

**CITY OF GRAND JUNCTION, COLORADO**

**RESOLUTION NO. 86-24**

**A RESOLUTION EXPRESSING SUPPORT OF THE MESA COUNTY SAFETY ACTION PLAN**

Recitals:

Traffic crashes are among the leading cause of death and injury in Mesa County. Between 2016-2022, there were 117 fatalities, and 475 serious injury crashes in Mesa County. The life, safety, and health of residents, and visitors are of the utmost priority for the City of Grand Junction.

The 2021 Bipartisan Infrastructure Law established the Safe Streets and Roads for All (SS4A) discretionary program which funds regional, local, and Tribal initiatives through grants to prevent roadway fatalities and serious injuries. In August 2022, the City entered into a joint Memorandum of Agreement with Mesa County, the City of Fruita, and the Town of Palisade in support of a FY 2022 SS4A Action Plan grant application. The Grant was awarded in the Spring of 2023 and project development began in the Fall of 2023.

The Mesa County Safety Action Plan was developed to meet the federal goals of a SS4A Action Plan which are to develop a holistic, well-defined strategy to prevent roadway fatalities and serious injuries in a locality, Tribal area, or region. The Mesa County Safety Action Plan, attached hereto as Exhibit A, includes the federally required key components of a SS4A Action Plan for successful implementation:


- 1) A planning structure (the Regional Transportation Safety Task Force)
- 2) Safety analysis
- 3) Engagement and collaboration with the public and stakeholders
- 4) Equity considerations
- 5) Policy and process changes
- 6) Identification of strategies and project selections
- 7) Progress and transparency
- 8) This resolution serves as the leadership commitment from the City of Grand Junction

The Mesa County Safety Action Plan development was led by the Regional Transportation Planning Office (RTPO) alongside a diverse group of stakeholders, including the City of Grand Junction. The Grand Valley Regional Transportation Committee (GVRTC) is the decision-making mechanism for the RTPO which represents all local governments within Mesa County, including Mesa County, the City of Grand Junction, the City of Fruita, and the Town of Palisade to meet federal and state requirements on transportation and to speak with one regional voice. The GVRTC approved resolution # 2024-013 on October 28, 2024 recommending support of the Mesa County Safety Action Plan.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GRAND JUNCTION THAT:**

1. The City Council hereby expresses its support for and does adopt the 2024 Mesa County Safety Action Plan (Plan) subject to incorporation of final edits by the RTPPO.
2. The City of Grand Junction will continue to actively engage residents, businesses, and stakeholders in the implementation of the Plan to foster a sense of shared responsibility for the safety of our roadways, ultimately leading to a reduction in fatalities and serious injuries.
3. The City of Grand Junction will have a seat on the RTPPO led Regional Transportation Safety Task Force to implement the Plan and update the Plan as new data and information become available.
4. The RTPPO will prioritize projects and strategies identified in the Plan in the Regional Transportation Plan to ensure transportation funding is invested in projects that improve the safety of our roadways. While zero roadway deaths or serious injuries are desired, at this time, the City of Grand Junction commits to undertake efforts to attempt to reduce the combined number of roadway fatalities and serious injuries in the Plan area by 40 percent by 2050.

Passed and adopted this 20<sup>th</sup> day of November 2024.

  
\_\_\_\_\_  
Abram Herman  
President of the City Council

Attest:

  
\_\_\_\_\_  
Selestina Sandoval  
City Clerk





Mesa County

# Safety Action Plan

Enhancing Roadway Safety in Our Community



# Acknowledgments

The Regional Transportation Planning Office (RTPO) of Mesa County, Colorado would like to thank the dedicated team of local government staff, regional leaders, industry experts, transportation consultants, and engaged citizens that provided direction in the development of Mesa County's Safety Action Plan – Enhancing Roadway Safety In Our Community. Together, this team has analyzed crash trends, assessed a variety of effective solutions, and crafted an action plan aimed to eliminate fatal and serious injury crashes on Mesa County roadways.



**We also want to recognize the 117 people who have lost their lives on Mesa County roadways, and the 475 people who were severely injured between 2016 and 2022.**

The Mesa County Safety Action Plan looked at local data and peer research to identify safety solutions for all users, including those driving, walking, rolling, biking, riding a motorcycle, and/or other modes. The plan provides strategies to address changes to both roadway user behavior and infrastructure. This Plan is built on a foundation of partnerships from stakeholders who strive to find solutions to make roads safer throughout Mesa County, which includes the Cities of Grand Junction and Fruita and the Towns of Palisade, Collbran, and De Beque. **This plan is dedicated to those who have lost loved ones and who have had their lives significantly impacted by traffic crashes.** Your losses motivate us to strive toward a safer Mesa County.

## Safety Action Plan Project Management Team

**Dana Brosig P.E.**, Director - *Regional Transportation Planning Office (RTPO)*

**Rachel Peterson**, Transportation Planner - *Regional Transportation Planning Office (RTPO)*

**Daniel Larkin, P.E.**, Transportation Engineer - *Mesa County*

**Eric Mocko, P.E.**, Transportation Engineer - *City of Grand Junction*

## Safety Action Plan Stakeholder Working Group

### Government Engineering & Planning

**John Vasey**, Civil Engineering - *City of Fruita*

**Henry Brown**, Mobility Planner - *City of Grand Junction*

**Trent Prall, P.E.**, Director of Engineering and Transportation - *City of Grand Junction*

**Devan Aziz**, Director of Community Development - *Town of Palisade*

**Matt Nichols**, Road Supervisor - *Mesa County*

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## Safety Action Plan Stakeholder Working Group (cont.)

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**Don Potter**, Law Enforcement Liaison - *Colorado Department of Transportation (CDOT)*

**Drewe Lee**, EIT III, Region 3 Traffic - *Colorado Department of Transportation (CDOT)*

**Karthik Vishwamitra**, Traffic Access Engineer - *Colorado Department of Transportation (CDOT)*

### Law Enforcement

**Matt Ozanic**, Captain - *Colorado State Patrol*

**Douglas Norcross**, Commander - *Grand Junction Police Department*

**Amanda Simon**, Sergeant - *Mesa County Sheriff's Office*

### Hospitals / Healthcare

**CJ Voigt**, Trauma Program Manager - *Community Hospital*

**Vee Edstrom**, Trauma & Injury Prevention Coordinator - *Intermountain Health, St. Mary's Regional Hospital*

### Education

**Clint Garcia**, Chief Operations Officer - *District 51 Grand Valley*

**Kari Sholtes**, Civil Engineering Instructor - *University of Colorado Boulder*

### For-Profit

**Roman Fulgenzi**, Transportation Manager - *Student Transportation of America*

### Non-Profit

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## Safety Action Plan Consultant Team



**Y2K Engineering**



**HDR**

### Funding



This plan was paid for in part by the Federal Highway Administration (FHWA) through a Safe Streets and Roads for All (SS4A) Action Plan grant award.



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## DEFINITIONS

### Helpful Definitions

**Urban and Rural Crashes** – crashes were separated into urban and rural classifications based on whether the crash occurred inside or outside a designated urban area. The urban area was based on the Adjusted 2020 Urban Area Boundary.

**Killed and Serious Injury Crashes (KSI)** - KSI crashes are crashes that resulted in one or more serious injuries or fatalities. Serious injuries are defined as broken extremities, severe lacerations, paralysis, etc. Fatal crashes are defined when one or more people die within 30 days of the crash as a result of the injuries sustained in the collision.

**Crash Type** – crash types were defined by the State of Colorado Crash Reporting Manual.

**First Harmful Event** – is the first point of injury or damage in the sequence of events in a crash.

# 01 Project Overview



Mesa County

## **Safety Action Plan**

Enhancing Roadway Safety in Our Community



# Project Overview

When considering Mesa County, Colorado, images of the Grand Mesa, stunning red rock formations, downtown Grand Junction, Palisade peaches, and a wealth of outdoor activities in its deserts, mountains, rivers, and lakes often come to mind—not unsafe roadways. Yet, over the past seven years, the county has experienced alarming crash trends, specifically people getting killed or seriously injured (KSI) on Mesa County roadways. In 2018, there were 56 people killed or seriously injured and in 2021 that number had spiked to 121 people. Recognizing the increasing severity of roadway crashes, the region has taken action by applying for a grant, developing this comprehensive safety action plan, and preparing to implement safety solutions.

## About Mesa County

Mesa County is located in the sunny western portion of the Colorado River valley on Colorado's Western Slope and lies on the Western border of Colorado and Utah and covers 3,309 square miles. Five municipalities sit within its boundaries: City of Grand Junction, City of Fruita, Town of Palisade, Town of Collbran, and the Town of De Beque. The remainder of the county's (3,268 square miles) is unincorporated land, that is outside of the municipal boundaries. Approximately 71% of the county's total land mass is public land, managed by Federal and State agencies.

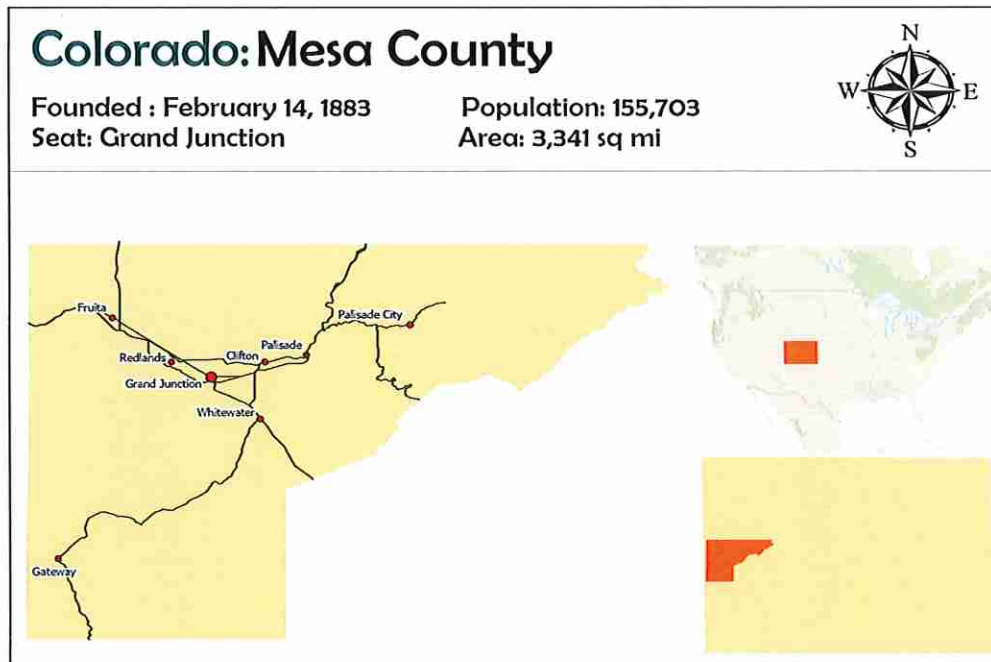


Figure 1: Mesa County Map

Mesa County had a population of 155,703 in 2020, most of which is concentrated in and around the City of Grand Junction. The city is home to 65,725 residents, more than a third of the Mesa County population. The remaining population is spread across the neighboring areas of Clifton (20,413), Redlands (9,061), Fruitvale (8,271), and Orchard Mesa (6,688), and nearby City of Fruita (13,395) and Town of Palisade (2,565). Smaller communities include Loma, Mesa, and Whitewater. The county's two main highways, Interstate 70 and US Route 50, and two major rivers, the Gunnison River and Colorado River, meet in Grand Junction. Additionally, the Grand Mesa Scenic Byway (State Highway 65) runs through the northeastern part of the county.

## The Regional Transportation Planning Office

The Regional Transportation Planning Office (RTPO) is an umbrella organization that provides technical and administrative staff for:

- Grand Valley Transit
- Grand Valley Metropolitan Planning Organization (MPO)
- Grand Valley Transportation Planning Region (TPR)

The Grand Valley MPO, or GVMPO, provides regional transportation planning and programming services for all road users, including those who drive, walk, bike, roll, take transit, deliver freight, or travel by other modes. In compliance with federal law, the Grand Valley MPO works to ensure transportation projects and planning efforts are comprehensive, and are undertaken cooperatively and regularly with state and local governments.

## Prioritizing Roadway Safety in the Region

**The Mesa County Safety Action Plan aims to identify solutions to reduce the number of deaths and serious injuries on our roads across Mesa County.** The plan covers the entirety of Mesa County, including the cities of Grand Junction and Fruita and the towns of Palisade, Collbran, and De Beque.

The Mesa County Safety Action Plan looked at local data and peer research and was ultimately built on a foundation of partnerships between a diverse group of stakeholders who strive to find solutions to make Mesa County roads safer for all users.

## 💰 Funding

In 2023 the Mesa County RTPO announced \$260,000 in funding from the Safe Streets and Roads for All (SS4A) grant program. Mesa County, the City of Grand Junction, City of Fruita, and Town of Palisade committed an additional \$65,000 to develop the Safety Action Plan - bringing the project total to \$325,000.



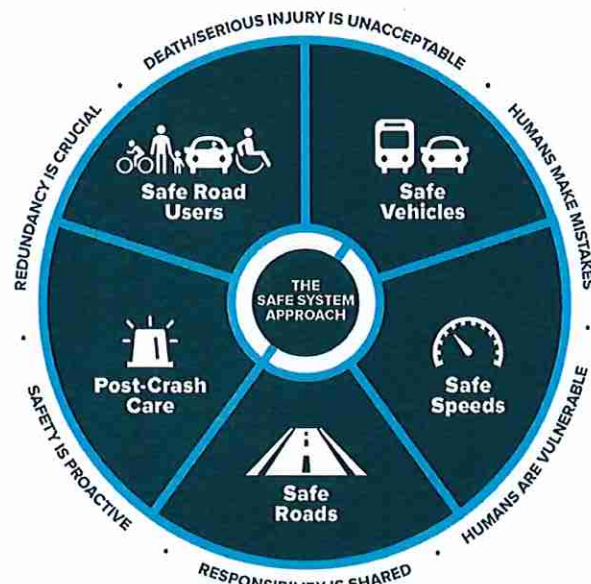
The Mesa County Safety Action Plan kicked off in October 2023 and was developed throughout 2024. The final plan was published in November 2024.

### 🔍 Safe Street and Roads for All (SS4A) Grant Program

In 2021, the Bipartisan Infrastructure Law established the SS4A program with \$5 billion in appropriated funds between 2022 and 2026. The program provides financial support for the planning, infrastructure, behavioral, and operational initiatives to prevent death and serious injuries on roads and streets involving all roadway users. **After completion of the Mesa County Safety Action Plan, additional funding is available and will be pursued to implement recommendations from the plan.**

## Goals of the Safety Action Plan

- Meet the federal SS4A Safety Action Plan requirements.
- Develop a Comprehensive Roadway Safety Action Plan.
- Mesa County Lens: Recognize the different areas, transportation networks, and diverse community voices in Mesa County: rural, urban, and downtown.
- Establish a vision and actions in pursuit of a Safe System Approach.
- Inform stakeholders and the public to create awareness about SS4A and the safety action plan.
- Engage the public and collect meaningful feedback to inform the action plan.



Source: FHWA.

Figure 2: Federal Highway Administration safe systems approach

- Conduct data-driven safety analyses focusing on:
  - Crashes.
  - Key demographics.
  - Health.
  - Areas of concern.
- Develop a design “solutions toolbox” and strategies to:
  - Address how our community can create a safety culture.
  - Identify countermeasures for project design, construction, and operations and maintenance.
- Foster a collaborative and transparent process through stakeholder coordination meetings.

## Guiding Principles

During this planning process, the following set of guiding principles was established to direct project development:

- **Leverage national resources such as United States Dept. of Transportation (USDOT), Federal Highway Administration (FHWA), Federal Transit Administration (FTA), and National Highway Traffic Safety Administration (NHTSA) to enrich the planning process and inform strategy development.**
- **Ensure transparency and accessibility throughout all phases of the planning process.**
- **Conclude the planning effort with a clear and actionable implementation plan that includes measurable outcomes.**
- **Address the unique needs of both rural and urban transportation networks in Mesa County.**
- **Define and prioritize equity within Mesa County, aligning efforts with the Federal 40 Initiative to promote inclusive access.**
- **Prioritize data-driven insights to guide decision-making and project prioritization.**

## Scope and Schedule

Developing the Mesa County Safety Action Plan took 12 months and included project management and coordination, outreach and engagement, data analysis, and strategies and solutions. Figure 3 outlines major tasks, timeline, and occurrences developed throughout 2024, and identifies the associated project deliverables that guided the planning process and the development of this plan, which will be further explained in subsequent sections of this document. The plan kicked off in November 2023 and was finalized in October 2024.

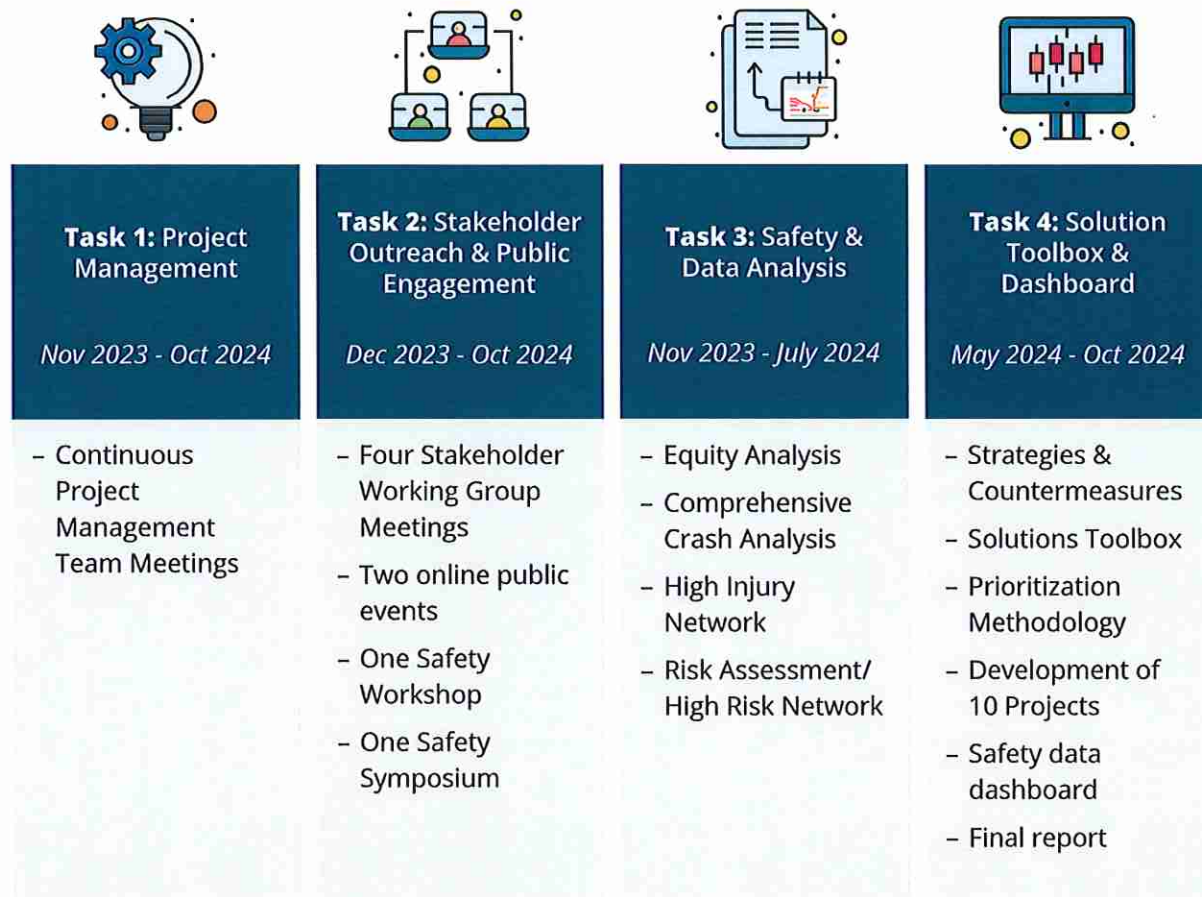


Figure 3: Project Tasks and Deliverables

# Stakeholder Working Group

A key component of this planning effort was the ongoing collaboration of the Stakeholder Working Group (SWG). Members of this group served as vital partners, contributing their expertise to deepen the understanding of crashes in Mesa County. Their insights were instrumental in shaping an implementable and supported safety action plan that aligns with current initiatives.

The SWG consisted of representatives from local governments, the school district, advocacy groups, enforcement agencies, universities, and hospitals.



Each agency involved in the SWG has active roadway safety efforts underway that span engineering, education, enforcement, evaluation, equity, and engagement. Highlights of these efforts are integrated throughout the plan in callout boxes and are additionally recognized in the safety strategies. An important aspect of this plan is to keep investing in activities that are working and are effective for Mesa County.



Figure 4: Stakeholder Working Group (not all in attendance) from September 2024



## Prioritizing Partnerships for Surge Enforcement Operations



In 2022, Colorado State Patrol (CSP) in Mesa County reported 22 fatal crashes within its jurisdiction. Acknowledging the rise in these fatal crashes, CSP recognized several key strengths that existed: strong partnerships with other enforcement agencies, a receptive media market, and supportive communities. These opportunities paved the way to address staffing challenges and improve data collection, enabling the launch of a Surge Enforcement Operation that focused on specific locations with a history of serious crashes.

- **Agency Partnerships:** Grand Junction Police Department, Mesa County Sheriff's Office, Palisade Police Department, Fruita Police Department, CSP Port of Entry, CSP Smuggling and Trafficking Unit, Colorado Parks and Wildlife and communications centers
- **Using All Available Data Sources:** CSP, Grand Junction Police Department, Mesa County Real Time Crime Center, traffic cameras, and dispatch centers for road-rage, DUIs, and aggressive driving reports.
- **Community Partnerships:** Local media, social media, tow carriers, schools, and universities.
- **Comprehensive Planning that Included:** Individual event action plan, pre operation/post operation press release, secure communications, secure real-time crime center (RTCC), safety briefing, 5-hour operation, debrief/after action, and follow-up plan for next month.

### Results:

- 1615 Traffic Contacts
- 12 DUI Arrests
- 257 Distracted Driving Citations
- 67% Reduction in 5-Year Fatal and Serious Injury (KSI) Crashes (Grand Junction Police Department having similar outcomes)
- Auto Theft Task Force using same roadmap – highest reduction in auto theft in Colorado
- Using RTCC and portable traffic cameras for special events
- Utilized Surge Enforcement Operation to proactively combat street racing



# 02 Establishing the Safety Action Plan's Purpose and Focus



Mesa County

## **Safety Action Plan**

Enhancing Roadway Safety in Our Community



# Development of the Mesa County Safety Action Plan Objectives

The first step in crafting a plan that responds to the safety needs of Mesa County is developing focus areas that guide the plan, alongside a series of actionable objectives to measure success.

This plan builds on existing planning efforts, studies, and other safety initiatives completed in Mesa County. Reviewing these previous documents allowed the project management team to understand and synthesize the goals already established by the communities within Mesa County. For relevant information and best practices addressing transportation safety, several documents were reviewed, including 12 local and regional transportation plans, Colorado's Strategic Transportation Safety Plan, and six national safety programs and initiatives. The previous planning work reviewed is visualized in Figure 5.



Figure 5: Previous Planning Documents Timeline

Through review of the plans and studies previously mentioned, and in coordination with the Stakeholder Working Group (SWG), several key themes emerged as objectives for the Mesa County Safety Action Plan. These themes are displayed in Figure 6. These objectives were used in identifying strategies and implementation recommendations.



Figure 6: Safety Action Plan Objectives

## Including Equity into the Process

One of the guiding principles of this planning effort was to conduct data-driven safety analyses using an equity lens on: crashes, key demographics, health, and areas of concern. Supporting this intention, one of the federal Safe Streets and Roads for All (SS4A) Action Plan requirements is to include an equity approach into the planning process. With these goals, the plan analyzed two different approaches to understand inequities in Mesa County. This information was used in the prioritization and implementation of the recommended strategies.

## Colorado EnviroScreen

The Colorado Department of Public Health & Environment (CDPHE) first developed the Colorado EnviroScreen in 2022 and has since been written into Colorado law as a key tool to support statewide environmental justice action. The Colorado EnviroScreen aggregates data from 35 different sources, known as “indicators.” The final score is used to identify communities experiencing greater environmental health burdens and/or facing more environmental health risks compared to other communities in Colorado (source – CDPHE). Figure 7 illustrates the process, indicators, and components of calculating the EnviroScreen score.

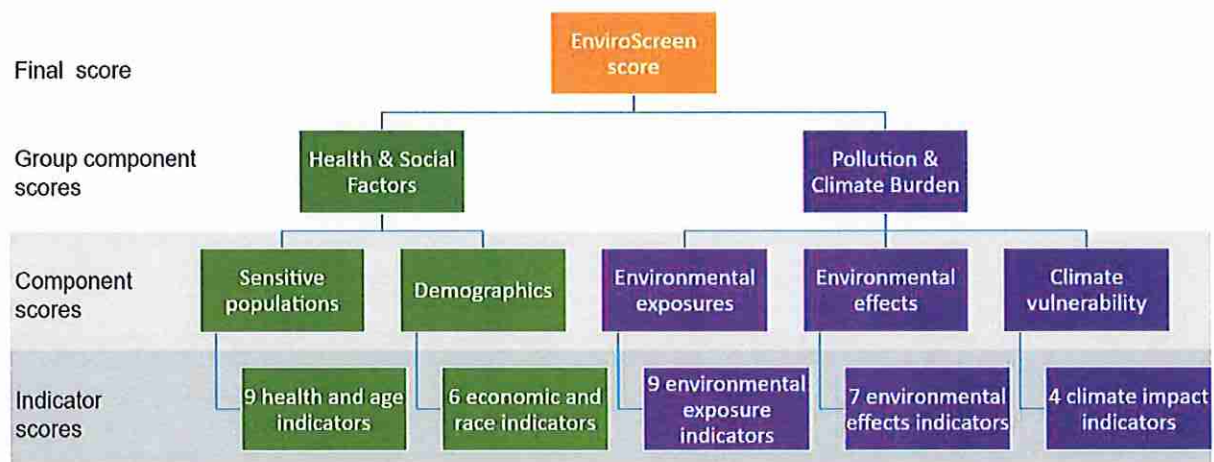


Figure 7: EnviroScreen Score Process. Source: CDPHE

Cumulative impacts refer to the combined effects of multiple burdens and stressors on communities over time. These burdens can include exposure to various pollutants, as well as social and economic stressors, all of which impact the health of communities. **A higher EnviroScreen Score means the area is more likely to be affected by environmental health injustices.** Figure 8 provides a county view of the EnviroScreen scores in Mesa County.

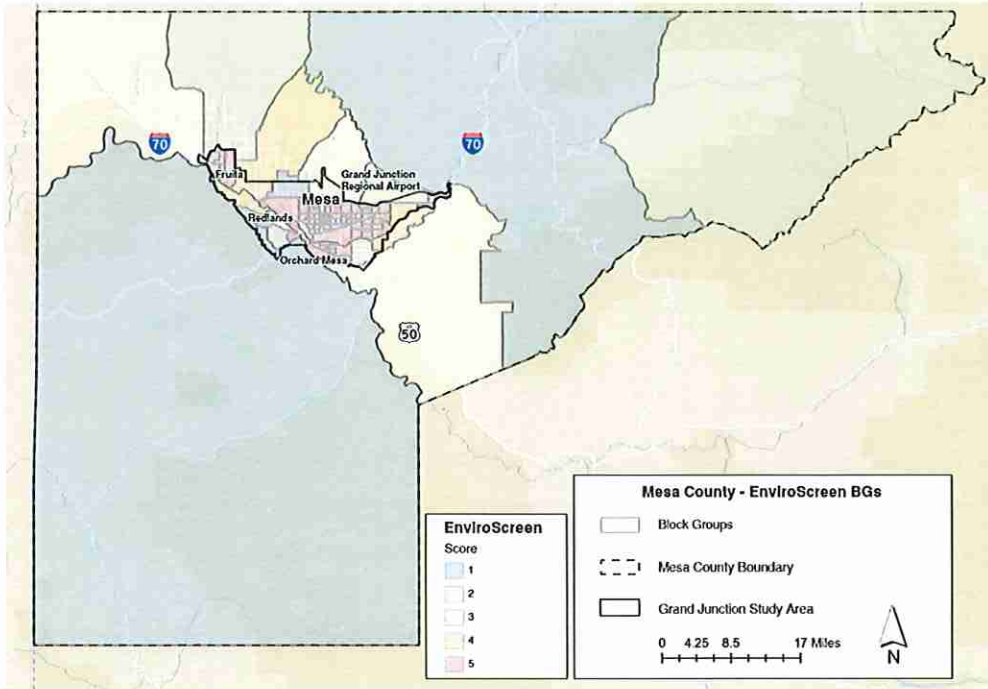


Figure 8: EnviroScreen Score Results – Mesa County

There is a concentration of census tracts in/near Grand Junction that have a high EnviroScreen score, indicating a high environmental health injustice shown in Figure 9. Of the 82 census block groups that are in (whole or partially) the urban area of Mesa County, 67 have an EnviroScreen score of 5, 5 have a score of 4, and 10 tracts have a score between 1 and 3.

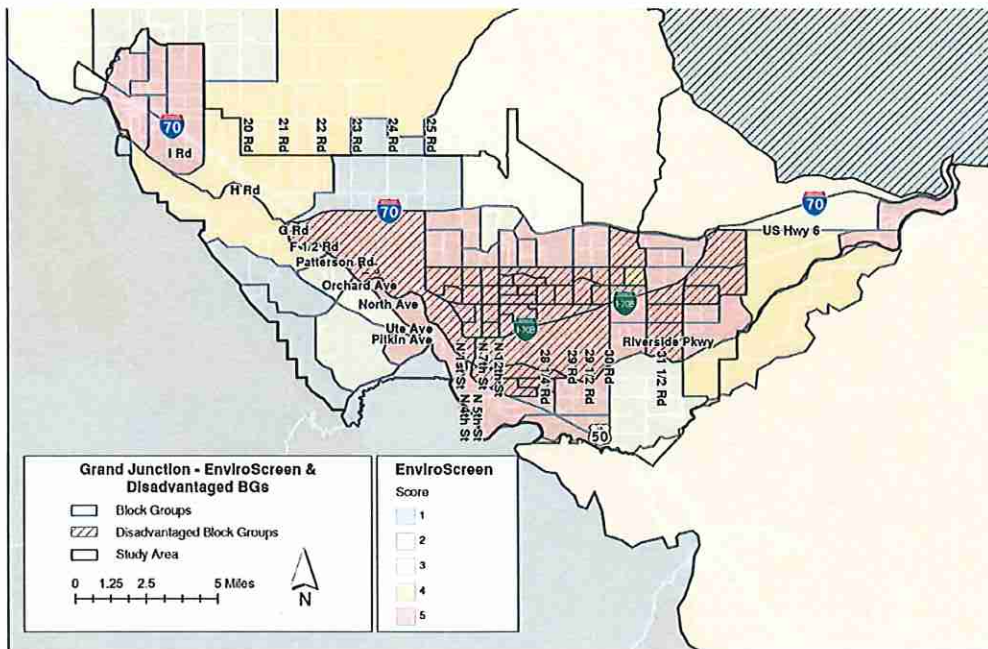


Figure 9: EnviroScreen Score Results – Mesa County Urban Area

## Justice40 Initiative – Disadvantaged Communities

In 2021, President Joe Biden signed Executive Order 14008 outlining an investment initiative by the federal government, known as the Justice40 Initiative. A goal of investing 40 percent of certain funding opportunities and other investments to disadvantaged communities that are marginalized by previous underinvestment and overburdened by pollution was established. Related the transportation, the U.S. Department of Transportation (USDOT), Justice40 is an opportunity to address gaps in transportation infrastructure and public services by working toward the goal that at least 40% of the benefits from many of our grants, programs, and initiatives flow to disadvantaged communities. These grant programs SS4A.

Recognizing this initiative and the SS4A safety action plan requirements, an analysis of identifying disadvantaged communities in Mesa County was done through the USDOT Equitable Transportation Community (ETC) explorer. This interactive tool and its analysis results are required to be used for SS4A Implementation Grant Applications, specifically to identify disadvantaged communities for proposed funding, and to calculate rate of fatalities for disadvantaged communities. This evaluation tool provides the USDOT consistent data analysis across the nation to evaluate and compare grant requests. This evaluation tool relies on 56 factors that are analyzed through 5 Indices: Climate & Disaster Risk Burden, Environmental Burden, Health Vulnerability, Social Vulnerability, and Transportation Insecurity. Using the ETC tool to understand inequities, it determined that **45% of Mesa County's population is disadvantaged**. Figures 10 and 11 highlight this information at the county level, and at the urban area.

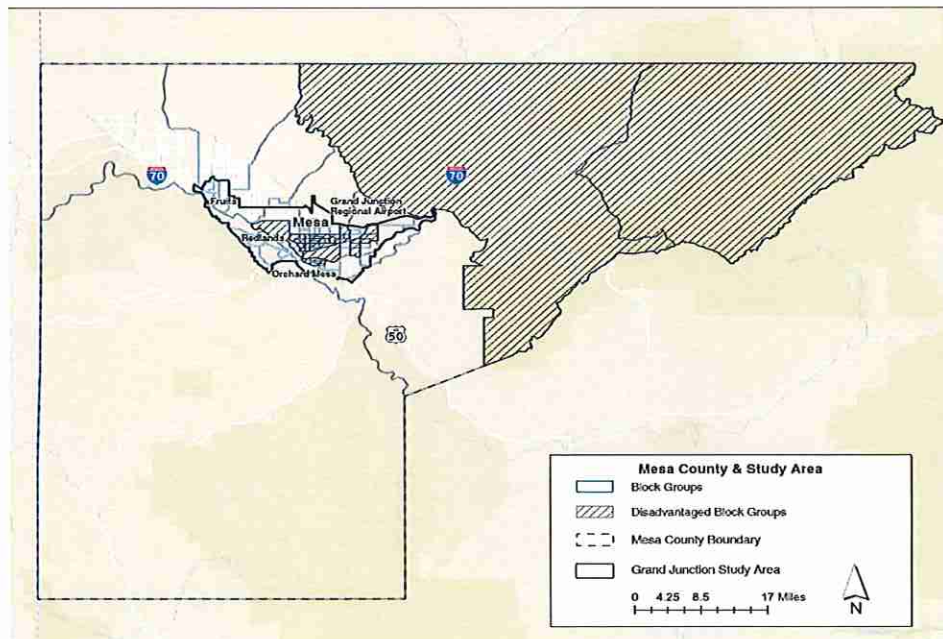


Figure 10: ETC Disadvantage Community Results – Mesa County



# Comprehensive Crash Analysis

This section presents key findings from a comprehensive crash analysis for seven years of data from 2016 and 2022 (the most recent available data) to identify how, why, where, and when crashes occur in Mesa County. Understanding this crucial data will allow Mesa County to direct resources where they are needed most, and best address the root causes of crashes. **Appendix A** provides more information about the crash history in this time period.

Since 2016, the total number of crashes within the Mesa County has been relatively steady, with a slight decrease in recent years. A total of 17,086 crashes were reported in Mesa County over the seven-year period evaluated (2016-2022). Most crashes occurred in 2019 with 2,718 crashes while the lowest number of crashes occurred in both 2020 and 2022 with 2,230 crashes each year.







	 Total Crashes	 Fatal or Serious Injury Crashes	 Fatal Crashes	 Pedestrian Crashes	 Bicycle Crashes	 Motorcycle Crashes
Average Per Year	2,458	85	17	31	36	64
2016-2022	17,208	594	117	217	249	451

Figure 13: Overview of Crash Trends in Mesa County

## How Are Crashes Reported & Data Collected?

Crash reports are filed by police officers from local jurisdictions (Grand Junction Police Department, Colorado State Patrol, etc.). The Colorado Department of Revenue is the owner of this dataset. Reports are shared and compiled annually by CDOT. The data used in this analysis was obtained by Mesa County for use in this study directly from CDOT and from a third-party vendor contracted to geocode crashes with missing coordinates. Reportable crashes included in this database represent crashes with injuries or fatalities, uninsured drivers, more than \$1,000 in damages, alcohol or drugs involved, or by driver request.

## How Was Data Analyzed?

The consulting team utilized Microsoft Power BI to gather and analyze data. They also developed a customized platform for Mesa County to facilitate efficient data management and derive valuable insights. This platform enabled a thorough evaluation of crash data, helping to identify overall trends and assess various factors, including the timing, locations, causes, involved individuals, and types of crashes.

An increase in the percentage of serious injury crashes occurred from 2020 to 2021. The percentage of minor injury crashes has increased in recent years (2020-2022) with a high of 15.7% in 2022. The minor injury crash percentage varied between 4.9% and 6.4% from 2016 to 2019. There was no apparent trend in the percentage of crashes that resulted in possible injury(s) with a low of 6.5% occurring in 2018 and a high of 18.4% occurring in 2020. The percentage of crashes that resulted in property damage only (no injuries) increased from 2016 to 2018 reaching a peak of 86.5% in 2018 before decreasing in the years after to a low of 64.7% in the latest year (2022).

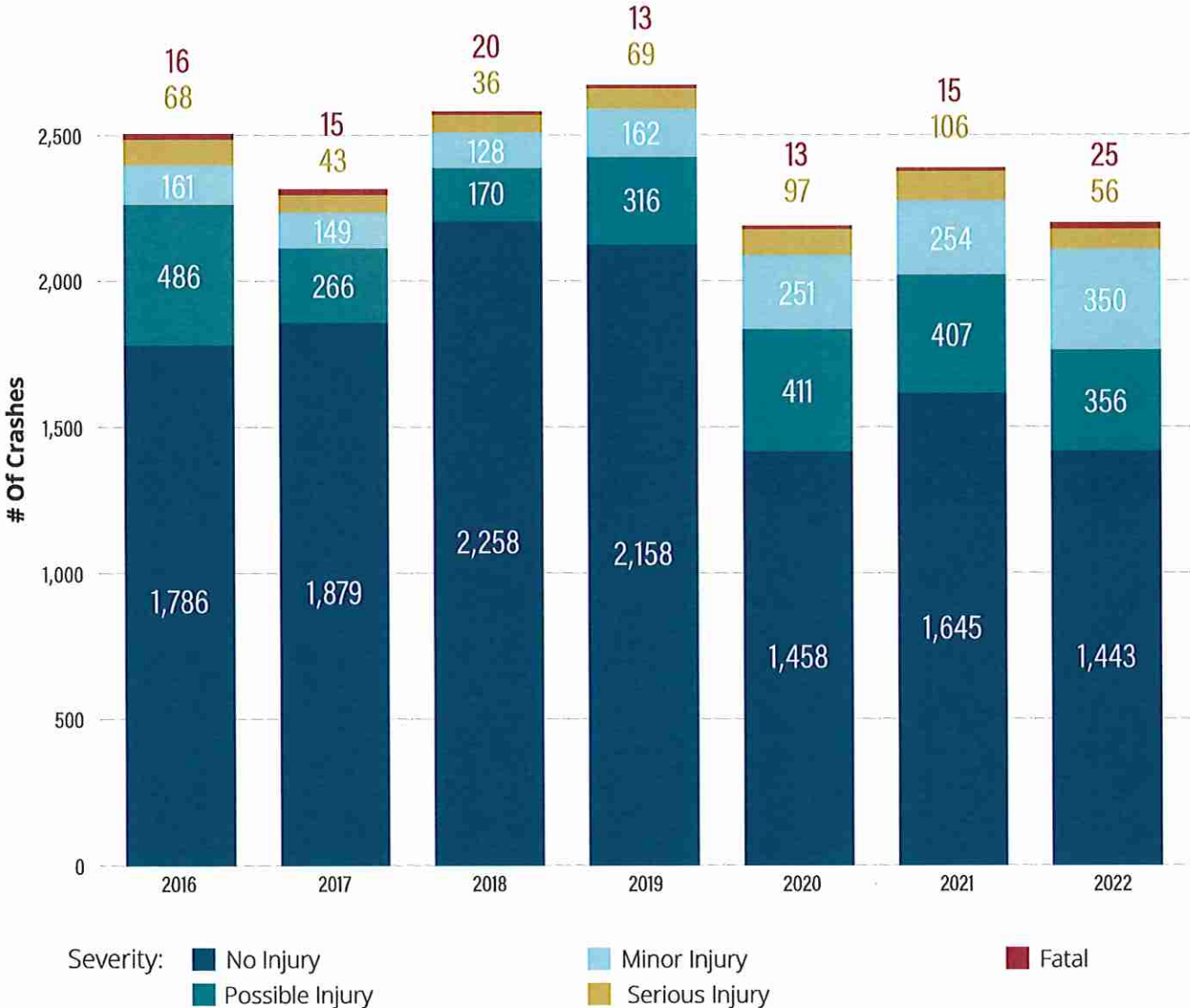


Figure 14: Total Number of Crashes per Year and Injury Severity, Mesa County, 2016-2022



## Where

A heatmap of all crashes in Mesa County from 2016 to 2022 is shown in Figure 15. A majority of crashes are concentrated in Grand Junction and along Interstate 70 (I-70). This map also indicates the lack of concentration of crashes in the rural areas. Recognizing the difference of the crash picture between urban, freeway/interstate, and rural areas, the approach to further analyze crashes are separated into urban and rural areas.

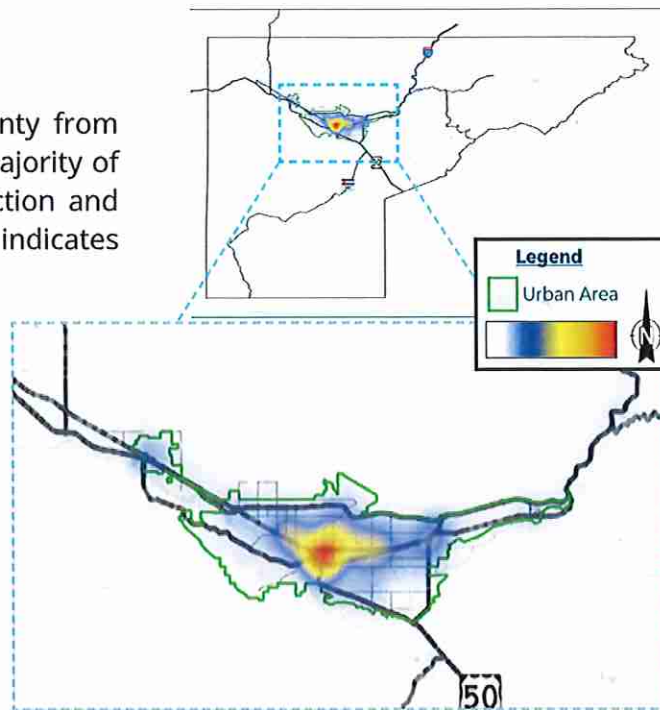


Figure 15: Heatmap of All Crashes in Mesa County, 2016-2022

## Who

For this analysis, the user types are separated into four categories depending on who was involved in the crash: driver, motorcyclist, bicyclist, and pedestrian. Figure 16 shows the distribution of user types by injury severity for crashes in Mesa County within the study period. For crashes only involving drivers, the injury and fatal percentage is the lowest among all user types. Motorcyclists see the highest injury percentage of any user type and the second-highest percentage of fatal crashes. Crashes involving bicyclists had a high injury percentage but a low fatality percentage. Pedestrian crashes had the second-highest injury percentage and the highest fatality percentage of any user type.

■ Fatal  
■ Injury  
■ No Injury



Figure 16: # of Crashes by User Type & Injury Severity, 2016-2022

## Urban vs. Rural Crashes

Approximately 88% of all crashes in Mesa County were reported in urban areas (15,014 crashes) and the remaining 12% of crashes occurred in rural areas (2,072 crashes). Despite the lower number of total crashes, rural crashes accounted for 23% of all serious injury crashes (475 crashes) and 35% of all fatal crashes (41 crashes). A comparison between urban and rural crashes organized by injury severity is shown in Figure 17.

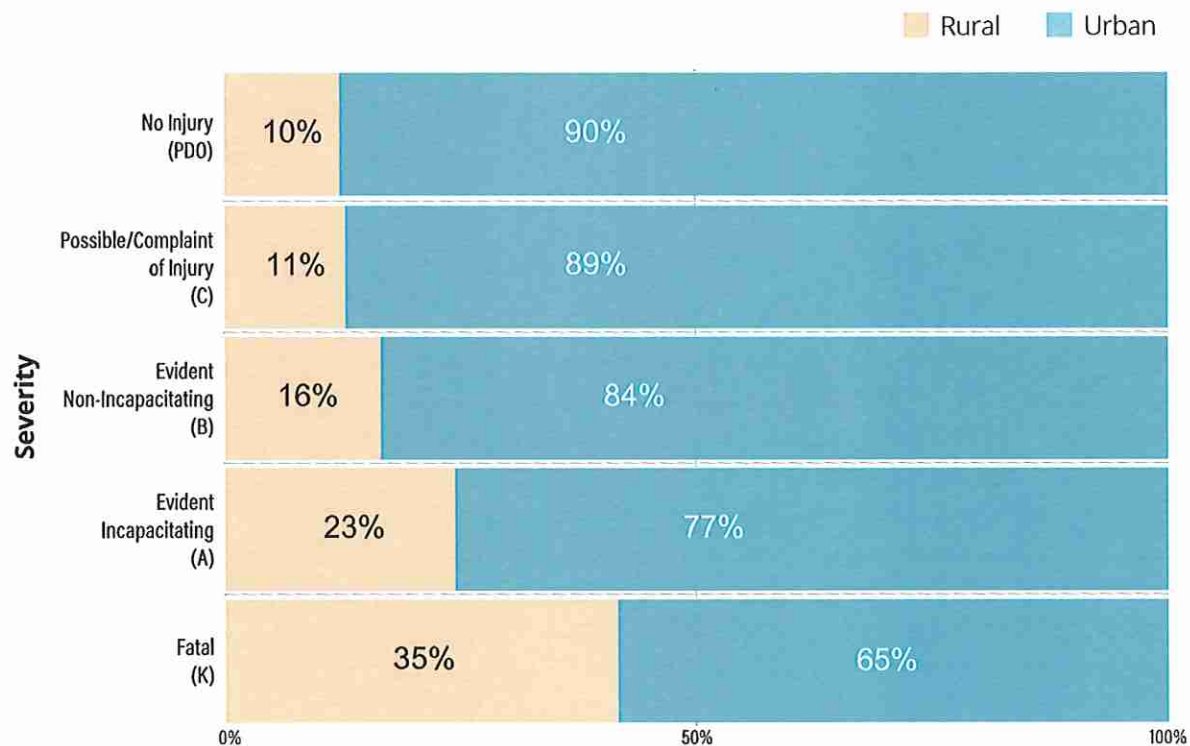


Figure 17: Urban vs. Rural Crashes by Injury Severity, 2016-2022 (N = 17,086)

Approximately 75% of KSI crashes occur within the designated urban area of Mesa County. KSI crashes steadily decreased from 2016 to 2018 before increasing steadily until 2021. The most recent year of analysis, 2022, saw a dip in the number of KSI crashes compared to previous years. Rural KSI crashes were relatively low in 2016 and 2017 before increasing to a relatively constant value from 2018 to 2022. There was no apparent effect on the amount of KSI crashes for rural crashes as a result of the pandemic in 2020. The number of urban KSI crashes increased in 2020 and 2021 before dropping in 2022.

# Urban Crashes

## Urban Crash Location



**60%** of urban crashes were intersection related.  
**56%** of these crashes were at unsignalized intersections.



**24%** of Motorcycle crashes in urban areas resulted in death or serious injury.



**97%** of Pedestrian and Bicyclist KSI crashes occur in urban areas.

## Contributing Factors to Urban Crashes



**Impairment** is a factor in **23%** of urban KSI crashes.



**Speeding** is a factor in **22%** of urban KSI crashes.  
 Aggressive driving is the most common contribution factor.



**Vulnerable road users** (such as pedestrians, bicyclists, and motorcyclists) are involved in **16%** of urban KSI crashes.



**31%** of urban crashes involved **drivers under the age of 25**.



**67%** of KSI Approach Turn Crashes occurred at **Signalized intersections**

## Urban Crashes by Year & Severity



# Rural Crashes

## Rural Crash Location



**87%** of rural crashes were non-intersection crashes.  
 The majority, **77%** occurred on state highways.



**49%** of Motorcycle crashes in rural areas resulted in death or serious injury.



**3%** of Pedestrian and Bicyclist KSI crashes occur in rural areas.

## Contributing Factors to Rural Crashes



**Impairment** is a factor in **21%** of rural KSI crashes.



**Speeding** is a factor in **42%** of rural KSI crashes.  
 Aggressive driving is the most common contribution factor.



**Overturning** accounts of **35%** of rural KSI crashes.

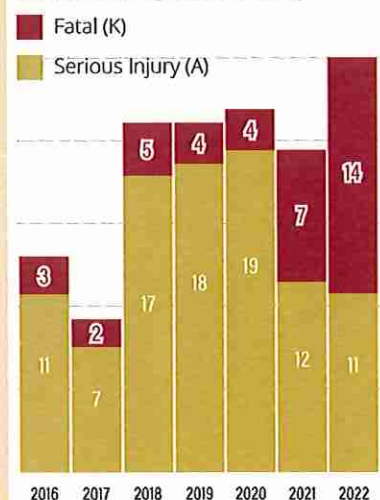


**Wild animals** contribute to **12%** of rural crashes



**65%** of rural crashes involved male drivers.

## Rural Crashes by Year & Severity



## Identifying Focus Areas

Based on the crash analysis, seven focus areas were determined that guided the identification and creation of strategies that directly connect to addressing these types of crashes. As shown in Figure 22, there are five focus areas related to the urban area: signalized intersections, driving under the influence/impairment, people walking/pedestrians, people biking/bicyclists, and speeding. And three priorities for the rural area: speeding, overturning vehicles, and motorcyclists.

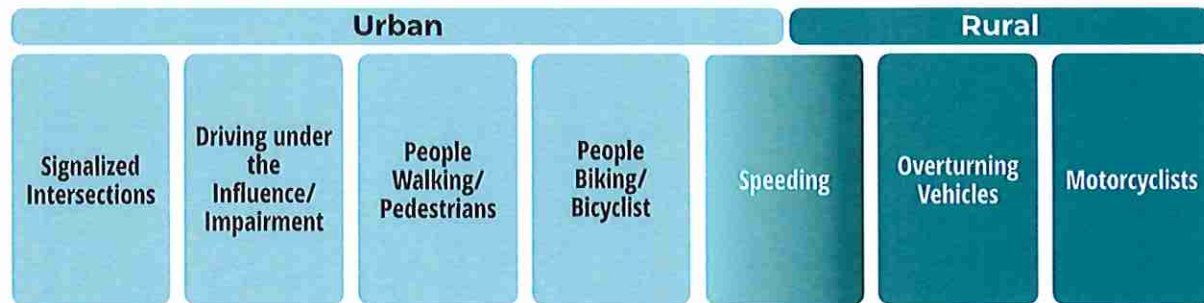


Figure 22: Initial Urban and Rural Focus Areas for Mesa County Safety Action Plan

As work advanced in selecting strategies and countermeasures to respond to the crash trends, further refinement of focus areas occurred. Building Safe Streets grouped signalized intersections and overturning vehicles together, Addressing Dangerous Behaviors became the umbrella category for driving under the influence/impairment and speeding, Protecting Vulnerable Road Users consolidated people walking/pedestrians, people biking/bicyclists and motorcyclists, and Creating a Culture of Safety transpired from the need to address policy and systemic changes.



Figure 23: Focus Areas for Mesa County Safety Action Plan

# High Injury Network

Mesa County developed a High Injury Network (HIN) to identify priority locations where a high number of people have been killed and severely injured in traffic crashes. The HIN is a useful framework that helps governments focus their limited resources on what's needed at these dangerous roads and intersections, including appropriate design solutions. The HIN will change over time as safety trends change.

Figure 24 provides a visual representation of the Mesa County HIN for traffic crashes between 2016 and 2022. Of the 594 fatal and serious injury crashes in Mesa County overall, 458 (77%) occurred in urban areas. Of the urban crashes, 280 (61%) occurred on road segments and 178 (39%) were at intersections. **The HIN accounts for 31% of all fatal and serious injury crashes in Mesa County** even though HIN locations account for only a fraction of the overall transportation network. Tables 1 and 2 display HIN Intersection and HIN Segment locations respectively.

The HIN looks at the urban areas of Mesa County and a detailed technical memorandum provides more in-depth information on the HIN analysis (see **Appendix B**). The project management team aimed to develop a High Risk Network (HRN) for the rural areas where there were fewer crashes. **However, after analyzing current data, it was determined that more data needs to be collected and analyzed to determine a HRN.**

Table 1: Intersections on the HIN

Intersection	KSI Count 7-Years
S 4th St & Ute Ave	7
29 Rd : D Rd & Riverside Pkwy	5
29 Rd & Teller Ave 5	5
25 Rd & Patterson Rd 5	5
29 Rd & Patterson Rd 5	5
28 1/4 Rd & Patterson Rd	4
N 10th St & North Ave	3
N 7th St & Elm Ave	3
N 1st St & Rood Ave	3
N 5th St & Grand Ave	3
N 12th St & Grand Ave	3
N 1st St & North Ave	3
N 12th St & North Ave	3
28 1/4 Rd & North Ave	3
29 Rd & North Ave	3
I70-B & North Ave	3
31 1/2 Rd & I-70B	3
24 1/2 Rd & Patterson Rd	3
29 1/2 Rd & Patterson Rd	3
30 Rd & Patterson Rd	3

## Whats the Difference Between an "Arterial" and "Collector"?

Arterial Streets include freeways, multi-lane highways, and other major high-capacity roadways. Arterials typically do not directly connect to local/neighborhood streets. Collectors are major and minor roads that connect local/neighborhood streets with Arterial Streets. Collectors also typically have lower speeds than Arterials.

*Source: US Dept. of Transportation*

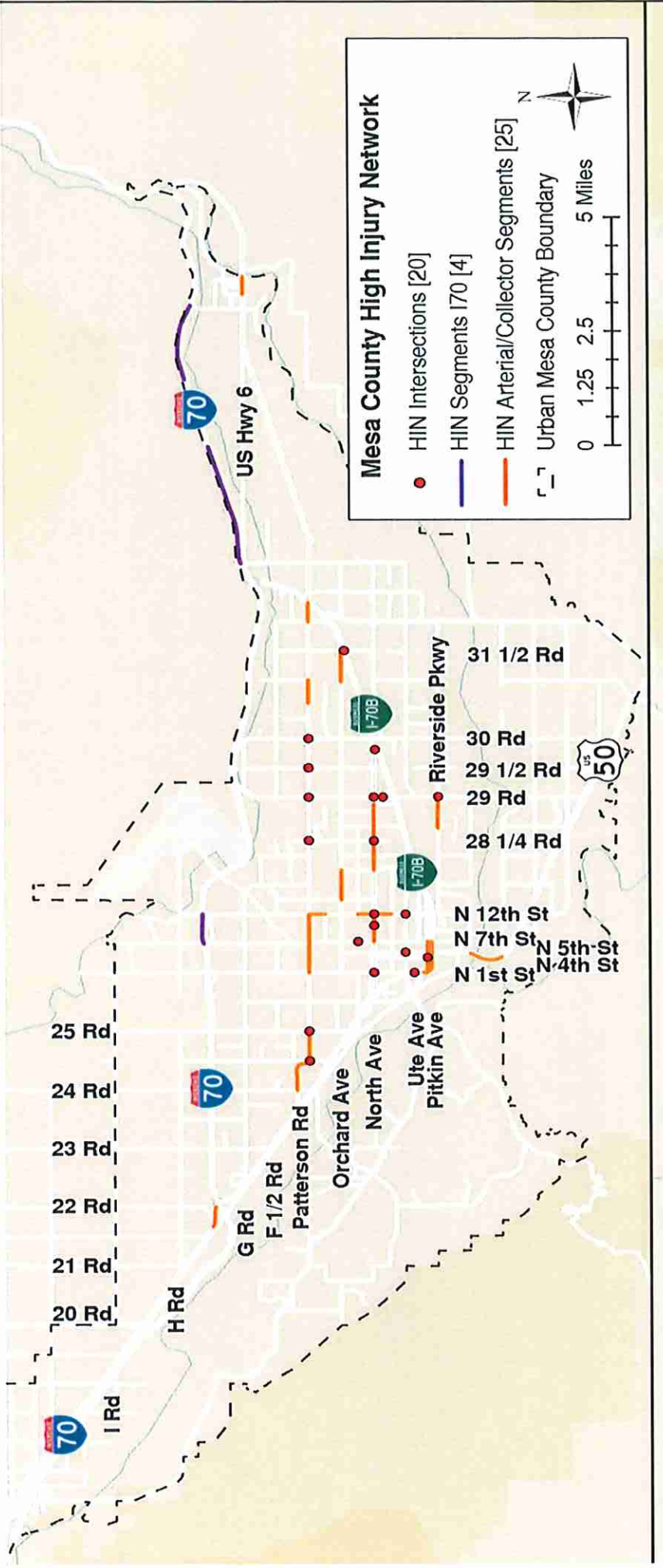


Figure 24: Mesa County High Injury Network (HIN)

**The Mesa County HIN includes:  
20 intersections, 21 Arterial/Collector  
Segments, & 4 I-70 segments.**

As roadway improvement projects are implemented and new crash data becomes available, the transportation network will be re-evaluated on a regular basis to identify changes to the HIN.

Table 2: Collector/Arterial Roadway Segments on the HIN

Segment Name	From	To	Length (Miles)	KSI Crashes	KSI Crash/Mile	Evaluation
North Ave	23rd St	28 1/4 Rd	0.5	5	10.0	Collector/Arterial
North Ave	7th St	12th St	0.5	4	8.5	Collector/Arterial
N 12th St	North Ave	Elm Ave	0.3	3	12.0	Collector/Arterial
North Ave	28 1/2 Rd	Melody Ln	0.4	3	8.0	Collector/Arterial
Patterson Rd	Cottage Meadows Ct	31 Rd	0.4	3	7.5	Collector/Arterial
Patterson Rd	7th St	12th St	0.5	3	6.0	Collector/Arterial
Patterson Rd	1st St	7th St	0.5	3	6.0	Collector/Arterial
Orchard Ave	15th St	23rd St	0.5	3	6.0	Collector/Arterial
Patterson Rd	24 1/2 Rd	25 Rd	0.5	3	5.9	Collector/Arterial
Hwy 50	Riverside Pkwy Ramp	UnawEEP Ave	0.5	3	5.8	Collector/Arterial
E 1/2 Rd	31 Rd	31 1/2 Rd	0.5	3	5.7	Collector/Arterial
Riverside Pkwy	Evergreen Rd	29 Rd	0.5	3	5.6	Collector/Arterial
Ute Ave	1st St	7th St	0.6	3	5.1	Collector/Arterial
Pitkin Ave	1st St	7th St	0.6	3	4.8	Collector/Arterial
Patterson Rd	24 Rd	24 1/2 Rd	0.6	3	4.8	Collector/Arterial
I-70	EB, Mile Marker 38	EB, Mile Marker 39	1.0	3	2.9	Interstate
I-70	EB, 33 Rd	EB, Mile Marker 38	1.0	3	2.9	Interstate
I-70	WB, Mile Marker 40.3	WB, Elberta Ave	1.3	3	2.3	Interstate
North Ave	28 1/4 Rd	28 1/2 Rd	0.2	2	8.0	Collector/Arterial
N 12th St	Bookcliff Ave	Patterson Rd	0.2	2	8.0	Collector/Arterial
N 12th St	Gunnison Ave	North Ave	0.3	2	7.4	Collector/Arterial
N 8th St	Iowa Ave	Main St	0.3	2	7.0	Collector/Arterial
Patterson Rd	32 Rd	I-70B	0.3	2	6.2	Collector/Arterial
Hwy 6 & 50	Valley Ct	I-70 Wb Ramp	0.3	2	6.0	Collector/Arterial
I-70	EB, 26 1/2 Rd	EB, 27 Rd	0.5	2	4.0	Interstate

# Integrating Direction from the Community

## Stakeholder Working Group (SWG)

In March 2024, the project management team hosted a four-hour workshop with the SWG to inform, engage, and establish partnership with the variety of agencies and organizations that are invested in creating a safe place for Mesa County residents and visitors. With the goals outlined for the workshop, the project team created interactive sessions and activities that focused on: learning from others, crash data trends, focus areas, initial strategy development, and discuss how roadway safety efforts are currently administered.

### Activity 1 - Focus Area Discussion

- Rural & Urban Focus Areas
- What's Missing?
- What Stands Out?
- What will the Community Think?
- Are there any current tools – programs are in place that directly connect to these issues?

### Activity 2 - Connecting Strategy Ideas to the E's

Attendees were asked to write out ideas/ solutions/ thoughts/ strategies on how to address the focus areas within the seven E's: Enforcement, Evaluation, Engagement, Education/ Encouragement, Engineering, Equity, and Emergency Responder.

### Activity 3 - Identification of Constraints & Opportunities

- Processes
- Structure & Programs
- Mesa County Residents
- Funding

## Results

The SWG members provided detailed feedback from each activity that led to the:

- Refinements of focus areas and addition of Creating a Culture of Safety.
- Draft of initial Safety Action Plan strategies.
- Identification of issues to address in implementation.





## What We Heard from the Community – Phase 1

The first public engagement touchpoint for this project took place in the Spring of 2024. A self-guided online meeting was open from March 13 to April 28, 2024, and included an interactive comment map and survey. In addition, Mesa County attended community events with a comment map and directed visitors to the online meeting. Between the online meeting and events there were a total of 1,160 participants.

The overarching goals of Phase 1 engagement were to have the community:

### Learn about:

- The purpose of the plan, including funding and schedule.
- Community safety concerns, including existing conditions and crash trends
- Next steps and how to stay involved.

### Provide feedback on:

- Areas where they have safety concerns.
- Goals of the plan.
- Safety areas to prioritize.



## Online Meeting



**754** Recorded Users



**275** Survey Responses

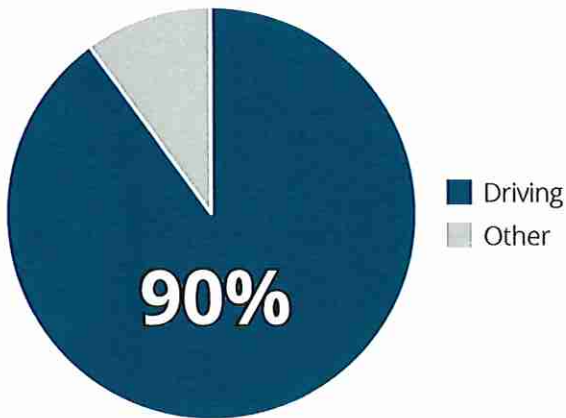


**245** Map Comments

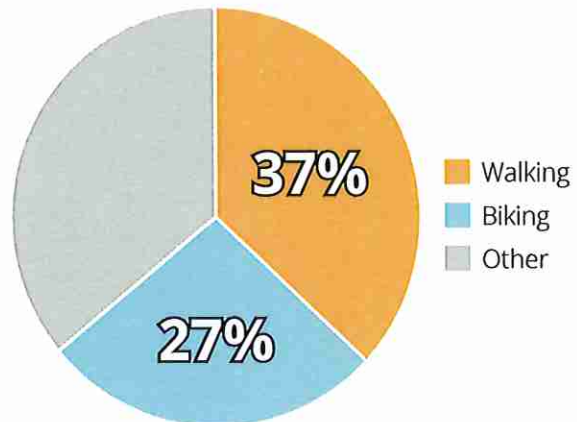
## Community Events

- Cesar Chavez Celebration.
- Sustainability and Adaptation Open House.
- Arbor Fest

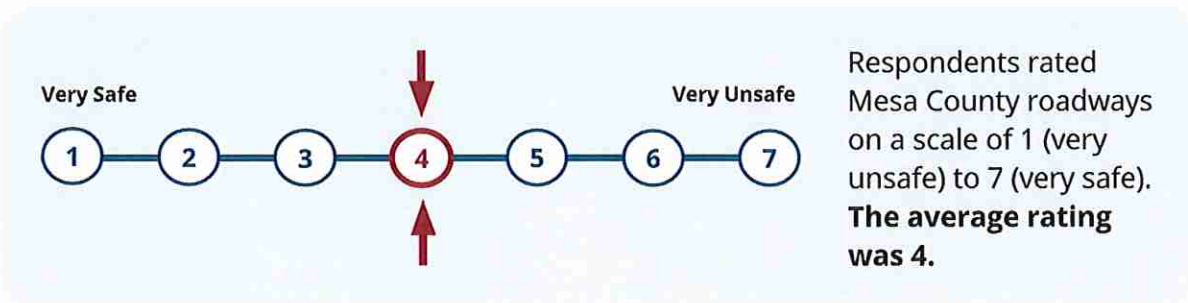
# Key Takeaways from Engagement Phase 1



**PRIMARY** Mode of Transportation Around Mesa County



**SECONDARY** Mode of Transportation Around Mesa County



**Distracted Driving** (16%) and **Speeding Vehicles** (15%) were identified by respondents as top safety topics.

**81%** of respondents agree or strongly agree that their **Personal Choices and Driving Behaviors** play a role in safer roadways in Mesa County.

- Top 3 safety concerns were:
1. distracted Driving
  2. Speeding Vehicles
  3. Reckless / Careless Driving

- Top 3 desired safety improvements:
1. Design of Roads & Intersections
  2. Traffic Signal Operations
  3. Enforcement

## Additional Themes from Community Feedback



### Traffic Signal Timing and Red-Light Runners

- Several intersections are highlighted for frequent red-light violations.
- Reports of issues with traffic signal timing, leading to frustration and red light running.
- Witnessing frequent instances of drivers running red lights, which poses a significant safety hazard.



### Enforcement and Education

- Calls for stricter enforcement of traffic laws, including texting while driving, expired registrations, speeding, and red-light violations.
- Suggestions for community education in addressing road safety issues and increasing awareness of traffic laws.



### Bicycle and Pedestrian Infrastructure

- Issues with pedestrian and cyclist safety due to inadequate sidewalks, bike lanes, and crossings, particularly in areas with high-density housing, schools, and parks.
- Concerns about pedestrian safety, including the need for more crosswalks, improved visibility, and better education for drivers and pedestrians on rules of the road.



### Speeding and Aggressive Driving

- Concerns about speeding, tailgating, and road rage, with suggestions for increased enforcement, higher penalties, and better education on traffic laws.
- Reports of street racing, dangerous driving habits, and crashes.
- Reports of many drivers exceeding the speed limit by 10 mph or more.

## Bold Changes to Create Safer Streets for People Walking, Biking, and Driving



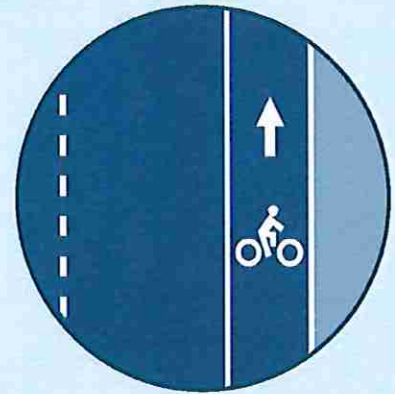
In summer 2024, the City of Grand Junction launched a pilot project designed to reduce speeds on 4th and 5th Streets between North Ave. and Ute Ave., that will increase safety for motorists, cyclists, and pedestrians. Both streets were one-direction, with two vehicle lanes and on-street parking on both sides.

During the pilot, vehicle traffic was narrowed to one way, one lane on each street (4th and 5th). A protected bike lane, with vertical elements and parked cars was constructed on the right-hand side and diagonal parking remains on the left-hand side of both roadways.

This project was identified in the City of Grand Junction's Pedestrian & Bicycle Plan, and by the 1981 Downtown Plan of Development and the 2019 Vibrant Together Master Plan for improvements.



U.S. Department of Transportation  
Federal Highway Administration



**Safety Benefits:**  
Converting traditional or flush buffered bicycle lanes to a separated bicycle lane with flexible delineator posts can reduce crashes up to:

**53%**

for bicycle/vehicle crashes.<sup>3</sup>

**Bicycle Lane Additions can reduce crashes up to:**

**49%**

for total crashes on urban 4-lane undivided collectors and local roads.<sup>7</sup>

**30%**

for total crashes on urban 2-lane undivided collectors and local roads.<sup>7</sup>



Bicycle lane in Washington, DC.  
Source: Alex Baca, Washington Area Bicyclist Association.

# 03 Establishing Strategies and Actionizing the Plan



Mesa County

## **Safety Action Plan**

Enhancing Roadway Safety in Our Community

# Strategy Development

A key component of the Safety Action Plan is the creation of strategies - a variety of work efforts that function as a collective effort - to reduce Killed and Serious Injury (KSI) crashes in Mesa County. Mesa County used a six-month continuous process to develop the final list of strategies that included a comprehensive identification of an unconstrained list of known, effective strategies related to the focus areas, a stakeholder assessment and removal of low value strategies, and refinement of remaining strategies based on applicability and anticipated results.

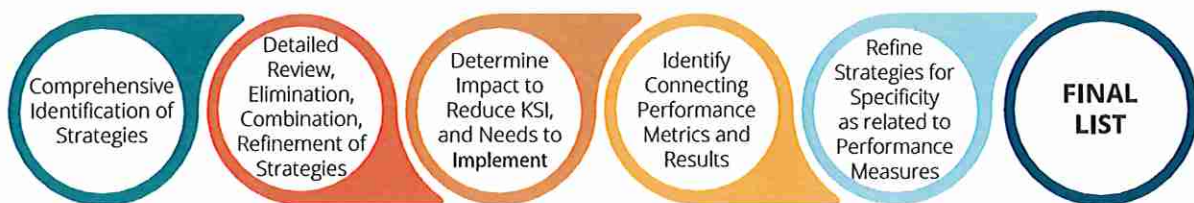


Figure 25: Strategy List Creation Process

In identifying and finalizing the strategy list, six principles were identified and integrated into the process:



Figure 26: Strategy List Creation Principles

## Proven Results and Effectiveness

Highway safety has been an integral part of federal initiatives since the 1960's, when the Highway Safety Act of 1966 was enacted. As this was the first national initiative, it then progressed through the decades becoming more intentional, and relative to the local roadway systems through formalized funding sources like the Highway Safety Improvement Program (HSIP) in 2005. Highway safety was furthered by research and analysis with the launch of the crash modification factors clearing house (CMFC) in 2010, the Safe Systems Approach, and the launch of the SS4A program in 2021. There are many additional milestones in the history of transportation safety, which now provide technicians with a variety of proven strategies to reverse the trend of KSI crashes. Each one of these resources offers a wide range of countermeasures that have proven results and effectiveness in reducing KSI crashes.

For this planning effort, the main resources that were used to identify and evaluate strategies were:

**United States Department Of Transportation (USDOT): Federal Highway Administration (FHWA) & National Highway Traffic Safety Administration (NHTSA)**

- Proven Safety Countermeasures
- Safe System Roadway Design Hierarchy
- Behavioral Safety Strategies for Drivers on Rural Roads
- Manual for Selecting Safety Improvements on High Risk Rural Roads
- Low-Cost Safety Improvements for Rural Intersections
- The Crash Modification Factors Clearinghouse
- National Highway Traffic Safety Administration Countermeasures That Work
- PedBikeSafe – Pedestrian & Bicycle Safety Guide and Countermeasure Selection System
- Systemic Safety User Guide

**Colorado Department of Transportation**

- Strategic Transportation Safety Plan



Figure 27: Example of USDOT 'Proven Safety Countermeasure'

Each of these resources provide information about the background, application, evaluation process/methodology, and effectiveness of different countermeasures (strategies). While each resource measures effectiveness outcomes slightly different, each one is based on a research based methodology.

**Holistic Approach**

Another principle that was used in strategy development was using the Safe Systems approach, and the "Swiss Cheese Model", show in Figure 28, that recognizes one type of action will not solve the KSI crash problem, but building redundancy into the action plan will create layers of protection to keep people safe on Mesa County roadways. This principle helped the project management team and SWG review and include strategies that are not just focused on one type of solution, but holistically considered: engineering, enforcement, education and encouragement, equity, and evaluation work efforts.



Figure 28: Swiss Cheese Model of Traffic Safety

## Application

Another important factor that was considered in the strategy development process is the application of a strategy. For this plan, strategies were evaluated on where and how they could be applied. A strategy can have more than one application. Depending on the application type, it could have a higher impact on reducing KSI crashes.

- **Site Specific**
  - **High Injury Network (Urban)** – Roadway locations in Mesa County's urban area that have the highest amount of KSI's crashes.
  - **High Risk Network (Rural)** – Roadway locations in Mesa County's rural area that have similar characteristics of roadways of KSI crashes.
  - **Location Specific** – While many transportation projects are not on a HIN or HRN, local agencies can review crash trends from data analysis, look at context sensitive countermeasures, and integrate them into project development or a non-engineering effort like enforcement or an education campaign. Additionally, improving safety is integrated into roadway maintenance projects such as road overlays, ADA improvements, etc.
- **Systemic** - The Federal Highway Administration (FHWA) promotes the systemic approach as a complementary technique to the traditional, site-based "hot spot" approach. *'A systematic approach to safety involves the installation of a safety countermeasure at all sites system-wide that meet specific criteria. This is also sometimes described as a policy-based approach, in which all sites that meet criteria will eventually receive a certain treatment. It is also exclusionary in some ways, working from the assumption that a countermeasure should be installed everywhere except for those sites that do not meet certain criteria.'* FHWA - Systemic Safety User Guide
- **Programmatic/Systematic** – Deploying strategies, typically low-cost, proven safety countermeasures, that can be integrated in existing transportation programs or into design or maintenance projects.

## Resources

Another fundamental part of finalizing the safety strategies for this plan was consideration of funding and staffing resources, and availability. With finite and limited resources throughout Mesa County and within different types of work efforts (engineering, enforcement, education, etc.) decisions have to be made on what to fund and support. Part of this balancing is the impact of reducing traffic fatalities and improving safety and cost.



## Keep it Local

The first step in the strategy development process was to develop a comprehensive list of strategies. Utilizing the resources mentioned previously in this section and connecting them to the results of the crash analysis. While it's important to initially be inclusive to all relevant strategies, a guiding principle to determine if it's actionable in Mesa County, was understanding if it can be implemented and both community leaders and residents will be accepting.

The Stakeholder Working Group (SWG) and the public involvement played a key role in finalizing the strategies from a local perspective. Specifically, questions that were addressed and inquired about included:

- What work is being done now?**      **Are resources available?**
- What has been tried before?**      **Is there community and political support?**
- Who are leaders and partners?**      **Is there a legal framework in place to administer?**

## Phase 2 Stakeholder and Community Input

Related to the development of strategies, the SWG met twice in May and September 2024. The May 2024 work session focused on removing strategies from the comprehensive list, revising strategies for better alignment with existing work efforts, and initial prioritization. This was done through small working groups that discussed strategies grouped by the plan's focus areas. This work effort eliminated over a dozen strategies and provided more focused direction on others.

The SWG work session in September 2024, the fourth and final meeting, was focused on finalizing the strategies with specific actions, identifying the agencies responsible for implementation, and committing resources. This work is included in the final list of strategies.



Community engagement activities provided an update on the plan and gathered feedback on the strategies and prioritization. A self-guided online meeting was held between August 12 and September 8, 2024 attended by 103 people. In addition, Mesa County participated in seven existing community events between August 6 and September 5, 2024, and hosted the Western Colorado Transportation Safety Symposium on August 28, 2024. During these efforts, a total of approximately 450 participants were engaged. The engagement opportunities were promoted via social media, e-blasts, and a press release.

### Engagement Results



**450** Community Participants



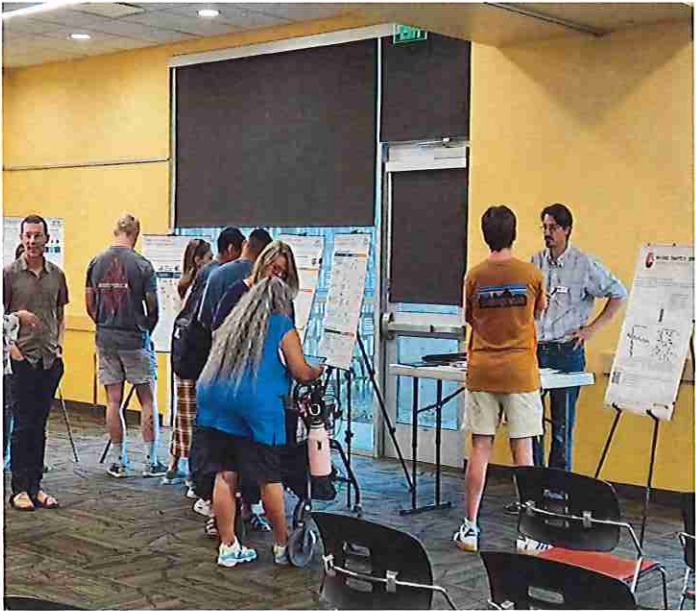
**35** Safety Pledges



**60** Priority Board Responses



**50** Strategy Board Responses



## Key Takeaways from Engagement Phase 2

Key takeaways from the combined survey responses of the online meeting and in-person events that influenced the prioritization and implementation of the strategies are highlighted below.

Of the four focus areas, which would be your **FIRST** priority?

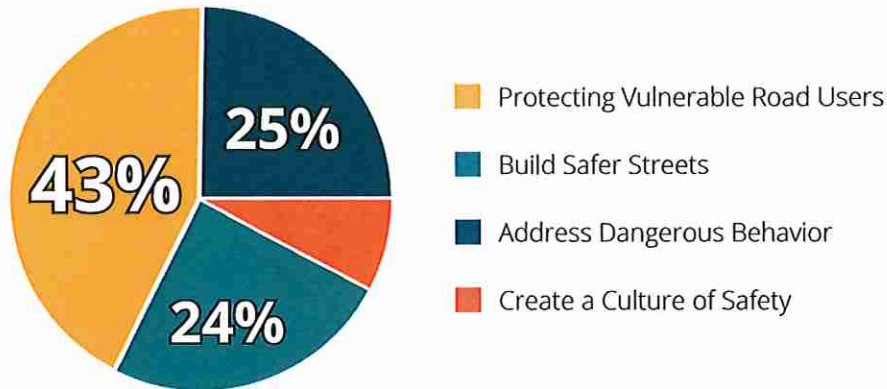


Figure 29 displays the average responses to the strategies presented to the community by focus area.

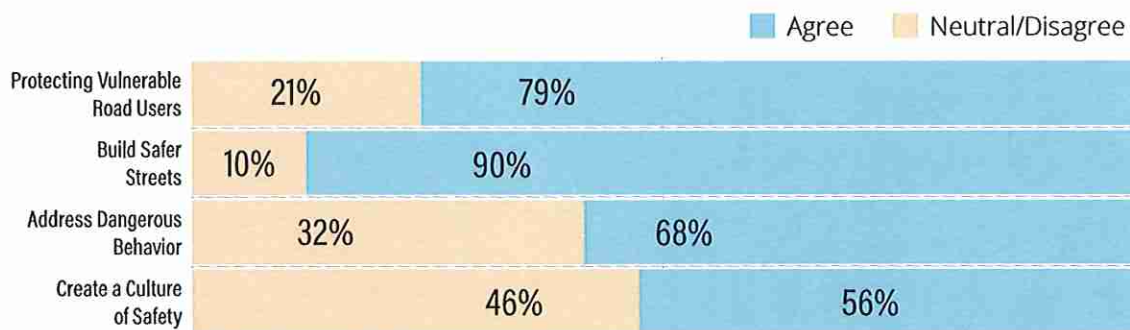


Figure 29: Average Response to Strategies Presented to the Community by Focus Area

The open-ended comments from the online meeting indicate the need for improved education and awareness campaigns for both drivers and cyclists, stricter enforcement of traffic laws, better road design including separated bike lanes and pedestrian paths, and a focus on reducing speeding and improving safety at intersections to address the systemic causes of dangerous roads and hostility toward cyclists.



# Safety Action Plan Strategies

The Mesa County Safety Action Plan is committing to 30 strategies that will support its goal of achieving zero fatalities and serious injuries on the transportation network in the future. The strategies are organized by the 4 focus areas and 10 objectives:



## Building Safe Streets

Actions in this area will influence the physical design of urban and rural intersections and roadways.

**Objective 1:** Enhance intersection operations and visibility where conditions have been or could be a crash factor

**Objective 2:** Focus on proactively reducing severe crashes based on contextual factors

**Objective 3:** Ensure funding aligns with safety improvement projects



## Protect Vulnerable Road Users

Actions in this area will protect people walking, people biking, people rolling, and motorcyclists.

**Objective 1:** Host targeted events and education campaigns for the general public that promote safe behaviors and increase awareness of traffic laws

**Objective 2:** Prioritize vulnerable road user improvements on High Injury Network (HIN) segments

**Objective 3:** Build upon Safe Routes to School (SRTS) efforts



## Address Dangerous Behaviors

Actions in this area focus on influencing the behavior and attitudes of people traveling throughout Mesa County. These actions address driving under the influence and speeding.

**Objective 1:** Reduce speeding and red-light running

**Objective 2:** Host targeted events and education campaigns for the public that promote safe behaviors and increase awareness of traffic laws



## Create a Culture of Safety

Actions in this area focus on creating a community-wide commitment to the Mesa County Safety Action Plan.

**Objective 1:** Unite, equip, and empower multi-disciplinary leaders to actively work together in pursuit of implementing the Mesa County Safety Action Plan

**Objective 2:** Support a transparent and data driven safety crash analysis

The following four tables list the strategies, actionable steps, type of strategy (engineering, evaluation, education and engagement, and enforcement), leaders and partners, effectiveness of strategy, range of costs, the schedule for implementation, and recommended performance measures.

Table 3: Build Safe Streets Strategy List

## Build Safe Streets

Actions in this area will influence the physical design of urban and rural intersections and roadways.

#	Strategy	Actionable Steps
<b>Objective 1: Enhance intersection operations and visibility where conditions have been or could be a crash factor</b>		
<b>BSS 1.1</b>	Improve lighting at dangerous intersections	Evaluate High Injury Network (HIN) locations, prioritize locations for lighting improvements through local agency processes, upgrade or install lighting, and maintain infrastructure.
<b>BSS 1.2</b>	Make improvements at dangerous intersections	Evaluate HIN intersection locations, use the toolbox, seek funding and grants when applicable, improve or modify infrastructure, monitor and evaluate effectiveness, and maintain infrastructure.
<b>Objective 2: Focus on proactively reducing severe crashes based on contextual factors</b>		
<b>BSS 2.1</b>	Develop a High Risk Network (HRN) for rural areas of Mesa County	Identify data gaps and needs for contextual factors most associated with severe crash types, collect data, map corridors and intersections with the highest risk for severe crashes, and evaluate data.
<b>BSS 2.2</b>	Prioritize capital improvements on the High Injury Network (HIN)	Analyze one location on the HIN per year, use the toolbox to analyze and identify improvements, seek funding and grants when applicable.
<b>BSS 2.3</b>	Develop a road safety audit (RSA) program, and engage with relevant agencies to understand implementation	Conduct one RSA per year, seek funding to implement recommendations. Ensure the RSA includes assessment for context sensitive corridor access management improvements and use of speed setting tools to review and evaluate roadway segment speed limits.
<b>BSS 2.4</b>	Prioritize capital improvements on the High Risk Network (HRN)	After the HRN is complete, evaluate one HRN location per year, and use the Rural Road Engineering Toolbox to analyze and identify improvements. Seek funding for implementation/construction.
<b>Objective 3: Ensure funding aligns with safety improvement projects</b>		
<b>BSS 3.1</b>	Prioritize improvement projects on the HIN in regional and local budgets	Prioritize HIN roadway segments upgrades - proven engineering safety countermeasure improvements - into regional and local budgets, CIP, TIP, and RTP for funding.



**Local Governments:** Mesa County, City of Grand Junction, City of Fruita, and Town of Palisade

**CDOT:** Colorado Department of Transportation

**CSP:** Colorado State Patrol

**RTPO:** Regional Transportation Planning Office

**School Districts:** De Beque School District 49, Plateau Valley School District 50, Mesa County Valley School District 51



Type	Leader(s)	Partner(s)	Effectiveness	Cost	Schedule	Performance Monitoring
Engineering	Local Gov.	CDOT	4 stars	Varies	Ongoing	Number of projects receiving lighting improvements compared to prior years.
Engineering	Local Gov.	CDOT	1 to 4 stars	Varies	Ongoing	Number of intersections receiving improvements compared to prior years.
Evaluation	RTPO	Local Gov.	2 stars	Low: \$10,000 to \$100,000	Annually	Number of segments/intersections receiving improvements compared to prior years.
Engineering	CDOT; Local Gov.	RTPO	1 to 5 stars	Varies	Annually	Launch program and complete 1 audit/year
Engineering & Evaluation	Local Gov.	RTPO; CDOT	5 stars	Varies	Annually	Number of segments/intersections receiving improvements compared to prior years.
Engineering	Mesa County; CDOT	Local Agencies	1 to 5 stars	Varies	One-Time	Complete HRN analysis process.
Engineering	RTPO; Local Gov.	CDOT	1 to 5 stars	Varies	Varies	Number of segments/intersections receiving improvements compared to prior years.

**1 Star:** 1 star from NHTSA or CMF Clearinghouse, or 10% reduction from FHWA resource  
**2 Stars:** 2 stars from NHTSA or CMFC, or 20 - 30% reduction from FHWA resource  
**3 Stars:** 3 stars from NHTSA or CMFC, or 30 - 40% reduction from FHWA resource  
**4 Stars:** 4 stars from NHTSA or CMFC, or 40 - 50% reduction from FHWA resource  
**5 Stars:** 5 stars from NHTSA or CMFC, or 50% or more reduction from FHWA resource

**Low Cost:** \$10,000 to \$100,000  
**Medium Cost:** \$100,000 to \$500,000  
**High Cost:** \$500,000 to \$1,000,000  
**Major Cost:** \$1 million +

Table 4: Protect Vulnerable Road Users Strategy List

## Protect Vulnerable Road Users

Actions in this area will protect people walking, people biking, people rolling, and motorcyclists.

#	Strategy	Actionable Steps	
<b>Objective 1: Host targeted events and education campaigns for the general public that promote safe behaviors and incr</b>			
VRU 1.1	Host a Cycle (both Motorcycle and Bicycle) - Safety Summit(s)	Work with a variety of partners to organize and promote a Cycle (both Motorcycle and Bicycle) - Safety Summit event for new and experienced bicyclists and motorcyclists.	E E
VRU 1.2	Implement targeted education campaigns for drivers, pedestrians, and bicyclists	Study various safety messaging and approaches. Determine methods of outreach. Develop and implement education campaigns: -for DRIVERS to learn about vulnerable road user awareness -for PEDESTRIAN/BICYCLISTS to learn about basic riding skills, safety practices, and road rules Collect input on campaigns, refine, and ensure efforts are ongoing.	E E
<b>Objective 2: Prioritize vulnerable road user improvements on High Injury Network (HIN) segments</b>			
VRU 2.1	Compliment local transportation plans for vulnerable road users	Evaluate the HIN for locations that are identified for bicycle infrastructure improvements in regional and local agency plans. Seek funding and grants when applicable.	E
VRU 2.2	Prioritize sidewalk infill, inspection, and maintenance	Continue to implement sidewalk upgrades into capital improvement projects and prioritize completing sidewalk gap projects through implementation of the Grand Junction Pedestrian and Bicycle Plan, and other regional and local agency plans.	E
VRU 2.3	Enhance bus stop access and amenities	Evaluate HIN segments for transit routes and current transit stop conditions for safe and convenient access to transit and ADA compliance. Ensure new capital improvement projects, developments and redevelopments include bus stop upgrades. Seek funding and grants when applicable.	E E
VRU 2.4	Upgrade or install mid-block crossings	Analyze one location on the HIN segments per year for applicable mid-block crossings. Seek funding and grants when applicable.	E
VRU 2.5	Identify locations of right-turn slip-lane design that are on the HIN and evaluate for pedestrian improvements	Analyze one location of a right-turn slip-lane that is on the HIN, and evaluate for pedestrian improvements (narrow, convert, shorten turning radii, or install raised pedestrian crossings).	E
<b>Objective 3: Build upon Safe Routes to School (SRTS) efforts</b>			
VRU 3.1	Prioritize improvement projects on the HIN in regional and local budgets	Prioritize HIN roadway segment upgrades - proven engineering safety countermeasure improvements - into regional and local budgets, CIP, TIP, and RTP for funding.	E
VRU 3.2	Update Safe Routes to School (SRTS) Walking and Bicycling Audits and develop improvement plans for infrastructure and non-infrastructure projects	Update SRTS Walking and Bicycling Audits and develop a capital improvement plan to consider for implementation. Prioritize locations that are within a 1/4 mile of the HIN. Integrate HIN locations into SRTS project evaluation and selection process as appropriate.	I E E



**Local Governments:** Mesa County, City of Grand Junction, City of Fruita, and Town of Palisade

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**CSP:** Colorado State Patrol

**RTPO:** Regional Transportation Planning Office

**School Districts:** De Beque School District 49, Plateau Valley School District 50, Mesa County Valley School District 51





**Type      Leader(s)      Partner(s)      Effectiveness      Cost      Schedule      Performance Monitoring**

**Public awareness of traffic laws**

Education & Engagement	RTPO; CSP	CSP; Law Enforcement; Local Gov; Hospitals	2 to 3 stars	Low: \$10,000 to \$100,000	Annually	Plan and conduct a Cycle Safety Symposium on an annual basis and evaluate by post event survey, and track # of attendees, # of safety message touchpoints.
Education & Engagement	RTPO	Hospitals; CSP; Law Enforcement; Local Gov; School Districts; Non-Profits	1 star	Low: \$10,000 to \$100,000	Ongoing	Launch campaign and evaluate depending on type of campaign

Engineering	Local Gov.	RTPO	4 stars	Varies	Ongoing	Number of segments/intersections receiving bicycle improvements compared to prior years.
Engineering	Local Gov.	RTPO	5 stars	Varies	Varies	Number of segments/intersections receiving new/improved sidewalks compared to prior years.
Evaluation & Engineering	RTPO	Local Gov.	2 stars	Varies	Varies	Number of bus stops with new/improved access and/or amenities compared to prior years.
Engineering	Local Gov.	CDOT	5 stars	Varies	Annually	Number of mid-block improvements compared to prior years.
Engineering	CDOT	RTPO; Local Gov.	3 stars	Varies	Varies	1st year - create a list/inventory right-turn slip lane locations on CDOT roads. Future years - establish evaluation and improvement cadence.

Engineering	Local Gov; School Districts	CDOT	1 to 5 stars	Varies	Varies	Number of segments/intersections receiving bicycle improvements compared to prior years.
Evaluation, Engagement, Engineering	RTPO	Local Gov; School Districts	5 stars	Low: \$10,000 to \$100,000	Varies	Number of SRTS programs (non-infrastructure) updated/implemented and projects (infrastructure) compared to prior years.

**1 Star:** 1 star from NHTSA or CMF Clearinghouse, or 10% reduction from FHWA resource  
**2 Stars:** 2 stars from NHTSA or CMFC, or 20 - 30% reduction from FHWA resource  
**3 Stars:** 3 stars from NHTSA or CMFC, or 30 - 40% reduction from FHWA resource  
**4 Stars:** 4 stars from NHTSA or CMFC, or 40 - 50% reduction from FHWA resource  
**5 Stars:** 5 stars from NHTSA or CMFC, or 50% or more reduction from FHWA resource

**Low Cost:** \$10,000 to \$100,000  
**Medium Cost:** \$100,000 to \$500,000  
**High Cost:** \$500,000 to \$1,000,000  
**Major Cost:** \$1 million +

Table 5: Address Dangerous Behaviors Strategy List

## Address Dangerous Behaviors

Actions in this area focus on influencing the behavior and attitudes of people traveling throughout Mesa County. These actions address

#	Strategy	Actionable Steps
<b>Objective 1: Reduce speeding and red-light running</b>		
<b>ADB 1.1</b>	Pilot speed feedback signs	Install fixed or temporary equipment, conduct pilot, study pilot results, and consider moving forward with permanent installation or expansion.
<b>ADB 1.2</b>	Pilot automated enforcement, such as red-light cameras and speed cameras	Begin legal and administrative modifications to support pilot testing, install equipment, conduct pilot, study the pilot results, and consider moving forward with permanent installation or expansion.
<b>ADB 1.3</b>	Install and enhance video monitoring systems	Install and enhance video monitoring systems at 1 to 2 HIN locations on CDOT roadways to monitor near-miss conflicts.
<b>Objective 2: Host targeted events and education campaigns for the general public that promote safe behaviors and inc</b>		
<b>ADB 2.1</b>	"Continue Surge Enforcement Operations on a monthly basis at key locations connected to the High Injury Network (HIN) and High Risk Network (HRN)"	Create an individual event action plan, release information to partners and media, execute operation, ensure clear communication during Surge Enforcement Operations, debrief, refine, and ensure efforts are ongoing.
<b>ADB 2.2</b>	Continue support of saturation patrols	Use data-driven methods to prepare for patrols, coordinate with other agencies, execute patrol, debrief, refine, and ensure efforts are ongoing. Continue funding for law enforcement officer training on the latest BAC enforcement techniques including field sobriety tests, the use of breathalyzer devices, and purchase of equipment that supports saturation patrols.
<b>ADB 2.3</b>	Implement targeted education campaigns to drivers for dangerous behaviors (speeding, tailgating, distracted driving, seatbelt use, etc.)	Study various safety messaging and approaches. Determine methods of outreach. Develop and implement education campaigns. Collect input on campaigns, refine, and ensure efforts are ongoing.
<b>ADB 2.4</b>	Implement targeted education campaigns for driving under the influence	Study various safety messaging and approaches. Determine methods of outreach. Develop and implement education campaigns by working with enforcement, public schools, and pharmacies on alcohol, drugs, cannabis, and RX medications. Collect input on campaigns, refine, and ensure efforts are ongoing.
<b>ADB 2.5</b>	Implement targeted education campaigns for teens and young adults	Study various safety messaging and approaches. Determine methods of outreach. Develop and implement education campaigns. Collect input on campaigns, refine, and ensure efforts are ongoing.



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ss driving under the influence and speeding.

Type	Leader(s)	Partner(s)	Effectiveness	Cost	Schedule	Performance Monitoring
Engineering	Local Gov.	CDOT	4 stars	Low: \$10,000 to \$100,000	Annually	Launch pilot and measure results
Enforcement	Local Gov.	CDOT	5 stars	Varies	Varies	1st year, work with CDOT, local law enforcement and judicial system to understand and establish administrative requirements.
Engineering & Evaluation	CDOT	Local Gov.	-	Low: \$10,000 to \$100,000	Annually	1 location/year and evaluate results to determine future frequency of installation

### ase awareness of traffic laws

Enforcement	CSP	Law Enforcement	4 stars	Low: \$10,000 to \$100,000	Ongoing/ Monthly	Complete monthly Surge Operations and measure results related to traffic stops, citations, and other trends
Enforcement	CSP; Law Enforcement	Local Gov.	3 stars	Low: \$10,000 to \$100,000	Ongoing	Complete ongoing Surge Operations and measure results related to traffic stops, citations, and other trends
Education	CSP; Law Enforcement; RTPO	Local Gov; Hospitals; School Districts; Non-Profits	1 to 2 stars	Low: \$10,000 to \$100,000	Ongoing	Launch campaign and evaluate depending on type of campaign
Education	Hospitals; RTPO	CSP; Law Enforcement; Local Gov; Non-Profits	1 to 2 stars	Low: \$10,000 to \$100,000	Ongoing	Launch campaign and evaluate depending on type of campaign
Education	School Districts; RTPO	Hospitals; CSP; Law Enforcement; Local Gov; Non-Profits	1 to 2 stars	Low: \$10,000 to \$100,000	Ongoing	Launch campaign and evaluate depending on type of campaign

**1 Star:** 1 star from NHTSA or CMF Clearinghouse, or 10% reduction from FHWA resource  
**2 Stars:** 2 stars from NHTSA or CMFC, or 20 - 30% reduction from FHWA resource  
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**4 Stars:** 4 stars from NHTSA or CMFC, or 40 - 50% reduction from FHWA resource  
**5 Stars:** 5 stars from NHTSA or CMFC, or 50% or more reduction from FHWA resource

**Low Cost:** \$10,000 to \$100,000  
**Medium Cost:** \$100,000 to \$500,000  
**High Cost:** \$500,000 to \$1,000,000  
**Major Cost:** \$1 million +

Table 6: Create a Culture of Safety Strategy List

# Create a Culture of Safety

Actions in this area focus on creating a community-wide commitment to the Mesa County Safety Action Plan.

#	Strategy	Actionable Steps
<b>Objective 1: Unite, equip, and empower multi-disciplinary leaders to actively work together in pursuit of implementing</b>		
CCS 1.1	Fund a Safety Action Plan Coordinator position	Determine position need, role, and responsibilities. Seek funding for a full- or part-time position.
CCS 1.2	Create a multi-agency Transportation Safety Task Force	Continue partnerships with Stakeholder Working Group members, identify additional stakeholders, develop a charter, review crash data, funding and resources, action plan progress, and safety performance. Monitor and evaluate task force progress.
CCS 1.3	Prioritize collaboration with CDOT	Create a working partnership with CDOT, Mesa County and Local Agencies, and meet regularly for programmatic, systemic, location specific safety improvements based on the HIN, HRN, and crash analysis.
CCS 1.4	Continue the Transportation Safety Symposium	Evaluate the 2024 Western Colorado Transportation Safety Symposium, identify goals and objectives for the next event, plan logistics, organize a planning committee, market to past attendees and potential new attendees, host and evaluate event.
<b>Objective 2: Support a transparent and data driven safety crash analysis</b>		
CCS 2.1	Using the crash analysis dashboard, clean and update crash data	Continue monitoring and utilizing the crash data dashboard, update data annually, and ensure the data is accessible to safety partners.
CCS 2.2	Create public-facing annual reports about the Mesa County Safety Action Plan	Define performance indicators, collect and analyze data, develop a clear narrative for the public, develop and distribute the report.



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**Type    Leader(s)    Partner(s)    Effectiveness    Cost    Schedule    Performance Monitoring**

**the Mesa County Safety Action Plan**

-	RTPO	Local Gov.	-	Low: \$10,000 to \$100,000	Ongoing	Fund and hire new position.
Evaluation; Engagement; Engineering; Education	RTPO	Safety Task Force Members	2 stars	Low: \$10,000 to \$100,000	Quarterly	Continue and expand Stakeholder Working Group, set cadence of meetings, hold meetings, and track progress of strategies.
Evaluation; Engagement; Engineering; Education	RTPO	CDOT; Mesa County; Local Gov.	1 to 5 stars	Low: \$10,000 to \$100,000	Quarterly	Meet quarterly and track outcomes related to data evaluation, project development, and funding.
Evaluation; Engagement; Education	RTPO	Hospitals; CSP; Law Enforcement; Local Gov; Non Profits	2 stars	Low: \$10,000 to \$100,000	Annually	Plan and conduct the Western Slope Transportation Safety Symposium on an annual basis and evaluate by post conference survey

Evaluation	RTPO	CDOT; Local Gov; CSP; Law Enforcement	4 stars	Low: \$10,000 to \$100,000	Annually	Report to the Grand Valley Regional Transportation Committee on an annual basis, related to implementation of strategies, crash trends, and reduction in KSI crashes.
Evaluation & Education	RTPO	Safety Task Force Members	-	Low: \$10,000 to \$100,000	Bi-Annually	Report to the public and the Grand Valley Regional Transportation Committee on a bi-annual basis, related to implementation of strategies, crash trends, and reduction in KSI crashes.

**1 Star:** 1 star from NHTSA or CMF Clearinghouse, or 10% reduction from FHWA resource  
**2 Stars:** 2 stars from NHTSA or CMFC, or 20 - 30% reduction from FHWA resource  
**3 Stars:** 3 stars from NHTSA or CMFC, or 30 - 40% reduction from FHWA resource  
**4 Stars:** 4 stars from NHTSA or CMFC, or 40 - 50% reduction from FHWA resource  
**5 Stars:** 5 stars from NHTSA or CMFC, or 50% or more reduction from FHWA resource

**Low Cost:** \$10,000 to \$100,000  
**Medium Cost:** \$100,000 to \$500,000  
**High Cost:** \$500,000 to \$1,000,000  
**Major Cost:** \$1 million +

## Actionizing the Plan and Monitoring Progress

To reach the goal of zero deaths and serious injuries on roadways in Mesa County, a collaborative partnership between organizations and within agencies is needed. The RTPO, as the umbrella organization for transportation planning in the region, is the essential organization to foster cooperation amongst local governments, various agencies, and supporting organizations for implementation and monitoring progress of the Mesa County Safety Action Plan.

Recognizing that there are many different leaders responsible for implementation, a significant portion of the first five years monitoring progress will be gathering information on how/if strategies are being implemented and to what extent. This will support a future effort to set specific targets for implementation (example: 1 location/year, 1 education campaign effort/quarter). Once all actions in the plan have established targets, anticipated outcomes (based on effectiveness information), can be calculated and a date to reach zero deaths on Mesa County roadways can be committed to.

## The Performance Review Cycle

The progress and future establishment of targets, will be centered around reviewing the outcomes of the strategies, adjusting measures and/or action items, consistently reporting on a bi-annual basis, and continuously worked on by the Regional Transportation Safety Task Force.

The performance review cycle provides a framework to support actionizing the plan, and providing flexibility for adjustments based on measuring and monitoring impact to reduce deaths on roadways in Mesa County.

The RTPO and the Regional Transportation Safety Task Force will utilize it's forum to track, monitor, and analyze progress of strategies.



## Implement and Perform

As noted in the strategy tables, there are a variety of leaders and partners responsible to implement strategies, which also have different time frames: ongoing, annually or quarterly, one time, and varies.

While the strategies are committed to, the implementation of them remains to be more fully

understood in the future. With each strategy a suggested implementation/performance indicator is noted. Outlining performance, will help understand if progress is being made by responsible agencies, and to establish targets in the future (ex. 1 location/year, 1 education campaign effort/quarter).

For strategies that have ongoing or varies noted for their schedule to implement, progress will be monitored if the strategy was implemented, and how often. It is recommended that this is done over a five-year period to then establish an understanding of what the leaders are able to do. From there, a clearer time-frame can be established, and then progress to reaching zero KSI crashes in Mesa County can be established. As noted in the strategy tables, there are a variety of leaders and partners responsible to implement strategies, which also have different time frames: ongoing, annually or quarterly, one time, and varies.

## Review - Measure - Adapt

As Key work efforts of the performance review cycle are outlined in Table 7. This schedule drafts a proposed schedule of when and what activities should be completed. Part of this work effort will be establishing targets for strategies, that can result in identifying a year and appropriate milestones to reach zero deaths on Mesa County roadways.

Table 7: Key Work Efforts of the Performance Review Cycle

Schedule	Review	Measure	Adapt & Set Targets
Monthly	Track performance metrics for strategies that are one-time efforts until strategy is launched and complete.		N/A
Twice a Year	Track performance metrics for strategies that are ongoing efforts.		N/A
Annually	Track performance metrics for strategies that are annual & varies strategies.		N/A
	Update crash dashboard with new data.	Measure progress to reducing KSI trends in focus areas.	Review crash trends, modify focus areas, and document notable trends
	Produce annual Mesa County Crash Analysis Report		
Every Two Years	Produce the Safety Action Plan Progress Report	Measure performance metrics for ongoing, annual, and varies to understand implementation patterns.	Establish targets (example - 1 location/year, 1 education campaign/quarter) for 50% of strategies, and analyze and document proposed KSI reduction.
	Update the HIN and HRN based on the previous 5-years of crash data.	Use new data to refresh HIN and HRN analysis.	Modify HIN and HRN as appropriate
Third - Fifth Year	Complete setting targets for all strategies.	Measure performance metrics for ongoing, annual, and varies to understand implementation patterns.	Complete setting targets for all strategies, analyze proposed KSI reduction, and determine year and milestones to reach zero deaths.

# Blending the HIN and Equity Into Existing Programs

Many strategies that are led by local agencies and organizations, include a focus on the HIN and/or HRN. Considering the HIN and/or HRN into existing programs and processes requires a necessary shift to change the KSI trend.

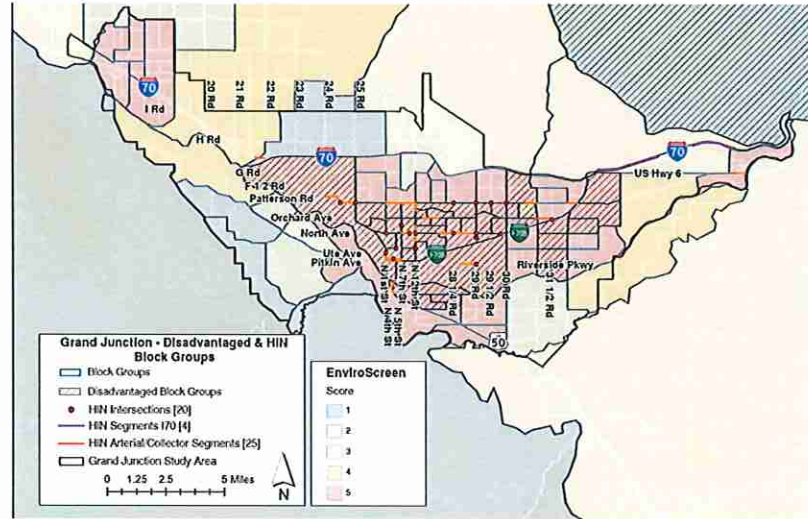


Figure 30 - Disadvantage Community EnviroScore HIN Urban Area

Additionally of note, **41 of the 45 HIN locations (intersections and individual segments) are located within areas of need, identified as Disadvantaged Communities through the ETC explorer, AND as Level 5 through the Colorado EnviroScreen as shown in Figure 30.** Prioritizing locations on the HIN, will not only provide safety benefits, but it will make neighborhoods in Mesa County more equitable.

# Continuing to Value Partnerships – Creating a Regional Transportation Safety Task Force



The members of the stakeholder working group for this project demonstrated their clear commitment to working together, exploring new ideas and partnerships, and committing to change the trend of KSI crashes in the region. Once the plan is adopted, a Regional Transportation Safety Task Force will be created and hosted by the RTPo. This task force will include all leaders and partners identified in this action plan and the task force will be opened to other interested agencies and organizations using the attendee list from the Western Slope Safety Symposium as a starting point.



## Western Colorado Transportation Safety Symposium

The Western Colorado Transportation Safety Symposium was hosted by the RTPo to educate and connect participants to the transportation safety community. The event was held on August 28, 2024 from 8:30 a.m. to 4:00 p.m. and had eight breakout sessions and two keynote speakers. **120 people attended** from a diverse group of professionals, first responders, advocates, and interested members of the community seeking to acquire new knowledge in transportation safety, engage in dialogue, and establish connections with like-minded people. Attendees included representatives from 48 organizations/agencies.



31%  
Engineering,  
Maintenance,  
& Consulting



22%  
Law  
Enforcement  
& Judicial



19%  
Planning &  
Policy



12%  
Education



10%  
Vulnerable  
Road User  
Advocates



6%  
Hospitals &  
Non-Profits



Powered by Whova

Thanks for the great event!

134  
Messages

124  
Attendees

22  
Community  
Board Posts

15  
Speakers

13  
Sessions



Western Colorado Transportation  
Safety Symposium

## Supplemental Resources for the Action Plan

In support of two engineering strategies: BSS 1.2 and BSS 2.4, an **engineering countermeasure toolbox** was created to support local governments with options for improving roadway safety. The toolbox is meant to be used as a resource for signalized intersections and rural roads, and offers 24 proven engineering based solutions that can be used in a context sensitive, programmatic, and/or systemic approach. Please see **Appendix C** for the Toolbox.

With an emphasis on action, the project team identified ten priority locations to create a series of **'project cards,'** which include information about: existing conditions, severe crashes, draft ideas of improvements, and a high level cost estimate. These project cards have initial ideas that need to be further studied, engineered, designed, and funding identified for implementation.

To align with the strategies, HIN locations were utilized, followed by a five-factor analysis to reduce the list to ten sites. This analysis considered the percentage of KSI crashes at each location, the total number of KSI crashes, an equivalent property damage only (EDPO) calculation that assesses the cost of various crash types relative to property damage, the total number of pedestrian and bicycle crashes, and the inclusion of neighboring HIN locations. After further coordination with the Project Management Team, one location (US 6/8th Street) was removed from the project card development due to recent roadway improvements and future planned enhancements.

### The 9 HIN locations that are advancing into projects cards are:

- S 4th Street & Ute Avenue
- 25 Road & Patterson Road
- 29 Road & Patterson Road
- 29 Road & Teller Avenue
- 29 Road & Riverside Parkway/ D Road
- Elm Avenue & N 7th Street
- North Avenue: 23rd Street to 28 1/4 Road
- North Ave: 7th Street to 12th Street
- N 12th Street: North Avenue to Elm Avenue

# A Safer Future for All Roadway Users



The effectiveness of a roadway safety action plan is measured not only by data but also by the collective community changes that emphasize the principle that deaths and serious injuries on our roads are unacceptable. The analysis, resources, and partnerships developed through this planning initiative are steering Mesa County toward the ambitious goal of zero roadway fatalities and serious injuries.

In the near future, we will implement pilot projects, long-term strategies, and sustained efforts focused on engineering, education and encouragement, enforcement, and evaluation activities. These initiatives will address high-injury networks (HIN) and high-risk networks (HRN), fostering a culture of safety.

Recognizing that reaching this goal depends on collaboration among government agencies, the public, non-profit organizations, educational institutions, local businesses, and visitors to the Grand Valley, it is important to acknowledge that this journey is just beginning. We will continue to work together and pledge for safer Mesa County.

## ONGOING SAFETY EFFORT

### Slow Down and Move Over When Lights Are Flashing

Every day, law enforcement officers, emergency responders, tow truck operators, maintainers and construction crews risk their lives to keep us safe. Tragically, many have been killed in the line of duty. Recently on September 4, 2024, two dedicated Colorado Department of Transportation roadway maintenance teammates, Trent Umberger and Nate Jones, lost their lives from a vehicle crash near Palisade while conducting roadside repairs. Unfortunately, an additional community member lost their life in the same crash.

In 2023, Colorado strengthened its Move Over Law to provide greater protection for roadside workers and motorists. The law requires drivers to move over a lane when encountering any stopped vehicle on a highway with its hazards or safety lights flashing. If moving over isn't possible, drivers must slow down to at least 20 mph below the posted speed limit. No one should lose their life while responding to emergencies, crashes, or maintaining our roads. Being more attentive and following the law might just save a life.



## My Safety Pledge...

A commitment to roadway safety ensures the well-being of ourselves, our loved ones, and everyone around us. By making responsible choices, we create a safer community.  
**Let's pledge to enhance roadway safety in our community, together!**

- I pledge to
- Be alert and avoid distractions
  - Always wear a seatbelt or helmet
  - Obey speed limits, traffic lights, and traffic signs
  - Travel sober or have a sober ride home
  - Share the road



Name: Jessie Spencer City: Grand Junction

Doing my part to be safe on our roadways matters to me because

My kids and friends/family matter

## My Safety Pledge...

A commitment to roadway safety ensures the well-being of ourselves, our loved ones, and everyone around us. By making responsible choices, we create a safer community.  
**Let's pledge to enhance roadway safety in our community, together!**

- I pledge to
- Be alert and avoid distractions
  - Always wear a seatbelt or helmet
  - Obey speed limits, traffic lights, and traffic signs
  - Travel sober or have a sober ride home
  - Share the road



Name: Michael Killen City: FRUITA

Doing my part to be safe on our roadways matters to me because

SAFETY FIRST!

## My Safety Pledge...

A commitment to roadway safety ensures the well-being of ourselves, our loved ones, and everyone around us. By making responsible choices, we create a safer community.  
**Let's pledge to enhance roadway safety in our community, together!**

- I pledge to
- Be alert and avoid distractions
  - Always wear a seatbelt or helmet
  - Obey speed limits, traffic lights, and traffic signs
  - Travel sober or have a sober ride home
  - Share the road



Name: Laura Richardson City: Grand Junction

Doing my part to be safe on our roadways matters to me because

I value my life and the lives of those around me.

## My Safety Pledge...

A commitment to roadway safety ensures the well-being of ourselves, our loved ones, and everyone around us. By making responsible choices, we create a safer community.  
**Let's pledge to enhance roadway safety in our community, together!**

- I pledge to
- Be alert and avoid distractions
  - Always wear a seatbelt or helmet
  - Obey speed limits, traffic lights, and traffic signs
  - Travel sober or have a sober ride home
  - Share the road



Name: ELIJAH SWANEK City: FRUITA

Doing my part to be safe on our roadways matters to me because

I DON'T WANT PEOPLE TO DIE

## My Safety Pledge...

A commitment to roadway safety ensures the well-being of ourselves, our loved ones, and everyone around us. By making responsible choices, we create a safer community.  
**Let's pledge to enhance roadway safety in our community, together!**

- I pledge to
- Be alert and avoid distractions
  - Always wear a seatbelt or helmet
  - Obey speed limits, traffic lights, and traffic signs
  - Travel sober or have a sober ride home
  - Share the road



Name: Iliana M.-L City: CLIFTON

Doing my part to be safe on our roadways matters to me because

It's the right thing to do.

## My Safety Pledge...

A commitment to roadway safety ensures the well-being of ourselves, our loved ones, and everyone around us. By making responsible choices, we create a safer community.  
**Let's pledge to enhance roadway safety in our community, together!**

- I pledge to
- Be alert and avoid distractions
  - Always wear a seatbelt or helmet
  - Obey speed limits, traffic lights, and traffic signs
  - Travel sober or have a sober ride home
  - Share the road



Name: HERBIE P. City: GRAND JUNCTION

Doing my part to be safe on our roadways matters to me because

it's great to be alive!

## My Safety Pledge...

A commitment to roadway safety ensures the well-being of ourselves, our loved ones, and everyone around us. By making responsible choices, we create a safer community.  
**Let's pledge to enhance roadway safety in our community, together!**

- I pledge to
- Be alert and avoid distractions
  - Always wear a seatbelt or helmet
  - Obey speed limits, traffic lights, and traffic signs
  - Travel sober or have a sober ride home
  - Share the road



Name: Leila Schoenstein City: Grand Junction

Doing my part to be safe on our roadways matters to me because

I want to keep myself & others safe.

## My Safety Pledge...

A commitment to roadway safety ensures the well-being of ourselves, our loved ones, and everyone around us. By making responsible choices, we create a safer community.  
**Let's pledge to enhance roadway safety in our community, together!**

- I pledge to
- Be alert and avoid distractions
  - Always wear a seatbelt or helmet
  - Obey speed limits, traffic lights, and traffic signs
  - Travel sober or have a sober ride home
  - Share the road



Name: Erin Allard City: GJ

Doing my part to be safe on our roadways matters to me because

I care about my neighbors & community

## My Safety Pledge...

A commitment to roadway safety ensures the well-being of ourselves, our loved ones, and everyone around us. By making responsible choices, we create a safer community.  
**Let's pledge to enhance roadway safety in our community, together!**

- I pledge to
- Be alert and avoid distractions
  - Always wear a seatbelt or helmet
  - Obey speed limits, traffic lights, and traffic signs
  - Travel sober or have a sober ride home
  - Share the road



Name: Seneca Kinoshier City: Grand Junction

Doing my part to be safe on our roadways matters to me because

I want everyone to get home safe