




Appendix B

Strategies Table

The Strategic Highway Safety Plan (SHSP) serves as a comprehensive guide to saving lives on Colorado's roads. While it focuses on areas with the greatest potential to improve safety, the SHSP acknowledges that smaller efforts and related initiatives play an important role in reducing serious injuries and fatalities. The SHSP allows for flexibility as priorities change, especially when new programs, policies, or proven safety countermeasures emerge. Implementation is not limited to what's outlined in the SHSP and safety partners are encouraged to adopt and promote a range of strategies. The SHSP helps identify safety challenges at the regional level and provides a framework for using data to guide effective solutions. The tables below summarize SHSP strategies by Focus Area:

|  Emphasis Area: Safety Culture | | | | |
|--|-------|--|--|----------------|
| Focus Area | Label | Strategy | Description | Category |
| Organizational Safety Culture | SC1 | Conduct organizational safety culture assessments. | Build traffic safety culture at the community level by growing traffic safety culture within influential organizations. | Safety Culture |
| Organizational Safety Culture | SC2 | Local agency support programs (Local Technical Assistance Program (LTAP) and Safety Circuit Rider). | Continue to support the LTAP and Safety Circuit Rider in their efforts to assist local agencies. | Safety Culture |
| Organizational Safety Culture | SC3 | Expand public engagement. | By providing training and technical assistance, build the capacity of organizations to successfully engage the public in two-way, productive conversations to grow shared understanding and responsibility. | Safety Culture |
| Organizational Safety Culture | SC4 | Consider communities with below average safety outcomes when making transportation safety investment decisions | Increase investment in communities with below average safety outcomes to reduce safety disparities by increasing awareness of community transportation safety needs and providing support to local agencies and organizations. | Safety Culture |
| Organizational Safety Culture | SC5 | Enhance collaboration and information sharing among traffic safety professionals. | Continue annual Colorado Traffic Safety Summits to engage, educate, and inspire Colorado transportation professionals from a wide variety of organizations to be safety champions and advance traffic safety culture in their organizations and communities. | Safety Culture |
| Public Safety Culture | SC6 | Pilot community-level safety culture partnerships. | Utilize community-level pilot projects to learn and demonstrate effective safety practices. | Safety Culture |
| Public Safety Culture | SC7 | Educate through media campaigns. | Create and distribute universal education using media campaigns and resources. | Safety Culture |
| Public Safety Culture | SC8 | Build capacity among the public. | Expand on existing public engagement programming to build the capacity of the public to encourage two-way, productive conversations between everyday road users and government agencies by educating the public about ways to share concerns, transportation safety, and their role in growing a safer system. | Safety Culture |



Emphasis Area: Safe Driving

| Focus Area | Label | Strategy | Description | Category |
|---------------------|-------|--|--|--------------------------|
| Occupant Protection | SD1 | Promote proper use through media campaigns. | Continue to develop traffic safety media campaigns to support proper use of seat belts, child seats, and helmets. | High-Impact |
| Occupant Protection | SD2 | Educate on primary seat belt law. | Support educational efforts related to the importance of a primary seat belt law. | High-Impact |
| Impairment | SD3 | Provide polydrug impairment education. | Educate the public on the impacts of polydrug use. | High-Impact |
| Impairment | SD4 | Prioritize high-risk impaired driving corridors. | Identify high-risk corridors overrepresented in the crash data to make data-driven decisions to combat impaired driving. | High-Impact |
| Impairment | SD5 | Continue high-visibility enforcement. | Continue to deploy data-driven high visibility impaired driving enforcement activities to deter impaired driving-related crashes. | High-Impact |
| Aggression | SD6 | Deploy anti-aggressive driving campaigns. | Develop anti-aggressive driving campaigns focused on populations overrepresented in the crash data. | Emerging and Monitoring |
| Aggression | SD7 | Prioritize high-risk aggressive driving corridors. | Identify high-risk corridors overrepresented in the crash data to make data-driven decisions to combat aggressive driving. | Emerging and Monitoring |
| Speeding | SD8 | Prioritize high-risk speeding locations. | Identify high-speeding-risk corridors overrepresented in the crash data and evaluate overlap between speeding and other high-risk driving behaviors. | Emerging and Monitoring |
| Speeding | SD9 | Deploy speed safety camera systems. | Use the results of a speed safety camera pilot program to make data-driven decisions on future installations. | Emerging and Monitoring |
| Distraction | SD10 | Provide education on hands-free law. | Continue to educate the public on the hands-free law effective January 1, 2025. | Doubling Down on Success |
| Distraction | SD11 | Enhance data collection. | Continue to enhance data collected related to distraction-involved crashes. | Doubling Down on Success |



Emphasis Area: Safe People

| Focus Area | Label | Strategy | Description | Category |
|-------------------------------|-------|--|---|-------------------------|
| Motorcyclists | SP1 | Expand motorcycle operator safety training. | Expand motorcycle operator safety training campaigns. | High-Impact |
| Motorcyclists | SP2 | Increase public awareness of motorcycle safety. | Increase public awareness of motorcycle safety for all road users. | High-Impact |
| Motorcyclists | SP3 | Improve motorcycle licensing and endorsement. | Increase the proportion of active motorcycle riders who are legally endorsed to ride in Colorado. | High-Impact |
| Motorcyclists | SP4 | Increase helmet and other personal protective equipment (PPE) use. | Increase motorcyclist PPE use through education and enforcement. | High-Impact |
| Aging Drivers | SP5 | Improve visibility of traffic control devices. | Enhance road safety by widening striping and markings on high-traffic roads and increasing the visibility of traffic signs to support aging drivers. | Emerging and Monitoring |
| Aging Drivers and Pedestrians | SP6 | Improve sight distances. | Improve intersection safety by providing proper intersection angles, intersection sight distance, and other design strategies that support aging drivers and pedestrians. | Emerging and Monitoring |
| Aging Drivers and Pedestrians | SP7 | Expand community-based mobility options. | Establish and expand community-based mobility options such as bike-sharing, carpool programs, and on-demand shuttle services in underserved areas to improve transportation accessibility for those unable to drive or who choose not to drive. | Emerging and Monitoring |
| Aging Drivers | SP8 | Enhance and expand resources for aging drivers. | Strengthen programs for aging drivers by increasing the awareness, use, effectiveness, and quality of existing resources. | Emerging and Monitoring |
| Young Drivers | SP9 | Expand access to driver's education. | Expand access to driver's education programs, particularly in rural areas, through partnerships with schools, online platforms, and community organizations. | Emerging and Monitoring |
| Young Drivers | SP10 | Improve quality of driver's education. | Improve the quality of driver's education programs, including incorporating defensive driving, distracted driving awareness, and active transportation considerations into the curriculum. | Emerging and Monitoring |
| Pedestrians and Bicyclists | SP11 | Prioritize pedestrian and bicycle crash types. | Apply the Pedestrian and Bicyclist Crash Analysis Tool (PBCAT) to enhance understanding of vulnerable road user (VRU) crashes. | Emerging and Monitoring |



Emphasis Area: Safe People

| Focus Area | Label | Strategy | Description | Category |
|----------------------------|-------|---|--|-------------------------|
| Pedestrians and Bicyclists | SP12 | Improve VRU exposure data. | Improve exposure data to better understand areas at higher risk of vulnerable road user (VRU) crashes. | Emerging and Monitoring |
| Pedestrians and Bicyclists | SP13 | Conduct Road Safety Audits (RSAs). | Conduct VRU-specific and/or expanded Road Safety Audits. | Emerging and Monitoring |
| Pedestrians and Bicyclists | SP14 | Perform regional pedestrian/bicyclist studies. | Perform studies at the local and regional levels that focus on pedestrian and bicyclist safety. | Emerging and Monitoring |
| Pedestrians and Bicyclists | SP15 | Analyze VRU crash demographic data. | Continue to utilize demographic data to identify community-level risk factors that may be contributing to VRU crashes. | Emerging and Monitoring |
| Pedestrians and Bicyclists | SP16 | Conduct VRU before-and-after studies | Continue to evaluate implemented safety projects and identify the most successful project types. | Emerging and Monitoring |
| Pedestrians and Bicyclists | SP17 | Educate traffic safety professionals on VRU best practices. | Work to continually educate traffic safety professionals on new VRU concepts and design strategies. | Emerging and Monitoring |
| Pedestrians and Bicyclists | SP18 | Inventory VRU infrastructure. | Update and maintain the existing inventory of active transportation facilities on the state highway system and owned or maintained by local jurisdictions. | Emerging and Monitoring |
| Pedestrians and Bicyclists | SP19 | Expand VRU data sources. | Expand data sources in the VRU safety assessment to include all crash types to enable a proactive approach to VRU safety. | Emerging and Monitoring |
| Pedestrians and Bicyclists | SP20 | Evaluate VRU priority locations. | Work to continually identify and address priority locations for VRU safety. | Emerging and Monitoring |
| Work Zones | SP21 | Create work zone safety committee. | Form a work zone safety committee to analyze available data, share lessons learned, and improve best practices. | Emerging and Monitoring |
| First Responders | SP22 | Provide resources and support for first responders. | Continue providing resources and technical support to strengthen the Colorado Standing Committee on First Responder's efforts in improving first responder safety. | Emerging and Monitoring |



Emphasis Area: Safe Roads

| Focus Area | Label | Strategy | Description | Category |
|------------------|-------|---|---|--------------------------|
| Lane Departures | SR1 | Install traffic controls and safety barriers. | Reduce fatal and serious injury crashes caused by lane departures by installing improved traffic control devices and safety barriers on high-risk road segments. | High-Impact |
| Lane Departures | SR2 | Improve roadway geometry. | Implement roadway geometric improvements to encourage or accommodate appropriate driving speeds, while providing a forgiving roadside condition that minimizes severe crashes along high-risk road segments. | High-Impact |
| Off-System | SR3 | Provide local agency assistance. | Provide detailed guidance to local agencies on how to apply for state and federal safety funding and improve outreach to enhance awareness and participation in the Safety Circuit Rider Program, the LTAP, and other relevant assistance programs. | High-Impact |
| Off-System | SR4 | Encourage community-specific plans. | Encourage local agencies to create community-specific safety plans and actively participate in their development, ensuring alignment with the Strategic Highway Safety Plan (SHSP) goals. | High-Impact |
| Intersections | SR5 | Reduce intersection conflicts. | Implement design and operational improvements that reduce the number of conflicts at intersections, especially those experiencing a high number of severe broadside and approach-turn crashes (Aging Pedestrian Strategy). | High-Impact |
| Intersections | SR6 | Perform Intersection Control Evaluations (ICE). | Perform ICE prior to upgrading or constructing intersection improvements. | High-Impact |
| Intersections | SR7 | Incorporate VRU designs. | Incorporate project design elements to improve safety for vulnerable roadway users where there is a high number of fatal/serious injury VRU crashes (Aging Pedestrian Strategy). | High-Impact |
| Intersections | SR8 | Prioritize high-risk intersection locations. | Improve safety at high-risk intersections by addressing design deficiencies such as inadequate lighting, insufficient sight distance, and substandard turning radii. | High-Impact |
| Intersections | SR9 | Implement improved traffic controls. | Implement improved traffic controls at intersections with a high frequency of broadside, approach turn, and rear-end fatal and serious injury crashes (Aging Drivers & Pedestrians Strategy). | High-Impact |
| Speed Management | SR10 | Promote appropriate speeds. | Modify the transportation system to promote appropriate vehicle speeds at locations where higher speeds contribute to severe crashes. | Doubling Down on Success |
| Speed Management | SR11 | Set safe and realistic speed limits. | Set safe and realistic speed limits by considering contextual factors such as road function, land use, traffic volume, active transportation activity, crash history, environmental conditions, and road design. | Doubling Down on Success |



Emphasis Area: Post-Crash Care

| Focus Area | Label | Strategy | Description | Category |
|------------|-------|---|---|--------------------------|
| TIM/EMS | PC1 | Improve collection of post-crash care data. | Improve data collection, analysis, and dissemination procedures to allow for increased integration of data between safety partners. | Emerging and Monitoring |
| TIM/EMS | PC2 | Improve quality of care. | Develop processes to improve quality of care for those involved in crashes from onset of crash through treatment. | Emerging and Monitoring |
| TIM/EMS | PC3 | Provide education on post-crash care best-practices. | Implement programs to educate practitioners and the public on best practices on post-crash care activities. | Doubling Down on Success |
| TIM/EMS | PC4 | Enhance programs in light of differences in post-crash care outcomes. | Evaluate opportunities to improve post-crash care and determine opportunities to enhance programs and activities. | Emerging and Monitoring |
| TIM/EMS | PC5 | Support statewide traffic incident management (TIM) activities. | Continue to support statewide TIM activities. | Doubling Down on Success |