



Chapter 3: SHSP Stakeholder Engagement

Stakeholder engagement played a crucial role in shaping the Strategic Highway Safety Plan (SHSP). External and internal stakeholders alike came together to proclaim a shared vision for increasing transportation safety and shared commitment to realizing that vision. Their insights and expertise played a critical role in shaping the plan and addressing the safety needs of communities statewide. Every piece of feedback—whether gathered through meetings, workshops, emails, or online tools—helped refine strategies, enhance data analysis, and identify additional stakeholders to engage.

Stakeholders Defined

- » **Colorado Department of Transportation (CDOT) Internal Team:** Serving as a sounding board for the plan’s development, this team provided input and guidance to align the plan with organizational objectives. Team members included the Highway Safety Office, Communications, Environmental Justice and Equity, Traffic Safety & Engineering, Division of Transportation Development, and Regional Traffic Engineers.
- » **Steering Committee:** This group included representatives from Plan Signatories CDOT, Colorado State Patrol (CSP), the Department of Revenue (DOR), the Colorado Department of Public Health and Environment (CDPHE), the National Highway Traffic Safety Administration (NHTSA), and the Federal Highway Administration (FHWA) along with additional state agencies, advocacy groups and special interest organizations. The Steering Committee provided a statewide perspective and strategic direction throughout the planning process to guide Focus Area identification, strategy selection, and plan content.
- » **Advancing Transportation Safety (ATS)/Subject Matter Experts (SMEs):** Leveraging the existing ATS framework from the 2020 SHSP, this group served as the SMEs for each of the Emphasis Areas (Safety Culture, Safe Driving, Safe People, Safe Roads, and Post-Crash Care). The members of the ATS Emphasis Area working groups and additional SMEs met monthly during the plan’s development to review the work and recommendations of the Project Team related to topics such as data analysis, strategies, and priorities.

In addition to the partners above, stakeholder engagement spanned across the state gathering feedback from elected officials, non-profit special interest groups, bicycle and motor carrier organizations, transportation planners, tribal partners, and state and local law enforcement safety professionals. Local agency representatives and county transportation officials also demonstrated their commitment to safety, participating in large numbers both in-person and online. For the complete list of stakeholders see the Plan Acknowledgment.

Engagement Opportunities

To support plan development and learn more about regional safety concerns, various engagement methods collected a diverse range of feedback and insight across the state. Primary engagement methods included a statewide kickoff meeting, regional in-person and virtual workshops, an online engagement platform, presentations to interested agencies and organizations, and one-on-one meetings. Additional engagement included regular meetings with the SHSP Steering Committee and ATS/SME Emphasis Area groups.

Regional Workshops

After a statewide virtual kickoff meeting, a series of regional workshops were hosted across Colorado, with hybrid workshops held in Denver, Pueblo, Glenwood Springs, Greeley, and Durango, along with five subsequent virtual workshops. These five hybrid (in-person and virtual) and five virtual workshops attracted over 250 attendees. Stakeholders were invited through direct mail postcards, virtual flyers, and over 1,800 electronic invitations.

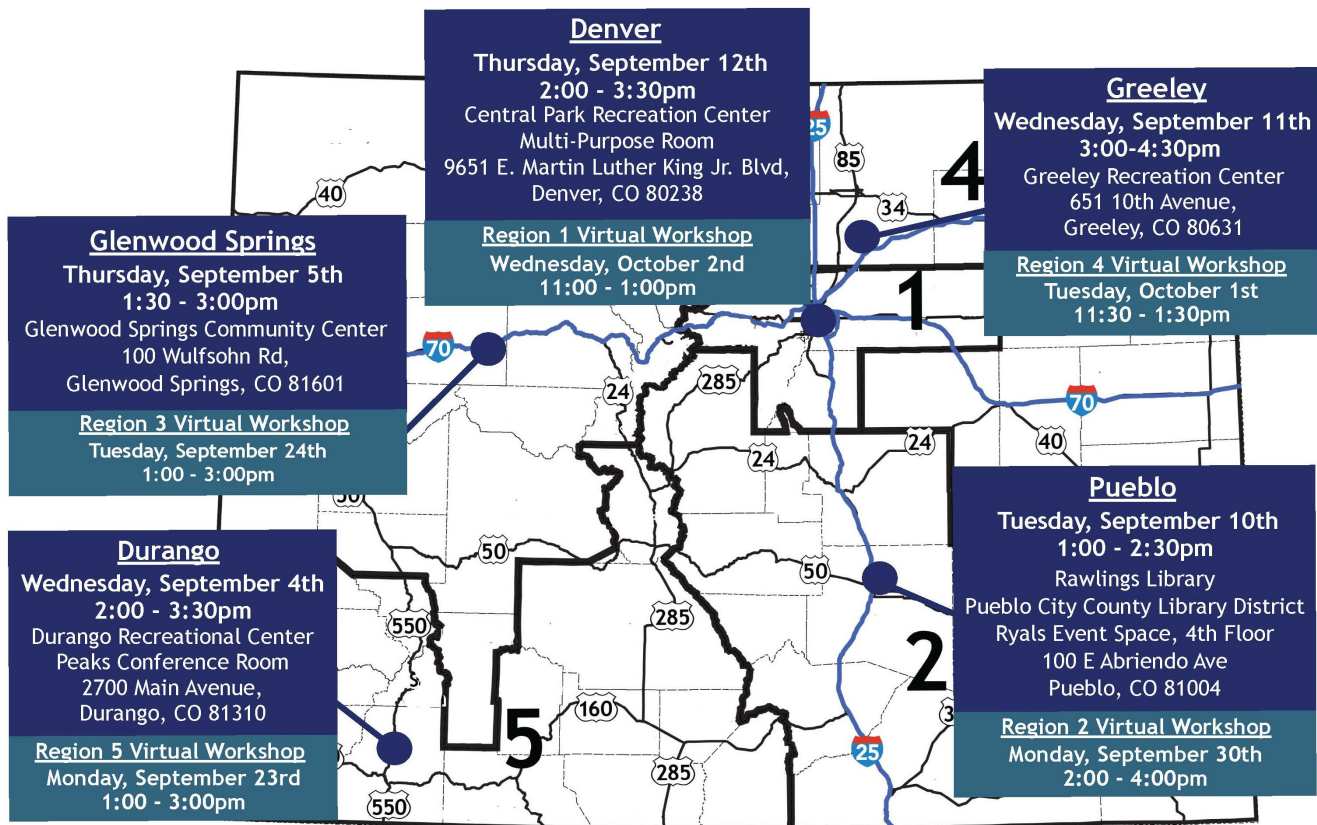


Figure 3-1: Colorado Department of Transportation Regions showing both in-person and virtual workshop meeting dates and times

Workshop Goals

- » Shaping transportation safety strategies.
- » Assessing current conditions and gaps.
- » Facilitating collaboration among agencies, communities, and stakeholders.
- » Exploring funding opportunities.
- » Collecting insights on local safety needs and challenges.



Figure 3-2: Collage of various workshops in Denver (Region 1), Pueblo (Region 2), Glenwood Springs (Region 3), Greeley (Region 4), and Durango (Region 5)

Polling

To encourage discussions, meeting facilitators used live polling to capture participants' top transportation safety concerns. Stakeholders provided feedback specific to their regions; however, participants noted consistent concerns related to speeding, impairment, aggressive driving, Vulnerable Road Users (VRUs), and roadway design.



Figure 3-3: Word Cloud responses to “Using one word, what is your most significant transportation safety concern?” from Region 5 Durango Hybrid Workshop - most popular answers populated as largest on the screen

Breakout Groups

Participants were divided into small groups to discuss key safety issues, resource gaps, and potential community-driven solutions. In-person attendees documented their ideas on large sheets of paper (Figure 3-4) while virtual participants provided input through online comment boards (Figure 3-5).

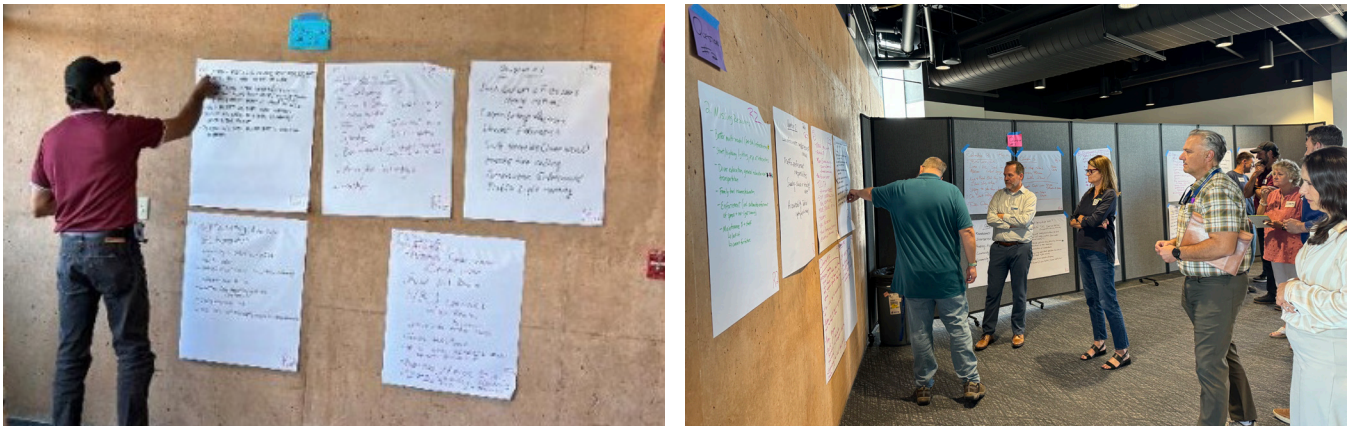


Figure 3-4: Stakeholders at Region 2 workshop in Pueblo sharing their response

What factors are leading to the over-representation of Disproportionately Impacted Communities in crashes that result in fatalities and serious injuries?	Crashes occurring at or related to intersections represent approximately 40% of all fatal and serious injury crashes. In rural areas, roadway departures result in 20% of the state's fatalities and serious injuries. What are the factors contributing to these crash types?	Distracted driving represents 8% of the driving-related fatalities. What other behavioral factors are contributing to crashes? What is influencing these risky behaviors?	What can we do to improve the safety culture within our organizations? Within the communities that we serve? Around the state?
<ul style="list-style-type: none"> Older neighborhoods with street layouts that don't accommodate pedestrians well Transit users need to cross midblock with long distances between stops, formal crosswalks Warrants for crosswalks, RRBs have high thresholds Transit located along arterials with few places for pedestrians to cross, high vehicle speeds Equitable engagement, improvements are made where people speak up Cost of safer vehicles, appropriate tires/maintenance a barrier Pedestrians, transit users have longer exposure to risk Proximity to industrial and warehouse properties - more heavy vehicle exposure 	<ul style="list-style-type: none"> Distracted driving - where do people pull out their phones? at intersections Appropriately placed, sized signs Congestion - frustrated drivers taking more risks High proportion of pedestrian crashes occurring at night Proper timing of pedestrian crossings, availability of refuges and islands Large turning radii allowing high speeds through turning movements 	<ul style="list-style-type: none"> Impairment + speed + driving experience Camera enforcement on I-25 managed lanes successfully reduced the weaving Automated enforcement working in other contexts - not there yet on distracted driving General aggressive driving Entitlement Driver boredom - symptom of congestion Low enforcement stretched thin, traffic enforcement can fall off Long distances and durations driving desensitizing drivers Weather raising the stakes of distracted driving Vehicle safety features (traffic ahead of you moving) giving drivers permission to be distracted 	<ul style="list-style-type: none"> Modeling good behavior by law enforcement Working with schools to reinforce good behavior around pick up/drop off Adding safety features, multimodal design to road design standards Urban design, landscaping to match how you want drivers to behave Clear zone guidelines can create highway conditions on city streets Opposition to some traffic calming features - tighter radii, speed cushions, curb bump outs, aesthetic concerns Good working relationships between City and CDOT Region 1

Figure 3-5: Region 1's online comment board

After group discussions, attendees reviewed responses from other groups and identified ideas they supported. Speakers then summarized key insights, concerns, and recommendations for the larger audience.

Online Engagement

To expand outreach beyond in person events, a dedicated project email and an online engagement platform served as a mechanism for collecting additional stakeholder insight and feedback. Launched on June 25, 2024, the online engagement platform allowed stakeholders to engage in the SHSP process through an interactive comment map. Users could mark locations of concern and provide safety-related feedback.

The online engagement tool received hundreds of messages from stakeholders, which were tracked in a communications log, and included in the Appendix.

313 comments were submitted through December 31, 2024.
17 counties and **35 municipalities** represented in the feedback.
Comments were **categorized by Emphasis Area**: Safety Culture, Safe Roads, Safe People, Safe Driving, and Post-Crash Care.

While most of the comments were site-specific safety concerns (Figure 3-6), key themes included concerns about speeding and speed limits, truck traffic, lack of shoulders, intersection improvements, and pedestrian safety. This feedback guided plan development with insight into the safety priorities of stakeholders. The online comments were also shared with CDOT Regional Traffic Engineers for further action as appropriate.

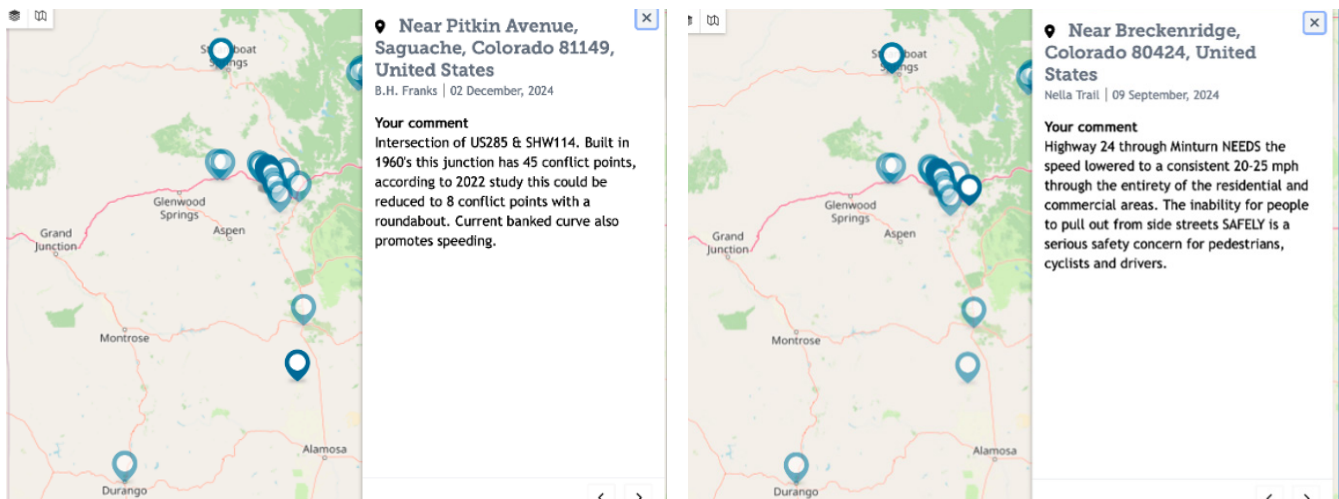


Figure 3-6: Map of Colorado with comment markers

The online comments were categorized by Emphasis Areas (Figure 3-7). Over 50% of the comments related to Safe Roads while 21% concerned Safe People and Safe Driving. Figure 3-8 shows a sample of specific comments related to Safe Roads and Safe Driving.

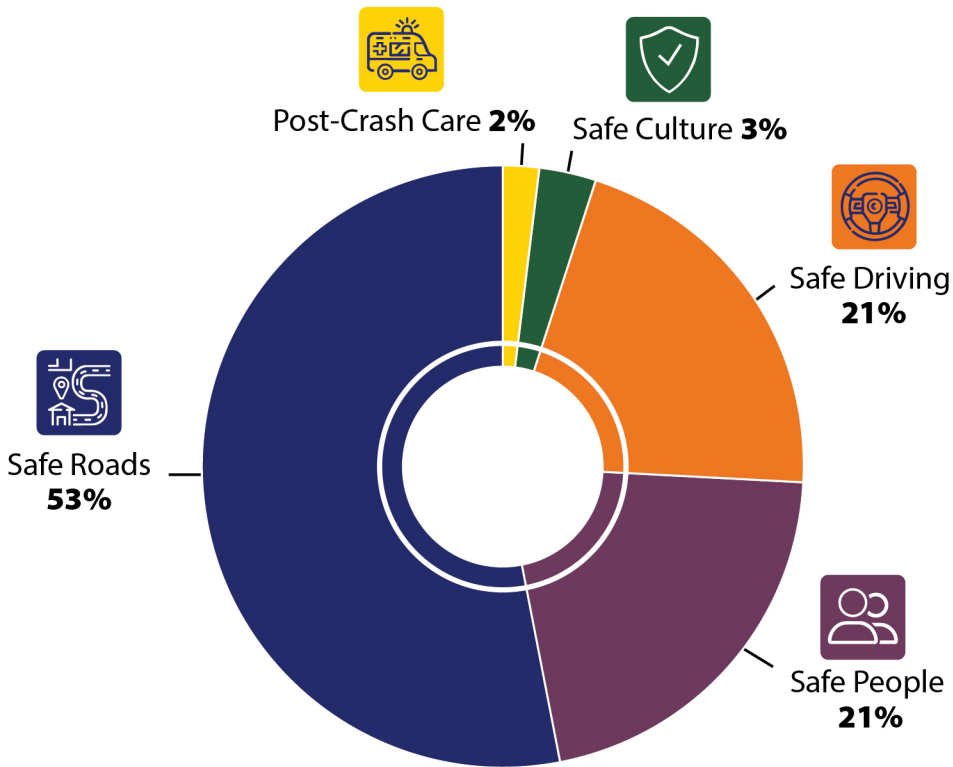


Figure 3-7: A chart showing percentage of online comments by Emphasis Areas



Figure 3-8: Comments from Social Pinpoint about Safe Roads and Safe Driving

One-on-One Meetings

In addition to the kickoff meeting and the ten stakeholder workshops, one-on-one meetings were conducted with agencies and individuals as requested or needed.

What We Heard

Participants shared similar themes across the workshops reflecting a statewide commitment to improving roadway safety and reducing fatalities and serious injuries in Colorado. The following points and key takeaways summarize the participant feedback on common safety issues, highlighting concerns, needs, and strategies to enhance safety.

- » The need for mandatory, accessible driver's education programs for all ages, particularly in rural and under-resourced areas.
- » Increased funding for law enforcement and safety initiatives.
- » Recognizing that specific communities face heightened transportation safety risks due to unsafe infrastructure, economic pressures, and limited access to resources.
- » The need for targeted safety interventions, such as addressing urban intersection crashes, rural roadway departures, and crash causation.
- » The impact of driver behavior factors such as distracted driving, speeding, and unsafe cultural norms further exacerbate risks, highlighting the need for comprehensive education campaigns, stricter law enforcement, and innovative solutions.
- » The value of stronger collaboration between CDOT, local agencies, and community organizations, including support for navigating grant funding opportunities.
- » Building a culture of safety by engaging communities, prioritizing education, and strengthening policies.

Feedback included Region-specific feedback in addition to broader safety input. A full summary document of each of the workshops was provided to CDOT Regional Traffic Engineers and is included in the Appendix.