalition building and coordination within the African-American communities, the identification of significant strategies of education and behavior modification and development of strategies to implement and measure those methodologies. Develop a tracking database to record all program activities.

Strategies and Initiatives

An independent contractor will identify and provide at least ten mini-grants to existing African-American community based programs or organizations in the Denver Metro, Colorado Springs and Pueblo areas to promote seat belt and proper Child Passenger Safety Seat usage.

Develop and implement an advertising and media plan in support of seat belt and car seat usage. Develop strategies to implement these techniques.

Conduct at least four focus groups to validate the market response to test the original marketing concept for current appropriateness and to determine the focus of messages for the new populations and traffic safety issues.

Results

Twelve CDOT community partners received mini-grants to promote seat belt and proper Child Passenger Safety usage.

Contractors and CDOT Community Partners hosted one seat belt check-up. Cordy and Company purchased 71 child safety seats. Those not distributed are being held for future seat belt checkup events.

Contractors and community partners hosted one seat belt check-up event.

Continued ►

Focus group results demonstrated the need for new materials, which the contractor developed.

Community partners conducted education and information dissemination activities.

Below are the results of the observational surveys that were conducted in Denver and Colorado Springs in April and December 2004. (Pueblo was not included in the surveys because of the community's small African-American population.)

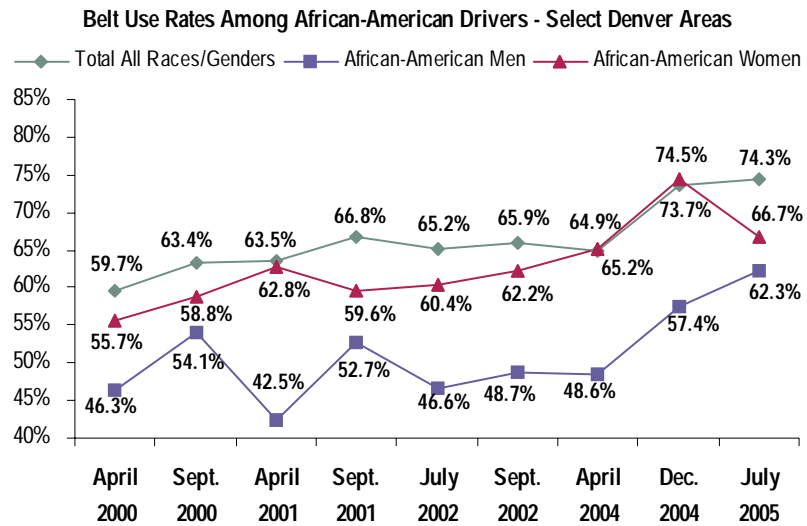
Denver

African-American males increased seat belt usage by 11.1%.

- CPS (age 0 to 4) restraint increased 8.8%
- CPS (age 5 to 15) restraint increased 8.8%

African-American women almost doubled seat belt usage goal at 18.8%.

- CPS (age 0 to 4) restraint increased 9.4%
- CPS (age 5 to 15) restraint increased 9.4%



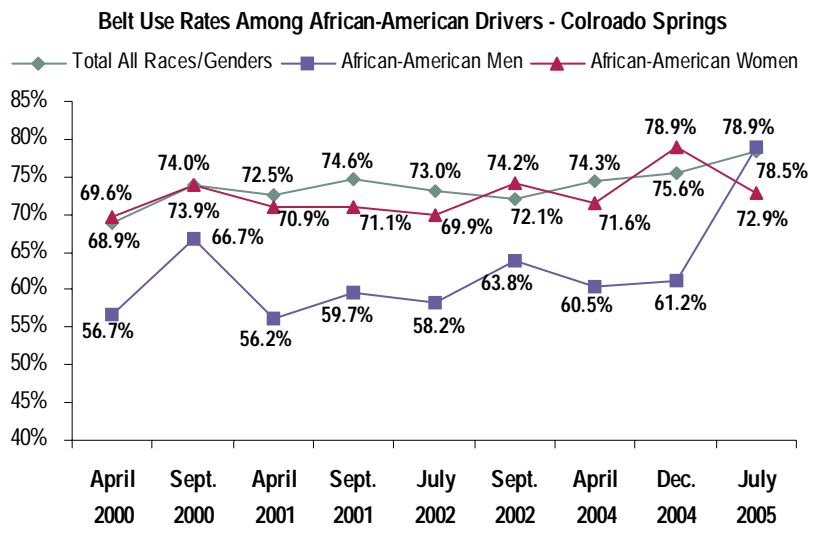
Colorado Springs

African-American males increased seat belt usage by 4.5%.

- CPS (age 0 to 4) restraint increased 0.7%
- CPS (age 5 to 15) restraint increased 0.7%

African-American women increased seat belt usage by 9.3%.

- CPS (age 0 to 4) restraint increased 7.2%
- CPS (age 5 to 15) restraint increased 7.2%



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Mesa County Child Passenger Safety Program

Project Number:	05-06
Task Number:	61-06
Planned Expenditures:	\$46,288.00
Actual Expenditures:	\$33,262.81
	402 OP

Mesa County Health Department implemented a multi-faceted program to increase the use of child restraints in Mesa County because, according to the 2003 Problem Identification, 25% to 34% of all drivers who suffered incapacitating injuries in the county were unbelted. Research indicates that if the driver is not restrained, then, in most cases, the child is not restrained.

Goal

Increase child restraint system usage in Mesa County.

Objectives

Increase the use of child passenger safety restraints by 75% of 4 to 8 year olds, and increase booster seat use to 20% in Mesa County.

Strategies and Initiatives

Provide educational materials and installation help at three Head Start programs and three large child care centers serving children of lower socioeconomic background. Provide 50 child restraints and assist in the installation of child seats.

Coordinate with Grand Junction Traffic Safety Council to schedule checkpoints to meet the needs of targeted child care facilities.

Provide education to two elementary schools identified with low booster seat usage by the Colorado Department of Public Health and Environment.

Provide four training sessions to child care centers and Head Start programs in Grand Junction, Fruita, and Palisade.

Results

Provided educational materials and installation help at seven Head Start programs and four large child care centers. Distributing 50 child seats proved unrealistic as many parents already had child safety seats.

Coordinated one checkpoint with Grand Junction Traffic Safety Council. Checked 65 seats and replaced 26 seats.

Conducted educational and training events at Nisley and Chatfield Elementary Schools. Conducted eleven training sessions in child care centers and Head Start programs in Grand Junction, Fruita and Palisade.

At a car seat checkpoint, 40% of the child restraint systems were replaced.

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Central Mountain SAFE Kids

Project Number:	05-06
Task Number:	61-07
Planned Expenditures:	\$19,000.00
Actual Expenditures:	\$16,876.25
	402 OP

The Central Mountain SAFE Kids program will make an effort to increase the health and safety of children age eight and younger in four mountain counties.

Goal

Reduce injury and fatal crashes by increasing the proper restraint of children in motor vehicles.

Objectives

Increase the health and safety of children 0 to 8 years of age in Summit, Lake, Eagle and Grand counties, by increasing the use of car seats by 10% and booster seats by 20%.

Strategies and Initiatives

Train a minimum of ten Child Passenger Safety (CSP) technicians and a minimum of 25 CSP advocates.

Secure the participation of fire and police agencies to conduct weekly inspections for car seat installation.

Acquire and distribute 250 car seats to needy families.

Provide bilingual Spanish-speaking CSP materials and information.

Conduct a minimum of ten community-based checkpoints.

Results

Trained six CSP technicians and trained 28 nurses as CSP advocates.

Coordinated with fire and police agencies to conduct weekly inspections. In 2005, the project resulted in 723 seats being inspected which represents a 20% increase from 2004 in seats inspected at both fit stations and checkpoints. A total of 187 car seats were donated, a 6% increase over 2004. Conducted 12 car seat checkpoints.

Acquired and distributed 420 car seats to needy families.

Provided bilingual Spanish-speaking CSP materials and information through advertising, Public Service Announcements, and referrals from public health agencies targeting the Spanish speaking population.

Baseline observational surveys report that 59.5% of observed elementary school students were properly restrained.

In 2005, 723 car seats were inspected and 420 car seats were distributed to needy families.

85% of inspected systems were improperly installed.

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Occupant Protection Technology Transfer

Project Number:	05-06
Task Number:	61-08
Planned Expenditures:	\$10,000.00
Actual Expenditures:	\$9,480.52

Provide training, community outreach, coalition and program building for the Traffic Safety Program. These “Technology Transfer” tasks have been designated for the Occupant Protection, Impaired Driving, and Safe Community program areas.

Goal

Support CDOT’s goals of increased use of occupant protection devices to include Child Passenger Safety (CPS).

Objectives

By supporting the continuing education of traffic safety professionals with respect to occupant protection, CDOT aims to increase occupant protection.

Strategies and Initiatives

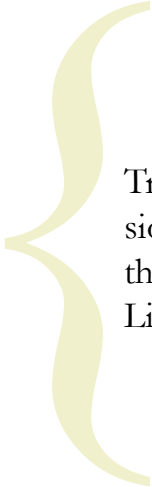
Fund the attendance of traffic safety professionals at national and regional conferences with occupant protection curriculum.

Results

This task supported the attendance of traffic safety professionals at the 2005 National Lifesavers Conference which provided sessions in:

- Enhancing CPS Instructor effectiveness.
- Implementing new ideas for the CPS Hispanic campaign.
- Communicating with the media.
- Using paid advertisement to promote the use of occupant safety devices.
- Creating community partnerships.

Ten individuals from the following organizations attended the conference: Colorado State Patrol, Tri-County Family Care Center, Heinrich Marketing, Inc., Cordy & Company, Mesa County Health Department, Central Mountain Safe Kids, Crossroads Turning points, La Plata County Health Department, Catholic Charities Northern and the Denver Osteopathic Foundation.



Traffic safety professionals attended the 2005 National Lifesavers Conference.

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Pueblo and San Luis Latino Community Traffic Safety Program

Project Number:	05-06
Task Number:	61-09
Planned Expenditures:	\$72,100.00
Actual Expenditures:	\$62,532.71
	402 OP

This program addresses enhanced vehicle safety within the Latino communities in and around Pueblo and the San Luis Valley. It also addresses impaired driving and occupant protection and involves coalition and team building. This will be the first time all of the areas of traffic safety have been addressed in this community, rather than one or two specific traffic issues being addressed.

Goal

Among the identified population, 1% decrease in traffic deaths, 3% decrease in traffic injuries, 5% increase in seat belt use, 5% increase in child safety seat use over 2004 statistics.

Objectives

Address occupant safety within the Latino community in the Pueblo and San Luis Valley, with primary emphasis on increasing seat belt use by 5% and child restraint use by 5%.

Strategies and Initiatives

Develop a local Traffic Safety Coalition, one in the San Luis Valley and one in Pueblo, to address vehicle safety issues and develop community outreach plans.

Conduct at least two car seat checkpoints in the San Luis Valley and ten in Pueblo.

Train a minimum of eight Spanish bilingual Child Passenger Safety technicians.

Results

Drive Smart Pueblo and the Pueblo Coalition to Prevent Underage Drinking formed strong community coalitions to address Pueblo traffic safety issues. Crossroads partnered with the Colorado State Patrol in the San Luis Valley and the Mental Health program in Alamosa to develop new coalitions in the San Luis Valley.

Eleven car seat checkpoints were conducted in Pueblo and two in the San Luis Valley. Ten Spanish bilingual speakers received Child Passenger Safety Technician certification.

Baseline surveys estimate that 66% of drivers and passengers used seat belts.

Coalitions conducted 13 car seat checkpoints — 12% of drivers and passengers were not properly restrained.

454 child safety seats were installed.

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La Plata County Seat Belt Program

Project Number:	05-06
Task Number:	61-10
Planned Expenditures:	\$52,500.00
Actual Expenditures:	\$14,532.64
	402 OP

In support of CDOT's goal of increasing seat belt and car seat use, the San Juan Basin Health Department developed a community education program.

Goal

Increase seat belt use in La Plata County to decrease automobile crash injury and fatality rates.

Objectives

Increase seat belt use by 5% through road signs, seat belt education and media events along with community outreach activities in La Plata County by September 30, 2005. Paid media will be used to support the program efforts and to provide reminders to "buckle up".

Strategies and Initiatives

Develop a media plan and coordinate media program activities with the CDOT Public Relations Office.

Execute a media campaign with at least six radio and newspaper spots by September 30, 2005.

Install at least 15 road signs through La Plata and Archuleta counties.

Collaborate with organizations, businesses and schools to post signs, coordinate events and disseminate seat belt and car seat use information.


Collect and analyze data through various means including a phone survey and pre- and post-program observational surveys.

Results

The CDOT media coordinator developed and implemented a media plan that included radio, print and cable station ad buys.

Paid media coverage consisted of sixteen radio spots on six radio stations serving La Plata County. Nine local newspapers ran 24 new publications, which targeted geographic areas with low seat belt use.

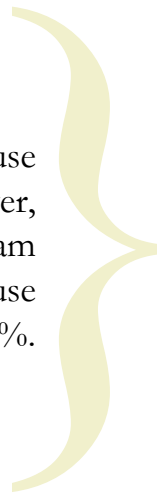
The program produced and delivered 58 new "La Plata County Clicks" signs.



58 new "La Plata County Clicks" signs were installed.

Continued ►

Observed seat belt use declined. However, since the program began seat belt use has increased by 11%.



As part of the community education effort, disseminated seat belt and car seat use information at 19 special events in La Plata County.

Pre- and post-observational surveys show that seat belt use unfortunately decreased in 2005 by 5.7% from 2004. However, since its inception, the program has increased total average seat belt usage by 11%.

High Visibility Enforcement

Project Number:	05-06
Task Number:	61-11
Planned Expenditures:	\$25,000.00
Actual Expenditures:	\$26,739.85
	157 Innovative

This program, which includes comprehensive statewide education and public awareness programs such as the “Click It or Ticket” campaign, conveys that law enforcement is concerned about traffic and car safety.

Goal

Increase seat belt use. Increase the proper restraint of children in motor vehicles

Objectives

Coordinate statewide training and local activities for over 70 local law enforcement agencies to encourage their participation and efforts to enforce Colorado’s Occupant Restraint Laws through aggressive enforcement and public education efforts through the “Click It or Ticket” campaign.



Strategies and Initiatives

Continue the coordination with local law enforcement activities for Colorado High Visibility Enforcement Program.

Direct activities toward geographical areas with lower than average usage rates for occupant protection.

Results

Agencies representing 85% of the state’s population participated in the National November Mobilization and the May Mobilization. CDOT provided training and informational videos on the campaign. Local agencies developed strategies for aggressive ticket-writing campaigns in their jurisdictions.

Ten counties reported seat belt use of 80% or higher!

Colorado’s High Visibility Enforcement Program has significantly increased the seat belt use rate. Before the program, seat belt use increased an average of .9% each year. Since implementation of the program, the average increase is 3.95% each year. Statewide seat belt use rate reached an all-time high of 79.5%

10 counties report seat belt use of 80% or more.

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Occupant Protection Enforcement

Project Number:	05-06
Task Number:	61-12
Planned Expenditures:	\$96,250.00
Actual Expenditures:	\$127,787.50
	157 Innovative

CDOT contracted with the Colorado State Patrol to support the “Click It or Ticket” campaign. This program encourages the aggressive enforcement of Colorado’s occupant restraint laws.

Goal

Decrease fatalities and injuries across Colorado through the increased use of occupant protection systems.

Objectives

The Colorado State Patrol will continue past efforts to decrease the number of deaths through statewide enforcement to support the increased use of seat belts by 15% in targeted areas. The program will support the personal services funding for Colorado State Patrol troopers to enforce occupant restraint laws through statewide public education, media awareness efforts and actual enforcement for the mobilization campaign.

Strategies and Initiatives

Provide overtime hours to troopers to enforce occupant restraint laws and administer traffic citations for occupant restraint law violations during the “Click It or Ticket” enforcement campaign from May 23 to June 5, 2005.

Collaborate with CDOT’s Public Relations Office to produce media programs. Inform local news media about special safety programs and safety belt/child seat/child passenger compliance in all fatal crashes.

Conduct safety belt usage surveys before and after statewide enforcement waves. Provide program activity reports.



Results

The Colorado State Patrol provided 2,656 overtime hours to occupant protection enforcement during the 2005 May mobilization wave and participated in media events related to the May mobilization.

Data were collected from the May mobilization wave and made available to the public on the CDOT website.

The Colorado State Patrol conducted more than 2,500 overtime hours in support of the 2005 May Mobilization.

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Occupant Protection Enforcement

Project Number:	05-06
Task Number:	61-13
Planned Expenditures:	\$170,000.00
Actual Expenditures:	\$176,899.39
	157 Innovative

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



Goal

Increase the use of occupant protection restraints through enforcement and public education and awareness efforts.

Objectives

Coordinate the statewide education and public awareness program for the enforcement of Colorado’s Occupant Restraint Laws.

Decrease injury or fatality crashes in participating areas.

Strategies and Initiatives

Work with law enforcement agencies to enforce Colorado’s Occupant Restraint Laws through overtime funding of local law enforcement agencies throughout the state.

Local agencies received personal contacts and videos as part of an indoctrination and familiarization process. Local agencies receiving grants conducted observational surveys before and after the enforcement waves to gauge the effectiveness of their efforts and submit activity reports detailing the number and types of citations and warnings that were given out.

Results

One hundred nine (109) Colorado agencies committed officer hours to the 2005 May Mobilization effort.

Local law enforcement agencies from jurisdictions accounting for 92% of the state population participated in the campaign. These local agencies agreed to:

- Provide overtime enforcement of Colorado’s child passenger safety laws through aggressive/hazardous driving contacts;

During the May Mobilization, 10,075 seat belt citations were written.

Continued ►

Statewide seat belt use reached 79.5%.

- When appropriate, notify local news media of seat belt/child restraint use in all car crashes; and
- Report enforcement activities on the CDOT website.

Seat belt enforcement information by agency is available for May and November Mobilizations on the CDOT website.

Each local agency conducted pre and post local seat belt surveys to measure the effectiveness of the program. Most local agencies report an increase in seat belt use. This year's seat belt use rate is 79.5%, an all time high.

Weld County Child Passenger and Driving Safety Program

Project Number:	05-09
Task Number:	91-01
Planned Expenditures:	\$61,200.00
Actual Expenditures:	\$26,404.14
	402 SC

This program primarily serves the Hispanic immigrant and migrant worker populations in Weld County. CDOT contracted with Catholic Charities Northern to address language, cultural and legal issues related to child passenger safety in these communities.

Goal

Increase car seat use and correct installation by 10% in these communities.

Objectives

To inform and educate immigrant, migrant, agricultural workers and Hispanics in Weld County on child passenger safety and impaired driving.

Strategies and Initiatives

Continue to have one fulltime Catholic Charities Northern staff member serve as the Educational Instructor/Coordinator.

Conduct at least two car seat check-up events through September 30, 2005.

Conduct nine educational seminars on child passenger safety through the Plaza de Milagro location.

Develop and implement a tracking database for data collection, analysis and measurement for program evaluation.

Results

Hired one fulltime Child Passenger Safety (CPS) technician as Educational Instructor/Coordinator.


Conducted two car seat checkpoint events. Helped 122 families and installed 213 child safety seats.

Provided 314 child safety seats.

Conducted ten educational seminars in the community.

Provided Child Passenger Safety bilingual information and education materials.

The Catholic Charities database is used to track program data for program evaluation.



Provided 314 child safety seats.

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Safe Communities Technology Transfer

Project Number:	05-09
Task Number:	91-02
Planned Expenditures:	\$20,000.00
Actual Expenditures:	\$15,968.74
	402 SC

Provide training, community outreach, coalition and program building for the Traffic Safety Program. These “Technology Transfer” tasks have been designated for the Occupant Protection, Impaired Driving, and Safe Community program areas.

Goal

Support CDOT’s goals of increased use of occupant protection devices to include Child Passenger Safety (CPS).

Objectives

By supporting the continuing education of traffic safety professionals with respect to occupant protection, CDOT aims to increase occupant protection.

Strategies and Initiatives

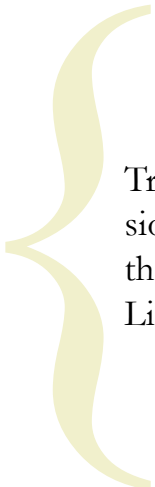
Fund the attendance of traffic safety professionals at national and regional conferences with occupant protection curriculum.

Results

This task supported the attendance of traffic safety professionals at the 2005 National Lifesavers Conference which provided sessions in:

- Enhancing CPS Instructor effectiveness.
- Implementing new ideas for the CPS Hispanic campaign.
- Communicating with the media.
- Using paid advertisement to promote the use of occupant safety devices.
- Creating community partnerships.

Ten individuals from the following organizations attended the conference: Colorado State Patrol, Tri-County Family Care Center, Heinrich Marketing, Inc., Cordy & Company, Mesa County Health Department, Central Mountain Safe Kids, Crossroads Turning points, La Plata County Health Department, Catholic Charities Northern and the Denver Osteopathic Foundation.



Traffic safety professionals attended the 2005 National Lifesavers Conference.

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Truck Safety Programs in Weld County

Project Number:	05-09
Task Number:	91-03
Planned Expenditures:	\$125,900.00
Actual Expenditures:	\$102,292.43
	402 SC

The project addresses the serious problem of commercial vehicle related crashes and fatalities in Weld County, the worst in the state.

Goal

Reduce commercial vehicle related crashes and fatalities by 5% in 2005.

Objectives

The Weld County Truck Safety Program will reduce commercial vehicle related crashes and fatalities in Weld County by 5% in 2005.

Strategies and Initiatives

Administer the “Safety Circuit Rider” program to 10 to 15 motor carriers in Weld County.

Conduct safety assessments with motor carriers to determine their training and educational curriculum.

Conduct ten safety-related workshops and presentations for motor carrier managers, drivers and dispatchers on DOT compliance, drug and alcohol testing procedures, mandatory safety belt use, driver hiring, best practices in safety management and maintenance procedures.

Coordinate program efforts with other local traffic/highway safety projects.

Results

Provided the “Safety Circuit Rider” to 13 motor carriers.

Devised a comprehensive safety program funded through the Federal Motor Carrier Safety Administration to provide training and educational material.

Provided workshops and presentations to ten motor carriers.

Coordinate program efforts with the Colorado Motor Carrier Advisory Council and other local traffic/highway safety projects including: Drive Smart, Operation Lifesaver, Weld County Sheriff Traffic Division, AAA and various local community and law enforcement efforts.



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Pedestrian Safety Program

Project Number:	05-10
Task Number:	95-01
Planned Expenditures:	\$25,000.00
Actual Expenditures:	\$24,195.47
	157 Bike/Ped

This program provides pedestrian and seat belt safety education to elementary and preschool age children and their parents through the Pedestrian and Buckle Up for Love programs.

Goal

Increase awareness of pedestrian safety and seat belt use to reduce injuries and fatalities.

Objectives

The Pedestrian and Buckle Up for Love safety programs will provide teachers, parents and children with pedestrian and seat belt education at Denver Metro preschools and elementary schools focusing on low-income neighborhoods.

Strategies and Initiatives

Develop or purchase program materials, media plans and calendar of events.

Recruit new Colorado corporate sponsors.

Provide pedestrian and seat belt safety educational training classes to reach at least 700 families in at least eight schools.

Results

Hired a program coordinator who developed and submitted program and media plans and calendar of events.



Recruited the Skyridge Medical Center, Wells Fargo and South Suburban Recreation Center as corporate sponsors.

Printed 50 curriculum packets for teachers. Distributed zipper pulls to promote pedestrian and booster seat safety.

Provided classes which reached 729 families in 11 schools.

Reached 729 families from 11 schools.

Recruited three corporate sponsors.

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Cycle Helmet Safety Program

Project Number:	05-10
Task Number:	95-02
Planned Expenditures:	\$30,100.00
Actual Expenditures:	\$21,456.66
	402 Bike/Ped

CDOT and the Brain Injury Association of Colorado set up the Cycle Safety Circus for Kids and school programs for grades K-3 to educate children and families about the need for responsible cycling practices.

Goal

Promote responsible cycling practices to prevent injuries and death.

Objectives

To educate children, parents and educators for the need to wear safety helmets and practice bicycle safety to prevent injuries and death.

Strategies and Initiatives

Hold circus-type events in four Colorado bicycling communities that appeal to children and teach families about cycling safety.

Hire two contractors to conduct circus events and school programs.

Distribute helmets to children who would not be able to afford them.

Implement and administer in-school and after school programs for grades K-3.

Results

Presented 21 programs in the Denver, Boulder, Aurora, Fort Collins and Greeley areas schools.

Reached 4,000 children in K-3 programs administered in Metro Denver, Boulder County, and Fort Collins/Greeley areas.

Conducted four Safety Circuses with approximately 1,300 attendees. Distributed 295 helmets.

Partnered with the Denver St. Patrick's Day Parade, the Denver Health Fair, The Eagle County Fair and a Media Launch at the Pepsi Center to promote the program. Distributed 32 helmets at the Denver Health Fair.

Distributed 32 bicycle helmets.

Educated thousands of children about bicycle safety.

Cycle Safety Circus for Kids

a program of the Brain Injury Association of Colorado



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Public Information Program Overview

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

In FY 2005, the PRO provided a range of services to improve public understanding, achieve support for major safety issues and influence driver behavior.

The Public Information Program's activities are detailed on the following pages.

Program Administration

The Public Information Program is administered by Stacey Stegman, Public Information Office Director, with assistance by her staff, Mairi Nelson, Bob Wilson, Nancy Shanks, Mindy Crane, Tara Galvez and Jerry Jo Johnson. This group, with assistance from their Sub-Grantees, were responsible for ten projects totalling a planned budget of \$1.8 million.

Summary of Strategic Communication Efforts

Some of the PRO's accomplishments in FY 2005 are listed below:

- Planned and executed 20 media events
- Conducted 11 media tours in Colorado communities
- Developed and distributed 94 news releases and media advisories.
- Reviewed and edited 24 news releases and media advisories for sub-grantees
- Planned and implemented earned and paid media campaigns for the national Click It or Ticket campaign in Colorado.

The combination of earned and paid media resulted in increased awareness of traffic safety enforcement and traffic safety issues.

Continued ►

- Planned and implemented earned and paid media campaigns for the National DUI crackdown, DUI Checkpoint Colorado and The Heat Is On. These efforts occurred in nine months during the year.
- Placed nearly \$861,000 in paid advertising with Federal highway safety funds and achieved more than \$229,000 in added value or nearly 27% match for a total of more than \$1,090,000.
- Generated 615 television, radio and print stories that could be confirmed from earned media efforts.
- Contacted media 566 times to pitch story ideas and ask for coverage for the high visibility seat belt and DUI enforcement campaigns.
- Developed a new campaign to educate the public about new teen driving passenger restrictions in the Graduated Driver Licensing law.
- Managed contractor performance in advertising, research and interactive web design with 26 contracted agreements.
- Provided counsel on using public and media relations to build support for traffic safety issues and campaigns to the Safety Program and managed media funds for 12 sub-grantees.
- Produced 18 radio spots and six television PSA's.

The PRO worked with Safety Program Managers, NHTSA, community-based safety partners, sub-grantees, other state agencies and CDOT regions to obtain input and provide assistance in implementing CDOT's strategic communications for traffic safety programs in FY 2005.

High Visibility DUI Enforcement

Project Number:	05-08
Task Number:	81-01
Planned Expenditures:	\$628,000.00
Actual Expenditures:	\$536,934.24

Goal

Implement CDOT's high-visibility DUI enforcement campaign, by increasing public awareness of DUI enforcement, DUI laws and the risks associated with impaired driving. Implement a paid advertising campaign to support CDOT's high visibility DUI enforcement program.

Strategies and Initiatives

This year the campaign supported DUI enforcement during holiday weekends, one national mobilization and a summer-long sobriety checkpoint program that began on Memorial Day weekend and ended on Labor Day weekend. Listed below are the holidays, national mobilization and the sobriety checkpoint program supported:

- Halloween
- Office Party Weekend
- New Year's Eve
- St. Patrick's Day
- Memorial Day Weekend
- July 4th Weekend
- August DUI Crackdown, including the Labor Day weekend
- Sobriety Checkpoints starting Memorial Day Weekend and continuing through Labor Day Weekend

PRO activities generated more than 550 television, radio and print stories about DUI enforcement.

Results

This task was funded on the schedule below:

- November 2004 - \$10,000
- December 2004 - \$20,000
- March 2004 - \$228,000
- May 2005 - \$370,000

Continued ►

PRO conducted seven media events.

The Public Relations Office (PRO) and its contractor conducted the following media outreach in support of DUI enforcement efforts:

- Seven news events
- One media tour
- Fifty-three (53) media advisories and news releases
- Seventeen (17) news releases and media advisories reviewed for grant agencies
- Contacted media 466 times to ask for coverage of *DUI Checkpoint Colorado* program efforts.

Media Events

December 6, 2004 - News conference with Governor Owens in support of the *Office Party Weekend* DUI enforcement and announcement of DUI enforcement grants.

December 29, 2004 – News conference on responsible hosting and DUI enforcement for New Year’s Eve at Old Chicago in LoDo.

March 17, 2005 – News conference on St. Patrick’s day celebrating and DUI enforcement at the Celtic Tavern in LoDo.

May 25, 2005 - News conference with Governor Owens announcing *DUI Checkpoint Colorado* and Memorial Day weekend DUI enforcement at the Pepsi Center.

June 29, 2005 – News conference with Colorado State Parks, Colorado State Patrol and local law enforcement agencies at Cherry Creek State Park to announce July 4th DUI and BUI (Boating Under the Influence) enforcement.

June 30, 2005 – News conference with Colorado State Patrol and local law enforcement agencies at Lake Pueblo State Park to announce July 4th DUI and BUI (Boating Under the Influence) enforcement.

August 16, 2005 – News conference in Denver at Invesco Field with safety officials, local law enforcement agencies and a DUI offender to announce the *National DUI Crackdown*.

The PRO conducted a media tour ahead of, and during, the Labor Day weekend with the father of a DUI victim.

The PRO conducted outreach with all college campuses in the state during the *National DUI Crackdown* in August. This was coordinated with BACCHUS (outside of their other grant activities), the campus prevention coordinators, the campus public relations offices and the offices of the campus presidents. The goal of

the effort is to increase media coverage in the campus communities about impaired driving laws, DUI enforcement and campus policies concerning alcohol. The outreach included letters to the campus presidents from CDOT Executive Director Tom Norton asking for their support and news releases from the campus presidents to local media.



Throughout the year, CDOT used its variable message signs to reach drivers in their vehicles with messages about the DUI enforcement. CDOT also coordinated usage of the VMS signs with local agencies conducting sobriety checkpoints. Sample messages included those below:

- Don't Drink and Drive – The Heat Is On
- Don't Drink and Drive – DUI Enforcement
- Sobriety Checkpoint Ahead

This year the PRO continued to refine the reporting website to make it even easier to use by law enforcement agencies and the media. The website includes the ability to report DUI arrests, file DUI plans, media contacts and media briefings on-line.

The PRO generated 433 television stories, 105 radio stories and 45 print stories that could be monitored as a result of news events, news releases and media advisories.

The PRO through its media buyer placed \$398,169.82 in paid media in radio, television and print ads to support the DUI enforcement effort.

- \$286,845.60 – 2,828 television spots
- \$105,824.22 – 2,941 radio spots
- \$5,500 – 15 Coors Field – Rockies bathroom ads

An independent contractor conducted a telephone survey to evaluate the effectiveness of the media buy. Some key findings from the survey report are shown below:

- Two-thirds were aware of special efforts to make DUI arrests.
- Television was the primary (70%) source of awareness.
- One in eight drove past or through a DUI enforcement area.

Continued ►

Two-thirds of Coloradans were aware of DUI enforcement efforts.

In 2005, CDOT received two awards for PRO campaigns.

- Most respondents (94%) support the same or stricter DUI enforcement.
- Eighty-four percent (84%) were familiar with *You Drink and Drive, You Lose*.
- A large majority (81%) did not drive themselves home during the enforcement period.
- Forty-four percent (44%) used designated drivers.

CDOT received two awards for campaigns done by the PRO on behalf of the Safety Education and Enforcement Program. The first award is a Silver Pick award in Colorado from the Public Relations Society of America for the *DUI Checkpoint Colorado* program. The second award is an Excel Award for the .08 BAC education and media campaign from the AASHTO Subcommittee on Public Affairs.

This is the third year that the PRO has placed large paid media buys to support programs and has gained valuable experience in this area. Based on this experience, the PRO recommends that funds be made available in January of each year for media buys. This will allow the PRO to achieve better pricing and increased added value.

Timely funding of PRO tasks is a continuing challenge to be addressed. The PRO will continue to work with the Safety and Traffic Engineering Branch on this issue.

DUI Prevention

Project Number:	05-08
Task Number:	81-02
Planned Expenditures:	\$75,030.00
Actual Expenditures:	\$75,029.90

Goal

Provide two employees to implement CDOT's traffic safety public information program and provide support CDOT DUI prevention activities.

Strategies and Initiatives

This task covered salary, travel and operating costs for two employees in CDOT's Public Relations Office (PRO). Funds also covered the costs for telephone, fax and a news clip monitoring service.

Results

During the year salaries were paid for both employees to implement CDOT's public information and education traffic safety program.

Funds paid for half of the cost for one employee to attend the National Lifesavers Conference and the Governors Highway Safety Association annual meeting.

Telephone costs were paid in support of the program.



Funds were also used to purchase 25% of a media resource from Bacon's. This resource allows the traffic safety program to update fax and e-mail addresses of reporters and media outlets as they change. It also allows the traffic safety program to

keep up-to-date lists of reporters who cover traffic safety issues and target news releases, letters to the editors and story ideas more effectively.

The PRO placed a story about CDOT's *Work Zone Safety* activities and the underage impaired driver who killed two CDOT employees in the national newsletter of the Governor's Highway Safety Association.

Below is a listing of other activities done by PRO Staff to support CDOT's Safety program.

Keep up-to-date lists of reporters who cover traffic safety issues and target news releases, letters to the editors and story ideas more effectively.

Continued ►

Other Activities

October 13 – Participated in LEAF Application review for 2005 grants.

October 17-18 – Reviewed print ad regarding underage drinking for Vail P.D. and provide guidance to Safety Program Manager.

October 20 – Assisted Safety Program Manager with printing Persistent Drunk Driver (PDD) program materials.

November 9 – Assisted Safety Program Manager with revisions to PDD task order.

November 17-22 – Reviewed and responded to Safety Program Manager regarding Montrose P.D. media needs for underage drinking grant.

December 10 – Reviewed PDD program and media evaluation.

December 30 – Reviewed draft of ISP Annual Report for the Safety and Traffic Engineering Branch.

March 1 – Reviewed and responded to e-mails on Steamboat Springs PDD program.

March 9-10 – Responded to e-mails concerning unused Office of Juvenile Justice Delinquency Prevention (OJJDP) funds which the Safety and Traffic Engineering Branch never obligated. As a result the funds could not be used by the PRO for a teen driving awareness program.

March 13-25 – Review messaging for social norms campaign for Vail P.D. and provide guidance to contractor and Safety Program Manager

March 17 – Review e-mail requesting the PRO provide training to Safety Program Manager regarding financial reports. Provide assistance on financial reports.

March 18-23 – Reviewed radio script for Montrose P.D. and provided edits to contractor and Safety Program Manager.

March 22 – Provided information on trends in underage drinking to Colorado to Lt. Governor's Office.

March 29-31 – Reviewed Public Service Announcement (PSA) scripts and letter to the editor. Make revisions and respond to contractor (Grand Futures Moffat County) and Safety Program Manager.

March 30-April 8 – Coordinated review from several sources regarding card on underage drinking law for Montrose P.D. underage drinking grant and send edits to contractor and Safety Pro-

gram Manager.

April 11 – Coordinated response to question on Open Container legislation for Policy Office.

April 15 – Reviewed design for corsage insert for Safety Program Manager for Grand Futures underage drinking coalition in Craig.

April 29 – May 2, 2005 – Reviewed underage drinking poster for Safety Program Manager for Pueblo P.D. The PRO also asked another Safety Program Manager to assist in the review.

May 3 – Provided history of legislation, campaigns and data for the traffic safety program in Colorado to the Safety and Traffic Engineering Branch for developing the Problem ID.

May 5 – Responded to the Safety and Traffic Engineering Branch with information for the mid-year status review for the PRO's safety public relations and media program.

May 13-16 – Reviewed brochure on underage drinking. Edited and made recommendations for Safety Program Manager for University of Northern Colorado (UNC).

June 15 – Reviewed movie theater ad for Safety Program Manager for Pueblo P.D.

June – Assisted the Data Management Unit on getting BAC's for 2004 drivers involved in traffic fatalities.

July 27 – Drafted article for Colorado Municipal League on LEAF grants.

August 1-8 – Reviewed CISP pages for PRO as provided by Safety and Traffic Engineering Branch.

August 1-2 – Looked for family for story on DUI for Telemundo in Miami.

August 4-5 – Revised bio for MADD Vigil and prepared remarks for August 7 MADD Vigil.

August 7 – Attended MADD Vigil.

August 10 – Reviewed e-mail on status of missing BAC's for 2004.

August 16 – Reviewed e-mail from Safety Program Manager and UNC thanking the PRO for assistance with underage drinking brochure.

August 19 – Prepared PRO response to 1993 Alcohol Assessment recommendations and send to the Safety and Traffic Engineering Branch.

Continued ►

August 19 – Provided Fort Collins area media list to Colorado State Patrol.

August 31 – Responded to NHTSA about *The Heat Is On!* campaign.

September 1 – Declined Safety Program Managers meeting – out of office attending conference.

September 16 – Reviewed and responded to e-mail from the Safety and Traffic Engineering Branch regarding year end closings.

September 19-21 – Reviewed and edited underage drinking flyer for Pueblo P.D.

September 23-30 – Reviewed and made recommendations on movie ads for Pueblo P.D.

September 27 – Reviewed e-mail on NHTSA regional meeting.

September 27-28 – Reviewed e-mails on status of missing BAC's for 2004.

September 29 – E-mailed communications with NHTSA regarding USA today story with Colorado data on alcohol-related fatalities that does not match Colorado's records.

Meetings

March 12-16 – Attended National Lifesavers conference and attended DUI sessions.

March 30, 2005 – Attended meeting at Traffic and Safety Branch regarding Problem ID Review and Planning.

August 28-31 – Attended Governors Highway Safety Association Annual Meeting and present in session on "Strategic Highway Safety Communications."

September 9 – Attended meeting concerning roll forward tasks and funding priorities for 2006

Activities in this task supported impaired driving prevention activities.

Occupant Protection

Project Number:	05-08
Task Number:	81-03
Planned Expenditures:	\$75,700.00
Actual Expenditures:	\$75,650.21

Goal

Provide two employees to implement CDOT's Traffic Safety Public Information Program and provide support CDOT occupant protection activities.

Strategies and Initiatives

This task covered salary, travel and operating costs for two employees in CDOT's Public Relations Office (PRO). Funds also covered the costs for telephone, fax and a news clip monitoring service.

Results

During the year salaries were paid for both employees to implement CDOT's public information and education traffic safety program.

Funds paid for half of the cost for one employee to attend the National Lifesavers Conference and the Governor's Highway Safety Association Annual Meeting.



Telephone costs were paid in support of the program.

Funds were also used to purchase 25% of a media resource from Bacon's. This resource allows the traffic safety program to update fax and e-mail addresses of

reporters and media outlets as they change. It also allows the traffic safety program to keep up-to-date lists of reporters who cover traffic safety issues and target news releases, letters to the editors and story ideas more effectively.

Media Events

November 9 – The PRO helped plan and conduct a *Wildlife on the Move* media event with Southern Rockies Ecosystem Project (SREP), Colorado State Patrol and Rocky Mountain Insurance Information Association. The event highlighted animals migrating and crossing highways and tips for drivers to prevent traffic injuries and deaths due to animal/vehicle collisions. The PRO re-

Two Wildlife on the Move media events were conducted.

Continued ►

Staff conducted numerous activities to support CDOT's traffic safety efforts.

wrote the news release for SREP and assisted in development of poster, handout and press kits. CDOT PRO assisted with all event planning, media contacts and follow up with media on stories. The event was held at REI in LoDo in Denver. The PRO assisted in paying for printing costs for the poster and handouts.

June 21 – The PRO helped plan and conduct a second *Wildlife on the Move* media event with SREP, Colorado State Patrol and Rocky Mountain Insurance Information Association. The PRO provided information for the news release, verified facts and edited the news release for SREP. CDOT PRO assisted with event planning, provided a wildlife highway sign for the event, made media contacts and helped follow up with media on stories. The event was held at a highway overpass on I-70.

Other Activities

Below is a listing of other activities done by PRO Staff to support CDOT's Safety program.

February 3 – Held phone call with GMMB regarding panel presentation for Lifesavers Conference.

February 8 – Conference call with the Safety and Traffic Engineering Branch regarding Weld County statistics.

April 4 – Reviewed press release on proposed wildlife overpass West of Vail Pass to keep wildlife off of the highway.

April 5 – Coordinated Colorado's response to Speed Questionnaire with the Safety and Traffic Engineering Branch for Governor's Highway Safety Association.

May 3 – Reviewed Colorado Motor Carrier's application and funding for Safety Program Manager.

May 5 – Assisted Safety Program Manager with contacts on truck data for presentation for Safety and Traffic Engineering Branch Manager.

May 6 – Reviewed contractors advertising contracts for Safety Program Manager.

May 8-9 – Contacted the contractor regarding their contract and Safety Program Manager regarding Tri-County's request to spend media funds. Tri-County did not realize that their contract was out of money so they could not spend anything.

May 17 – Coordinated communication between an independent contractor and the Safety and Traffic Engineering Branch regarding translation of Safety Program work zone document.

June 21 – Met with CDOT Safety and Traffic Engineering Office about proposed pedestrian safety project in Pueblo.

August 1-8 – Reviewed CISP pages for PRO as provided by the Safety and Traffic Engineering Branch.

August 10 – Reviewed e-mail meeting request from Safety Program Manager for Colorado Motor Carriers Association grant and asked her to include PRO Director and Program Assistant for Safety Programs in e-mail correspondence on this project.

August 28-31 – Attended Governor’s Highway Safety Association Annual Meeting and present in session on “Strategic Highway Safety Communications.”

August 29-September 27 – Reviewed e-mails requesting assistance with printing *Wildlife On the Move* materials in the next fiscal year.

September 1 – Program Assistant for PRO assists Safety Program Manager in running reports concerning her grant spending.

September 27 -30 – Notified Safety Program Manager about availability of crash car for seat belt program.

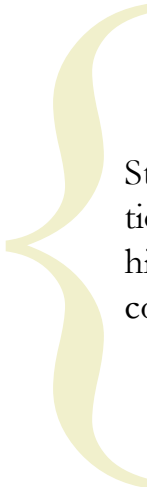
September 27 – E-mailed Safety Program Manager to explain the PRO role and the Safety and Traffic Engineering Branch role in developing and using crashed cars for displays and programs.

Meetings

March 12-16 – Attended National Lifesavers conference and presented in the session, “Mobilizations and Paid Ads in Both Primary and Secondary Enforcement States.”

August 28-31 – Attended Governors Highway Safety Association Annual Meeting and present in session on “Strategic Highway Safety Communications.”

Activities in this task supported occupant protection activities.



Staff made presentations at two national highway safety conferences.

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Click It or Ticket

Project Number:	05-08
Task Number:	81-04
Planned Expenditures:	\$579,000.00
Actual Expenditures:	\$567,632.63

Goal

Implement CDOT's high-visibility seat belt enforcement campaign by increasing public awareness of seat belt enforcement, seat belt laws and the risks associated with riding unrestrained in motor vehicles. Implement a paid advertising campaign to support CDOT's high visibility seat belt enforcement program.

Strategies and Initiatives

This year the Public Relations Office (PRO) planned and implemented the *Click It or Ticket May Mobilization*. The mobilization included paid media, media relations and public relations to support overtime seat belt enforcement.

Results

This task was funded on the schedule below:

December 2004 - \$16,690

January 2005 - \$42,619

April 2005 - \$519,691

2005 May Mobilization

In May 2005, the PRO supported Colorado's efforts as part of the *2005 May Mobilization*. The PRO worked with the Occupant Protection Program Manager, Law Enforcement Coordinator and the Colorado State Patrol to coordinate enforcement information to the media.

Leading up to *May Mobilization*, the PRO participated in or conducted the following activities:

November 17 – Attend *Click It or Ticket* planning meeting.

December 30 – Provide guidance to Occupant Protection Program Manager on how new *Click It or Ticket* television ads produced by NHTSA would be used by CDOT and any affects on the 157 grant funding.

January 11 – Attend *Click It or Ticket* meeting at NHTSA by phone.

January 14 – Phone conference with Linhart and Corona Research regarding the media evaluation for *Click It or Ticket* and *You Drink & Drive, You Lose* paid media.

Continued ►

Media outreach included news events, media tours and news advisories and releases.

Paid Media ran
from May 16 through
May 29, 2005.

January 27 – Phone conference with independent contractor regarding the task order development for *Click It or Ticket*.

February 10, 2005 - Ordered pick up truck registration data and teen data from R.L. Polk and Company for use in *Click It or Ticket* campaign and paid media evaluation.

March 3 – Requested 2004 Occupant Fatality Data from Traffic and Safety Engineering Branch.

March 12-16 – Attended National Lifesavers Conference and attended sessions on *Click It or Ticket*, including implementation of the *Buckle Up in Your Truck* campaign.

March 18 – Held conference call with contractor regarding media evaluation.

March 23 – Attended *Click It or Ticket* meeting at Safety Office.

March 30 – Met with Corona Research at CDOT regarding the paid media evaluation after *Click It or Ticket*.

The PRO conducted the earned media and placed the paid media during the dates below.

- Earned Media – May 9 through June 5
- Paid Media – May 16 through May 29
- Enforcement – May 23 through June 5

The PRO and its contractor conducted the following media outreach in support of the *2005 May Mobilization*:

- Six news events
- Nine media tours
- Eighteen news releases and media advisories

May 16, 2005 – News conference in Pueblo with CDOT Regional Transportation Director (RTD), local law enforcement agencies and local safety advocates announcing *Click It or Ticket* enforcement. The event included local statistics and an emphasis on buckling up in pick up trucks. The new *Buckle up in Your Truck* media campaign was announced.

May 17, 2005 – News conference in Lamar with CDOT Resident Engineer, local law enforcement agencies and local safety advocates announcing *Click It or Ticket* enforce-

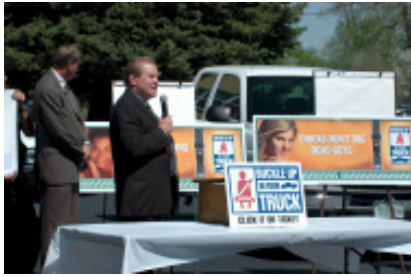


ment. The event included local statistics and an emphasis on buckling up in pick up trucks. The new *Buckle up in Your Truck* media campaign was announced.

May 17, 2005 – News conference in Durango with CDO’s RTD, local law enforcement agencies and local safety advocates announcing *Click It or Ticket* enforcement. The event included local statistics and an emphasis on buckling up in pick up trucks. The new *Buckle up in Your Truck* media campaign was announced.

May 19, 2005 – News conference in Grand Junction with CDOT Maintenance Superintendent, local law enforcement agencies and local safety advocates announcing *Click It or Ticket* enforcement. The event included local statistics and an emphasis on buckling up in pick up trucks. The new *Buckle up in Your Truck* media campaign was announced.

May 20, 2005 – News conference in Montrose with CDOT Maintenance Superintendent, local law enforcement agencies and local safety advocates announcing *Click It or Ticket* enforcement. The event included local statistics and an emphasis on buckling up in pick up trucks. The new *Buckle up in Your Truck* media campaign was announced.



May 23, 2005 – News conference in Greeley with CDOT Executive Director and RTD, local law enforcement agencies and local safety advocates announcing *Click It or Ticket* enforcement. The

event included local statistics and an emphasis on buckling up in pick up trucks. The new *Buckle up in Your Truck* media campaign was announced.

Media tours were conducted in the following eight counties where the PRO and its contractor pitched newspaper, radio and television stations for interviews with law enforcement or seat belt survivor stories if applicable. These took place during the weeks of May 17 through 31.

Weld County	Larimer County
La Plata County	Morgan County
Montezuma County	Kit Carson County
Boulder County	Logan County

The new *Buckle Up Your Truck* campaign was announced at media events around the state.

Continued ►

Public relations activities resulted in nearly 100 news stories.

The PRO negotiated more than \$115,000 in added value from the media buy.

CDOT used its variable message signs to reach drivers in their vehicles with the message: *Click It or Ticket – Buckle Up Please*.

The primary media message for the *2005 May Mobilization* was *Click It or Ticket* – intensive enforcement of Colorado’s adult seat belt and child passenger safety laws. The secondary message was *Buckle Up in Your Truck*. CDOT used the *Buckle Up in Your Truck* campaign developed for NHTSA. The radio and television spots were tagged with a *Click It or Ticket* message. The Colorado State Patrol conducted a second year of its *Colorado Target Zero* program during *Click It or Ticket* to promote zero traffic deaths in the state. The PRO included the *Target Zero* program in its news releases.

During this time the PRO managed a task order with Aspen Root to enhance the Seat Belt Reporting website and provide technical assistance to Safety Program Managers using the site.

The PRO generated 44 television stories in the Denver and Colorado Springs markets, 36 radio stories and 20 print stories, which were monitored, statewide as a result of news events, news releases and media advisories. The PRO and its contractor contacted 100 media outlets during the campaign to ask for coverage.

During the 2005 May Mobilization, the PRO’s media buyer placed \$452,422.35 in paid media and negotiated \$115,239.88 in added value or nearly 26 percent of the buy for a total value of \$567,662.23. The paid media breakdown is shown below:

- \$305,108.35 – 2,024 television spots
- \$114,775.50 – 2,210 radio spots
- \$7,660 – 50 print ads
- \$19,034 – 17 billboards
- \$5,844.50 – billboard production

This media buy also supported two Grantees through special emphasis in buys in Southwest Colorado (San Juan Basin Health Department – La Plata County Clicks) radio and television and increased radio and television in the Pueblo area (Crossroads Turning Point).

As requested by NHTSA, at least \$100,000 of the buy was directed to the *Buckle Up in Your Truck* campaign.

Colorado used the national campaign television spot and the PRO recorded and produced the radio spots at CDOT. Campaign spots were recorded in English and Spanish and the PRO coordinated recording and production of six additional radio spots for grant agencies.

The PRO also filmed and produced television PSA's for distribution to local cable channels for six local agencies.

The PRO printed the materials below for the campaign:

- Twenty-seven thousand (27,000) Pick up Truck slim jims (English and Spanish)
- Eight hundred (800) Pick up Truck posters (English)
- Ninety (90) campaign banners (English)
- Four (4) podium signs (English)
- Twenty-two thousand (22,000) *Click It or Ticket* brochures (English)
- Eleven thousand five hundred (11,500) *Click It or Ticket* brochures (Spanish)

Materials were provided to the Occupant Protection Program Manager, Law Enforcement Coordinator, the Colorado State Patrol and driver license offices for distribution.

The electronic media room was used to post news releases, fact sheets, logos and other background material for reporters to use during the *Click It or Ticket* enforcement period.

The PRO had an evaluation done of the paid media by an independent research firm. The evaluation found the following:

Paid Media Performance – *Click It or Ticket*

Of all respondents surveyed:

- 94% knew about campaign
- 52% knew about seat belt enforcement in their community (55% of men under age 35)
- 46% saw messages on television
- 25% heard messages on radio
- 11% saw print ads
- 44% saw billboards and signs

(In a 2003 survey, 49% knew about enforcement, 50% of young men knew.)

Paid Media Performance – *Buckle Up in Your Truck*

Of all respondents surveyed:

- 26% knew about campaign
 - 30% rural
 - 25% urban

Independent evaluation of the paid media campaign found that 94% of respondents knew about the *Click It or Ticket* Campaign and 52% knew about seat belt enforcement in their community.

Continued ►

- 26% female
- 26% male
- 2% male under age 35

Of all pick up truck drivers surveyed:

- 36% knew about campaign
 - 41% rural
 - 33% urban
 - 44% female
 - 35% male
 - 31% male under age 35

Of pick up truck drivers surveyed:

- 46% saw messages on television
- 17% heard messages on radio
- 11% saw print ads
- 40% saw billboards and signs
 - 46% men under 35

The statewide seat belt survey found the following results:

- 2005 Statewide Seatbelt Usage Rate Statewide Rate – 79.2%
- Cars 81.1% (77.9%)
- Vans – 82.9% (80.2%)
- SUV – 85.1% (80.2%)
- Pick Up Trucks – 66.6 (63.9%)

Percentages in parentheses are pre-campaign survey rates. Colorado usage is well above the average of 73% for secondary law states.

Following the *2005 May Mobilization*, the PRO participated in or conducted the following activities:

July 6 – Provided information to Occupant Protection Program Manager for the Section 157 Grant Quarterly Report.

July 20 – Presented results of *Click It or Ticket* campaign to Transportation Commission's Safety Committee.

July 28 – Attended *Click It or Ticket* wrap up meeting at the Safety Office.

August 2-9 – Worked with Safety Office to obtain information regarding racial profiling in seat belt campaigns. There were no complaints concerning *Click It or Ticket* seat belt enforcement.

August 10-12 –Assisted Prowers County with print ads for their seat belt enforcement.

August 11 – Reviewed results of adult seat belt survey. Juvenile survey results still pending.

August 15 – Provided more *Click It or Ticket* printed materials to Weld County.

August 17 – Provided additional media buy information to Occupant Protection Program Manager.

August 23-24 – Reviewed and responded to e-mail from Occupant Protection Program Manager regarding final *Click It or Ticket* release and seat belt survey results.

August 31 – Reviewed Juvenile Survey results.

September 7 – Received corrected copy of Juvenile Survey results.

September 9 – E-mailed electronic copy of seat belt paid media evaluation to Safety Office and NHTSA Region 8.

September 27 – Reviewed and responded to e-mail from Occupant Protection Program Manager regarding news release about seat belt surveys and let her know the PRO would advise her when the release would go out.

This is the third year that the PRO has placed large paid media buys to support programs and has gained valuable experience in this area. Based on this experience, the PRO recommends that funds be made available in January of each year for media buys. This will allow the PRO to achieve better pricing and increased added value.

Timely funding is a continual chronic challenge to be addressed by the PRO and its contractors. The PRO will continue to work with the Safety and Traffic Engineering Branch on this issue.

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Educational Materials for DUI Prevention

Project Number: 05-08
 Task Number: 81-05
 Planned Expenditures: \$50,000.00
 Actual Expenditures: \$22,361.21

Goal

Review and produce printed materials addressing DUI prevention, Colorado laws and CDOT's programs.

Strategies and Initiatives

The Public Relations Office (PRO) reviewed, revised and printed materials to support DUI prevention efforts.

Results

This task was funded on the schedule below:

November 2004 - \$10,000

September 2005 - \$40,000

Cost of a DUI Brochure

Fifty thousand (50,000) English and 10,000 Spanish brochures. The PRO had this brochure translated into Spanish this year and printed.

Blood Alcohol Concentration (BAC) Cards

Fifty thousand (50,000) English and 10,000 Spanish.

DUI Checkpoint Colorado Slim Jim

Forty thousand (40,000) English and 10,000 Spanish.

More than 100,000 traffic safety materials were printed in both English and Spanish.



REFUSAL TO TAKE BAC TEST RESULTS IN ONE-YEAR REVOCATION OF DRIVER'S LICENSE.

05% - In Colorado, drivers are presumed to be impaired (yellow area) and are subject to arrest.
 08% - Effective July 1, 2004, drivers are presumed to be under the influence (red area) and are subject to arrest. This is a more serious charge than driving while impaired and the driver's license is immediately confiscated and revoked for three months.

NOTE: This blood alcohol concentration (BAC) chart is only a guide and not sufficiently accurate to be considered legal evidence. The figures you calculate are averages. Individuals may vary somewhat in their personal alcohol tolerance. Food in the stomach slows the rate of absorption. Medication, health, and psychological conditions are also influencing factors.

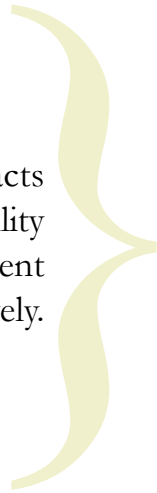


after hours >	1 Drink				2 Drinks				3 Drinks				4 Drinks			
	4	3	2	1	4	3	2	1	4	3	2	1	4	3	2	1
100	-.00	-.00	-.00	-.00	-.02	-.04	-.06	-.08	-.05	-.07	-.09	-.11	-.08	-.10	-.12	-.14
120	-.00	-.00	-.00	-.00	-.03	-.06	-.09	-.12	-.08	-.11	-.14	-.17	-.11	-.14	-.17	-.20
140	-.00	-.00	-.00	-.00	-.04	-.08	-.12	-.16	-.11	-.15	-.19	-.23	-.15	-.19	-.23	-.27
160	-.00	-.00	-.00	-.00	-.05	-.10	-.15	-.20	-.13	-.18	-.23	-.28	-.20	-.25	-.30	-.35
180	-.00	-.00	-.00	-.00	-.06	-.12	-.18	-.24	-.15	-.21	-.27	-.33	-.23	-.29	-.35	-.41
200	-.00	-.00	-.00	-.00	-.07	-.14	-.21	-.28	-.17	-.24	-.31	-.38	-.25	-.32	-.39	-.46
220	-.00	-.00	-.00	-.00	-.08	-.16	-.24	-.32	-.19	-.27	-.35	-.43	-.27	-.35	-.43	-.51

after hours >	5 Drinks				6 Drinks				7 Drinks				8 Drinks			
	4	3	2	1	4	3	2	1	4	3	2	1	4	3	2	1
100	-.08	-.14	-.16	-.17	-.16	-.18	-.19	-.21	-.22	-.23	-.24	-.25	-.24	-.25	-.27	-.28
120	-.09	-.11	-.13	-.14	-.17	-.19	-.21	-.23	-.24	-.26	-.28	-.30	-.28	-.30	-.32	-.34
140	-.07	-.09	-.10	-.12	-.13	-.14	-.16	-.18	-.18	-.19	-.21	-.23	-.21	-.22	-.24	-.26
160	-.06	-.07	-.08	-.10	-.11	-.12	-.13	-.15	-.14	-.15	-.16	-.18	-.16	-.17	-.18	-.20
180	-.04	-.05	-.06	-.08	-.09	-.10	-.11	-.13	-.12	-.13	-.14	-.16	-.14	-.15	-.16	-.18
200	-.03	-.04	-.05	-.07	-.08	-.09	-.10	-.12	-.11	-.12	-.13	-.15	-.13	-.14	-.15	-.17
220	-.02	-.03	-.04	-.06	-.07	-.08	-.09	-.11	-.10	-.11	-.12	-.14	-.12	-.13	-.14	-.16

Continued ▶

Funding impacts the PRO's ability to implement tasks effectively.



On-line DUI Publications

The PRO keeps current publications on CDOT's traffic safety page of the website. The PRO has updated the website throughout the year.

Crashed Car Display

The PRO wrote and designed display boards for a crashed car involved in a DUI crash and now used as an educational display. The PRO also had a banner produced for the vehicle. The display is stored at Broomfield Police Department and can be used by law enforcement agencies and other groups.

Timely funding is a continual chronic challenge to be addressed by the PRO and its contractors. The PRO will continue to work with the Safety and Traffic Engineering Branch.

Teen Driving

Project Number:	05-08
Task Number:	81-06
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$40,208.18

Goal

Increase public awareness of Colorado's Graduated Driver Licensing (GDL) law and the risks associated with teen drivers and passengers.

Strategies and Initiatives

The Public Relations Office (PRO) increased public awareness of teen driving issues and Colorado's GDL law through a website, radio campaign, media relations and printed materials.

Results

This task was funded on the schedule below:

December 2004 - \$25,495.00

December 2004 - \$11,263.71

April 2005 - \$12,445.29

June 2005 - \$823.00

During the first quarter of the year, October through December, CDOT's PRO continued to revise and refine the teen passenger website with information from BACCHUS and other teen driving statistics and information.

During the second quarter of the year, the PRO released results of the statewide observational survey on teen seat belt use, participated in the Teen Driving Coalition that supported proposed legislation regarding passenger restrictions for teen driving and began work on a high school radio campaign for prom and graduation.

During the third quarter of the year, the PRO completed the High School Radio Campaign, produced materials to support an educational effort about the new passenger restrictions for teen drivers and held a news event about the new law.

High School Radio Campaign

The PRO Office developed a radio spot for prom and graduation through its contractors. The spot focused on preventing drinking and driving for a high school audience. Feedback from the teen focus groups done for the seat belt and DUI media evaluations were

The PRO responded to 60 requests from parents and teens received through the GDL website.

Continued ►

High schools responded positively to the “Poem” radio spot.

used in developing the radio spot. The contractor also convened an informal focus group of teens to see what concept they preferred. The PRO reviewed concepts and taping for the radio spot.



The concept chosen was called “The Poem” and used an actual poem written by a teen on the death of his teen-aged friend. The young victim had been drinking and driving.

The contractor placed a small buy with a top Denver teen radio station, KQKS 107.5. Twenty spots aired over a two-week period at a cost of \$1,750. In addition the station had a website promotion for teens. Teen listeners went to a website and filled out a pledge to be alcohol-free for prom and graduation. In doing so they got a chance to win Six Flags tickets.

Listeners were driven to the website to do this through the eight-per-week promotional mentions that KQKS produced.

Outreach to High Schools with Radio Spot

The teen radio spot was also distributed to some Colorado high schools to be used over their public announcement system.

The contractor targeted high schools in the Denver metro area, Greeley and Colorado Springs with information about the teen radio “Poem” spot tailored for graduation season in hopes the schools would air the spots over their loud speakers. The goal was to educate students about the dangers of drinking and driving.

Project Outreach

The contractor drafted a memo to high schools explaining the importance of airing the radio spot for students. They worked with the Colorado Association of School Executives (CASE) and Drive Smart in Colorado Springs. Both CASE and Drive Smart distributed the memo and the radio spot via e-mail to their high school contacts. CASE sent our request to their statewide high school principal list and Drive Smart sent it to 24 high schools in Colorado Springs.

The contractor researched high schools in Denver that were impacted by recent teen traffic fatalities. These schools included Arapahoe, Boulder County, Eaton, Evergreen and Niwot High Schools. In addition, Linhart contacted high schools in Greeley, including Greeley West and Greeley Central, based on the area’s recent increase in traffic crash fatalities.

Project Results

Both Greeley West and Greeley Central High Schools played the spot to its students. The contractor confirmed this via telephone with the school administration.

The majority of the high schools the contractor contacted by phone were interested, though it's difficult to know with certainty how many schools aired the spot. Timing was also a factor. We contacted most of these schools during the last week of classes.

It's also difficult to determine how many of the CASE or Drive Smart schools aired the spots, though we're confident some proportion of the high schools did play the spots for students.

Most of the schools thought airing the spot was an excellent idea. Based on this feedback, the PRO will consider reaching out to high schools again next year, possibly in April.

GDL Law Passenger Restrictions – Materials and Media Event

This year the Colorado Legislature added new passenger restrictions to the GDL law. The PRO worked in coordination with the teen driving coalition to produce posters and brochures to distribute about the law and hold a news conference. The news conference was held on June 28 in Parker Colorado and members of the teen coalition attended and spoke at the event. The new materials on the law were introduced at that time. The PRO printed 5,000 posters in three versions and 250,000 brochures in English.

The PRO coordinated the translation of the brochure into Spanish. The brochure will be printed in Spanish once the PRO finds a story of an Hispanic teen to include in the brochure.

The PRO wrote the media advisory and news release for the event which was held at the Cottonwood Shopping Center in front of the Parker Driver License Office.

The following announcements were made at the event:

- New provisions add restrictions on carrying teen passengers.
- A coalition of state agencies, non-profit groups and concerned parents and citizens are launching an education campaign to ensure teens and their parents know the changes to the GDL law.

The following people spoke at the event:

- Peggy Catlin, Deputy Executive Director, Colorado Department of Transportation.
- Steve Tool, Motor Vehicle Division, Colorado Department of Revenue.

Continued ►

A media event announced the new provisions of Colorado's GDL law.

- Major Bruce Davidson, Colorado State Patrol.
- Mary Greer, Public Relations Director, AAA Colorado.
- Carole Walker, Executive Director, Rocky Mountain Insurance Information Association.
- Representatives, Town of Parker and Local Coalition.

During the last quarter of this year, the PRO sent letters to all Colorado high schools and middle schools throughout the state and asked if they wanted brochures and posters about the new passenger restrictions to Colorado's Graduated Driver Licensing (GDL) law. Schools responded overwhelmingly that they would like to have the new materials and PRO staff sent them out to the schools.

As one of the posters and the cover of the brochure had teens on bicycles without helmets on, the PRO worked with CDOT's Printing and Visual Communications center to reprint posters and brochures, replacing the photos of teens with the campaign's Colorado Drivetime logo. These were distributed to safety partners who did not want to use the original brochure or poster.

The PRO responded to 60 requests for information from teen drivers and their parents from the *Drive Time* teen driving website.

The work accomplished this year will provide an excellent base to build on in the 2006 Federal fiscal year.

Child Passenger Safety

Project Number:	05-08
Task Number:	81-07
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$42,086.58

Goal

Increase public awareness about Colorado's booster seat law and the risks to children riding improperly restrained or unrestrained in motor vehicles.

Strategies and Initiatives

The Public Relations Office (PRO) increased public awareness of child passenger safety issues using a website, media relations, paid media, a radio campaign and developing new educational and creative materials.

Results

This task was funded on the schedule below:

February 2005 - \$50,000

During the first quarter of the year, the PRO attended meetings to begin planning for the 2005 National Child Passenger Safety Week and continue work on the website.

During the second quarter of the year, the PRO held three media events for National Child Passenger Safety week. The PRO also produced a new Booster Seat Brochure and attended meetings with CPS Team Colorado Members. The PRO arranged for the use of Chrysler vans in each location for the booster seat demonstrations.

Proper booster seat use was demonstrated at a media event during National Child Passenger Safety Week.

National Child Passenger Safety Week

The PRO coordinated a news event on February 15, 2005 at The Children's Hospital to focus on booster seat use for children. The PRO, CDOT's Safety and Traffic Engineering Branch, Denver Metro Safe Kids and the Colorado State Patrol worked together to help plan and implement the event. The following announcements were made at the event:

- A demonstration of proper use of booster seats and seat belts for children.
- Information concerning traffic crash injuries to children who are not in appropriate child restraints
- Statistics concerning child passenger traffic deaths in Colorado last year.

Continued ►

The Children's Hospital
media event generated
14 television stories
in Denver and
Colorado Springs.

Speakers at the event included the following:

- Governor's Representative for Highway Safety, CDOT
- Emergency Department at The Children's Hospital
- Lt. Col. of the Colorado State Patrol

The PRO developed press kits, fact sheets, banners and podium signs and distributed the new Booster Seat brochure at the event. The PRO developed a logo and used NHTSA's tagline for the event.

Media coverage included 14 television stories in the Denver and Colorado Springs market.

The PRO coordinated a news event on February 16 at St. Mary's Hospital to focus on booster seat use for children. The PRO, CDOT's Safety and Traffic Engineering Branch, Mesa County Health Department and the Colorado State Patrol worked together to help plan and implement the event. The same announcements as the Denver event were made in Grand Junction.

Speakers at the event included the following:

- Paula Anderson, Public Relations Office, St. Mary's Hospital
- Mairi Nelson, Public Relations Office, Colorado Department of Transportation
- Emergency Room Physician, St. Mary's Hospital
- Representative from Grand Junction Police Department
- Aislynn Tolman, Mesa County Health Department

Radio and television are not monitored in Grand Junction. In addition to the media that attended the event. Contractors coordinated an interview on KUBC-AM, KKXK-FM with a representative from the Colorado State Patrol. The interview ran twice.

The PRO coordinated a news event on February 18 at Southwest Memorial Hospital in Cortez. The PRO Public Relations Manager in Durango helped coordinate and staff the event. The same announcements as the Denver event were made in Cortez.



Nothing says
"I love you"
like a Booster Seat
"Click."

You are cordially invited to attend a media event
for Child Passenger Safety Week

WHEN: 10 a.m. on Tuesday, February 15, 2005
WHERE: The Children's Hospital
1056 E. 19th Avenue, Denver
The event will be outside the front entrance to the hospital.
WHY: To promote booster seats for children
WHO: The Children's Hospital, the Colorado Department of
Transportation, the Colorado State Patrol and Team Colorado
Child Passenger Safety Program

We hope you can join us!

Speakers at the event included the following:

- Emergency Room Physician, Southwest Memorial Hospital
- Representative from La Plata County Sheriff's Office
- County Health Department
- CDOT representative

The PRO distributed four media advisories and three news releases in support of National Child Passenger Safety Week.

The contractor contacted media in the Greeley market to encourage them to interview local law enforcement about child passenger safety.

During this quarter, the PRO staff attended one meeting with the Safety and Traffic Engineering Branch staff and CPS Team Colorado members.

Booster Seat Brochure

The PRO developed and produced a new booster seat brochure for the child passenger safety program. One hundred color copies were printed for the events during National Child Passenger Safety Week and another 10,000 were printed in black and white for distribution. The brochure was printed in English. It has been translated into Spanish and will be printed in Spanish in 2006.

During the third quarter, the PRO, Colorado State Patrol and Denver Osteopathic Foundation held one media event on May 11 to support the Buckle Up for Love program at Denver's McMeen Elementary School. The PRO wrote one media advisory and one news release to support the event.

Other Activities in the Third Quarter

April 21 – The PRO started working with SCOR (Southern Colorado Organization of Radio) for a radio buy in August.

May 3-13 – The PRO drafted and submitted an award nomination for the CPS Team Colorado child passenger safety project. The PRO had the nomination reviewed by the Colorado State Patrol and the Occupant Protection Program Manager. The nomination was submitted for the Peter K. O'Rourke award given by the Governor's Highway Safety Association.

May 10 – Reviewed table of CPS laws for NHTSA and follow up regarding changes that needed to be made.

During the last quarter of the year, the PRO developed four radio spots, a print ad, placed an advertising campaign with SCOR and held a news event. PRO staff also attended meetings and worked with the vendor, Aspenroot, to update the website.



A new booster seat brochure was developed and produced.

Continued ►

Four child passenger safety radio spots were developed.

The PRO worked with its media contractor, Safety Program managers, the Colorado State Patrol and KYGO radio to develop four child passenger safety radio spots.

SCOR Radio Buy

The first two radio spots were developed to run in El Paso and Pueblo Counties as part of a SCOR radio campaign. The PRO paid \$4,047 for the campaign that ran during the month of August 2005 (August 1 through 28). SCOR provided affidavits for all of the ads that ran. Overall, 42% of the ads ran in daytime hours from 5 a.m. to 7 p.m. with 58% in the evening hours from 7 p.m. to 1 a.m. SCOR ran a total of 725 ads, resulting in 45 additional ads over the 680 which were promised.

This resulted in a cost of \$5.58 per ad. This compares to \$47.33 per ad in the same market for *Click It or Ticket* and \$28.45 per ad in the same market for the *National DUI Crackdown*. (Variances in the cost for the *Click It or Ticket* campaign and the *National DUI Crackdown* are related to time of year the campaigns run and NHTSA's parameters on these media buys which include the fact that these ads must run in dayparts guaranteed to reach the target audience.) The SCOR buy is an excellent way to raise awareness in this market of child passenger safety activities. At the lower cost of \$28.45 for 725 ads, the buy would have cost about \$20,626.25 to place. Since CDOT paid \$4,047 for the buy, we achieved \$16,5759.25 in added value.

The radio spots used in the SCOR buy were recorded by Colorado State Patrol's Sgt. Rob Marone at KYGO. Bear Kay, the State Patrol's Marketing Director, wrote the scripts, which were approved by the PRO, and coordinated and managed the recording with KYGO. The scripts focused on Colorado's child passenger safety law, proper use of child car seats and seat belts and promoted the CPS Team Colorado website and toll-free number. KYGO produced two 60-second spots and one 30-second version for the SCOR campaign.

Baby Talk Campaign

The PRO worked with its contractors to create two radio spots and a print ad for the child passenger safety efforts.

The PRO created the Baby Talk Campaign, using the voice and baby talk of a toddler and the voice of an adult to translate the baby talk. Daisy, the toddler whose voice was used then became the spokesperson for the campaign along with her Mom.

The PRO created two 60-second spots with two versions that would allow room for a local grantee to tag the spots. The first spot addressed Colorado's child passenger safety law and the second spot addressed proper use of child car seats. Both spots included the website and toll-free phone number where parents and caregivers could get more information.

Radio scripts were sent to Safety Program Managers and the Colorado State Patrol for review and feedback. The Colorado State Patrol attended the recording session and the PRO used Bear Kay's voice to record the statewide tag on the two spots.

A print ad was developed but not completed during this quarter. The print ad will be finished in the next Federal fiscal year. The PRO sent drafts of the print ad to Safety Program Managers and the Colorado State Patrol for review and feedback. Completion of the ad was moved into 2006.

Baby Talk Media Event

The PRO and Colorado State Patrol partnered with the U.S. Postal Service to complete joint announcements on child passenger safety. The event was held on September 7, 2005 at the main post office in Denver. The U.S. Postal Service introduced its new Child Health stamp that included use of child safety seats and the PRO and Colorado State Patrol introduced the first *Baby Talk* radio spot and the campaign spokesperson, Daisy, and her Mom. The event included a letter to Governor Owens thanking him for his support of child passenger safety issues and urging him to use Child Health stamps. Daisy signed the letter at the event and the Post Office mailed the letter with the new Child Health stamp.


The following spoke at the event:

- Deputy Director of CDOT
- Chief of CSP
- Denver Postmaster

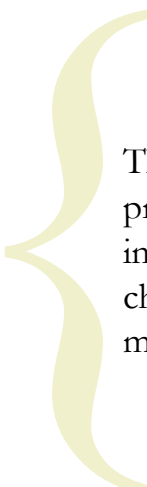
Regional Administrator from NHTSA, Region Representatives from the Colorado Department of Health and Children's Hospital attended the event.

The PRO issued one media advisory and one news release in support of the event.

The PRO made solid progress in creating a media campaign for Colorado's child passenger safety program, including its Grantees. The PRO also provided printed materials for the program. The PRO also worked with partners outside of CDOT in earned media activities to promote the program.



The PRO created and produced two Baby Talk radio spots.



The PRO made solid progress towards creating a comprehensive child passenger safety media campaign.

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Media Pool Funds—DUI Prevention

Project Number:	05-08
Task Number:	81-08
Planned Expenditures:	\$65,150.00
Actual Expenditures:	\$8,802.62

Goal

Manage Media Pool funds for projects in the alcohol media pool including: BACCHUS College and High School Projects, Crossroads Turning Point, Summit County Safe Ride and Denver Museum of Nature and Science.

Strategies and Initiatives

Provide review, feedback and advice to Grantees and Safety Program Managers and manage the expenditures of Media Pool Funds on behalf of these projects.

Results

This task was funded on the schedule below:

March 2005 - \$65,150

The Public Relations Office (PRO) completed work on two of five impaired driving prevention Media Pool projects this year. Media Pool Funds for these projects have been extended into 2006. Grantees were instructed to contact the PRO if they wanted to spend Media Pool funds.

During the last quarter of the year, the PRO completed all work in the Media Pool funds for the Denver Museum of Nature & Science and Crossroads Turning Point. The BACCHUS High School and College Projects' Media Pool funds will be moved into 2006. The PRO did started process in September of this Federal fiscal year. The PRO continued to review materials and requests from the BACCHUS High School Project and provide advice and recommendations. The Summit County Safe Ride project never contacted the PRO about using Media Pool funds and their funds have also been moved into 2006.

Shown below are the projects in the Media Pool funds for this task and the work accomplished by the PRO for each project.

BACCHUS High School Project

October-December – The PRO added photos and graphics from BACCHUS to CDOT's teen driving site. The PRO reviewed High School Network Newsletter.

The PRO completed Media Pool activities, including creative review, message strategy and media buying, for two projects.

Continued ►

April 8 – Provided radio concepts for prom and graduation (Task 05-08-81-06) to BACCHUS high school project coordinator for input and feedback.

April 18 – Reviewed and edited media advisory for George Washington High School seat belt program and asked for more information. Sent out media advisory for BACCHUS.



April 19 – Approved “Stay Alive Class of ‘05” bracelets.

May 3 – Reviewed and approved logo for Denver Art School program.

May 31 – Reviewed and approved logo for lip balm.

August 3 – Received e-mail from BACCHUS acknowledging photos sent to them from PRO.

August 11 – Notified the Safety and Traffic Engineering Branch that no one from the BACCHUS High School Project had contacted the PRO with requests to spend Media Pool funds. The PRO offered to extend the funds into 2006 so they could be used then.

August 17 – Reviewed e-mail from project asking about having the PRO promote the upcoming high school conference. The PRO declined to promote the conference this year but told BACCHUS they could promote it themselves if they decided to. The PRO declined the event because there was not anything new for the media in the program.

The PRO reviewed and edited media advisories, bracelets and logos and offered to extend media funds to 2006 for the BACCHUS High School Project.

August 18 – Reviewed BACCHUS e-mail requesting to use their Media Pool funds for radio spots to support the GDL law in conjunction with the Teen Driving Coalition. The PRO advised the Safety Program Manager and BACCHUS that the funds would be moved into 2006 to be used then.

August 24 – Reviewed e-mail about high school conference speaker to be on Fox 31 morning show.

August 25 – Added BACCHUS and GAMMA link and logo to teen driving website per the project's request.

August 29 – Reviewed creative for bus panels and responded to BACCHUS' request to advertise a Halloween teen driving message on RTD buses. The PRO did not approve the request because the art was not appropriate and did not give a clear message. Also, RTD bus panels are not the top choice for reaching teens with paid media.

September 9 – Reviewed fall quarter newsletter and provided feedback.

September 9-14 – Responded to various e-mails to set up a meeting at CDOT with the BACCHUS High School and College projects on September 29 including the PRO's new consultant, Stratecom and the Safety Program Manager. The goal of the meeting was to gain input from the projects and Safety Program Manager to begin putting the media plans for these projects together.

September 14-16 – Reviewed proposed high school posters and provided feedback. The PRO did not give approval to print the posters. The design was not appropriate and the messages were unclear.

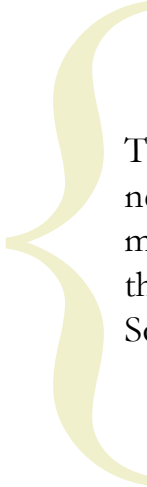
September 29 – The PRO hosted a meeting at CDOT with the BACCHUS High School and College projects, Stratecom and the Safety Program Manager. The PRO prepared the agenda with input from all involved. The meeting was used to gain input from the Grantees and Safety Program Manager about the goals and activities of the projects in order to begin work on their media plans.

Crossroads Turning Point

The PRO coordinated a media buy for the San Luis Valley to coincide with the Colorado State Fair. The worksheet showing the planned media buy was provided to the Safety Program Manager and Crossroads Turning Point for their review prior to the buy.

The paid media also ran as part of the *National DUI Crackdown* and used the radio spots that the PRO developed for Colorado. The PRO's media buyer placed \$8,003.52 in 780 paid radio spots in English and Spanish in the San Luis Valley.

Continued ►



The PRO provided needed strategic media guidance to the BACCHUS High School Project.

The PRO helped CDOT grantee The Denver Museum of Nature & Science develop and print panels for display.

The PRO also designed and printed two 3-ft. by 6-ft. *You Drink & Drive, You Lose* banners for Crossroads Turning Point. One banner was in English and the other was in Spanish. The PRO sent the banners to the contractor in time for their use in conjunction with the Colorado State Fair.

Summit County Safe Ride

August 11 – Notified the Safety and Traffic Engineering Branch that no one from the Summit County Safe Ride project had contacted the PRO with requests to spend Media Pool funds. The PRO offered to extend the funds into 2006 so they could be used then. There was no follow up contact by the project to the PRO during this quarter.

Denver Museum of Nature & Science

The Denver Museum of Nature & Science received its contract from the Safety and Traffic Engineering Branch at the end of July. They had \$2,000 in Media Pool funds assigned to their contract. The PRO worked with this contractor during this quarter only.

July 14 – Reviewed e-mail regarding the Museum project's needs from the PRO.

July 25-29 – Reviewed and responded to e-mails concerning panel for Museum project display. Provided feedback and recommendations concerning the display.

July 29-August 3 – Reviewed press release and revised it for the Museum.

August 3 – Visited Museum project staff with Safety Program Manager.

August 3 – Provided cost of a DUI numbers to Museum project staff.

August 5 – Reviewed changes to panel for display and gave approval to Safety Program Manager and Museum project staff to finalize.

August 10-September 6 – Coordinated printing and press checks for Museum project staff through CDOT's Printing and Visual Communications Center. PRO staff attended the press check with Museum project staff to ensure that any concerns were addressed. The press check went fine and the Museum project received all of their materials in time for their presentations.


August 24 – Forwarded project news release to the Safety and Traffic Engineering Branch.

The PRO had six months of access to the Media Pool funds in this task. The PRO quickly learned that in most cases the Grantees did

not have communications expertise on board and would need to subcontract those services. In addition, the Grantees did not have the expertise to evaluate the products and services delivered by subcontractors. Lastly, the previous method of giving media funds to individual projects without guidance has resulted in inconsistent messaging, multiple creative pieces produced and used for short periods of time, and the inability to leverage funds to get a more effective impact for the dollars expended.

Despite the delayed funding and new situation for both Safety Program Managers and Grantees, the Media Pool funds have begun to work positively. Creative materials have been shared and localized for Grantees, which has cut expenses. Advice from the PRO has improved the quality of products by both Media Pool Grantees and other Grantees. In addition, errors in factual information and interpretation of laws has been caught and corrected through the PRO's review.

Timely funding is a chronic challenge for the PRO and its contractors. PRO will continue to work with the Safety and Traffic Engineering Branch to improve the funding processes.



The strategic guidance of the PRO via Media Pool funds have yielded clearer, more consistent messaging at a reduced cost.

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Media Pool Funds—Occupant Protection

Project Number:	05-08
Task Number:	81-09
Planned Expenditures:	\$218,692.00
Actual Expenditures:	\$4,792.69

Goal

Manage Media Pool funds for projects in the occupant protection Media Pool: Heinrich Hispanidad, Cordy & Co., Mesa County Health Department, Crossroads Turning Point, and Central Mountain Safe Kids.

Strategies and Initiatives

Provide review, feedback and advice to Grantees and Safety Program Managers and manage the expenditures of Media Pool funds on behalf of these projects.

Results

This task was funded on the schedule below:

June 2005 - \$20,371

June 2005 - \$198,321

The PRO completed work on three of six occupant protection Media Pool projects in this task. In the other three projects, the Grantees could not implement all of their activities in 2005. Media Pool Funds to support these project activities have been extended into 2006.

Shown below are the projects in the Media Pool funds for this task and the work accomplished by the PRO for each project.

June 1 – Review e-mail from the Safety Program Manager, asking media pool Grantees to notify PRO of grant activities that need assistance with media coverage.

June 22-24 – Review e-mails from Safety Program Manager to media pool Grantees. All media pool Grantees did not respond to the earlier e-mail on June 1.

Catholic Charities Northern

June 8-23 – Review and respond to various e-mails from the Safety Program Manager regarding media plan for Catholic Charities. Review media plan and set up meeting on July 11th for PRO and Safety Program managers for Catholic Charities.

The PRO completed Media Pool projects for three occupant protection grantees. Work for additional grantees has been forwarded to 2006.

Continued ►

Paid media included
print ads and 120
Spanish-language
radio spots.

June 15 – Review and respond to e-mails from Safety Program Manager concerning media needs for Catholic Charities. The PRO set up a meeting to discuss these needs in further detail on July 11th for an event on September 24th.

July-September – The PRO contracted with Harris & Harris to provide services to support the media needs for a child safety seat check up event for Catholic Charities Northern. Paid media included two print ads in the Greeley Tribune and two print ads in La Tribuna. Harris & Harris also placed 120 radio spots on KGRE, Spanish language station. The program received two donated print ads in the Greeley Tribune and a match of 120 radio spots from KGRE as added value. Flyers were printed to handout to help support the event and a news release went to Northern Colorado media.

July 11 – Meet with Safety Program Managers about media needs for the child safety seat check up event.

July 12-19 – Request estimate from Harris & Harris to complete the paid and earned media for Catholic Charities Northern. The agency had done the work in prior years. Reviewed the estimate and provided it to the Safety Program Managers for review and feedback. The estimate included all requests made by the grantee for paid and earned media support.

August 1-2 – Review and respond to e-mails from the Safety Program Managers and contractor regarding the work to be done by Harris & Harris.

August 1-September 14 – Coordinate, review and make changes to print ad, including new updated photo of a child in a child safety seat. Edit copy and have translation done. Approve final copies of the ads.

August 26-29 – Review e-mails from Safety Program Manager regarding schedule for creative for paid media. Discuss schedule with PRO Director, who responded to Safety Program Manager.

August 29-September 8 – Review and revise radio scripts, have translation done and give approvals to Harris & Harris.

September 16 – Review and edit news release for Greeley car seat check up event.

Central Mountain Safe Kids

During the fourth quarter, the PRO reviewed two flyers and one print ad for a total of three car seat check up events.

July 21-22 – Reviewed flyer and leave phone messages for Eagle County regarding the child safety seat check up.

GRAND COUNTY EMS
PROFESSIONAL CARE WITH A PERSONAL TOUCH



**Car Seat
 Safety Checkup**
SEPTEMBER 25, 2005
NOON – 4PM
AT
GRAND COUNTY EMS
81 W. AGATE AVE (US40)

This event provides the opportunity for any parent or caregiver to have a child's carseat checked for appropriate and safe installation. Recall lists will be available, best installation practices will be shared with you. Certified Child Passenger Safety Technicians will be present.





July 25 – Reviewed and responded to e-mails from the Safety Program Manager, regarding coordination and information with Central Mountain Safe Kids and Eagle County event. Safety Program Manager did not have correct information about the event.

August 11 – Reviewed and responded to e-mails regarding September 11 child safety seat check up event and media buy. Contact Vail Valley Medical Center since CDOT will be a partner in the media buy done by the medical center.

August 25-30 – Reviewed and approved print ad for event from Vail Valley Medical Center.

September 12-14 – Reviewed and approved flyer for Grand County child car seat check up event.

The PRO reviewed materials for the Central Mountain Safe Kids program.

Continued ►

The *Baby Talk* ad was deemed inappropriate for the African-American campaign.

Cordy & Co.

October-December – Provided CDOT logo to Cordy & Co. for key chain. Reviewed final keychain design. Reviewed flyer for Health Fair sponsored by Colorado Council of Black Nurses which was part of the mini-grant activities in the Cordy & Co. contract.

March 3 – Responded to e-mail regarding creative costs for African-American campaign. All creative, paid media and other campaign costs come out of Media Pool funds.

June 15-17 – Reviewed various e-mails from the Safety and Traffic Engineering Branch regarding setting up a conference call and extending the Cordy & Co. contract into the next fiscal year. The PRO requested a copy of the current Cordy & Co. objectives for review.

June 16 – Reviewed objectives for Cordy & Co. contract extension for Safety Program Manager.

During the fourth quarter, the PRO participated in two conference calls with the contractor. The PRO reviewed and approved the budget for creative services and a purchase order for creative services was issued to the contractor. The PRO reviewed the safety belt

The worst kind of death is the one that could have been prevented.

There's nothing worse than knowing that someone you loved died needlessly. For many young black men, that's what's happening every day on the roads of America. Black youth are dying because they aren't wearing their seat belts. We can change that decision.

Forget the excuses. Go with the facts.

- Black men are more likely than any other group in America to die or be seriously injured in a car crash.
- Death from car crashes is the leading cause of death for black men 14 and under and the second leading cause for those between the ages of 16 and 24.
- Buckle up and your odds of dying in a car crash drop by 45 percent.
- Wear a seat belt and you reduce your risk of a life-changing permanent injury or scar.
- Drive without your seat belt on, and you increase your odds of getting a ticket from the police.

You have the power to set an example without saying a single word. Use it.

Keep it Together.
And Live to Drive Another Day.

A public safety message provided by the Colorado Department of Transportation.

CDOT
NHTSA
nhtsa People Group Fund

brochure, logos and campaign poster. The PRO provided the *Baby Talk* radio spots to the grantee for review and feedback. The Grantee felt they could not be used in this project.

July 26-27 – Reviewed e-mails to coordinate a conference call with the Safety Program Manager, PRO and contractor.

July 27 – Participated in conference call with contractor and Safety Program Manager.

August 8-11 – Reviewed and approved proposed budget for creative services from contractor.

August 23-30 – Reviewed and provided feedback to contractor on draft seat belt brochure.

August 30-31 – Sent budget for creative services to PRO Director for review and began processing for purchase order.

August 31-September 2 – Reviewed and provided feedback to contractor on proposed logos.

September 1-6 – Reviewed and provided feedback on second draft of seat belt brochure for contractor.

September 9-16 – Reviewed and provided feedback on third draft of seat belt brochure for contractor.

September 22 – Reviewed and responded to e-mail from contractor regarding setting up discussion on details for paid media buy.

September 22-23 – Reviewed and responded to e-mails to set up phone meeting with contractor on September 27.

September 27 – Phone conference with contractor.


September 27 – Reviewed and provided feedback to contractor on campaign poster.

September 29 – Reviewed and responded to e-mails with Safety Program Manager regarding extending the Cordy & Co. contract into 2006.

September 30 – Provided *Baby Talk* radio spots to contractor for her review and feedback. The contractor felt that they could not be used successfully in her project.

Crossroads Turning Point

June 23-24 – Reviewed e-mail from Safety Program Manager regarding use of Heinrich Hispanidad campaign in Pueblo to support Crossroads program.



The PRO promoted an Alamosa child safety car seat event.

Continued ►

Alamosa paid media promoting a car seat check included print ads and radio spots.

During this quarter, the PRO supported Crossroads Turning Point with a paid media campaign for their Alamosa child safety seat check up event. Crossroads Turning Point partnered with the Colorado State Patrol in Alamosa for this event. The PRO used its contacts and resources by working with State Patrol Public Affairs Office and PRO Office Manager in Durango, to increase the earned media for this event.

The PRO contracted with Harris & Harris in Greeley to implement the paid media campaign for Crossroads. By contracting with Harris & Harris, the PRO used an agency that was familiar with placing an English and Spanish advertising campaign and could use the same materials that were used for the Greeley campaign with only minor editing. The contractor reported that her contacts in the San Luis Valley heard and saw the advertising for the event “everywhere.” The contractor also very much liked the print ads used.

The Safety Program Manager for these projects with Media Pool funds contacted the projects on June 22, asking for their media plans. On June 24, Crossroads Turning Point responded with requests for billboards and print ads for a three-month period from July to September.

The PRO Office and contractor decided that funds would best be spent to promote the Alamosa event. The PRO notified the Safety Program Manager about this decision. Any remaining funds will be moved into 2006 to continue support for this project.

Paid media for the Alamosa event included three print ads in the Alamosa Valley Courier (2) and San Luis Valley Lifestyles (1) and 168 paid radio spots on KSLV AM/FM; KGIW/AM; KALQ FM and KSPK. Stations donated another 144 spots.

June 24 – Reviewed and responded to e-mail from Safety Program Manager regarding request for billboards and print ads to support this project with paid media.

June 24-July 21 – Worked with contractor to put together task order for paid media campaign to support Crossroads and Mesa County Health Department below.

July 20-21 – Reviewed and responded to e-mail from Safety Program Manager regarding the PRO’s intent to try to run paid media during August and September.

August 5 – After making the decision to support the Alamosa event, provided sample print ad to contractor for review and feedback. The contractor liked the print ad.

September 2 – E-mailed Safety Program Manager to outline support PRO Office gave to contractor, including rationale for not us-

ing paid media for Pueblo child safety seat check up event. The PRO developed media advisory for earned media interviews around the event. The media advisory was not sent out as the contractor did not respond in time as she was out of the office and also decided that no additional media notice of the event was necessary.

September 5-7 – Reviewed and responded to e-mails from Harris & Harris regarding estimate for work in Alamosa.

September 8 – Provided radio station representatives contact information that the PRO already works with in the San Luis Valley to Harris & Harris.

September 8-16 – Reviewed e-mails and coordinated review and approvals of radio, print, and translations.

September 19-21 – Reviewed, edited, approved and assisted with distribution of news release for Alamosa event.

Heinrich Hispanidad

October-December – Reviewed media plan for paid media flights in November/December and February/March. CDOT PRO made recommendations about distributing funds for television since there was not enough money to do television and reviewed locations for outdoor advertising. Reviewed PSA scripts and gave feedback.

January 5 – Followed up on tape copy of Telemundo interview with Heinrich Hispanidad.

January 21 – Reviewed second flight of paid media plan.

January 27 – Reviewed creative concepts from Heinrich Hispanidad and provided feedback.

April 8 – Reviewed and approved flyer for child seat event.

The PRO worked with Heinrich to develop the campaign's 2006 media buy.

FREE Child Safety Seat Inspection!

- Learn how to keep your child safe in the car
- Learn how to install a car seat correctly
- Be sure to bring your child to ensure a proper fit!

Colorado State Patrol Office
1205 West Avenue • Alamosa
Sat., Sept 24th • 11 a.m. - 2 p.m.

¡Inspección GRATIS de Asientos Infantiles de Seguridad!

- Aprenda cómo mantener a su niño seguro en el automóvil
- Aprenda cómo instalar un asiento infantil de seguridad correctamente
- Asegúrese de traer a su niño para aprender a ajustarlo al asiento correctamente!

Sponsored by the Colorado Department of Transportation, Colorado State Patrol and Crossroads Turning Point (719-546-6866)

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The PRO recommended that media funds be moved to 2006 to allow the Grantee sufficient time to prepare for the project.

April 18 – Reviewed and edited news release for child seat event.

April 22 – Asked Colorado State Patrol to assist Heinrich Hispanidad with questions and answers for media interviews for child seat event and copy PRO on e-mails.

May 3 – Reviewed AMA Gold Peak award regarding Heinrich Hispanidad project.

May 4 – Reviewed photos from child seat event.

May 6 – Reviewed Heinrich Hispanidad contract objectives for Safety Program Manager.

June 23 – Reviewed various e-mails from Safety Program Manager regarding the fact that the Heinrich Hispanidad contract will be extended. No request for media pool funds have been made by Heinrich Hispanidad through the first three quarters of Federal fiscal year 2005.

August 5-10 – Reviewed and responded to e-mail from contractor about how media planning and buying will take place under the PRO's new contractor for media buying.

September 6 – E-mailed Safety Program manager regarding creative for Heinrich Hispanidad campaign and reviewed response.

September 13 – Held phone conference with contractor regarding media campaign for 2006.

September 13 – Sent follow up e-mail to contractor and Safety Program Manager regarding outcomes of phone conference.

September 19-21 – Reviewed and responded to e-mails with media buy recommendations for 2006 and media buy plans for prior campaign. Recommended moving flights out of the holiday period when advertising prices are higher and the public is not paying such close attention to this type of advertising. Also recommended trying to do one longer flight instead of two separate flights to have better frequency and lead up to their child safety seat check up event.

September 21 – Forwarded media buy recommendations to PRO contractor, Explore Communications, to begin development of task order to place Heinrich Hispanidad's media buy.

The contract for Heinrich Hispanidad will be extended into 2006 and all activities covered in the Media Pool fund will take place in 2006. These funds will be moved into 2006.

Mesa County Health Dept.

October-December – Reviewed preliminary media plan, reply to e-mails, have telephone conversations and give feedback to Project Manager in Grand Junction. Organize conference call with Grand Junction and Project Manager Safety Project Manager on December 22, 2004 at 10 a.m.

February 1 – Revised letter to the editor written by Grand Junction Project Manager for child passenger safety week.

February 16 – Coordinated CPS week media event in Grand Junction with Project Manager .

March 29 – Reviewed e-mail regarding paid media and respond to Project Manager.

April 18 – Conference call with Project Managers regarding media activities for Mesa County project to focus on July, August and September.

June 23-28 – Reviewed e-mails from Safety Project Manager concerning doing paid media to support the Mesa County Fit Station in July, August and September.

During the fourth quarter, the PRO provided recommendations on radio stations in the Grand Junction market, reviewed and edited a news release, advised the contractor on how to write a media advisory and reviewed and edited the media advisory for the contractor. The PRO was also notified that the fit station was not in place at the Mesa County Health Department. Since the contractor did not have any creative materials to use and the fit station was not in place, the PRO has moved the funds into 2006 to be used to support the fit station when it is ready. The PRO has also developed two radio spots and a print ad that can be used by Mesa County Health Department and other organizations to promote their programs and increase awareness of child passenger safety issues and resources.

July 5 – Reviewed e-mail from Safety Program Manager noting that the fit station for this project is not ready so cannot be advertised.

July 6 – Provided names of top two radio stations for women ages 18-49 in Grand Junction to consider using to advertise upcoming child safety seat check up event. Advised Safety Program Manager and contractor that they could ask to have some advertising and remote at the event. The price was under \$5,000.

July 6-8 – Reviewed news release for July 15 child safety seat check up event and provided edits and recommendations to contractor and Safety Program Manager.

July 12-13 – Advised contractor on how to write a media advisory. Reviewed and edited media advisory for contractor.

July 18 - Reviewed and responded to e-mail from contractor and Safety Program Manager regarding the results of the check up event and media coverage of the event.

The PRO had four months of access to the Media Pool funds in this

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task. In addition, the Heinrich Hispanidad, Cordy & Co. and Mesa County Health Department projects were not able to implement all of their grant activities this year so their Media Pool funds are being moved into 2006. The PRO assisted Grantees and completed work for Catholic Charities Northern, Crossroads Turning Point and Central Mountain Safe Kids.

La Plata County Clicks— San Juan Basin Health Department

Project Number:	05-08
Task Number:	81-10
Planned Expenditures:	\$15,000.00
Actual Expenditures:	\$4,667.95

Goal

Manage Media Pool funds for this project in the occupant protection media pool, the San Juan Basin Health Department's La Plata County Clicks project.

Strategies and Initiatives

Provide review, feedback and advice to Grantee and Safety Program Manager and manage the expenditures of Media Pool funds on behalf of this project.

Results

This task was funded on the schedule below:

July 2005 - \$15,000

January 5-13 – Reviewed and responded to e-mails from the Project Manager for La Plata County Clicks, regarding paid media.

January 13 – Called La Plata County Clicks Project Manager regarding paid media for project.

February 3-9 – Reviewed more e-mails from La Plata County Clicks Project Manager regarding paid media.

February 16-18 – Reviewed e-mails from Safety Program Manager, and contract objectives for La Plata County contract. No media pool funds were available or signed contract with La Plata County at this date.

March 30-31 – Reviewed e-mails from La Plata County Clicks Project Manager with local media contacts that La Plata County Clicks has used for paid media. Reviewed e-mails for the La Plata County Clicks Project Manager and Safety Program Manager regarding timing of seat belt surveys in La Plata County around the *Click It or Ticket* campaign.

During the third quarter, the PRO worked with the La Plata County Clicks coalition to implement the *Click It or Ticket* and *Buckle Up in Your Truck* projects in La Plata County. The PRO bought radio, print and television advertising heavily in Durango and Southwest Colorado to support this effort. The PRO also planned and held a news

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conference in Durango in support of *Click It or Ticket*. The PRO's Public Relations Manager in Durango planned and managed the news conference.

The PRO recommended that seat belt surveys should be done immediately following the paid media for the *Click It or Ticket* and *BuckleUp in Your Truck* campaigns.

April 1 – Responded to e-mail regarding surveys to be conducted following paid advertising in La Plata County.

May 4 – Requested La Plata County Clicks logo to add to print ads in Southwest Colorado

May 9-13 – Reviewed and responded to various e-mails to LaPlata County Clicks Project Manager, regarding media buy.

May 19-23 – Provided links to websites about high visibility seat belt enforcement to LaPlata County Clicks Project Manager.

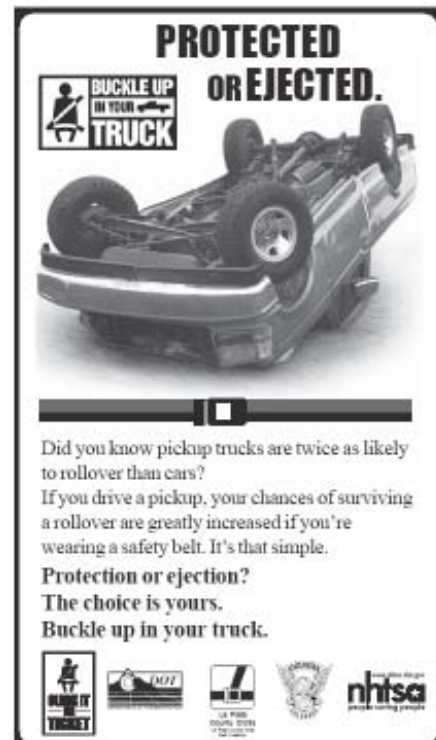
May 25 – Reviewed e-mail regarding local sales reps for paid media buy. The PRO tried to use all of LaPlata County Clicks Project Manager's contacts to ensure that the PRO would receive the best pricing for the media buy.

June 2 – Provided campaign radio spots to LaPlata County Clicks Project Manager.

June 16 – Reviewed e-mail concerning LaPlata County Clicks Project Manager's issues regarding not using local seat belt testimonials. Both the PRO and the Safety and Traffic Engineering Branch Project Manager did not think the seat belt testimonials would move belt use further in La Plata County.

July 6 – Reviewed e-mail from Safety Program Manager to contractor stating that seat belt use in the county increased from 70.3% in April 2005 to 79.3% in June 2005 after the *Click It or Ticket* campaign. As a result no further media dollars were spent from the Media Pool funds for this project.

County seat belt use increased by 9%.



August 5-11 – Reviewed and responded to e-mails from contractor regarding the print and radio ads that ran in Durango and Southwest Colorado, requests for more brochures and request to pay for a “thank you” ad from the La Plata County Clicks coalition to its partners.

The Media Pool funds worked very positively in this task. Creative materials were shared and localized for this Grantee, which has cut expenses.

In particular, this task is a good example of the value of the Media Pool fund approach. Without the PRO involvement, funds would have continued to be spent on strategies that were no longer effective.

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Contact Information

This document can be obtained electronically or in print by contacting:

M.R. Marandi, P.E.

Colorado Department of Transportation
HQ Safety and Traffic Engineering
Accident Data Management Unit/FARS Supervisor
4201 E. Arkansas Avenue, EP700
Denver, CO 80222 USA
(303) 757-9876 Voice
(303) 512-5113 Fax
Rm.Marandi@dot.state.co.us E-mail



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SAFETY AND TRAFFIC ENGINEERING BRANCH**

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