DRIVE SMART COLORADO BOARD OF DIRECTORS
MEETING AGENDA
SEPTEMBER 15, 2023, 9:30 AM

In Person
Pikes Peak Area Council of Governments Main Conference Room
14 South Chestnut St., Colorado Springs, CO 80905

Virtual – Microsoft Teams (Video and Audio)
www.microsoft.com/en-us/microsoft-teams/join-a-meeting
Meeting ID: 286 387 451 690
Passcode: zLdBTT

Virtual – Phone (Audio Only)
Phone Number: (929) 242-8427
Conference ID: 509 921 672

Meeting is available in a hybrid format to allow in-person attendance and through Microsoft Teams.

1. CALL TO ORDER / INTRODUCTIONS
   A. Introduction of VISTA Traffic Safety Volunteer, Ryan McMahon

2. AGENDA APPROVAL

3. APPROVAL OF MINUTES FROM JUNE 16, 2023

4. DISCUSSION ITEMS
   A. Update on drive behavior research grant
   B. Update on grant from Colorado Department of Transportation’s Highway Safety Office and hiring of Safety Champion

5. MEMBER ANNOUNCEMENTS

6. NEXT MEETING

7. ADJOURNMENT

The Pikes Peak Area Council of Governments will not discriminate against qualified individuals with disabilities. Meeting materials are available in text-only and audio formats. Meetings are available to join remotely via Microsoft Teams, and meetings include live transcription for remote and in-person attendees using automated software. Should you require any additional auxiliary aids or services to participate, please contact ppacg@ppacg.org or (719) 471-7080 x139 as soon as possible so that we can do our best to accommodate your needs.

Si necesita ayuda con traducción, llame por favor al (719) 471-7080 x139 o correo electrónico ppacg@ppacg.org.
1. CALL TO ORDER / INTRODUCTIONS
   Call to order: 9:31 am

   Attendance Voting:
   John Henry, Chair
   Mayor Sharon Thompson, City of Fountain
   Commander Daniel Thompson, COS Police Department
   Commissioner Dick Elsner, Park County
   Sheriff Joseph Roybal, El Paso County
   Christy Tennant, Centura
   Captain Scott Hophan, Colorado State Patrol
   Dewayne Willard, Colorado State Patrol

   Staff:
   John Liosatos, PPACG
   Andrew Gunning, PPACG
   Jason O’Brien, PPACG
   Laura Crews, PPACG
   Jared Verner, PPACG

2. DISCUSSION ITEMS

   A. Update on grant application to Colorado Department of Transportation’s Highway Safety Office (John Henry, Chair)
      -Successfully was awarded $450k to spend over three years to assist with the following:
        1. Reinvigorates Drive Smart and assists with standing up the organization.
2. Enhance, expand, and support the Traffic Safety Coalition once known as the initial steering committee of Drive Smart.
3. Conduct a media campaign with an emphasis on targeting rural communities and teens.
4. Develop a Teen Traffic Safety Summit, which includes listening sessions with teens and other stakeholders.
5. Support older driver assistance programs.

B. Research on drive behavior trends (Jason O'Brien, PPACG)
- Crash Trends: There has not been a reduction since 2020.
- Impairment, speeding, and aggression are top contributors to traffic accidents. How do we combat behavior that starts outside of driving?
- Drive Smart and PPACG would like to connect with stakeholders and law enforcement to discuss these trends and find a root cause. CSPD offered to support these efforts.

General Comments:
Christy Tennant mentioned that the information presented is great. There is a need for more information to create effective programming.

C. 2023 media campaign (Jason O'Brien and Jared Verner)
- PPACG has set aside $50k for driver education
  - Messaging will be developed around the study PPACG has been working with consultants on.

D. Traffic Safety Coalition (Christy Tennant) Note: Added at the request of John Henry
- Announced the meeting was going to be held this week.
- They are changing the name back to the Drive Smart Colorado Traffic Safety Coalition
- The goal is to increase participation.
- The framework for the coalition is to expand outreach and teen education.

Member Questions and Comments:
- What could the coalition do for new parent counseling? Christy said the coalition could do more, but there are some programs already out there targeting that group.
- An information hub is needed to show events groups are hosting around traffic safety.
- Formation of strategic goals and a road map needs to be created.

3. **MEMBER ANNOUNCEMENTS**
   - Targeted, coordinated enforcement was occurring with a focus in the morning on all traffic safety and the evening on DUIs.

4. **NEXT MEETING**
   - Move meeting from September 8\textsuperscript{th} to the 15\textsuperscript{th}
   - Move meeting from December 8\textsuperscript{th} to the 15\textsuperscript{th}

5. **ADJOURNMENT**
   Adjourned: 10:32 am