

FY 2021 Colorado Highway Safety Application and Plan



Highway Safety Plan

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:

- S. 405(b) Occupant Protection: **Yes – Low Use State**
- S. 405(e) Distracted Driving: **No**
- S. 405(c) State Traffic Safety Information System Improvements: **Yes**
- S. 405(f) Motorcyclist Safety Grants: **Yes**
- S. 405(d) Impaired Driving Countermeasures: **Yes – Mid Range State**
- S. 405(g) State Graduated Driver Licensing Incentive: **No**
- S. 405(d) Alcohol-Ignition Interlock Law: **No**
- S. 405(h) Nonmotorized Safety: **Yes**
- S. 405(d) 24-7 Sobriety Programs: **No**
- S. 1906 Racial Profiling Data Collection: **No**

Highway Safety Planning Process

Data Sources and Processes

Process Participants

There are several groups and organizations that engage in various processes and programs that are designed to prevent and mitigate Colorado's roadway fatalities and serious injuries. From CDOT these include the Governor's Representative for Highway Safety, the Safety and Traffic Engineering Branch, the Office of Transportation Safety, the Regional Transportation Directors and other Headquarters staff. Other groups and organizations that are also involved include the Governor's office, the Colorado State Legislature, Colorado State Patrol, the Colorado Department of Public Health and Environment (CDPHE), Federal and other State agencies, political subdivisions, community groups, non-profits and the private sector. Stakeholder groups include various State mandated task forces including the Colorado Task Force on Drunk and Impaired Driving, the State Traffic Records Advisory Committee, the Motorcycle Operator Safety Advisory Board, the Emergency Medical Trauma Services Injury Prevention Group, the Colorado Young Driver's Alliance, the Persistent Drunk Driver Committee and the Marijuana Education Oversight Committee and members from the FHWA required Strategic Transportation Safety Plan (STSP). All of these entities are vital in the ongoing mission to reduce crashes resulting in fatalities or serious injury on Colorado roadways.

Description of Highway Safety Problems

For the past two years Colorado experienced decreases in fatal crashes, after adopting Moving Towards Zero Deaths in 2013. Colorado has also experienced recent increases in population growth and vehicle miles traveled. After several consecutive years of increased traffic fatalities, in 2018 there were 632

traffic fatalities, which constitutes a 3% decrease from the 648 traffic fatalities in 2017. In 2019 preliminary data indicates there were 596 traffic fatalities, this is a 6% decrease from 2018.

Challenges to the highway safety environment include impaired driving, including alcohol and those associated with the availability of recreational cannabis, increased in-vehicle technology causing distractions, low gas prices, a secondary seat belt enforcement environment and increasing population density in the front range. While Colorado has experienced a decrease in fatalities over the past two years, the Colorado Highway Safety Office (HSO) continues to work with its safety partners to ensure a safer driving environment.

In order to effectively address the various highway safety challenges, CDPHE and CDOT coordinated analysis of the fatality and crash data in conjunction with other traffic data sources including citation data, the Public Safety's Lab data for blood analysis, CDPHE BAC data and judicial data, as the basis for setting performance targets, selecting countermeasure strategies and developing projects.

Methods for Project Selection

In order to address the traffic safety challenges identified, the HSO solicits applications and projects that are data driven, evidence based and employ countermeasure strategies, through a statewide Request for Proposal, in order to achieve performance targets. Extensive outreach efforts to the State and local traffic safety communities are utilized in order to target areas with persistent traffic safety issues. Applications are reviewed by panels of subject matter experts including representatives from the CDPHE, traffic stakeholders and partners and HSO staff. Applications are evaluated on their ability to impact statewide and local problem areas, as identified in the Problem Identification report and supported by local data; and their ability to meet goals and proposed program activities and evaluation measures. Applications are also evaluated on their ability to impact performance measures and performance targets. In FY19, the HSO solicited projects for a three-year funding cycle. For FY21 the majority of projects are being funded for year three of the three-year funding cycle.

List of Information and Data Sources

FARS Data

Crash Data

Judicial Impaired Driving Data

Citation Data

Arrest Data

Annual Seat Belt Survey

CDPHE BAC Data

Blood Analysis Data

Previous Program Performance

Population Data

VMT

Vehicle Registration Data

Motorcycle Safety Training Data

Description of Outcomes regarding SHSP and HSIP Coordination

In 2013, the State of Colorado adopted "Moving Towards Zero Deaths" as the State's bold new safety initiative and completed the Strategic Highway Safety Plan (SHSP). This plan was updated in 2020 and the newest revision is the STSP. The newest revision continues to provide guidance to all safety stakeholders in Colorado to reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them. The STSP sets specific visionary goals for reducing fatality and serious injury rates, as well as the total number of crashes overall as compared to previous years.

Of the five measures, three must be identically set for NHTSA's Highway Safety Plan and FHWA's Highway Safety Improvement Plan - Number of Fatalities, Fatality Rate per 100 Million VMT, Number of Serious Injuries. This was done through collaborative statistical analysis by CDOT's HSO and Traffic and Safety Engineering Branch. The current proposed targets are as follows and will be finalized upon reporting to NHTSA in July and FHWA in August of 2020.

Colorado 2020 Safety Targets 5-year Averages 2017-2021

Fatalities - 557

Fatality Rate – 1.02

Serious Injuries – 3,117

Performance Report

Progress towards meeting State performance targets from the previous fiscal year's HSP

Performance measure name	Progress
C-1) Number of traffic fatalities (FARS)	In Progress
C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
C-3) Fatalities/VMT (FARS, FHWA)	In Progress
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
C-6) Number of speeding-related fatalities (FARS)	In Progress
C-7) Number of motorcyclist fatalities (FARS)	In Progress
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
C-10) Number of pedestrian fatalities (FARS)	In Progress
C-11) Number of bicyclists fatalities (FARS)	In Progress
C-12) Fatalities Involving a Distracted Driver (FARS)	In Progress
C-13) Drivers 65 or Older Involved in Fatal Crashes (FARS)	In Progress
C-14) Fatalities involving a driver testing positive for +> 5ng of Delta 9 THC (FARS)	In Progress
Percentage of Crash Reports Electronically Submitted to DOR	In Progress

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)	In Progress
--	-------------

Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 618 traffic fatalities. In 2019, preliminary traffic fatalities totaled 596. This constitutes a 6% decrease from the 632 traffic fatalities in 2018. The HSO continues to address traffic safety challenges by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of underrepresented populations and high visibility enforcement of multiple traffic challenges, including impaired driving, speed, distracted driving and unrestrained passenger vehicle occupants.

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 3,271. In 2019 preliminary data indicates there were 2,878 serious injury crashes with 3,375 serious injuries. Even though the HSO office aggressively seeks new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges, the numbers of serious injuries increased. However, total fatality numbers were down.

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 1.14. In 2019 the preliminary VMT was 1.09. The HSO continues to address traffic safety challenges by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges

Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 208. In 2019, preliminary data indicates there were 189 unrestrained passenger vehicle occupant fatalities. This decrease is in part

attributed to high visibility enforcement and multiple outreach and awareness efforts. The HSO continues to address this performance measure by participating in the 2020 CIOT Mobilization, supporting rural CIOT campaigns and supporting education about the importance of seatbelt usage for all passenger vehicle occupants.

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

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 155. In 2018 (2019 data not available), there were 188 alcohol-impaired fatalities with a driver or motorcycle operator having a BAC of .08+. The HSO continues to address this challenge through aggressive high-visibility enforcement campaigns based on problem identification, high level engagement from the Colorado Task Force on Drunk and Impaired Driving and innovative public awareness campaigns

Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 208. In 2019, preliminary data indicates there were 239 speed related fatalities. The HSO continues to address this challenge through targeted speed enforcement activities, including night time enforcement and in areas identified through the problem identification process. The HSO solicited and encouraged new agencies, including urban and rural, to participate in speed enforcement initiatives. The HSO, utilizing the LEC/LELs and a data-driven approach, will continue to aggressively seek new law enforcement agencies, in areas of speed related fatalities and serious injury crashes, to participate in enhanced Speed enforcement utilizing HSO funding.

Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 103. In 2019, preliminary data indicates there were 103 motorcyclist fatalities. The HSO attributes progress towards this measure to high level involvement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists and motorists and a decrease in unhelmeted motorcyclist fatalities.

Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 57. In 2019, preliminary data indicates there 51 unhelmeted motorcyclist fatalities. The HSO attributes the decrease in unhelmeted motorcycle fatalities to high level engagement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists and state authorized basic motorcycle training which includes training on utilizing proper motorcycle gear to include helmets.

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 79. In 2019, preliminary data indicates there were 77 drivers aged 20 or younger were involved in fatal crashes. The HSO attributes this decrease in part to an aggressive GDL Education campaign and high level engagement of the Colorado Young Drivers Alliance (CYDA).

Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 88. In 2019, preliminary data indicates there were 76 pedestrian fatalities. The HSO continues to address all aspects of the pedestrian safety challenge through targeted high visibility enforcement of drivers and pedestrians that violate traffic safety laws, robust education of all roadway users, and involvement in Denver's Vision Zero Plan. The HSO, utilizing the LEC/LELs and a data-driven approach, will continue to aggressively seek new law enforcement agencies, in areas of pedestrian related fatalities and serious injury crashes, to participate in enhanced enforcement of pedestrian laws. In addition, the HSO will seek new partners across the State to engage in pedestrian related education.

Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 19. In 2019, preliminary data indicates there were 20 bicyclist fatalities. The HSO attributes in part the lack of progress in this measure to roadway congestion, population growth and the traffic safety culture of Colorado roadway users. The HSO continued to address all aspects of the bicyclist safety challenge through education of all roadway users and involvement in Denver's Vision Zero Plan.

Program-Area-Level Report

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

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 54. In 2019, preliminary data indicates there were 39 fatalities involving a distracted driver. While this decrease is notable, the HSO recognizes the challenges associated with documenting distracted driving involvement in a fatal crash investigation.

Performance Measure: C-13) Drivers 65 or Older Involved in Fatal Crashes (FARS)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 88. In 2019, preliminary data indicates there were 82 drivers 65 or older involved in fatal crashes. The HSO attributes this decrease to enhanced educational and outreach efforts among this driving population and high level engagement of the Older Driver Coalition.

Performance Measure: C-14) Fatalities involving a driver testing positive for +> 5ng of Delta 9 THC (FARS)

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 31. In 2018, (2019 data not available) there were 37 fatalities involving a driver or motorcycle operator testing positive with a Delta 9 THC level of 5ng+. The HSO continues to address this challenge through high visibility enforcement of impaired drivers, increased law enforcement training in the detection of drugged drivers, robust partnerships with cannabis industries, increased educational outreach efforts and high level involvement of the Colorado Task Force on Drunk and Impaired Driving.

Performance Measure: Percentage of Crash Reports Electronically Submitted to DOR

Progress: **In Progress**

Program-Area-Level Report

In 2020, the target for this performance measure was 49%. The percent of all crash records submitted to the DOR/DMV electronically was 52.5% this exceeded the target by 3.5 %. The Traffic and Safety Engineering (TSE) Branch of CDOT continue to address this target through strategic partnerships and the of work of the State Traffic Records Advisory Committee (STRAC).

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

Progress: **In Progress**

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 86. In 2019, the observed seat belt use rate was 88.3%. This increase is in part attributed to high visibility enforcement and multiple outreach and awareness efforts. The HSO continues to address this performance measure by participating in the CIOT May Mobilizations, 2 rural CIOT campaigns and supporting education about the importance of seatbelt usage for all passenger vehicle occupants.

Performance Plan Justifications and Targets

Performance Target Justification

In order for the HSO to direct funds to the highest and best use, the HSO relies on the results of the annual Problem Identification report and the following data sources including: FARS Data, crash data, judicial impaired driving data, citation data, arrest data, annual seat belt survey, CDPHE BAC Data, blood analysis data, previous program performance data, population data, VMT, vehicle registration data, the behavioral risk surveys (Healthy Kids Colorado, Youth Risk Behavior Survey), the Colorado Health Information Dataset and the motorcycle safety training data. The HSO uses this data to answer the following key questions: Where are the State's most urgent behavioral traffic safety problems? Which roadway users are most likely to be involved in a crash? Are there particular segments of the roadway user population that are over-represented as in crashes? Where should the HSO direct crash and fatality prevention funds and for what types of activities? The HSO also utilizes the expertise of various State mandated task forces including the Colorado Task Force on Drunk and Impaired Driving, State Traffic Records Advisory Committee, the Motorcycle Operator Safety Advisory Board, the Emergency Medical Trauma Services Injury Prevention Group, the Colorado Young Driver's Alliance, the Persistent Drunk Driver Committee and the Marijuana Education Oversight Committee.

To establish the targets for the following performance measures, the Colorado Department of Public Health and Environment and CDOT coordinated analysis of the crash data through various methods including Loess regression and a polynomial regression line to create best fit curves. These analyses assisted CDOT in establishing five-year performance measure targets for the three common performance measures and one year targets for the remaining performance measures. As part of CDOT's safety initiative, "Whole System, Whole Safety, which focuses on three safety pillars – Behavior – Organization - Built, CDOT has set an aggressive goal to reduce total vehicle crashes by 2%. While the HSO does not submit a total vehicle crashes performance target to NHTSA, the CDOT believes this new effort will contribute to overall traffic safety improvement.

Performance measure name	Target Metric Type	Target Period	Target Start Year	Target End Year	Target Value
C-1) Number of traffic fatalities (FARS)	Numeric	5 Year	2017	2021	557
C-2) Number of serious injuries in traffic crashes (State crash data files)	Numeric	5 Year	2017	2021	3,117
C-3) Fatalities/VMT (FARS, FHWA)	Numeric	5 Year	2017	2021	1.02
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Numeric	Annual	2020	2021	198
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Numeric	Annual	2020	2021	184
C-6) Number of speeding-related fatalities (FARS)	Numeric	Annual	2020	2021	225
C-7) Number of motorcyclist fatalities (FARS)	Numeric	Annual	2020	2021	103
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Numeric	Annual	2020	2021	55
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Numeric	Annual	2020	2021	79
C-10) Number of pedestrian fatalities (FARS)	Numeric	Annual	2020	2021	80
C-11) Number of bicyclists fatalities (FARS)	Numeric	Annual	2020	2021	21
C-12) Fatalities involving a distracted driver (FARS)	Numeric	Annual	2020	2021	49
C-13) Drivers 65 or older involved in fatal crashes (FARS)	Numeric	Annual	2020	2021	106
C-14) Fatalities involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC (FARS)	Numeric	Annual	2020	2021	35
Percentage of DR3447 Crash Reports Submitted Electronically to DOR	Numeric	Annual	2020	2021	40%
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)	Numeric	Annual	2020	2021	89%

Performance Measure: Percentage of crash reports submitted electronically to DOR

Performance Target details

Primary performance attribute: **Timeliness**

Core traffic records data system to be impacted: **Crash**

Performance Target Justification

Colorado Traffic Records System continues to make improvements and is on par with many other states across the nation, but significant problems remain. Most databases still function as islands of information with limited data sharing and integration. Data remains inconsistent from one dataset to another. The quality of some data is questionable and accessibility is limited. State agencies continue to change and build databases with limited input from other state partners. While the State Traffic Records Advisory Committee (STRAC) continues to work to solve these issues, we are often limited by resources, involvement, support, and understanding of STRAC at the higher department levels. Today more than ever, it remains vital for stakeholders to have reliable traffic records data upon which to make decisions concerning policy formulation and allocation of resources. Continuous improvements in data collection, accessibility, and quality are required to keep pace with changing needs and technology.

The FY21 performance measures will be using **DR 3447** crash reports Submitted Electronically to DOR. The DR 3447 crash report is a new crash form that replaced the DR 2447 crash report in Colorado last year. The DOR crash reporting system started to accept both DR 2447 and DR 3447 only for a limited time (about one year), beginning October 1, 2019. The DR 2447 acceptance by DOR will start to be phased out after Oct 1, 2020.

STRAC recognized the challenges of the crash reporting system upgrade in DOR and law enforcement agencies to submit DR 3447 crash reports electronically to DOR. Therefore, 40% was selected as the target value for the FY21 performance measure.

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)

Performance Target details

Performance Target Justification

This performance target was set given the current environment. It should be noted that in secondary law states to achieve a higher seat belt usage rate requires considerable investment in media, and educational efforts must be significant in order to maintain current levels and to make even small gains.

Activity Measures:

A-1) Number of seat belt citations issued during grant-funded enforcement activities*

Seat belt citations: 11,329

Fiscal Year A-1: **2019**

A-2) Number of impaired driving arrests made during grant-funded enforcement activities*

Impaired driving arrests: 9,199

Fiscal Year A-2: **2019**

A-3) Number of speeding citations issued during grant-funded enforcement activities*

Speeding citations: 4,110

Fiscal Year A-3: **2019**

Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.

I certify: **Yes**

Program Areas

Program Area: Communications (Media)

Description of Highway Safety Problems

Motor vehicle crashes are among the leading causes of death across the nation and in Colorado. Motor vehicle fatalities were on the decline and reached a low of 447 deaths in 2011. Since 2011 Colorado's fatalities from motor vehicle crashes have increased substantially, reaching a high of 648 fatalities in 2017 before dropping to 596 fatalities in 2019 (preliminary).

In 2018 the top contributing human factor in fatal and injury crashes was distracted driving (22 percent).

In 2018 there were:

- 216 Unrestrained fatalities (54 percent of all passenger vehicle occupant fatalities)
- 188 Alcohol-impaired driver fatalities (30 percent of all fatalities)
- 210 Speed related fatalities (33 percent of all fatalities)
- 84 drug-impaired fatalities (13 percent of all fatalities)
- 58 unhelmeted motorcycle fatalities
- 81 drivers under the age of 21 involved in a fatal motor vehicle crash
- 89 pedestrian fatalities (14 percent of all fatalities)
- 129 drivers aged 65 years or older involved in a fatal crash

The HSO incorporates data from the Fatality Analysis Reporting System (FARS), annual observed seat belt use survey results, the Department of Revenue's Crash Record file and Vehicle Miles Traveled (VMT), in order to fund public relations campaigns that address the most serious behavioral traffic safety challenges.

Communications and outreach campaigns for the general public are designed to educate, inform and provide resources regarding the behavioral traffic safety challenges on Colorado's roadways and efforts to address them. These campaigns also provide information regarding numerous high visibility enforcement campaigns. These strategies are part of a comprehensive, overall traffic safety program and

are designed to reduce fatalities and serious injuries on Colorado roadways. Communication and outreach campaigns are evidence-based activity countermeasures as identified in NHTSA's *Countermeasures That Work*.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above
C-7) Number of motorcyclist fatalities
C-8) Number of unhelmeted motorcyclist fatalities
C-9) Number of drivers age 20 or younger involved in fatal crashes
C-10) Number of pedestrian fatalities
C-12) Fatalities involving a distracted driver
C-14) Fatalities involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC

Countermeasure Strategy: Communication Campaign

Project Safety Impacts

Communications and outreach campaigns for the general public are designed to educate, inform and provide resources to the public regarding the behavioral traffic safety challenges on Colorado's roadways and efforts to address them. These campaigns also provide information regarding numerous high visibility enforcement campaigns. These strategies are part of a comprehensive, overall traffic safety program and are designed to reduce fatalities and serious injuries on Colorado roadways.

Communication and outreach campaigns are evidence-based activity countermeasures as identified in NHTSA's *Countermeasures That Work*.

With several strong campaigns developed in 2020, the HSO will focus heavily on media buys in 2021 to showcase the new creative materials. Approximately 68% of the budget will be devoted to media buys, up from 48% the previous year. In addition, media buys will be consolidated and reused in order to create additional efficiencies that will result in larger, public-facing media campaigns. Finally, these campaigns will also continue to use earned media and stakeholder engagement to generate additional public awareness.

Linkage Between Program Area

As Colorado fatalities continue to rise, a robust communication strategy is critical to create greater awareness among the traveling public. Communications campaigns are developed based on problem identification to address specific behavioral traffic safety challenges. Funding for this and all other strategies are distributed based on Problem ID.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Communications and Outreach

Planned Activity Description

CDOT's Office of Communications (OC) supports the Office of Transportation Safety (OTS), its grantees and partners with specialized assistance related to projects addressing occupant protection and impaired driving education and outreach. The OC conducts the high-visibility aspect of enforcement campaigns aimed at reducing fatalities, including the *Click It or Ticket* seat belt campaign and *The Heat Is On* impaired driving campaign. Other major communications initiatives are teen driving, child passenger safety, motorcycle safety, distracted driving and pedestrian safety. The projects included in the Communications section of the HSP were chosen based on problem identification and requests from the Office of Transportation Safety.

Activities by the OC to address occupant protection, impaired driving and other traffic safety issues include:

- Development and implementation of ongoing media and public relations campaigns for high-visibility enforcement, including DUI/drugged driving and seat belt enforcement.
- Development and implementation of safety education campaigns for motorcycle safety, teen driving, child passenger safety, pedestrian safety and distracted driving.
- Development and distribution of news releases.
- Development of relationships with statewide media to encourage coverage of safety issues.
- Development and implementation of a comprehensive social media strategy through Facebook, Snapchat, Twitter and YouTube.
- Execution of newsworthy special events and press conferences.
- Development of materials for Hispanic audience and Spanish language media.
- Execution mass media messages and campaigns which are culturally relevant for minority audiences.
- Development and production of collateral materials, including brochures, fact sheets, posters, flyers, print ads, radio spots and videos.
- Fostering of positive relationships with media, grantees, task forces, coalitions and internal and external partners to expand safety education.
- Development and maintenance of campaign websites.
- Placement of paid media buys to reach campaign target audiences.
- Evaluation of campaign elements, including developing a methodology for evaluating increases in public awareness.

Intended Subrecipients

Office of Communications Media and PR Vendors

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405d Impaired Driving Mid	Paid/Earned Media (FAST)	\$775,000	\$200,000	N/A
2021	405f Motorcycle Programs	Paid Advertising (FAST)	\$75,000	\$19,000	N/A
2021	NHTSA 402	Paid Advertising (FAST)	\$1,417,000	\$354,250	N/A

Program Area: Distracted Driving

Description of Highway Safety Problems

In Colorado in 2019 preliminary data indicates there were 596 traffic fatalities, of those 39, or 6%, involved a distracted driver.

The City of Aurora is in Adams County and Arapahoe County. In 2018, Adams County reported that 17% of the 12,611 total crashes that occurred in the County had distracted driving as a contributing factor. In 2018, Arapahoe County reported the 21% of the 13,518 total crashes that occurred in the County had distracted driving as a contributing factor. In 2018, the City of Aurora reported 8,849 total crashes. Of those crashes, 1,357 or 15% of had distracted driving as a contributing factor.

In 2018, the City of Denver reported 22,345 total crashes or 18% of the states total. There were 60 fatalities in Denver in 2018, 20% were distracted driving related. In 2018, Denver Police Department (DPD) dedicated 646.5 hours to Distracted Driving Enforcement. DPD officers issued 49 distracted driving summonses.

In 2018, El Paso County had 81 traffic fatalities, 18% of those crashes had distracted driving as the contributing factor in the causation.

In the City of Pueblo reported 36 traffic fatalities in 2018, 16% of the crashes involved distracted driving as a contributing factor. Two percent of those fatalities involved a driver 20 years or younger.

In 2018, Eagle County had 1,113 crashes, 13% of those had distracted driving as a contributing factor in the causation.

Greeley had 227 crashes involving distracted driving, which accounts for 9% of the total for 2018. Weld County had 1,435 distracted driving crashes, which accounts for 23% of injury and fatal crashes.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT

Countermeasure Strategy: Distracted Driving HVE/Education

Project Safety Impacts

Distracted driving targeted enforcement and education directed to distracted drivers are designed to deploy law enforcement and other educational resources in areas identified through problem identification as having high incidents of fatalities and serious injuries involving distracted driving. These education and enforcement events are designed to deter behavioral traffic violations committed by distracted drivers. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of fatalities and injury crashes involving a distracted driver. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Crashes involving a distracted driver are under reported and represent a significant portion of Colorado's total traffic fatalities and serious injuries. Targeted enforcement and education is vital to mitigating instances of distracter driver related serious injury and fatal crashes. Funding for this and all other strategies are distributed based on Problem ID

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Distracted Driving HVE/Education

Planned Activity Description

In 2021, the Distracted Driving HVE/Education planned activities include:

Aurora Police Department (APD) officers assigned to the Traffic Section of APD will be the primary officers working on the project. The traffic officers will conduct High Visibility cellphone/text messaging enforcement, enforce the model traffic code violations where distraction is a causation and educate the motoring public.

- The Colorado State Patrol (CSP) will participate in high visibility enforcement waves to identify and deter distracted driving on Colorado roadways, continue to provide education and training to the motoring public by conducting High Visibility enforcements, implement a statewide social media campaign to support the high visibility waves and increase public awareness of the dangers of distracted driving and continue to utilize the driving simulators in community and school presentations with an additional focus on classroom based presentations.
- Denver PD will focus on the hot spots with higher rates of distracted driving identified through data from Denver PD. At least one high visibility cell phone/text messaging enforcement will be conducted per month.
- Drive Smart Colorado will continue to focus on a culturally relevant distracted driving outreach campaign targeting distracted driving by 18-24 year olds in areas where high concentrations of this age group are known to be in El Paso and Pueblo Counties, including military installations and college/university campuses. Drive Smart Colorado will also continue to conduct surveys of military personnel and their families to determine if distracted driving awareness has decreased on the military base.
- The Eagle River Youth Coalition, with local partners, will continue to focus on reducing distracted driving strategies focused on drivers aged 16-35, parents, and seasonal travelers on our major roadways, complimenting other safe driving efforts.
- The Greeley Police Department (GPD) will continue the use the Data Driven Approaches for Crime and Traffic Safety (DDACTS). Greeley PD has used the DDACTs program for five years. GPD officers will be deployed to specific zones, identified through problem identification as being over represented in motor vehicle crashes and fatalities. Officers will be primarily focused on school zones to enforce Graduated Driving Licenses (GDL) requirements and cell phone laws with young drivers.

Intended Subrecipients

Aurora Police Department

Colorado State Patrol

Denver Police Department

Drive Smart Colorado

Eagle River Youth Coalition

Greeley Police Department

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	NHTSA 402	Distracted Driving (FAST)	\$434,765	\$108,692	\$279,765

Program Area: Impaired Driving (Drug and Alcohol)

Description of Highway Safety Problems

In 2018, there were 632 traffic fatalities in Colorado, of which 188 were fatalities involving a vehicle operator with a BAC of .08 or above. In 2018, 29% of all fatalities involved an alcohol impaired driver. In 2018, there 37 fatalities involving a vehicle operator testing positive for 5ng+ Delta 9 THC or above.

Adams County has the fifth highest population in the state of Colorado at 505,746 and consists of many large metro cities to include, Aurora, Westminster, Thornton, Commerce City and Brighton. In 2019 Adams County had 64 fatal crashes in which 70 individuals lost their lives. Of the 64 fatalities, 25 or 36% involved a driver with a BAC above the legal limit of .08%, 11 or 17% were drug impaired.

The City of Aurora includes Adams County with a population of roughly 511,000 and Arapahoe County with a population of 643,000. In 2019, Adams County had 64 fatal crashes with 25 of those being impaired driving related resulting in 28 individuals losing their lives. In Arapahoe County there were 31 fatal crashes, 11 of those crashes involved impairment resulting in 14 lives being lost.

The Colorado State Patrol enforces traffic laws of the state of Colorado on approximately 8,483 miles of state highways and more than 57,000 miles of county roads. In 2018, 316 individuals were killed in crashes investigated by Colorado State Patrol Troopers, a 11.5% decrease over the 357 fatalities in 2017. In 2018, CSP Troopers responded to a total of 3,656 fatal and injury crashes, which was an increase of 0.4% from 2017. Also in 2018, 31.7% impaired driving crashes resulted in injuries or fatalities compared to 12.5% on non-impaired driving crashes.

The City and County of Denver, is the capital and most populous municipality with an estimated population of 727,111. Denver is the 19th most populous city in the United States. Denver saw a slight increase in the number of fatalities with an impaired driver from 60 in 2018 to 61 in 2019. With the high concentration of sporting/event centers, dance clubs, and bars in central downtown-paired with the special events and fairs that take place in Denver-make the city an environment that it is constantly at risk for having impaired drivers on the road.

The total estimated population of Jefferson County in 2019 is 582,881 and the population of unincorporated Jefferson County directly served by the Jefferson County Sheriff's Office is 195,663. In

2018 unincorporated Jefferson County had 180 Impaired driving crashes and 286 Impaired driving arrests compared to 2018 where the total number of impaired driving crashes was 207 and 323 impaired driving arrests. Jefferson County was ranked number 5 in the State of Colorado for impaired driving related crashes.

In Colorado Springs in 2019, the number of impaired driving traffic related fatalities was 20% lower compared to the prior year. During the first three months of 2020, there has only been one impaired driving related traffic fatality that the Colorado Springs Police Department (CSPD) responded to, compared to seven during the same time period last year. Aggressive enforcement will continue to further reduce incidents of impaired driving.

The HSO will address impaired driving related crashes and fatalities through funding of high visibility enforcement on targeted roadways identified in the 2020 Colorado Department of Transportation Problem Identification Report.

The Colorado Task Force on Drunk and Impaired Driving will continue to support the prevention, awareness, enforcement and treatment of drunk and impaired driving in Colorado through strong partnerships with public, private and non-profit organizations.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above
C-14) Fatalities Involving a driver or motorcycle operator testing positive for +>5ng of Delta 9 THC

Countermeasure Strategy: Impaired Driving HVE

Project Safety Impacts

High visibility enforcement (HVE) events are designed to deploy law enforcement resources in areas identified through problem identification as having high incidents of impaired driving. These events are designed to deter impaired driving by increasing the perceived risk of arrest on Colorado roadways.

HVE events are highly publicized prior, during and after the event. Colorado's impaired driving related fatalities (alcohol and marijuana) are consistently 30% and above of the total fatality number. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of impaired driving related injuries and fatalities. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Impaired driver fatalities represent a significant portion of Colorado's total traffic fatalities. High Visibility Enforcement (HVE) events are vital to roadway safety by publicizing the enforcement prior, during and after the event and vigorously enforcing impaired driving laws. Funding for this and all other strategies are distributed based on problem I.D.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Impaired Driving HVE

Planned Activity Description

In 2021, the Impaired Driving High Visibility Enforcement (HVE) includes the participation of multiple Colorado law enforcement agencies, both State and local, in 16 HVE campaigns that are conducted through the Highway Safety Office (HSO). The HVE campaigns are; New Year's Eve, Holiday Party Enforcement, Thanksgiving Holiday Weekend, Halloween Weekend, Fall Festival Enforcement, Checkpoint Colorado, Labor Day Weekend, Sturgis Rally, July Fourth Weekend, Summer Strikeout, Summer Blitz, Memorial Day Weekend, Spring Event Enforcement, St. Patrick's Day, Super Bowl Weekend and Winter Blitz and three HVE Click It or Ticket Campaigns, in addition to local Speed

enforcement events. These HVE events include media campaigns prior, during and after the enforcement events to inform the public regarding the upcoming enforcement activities as well as inform them of the outcomes.

The enforcement activities are designed by the participating agencies using problem identification, approved by the HSO, and include strategies such as, saturation patrols, increased patrols and multi-jurisdictional task forces for activities and checkpoints.

Intended Subrecipients

Adams County Sheriff's Office

Aurora Police Department

Colorado Springs Police Department

Colorado State Patrol

Denver Police Department

Jefferson County Sheriff's Office

Loveland Police Department, Larimer County S.O. and Windsor Police Department

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	164 Transfer Funds	164 Alcohol	\$480,000	\$120,000	\$480,000
2021	405d Impaired Driving Mid	Mid HVE (FAST)	\$958,718	\$293,680	N/A
2020	NHTSA 402	Police Traffic Services (FAST)	\$490,022	\$122,506	\$490,022

Countermeasure Strategy: Training and Judicial Support

Project Safety Impacts

Training and Judicial Support are critical to Colorado's changing and complex impaired driving environment. These strategies are designed to train and support Colorado law enforcement, prosecutors, the Colorado Judicial System and specialty courts. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of impaired driving related injuries and fatalities. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Impaired driving related fatalities represent a significant portion of Colorado's total traffic fatalities. Training and Judicial Support are vital to roadway safety by providing tools and resources to law enforcement and the judicial system to impact impaired driving in Colorado. Funding for this and all other strategies are distributed based on problem I.D.

Rationale

The rationale for selecting these countermeasure strategies is that they are evidence-based countermeasures as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: LE/Judicial Training/Education

Planned Activity Description

Training and Judicial Support are critical to Colorado's changing and complex impaired driving environment. These strategies are designed to train and support Colorado law enforcement, prosecutors, the Colorado Judicial System and specialty courts. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of impaired driving related injuries and fatalities. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

In 2021, the planned LE/Judicial Training/Education activities include;

- the LEAD Impairment Training will provide DRE/SFST practitioner and instructor training and updates to law enforcement officers in basic and advanced impaired driving programs.

- the development and implementation of DUI Courts to provide intensive treatment, monitoring and supervision of high risk impaired-driving offenders.
- the Traffic Safety Resource Prosecutor (TSRP) which provides training and technical assistance to prosecutors and law enforcement to increase skill and knowledge of impaired driving including SFST, DRE and courtroom testimony/prosecution.
- Gunnison County Substance Abuse will continue to build public support for social hosting ordinances, increasing support for enforcement of ordinances, and educating the community about the ordinances.
- the ID Tech Transfer which provides registration and travel costs to attend conferences and events related to impaired driver training and that will be shared with law enforcement and traffic safety partners throughout the State.
- the Law Enforcement Liaisons (LELs) and Coordinator (LEC) who coordinate all statewide training and local activities for law enforcement agencies. The LELs will serve as a link to promote the HSO's programs including; Impaired Driving, Occupant Protection, Speed, Distracted Driving, Pedestrian Safety and Motorcycle Awareness.
- the Drug Recognition Expert (DRE) Training/School which will continue to expand the program, enhance the current training program and increase the number of DRE's within the State. One Year Later Conferences will be held to provide the necessary follow up training to DREs trained in FY20.
- Mothers Against Drunk Driving (MADD) Court Monitoring will establish the baseline conviction rates for DUI cases in the 1st (Gilpin and Jefferson) and 18th (Arapahoe, Douglas, Elbert and Lincoln) Judicial Districts, and continue observations in the 2nd (Denver) and 4th (El Paso and Teller) Judicial Districts, focusing on Prosecutors and Judges. The court monitoring program will collect data to assist prosecutors, judges, and law enforcement in identifying systematic strengths and weaknesses and developing best practices. This process will assist in the development of community standards for DUI adjudication in each judicial district.
- Eagle River Valley Impaired Driving Prevention Pilot Project will continue to employ strategies to increase public support for enhanced local underage compliance checks for both on- and off-

premises sales environments or other enforcement efforts that prohibit alcohol sales to minors; and increase public support for social host ordinances.

- Chaffee County Youth Substance Abuse Prevention Pilot Project will continue to build upon public support for enforcement of social host laws; increasing communication on local youth substance use data; and increasing communication with local government bodies.

Intended Subrecipients

- LEAD Impairment Training
- Colorado Judicial Department
- Colorado District Attorney's Council
- Gunnison County
- Law Enforcement Liaisons
- Statewide Traffic Safety DRE Partners
- MADD
- Eagle River Youth Coalition
- Chaffee County Human Services

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	164 Transfer Funds	164 Alcohol	\$10,000	\$2,500	\$10,000
2021	405d Impaired Driving Mid	Mid HVE (FAST)	\$434,046	\$108,512	N/A
2020	NHTSA 402	Police Traffic Services (FAST)	\$523,000	\$130,750	\$523,000

Program Area: Motorcycle Safety

Description of Highway Safety Problems

In 2019, preliminary data indicates there were 596 traffic fatalities, of those 103, or 17% were motorcyclist fatalities. Of those 103 fatalities, 51, or 49% were unhelmeted. In 2018, the Counties representing the highest motorcyclist fatalities included: El Paso (12), Jefferson (12), Adams (10), Larimer (9) and Arapahoe (9). These Counties represent 50% of all Colorado motorcyclist fatalities.

Colorado has a legislative mandated Motorcycle Operator Safety Advisory Board (MOSAB) which includes a Highway Safety Office (HSO) member. The member holds an executive leadership position and through this involvement provides input and direction on the Motorcycle Operator Safety Training (MOST), which is administered through the Colorado State Patrol. A member from the HSO management team represents Colorado motorcycle safety interests on the State Motorcycle Safety Administrators (SMSA) organization. The HSO utilizes funding to support media campaigns designed to increase motorist awareness of motorcycles on Colorado roadways. The campaigns are developed through problem identification and disseminated to the public during peak motorcycle riding activity.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above
C-7) Number of motorcyclist fatalities
C-8) Number of unhelmeted motorcyclist fatalities

Countermeasure Strategy: Communication Campaign

Project Safety Impacts

Communications and outreach campaigns for the general public are designed to educate, inform and provide resources to the public regarding the behavioral traffic safety challenges, related to motorcycle safety, on Colorado's roadways and efforts to address them. These campaigns also provide information regarding numerous high visibility enforcement campaigns. These strategies are part of a comprehensive, overall traffic safety program and are designed to reduce fatalities and serious injuries on Colorado roadways. Communication and outreach campaigns are evidence-based activity countermeasures as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

As Colorado motorcycle fatalities continue to be a concern, a robust communication strategy is critical to create greater awareness among the traveling public. Communications campaigns are developed based on problem identification to address specific behavioral traffic safety challenges. Funding for this and all other strategies are distributed based on Problem I.D.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Communications and Outreach

Planned Activity Description

CDOT's Office of Communications (OC) supports the Office of Transportation Safety (OTS), its grantees and partners with specialized assistance related to projects addressing motorcycle safety and motorists awareness of motorcycles.

Activities by the OC to address motorcycle traffic safety issues include:

- Development and implementation of safety education campaigns for motorcycle safety (including motorist awareness of motorcyclists and information/education on rider safety),
- Development and distribution of news releases.

- Development of relationships with statewide media to encourage coverage of safety issues.
- Execution of newsworthy special events and press conferences.
- Development of materials for Hispanic audience and Spanish language media.
- Evaluation of campaign elements

Intended Subrecipients

Office of Communications Media and PR Vendors

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405f Motorcycle Programs	Paid Advertising (FAST)	\$75,000	\$18,750	N/A
2021	NHTSA 402	Paid Advertising (FAST)	\$75,000	\$19,000	N/A

Program Area: Non-motorized (Pedestrians and Bicyclists)

Description of Highway Safety Problems

In Colorado in 2019, preliminary data indicates there were 596 traffic fatalities, 76 or 12% were pedestrians, and 20 or 3% were bicyclists.

The City of Aurora consists of Adams and Arapahoe counties. In 2018, 18 pedestrian fatalities occurred in Adams and Arapahoe counties (9 in Adams and 9 in Arapahoe). Of those 18 pedestrian fatalities, 11 or 61% occurred in the City of Aurora. Pedestrian fatalities in the City of Aurora account for 33% of all Aurora fatal crashes in 2018.

In 2018, the City and County of Denver reported 22,345 crashes and 60 fatalities. Nineteen of those 60 fatalities involved pedestrians and six involved bicyclists.

In 2018, El Paso County reported 81 traffic fatalities. Of those, 15 were pedestrian and four were bicyclist fatalities.

In 2018, Pueblo County reported 36 traffic fatalities, of those seven were pedestrian fatalities. In 2018, pedestrian deaths represented 19% of all the fatalities in Pueblo County.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-10) Number of pedestrian fatalities
C-11) Number of bicyclists fatalities

Countermeasure Strategy: Pedestrian Enforcement and Education

Project Safety Impacts

Targeted enforcement and education is directed at drivers and pedestrians who are high risk for violations of pedestrian laws. Deploying law enforcement and other educational resources in areas, identified through problem identification, as having high incidents of fatalities and serious injuries involving pedestrians, is an effective strategy. These education and enforcement events are designed to deter behavioral traffic violations committed by drivers or pedestrians. Colorado's fatalities involving pedestrians are 14% of the total fatality number. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of fatalities and injury crashes involving pedestrians. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Fatalities involving a pedestrian represent a significant portion of Colorado's total traffic fatalities. Targeted enforcement and education is vital to protecting Colorado's most vulnerable roadway user. Funding for this and all other strategies are distributed based on problem I.D.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Enforcement and Education

Planned Activity Description

In 2021, the Non-Motorized Pedestrian planned activities include:

- The Aurora Police Department (APD) traffic officers conduct High Visibility Targeted Enforcement, coupled with education focused on pedestrian safety. APD traffic officers will be the primary officers working this project and they will conduct directed operations, issue citations, warnings, contact pedestrians, motorist and bicyclist to educate these individuals about violations.

- Denver Police Department officers will employ a targeted enforcement campaign focused on pedestrian safety. Targeted enforcement is designed through the bi-annual review of auto-pedestrian crashes. Denver PD focuses on both pedestrians and drivers.
- Denver PD officers will take appropriate enforcement actions to drivers and pedestrians who commit the following violations: turning on red lights, not using the crosswalk, crossing at intersections against signal when traffic is present.
- Drive Smart Colorado (DSC) will continue working with campus staff at the major sites in Colorado Springs and Pueblo to educate the students on Pedestrian and Bicycle safety. Drive Smart will continue to collaborate with the City of Colorado Springs Homeless Outreach Coordinator to conduct educational outreach to various transient populations in Colorado Springs. Drive Smart Colorado will incorporate pedestrian safety education to the center/shelters for youth aged 18-24.

Intended Subrecipients

Aurora Police Department

Denver Police Department

Drive Smart Colorado

In addition, the HSO, utilizing the LEC/LELs and a data-driven approach, will continue to aggressively seek new law enforcement agencies, in areas of higher than average pedestrian related fatalities and serious injury crashes, to participate in enhanced enforcement of pedestrian laws.

The HSO will continue to educate partners and stakeholders across the State, in areas of higher than average pedestrian fatalities and serious injuries, on safe pedestrian and driver behavior and seek additional partners across the State to engage in pedestrian related education.

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405h - Non- Motorized Traffic Safety	Pedestrian Safety (FAST)	\$207,789	\$51,948	N/A

Program Area: Occupant Protection (Adult)

Description of Highway Safety Problems

Lower than average seat belt use rates and high unbelted occupant fatality rates continue to be a challenge for many counties, both urban and rural, throughout Colorado. The statewide average seat belt compliance rate for 2019 was 88.3% and preliminary 2019 unrestrained passenger motor vehicle fatalities averaged 51%, in addition the Statewide seat belt usage rate is below the national average of 90.7%.

Based on the 2020 CDOT Problem Identification and the 2019 Statewide Seat Belt Use Survey, the Colorado Department of Transportation's (CDOT) Highway Safety Office (HSO) will be focusing on establishing and enhancing Occupant Protection and Child Passenger Safety programs in several metro area locations including Denver, Arapahoe, Jefferson and El Paso counties; rural areas with high unrestrained fatalities and where seat belt usage rates are lower than the Statewide rate and numerous state-wide efforts.

The HSO will address occupant protection related crashes and fatalities through, high visibility enforcement, on targeted roadways identified in the 2020 Colorado Department of Transportation Problem Identification Report.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions

Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Project Safety Impacts

High visibility enforcement (HVE) events are designed to deploy law enforcement resources in areas identified through problem identification as having high incidents of fatalities and crashes involving unrestrained passenger vehicle occupants. These events are designed to deter driving without the proper use of restraints by increasing the perceived risk of citations on Colorado roadways. HVE events are highly publicized prior, during and after the event. Colorado's unrestrained fatalities are consistently 50% and above of the total passenger vehicle occupant fatality number. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of impaired driving related injuries and fatalities. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Unrestrained passenger vehicle occupant fatalities represent a significant portion of Colorado's total traffic fatalities. High Visibility Enforcement (HVE) events are vital to roadway safety by publicizing the enforcement prior, during and after the event and vigorously enforcing passenger restraint laws. Funding for this and all other strategies are distributed based on problem I.D.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Occupant Protection HVE

Planned Activity Description

In 2021 the Occupant Protection (Adult) HVE activities include;

- Supporting the National Highway Traffic Safety Administration (NHTSA) and the Highway Safety Office (HSO) traffic safety campaigns including: three Click It or Ticket Enforcement Campaigns, and Child Passenger Safety week.

- Year round enforcement of Colorado occupant protection laws through sustained high visibility seatbelt enforcement involving the Colorado State Patrol and other local law enforcement agencies.
- Agencies will continue to work with their partners and utilize social media outlets to further educate the motoring public on the importance of seat belt use and other restraint use.

Intended Subrecipients

State and local law enforcement agencies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405b OP Low	Low HVE (FAST)	\$207,000	\$51,750	N/A
2021	405b OP Low	Low HVE (FAST)	\$453,000	\$113,250	N/A

Program Area: Occupant Protection (Child Passenger Safety)

Description of Highway Safety Problems

In 2019, preliminary data indicates the State of Colorado experienced 596 traffic fatalities. Of the 596 traffic fatalities, 369 were passenger vehicle occupants. Of those 369 fatalities 189 or 51% were unrestrained. There were 632 motor vehicle fatalities in Colorado in 2018, there were 402 Passenger Vehicle Occupant Fatalities of which 216 were unrestrained. Of those 216 unrestrained fatalities, there was 1 in the 0-4 age group and 5 in the 5-8 age group.

The Colorado State Patrol addresses child safety challenges Statewide by training car seat technicians, education and awareness efforts and hosting car seat checks. The goals of the Colorado State Patrol are to reduce the total number of fatalities under the age of 15 from 18 in 2017 to 17 or below (reduction of 5%) by the end of the FFY21 grant cycle (September 30, 2021). This will be accomplished through NHTSA New Technician courses, Child Passenger Safety Technician training courses and Child Passenger Safety Technician continuing education training courses; Technician Certification Renewal Courses; Advocate Awareness Training Courses; participation in safety programs and community outreach; provide customizable stock media for local and statewide use in conjunction with the Colorado Department of Transportation Office of Communications.

Denver Booster and Seatbelt Engagement Program (BASE) through the Denver Department of Transportation and Infrastructure will focus on neighborhoods in Northeast and Southwest Denver that rate higher on Denver's Neighborhood Equity Index, and schools that are near the High Injury Network (HIN) in these communities. Initiatives that focus on vehicle safety restraints are vital to help decrease the current trend of unrestrained vehicle occupants and fatalities in Denver County. The Denver BASE program will provide vehicle occupant safety education and help influence social norms for behavior change in efforts to decrease the number of unrestrained passengers, contributing to a decrease in vehicle fatalities. Denver BASE will partner with Denver's Vision Zero effort and support policy initiatives to increase proper restraint use.

Summit County Public Health (SCPH) is committed to planning and executing activities that fill gaps within Summit County and the surrounding region through targeted, evidence-based intervention. Areas of need around child passenger safety (CPS) continue to be high misuse rates of car seats and booster seats, and lower usage of child restraints in underserved populations. Activities performed will target

these populations who impact children from birth to age twelve including building and maintaining a CPS coalition, offering educational programming to law enforcement, developing a media campaign targeting residents and visitors, developing a school and childcare program targeting those who impact this age group, increasing CPS fit station capacity, and developing a resource and referral system for CPS fit stations. All activities aim to reduce inequities and advance maternal, child, and family health.

Swedish Medical Center's goals for this program are to increase the number of properly installed car seats and fit for all of Swedish Hospital's Birth Place, Family Place and NICU patients prior to discharge, increase communication and outreach to children and parents about the importance of car seat safety, and increase communication and outreach to community members, schools and physician offices regarding their car seat inspection stations.

Recipients

Colorado State Patrol

Denver Department of Transportation and Infrastructure

Summit County Public Health

Swedish Medical Center

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions

Countermeasure Strategy: Child Restraint System Inspection Station(s)

Project Safety Impacts

Child passenger safety (CPS) inspection stations are designed to give parents and caregivers assistance from certified technicians on the proper fit of a child passenger restraint system. Certified CPS

technicians and instructors provide information to the traveling public about proper seating positions for children and air bag equipped motor vehicles, the importance of restraint use and instruction on the proper use of child restraint systems. This strategy is part of a comprehensive, evidence-based effort to improve occupant protection statewide in order to reduce the prevalence of unrestrained injuries and fatalities. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Motor vehicle crashes are the leading cause of death for children 4 years of age and older and the second leading cause of death for children under 4. CPS inspection stations are vital to ensure the correct installation of child passenger seats in an effort combat misuse of child restraint devices and to reduce serious injuries and fatalities among child motor vehicle passengers. Funding for this and all other strategies are distributed based on problem I.D.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: CPS Inspection Stations

Planned Activity Description

In 2021, the Occupant Protection (Child Passenger Safety) Inspection Stations planned activities include:

- ongoing nursing education to ensure that 100% of new parents discharged are receiving car seat safety education. Outreach and communication in the local community to increase the amount of infants and young children using the correct restraint for their size and age. Increase the number of people utilizing Swedish Medical Center's car seat inspection station.
- increasing the number of certified car seat technicians, Child Passenger Safety (CPS) awareness, education and enforcement activities to all State Patrol districts statewide, and engage statewide organizations such as CO Community Health Network.

- offering educational programming to schools and daycares on the importance of using proper restraints for children in vehicles.
- targeting Denver communities and schools near the High Injury Network (HIN) with lower restraint compliance through partnership with Denver Vision Zero with messaging to support policy initiatives such as primary seat belt law.

Intended Subrecipients

Colorado State Patrol

Denver Department of Public Health

Summit County Public Health

Swedish Medical Center

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Child Restraint (FAST)	\$424,395	\$106,100.00	\$424,395

Program Area: Older Drivers

Description of Highway Safety Problems

In 2019, preliminary data indicates there were 596 traffic fatalities in Colorado. Of those 82, or 13%, involved a driver that was 65 years of age or older. In 2018 there were 632 traffic fatalities, of those 88, or 14%, involved a driver that was 65 years of age or older

In 2018, Adams County had 51 traffic fatalities, nine of those fatalities involved individuals 65 years or older.

In 2018, Arapahoe County had 47 traffic fatalities, 10 of those crashes involved individuals 65 years or older.

In 2018, the City and County of Denver reported 22,345 motor vehicle crashes or 18% of the states total. Denver County had seven motor vehicle fatalities involving individuals 65 years or older.

In 2018, El Paso County reported 12,671 crashes resulting in 81 fatalities. Fifteen of those fatalities involved individuals 65 years or older.

In 2018, Garfield County reported 1,213 crashes resulting in six fatalities. Two of those fatalities involved persons 65 years or older.

In 2018, Mesa County reported 2,664 crashes resulting in 20 fatalities. Two of those fatalities involved persons 65 years or older.

In 2018, Pueblo County reported 3,888 crashes. Thirty-six of those crashes were fatalities. Pueblo County had seven fatalities involving persons 65 years or older

In 2018, Rio Blanco County reported 132 crashes resulting in one motor vehicle fatality involving a person 65 years or older.

The Highway Safety Office will continue to address fatalities involving drivers 65 years of age or older through funding of education, public awareness and collaboration and partnership with State and local agencies, law enforcement training and providing information on alternative rides to caregivers and older drivers.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-13) Drivers 65 or older involved in fatal crashes

Countermeasure Strategy: Older Driver Education

Project Safety Impact

Older Driver Education is designed to evaluate and make adjustments as necessary for the safe operation of their motor vehicles. Law enforcement agencies are provided training to properly identify circumstances and situations in which it is appropriate for an older driver to re-test through the Department of Revenue.

Linkage Between Program Area

Drivers 65 years and older represent a significant portion of Colorado's total traffic fatalities. Older driver education is vital to providing information on safe driving practices, identify and making proper adjustments for the operator, transportation alternatives and provides the information to older drivers, caregivers, family members and law enforcement. Funding for this and all other strategies are distributed based on Problem I.D.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Older Driver Education

Planned Activity Description

The Older and Wiser Public Service Campaign (Red Hawk) has created messages to inform aging drivers, how important their support is to the community, and at the same time, educating them about the mobility issues to be aware of.

Older Driver Education is designed to evaluate and make adjustments as necessary for the safe operation of their motor vehicle.

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's Countermeasures That Work. Funding allocations for each planned activity is based on a robust problem identification coupled with agency capacity.

In 2021, the Older Driver Education planned activities include:

Cordy & CO proposes to continue addressing issues affecting older driver safety in Denver, Adams, and Arapahoe County, by implementing multi-pronged educational initiatives that promote safe driving behaviors, including "Keys to Driving Safer". Cordy & CO will continue presenting and hosting Car Fit events in three counties. Data for this project will be collected after each event to refine the strategies, channels of communication, and key messages for effective safe driving programs.

Drive Smart Colorado will target "senior rich" environments such as senior centers and residences to educate those over 65 years old on how to be safer drivers, as well as educating them on their proper Car Fit via presentations and events.

Drive Smart Colorado has connected with the American Medical Response (AMR) Program in Colorado Springs. AMR has contracted with the City of Colorado Springs to be the Emergency Medical Services provider.

Drive Smart Colorado will expand this program throughout the Colorado Springs region to assist aging drivers.

Health Promotion Partners will assess the older adult driver and give education and strategies to continue safe community mobility and prevent driving disability. Address issues already affecting driving skills and attempt to restore those skills through treatment and rehabilitation. Identify loss of driving skills for which there is no compensatory strategy and recommend alternatives to prevent harm to the older adult and others when driving is no longer an option.

The Older and Wiser Public Service Campaign will continue on the path of motivating drivers over the age 65 to educate them about public transportation options for travel in Colorado.

The Older and Wiser Public Service Campaign will produce a “How to Ride the Bus” video that will help educate riders about public transportation options on the Western Slope. This video will be distributed to the transit services on Western Slope and aired on the Older and Wiser website.

Intended Subrecipients

Cordy and CO

Drive Smart Colorado

Health Promotions Partner, LLC

Red Hawk

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Driver Education (FAST)	\$197,469	\$49,400	\$197,469

Program Area: Planning & Administration

Description of Highway Safety Problems

For the past two years Colorado experienced decreases in fatal crashes, after adopting Moving Towards Zero Deaths in 2013. Colorado has also experienced recent increases in population growth and vehicle miles traveled. After several consecutive years of increased traffic fatalities, in 2018, there were 632 traffic fatalities, which constitutes a 3% decrease from the 648 traffic fatalities in 2017. In 2019 preliminary data indicates there were 596 traffic fatalities, this is a 6% decrease from 2018.

Challenges to the highway safety environment include impaired driving, including alcohol and those associated with the availability of recreational cannabis, increased in-vehicle technology causing distractions, low gas prices, a secondary seat belt enforcement environment and increasing population density in the front range. While Colorado has experienced a decrease in fatalities over the past two years, the Colorado Highway Safety Office (HSO) continues to work with its safety partners to ensure a safer driving environment.

Planned Activity: Program Support

Planned Activity Description

The Office of Transportation Safety, as the designated state highway safety agency (Section 24-42-101, CRS) is responsible for the planning, coordinating and administering of the State's highway safety program authorized by the Federal Highway Safety Act 23 USC 402.

Planning and Administration (P&A) costs are those expenses that are related to the overall management of the State's highway safety programs. Costs include salaries and related personnel costs for the Governors' Representatives for Highway Safety and for other technical, administrative, and clerical staff, for the State's Highway Safety Offices. P&A costs also include other office costs, such as travel, equipment, supplies and utility expenses. Additional funds requested are for implementation of an E Grants System

Program support tasks include establishing resource requirements, departmental roles and responsibilities, assignment of tasks and schedules and program management of the FY21 grants. Costs include external project audit costs, program-specific staff training and necessary operating expenses.

Other support functions include support for the 2021 GHSA Annual Meeting, annual required observed seat belt usage surveys and any program assessment costs.

The HSO supports external traffic safety education efforts and enforcement campaigns by providing coalitions and other traffic safety stakeholders with support, resources, training and materials. This enables agencies to better execute and support statewide OP, CPS, motorcycle safety and impaired driving prevention programs.

The purpose of tech transfer funds is to provide training, community outreach and coalition building for traffic safety educational programs. The funds are also used to send HSO partners and stakeholders to training events and various conferences.

Intended Subrecipients

HSO Staff

HSO Traffic Safety Partners and Stakeholders

Local Law Enforcement

Colorado State Patrol

Local OP Adult/Traffic Safety Coalitions

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	405c Data Program	Data Program (FAST)	\$12,000	\$3,000	N/A
2021	405d Impaired Driving Mid	Mid Impaired Driving (FAST)	\$340,000	\$85,000	N/A
2021	NHTSA 402	Planning and Administration (FAST)	\$275,000	\$275,000.00	N/A

2021	NHTSA 402	Occupant Protection (FAST)	\$652,288	\$163,100	\$130,000
2021	NHTSA 402	Traffic Records (FAST)	\$215,000.00	\$53,750	\$150,000.00

Program Area: Speed Management

Description of Highway Safety Problems

In 2019, preliminary data indicates there were 596 traffic fatalities in Colorado. There were 239 speed-related fatalities which comprised 40% of the total.

City of Aurora - In 2018, in the six county Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) region, which includes the City of Aurora, there were 179 traffic fatalities. Of those 60, or 33.5 %, were speed related. The average number of speed related fatalities from 2014 to 2018 is 62. The 60 speed related fatalities in 2018 represents an increase of 5% over the prior 5-year average. Of the 11 RETAC regions, the Mile-High region had the most speed related fatalities.

The two counties that primarily make up the City of Aurora are Adams County and Arapahoe County. Adams County showed a 25% increase in speed related fatalities during the previous five-year period. Arapahoe County showed a 90% increase in speed related fatalities over the past 5 years. From 2014 to 2018, Aurora had a total of 136 fatal crashes. Of those, 33 or 24% were speed related.

Colorado Springs Police Department - During 2019, the number of traffic fatalities in Colorado Springs decreased 13% compared to 2018. During the same time, the number of injury crashes reported by the Colorado Springs Police Department increased by 0.6%. Speeding-related fatalities and crashes continue to be a concern in Colorado Springs.

Denver Police Department - Speed-related fatalities remain a major problem in Denver, during the 2014 to 2018, there has been a 33% increase in speed related fatalities. In 2018, of the 60 traffic fatalities in Denver County, 16 or nearly 27% were speed related. This is an increase of 7% from 2017.

In Denver, speed-related crashes are highly concentrated in one area: interstates. These roadways are the most trafficked in Colorado; the target population for this effort is drivers on these roadways that are speeding. According to CDOT data, the top 14 locations for speed-related crashes in Denver are on Interstate 70 (between Sheridan and Peoria) and Interstate 25 (between I-70 and south to Hampden Avenue).

Jefferson County Sheriff's Office

In 2019, there were 230 total crashes on Highway 285. There were 38 injury crashes and 1 fatal crashes on Highway 285. Eleven percent of all injury crashes in unincorporated Jefferson County were on

Highway 285. In 2019, inattentive driving was the leading cause of injury and fatal crashes on Highway 285, followed by speeding and DUI. In 2019, Highway 93 had 53 total crashes. Eight of those crashes were injury crashes. There were not any fatal crashes on Highway 93 in JCSO has maintained sustained enforcement on Highway 93 since 2014.

Lakewood Police Department - In 2018, in the six-county Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) region, which includes the City of Lakewood, there were 63 traffic fatalities, with 18 or 26% of those being speed-related.

Pueblo Police Department - Excessive speed continues to be a contributing factor in serious injury and fatal crashes within the City of Pueblo. The Pueblo Police Department has seen a dramatic increase in the number of citations being written for speed violations, which has a direct correlation to the reduction in the traffic fatalities related to speed over the past three years.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-6) Number of speeding-related fatalities

Countermeasure Strategy: Sustained Enforcement

Project Safety Impacts

High Visibility Speed Enforcement is designed to deploy law enforcement resources in areas identified through problem identification as having high incidents of speed related crashes and fatalities.

Colorado’s speed related fatalities comprise approx. 35% of the total fatality number. Speed is the most identified causal factor in all Colorado crashes. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of speed related injuries and fatalities. It is an evidence-based activity countermeasure as identified in NHTSA’s *Countermeasures That Work*.

Linkage Between Program Area

Speed related fatalities represent a significant portion of Colorado’s total traffic fatalities. Sustained speed enforcement coupled with roadway engineers setting appropriate speed limits, are integral to reducing speed related crashes and fatalities. Selection for this and all other strategies are distributed based on problem I.D.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Sustained Speed Enforcement

Planned Activity Description

In 2021, the Speed Management Sustained Speed Enforcement activities include;

- The HSO will address speed-related crashes and fatalities through, funding high visibility enforcement, on targeted roadways identified in the Colorado Motor Vehicle Problem Identification Dashboard.
- High Visibility Enforcement (HVE) of speed-related traffic violations (Speeding, Following too Closely and Aggressive Driving) at designated times and roadways identified through problem identification as being over represented with speed-related crashes and fatalities.
- In addition to the proposed funding, the HSO will utilize the LEC/LELs and a data-driven approach, to aggressively seek new law enforcement agencies, in areas of higher than average speed related fatalities and serious injury crashes, to participate in enhanced Speed enforcement utilizing HSO funding.

Intended Subrecipients

Recipients

Aurora Police Department

Colorado Springs Police Department

Denver Police Department

Jefferson County Sheriff's Office

Lakewood Police Department

Pueblo Police Department

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	NHTSA 402	Speed Enforcement (FAST)	\$446,245	\$111,565	\$446,245

Program Area: Traffic Records

Description of Highway Safety Problems

The Colorado Traffic Records System continues to make improvements and is on par with many other states across the nation, but significant problems remain. Most databases still function as islands of information with limited data sharing and integration. Data remains inconsistent from one dataset to another. The quality of some data is questionable and accessibility is limited. State agencies continue to change and build databases with limited input from other state partners. While the State Traffic Records Advisory Committee (STRAC) continues to work to solve these issues, it is often limited by resources, involvement, support, and understanding of STRAC at the higher department levels. Today more than ever, it remains vital for stakeholders to have reliable traffic records data upon which to make decisions concerning policy formulation and allocation of resources. Continuous improvements in data collection, accessibility, and quality are required to keep pace with changing needs and technology.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	Percentage of DR3447 Crash Reports Submitted Electronically to DOR	2021	Annual	40.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
Comprehensive TR Improvement Initiatives

Countermeasure Strategy: Comprehensive TR Improvement Initiatives

Program Area: **Traffic Records**

Project Safety Impacts

The following strategies were identified for Colorado's statewide traffic records system:

- **Traffic Records Coordinating Committee Management:** Provide a sustainable, ongoing, dynamic mechanism for strategic decision making for traffic records improvements, for project coordination, and for project implementation.
- **Strategic Planning:** Develop and maintain performance measures based on recommendations from the Traffic Records Assessment.
- **Crash Data:** Identify and implement improvements to crash records based on recommendations from the Traffic Records Assessment.
- **Vehicle Data:** Improve integration of vehicle records into the traffic records system.
- **Driver Data:** Improve integration of driver records into the traffic records system.
- **Roadway Data:** Improve integration and linkage of roadway data with traffic records.
- **Citation/Adjudication Data:** Institute electronic citation projects to facilitate the development of statewide citation data and provide linkage to traffic records.
- **EMS/Injury Surveillance Data:** Pursue integration of EMS/Hospital files with crash and other traffic records files.
- **Data Use and Integration:** Improve data linkage between traffic records data systems.

Linkage Between Program Area

Colorado Traffic Records System continues to make improvements and is on par with many other states across the nation, but significant problems remain. Most databases still function as islands of information with limited data sharing and integration. Data remains inconsistent from one dataset to another. The quality of some data is questionable and accessibility is limited. State agencies continue to change and build databases with limited input from other state partners. While the State Traffic Records Advisory Committee (STRAC) continues to work to solve these issues, we are often limited by resources, involvement, support, and understanding of STRAC at the higher department levels. Today more than ever, it remains vital for stakeholders to have reliable traffic records data upon which to make decisions concerning policy formulation and allocation of resources. Continuous improvements in data collection, accessibility, and quality are required to keep pace with our changing needs and technology.

Colorado and STRAC have engaged in strategic planning for traffic records improvements for more than a decade, and STRAC published a strategic plan in 2008, 2012, and 2020. Aspects of each of these plans have been integrated into Colorado’s Highway Safety Plan and appropriate performance based objectives, action steps, and evaluation measures were integrated into Colorado’s Strategic Highway Safety Plan. Additionally, in 2009, 2015, and 2019, STRAC requested that NHTSA facilitate a Traffic Records Assessment on Colorado’s traffic records system. These assessments resulted in recommendations for improvement in all areas of the state’s traffic records system. These recommendations form the basis of the objectives and performance measures for the revised strategic plan.

The STRAC membership believes this revised Strategic Plan will again provide the framework for improvement to the statewide traffic records system and will guide all state agencies as they plan and develop specific projects to improve our records systems and data. The plan includes clearly defined objectives and performance measures for each of the nine traffic records modules. STRAC also believes that the partnerships and coordination provided for in this strategic plan will increase public safety and create the environment for improving the state’s traffic records system. This will be accomplished by maximizing efficiencies through interagency cooperation and leveraging both existing resources and potential federal funding opportunities.

Rationale

The Traffic Records program includes a number of goals, objectives and planned activities identified as areas for improvements by the National Highway Traffic Safety Administration (NHTSA). All of them serve the ultimate goal of an integrated traffic records system in Colorado that delivers timely, high-quality data for appropriate traffic safety decisions at all levels.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
FY21 Traffic Records	FY21 Traffic Records Improvements

Planned Activity: FY21 Traffic Records Improvements

Planned activity number: FY21 Traffic Records

Primary Countermeasure Strategy:

Planned Activity Description

A TR Coordinator to organize traffic records systems among all the agencies involved. The TRC would work closely with the STRAC, CDOT, DOR, CSP and other agencies (including Police Departments) involved with traffic records. The TRC will act as a liaison among the involved agencies, under the guidance of the Project Manager. This project will be an extension of the 2016 contract signed 1/12/16.

Fund the attendance of core STRAC Members (to be determined based on priority) to attend the International Traffic Records Conference hosted by National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and BTS (Bureau of Transportation Statistics). This task will enable the attendees to learn many aspects of TR.

Support the ongoing cooperative agreement with NHTSA/NCSA for Colorado to provide an overall measure of highway safety using fatal crash data. Most of the costs are funded by FARS (NHTSA); this is just supplemental funding.

405C Traffic Records Program Management, including but not limited to: Grant and project management, Participation in STRAC events and facilitation, Operating costs & Participation in the Traffic Records Forum. Creation of the annual Problem Identification report and continued data analysis, TA and evaluation to HSO grantees.

Intended Subrecipients

Weld County

Colorado Springs PD

Lakeside PD

CDOT

STRAC/CDOT

Thornton PD

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Comprehensive TR Improvement Initiatives

Program Area: Young Drivers

Description of Highway Safety Problem

In 2019, preliminary data indicates there were 596 traffic fatalities in Colorado. Of those fatalities, 77, or 12%, involved a driver under the age of 21. Fatality crashes involving a young driver have decreased by 19% from 2017-2019.

In 2018, the counties with the highest teen driver fatalities include Denver, Weld, Pueblo, Jefferson, El Paso and Larimer Counties. Urban fatality factors involving a young driver include driving while impaired, speed and inattention to driving while rural young driver factors include being asleep at the wheel, speed and inattention to driving. For drivers under 21 the highest likelihood of them being involved in a crash is during their first six months of licensure.

Adams County had 5 fatalities aged 20 and younger, or .08% of the total.

Arapahoe County had 5 fatalities, or .08% of the total.

Denver County had 9 fatalities, or 1.4% of the total.

Douglas County had 3 fatalities, or .04% of the total.

El Paso County had 6 fatalities, or 1% of the total.

Jefferson County had 7 fatalities, or 1.1% of the total.

Larimer County had 6 fatalities, or 1% of the total.

Pueblo County had 8 fatalities, or 1.3% of the total.

Weld County had 9 fatalities aged 20 and younger, or 1.4% of the total.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes

C-3) Fatalities/VMT
C-9) Number of drivers age 20 or younger involved in fatal crashes

Countermeasure Strategy: School Programs

Project Safety Impacts

Youth peer-to-peer programs are designed to address the behavioral issues typically associated with novice drivers to include; alcohol, drugs, distracted driving, low seat belt use and others issues. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of drivers aged 20 or younger involved in fatal and serious injury crashes. School based, youth peer-to-peer programs are designed to help young drivers identify behaviors that cause them the greatest risk on the road and also recognize that they have the ability and power to act upon and address them. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Young drivers age 20 or younger are over represented in Colorado's total traffic fatalities. Youth peer-to-peer programs are vital to protecting vulnerable young drivers by providing education and awareness. Funding for this and all other strategies are distributed based on problem I.D.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Youth Peer-to-Peer Program

Planned Activity Description

In 2021, Young Drivers Youth Peer-to-Peer Program activities include:

- using a peer-to-peer program led by students involved in school-based groups or clubs, such as SADD, Inc. (Students Against Destructive Decisions) or Teens in the Driver Seat (TDS), who

are responsible for developing and promoting safe teen driving messages in their schools. Students are in charge of delivering the intervention(s) and participating in activities involving their peers based on identification of the problems within their specific school.

- one-time events, such as ThinkFast Interactive and University Hospital’s P.A.R.T.Y. Program (Prevent Alcohol and Risk Related Trauma in Youth), which utilize additional activities for schools who have strong, on-going programs throughout the school year.
- establishment and support of county wide youth coalitions. The use of youth-driven, strengths-based initiatives has shown to have positive impact on decreasing risk behaviors.
- creation of Teen Safe Streets (TSS) program. The Teen Safe Streets Coalition will work to build relationships between Denver teens, policymakers, decision makers, and other community organizations to effect changes at the policy level for reducing teen driver fatalities, to effect change at an environmental level by providing input on traffic related city plans, and to effect change within their communities through education and advocacy.
- implement and deliver safe driving programs via teen driving programs in local high schools and clubs, and Graduated Driver’s License (GDL) classes for parents and teens, concentrating activities in the metro Denver area, and the counties of Summit, Mesa and Larimer.
- school-wide interactive presentation including questions and facts on teen driving behaviors including GDL licensing, distracted driving, drunk and drugged driving, seat belt use, and other related safe driving topics.
- education through GDL classes, participation in peer-to-peer safe driving programs in high schools throughout the school year, and partnerships with community leaders and organizations.

Intended Subrecipients

Conejos County Public Health

Denver Department of Public Health

Drive Smart of the Rockies (formerly Drive Smart Evergreen/Conifer)

SADD, Inc.

Texas A&M Transportation Institute – dba Teens in the Driver’s Seat

ThinkFast Interactive

University of Colorado Hospital

Weld County Public Health

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	NHTSA 402	Teen Safety Program (FAST)	\$624,674	\$156,200	\$624,674

Evidence-Based Traffic Safety Enforcement Program (TSEP)

Unique Identifier	Planned Activity Name
FY21 Public Relations	Communications and Outreach
FY21 Impaired Driving HVE	Impaired Driving HVE
FY21 OP HVE	Occupant Protection HVE
FY21 Speed Enforcement	Sustained Speed Enforcement

Analysis of crashes, crash fatalities, and injuries in areas of highest risk and deployment of Resources.

While motor vehicle crashes remain a leading cause of death in Colorado, the total number of motor vehicle fatalities decreased by 2.5% from the previous year, from 648 deaths in 2017 to 632 deaths in 2018. Preliminary data also indicates a 6% decrease from the 632 in 2018 to 596 motor vehicle fatalities in 2019. A similar pattern occurred for fatalities related to unrestrained motor vehicle occupants, young drivers involved in fatal crashes and pedestrian fatalities.

Motor vehicle fatality data:

- In 2018 speeding was a factor in 33% of all fatalities, there were 210 speeding-related motor vehicle fatalities, a 9% decrease from the previous year. However, in 2019 preliminary data indicates speeding was a factor in 40% of all fatalities, there were 239 speeding-related motor vehicle fatalities.
- In 2018 among the people who died in an occupant motor vehicle crash, 216, or 54%, were not wearing a seat belt. In 2019, preliminary data indicates that 189, or 51%, of people who died in an occupant motor vehicle crash were not wearing a seatbelt.
- Alcohol-impaired drivers were involved in 30% of all fatalities. In 2018, an estimated 188 motor vehicle deaths resulted from crashes that had an alcohol-impaired driver, a seven percent increase from 2017. 2019 data is not yet available.
- In 2018 and 2019 there were 103 motorcyclist fatalities. Half of the motorcyclists (50%) who died in 2019 were not wearing a helmet.

- The number of fatalities per vehicle miles traveled (VMT) in Colorado decreased 9% from 2018 to 2019, from 1.17 to 1.09.
- Fatalities in urban areas decreased 6%, from 373 in 2018 to 352 in 2019.
- Fatalities in rural areas decreased 6%, from 259 in 2018 to 243 in 2019. The counties with the highest number of traffic fatalities in 2019 were: Adams (70), El Paso (66), Denver (61), Weld (51), and Jefferson (51).
- The counties with the highest number of serious injuries in 2019 were: Denver (496), Arapahoe (365), Adams (305), El Paso (282) and Jefferson (234).

The Colorado Department of Transportation, Office of Transportation Safety, Highway Safety Office (HSO) Traffic Safety Enforcement Plan for Occupant Protection, Impaired Driving and Speed is based on a problem identification analysis that identifies areas of the state that are over represented in crashes and fatalities involving impaired driving, unrestrained occupants and excessive speed. The Colorado Department of Transportation sets targets in their Highway Safety Plan (HSP) every year to reduce the number of fatalities and serious injuries from motor vehicle crashes in Colorado. Based on the fatality crashes that took place on Colorado public roadways during 2019, the following factors comprised the majority of fatalities (preliminary):

- 239 Speeding fatalities (40% of all fatalities)
- 189 Unrestrained fatalities (50% of all passenger vehicle occupant fatalities)

Based on the crashes that took place on Colorado public roadways during 2018, the following factors comprised the majority of fatalities:

- 188 alcohol-impaired driver fatalities (30% percent of all fatalities)

When locations are identified that are over represented in these areas, the HSO, through the Law Enforcement Coordinator, the Local Law Enforcement Liaisons and the High Visibility Enforcement Coordinator contact law enforcement in the identified areas to form enforcement partnerships. The LEC and LEL monitor performance on all HVE grants including data entry that includes number of citations/arrests. Regular monitoring of all HVE activities, including cost per ticket, overtime activity, etc. is completed by the LEC and LEL and recommendations for continued funding are based on these factors. Working with the enforcement partners the HSO's Public Relations Office (PRO) develops outreach and awareness programs to make the public aware of the enforcement.

OCCUPANT PROTECTION ENFORCEMENT

- Data indicates unrestrained passenger vehicle occupant fatalities decreased from 216 in 2018 to 189 in 2019 (preliminary). 51% (189) of the motor vehicle occupants who died in a fatal crash in 2019 were not using seat belts or other restraints.
- In 2018, 403 of the 1,757 (23 percent) motor vehicle occupants who were seriously injured in a crash were not using seat belts or other restraints. In 2019, 485 of the 2,309 motor vehicle occupant who were seriously injured in a crash were not using seat belts or other restraints.
- In 2018, the counties with the highest number of unrestrained passenger vehicle occupant fatalities were: El Paso (26), Weld (26), Adams (20), Larimer (14) and Arapahoe (14).
- In 2018, the counties with the highest number of unrestrained passenger vehicle occupant fatalities were: El Paso (26), Weld (26), Adams (20), Larimer (14, and Arapahoe (14).
- In 2019, the counties with the highest number of unrestrained passenger vehicle occupant fatalities were: Adams (27), Weld (26), El Paso (15), Arapahoe (14) and Denver (14).
- The estimate of overall statewide seat belt usage for all vehicle types in 2019 was 88.3%, an increase of 2% from the 86.3% rate in 2018.
- Of the 31 counties in the 2019 Statewide Seat Belt Survey, observed seat belt use was below the Statewide rate for the following sixteen counties: Alamosa (86.2%), Chaffee (85.9%), Cheyenne (74.4%), Clear Creek (84.4%), Delta (80.7%), Gunnison (82.9%), La Plata (83.2%), Larimer (86.4%) Las Animas (85.9%), Mesa (81.7%), Moffat (71.4%), Montezuma (84.3%), Montrose (82.9%), Otero (82.1%), Pueblo (80.2%), and Weld (81.3%).

Colorado's Highway Safety Office supports the Click It or Ticket May Mobilization and Child Passenger Safety Week national mobilizations.

The Colorado State Patrol (CSP) provides statewide enforcement year round, in addition to the two weeks of enforcement during May. In addition to the CSP, local law enforcement agencies are recruited and provided with overtime funding for May Mobilization. While all local law enforcement agencies are encouraged to apply for overtime enforcement funding, allocations are made through problem identification with consideration to the number of unrestrained fatalities, serious injuries and the seat belt compliance rate of an area, along with the past performance of the agency during the campaign.

In addition to May Mobilization, Colorado supports two weeks of occupant protection enforcement in the rural areas of the state during March and July. Compliance rates are also generally lower than the state rate in these rural and frontier areas but historically, after an enforcement event, these areas show a significant increase in seat belt usage rates.

Further details and locations for these events are detailed in the S405(b) application and Occupant Protection HVE sections of this plan.

IMPAIRED DRIVING ENFORCEMENT

- In 2018, there were 188 fatalities where a driver had a blood alcohol content (BAC) ≥ 0.08 ; this corresponds to a 7% increase from 2017. 2019 data is not yet available.
- In 2018, the counties with the highest number of fatalities in crashes involving a driver or motorcycle operator with a BAC ≥ 0.08 were: El Paso (26), Weld (14), Denver (13), Adams (18), and Jefferson (18). 2019 data is not yet available.

Colorado law enforcement agencies participate in all seven national high visibility enforcement (HVE) campaigns as well as five other Statewide HVE campaigns during the year. The State specific HVE campaigns that the Highway Safety Office promotes include Spring Events (six weeks), Memorial Day Weekend (four days), Checkpoint Colorado (16 weeks), Fall Festivals (six weeks), and New Year's Eve (four to six days). These five HVE enforcement campaigns were created to address events in the State that have an impact on impaired driving related motor vehicle crashes and fatalities.

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

Further details and locations for these events are detailed in the Impaired Driving HVE section of this plan.

SPEED ENFORCEMENT

- In 2019, preliminary data indicates there were 239 speeding related fatalities, corresponding to a 14% increase in speeding-related fatalities from 2018.
- In 2018, the counties with the highest number of speeding related fatalities were: Elbert (27), Adams (20), Arapahoe (19), Denver (16) and Pueblo (16).
- In 2019, the counties with the highest number of speeding related fatalities were: Jefferson (14), El Paso (13), Denver (12), Adams (9) and Arapahoe (7).

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

Effectiveness of Monitoring

The LEC and LEL monitor performance on all HVE grants including data entry that includes number of citations/arrests. Regular monitoring of all HVE activities, including cost per ticket, overtime activity, etc. is completed by the LEC and LEL and recommendations for continued funding are based on these factors. Adjustments to funding are made after examination of each HVE event to ensure funds are utilized in a cost efficient manner. If agencies are not meeting specified expected performance targets the LEC and LELs work with the local agencies to make adjustment to, and provide suggestions on how to improve performance. Working with the enforcement partners the HSO’s Public Relations Office (PRO) develops outreach and awareness programs to make the public aware of the enforcement and to track effectiveness of the outreach (media impressions, surveys, etc).

High-Visibility Enforcement (HVE) Strategies

Planned HVE strategies to support national mobilizations:

Countermeasure Strategy
Communication Campaign

Impaired Driving HVE
Short-term, High Visibility Seat Belt Law Enforcement

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
FY21 Impaired Driving HVE	Impaired Driving HVE
FY21 OP HVE	Occupant Protection HVE
FY21 Speed Enforcement	Sustained Speed Enforcement

High visibility enforcement (HVE) events are designed to deploy law enforcement resources in areas identified through problem identification as having high incidents of impaired driving, speeding and low seatbelt compliance. These HVE events are designed to deter these driving behaviors by increasing the perceived risk of arrest or citation on Colorado roadways. HVE events are highly publicized prior, during and after the event. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of high risk behaviors on Colorado roadways.

In 2021, the Impaired Driving High Visibility Enforcement (HVE) includes the participation of multiple Colorado law enforcement agencies, both State and local, in 16 HVE campaigns that are conducted through the Highway Safety Office (HSO). The HVE campaigns are; New Year’s Eve, Holiday Party Enforcement, Thanksgiving Holiday Weekend, Halloween Weekend, Fall Festival Enforcement, Checkpoint Colorado, Labor Day Weekend, Sturgis Rally, July Fourth Weekend, Summer Strikeout, Summer Blitz, Memorial Day Weekend, Spring Event Enforcement, St. Patrick's Day, Super Bowl Weekend and Winter Blitz and three HVE Click It or Ticket Campaigns, in addition to local Speed enforcement events. These HVE events include media campaigns prior, during and after the enforcement events to inform the public regarding the upcoming enforcement activities as well as inform them of the outcomes.

The enforcement activities are designed by the participating agencies using problem identification, approved by the HSO, and include strategies such as, saturation patrols, increased patrols and multi-jurisdictional task forces for activities and checkpoints.

Recipients

Local law enforcement

Colorado State Patrol

S405(b) Occupant Protection Grant Application

Occupant Protection Plan

Program Area: Occupant Protection (Adult)

Performance measure name	Target Metric Type	Target Period	Target Start Year	Target End Year	Target Value
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Numeric	Annual	2020	2021	198

Description of Highway Safety Problems

The Colorado Department of Transportation’s (CDOT) Office of Transportation Safety (OTS) is the designated agency to receive highway safety funds. The Highway Safety Office (HSO), within the OTS, administers these funds with the goals of reducing traffic crashes, fatalities, and injuries in Colorado through the coordinated efforts of state and local agencies, groups, coalitions, and organizations. The HSO takes the lead on addressing occupant protection issues within Colorado and developing Statewide plans to address these issues.

Lower than average seat belt use rates and high unbelted occupant fatality rates continue to be a challenge for many counties, both urban and rural, throughout Colorado. The statewide average seat belt compliance rate for 2019 was 88.3% and preliminary 2019 unrestrained passenger motor vehicle fatalities averaged 51%, in addition the Statewide seat belt usage rate is below the national average of 90.7%.

Based on the 2020 CDOT Problem Identification and the 2019 Statewide Seat Belt Use Survey, the Colorado Department of Transportation’s (CDOT) Highway Safety Office (HSO) will be focusing on establishing and enhancing Occupant Protection and Child Passenger Safety programs in several metro area locations including Denver, Arapahoe, Jefferson and El Paso counties; rural areas with high unrestrained fatalities and where seat belt usage rates are lower than the Statewide rate and numerous state-wide efforts.

The HSO will address occupant protection related crashes and fatalities through, high visibility enforcement, on targeted roadways identified in the 2020 Colorado Department of Transportation Problem Identification Report.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions

Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Project Safety Impacts

High visibility enforcement (HVE) events are designed to deploy law enforcement resources in areas identified through problem identification as having high incidents of fatalities and crashes involving unrestrained passenger vehicle occupants. These events are designed to deter driving without the proper use of restraints by increasing the perceived risk of citations on Colorado roadways. HVE events are highly publicized prior, during and after the event. Colorado’s unrestrained fatalities are consistently 50% and above of the total passenger vehicle occupant fatality number. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of impaired driving related injuries and fatalities. It is an evidence-based activity countermeasure as identified in NHTSA’s *Countermeasures That Work*.

Linkage Between Program Area

Unrestrained passenger vehicle occupant fatalities represent a significant portion of Colorado’s total traffic fatalities. High Visibility Enforcement (HVE) events are vital to roadway safety by publicizing the enforcement prior, during and after the event and vigorously enforcing passenger restraint laws. Funding for this and all other strategies are distributed based on problem I.D.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Program Area Name
Communications (Media)
Occupant Protection (Adult)
Occupant Protection (Child Passenger Safety)
Young Drivers

Planned Activity: Occupant Protection HVE

Planned Activity Description

2021 Planned Activities include:

- Supporting the National Highway Traffic Safety Administration (NHTSA) and the Highway Safety Office (HSO) traffic safety campaigns including: three Click It or Ticket Enforcement Campaigns, and Child Passenger Safety week.
- Year round enforcement of Colorado occupant protection laws through sustained high visibility seatbelt enforcement involving the Colorado State Patrol and other local law enforcement agencies.
- Agencies will continue to work with their partners and utilize social media outlets to further educate the motoring public on the importance of seat belt use and other restraint use.
- Providing support to law enforcement to enforce Colorado's seat belt laws during three "Click It or Ticket" high-visibility campaigns including two Rural campaigns and May Mobilization.
- Providing Occupant Protection, Child Passenger Safety and Young Driver education to parents, caregivers and to the general public;
- Implementing targeted and relevant seat belt campaigns and initiatives in low-belt-use and high unrestrained fatality counties

- Educating young drivers and their parents on seat belt use and other young driver safety issues;
- Targeting child passenger safety and booster seat usage; and
- Providing support to rural communities to address low seat belt usage rates for drivers of rural roadways.

Participation in Click-It-or-Ticket (CIOT) National Mobilization

Agencies planning to participate in CIOT:

2020 CLICK IT OR TICKET AGENCIES

AGENCY	SO/PD
ADAMS COUNTY	SO
ARAPAHOE COUNTY	SO
ARVADA	PD
AURARIA CAMPUS	PD
AVON	PD
BRECKENRIDGE	PD
CASTLE ROCK	PD
CHERRY HILLS VILLAGE	PD
COMMERCE CITY	PD
DENVER	PD
DILLON	PD
EAGLE	PD
EAGLE COUNTY	SO
EDGEWATER	PD
ENGLEWOOD	PD
FRISCO	PD
GILPIN COUNTY	SO
GOLDEN	PD
JEFFERSON COUNTY	SO
LAKESIDE	PD
LAKEWOOD	PD
LONE TREE	PD
MESA COUNTY	SO
PARACHUTE	PD
PARKER	PD
RIFLE	PD

SILT	PD
THORNTON	PD
WHEAT RIDGE	PD
CHEYENNE COUNTY	SO
COLORADO SPRINGS	PD
EL PASO COUNTY	SO
FOUNTAIN	PD
PUEBLO	PD
PUEBLO COUNTY	SO
AULT	PD
BOULDER COUNTY	SO
DACONO	PD
EATON	PD
ESTES PARK	PD
FORT COLLINS	PD
FORT LUPTON	PD
FIRESTONE	PD
FREDERICK	PD
GRAND COUNTY	SO
GREELEY	PD
HOLYOKE	PD
LAFAYETTE	PD
LOGAN COUNTY	SO
LONGMONT	PD
LOVELAND	PD
MILLIKEN	PD
PLATTEVILLE	PD
SEDGEWICK COUNTY	SO
STERLING	PD
WASHINGTON COUNTY	SO
WeId COUNTY	SO
WRAY	PD
YUMA COUNTY	SO
ALAMOSA	PD
BAYFIELD	PD
CENTER	PD
CORTEZ	PD
LAS ANIMAS	PD
LA PLATA COUNTY	SO
MONTROSE	PD
MONTE VISTA	PD
SALIDA	PD

COLORADO STATE PATROL – All Troop Offices

Description of the State's planned participation in the Click-it-or-Ticket national mobilization:

Planned Participation in Click-It-or-Ticket

In an effort to increase seat belt use and save lives across the State hosted a Rural Click It or Ticket campaign March 23-29, 2020, since this was during the COVID-19 response participation was extremely limited. The HSO will support a Statewide high-visibility Click It or Ticket seat belt enforcement campaign with participation from 65+ local law enforcement agencies and the Colorado State Patrol (see participating agencies above). This will be held July 13-19, 2020. Due to the COVID-19 response, the NHTSA May Mobilization has been moved to November 9-29, 2020 and the HSO will be providing additional funding to law enforcement across the State to support this campaign. In addition, the HSO will support the 2021 May Mobilization and two additional Rural Click It or Ticket events in 2021. It is anticipated that the agencies participating in the 2020 campaigns will also participate in the 2021 campaigns.

Local law enforcement data is used to identify agencies for participation in areas that have high unrestrained fatalities and lower seat belt usage rates. Funds support enforcement of occupant protection laws at the local level, including funds for overtime assistance and/or saturation patrols and to help support traffic safety education efforts. The goal of the Click It or Ticket campaigns is to encourage all Colorado local law enforcement agencies to aggressively enforce the occupant protection laws through a combination of enforcement, education and awareness.

In addition, the Colorado State Patrol (CSP) receives HSO funding for the Click It or Ticket campaigns for overtime assistance and/or saturation patrols to support traffic enforcement of occupant restraint laws during the campaigns. The CSP allocates funds to Troop Offices based on data including seat belt use, unrestrained fatality rates, and specific Troop goals.

For 2021, the plan includes soliciting and recruiting law enforcement agencies that participate in the 2020 Click It or Ticket July campaign and November Mobilization to again participate in the 2021 Click It or Ticket May Mobilization and two Rural Click It or Ticket campaigns.

Communications and Media Plan

Communications plays a critical role in addressing numerous traffic safety issues identified in the Problem Identification Report and the performance measures as outlined in the Colorado Highway Safety Plan. Communications includes media relations, community relations, marketing, events, paid advertising and development of strategic partnerships that expand CDOT's goal of furthering safety education and reducing fatalities.

CDOT's Office of Communications (OC) supports the HSO, its grantees and partners with specialized assistance related to projects addressing occupant protection education and outreach. The OC conducts the high-visibility aspect of enforcement campaigns aimed at reducing fatalities, including the three "Click It or Ticket" enforcement periods.

In 2020, the OC supported the Click It or Ticket campaigns through:

- Encouraged seat belt use by developing a media campaign showing trusted figures explaining their reasons for buckling up, including local community leaders and business people.
- Targeted rural areas of Colorado during the March and July enforcement periods by holding media events in Summit County and El Paso County respectively - a total of 5 million earned media impressions were garnered from these events.
- Targeted statewide areas of Colorado with an interactive media event during May Mobilization at the Dairy Block in downtown Denver featuring representatives from CDOT, local law enforcement, and local health professionals - a total of 3.4 million earned media impressions were received.

Significant outcomes included the production of five Reasons Road Trip videos that were distributed to 22 statewide and county-specific stakeholders. In addition, awareness of enforcement campaigns was relatively strong with 24% post-campaign had seen or heard about increased seat belt enforcement in the past 30 days. The campaign significantly impacted awareness of the campaign slogan Everyone Has a Reason to Buckle Up.

In 2021, similar support for the three Click It or Ticket campaigns will be conducted through the OC.

Child Restraint Inspection Stations

Countermeasure strategies demonstrating an active network of child passenger safety inspection stations and/or inspection events:

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Planned activities demonstrating an active network of child passenger safety inspection stations and/or inspection events:

Unique Identifier	Planned Activity Name
FY21 CPS	CPS Inspection Stations
FY21 Program Support	Program Support

Total number of planned inspection stations and/or events in the State.

Planned inspection stations and/or events: **165**

Total number of planned inspection stations and/or events in the State serving each of the following population categories: urban, rural, and at-risk:

Populations served - urban: **138**

Populations served - rural: **23**

Populations served - at risk: **30**

CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.

In 2020, Colorado had 165 registered inspection stations throughout the state encompassing 54 counties. All inspections stations are staffed by national standardized child passenger safety technicians. The inspection stations serve an estimated 96% of the state's population. The inspection stations are

available to schedule car seat checks through regularly scheduled office hours or on an appointment basis. Hours of operation are listed by inspection station online at www.carseatscolorado.com.

Colorado Inspection Stations - All inspections stations are staffed by national standardized child passenger safety technicians.

Red – Rural

Blue – At-Risk

Green – Both At-Risk and Rural

Company	City	County
American Medical Response	Colorado Springs	El Paso
Arapahoe County Sheriffs Office	Centennial	Arapahoe
Arvada Fire Protection District - Station 1	Arvada	Jefferson
Arvada Fire Protection District - Station 2	Arvada	Jefferson
Arvada Fire Protection District - Station 3	Arvada	Jefferson
Arvada Fire Protection District - Station 4	Arvada	Jefferson
Arvada Fire Protection District - Station 5	Arvada	Jefferson
Arvada Fire Protection District - Station 6	Arvada	Jefferson
Arvada Fire Protection District - Station 7	Arvada	Jefferson
Arvada Fire Protection District - Station 8	Arvada	Jefferson
Aspen Police Department	Aspen	Pitkin
Aurora Municipal Center	Aurora	Arapahoe
Aurora Police Department	Aurora	Arapahoe
Auto Collision Specialists	Greeley	Weld
Avon Police Department	Avon	Eagle
Baby Bear Hugs	Wray	Yuma
Baby Cotton Bottoms	Colorado Springs	El Paso

Berthoud Fire Protection District	Berthoud	Larimer
Berthoud Fire Protection District	Berthoud	Larimer
Black Hawk Fire Department	Black Hawk	Gilpin
Boulder Fire-Rescue	Boulder	Boulder
Boulder Fire-Rescue	Boulder	Boulder
Boulder Fire-Rescue	Boulder	Boulder
Boulder Fire-Rescue	Boulder	Boulder
Boulder Fire-Rescue	Boulder	Boulder
Boulder Fire-Rescue	Boulder	Boulder
Boulder Fire-Rescue	Boulder	Boulder
Boulder Rural Fire Department	Boulder	Boulder
Boulder Valley Schools Transportation Dept	Boulder	Boulder
Boulder Valley Schools Transportation Dept	Lafayette	
Brighton Fire Rescue District	Brighton	Adams
Buckley Air Force Base	Aurora	
Castle Rock Fire and Rescue Department	Castle Rock	Douglas
Castle Rock Fire and Rescue Department	Castle Rock	Douglas
Castle Rock Fire and Rescue Department	Castle Rock	Douglas
Castle Rock Fire and Rescue Department	Castle Rock	Douglas
Chaffee County Public Health	Salida	Chaffee
Children's Hospital Colorado	Aurora	Arapahoe
Children's Hospital Colorado - South Campus	Highlands Ranch	Douglas
Children's Hospital Colorado, North Campus	Broomfield	Broomfield
City of Boulder Police Department	Boulder	Boulder
Clinica Tepeyac	Denver	Denver
Colorado Springs Police Department - Falcon Division	Colorado Springs	El Paso

Colorado State Patrol	Sterling	Logan
Colorado State Patrol	Alamosa	Alamosa
Colorado State Patrol	Fort Morgan	Morgan
Colorado State Patrol	Lamar	Prowers
Colorado State Patrol	Colorado Springs	El Paso
Colorado State Patrol	Limon	Lincoln
Colorado State Patrol	Durango	La Plata
Colorado State Patrol	Fort Collins	Larimer
Colorado State Patrol	Greeley	Weld
Colorado State Patrol	Montrose	Montrose
Colorado State Patrol	Castle Rock	Douglas
Colorado State Patrol - District 2	Pueblo	Pueblo
Colorado State Patrol - HQ	Lakewood	Jefferson
Columbine Ambulance Service	Littleton	Jefferson
Commerce City Police Department	Commerce City	Adams
Community Volunteer	Hugo	Lincoln
Community Volunteer	Colorado Springs	El Paso
CSP - Troop 4B	Craig	Moffat
CSU Police Department	Fort Collins	Larimer
Cunningham Fire Protection District	Denver	Arapahoe
Delta County Ambulance District	Delta	Delta
Denver Health, Eastside Family Health Center	Denver	Denver
Denver Health, Montbello Family Health Center	Denver	Denver
Drive Smart Evergreen/Conifer	Evergreen	Jefferson
Eagle County Ambulance District	Edwards	Eagle
Eagle Fire Department Station 9	Eagle	Eagle

Eaton Fire	Eaton	Weld
Englewood Fire Department	Englewood	Arapahoe
Estes Park Fire Department	Estes Park	Larimer
Evans Fire Department	Evans	Weld
Exempla Lutheran Medical Center	Wheatridge	Jefferson
Fairmount Fire Protection District 1	Golden	Jefferson
Fairmount Fire Protection District 2	Golden	Jefferson
Fairmount Fire Protection District 3	Golden	Jefferson
Federal Heights Fire Department	Federal Heights	Adams
Fort Lupton Fire Department	Fort Lupton	Weld
Fountain Code Enforcement Dept.	Fountain	El Paso
Franktown Fire Protection District	Franktown	Douglas
Frederick-Firestone Fire Protection District	Frederick	Weld
Garfield County Public Health	Glenwood Springs	Garfield
Garfield County Public Health	Rifle	Garfield
Golden Fire Department	Golden	Jefferson
Grand County EMS	Granby	Grand
Grand Fire Protection District No. 1	Granby	Grand
Greeley Fire	Greeley	Weld
Gunnison Police Department	Gunnison	Gunnison
Gypsum Fire Protection District	Gypsum	Eagle
Health & Human Services City of Broomfield	Broomfield	Broomfield
Heart of the Rockies Medical Center	Salida	Chaffee
Hill Top's Family First	Grand Junction	Mesa
Independent	Colorado Springs	El Paso
Irving Educational Center	Colorado Springs	El Paso

Johnstown Fire Department	Johnstown	Weld
Kids First Health Care	Commerce City	Adams
Kids First Health Care	Commerce City	Adams
La Junta Fire Department	La Junta	Otero
Lake Dillon Fire-Rescue	Dillon	Summit
Larimer County Sheriff's Office	Fort Collins	Larimer
Las Animas County Health Department	Trinidad	Las Animas
LaSalle Fire Protection District	LaSalle	Weld
Littleton Adventist Hospital	Littleton	Arapahoe
Littleton Fire Rescue	Littleton	Arapahoe
Lone Tree Police Department	Lone Tree	Douglas
Longmont Fire - Fire Station 2	Longmont	Boulder
Loveland Fire Rescue Authority	Loveland	Larimer
Mancos Fire Department	Mancos	Montezuma
Mesa County Health Department	Grand Junction	Mesa
Montezuma County Health Department	Cortez	Montezuma
Montrose Fire Department	Montrose	Montrose
Montrose Fire Department	Montrose	Montrose
Mountain View Fire Rescue	Niwot	Boulder
Mountain View Fire Rescue	Erie	Weld
Mountain View Fire Rescue	Dacono	Weld
Mountain View Fire Rescue	Longmont	Weld
Mountain View Fire Rescue	Erie	Weld
Mountain View Fire Rescue	Mead	Weld
North Metro Fire Rescue	Northglenn	Adams
North Metro Fire Rescue	Broomfield	Adams

Ouray County EMS	Ouray	Ouray
Pagosa Springs Pregnancy Center	Pagosa Springs	Archuleta
Parker Police Department	Parker	Douglas
Platte Valley Fire Protection District	Kersey	Weld
Platteville-Gilcrest Fire Protection District	Platteville	Weld
Poudre Fire Authority	Fort Collins	Larimer
Presbyterian St. Luke's Medical Center	Denver	Denver
Public Health	Frisco	Summit
Red, White & Blue Fire Department	Breckenridge	Summit
Rocky Mountain Fire District	Boulder	Boulder
Rocky Mountain Fire District	Boulder	Boulder
Rocky Mountain Fire District	Superior	Boulder
Rural/Metro Ambulance	Aurora	Arapahoe
Safe Kids Larimer County	Fort Collins	Larimer
Servicios de La Raza	Denver	Denver
South Metro Fire Rescue	Centennial	Arapahoe
Southern Ute Police Department	Ignacio	La Plata
Starpoint/Fremont County Family Center	Canon City	Fremont
Steamboat Springs Fire Department	Steamboat Springs	Routt
Sterling Fire Department	Sterling	Logan
Summit County Ambulance	Frisco	Summit
Swedish Medical Center	Englewood	Arapahoe
Sweet Beginnings	Littleton	Arapahoe
The mama'hood Denver	Denver	Denver
Thornton Fire Station 5	Thornton	Adams
Tri-County Family Care Center	Rocky Ford	Bent, Otero, Crowley

Tri-Lakes/Monument Fire Protection District	Monument	El Paso
Trinidad Ambulance District	Trinidad	Las Animas
University of Colorado Health EMS	Fort Collins	Larimer
USAFA Child Development Center	Colorado Springs	El Paso
Ute Mountain Ute Health Services	Towaoc	Montezuma
Vail Valley Medical Center	Vail	Eagle
Volunteer	Durango	La Plata
Washington County Connections	Akron	Washington
West Metro Fire Rescue	Lakewood	Jefferson
Westminster Fire Rescue	Westminster	Adams
Windsor-Severace Fire Protection District	Windsor	Larimer
AMR	Colorado Springs	El Paso

Counties with Inspection Stations

COUNTY	POPULATION SERVED	Number of Techs
ADAMS COUNTY	480,718	105
ALAMOSA COUNTY	16,177	3
ARAPAHOE COUNTY	618,821	34
ARCHULETA COUNTY	12,244	
BOULDER COUNTY	313,333	124
BROOMFIELD COUNTY	62,138	
BACA COUNTY	3,585	
BENT COUNTY	5,882	
CHAFFEE COUNTY	18,363	6
CLEAR CREEK COUNTY	9,060	1

CONEJOS COUNTY	8,200	
CASTILLOS COUNTY	3,828	
CROWLEY COUNTY	5,376	1
CUSTER COUNTY	4,245	2
DELTA COUNTY	30,422	8
DENVER COUNTY	663,862	190
DOLORIS COUNTY	1,995	1
DOUGLAS COUNTY	314,638	176
EAGLE COUNTY	52,921	19
EL PASO COUNTY	663,519	76
ELBERT COUNTY	23,415	1
FREMONT COUNTY	46,502	4
GARFIELD COUNTY	57,461	13
GILPIN COUNTY	5,851	8
GRAND COUNTY	14,546	7
GUNNISON COUNTY	15,725	11
HUERFANO COUNTY	6,605	6
JEFFERSON COUNTY	558,503	110
KIT CARSON COUNTY	8,108	
KIOWA COUNTY		1
LAKE COUNTY	7,283	10
LA PLATA COUNTY	53,989	
LARIMER COUNTY	324,122	115

LAS ANIMAS COUNTY	14,052	3
LINCOLN COUNTY	5,510	3
LOGAN COUNTY	22,524	15
MESA COUNTY	148,255	11
MOFFAT COUNTY	12,928	4
MONTEZUMA COUNTY	25,772	11
MONTROSE COUNTY	40,873	10
MORGAN COUNTY	28,328	18
OTERO COUNTY	18,488	12
OURAY COUNTY	4,629	1
PROWERS COUNTY	12,034	2
PARK COUNTY	16,069	3
PITKIN COUNTY	17,217	4
PUEBLO COUNTY	161,875	9
ROUTT COUNTY	23,865	5
RIO GRAND COUNTY	11,939	2
SUMMIT COUNTY	29,404	10
TELLER COUNTY	23,389	6
WASHINGTON COUNTY	4,780	4
WELD COUNTY	277,670	173
YUMA COUNTY	10,202	2
TOTAL COLORADO POPULATION	5,356,000	

TOTAL POPULATION SERVED	5,158,011	
-------------------------	------------------	--

Child passenger safety technicians:

Countermeasure strategies for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Planned activities for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Child Passenger Safety Technicians

In 2020, CPS Team Colorado had approximately 1,244 certified child passenger safety technicians and 32 certified child passenger safety technician instructors throughout the state. The technicians and instructors increase visibility and public accessibility of available CPS programs. They also provide information to the public about proper seating positions for children in air bag equipped motor vehicles, the importance of restraint use, and instruction on the proper use of child restraint systems.

In 2020, new technicians will be recruited and trained, in seven technician training courses, through the National Standardized Child Passenger Safety Technician training curriculum. The recertification rate for Colorado CPS technicians in 2019 was 53.8%.

New Technician Trainings:

For 2020, the state will conduct national standardized technician trainings by partnering with agencies such as The Children’s Hospital, Regional Emergency Trauma Advisory Councils (RETACs), Department of Health and Human Services and other concerned entities. These three to four-day training sessions will be available statewide. It is anticipated that 150 new technicians will be trained by sub-grantees/partners. Training sessions will be held in similar locations for 2021.

Car Seats Colorado will continue to focus on assisting certified technicians with the recertification process by offering a variety of pre-approved continuing education sessions. Each session will be preauthorized by Safe Kids Worldwide with the six required continuing education units (CEU) and certified seat checks with an instructor as needed. During 2020, there will be a minimum of 35 continuing education sessions and advocate trainings available to law enforcement, health care providers, and professional groups across the state. These trainings will be held Statewide, in similar locations in 2021.

Certified CPS Technician Trainings:

The following workshops are available for all certified CPS technicians:

- CEU sessions for recertification
- Certification Renewal courses for technicians expired less than 1 year
- Colorado law enforcement workshops
- Hospital based CPS program sessions
- Care taker and parent based trainings

The Car Seats Colorado training program has identified several counties within Colorado that have a low technician to pediatric population rate per county. In 2020, Car Seats Colorado will provide technician training courses in areas that impact those counties to increase the number of active CPS technicians in those under-served areas.

Once these trainings are complete, CPS technicians will have an opportunity to be active in under-served communities across Colorado. The under-served areas were identified by comparing population rate to technician rate by county. The counties identified for the 2019 cycle are as followed: Denver Metro, Summit County, Morgan County, Weld County, Delta County, Gunnison County, El Paso County, Grand County, Garfield County, and Huerfano County.

Car Seats Colorado provides the National Standardized Child Passenger Safety Technician training to individuals to become certified CPS technicians and instructors, allowing those individuals to educate

the public and assist with the proper selection, installation, and use of child safety seats. All potential CPS technicians must successfully complete the training program and meet all certification requirements outlined in the NHTSA Standardized Child Passenger Safety Technician Policies & Procedures Manual. The information below provides an overview of trainings to date in 2019. Similar types of trainings and services will remain level for 2021.

To date 2019/2020 Car Seats Colorado completed:

21 CEU Update Class 2 Certification Renewal, 18 advocate, and 13 new technician classes.

In 2016 Car Seats Colorado incorporated a car seat recycle program and to date over 55,000 seats have been properly recycled through the program and holds several locations on the front range. Several locations statewide have been removed due to lack of interest in those areas.

Public education programs taught by certified CPS technicians and instructors include, but not limited to, information on the following topics:

- Parents and caregivers of newborns
- Parents and caregivers of children (birth to 16 years)
- Child care providers
- EMS and registered nurses in the hospital setting
- Law enforcement officers
- School bus drivers
- Booster seat/seat belt program (5-8 year olds)

Certified CPS technicians and instructors will provide information to the public about proper seating positions for children in airbag-equipped motor vehicles, the importance of restraint use, and instruction on the proper use of child restraint systems. The link below provides an overview of educational events and check-up events across the state in

2019/2020: <https://www.facebook.com/carseatscolorado/events?key=events>.

In 2020, it is anticipated the levels of events and trainings will be a challenge to maintain due to COVID-19. Car Seats Colorado is working to adapt to the new times and will continue to push for

continued results as seen in the past. All inspections stations are staffed by national standardized child passenger safety technicians.

In 2020, the Occupant Protection (Child Passenger Safety) Inspection Stations planned activities also include:

- ongoing nursing education to ensure that 100% of new parents discharged are receiving car seat safety education. Outreach and communication in the local community to increase the amount of infants and young children using the correct restraint for their size and age. Increase the number of people utilizing Swedish Medical Center’s car seat inspection station.
- increasing the number of certified car seat technicians, Child Passenger Safety (CPS) awareness, education and enforcement activities to all State Patrol districts statewide, and engage statewide organizations such as CO Community Health Network.
- offering educational programming to schools and daycares on the importance of using proper restraints for children in vehicles.
- targeting Denver communities and schools near the High Injury Network (HIN) with lower restraint compliance through partnership with Denver Vision Zero with messaging to support policy initiatives such as primary seat belt law.

Unique Identifier	Planned Activity Name
FY21 CPS	CPS Inspection Stations
FY21 Program Support	Program Support

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Estimated total number of classes: **35**

Estimated total number of technicians: **150**

Maintenance of effort

ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

Qualification criteria for a lower seat belt use rate State

The State applied under the following criteria:

Primary enforcement seat belt use statute: **No**

Occupant protection statute: **No**

Seat belt enforcement: **Yes**

High risk population countermeasure programs: **Yes**

Comprehensive occupant protection program: **No**

Occupant protection program assessment: **Yes**

Seat Belt Enforcement

Countermeasure strategies demonstrating that the State conducts sustained enforcement throughout the fiscal year of the grant to promote seat belt and child restraint enforcement and involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred:

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement

Planned activities demonstrating that the State conducts sustained enforcement throughout the fiscal year of the grant to promote seat belt and child restraint enforcement, and involves law enforcement agencies

responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred:

Unique Identifier	Planned Activity Name
FY21 OP HVE	Occupant Protection HVE

Sustained Seat Belt Enforcement

The Colorado State Patrol (CSP), in conjunction with Colorado law enforcement agencies, conduct strict enforcement of traffic laws and maximum deployment of available resources. The CSP will continue enforcement and education strategies throughout the year while working with its partners Statewide to consistently reinforce safe driving decisions when traveling within the state.

The City of Aurora, which encompasses three large metro area counties, Arapahoe, Adams and Douglas counties, receives additional HSO funding and conducts sustained year round seat belt enforcement through short-term, high-visibility belt law enforcement campaigns supplemented by individual enforcement efforts.

The CSP, who primarily enforce traffic laws on interstates and state highways, has Troop Offices committed to sustained enforcement beyond working the enforcement campaigns. This includes large and small enforcement operations on specific roadways encompassing the majority of counties within Colorado. The CSP also receives additional HSO funding to conduct sustained year round seat belt enforcement. Sustained year round enforcement by CSP is targeted in the counties with the highest number of unrestrained fatalities.

The HSO tracks seat belt citations issued during Click It or Ticket campaigns, and outside of the campaign, through the Click It or Ticket application funding process. All agencies applying for and receiving Click It or Ticket funding are required to report campaign and non-campaign citation activity and show that seat belt enforcement efforts are sustained beyond the Click It or Ticket campaigns.

In 2020, the HSO will have recruited law enforcement agencies and CSP Troop Offices to participate in sustained year round enforcement and during the March Rural Click It or Ticket campaign and the July Statewide Click It or Ticket campaign.

For 2021 the HSO will continue support of the Click It or Ticket campaigns to include two Rural campaigns and the 2021 May Mobilization and sustained year round enforcement through the CSP and City of Aurora.

Sustained enforcement of Colorado’s occupant protection laws is an integral part of the CSP’s enforcement efforts and is done on a continual, sustained basis. The CSP is responsible for enforcing occupant protection laws Statewide, in each of Colorado’s 64 counties, and is therefore responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occur or combined fatalities and serious injuries occur.

High risk population countermeasure programs

Countermeasure strategies demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways; Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:

Countermeasure Strategy
Communication Campaign
School Programs
Short-term, High Visibility Seat Belt Law Enforcement

Submit planned activities demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways; Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:

Unique Identifier	Planned Activity Name
-------------------	-----------------------

FY21 OP HVE	Occupant Protection HVE
FY21 Teen Traffic Safety	Youth Peer-to-Peer Program

High Risk Population Countermeasure Program - Drivers on Rural Roadways

For 2021 the HSO will target two high-risk populations:

- 1) Unrestrained Drivers of Rural Roadways and;
- 2) Young Drivers

High unrestrained fatality rates continue to be a challenge for many rural counties throughout Colorado. The statewide average seat belt compliance rate for 2019 was 88.3%, however, compliance rates in rural areas drop as low as 71% and unrestrained fatality rates in rural areas are historically higher than in urban areas. Fatalities involving drivers aged 20 or younger consistently range from 13%-15% of total fatalities. In 2019, 77, or 13%, of all fatalities involved a driver under the age of 21. Although Colorado has made tremendous progress in young driver motor vehicle safety, motor vehicle crashes remain one of the leading causes of death for Colorado youth.

In order to address these challenges, local agencies and coalitions throughout the State are being funded to support sustained multi-year programs to support occupant protection strategies to increase the overall seat belt usage rate in rural areas, reduce the number of unrestrained fatalities in rural areas and to reduce the number of drivers aged 20 or younger involved in traffic fatalities. Outreach to targeted groups including drivers of rural roadways and young drivers is being emphasized.

Planned program activities include HVE enforcement, information distribution at Health and Safety Fairs in schools, high school safety belt challenges, seat belt observations and awareness activities conducted by local youth groups within high schools, awareness education such as Alive at 25 and outreach to targeted groups including young drivers and drivers of rural roadways. Occupant protection messaging will be distributed to rural counties including colleges, military installations, community recreation centers and bars.

1) Unrestrained Drivers of Rural Roadways

Colorado will host two Rural Click It or Ticket campaigns in March and July 2021 with officers from the Colorado State Patrol and 65+ rural law enforcement agencies participating. County-specific pocket-sized cards with a seat belt message for law enforcement to distribute at traffic stops within numerous rural counties is planned and several CSP troops and law enforcement agencies have sustained seat belt enforcement outside of planned campaigns.

- Year round enforcement of Colorado occupant protection laws through sustained high visibility seatbelt enforcement involving the Colorado State Patrol and other participating local law enforcement agencies in rural areas and,
- Rural agencies will continue to work with their partners and utilize social media outlets to further educate the motoring public on the importance of seat belt use and other restraint use in rural areas and,
- Continued outreach, education and awareness of the dangers of unrestrained driving in rural areas.

2) Young Drivers

In 2005 the Colorado Teen Driving Alliance (CTDA), a coalition of state and local agencies, non-profits and private-sector partners concerned about teen driving safety was formed. The CTDA is now the Colorado Young Drivers Alliance CYDA and components of the Alliance include increasing enforcement of Colorado's Graduated Drivers' Licensing law, increasing safety belt use statewide and providing technical assistance and consultation to local Colorado communities. Alliance members participate on workgroups that focus on social marketing, community programs, legislative issues, and technical assistance, respectively. Alliance members continually receive education and training on issues surrounding teen driving safety, Best Practices, and evaluation techniques. Additionally, the Alliance works to leverage funding and resources to complete a variety of young driving safety projects. The CDOT HSO has active membership and participation on the Alliance and will continue to leverage this group to address Young Driver fatalities in Colorado.

Individual decisions and behaviors are shaped by diverse social, environmental, political, economic, interpersonal, and physical influences. Young drivers are particularly susceptible to the impacts of these

systems, and the most effective interventions are those which combine multifaceted, multilevel strategies for sustainable change. Prevention strategies at the outer levels of the social ecology (societal, community, and organizational) are the most likely to prevention impact the greatest number of people.

In 2019, young driver proposals that addressed positive youth development and prevention strategies were prioritized for funding. These projects were funded on a 3-year funding cycle and for 2021 the same projects will be funded again.

Activities associated with these projects include:

- using a peer-to-peer program led by students involved in school-based groups or clubs, such as SADD, Inc. (Students Against Destructive Decisions) and Teens in the Driver Seat (TDS), who are responsible for developing and promoting safe teen driving messages in their schools. Students are in charge of delivering the intervention(s) and participating in activities involving their peers based on identification of the problems within their specific school.
- one-time events, such as ThinkFast Interactive and University Hospital's P.A.R.T.Y. Program (Prevent Alcohol and Risk Related Trauma in Youth), which utilize additional activities for schools who have strong, on-going programs throughout the school year.
- establishment and support of county wide youth coalitions. The use of youth-driven, strengths-based initiatives has shown to have positive impact on decreasing risk behaviors.
- creation of Teen Safe Streets (TSS) program. The Teen Safe Streets Coalition will work to build relationships between Denver teens, policymakers, decision makers, and other community organizations to effect changes at the policy level for reducing teen driver fatalities, to effect change at an environmental level by providing input on traffic related city plans, and to effect change within their communities through education and advocacy.
- implement and deliver safe driving programs via teen driving programs in local high schools and clubs, and Graduated Driver's License (GDL) classes for parents and teens, concentrating activities in the metro Denver area, and the counties of Summit, Mesa and Larimer.
- school-wide interactive presentation including questions and facts on teen driving behaviors including GDL licensing, distracted driving, drunk and drugged driving, seat belt use, and other related safe driving topics.

- education through GDL classes, participation in peer-to-peer safe driving programs in high schools throughout the school year, and partnerships with community leaders and organizations.

Communications plays a critical role in addressing numerous traffic safety issues identified in the Problem Identification Report and the performance measures as outlined in the Colorado Highway Safety Plan. Communications includes media relations, community relations, marketing, events, paid advertising and development of strategic partnerships that expand CDOT’s goal of furthering safety education and reducing fatalities.

CDOT’s Office of Communications (OC) supports the HSO, its grantees and partners with specialized assistance related to projects addressing Occupant Protection education and outreach, Child Passenger Safety and Young Driver safety programs. The OC also conducts the high-visibility media aspect of enforcement campaigns aimed at reducing fatalities, including the three “Click It or Ticket” campaigns.

Communications activities that address these areas include:

- Development and implementation of ongoing media and public relations campaigns for high visibility seat belt enforcement.
- Development and implementation of targeted and relevant seat belt campaigns and initiatives in low–belt-use and high unrestrained fatality counties
- Development and distribution of news releases.
- Development of materials for Hispanic audiences and Spanish language media channels.
- Execution of media events and special events which are culturally relevant and linguistically appropriate for minority audiences.
- A campaign that uses social media to remind teens of Colorado GDL laws, including primary enforcement of seat belts.
- A campaign aimed at parents to ensure safe use of car seats for all stages in a child’s development.
- A campaign aimed at the dangers that unbuckled passengers pose to others in vehicles.
- Leveraging the power of social media to increase awareness and spark conversation.

- Leveraging new ways to digitally target audiences online through geo-fencing and other advanced methods.
- Development and production of collateral materials, including brochures, fact sheets, posters, flyers, print ads, radio spots and videos.
- Evaluation of campaign elements, including developing a methodology for evaluating increases in public awareness.

Occupant Protection Program Assessment

Date of the NHTSA-facilitated assessment of all elements of its occupant protection program.

Date of the NHTSA-facilitated assessment: **2/1/2019**

405(c) State Traffic Safety Information System Improvements Grant Application

Meeting dates of the TRCC during the 12 months immediately preceding the application due date:

Meeting Date
12/19/19
2/20/20
4/16/20

Name and title of the State's Traffic Records Coordinator:

Name of State's Traffic Records Coordinator: **Alisa Babler**

Title of State's Traffic Records Coordinator: **Manager for the Crash Records Unit, CDOT**

TRCC members by name, title, home organization and the core safety database represented:

List of TRCC members

See attached CO_FY21_405c Strategic Plan - Page 14

Traffic Records System Assessment

State Traffic Records Strategic Plan

Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements that are anticipated in the State's core safety databases (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations:

Planned activities that implement recommendations:

Unique Identifier	Planned Activity Name
FY20 Traffic Records	FY20 Traffic Records Improvements

See attached CO_FY21_405c Strategic Plan

Quantitative and Measurable Improvement

Supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

For April 1, 2019 to March 31, 2020, 52.5% of all crash records were electronically submitted to the DOR/DMV. Please see the tally of all agencies electronically submitting crash reports below.

More agencies are expected to submit electronically when the new crash form, DR 3447, is released.

See attached CO_FY21_405c_EMS_Incident

Number of E-Crashes by Agency per Year Collected by

5/29/20

Agency Code	Electronic
ARVADA PD	828
AURORA PD	7,926
BROOMFIELD PD	1,424
CANON CITY PD	369
COLORADO SPRINGS PD	9,162

CSP - COLORADO STATE PATROL	26,529
DOUGLAS SO	1,305
EAGLE PD	97
EAGLE SO	67
FIRESTONE PD	64
FORT COLLINS PD	1,728
FOUNTAIN PD	308
GOLDEN PD	463
GRAND JUNCTION PD	1,743
GREELEY PD	2,054
GREENWOOD VILLAGE PD	1,159
LAKESWOOD PD	3,111
LONGMONT DPS	2,102
TRINIDAD PD	188
VAIL PD	355
WELD SO	237
WHEAT RIDGE PD	818
Total E-Crash	62,037

Total Crash	118,264
% E-Crash	52.5%



Dedicated to protecting and improving the health and environment of the people of Colorado

Michael Close and Albert Graham

Department of Transportation

National Highway Traffic Safety Administration

12300 West Dakota Avenue

Lakewood, CO 80228

May 21, 2020

Dear Michael Close and Albert Graham:

We are writing to report on the progress that the Colorado Department of Public Health and Environment has made in the last year on implementing a data system that will improve the reporting of crashes resulting in injury.

Colorado moved from the National EMS Information System, Version 2 (NEMSIS v2) to NEMSIS v3 in 2018. The department now captures many additional data points on EMS calls and allows a much more complete picture of patients injured in crashes who are then seen and/or transported by EMS providers. As of March 31, 2019, 207 of the 230+ EMS agencies operating in Colorado were reporting data in v3 format.

As of March 31, 2020, we are pleased to report that 222 agencies are now submitting v3 compliant data. We anticipate most agencies in the state will begin to use their robust data for analysis and quality improvement, and we look forward to reporting on additional progress in the next grant year. In addition, we look forward to opportunities to use these data to better understand the injury patterns in motor vehicle crashes and to help target some of the injury prevention efforts sponsored or assisted by our agencies.

Please feel free to contact me with any questions regarding this dataset.

Sincerely,

Jeanne-Marie Bakehouse , Branch Chief, Emergency Medical and Trauma Services Branch

4300 Cherry Creek Drive S., Denver, CO 80246-1530 P 303-692-2000 www.colorado.gov/cdphe Jared Polis, Governor | Jill Hunsaker Ryan, MPH, Executive Director



State Highway Safety Data and Traffic Records System Assessment

Date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date:

Date of Assessment: **11/25/2019**

Requirement for maintenance of effort

ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015

405(d) Impaired Driving Countermeasures Grant

Impaired driving assurances

Impaired driving qualification: **Mid-Range State**

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

ASSURANCE: The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

Impaired driving program assessment

Date of the last NHTSA-facilitated assessment of the State's impaired driving program conducted:

Date of Last NHTSA Assessment: November 2005

Authority to operate

Direct copy of the section of the statewide impaired driving plan that describes the authority and basis for the operation of the Statewide impaired driving task force, including the process used to develop and approve the plan and date of approval.

Also see attached "CO_FY21_405d Statewide Impaired Driving Plan"

Authority and Basis of Operation

Authority and Basis for CTFDID operation

C.R.S. 42-4-1306

Current through all Laws passed during the 2019 Legislative Session

[CO - Colorado Revised Statutes Annotated](#)

[TITLE 42. VEHICLES AND TRAFFIC](#)

[REGULATION OF VEHICLES AND TRAFFIC](#)

ARTICLE 4. REGULATION OF VEHICLES AND TRAFFIC

PART 13. ALCOHOL AND DRUG OFFENSES

42-4-1306. Colorado task force on drunk and impaired driving - creation - legislative declaration

- (1) The general assembly finds and declares that:
 - (a) Drunk and impaired driving continues to cause needless deaths and injuries, especially among young people;
 - (b) In 2003, there were over thirty thousand arrests for driving under the influence or driving while ability-impaired;
 - (c) Although Colorado has taken many measures to reduce the incidents of drunk and impaired driving, the persistent regularity of these incidents continues to be a problem, as evidenced by the case of Sonja Marie Devries who was killed in 2004 by a drunk driver who had been convicted of drunk driving on six previous occasions; and
 - (d) According to the federal national highway traffic safety administration, other states with a statewide task force on drunk and impaired driving have seen a decrease in incidents of drunk and impaired driving.
- (2) There is hereby created the Colorado task force on drunk and impaired driving, referred to in this section as the "task force". The task force shall meet regularly to investigate methods of reducing the incidents of drunk and impaired driving and develop recommendations for the state of Colorado regarding the enhancement of government services, education, and intervention to prevent drunk and impaired driving.
- (3)
 - (a) The task force shall consist of:
 - (I) The executive director of the department of transportation or his or her designee who shall also convene the first meeting of the task force;
 - (II) Three representatives appointed by the executive director of the department of revenue, with the following qualifications:

- (A) One representative with expertise in driver's license sanctioning;
- (B) One representative with expertise in enforcement of the state's liquor sales laws; and
- (C) One representative from the department of revenue's marijuana enforcement division;
 - (III) The state court administrator or his or her designee;
 - (IV) The chief of the Colorado state patrol or his or her designee;
 - (V) The state public defender or his or her designee;
 - (VI) Two representatives appointed by the executive director of the department of human services with the following qualifications:
 - (A) One representative with expertise in substance abuse education and treatment for DUI or DWAI offenders; and
 - (B) One representative with expertise in providing minors, adolescents, and juvenile offenders with substance abuse treatment and related services;
 - (VII) The director of the division of probation services or his or her designee;
 - (VIII) The executive director of the department of public health and environment, or his or her designee;
 - (IX) The following members selected by the member serving pursuant to subsection (3)(a)(I) of this section:
 - (A) A representative of a statewide association of chiefs of police with experience in making arrests for drunk or impaired driving;
 - (B) A representative of a statewide organization of county sheriffs with experience in making arrests for drunk or impaired driving;
 - (C) A victim or a family member of a victim of drunk or impaired driving;
 - (D) A representative of a statewide organization of victims of drunk or impaired driving;
 - (E) A representative of a statewide organization of district attorneys with experience in prosecuting drunk or impaired driving offenses;

- (F) A representative of a statewide organization of criminal defense attorneys with experience in defending persons charged with drunk or impaired driving offenses;
 - (G) A representative of a statewide organization that represents persons who sell alcoholic beverages for consumption on premises;
 - (G.5) A representative of a statewide organization that represents persons who sell alcoholic beverages for consumption off premises;
 - (H) A representative of a statewide organization that represents distributors of alcoholic beverages in Colorado;
 - (I) A manufacturer of alcoholic beverages in Colorado;
 - (J) A person under twenty-four years of age who is enrolled in a secondary or postsecondary school;
 - (K) A representative of a statewide organization that represents alcohol and drug addiction counselors;
 - (L) A representative of a statewide organization that represents persons licensed to sell retail marijuana for consumption off premises;
 - (M) A community-based representative of the substance use disorder prevention field; and
 - (N) A representative from the retail or medical marijuana industry who is an owner or manager of a retail dispensary;
 - (X) The director of the peace officers standards and training board or the director's designee; and
 - (XI) A researcher who is appointed by a majority of the task force members and who specializes in drunk and impaired driving research.
- (b) Members selected pursuant to subparagraph (IX) of paragraph (a) of this subsection (3) shall serve terms of two years but may be selected for additional terms.
- (c) Members of the task force shall not be compensated for or reimbursed for their expenses incurred in attending meetings of the task force.
- (d) The initial meeting of the task force shall be convened on or before August 1, 2006, by the member serving pursuant to subparagraph (I) of paragraph (a) of this subsection (3). At the first meeting, the

task force shall elect a chair and vice-chair from the members serving pursuant to subparagraphs (I) to (VIII) of paragraph (a) of this subsection (3), who shall serve a term of two years but who may be reelected for additional terms.

- (e) The task force shall meet not less frequently than bimonthly and may adopt policies and procedures necessary to carry out its duties.
- (4) Repealed.
- (5) (Deleted by amendment, L. 2011, (SB 11-093), ch. 41, p. 108, § 2, effective March 21, 2011.)

History

Source:

L. 2006: Entire section added, p. 566, § 1, effective April 24. L. 2011: (3) and (5) amended, (SB 11-093), ch. 41, p. 108, § 2, effective March 21. L. 2014: (1)(d), (2), (3)(a)(VI), IP(3)(a)(IX), (3)(a)(IX)(J), and (3)(a)(IX)(K) amended and (3)(a)(IX)(L), (3)(a)(X), and (3)(a)(XI) added, (HB 14-1321), ch. 369, p. 1760, § 1, effective August 6. L. 2016: (1)(d) amended, (SB 16-189), ch. 210, p. 798, § 121, effective June 6. L. 2017: (4) repealed, (SB 17-231), ch. 174, p. 633, § 1, effective August 9. L. 2018: (3)(a)(II), IP(3)(a)(IX), and (3)(a)(IX)(K) amended and (3)(a)(IX)(M) and (3)(a)(IX)(N) added, (HB 18-1362), ch. 311, p. 1872, § 1, effective August 8.

Key Stakeholders

Process to develop and approve the Colorado Impaired Driving Plan

The CTFDID in 2013 created subcommittees consistent with NHTSA Guideline Number 8 Impaired Driving.

The subcommittees are listed below:

- COMMUNICATION PROGRAM
- CRIMINAL JUSTICE SYSTEM

- PROGRAM EVALUATION AND DATA
- PREVENTION
- ALCOHOL AND OTHER DRUG MISUSE

The subcommittees are chaired by CTFDID members, representatives or stakeholders with expertise in the discipline. The chairs of the subcommittees comprise their groups of other CTFDID members, representatives and stakeholders. Meetings and subcommittee engagements are up to the subcommittee chairs and members but, all subcommittee chairs report out at each CTFDID meeting.

The subcommittees each year after the state’s legislative session ends in May submit a report on their subcommittee’s progress and plans to the CTFDID Executive Committee which is comprised of the Chair, Vice-Chair and Secretary. The CTFDID Executive Committee creates an annual report from the submitted subcommittee reports. The completed Statewide Impaired Driving Plan report is presented to the entire CTFDID at a meeting after the state’ legislative session has ended. The CTFDID members and representatives then vote on the acceptance and approval of the plan.

The Statewide Impaired Driving Plan was approved by members and representatives of the CTFDID on June 7, 2019.

Letter of Introduction

It is our honor to present the 2020 Statewide Impaired Driving Plan for the State of Colorado. This comprehensive plan was created by members and representatives, of the Colorado Task Force on Drunk and Impaired Driving (CTFDID) with significant input and involvement of partners, stakeholders and interested parties. Development of the plan began in March 2019 and was approved by the task force on June 7, 2019. The CTFDID was created by Colorado Revised Statute 42-4-1306 in 2006 to address the problems and challenges of impaired driving.

The Colorado CTFDID statutorily consists of state agency members at the executive level or designees from:

- Department of Transportation.
 1. Glenn Davis, Highway Safety Manager, Highway Safety Office
- Department of Revenue (3 representatives):

1. Expertise in driver's license sanctioning.
 1. Benjamin Mitchell, Director of Driver Control
 2. Expertise in enforcement of the state's liquor sales laws.
 1. Patrick Maroney, Director Liquor Enforcement Division
 3. Marijuana enforcement division.
 1. James Burack, Director Marijuana Enforcement Division
- State Court Administrator.
 1. Ed Casias, County Court Judge, 5th Judicial District
 - Colorado State Patrol.
 1. Josh Downing, Major
 - State Public Defender.
 1. Daniel Gagarin, Public Defender
 - Division of Behavioral Health, Department of Human Services (2 representatives):
 1. Expertise in substance abuse education and treatment for DUI or DWAI offenders.
 1. Webster Hendricks, Persistent Drunk Driving Program Specialist
 2. Expertise in providing minors, adolescents, and juvenile offenders with substance abuse treatment and related services.
 1. Katie Wells, Manager, Adolescent Substance Use Disorder Programs
 - Division of Probation Service
 1. Dana Wilks, Manager of Programs, State Court Administrator's Office
 - Department of Public Health and Environment.

§ Jeffrey Groff, Program Manager, EBAT and Laboratory Certification

Representing stakeholders' groups in Colorado on the Task Force are:

- Statewide Association of Chiefs of Police.
 1. Bob Ticer, Chief -Loveland Police Department
- Statewide Organization of County Sheriffs.
 1. Dave Fisher, Undersheriff-Elbert County Sheriff's Office
- A victim or a family member of a victim of drunk or impaired driving.
 1. Julie Nackos
- Statewide Organization of victims of drunk or impaired driving.
 1. Fan Lanzer, Director Colorado Mothers Against Drunk Driving (MADD)
- Statewide Organization of district attorneys with experience in prosecuting drunk or impaired driving offenses (District Attorney's Office).
 1. Jennifer Knudsen, Traffic Safety Resource Prosecutor Colorado District Attorneys' Council
- Statewide Organization of criminal defense attorneys with experience in defending persons charged with drunk or impaired driving offenses.
 1. Abe Hutt, Attorney at Law
- Statewide Organization that represents persons who sell alcoholic beverages for consumption on premises.
 1. Paul Aylmer, President & CLO-Epicurean Catering-Colorado Restaurant Association
- Statewide Organization that represents persons who sell alcoholic beverages for consumption off premises
 1. Andrew Klosterman, CEO Peak Beverage
- Statewide Organization that represents distributors of alcoholic beverages in Colorado
 1. Tyler Henson, Axiom Strategies

- Manufacturer of alcoholic beverages in Colorado
 1. Daniel Bewley, Government Affairs Committee for Colorado Brewers Guild and Operations Specialist Crooked Stave
- A person under twenty-four years of age enrolled in secondary or post-secondary school.
 1. Lauren Avery, Student Metropolitan State University
- Statewide Organization that represents alcohol and drug addiction counselors
 1. Marty Clark- Community Outreach Coordinator, Colorado Association of Addiction Professionals
- Statewide organization that represents persons licensed to sell retail marijuana for consumption off premises.
 1. Kristi Kelly, Director Marijuana Industry Group
- A representative from the retail or medical marijuana industry who is an owner or manager of a retail dispensary.
 1. Lisa Gee, Cannabis Dispensary Director, Lightshade
- The director of the peace officers' standards and training board or the director's designee.
 1. Erik J. Bourgerie, Director Colorado Peace Officer Standard Training (POST)
- A researcher who is appointed by a majority of the task force members and who specializes in drunk and impaired driving research.
 1. David Timken, C Ph.D, Director, Center for Impaired Driving Research and Evaluation

Date that the Statewide impaired driving plan was approved by the State's task force.

Date impaired driving plan approved by task force: **6/7/2019**

Strategic plan details

State will use a previously submitted Statewide impaired driving plan that was developed and approved within three years prior to the application due date.

Continue to use previously submitted plan: **Yes**

ASSURANCE: The State continues to use the previously submitted Statewide impaired driving plan.

Page number(s) from your impaired driving strategic plan that is based on the most recent version of Highway Safety Program Guideline No. 8 - Impaired Driving, which at a minimum covers the following:

Communication program: **7-9**

Criminal justice system: **10-12**

Program evaluation and data: **13**

Prevention: **14-15**

Alcohol and other drug misuse, including screening, treatment, assessment and rehabilitation: **16**

405(f) Motorcyclist Safety Grant

Motorcycle rider training course

Name and organization of the head of the designated State authority over motorcyclist safety issues:

State authority agency: **Colorado Department of Transportation**

State authority name/title: **Glenn Davis, Highway Safety Manager**

Introductory rider curricula that has been approved by the designated State authority and adopted by the State:

Approved curricula: **Motorcycle Safety Foundation Basic Rider Course**

Other approved curricula:

CERTIFICATION: The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.

Counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.

County or Political Subdivision	Number of registered motorcycles
Adams County	15,351
Arapahoe County	14,999
Broomfield County	2,026
Denver County	12,870
Douglas County	10,850

El Paso County	23,453
Fremont County	2,693
Jefferson County	23,889
Garfield County	2,361
Jefferson County	22,740
La Plata County	322
Larimer County	14,130
Mesa County	6,379
Moffat County	531
Montrose County	1,744
Morgan County	1,062
Pueblo County	5,815
Summit County	1,616
Number of registered motorcycles in counties where training is conducted. 162,831. This number is 85% of all registered motorcycles in Colorado.	

Total number of registered motorcycles in State.

Total # of registered motorcycles in State: **191,403**

Use of fees collected from motorcyclists for motorcycle programs

Process under which all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs are used for motorcycle training and safety programs.

Use of fees criterion: **Law State**

Legal citations for each law state criteria.

Requirement Description	State citation(s) captured
The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.	Yes
The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.	Yes

Citations

Legal Citation Requirement: The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.

Legal Citation: C.R.S. 43-5-501

Amended Date: 1/1/2018

Citations

Legal Citation Requirement: The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.

Legal Citation: C.R.S. 43-5-504

Amended Date: 1/1/2018

Citations

Legal Citation Requirement: The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.

Legal Citation: C.R.S. 43-5-501

Amended Date: 1/1/2018

Citations

Legal Citation Requirement: The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.

Legal Citation: Colorado Revised Statutes 43-5-504

Amended Date: 1/1/2018

Citations

Legal Citation Requirement: The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.

Legal Citation: Colorado Revised Statute 43-5-504

Amended Date: 1/1/2018

405(h) Nonmotorized Safety Grant

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(h) only for the authorized uses identified in § 1300.27(d).

Certifications, Assurances, and Highway Safety Plan PDFs

Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.

Supporting Documents
Signed FY21 1300 Certifications and Assurances.pdf
2021 Project Funding.xlsx