

Move SAFE Mesa County

Enhancing Roadway Safety in Our Community

Hello!

Mesa County Regional Transportation Planning Office (Grand Valley MPO)



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Warning: Interactive Session



When you see this, you'll be tasked with an activity:

Questions

- Please feel free to ask questions and interact during this whole presentation. We want to learn from you as much as share our plan, lessons learned, and challenges.

Worksheets

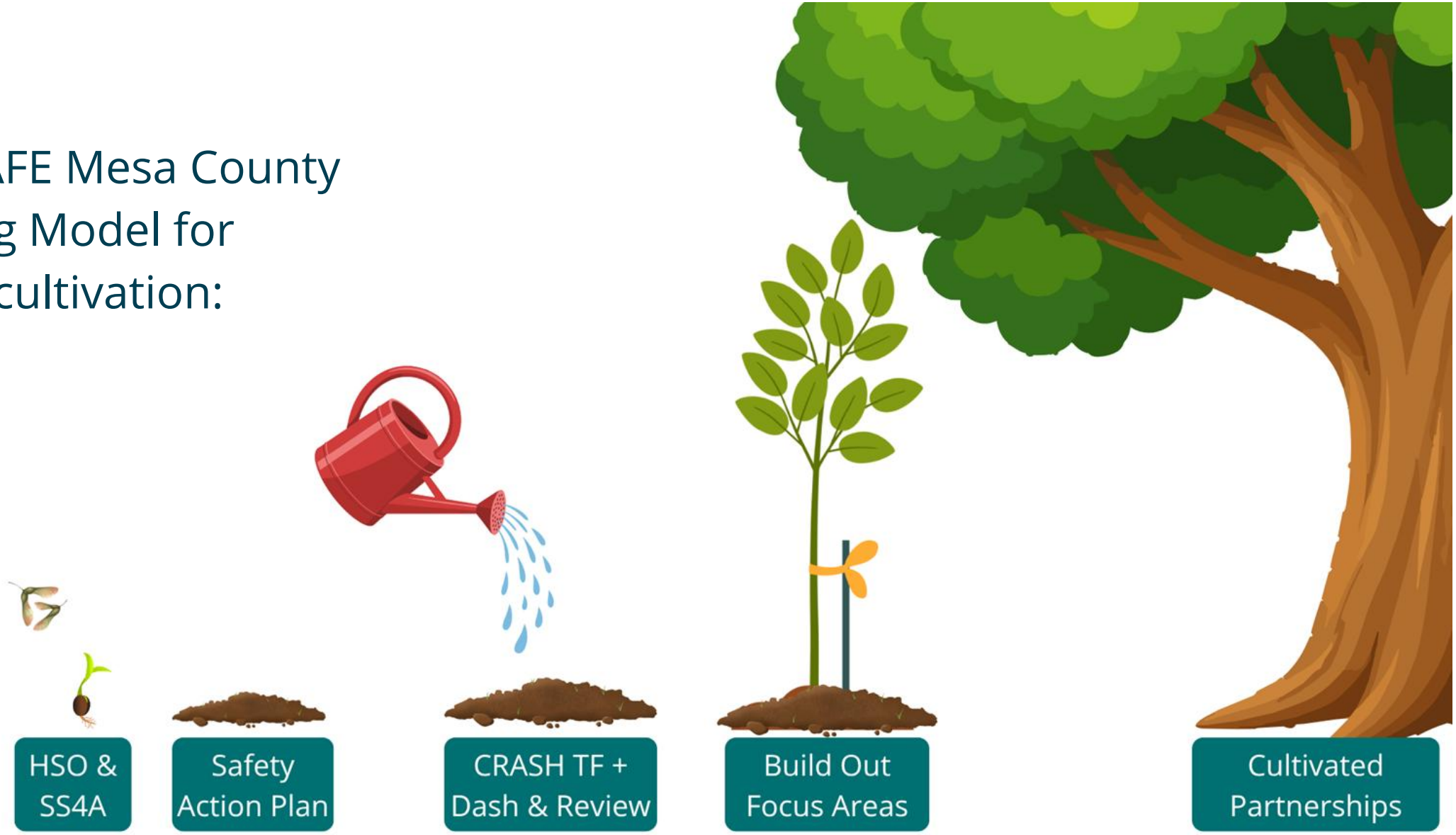
- We handed out worksheets for everyone to work through with us throughout this presentation.

Interactive



Growing Partnerships for Safer Streets

The Move SAFE Mesa County Tree Growing Model for partnership cultivation:



The Seed: HSO + SS4A

Ideas taking root from:

2022, 2023, 2024, 2025, and 2026

- **CDOT Safety Summits**

2023

- **Safe Streets and Roads for All (SS4A) Grant**

2025

- **Highway Safety Office (HSO) General Traffic Safety Grant**



The Soil: Safety Action Plan



In the Safe Streets and Roads for All (SS4A) grant program, comprehensive safety action plans are the basic building block to significantly improve roadway safety.

Adopted 2024: **Mesa County Safety Action Plan**
Aimed to identify solutions to reduce the number of deaths and serious injuries on our roads across Mesa County.

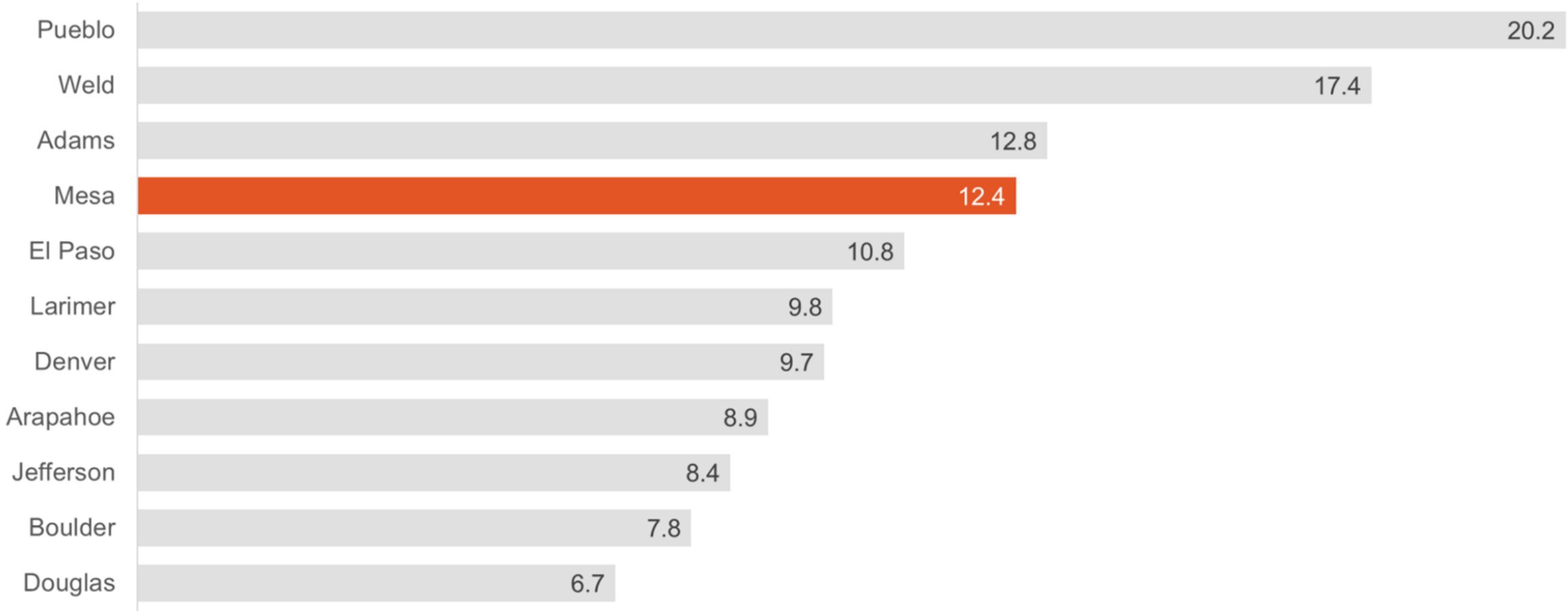
The Soil: Safety Action Plan

- Protects not only drivers, but all road users, including those who walk, bike, roll, take transit, or travel by other modes.
- Guides tool creation for meaningful **Infrastructure Change**:
  - High Risk Network
  - High Injury Network
  - Crash Data Dashboard
- Highlighted the importance of utilizing partnerships to promote **Culture Change**.



Mesa County: 4th Highest Fatality Rate in Colorado

Per Capita Comparison of Colorado Counties >100K Population (2020-2025)



Data Source: Colorado Crash Data Dashboard and US Census Bureau

Rate = ((Fatalities ÷ Population) x 100,000) ÷ 6

Interactive



The Nutrients: People

Our water and tree food:

- Mesa County CRASH Task Force
  - Collaborative Task Force of Partner Stakeholders
- Outside Partners
- Staff Positions:
  - Safety Program Manager (100% time)
  - Sr. Transportation Planner (15% time admin)
  - Transportation Planner (5% time dashboard)
- Tools and Resources we created:
  - Crash Data Dashboard
  - Mesa County Roadway Safety Education Review



Mesa County CRASH Task Force

CRASH = Coordinated Roadway Advocates for Safety and Health

State, Regional, and Local Government

- Mesa County, Grand Junction, Fruita, and Palisade
  - Engineering, Road and Bridge, and Public Health
- Mesa County Regional Transportation Planning Office
- Colorado Department of Transportation
- Colorado Department of Public Health & Environment

Law Enforcement

- Colorado State Patrol
- Mesa County Sheriff's Office
- Grand Junction, Fruita, Palisade Police Department
- De Beque Marshal's Department

Hospitals

- Intermountain Health St. Mary's Regional Hospital
- Community Hospital

Education School District 51

Non-Profit MADD



Not all stakeholders pictured

Outside Partners Beyond the CRASH Task Force

General Road Safety
- Mesa County Coroner
- District Attorney's Office

Vulnerable Road User Agencies
- Motorcycle Safety Foundation
- Harley Davidson
- Bicycle Colorado
- Grand Valley streets Alliance (Local Bike/Ped Advocacy Group)
- Grand Valley Transit

Aging Drivers
- Older Wiser

Interactive



The Sapling: Four Focus Areas



Key Focus Areas for Outreach:

1. Vulnerable Road Users
2. Young Drivers
3. Impairment
4. Aging Drivers
5. Learning and Growing with our Partners

* = events led by the RTPO

1. Vulnerable Road Users

Partners:

- Bicycle Colorado
- CDOT
- Grand Valley Streets Alliance
- Hospitals
- Law Enforcement
- Local Governments
- Motorcycle Safety Foundation
- Mesa County Coroner
- RTPO
- Riverside Education Center

Events:

- *Geared Up/ Cycle Safety Fest
- *School Bike Rodeos
- After School Bike Rodeos (REC)
- Motorcycle Dealership Events
- Fruita Bike Safety Fest
- Immersive ADA Experience

Campaigns:

- E-Moto Campaign

1. Vulnerable Road Users











2. Young Drivers

Partners:

- CDOT
- Hospitals
- Law Enforcement
- MADD
- RTPO

Events:

- *Move Safe Mesa County High School Program
- High School Traffic Safety Day

Campaigns:

- High School Peer to Peer Program
- SHIFT Driving for Parking Permits

2. Young Drivers











3. Impairment

Partners:

- Hospitals
- Law Enforcement
- MADD
- Mesa County Coroner
- RTPO

Events:

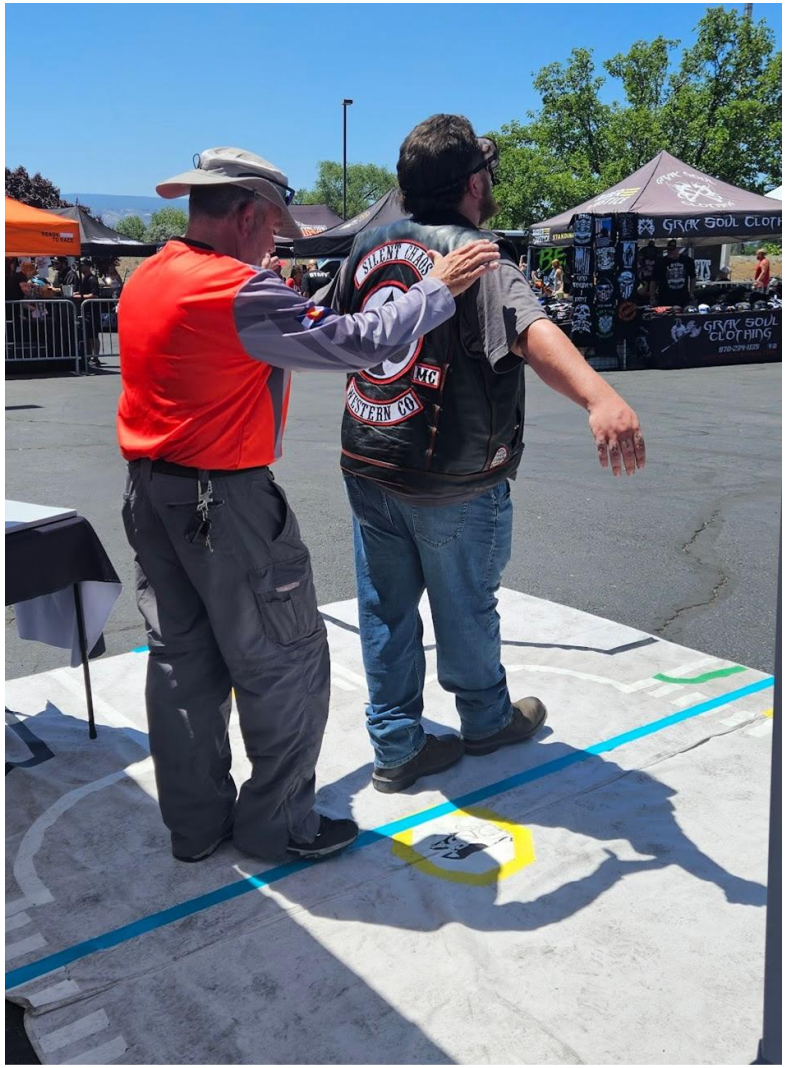
- DUI Summit
- DUI Checkpoint
- Live Above the Influence Week and Mock DUI
- MADD Law Enforcement Recognition Awards

Campaigns:

- None but we support marketing and outreach

3. Impairment









4. Aging Drivers

Partners:

- Grand Valley Transit
- Hospitals
- Law Enforcement
- Older Wiser
- RTPO

Events:

- Senior Expo
- CarFit
- GJPD Presentations to Churches

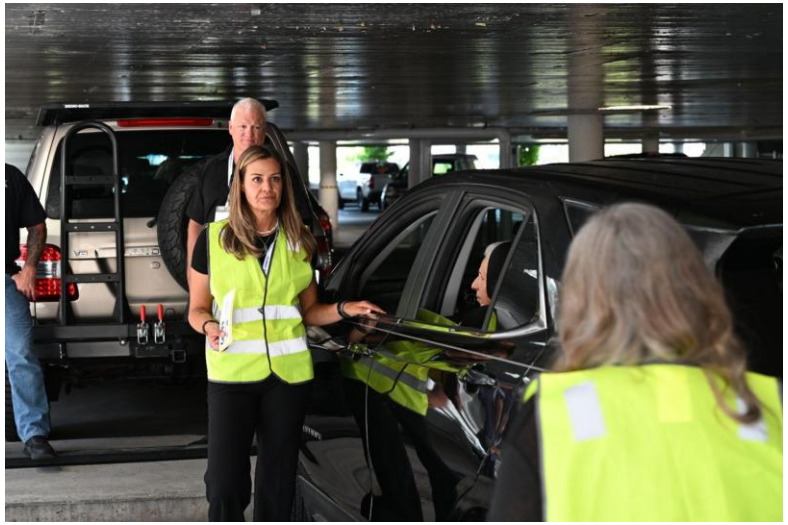
Campaigns:

- Senior Driving Presentation for partners to share

4. Aging Drivers







5. Learning and Growing with Our Partners

Misc. Collaboration Opportunities:

- Collaborative Conference Presentations
- Community Events and Car Shows
- Community Police Academy
- Ride Alongs
- Surge Operations
- Traffic Incident Management
- Western Slope Regional Trauma Conference

Events:

- Presenting Annual Reports to boards, councils, and committees

General Traffic Safety Campaigns:

- Crashes are No Accident Culture Change Campaign
- DMV Education Campaign
- Roundabout Video Campaign

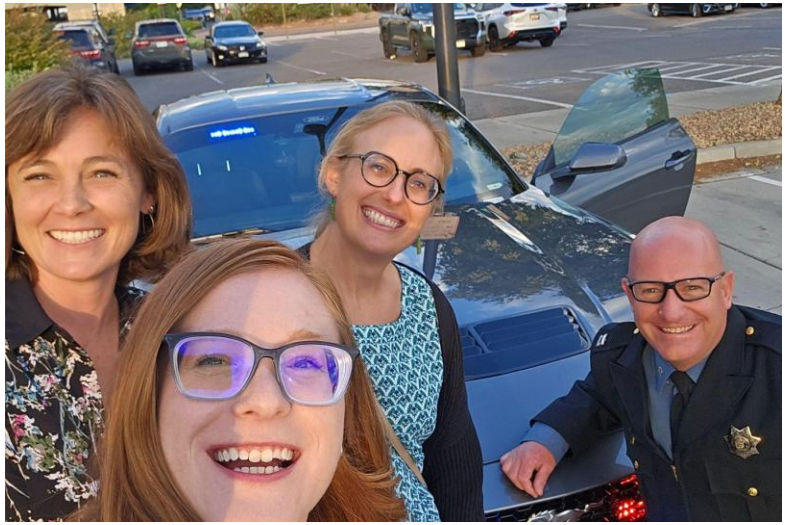
5. Growing with Partners











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The Grown Tree: Cultivated Partnerships



We go to their events, we learn, we support, we understand why our way won’t work, we find more partners, we become the middle men so our partners feel comfortable using our space and invite us because they know what we’ll bring to the table.



The Goal: A Culture of Safety that Grows Independently!

Lessons Learned

- Events build partnerships
  - For events led, do a group lessons learned evaluation
- Mix of perspectives is valuable
- Be willing to learn and try new things
- Be persistent, a no right now does not mean a no forever
- Partners are out there waiting to be invited e.g. MSF, CDOT, CDPHE

Continuous Challenges

- Citizen involvement
- Volunteers vs staff
- Turn-over
- Education materials
- Hard to reach populations e.g. motorcycle riders
- Competing infrastructure prioritization
- Self assessment

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Thank You!



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