



**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](https://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**

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**DRIVE SMART COLORADO BOARD OF DIRECTORS  
MEETING MINUTES  
JUNE 16, 2023**

**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<sup>th</sup> to the 15<sup>th</sup>

-Move meeting from December 8<sup>th</sup> to the 15<sup>th</sup>

**5. ADJOURNMENT**

Adjourned: 10:32 am