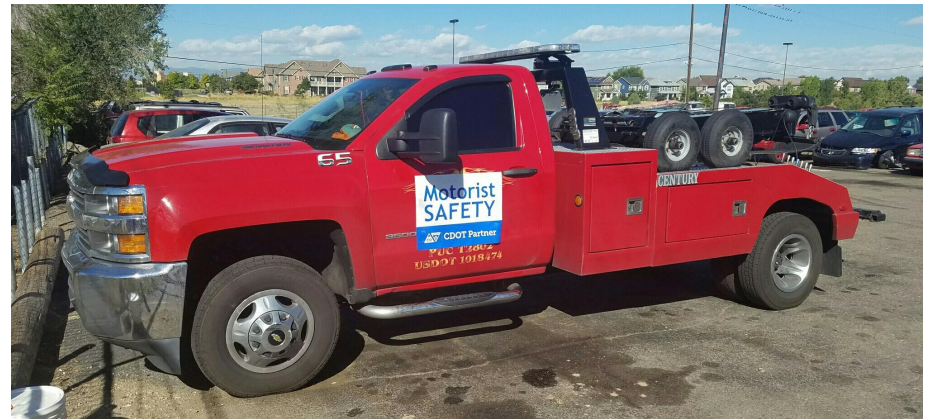

Bob Wilson

Public Relations Manager
Colorado DOT



Safety Service Patrol Idea Sharing Network – Session VI: Raising Awareness of SSPs



COLORADO
Department of
Transportation



Collaborate to Educate on Move Over



Collaborate to Educate on Move Over

- DOT
- NHTSA
- State Police
- FHWA

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Feb. 7, 2017

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NHTSA, CDOT, CSP and FHWA Launch “Move Over” Campaign to Protect First Responders

Message to Drivers: *Move Over. It's the Law.*

STATEWIDE — Every day on our roadways, first responders put their lives at risk to protect the public—especially while on the side of the road. Traffic-related incidents are the leading cause of death for on-duty law enforcement officers, fire, EMS, maintenance workers, and tow/recovery professionals. In an effort to protect first responders and others, a new campaign is educating motorists about the State’s “Move Over” law that require drivers to move over and/or slow down when approaching stopped emergency and maintenance vehicles.

The National Highway Traffic Safety Administration (NHTSA) is partnering with the Colorado Department of Transportation (CDOT), the Colorado State Patrol (CSP), the Federal Highway Administration (FHWA), and the Towing and Recovery Association of Colorado (TRPC) to get the word out to every motorist: Move Over. It’s the Law.

“We see it too often,” said Major Tim Keeton, Colorado State Patrol. “Law enforcement officers and first responders work in dangerous traffic situations all the time, but drivers increase their risk of being hit when they zoom by and ignore the flashing lights—and the law.” According to recent data, 52 law enforcement officers were killed in traffic-related incidents in 2015. Out of those killed in 2015, 11



Co-Brand Infographics

On highways, when you see emergency vehicles with activated lights in an adjacent lane—you must *MOVE OVER* one lane (if you can do so safely). If it's not safe to move over, you must *SLOW DOWN*.



**COLORADO'S
MOVE OVER LAW**



Protect law enforcement, fire, maintenance and other emergency personnel.

Failing to obey the law can result in a \$150+ fine.




**MOVE OVER
COLORADO**

It's The Law

Don't Risk \$150+ Fine

Protect Those Who Protect You

When You See Stopped Emergency & Maintenance Vehicles



Move Over



PSAs

Move Over Law – PSA 1

:15

Protect those Protecting You

If you're approaching a stopped or slow moving emergency vehicle traveling the shoulder or median with its red – blue – or amber lights on – you must

Move Over one lane or –

if it's not safe – slow down below the posted speed limit.

It's the law in Colorado.

Protect those Protecting You.





Questions

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