

**COLORADO DEPARTMENT OF TRANSPORTATION  
CONTRACT FINAL REPORT**

**PART 1**

Period covered:           October 9, 2012 – September 30, 2013           Project #211017359

Project Title:           Occupant Protection Grant

Contractor:           Plains to Peaks RETAC

Person completing report:   Maile Gray/DRIVE SMART COLORADO

**PART 2**

Progress to date:	Expenditures to date:
<b>100%</b>	<b>\$51,655.60</b>

**Activities and objectives accomplished during this Fiscal Year:**

Goal: By September 30, 2013, reduce fatalities and serious injuries due to traffic crashes by 3%\* in the five Plains to Peaks Regional Emergency Medical and Trauma Council (RETAC) counties by increasing observed seat belt use for passenger vehicles by 1%\*.

\*NOTE: These percentages match CDOT's Performance Measures as outlined in their Annual Report 2011 (pp. 4, 5).

**Monthly DRIVE SMART Coalition Meetings:** The five DRIVE SMART county Coalitions (sometimes these Coalitions are referred to as "Cheyenne County Clicks", "Lincoln County Clicks", etc.) will continue to meet monthly to discuss on-going and new strategies to help increase occupant protection use rates. Coalition meetings will be utilized to stay focused on the Goal, recruitment of new members and build on the individual Coalition members' awareness and enthusiasm for occupant protection that has been created over the past three years.

- Five meetings have been held in each of the Plains to Peaks RETAC counties monthly with the exception of "holiday time" and July—to total 50 meetings held RETAC wide.

**Revise and Update Strategic Plan:** The five Coalitions will evaluate and revise the Strategic Plan that was originally developed and implemented in 2009-2010 (and has been updated annually). The Strategic Plan outlines steps to build community collaboration and support for the Coalitions to achieve the goal of increasing seat belt use within the Region. The Plan defines action steps for each of the program objectives and identifies responsible parties for each action step. The Strategic Plan helps guide the Coalitions and enables members to see when objectives have been reached.

- The Strategic Plan has been updated and revised per the coalition input. It includes current seat belt observation data as know from CDOT/CSP and DRIVE

SMART "County" Coalitions (data where available from CDOT and CSP).

**PLAINS to PEAKS RETAC**

**Years 1, 2, 3, 4:**

Cheyenne County: 35% DS Staff (2009); 47% DS Staff (2010); 39% DS Staff (2011); 46% DS Staff (2012)

El Paso County (added in Year 2): 85% CDOT Data (2010); 87% DS Staff (2011); 83% CDOT Data (2011); 86% State Patrol (2011); Rural EPC Teens: 84% High School Student Observations (2011); 80% DS Staff (2012); 76.5% CDOT Data (2012); 85% State Patrol (2012); Rural EPC Teens: 89% High School Student Observations (2012)

Kit Carson County: 43% CDOT Data (2009); 49% DS Staff (2010); 49% CDOT Data (2010); 49% DS Staff (2011); 51% CDOT Data (2011); 87% State Patrol (2011); 38% DS Staff (2012); No CDOT Data (2012)

Lincoln County: 75% CDOT Data (2009); 50% DS Staff (2010); 87% CDOT Data (2010); 57% DS Staff (2011); 86% CDOT Data (2011); 57% DS Staff (2012); 76% CDOT Data (2012)

Teller County (added in Year 2): 50% DS Staff (2011); 71% DS Staff (2011); 87% State Patrol (2011); Rural Teller County Teens: 98.7% High School Student Observations (2011); 80% DS Staff (2012); 85% State Patrol (2012); Rural Teller County Teens: 94% High School Student Observations (2012)

**RETAC Wide Activities:**

- Developed a web site/page for each county that is hosted on the DRIVE SMART COLORADO.com web site. Pages will highlight events and activities that are going on in each county and will also list the websites for various agencies and organizations pertinent to the coalition and its members.
- Had CPS Technician fliers printed and distributed to each county.
- Created two new Buckle UP "ads" for use in all county newspapers or to be printed into posters. Professional photographer took photos and created the template for use in each county with their own county "Clicks" logos printed on the photos. Ads ran in nearly all County newspapers before and after Labor Day weekend.
- Attended meeting in Denver with CDPHE/CDC/ NHTSA and CDOT. Discussed strategies to increase occupant protection in Colorado.
- DSC staff both trained as Car Fit Technicians (older adult driver).
- CDOT donated 500 BuckeUp/Click It or Ticket koozies per county to be distributed.
- DRIVE SMART COLORADO shared CDOT's Share The Road Friend posters and sunglasses to each county.

**Cheyenne County Student Outreach:**

- The students at Cheyenne Wells High School were trained on how to give a BuckleBear the Safety Puppet presentation and they gave a presentation to their elementary school kids in December.
- Cheyenne Wells Elementary School Bike Rodeo and seat belt education.

- A Coalition member used the mini roll-over simulator to educate 150 children during Hospital Week.
- Cheyenne Wells High School DRIVE SMART students gave another Buckle Bear the Safety Puppet presentations to 4 pre-school and early elementary school classrooms.

**Cheyenne County Community Outreach:**

- A flyer of CPS techs was created for Cheyenne County for them to use as publicity. Also, the Used Car Seat Checklist was distributed and this led to a Coalition member getting an article printed in the local newspaper concerning used car seats (along with the used car seat checklist) and it listed the local CPS Techs for families to contact.
- Car seat check in conjunction with WIC Clinic at the Health Department.
- Saved by the Belt Award Ceremony presented at County Fair by Sheriff Ken Putnam.
- AARP Driver Safety Program scheduled for Cheyenne Wells/Cancelled due to lack of sign-ups.

**El Paso County Student Outreach:**

- New crashed car to display was found in Yoder Colorado. Student was distracted and rolled her car but was fine due to seat belt! Display will be ready in February.
- UCCS Health Fair with seat belt education for students.
- UCCS Spring Break Fair with distracted driving crashed car and SIDNE car (both for distracted driving education).
- Had a weighted "crash doll" made for seat belt convincer demonstrations.
- BuckleBear puppet show for 70 Oak Creek Elementary School children.
- Pikes Peak Community College safety seat check-very busy 12 seats checked in one hour by DSC staff.
- Gave safety belt and safety seat education to 160 Stratton Elementary School students along with CSPD Chief.
- Seat Belt Convincer at UCCS Alcohol Free Party.
- CPS and Buckle Up information at Carver Elementary Back to School Night (for students and parents).
- Back to School Day in Fountain Ft. Carson School District/350 educated on safety seats and seat belts.

**El Paso County Community Outreach:**

- 15 car seats were checked by Barb or Maile at the CSPD Gold Hill Division between October - December.
- A car seat check was held on Peterson AFB in October.
- Kohl's Car Seat program (partner with DRIVE SMART) reported that 690 seats were checked from Oct. 2011 - Sept. 2012.

- Participated in car dealership “Trunk or Treat” event over Halloween and provided car seat and seat belt information and brochures.
- Assisted “Partners in Housing” by checking 5 used car seats for them so they can distribute to their families in need.
- Distributed Buckle Up incentives to Colorado Springs Mayor’s “Winter Rally” attended by 300 Colorado Springs citizens. Distributed Buckle Up incentives at CS Chinese New Year Celebration in downtown Colorado Springs.
- Participated in “Healthy Pregnancy Fair” Safety Seat event and 23 seats were checked.
- Ft. Carson Safety Seat Check at Pre-School. Nine seats were checked.
- 28 car seat checks were conducted by Barb or Maile (January - March).
- Safety Seat Check Up event was held at the Fountain Restoration Church.
- CPS Refresher Class held in Colorado Springs.
- Collect El Paso County seat belt data from all law enforcement for inclusion in Quality of Life Indicators Report.
- DSC staff member and coalition members certified in Car Fit Technician Training.
- DSC staff member and coalition members participated in Car Fit event in CS (13 people checked for proper fit of seat belts, mirrors etc. to improve driving.
- Peterson AFB Safety Day with Seat Belt Convincer, distracted driving crashed car display and drunk goggles.
- 2 car seat check events at local KIA dealerships (10 seats checked).
- Seat Belt Convincer at Colorado Springs Utilities Safety Day (two days).
- Springs Rescue Mission Baby Shower had a CPS table with education staffed by coalition member
- YMCA in NE side of town held a small safety seat check-up event.
- Sample seat belt polices were available to any coalition member to take back to his/her organization and see if they could implement it.
- Nearly 20 safety seats were checked by DSC staff (April - June).
- Huge Safety Seat Check-Up Clinic at Chapel Hills Mall Safety Day/many booths and demos including CSPD, CSFD, City Traffic Engineering with Signs for Life Bus and the Seat Belt Convincer. 42 seats checked and 50 others educated. 40 rode Convincer.
- Educated two DRIVE SMART volunteers on CPS and gave them educational brochures and copies of Colorado's CPS law to share with parents/caregivers.
- Participated in car seat check at Ft. Carson's Child Care Center.
- Car Fit event checking 10 adult drivers.
- Coalition member/Kohl's Car Safety Program check-up at Kohl's and 54 seats were checked in 45 cars. Vince and Larry and BuckleBear Costumes were in attendance.

- Safety seat check with the Colorado Springs Police Department at State Farm Insurance. Educated 5 people on safety seats and booster seats.
- National Night Out at Ft. Carson with seat belt education and AMR mini-car.
- Colorado Springs Diversity Festival partners with Memorial Hospital/Safety Seat Education Booth (very busy... 500 educated).
- Sky Sox Baseball Game: Huge community safety event in parking lot for double-header. Seat Belt Convincer VERY busy over 66 people rode convincer.
- Teddy Bear Clinic at Cheyenne Mountain Zoo. Partners had booth and Vince and Larry and Buckle Bear the Costume were there to educate on safety seats and seat belts.
- 16 car seat checks were conducted by DSC staff (July-September).

**Kit Carson County Student Outreach:**

- • CSP Trooper li reported that he is giving teen driving safety presentations to Lincoln and Kit Carson high schools (distracted driving, seat belts). He received a copy of the child passenger safety PowerPoint that DRIVE SMART COLORADO created and he will incorporate it into his presentations when appropriate.
- Summer Safety Celebration two-day event in Burlington with mini roll-over and child safety seat education.
- Farm Safety Day at Burlington Elementary School with mini roll-over education to over 50 students.
- 4 Hour CPS Class taught to Burlington Firefighters by Coalition member from KCC SO.
- Victim Advocate from KCC SO along with CSP Trooper li gave texting and driving presentations to 250 students at Burlington High School and 79 students at Flagler High School.
- Health Fair was held in Flagler and texting and driving brochures were distributed by a coalition member from the Health Department.
- During Week of the Young Child, a coalition member operated the mini roll-over simulator and handed out buckle up coloring sheets. 113 children received participation certificates
- A BuckleBear the Puppet show was given by a coalition member to pre-K and Kindergarten student at Burlington Elementary School
- A Coalition member took it upon herself to get coupons from Wendy's and McDonalds to serve as rewards for parents who have their children in car seats.
- Car seat information was given out a Vona School by coalition members.
- Car seat posters have been hung at Burlington Elementary School.

**Kit Carson County Community Outreach:**

- A Used Car Seat Checklist was given to the Health Department and Prairie

Family Center.

- A Coalition member was able to get the Safe Winter Driving Tips article in the local newspaper.
- DRIVE SMART staff sent more car seat Emergency ID stickers to the Department of Human Services (at their request).
- A representative from Vince's GM dealership attended a Coalition meeting to request assistance with hosting a car seat check(s) at their dealership. The dealership is also interested in getting a few of their staff trained as CPS Technicians.
- 4 Hour CPS Class taught to Burlington Firefighters by coalition member from Kit Carson County Sheriff's Office.
- Kit Carson County Fair/Burlington: Occupant Protection Booth with local coalition members/car seat safety, mini rollover simulator and CDOT Buckle Up Koozie give-away.
- AARP Driver Safety Program held in Burlington/three people in attendance.
- National Night Out in Burlington with seat belt and safety seat booth and information.

#### **Lincoln County Student Outreach:**

- Vince and Larry costumes were worn by student for the Genoa-Hugo Homecoming parade. They tossed lip balm with a seat belt message on them into the crowd.
- Officer Sheyna Marshall gave traffic safety presentations to 250 Limon 8-12 grade students and 70 students from Hugo and Karval High Schools.
- Bike rodeos were held in Limon (200 students) and Hugo (K-5). Helmets were distributed.
- Limon PD provided bike and pedestrian safety info to 4 year olds at Head Start.
- Farm Safety Days in Hugo (Lincoln County). Mini Rollover Simulator was operated by Lincoln County Coalition Member. Educated over 9 area elementary school 4th graders.
- Coalition member had a booth at "back to school" night in Hugo and had information on car seats and had the "booster boy" and a scale to show parents and kids at what height you can safely move from a booster seat to a seat belt. He also had pencils and buckle up ID tags to hand out.
- Coalition member (and Chief of Limon PD) reported that his office provided a presentation to high school students again this year on traffic-related issues that the PD observes around the school zone. The Graduated Drivers Licensing law was discussed: passenger limits, cell phone use, texting while driving, etc. and speed in school zone, distracted driving, etc.

#### **Lincoln County Community Outreach:**

- There 18 car seats available to use (they were procured via a CDOT mini-grant). A car seat has been provided to a new mom in need.
- One Coalition member and a Sheriff's Office volunteer attended the 3-day CPS Technician training and are now both certified CPS Techs.
- Draft newspaper article for Lincoln County on seat belt rates (attempted publication). Additionally attempted publication of "Safe Winter Driving Tips" in local newspaper.
- CPS check up event at Limon Ambulance in June at their Family Health and Safety Day.- mini roll-over simulator very popular (4 car seats checked).
- Create CPS Tech List for local distribution.
- Donkey Basketball Charity Event sponsored by LCSO/distributed Lincoln County Clicks light-up pens and buckle up carabineers.
- Officer Sheyna Marshall gave safety presentations to 250 Limon High School (8 – 12) students and 70 students from Hugo and Karval High Schools.
- Bike rodeos were held in Limon (200 students) and Hugo (K-5). Helmets were distributed.
- Limon PD provided bike and pedestrian safety info to 4 year olds at Head Start.
- Rich Johnson, coalition member with Lincoln County Hospital, was selected to be on the state Child Passenger Safety Advisory Council representing District 4 East (Cheyenne, Kit Carson and Lincoln counties).
- Coalition members had a booth at the Lincoln County Fair and handed out materials on buckling up, child passenger safety and texting while driving.

**Teller County Student Outreach:**

- Woodland Park High School participated in the homecoming parade with a "DRIVE SMART" themed float. The high school is always very involved in the annual DRIVE SMART High School Traffic Safety Challenge and in fact has been a winner for the past five years. Cripple Creek High School participated for the first time in 2012!
- Through a separate grant, the WPPD and school had 15 pole banners created with a traffic safety message on them and they are hanging in parking lots of the schools in Woodland Park (seven at the high school, four at the middle school and two each at the two elementary schools).
- Sean Goings (WPPD) and Tom Antkow (Drivers Safety Consultants of WP) conducted a free parents' class on GDL.
- Student health fair in Cripple Creek in November. Cripple Creek HS students had a booth and handed out DRIVE SMART brochures and information.
- Maile along with 4 students from Woodland Park High School gave a presentation on the High School Challenge at the Lifesavers Conference.
- Dinosaur Museum safety event with 80 children educated by the mini roll-over

simulator.

**Teller County Community Outreach:**

- Five car seats were provided to families in need (with information obtained from WIC program at Teller Health County).
- A car seat check event was held at Cresson Elementary School on Nov. 16 (before their big community Thanksgiving Dinner). 14 car seats were checked.
- DRIVE SMART staff conducted a training for 8 Head Start staff (in Cripple Creek) concerning child passenger safety and proper car seat use.
- Teller County Sheriff's Office took updated CPS Tech list for distribution.
- Six of the Teller County Clicks posters were posted around the hospital.
- Kids Fest took place on April 27. Over 510 people in attendance. Mini roll-over simulator, general safety tips about children in and around cars, booster seat and seat belt education.
- Collect seat belt data from all law enforcement for inclusion in Quality of Life Indicators Report.
- Distributed two car seats to Teller County DHS
- Distributed 10 more 12x12 metal Teller County Clicks signs to be hung around the county (by request of Sheriff's Office).
- Safe Harbor Day with safety seat check and display.

Project Director: (signature)



Date: 10/14/13