



COLORADO

Department of Transportation

Cost and FTE

Priority: X-X

CDOT Heat Is On Campaign
FY 2016-17 Request

- This request seeks \$500,000 from the Marijuana Cash Fund in FY2016-17 to fund a statewide impaired driving public education campaign.

Link to Operations

- The Colorado Department of Transportation (CDOT) manages statewide public awareness campaigns to prevent impaired driving in Colorado, paired with heightened enforcement by the Colorado State Patrol and local law enforcement. Efforts include campaign planning and execution, data collection, training, and DUI enforcement under section 405(d) of the federal transportation authorization bill (“Moving Ahead for Progress in the 21st Century Act” or “MAP-21”).

Problem or Opportunity

- Colorado has a new felony DUI law that strengthens consequences for repeat offenders.
- Unique in the nation, Colorado has a Driving While Ability Impaired (DWAI) threshold, which makes Colorado one of the most stringent states in the country for DUI enforcement.
- The identified target audience and message for the public awareness campaign: males, ages 21-34, who have a higher binge risk and are likely to combine drugs and alcohol. This audience may also be less aware of DUI laws and consequences, including those involving drugs. The campaign’s main awareness message is “Drink & Don’t Drive” and the campaign’s main enforcement message is “Heat Is On.”
- CDOT’s current funding is not adequate to expand further education on the felony DUI law and the risks associated with all forms of impaired driving. Funding is needed for a program that supports data collection, campaign creative development and a larger statewide media reach.

Consequences of Problem

- Approximately one-third of traffic fatalities in Colorado involve an impaired driver. Without a robust awareness campaign, DUI-related fatalities could increase.

Proposed Solution

- Administration: Program strategy, development, management, execution, consultation/evaluation
- Creative Development: Further executions of CDOT’s “Heat Is On” and “Drink & Don’t Drive” campaign and focus group message testing
- Media Buying: One-year statewide media campaign directed primarily to target audience
- Public Relations: Year-long PR strategies to further campaign messaging
- Evaluation: Measure behavioral patterns and message retention to inform future campaign efforts



COLORADO

Department of Transportation

Priority: R-1
Marijuana-Impaired Driving Program
FY 2015-16 Change Request

Cost and FTE

- This request seeks \$450,000 from the Marijuana Cash Fund in FY2015-16 to fund a statewide marijuana-impaired driving public education campaign.

Link to Operations

- The Colorado Department of Transportation (CDOT) manages statewide public awareness campaigns to prevent impaired driving in Colorado, paired with heightened enforcement by the Colorado State Patrol and local law enforcement agencies. CDOT works on marijuana impaired driving efforts including a public education campaign, data collection, Drug Recognition Expert training and DUI enforcement under section 405(d) of the federal transportation authorization bill ("Moving Ahead for Progress in the 21st Century Act" or "MAP-21").

Problem or Opportunity

- As the first state to legalize recreational marijuana, increased driving while high risks now exist.
- CDOT identified a target audience and message for the public awareness campaign: male recreational marijuana users, age 18-34, who have a higher binge risk and are likely to combine marijuana and alcohol. This audience is also less aware of marijuana DUI laws and consequences. The campaign's main message is "Drive High, Get a DUI."
- CDOT's current funding is not adequate to expand further education on the risks of driving high into a full-fledged program that supports much-needed data collection, further creative development and a larger statewide media reach.

Consequences of Problem

- Because of the legalization of recreational marijuana in Colorado, there is a heightened risk of a higher impaired driving motor vehicle crash and fatality rate.

Proposed Solution

- Administration: Program strategy, development, management, execution, consultation/evaluation
- Creative Development: Further executions of CDOT's "Drive High, Get a DUI" campaign and focus group message testing
- Media Buying: One-year statewide media campaign directed to target audience
- Public Relations: Year-long PR strategies to further campaign messaging
- Evaluation: Measure behavioral patterns and message retention to inform future campaign efforts