



## **Meeting Minutes**

October 2, 2015

**Opening Comments** – 9:00 Chief Ticer

### **Introductions**

16 of 24 members in attendance, therefore we have a quorum.

**Self-Introductions: Name; Agency, Entity or Interest Represented**

**Legislation Sponsors' Remarks** (if in attendance)

None in attendance.

### **Public Comments**

None

### **Minutes of Previous Meeting**

Aylmer, second by Flavia. All in favor, motion passes.

### **Statistics**

**State Fatality Numbers (CDOT)** – Glenn Davis

Data through 9/30/15

- 412 Fatalities in 2015 through 9/30/15
- 373 Fatalities in 2014 through 9/30/14
- Increase of 10%

### **Media Relations & Significant Upcoming Events**

Sam Cole, CDOT

See Power Point

Breathalyzer event video link:

<https://www.youtube.com/watch?v=LhKxujIz8LM&feature=youtu.be>

DUI ads link:

<https://www.youtube.com/watch?v=JtwZgclUPLk&feature=youtu.be>

<https://www.youtube.com/watch?v=WfsURGij2vg&feature=youtu.be>

Laura Sonderup, Hispanidad

Distribution of bumper stickers with nation pride along with impaired driving message in Spanish was very popular at festivals and well received. Heritage piece. i.e. “Estoy American, y si tomar, no manajado”

Casias – Comment regarding bumper stickers, heard from North Carolina police officer – they found LE was targeting cars with those stickers because they knew it was immigrant. Wants to caution. Can be detrimental, may have resulted in a law suit.

**Task Force Business & Presentations**  
**Outreach Smartphone Monitoring**  
Will be at November meeting

**www.nodUIColorado.com**, Andy Cohen, Web Strategic Communications

Flavia – Website was developed with Persistent Drunk Driver cash fund – Probation, Revenue, CDOT, and OBH. Statutory intent is to deter PDD and educate the public on the dangers of impaired driving. 2003 began targeted media campaigns that had higher percentage – community based campaigns. Website developed for the Montrose area. That website, even though specific to that community, so popular and a lot of traffic. Decided to continue on a statewide basis to educate consumers in our state and as a public service. Information about what happens when you get a DUI as well as resources for substance abuse driving behaviors and preventing a DUI. Launched in 2011. Gained so much strength and interest. We have had other states reach out to find out how we have done this.

Cohen – See Power Point

Site launched in December 2011. Past spring, migrated content over to a different content management platform. Slightly new look and design.

**Vacant Positions**

Off-Premise Alcohol Retail Business

Alcohol Beverage Distributors

Received applications and working on a review to get appointed.

**Program Management & Strategic Planning** – Glenn Davis, chair

Formalizing recommendations for annual report.

Primary seat belt

Devices at road side

Supporting legislative initiative to track DUI arrests by impairing substances.

Data gap – baby DUI under 21 can be under .05 BAC, gets a class A traffic offense

**Criminal Justice** – Deputy Chief Steve Johnson, chair

Identify four target group goals

- Identify & put together best practices to reduce refusal rate (31% refusal rate)
  - Reach out to DA groups
  - Develop expressed consent cards for LE
  - Provide briefing training through utilization of POST
  - Working on timelines still
- Reimbursement costs for testing expenses
- Develop determine best practices for 5ng issue
  - Manual training
  - Reviewing with joint Colorado & Wyoming efforts
- Outreach on felony blood draw
  - Getting a position statement from CDPHE
  - Outreach and education

Welcome to anyone interested in participating.

Melander – What fraction of refusals are people with prior DUIs?

Johnson – Haven't drilled down that. If we could get that data, it would be good to get.

Flavia – Good suggestion. Even though our data comes post arrest, we can capture that. We collect if there is priors and if there is a refusal. Will look into to see if can gather data for next meeting.

Groff – In regards to reimbursement, aren't allowed to cost to offender?

Johnson – Looking at a restitution issue for smaller agency and standardizing for them. Seeing what we need to day. The biggest part is the standardization and that this is a reimbursable expense. Whether or not they want to or have a line item.

Ticer – Looking for restitution from courts.

Casias – The courts aren't going to pay, the defendant should pay.

Ticer – Went from receiving \$2000 to receiving \$14,000 in one year for Avon PD. Very simple form and can share it with you. The form was received from CSP Troop 4C, Glenwood.

**Prevention** – Ellen Anderson, chair

Will be meeting in next month by phone.

Hearing feedback from last meeting and coming back at the November meeting for final recommendations.

**Impaired Driving Intervention and Treatment** – Christine Flavia & Sue Parker (co-chairs)

Next meeting is Wednesday

Pick up treatment recommendations for felony DUI

**Communication** – Sam Cole, chair

See above.

**Data & Program Evaluation** – Nicole Richmond, chair

Met with CDC. Officer has selected our state to evaluate our systems and capacity to evaluate drug impairment (with marijuana emphasis) prevalence. Will offer action steps to provide more support. Will meet with Jenn Knudsen at end of October to learn more about the variables for the citations. Date is not set for next meeting yet.

Groff – Identified key recommendations. Acknowledge these aren't all the bits of data that we need, but it is a good start. Identify what databases we are going to be loading information into & how to get the data points into a system. Meeting with OIT staff.

**Legislative Outreach** – Fran Lanzer, chair

Feel that if we have one top priority, we need to do that as soon as possible. Things are starting even earlier than usual. Hearing everything is rolling earlier this year. If we don't feel that we have that, would suggest doing as much as we can to engage with legislators to be ready to propose for the 2017 session. Waiting until we have direction.

Ticer – We have to get this on pretty quick. Each group needs to prioritize and report back what their number one priority is.

Lanzer - Previously identified November as one meeting that we would like to invite legislators to. Still proceed?

Ticer – Yes.

Lanzer – Depending on where we are at, working on a save the date. Reach out to our own personal legislators. The more outreach you do helps. Last recommendation was to explore having a meeting at the capitol when they are in session. It would be easier for them to come visit us if we were there. February would probably be the best. Can work with Rep. Young to see if there is meeting space.

## Recognition for Trooper Alvarado

### Lightning Round Update

Ticer – Recently attended DRE Green Lab, put on by Chris Halsor – Understanding420.com - Putting on a training class, primarily for law enforcement to understand legalized marijuana. Classroom followed by meeting seven people that were not under the influence. We see them in a few hours when they would later be impaired by marijuana. Law enforcement usually only meets them when impaired. Toured dispensaries for two hours, presentations of edible, smoked, oils, and dabs. Percentages of THC in substances. Met same seven people after they ingested marijuana. Put them through SFST, asked them questions in a non-enforcement environment. There will be additional trainings. What I learned, they had no intention to drive, usually in privacy of their own home and not be out in the roadways and go to bed. That is the majority of the users. Learned a lot.

Richmond – Also attended the training. Learned a lot about SFST and the nuances of how law enforcement evaluates. Both a science and an art. Great opportunity to challenge predisposed ideas of what someone who consumes looks like. Colorado is unique. It is hard to do research on since it is illegal at federal level. If research done, it is at lower concentrations, what is on the market is at a higher level.

Davis – Next training is October 22-23. CDOT will pay for lodging for DREs to go.

Data – 2015 – top, Jefferson CO 47, Weld 40, Denver, Adams, El Paso 36, Larimer 26 –

GHSA just released - Drunk Driving a Guide what the can do

POST does recertification for SFST – saved CDOT so much time, been trying to do for three years.

Looking forward to having it move to POST. Good example of state partnership.

Tracy – Update on her name, she is dropping her last name, she will be going by Jennifer Tracy instead of Jennifer Gray. It is a go with 9news. Very excited to run her program with the media attention.

Casias – Jennifer Knudsen came to the Judicial conference recently. Trying to figure out how to handle the statute. Dialogue was good. Led to perhaps a regional county to address how assessments work and what kind of tool. How is it different from the current tools? We may be reaching out to Probation and OBH to better inform us.

Man – prescription collected over 300 lbs of unused drugs. 2425 people since December. October 26-30, participating in the red ribbon campaign. Do an event every day of the week to increase awareness of drug and alcohol.

Melander – Encourage us to read the underlying papers and not just the news accounts. By my reading, there is a lot in the actual study that is either missed or misrepresented in the news account.

Richmond – STRAC, next meeting 12/17/15 at CSP – will be presenting data evaluations. Every five years they do a needs assessment. Open to the public. Working on updating the traffic accident report.

Nixon – Thank you Chief Ticer for attending the training. LE often only meets the 10% that use it irresponsibly. Glad to hear that the dispensaries visited have impaired driving messaging. Worked really hard to get to an environment that is regulated and to use safely. Been in touch with Governor's staff, their align marijuana prescription along with prescription drugs– combining marijuana tax revenue as it relates to prescription drugs misuse as well in addition to marijuana. Look forward to continuing the conversation.

Cole – Reminder cards in Spanish available, please feel free to grab some.

Wood – GHSA report, highly recommend it, very well done. Contains well documented information with impeccable recommendations. In several areas, supported separating out DUI and DUID citations. Kaiser and Singer are drafting legislative for next session.

Motion to adjourn: Aylmer second by Lanzer.

Adjourn: 11:45 am

Next Meeting: Friday, November 6, 2015

Colorado Department of Transportation  
4201 E. Arkansas Ave.  
Auditorium Conference Room  
Denver, CO 80222

**In attendance:**

Chief Robert Ticer, Avon Police Department  
Glenn Davis, Colorado Department of Transportation  
Sam Cole, Colorado Department of Transportation  
Brenda Hahn, Colorado State Patrol  
Christine Flavia, Office of Behavioral Health  
Ben Mitchell, Colorado Department of Revenue, Driver Control  
Donia Amich, Department of Revenue, Liquor Enforcement  
Paul Aylmer, Colorado Restaurant Association  
Judge Ed Casias, State Court Administrators Office, Courts  
Cory Amend, Peace Officer Standards Training (POST)  
Dr. Dave Timken, CIDRE  
Fran Lanzer, MADD Colorado  
Jennifer Tracy, Victim  
Amber Gray, Victim Family Member  
James Hanson, Student Under 24  
Steve Johnson, Douglas County Sheriff's Office  
Jeff Groff, Colorado Public Health & Environment  
Ronn Nixon, iComply, LLC, Cannabis Policy Advocate  
Jack Reed, Colorado Department of Public Safety, Division of Criminal Justice  
Laura Sonderup, Hispanidad  
Shannon Westhoff, Hispanidad  
Edgardo Menjivar, Fort Carson Army Substance Abuse Program  
Ellen Anderson, Retired Pitkin County Sheriff's Office  
Kim Abbott, Standard Sales  
Taunia Hoffman, Webb Strategic Communications  
Andy Cohen, Webb Strategic Communications  
Brad Larance, Alcohol Monitoring Systems  
Julie Vardiman, Alcohol Monitoring Systems  
Juanita Cruz, Department of Revenue, Division of Motor Vehicles  
Justine Gonzales, Department of Revenue, Division of Motor Vehicles  
Ed Wood, DUID Victim Voices  
Nicole Richmond, Colorado Department of Public Health and Environment  
Wes Melander, Public  
Lieutenant Colonel Brenda Leffler, Colorado State Patrol  
Trooper Ivan Alvarado

# 2015 Impaired Driving - Alcohol Awareness Campaign

Office of Communications



COLORADO  
Department of Transportation

# Goals

1. Build statewide public awareness of the “Drink & Don’t Drive” campaign while working to encourage true behavior change.
2. Support the summer enforcement periods.

# Target Audience

Males, 21 - 34 years old:

- Over represented in crash and fatality data
- Think they know how much alcohol they can consume and still be safe to drive.
- Nearly 70% feel that they are safe to drive after 1 - 2 drinks.

Creative

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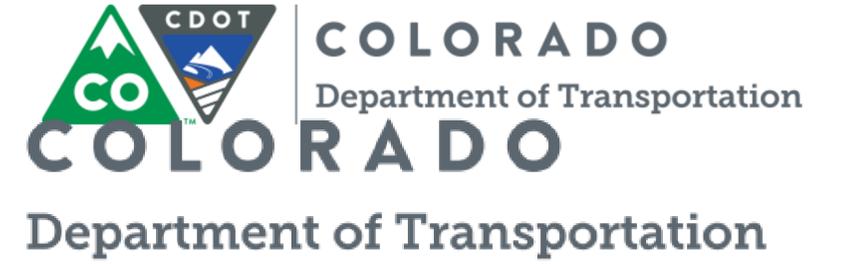
DUI 2015

# Campaign Name: "A Few Can Still be Dangerous"

- When it comes to having “just a few” drinks, a lot of people don’t think twice about driving.
- This campaign serves as a reminder that “a few can still be dangerous.”
- Our target demographic does not respond well to lecturing or finger wagging.
- Used humor to engage ... and raise awareness.

DUI 2015

# TV/Pre-roll - Chainsaws :30



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DUI 2015

# TV/Pre-roll - Tarantulas :30



DUI 2015

# Bar Bathroom Posters

Copy:  
SHARKS OR CHARDONNAY,  
FEW CAN BE DANGEROUS.

Drink & Don't Drive.  
DUI ENFORCEMENT IS ON.



**COLORADO**  
Department of Transportation

DUI 2015



**COLORADO**  
Department of Transportation

# Bus Tail

**TEQUILA OR TARANTULAS,  
A FEW CAN BE DANGEROUS.**

**DRINK & DON'T DRIVE** **DUI ENFORCEMENT IS ON**

**MOVING TOWARDS ZERO DEATHS**  
**THE HEAT IS ON**  
**CDOT COLORADO**  
Department of Transportation

DUI 2015

# Bus Tail



COCKTAILS OR CROCODILES,  
A FEW CAN BE DANGEROUS.

 **DRINK** & DON'T DRIVE  **DUI ENFORCEMENT IS ON**

# Radio - Terminal Velocity: 30 sec



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DUI 2015

# Media Mix and Timeline

August 17th - September 20<sup>th</sup>

## Cable TV

- COS: 130 spots / week
- Durango: 107 spots / week
- GJ: 155 spots / week
- Denver: 219 spots / week

## Pre-roll Internet Video

- 3,675,567 impressions (and counting)

## Movie Theater Ads

- Denver and COS - 5000 / week

## Radio

- COS: 217 spots / week
- Denver: 349 spots / week
- GJ: 103 spots / week
- Ft. Collins/Greeley: 83 spots / week

## OOH

- 213 bathroom posters
- 50 bus tails



# Results

## Media Metrics - Advertising Campaign

### Impressions

- Cable: 1.5 million
- Movie Theaters: 320,000
- Radio: 11 million
- Print - Billboards, Buses, Bars: 24 million
- Pre-roll: 3,046,502 completed views with 82% completion rate

# Hispanic Outreach

DUI 2015

# Hispanic Outreach

## OOH

- 15 Hispanic bars posters
- 5 Hispanic billboards

## Summer Events

- 3 clubs in Denver and COS
- A Taste of Puerto Rico
- Peruvian Festival
- Venezuelan Festival
- Adams County Fair
- Central American Festival



DUI 2015

# Hispanic Outreach

Shout out to Trooper Alvarado

- Numerous television appearances
- Speaker at events
- Addressing audience at Fiestas Patrias (Mexican Independence Day) 100,000+ attendees



# Events & PR Outreach

# Breathalyzer Events

- Over Labor Day weekend, CDOT partnered with smartphone breathalyzer company **Alcoholoot** and ride-hailing company **Uber**
- Friday, Sept. 4, and Saturday, Sept. 5, we hosted events outside the Tavern Downtown at 21<sup>st</sup> and Market
- On Sunday, Sept. 6, we hosted an event inside Coors Field during the Rockies game

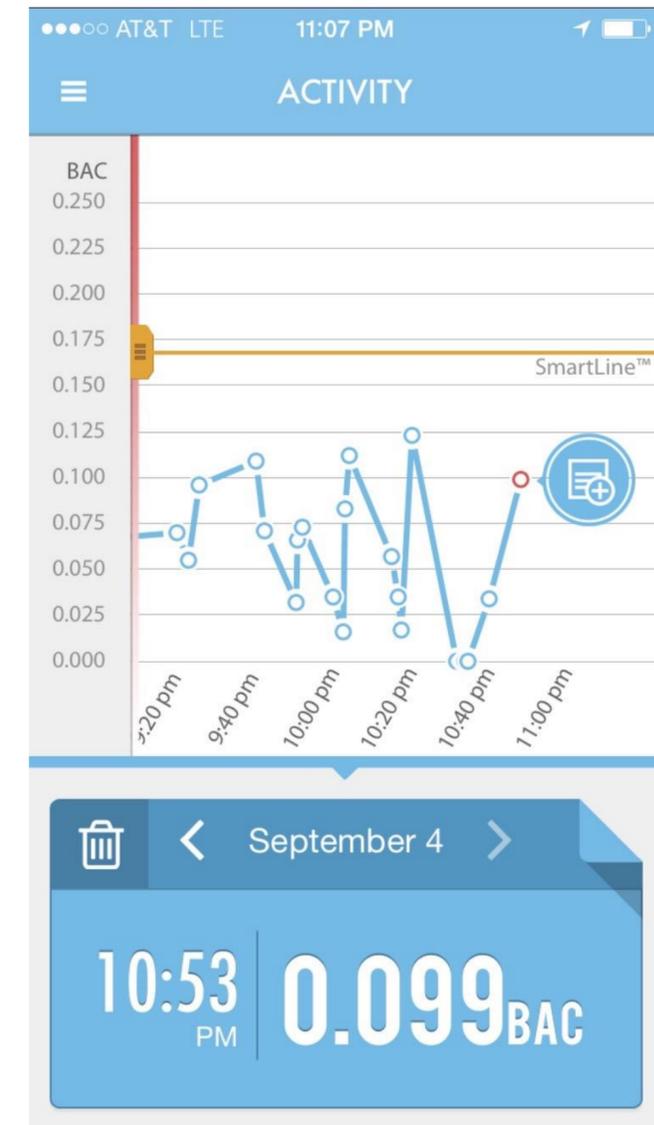
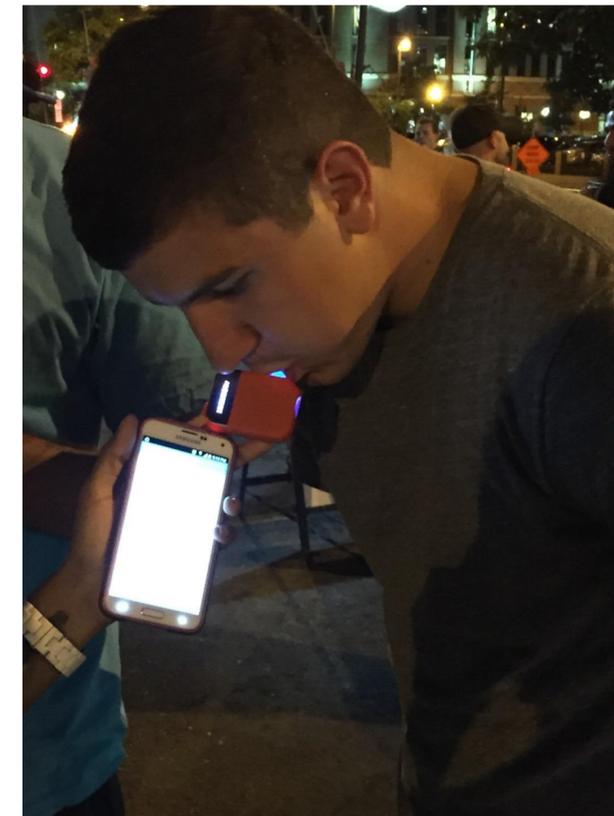
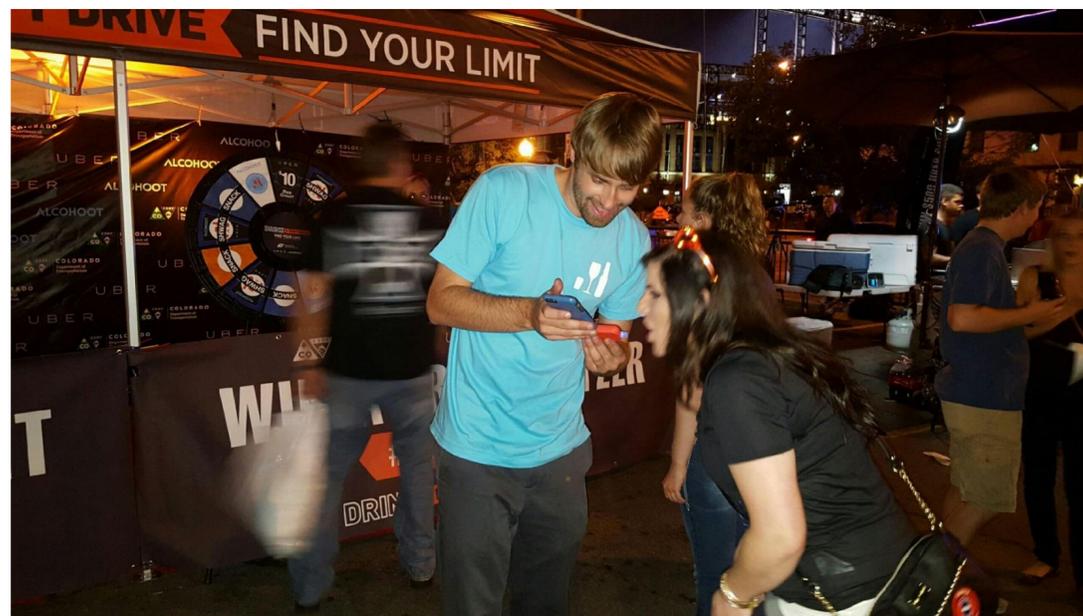
**ALCOHOOT**

**UBER**

## DUI 2015

# Breathalyzer Events - Major Highlights

- Estimated 3,500 people stopped by the events;
- 750 people tested out an Alcoohoot breathalyzer;
- 140 devices given away
- \$1,000 in Uber ride credit given away



## DUI 2015

# Breathalyzer Events - Media Metrics

- Received 13 on-air TV stories
  - Estimated 369,252 impressions; \$105,545.03 publicity value
- Received 5 online stories
  - Estimated 2,234,903 impressions

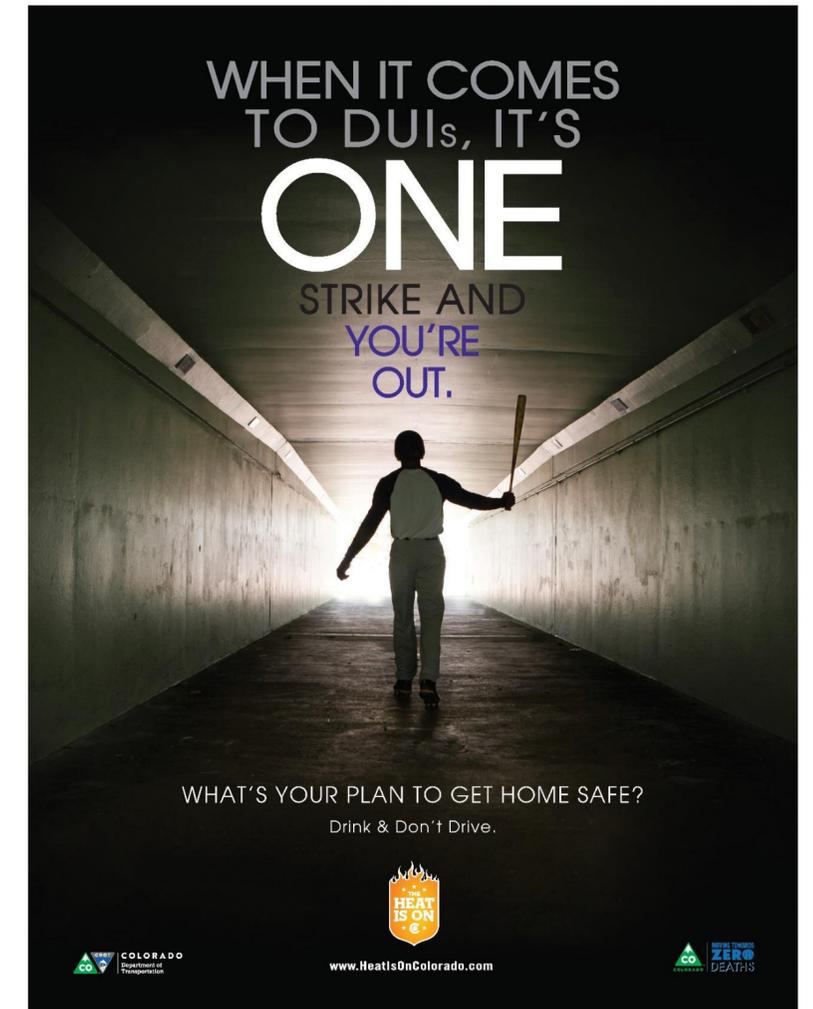


# Partnerships - Colorado Rockies



CDOT partnered with the Colorado Rockies to include DUI messaging via:

- Bathroom posters
- Pre-game Jumbotron announcements
- Rooftop deck TV messaging
- On-field honorees during pre-game ceremonies.
  - June 24 honoree - Alma Sanchez and Blanca Palmino , Felony DUI law supporters
  - Sept. 5 honoree - Deputy Mark George, Boulder Sheriff's Office, DRE program pioneer



# DUI 2015

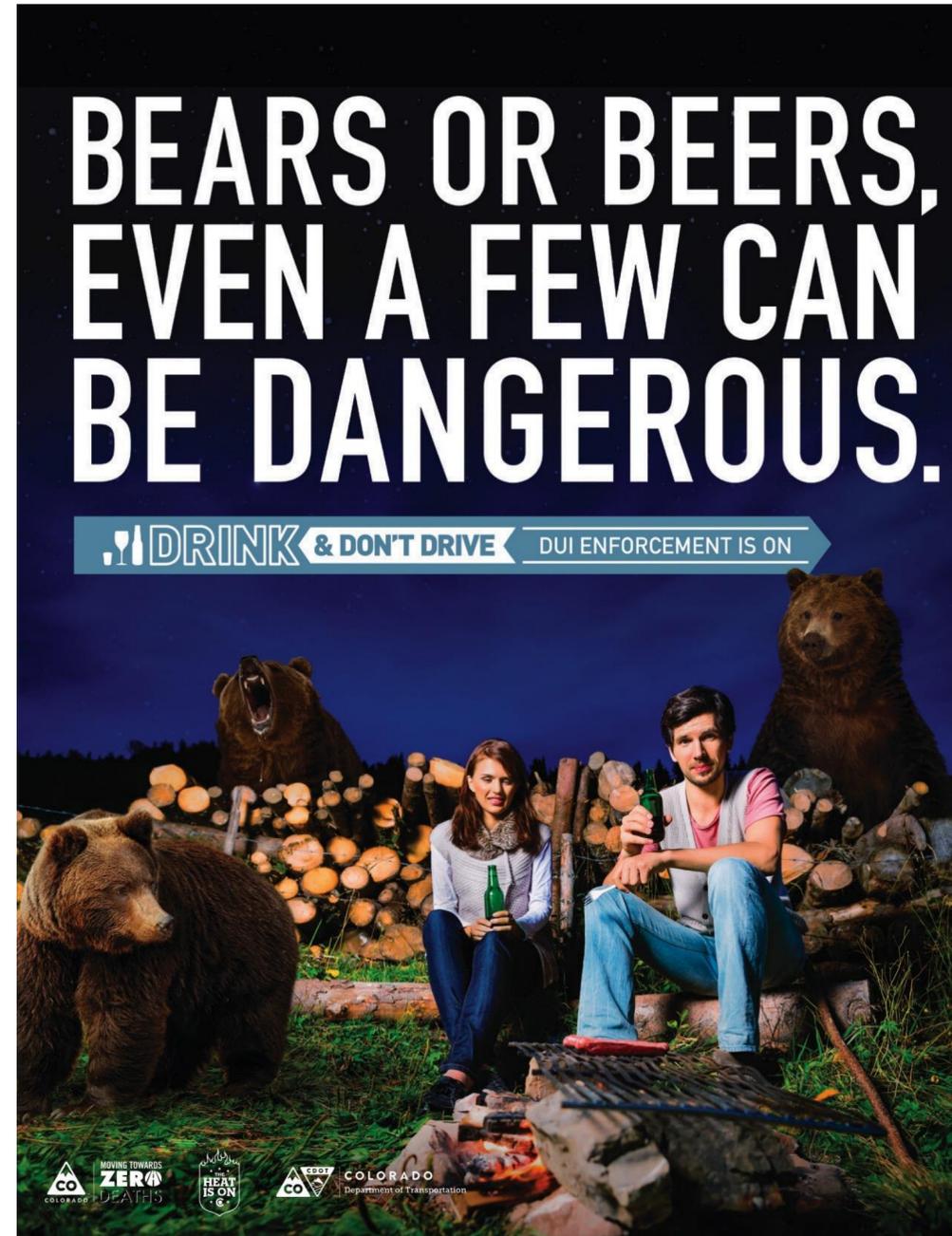
## Other Partnerships

1. GABF
2. Imbibe (hosts alcohol-related events)

Popular with our target audience

DUI messaging on:

- Print ads, tickets and banners



Thank You