



The long-term goal of the CTFDID is a Colorado in which there are no new victims from instances of drunk or impaired driving.

2017 Annual Report



COLORADO STATE UNIVERSITY



In 2006, Colorado Senate Bill 06-192 created the Interagency Task Force on Drunk Driving (ITFDD) in response to the tragic death of Sonja Marie DeVries who was killed in 2004 by an impaired driver. The driver had been convicted of impaired driving on six previous occasions. Since its inception in 2006, the ITFDD has brought together executive leaders from government and other organizations that have an interest in reducing instances of impaired driving.



In 2014 the Interagency Task Force on Drunk Driving was changed to the Colorado Task Force on Drunk and Impaired Driving by Colorado House Bill 14-1321.

Mission

The mission of the Colorado Task Force on Drunk and Impaired Driving is to support the prevention, awareness, enforcement and treatment of drunk and impaired driving in Colorado through strong partnerships with public, private and non-profit organizations.

Vision

The vision of the Colorado Task Force on Drunk and Impaired Driving is a Colorado in which key stakeholders work in partnership to achieve a fully integrated solution to the problem of impaired driving.



Members and regular attendees of the CTFDID pose with CO State Patrol Trooper Alisha Danko and a CSP cruiser sporting a St. Patrick's Day wrap done in partnership with CO MADD. Photo credit: Colorado State Patrol.



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Executive Summary



It is my honor to represent the Colorado Association of Chiefs of Police as chairman of the Colorado Task Force on Drunk and Impaired Driving. The mission of this Task Force is to investigate methods of reducing the incidents of drunk and impaired driving through prevention, public awareness, enforcement, and intervention/treatment. Equally as important, members of this group are a resource to the legislature and other states to offer expertise and provide professional background on matters related to impaired driving.

Again this year, the #1 priority for the Task Force is the passage of a primary seat belt law. This issue is gaining traction, including support in both the Colorado House and Senate and a pledge from legislative members to introduce a bill during the 2018 legislative session. Champions of this issue are gathering support from many government and non-government partners. Obviously, the Colorado Task Force on Drunk and Impaired Driving will be a specific supporter of this initiative.

Did you know that Colorado is one of only 16 states without a primary seat belt law and Colorado ranks 36th in seat belt use nationwide? In 2016, AAA stated in their *Exchange Newsletter* that seat belts are the best defense against a drunk, drugged, or distracted driver.

In 2017, Colorado will have over 625 traffic fatalities, which is a number that continues to rise year after year and is preventable. The data supports a primary seat belt law as a way to reduce fatalities and save more lives. We can do this together.

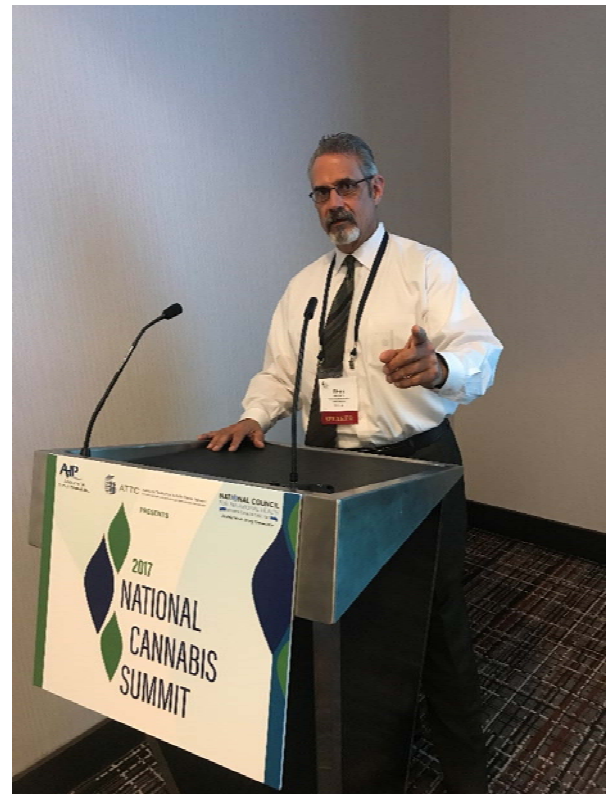
Within this annual report you'll find the 2017 accomplishments of the Task Force and its six work groups. You will also find the goals this group will tackle in 2018.

Sincerely,

Chief Robert L. Ticer, Chair
Colorado Task Force on Drunk and Impaired Driving

In 2017... CTFDID members served as Subject Matter Experts, both nationally and internationally, addressing issues of drunk and impaired driving in the areas of prevention, enforcement and treatment.

- *MATFORCE-Substance Abuse Coalition of Yavapai County - Prescott, AZ*
- *Nebraska Highway Safety Summit. Also participated in their PBS Documentary on Drugged Driving.*
- *2017 Governors Highway Safety Association Conference*
- *Presentation to MADD Executives at Summit in Washington, DC.*
- *Wyoming Governor's Council on Impaired Driving*
- *California Highway Safety Office*
- *AAA of Oklahoma*
- *AAA of New Jersey*
- *International Association of Chiefs of Police Impaired Driving Conference, Baltimore MD*
- *Foundation for Advancing Alcohol Responsibility, Washington DC*
- *National Cannabis Summit, Denver CO*
- *Reform and Responsibility-National Center for DUI Courts, Denver CO*
- *TransComm 2017 International Conference, Denver CO*
- *Third Annual International Symposium on Drugged Driving, Lisbon Portugal*
- *The Denver Post Cannabis Forum*
- *Marijuana Industry Group-Australia listening session, Denver CO*
- *American Bar Assoc., Judicial Division, Traffic Court Seminar, Savannah, GA*
- *Colorado Collaborative Justice Conference, Denver, CO*
- *14th Annual Impaired Driver Treatment Training, Pueblo, Lakewood, Westminster and Grand Junction, CO*
- *National Center For DWI Courts, Reform & Responsibility Tour, Denver, CO*



CTFDID'S Vice Chair Glenn Davis presents at the National Cannabis Summit held in Denver, CO.

Colorado Task Force on Impaired and Drunk Driving Key 2018 Recommendations

1. The CTFDID supports and strongly endorses the passage of a primary safety restraint law.
 - Of all Passenger Vehicle Occupant Fatalities in 2016, 51% were unrestrained.
 - Colorado's seat belt use declined in 2016 from 2015 and remains lower than the national average.
 - No other countermeasure would have a more immediate effect on reducing traffic fatalities and injuries on Colorado roadways.
2. The CTFDID encourages Judicial Districts to consider implementing a 24/7 Sobriety Project.
 - The 24/7 Sobriety Project is a court-based management program designed to address repeat impaired driving offenders.
 - A 24/7 program could reduce the number of impaired driving offenders in the felony DUI population.
 - The CDOT Highway Safety Office will serve as a resource for any Judicial District that want to explore implementing a 24/7 program.
3. The CTFDID recommends that an analysis of the Law Enforcement Assistance Fund (LEAF) Colorado C.R.S. 43-4-501-43-4-504 be commissioned to determine if the LEAF is compliant with its statutory intent and creation.

In 2017, the CTFDID recognized Ed Wood for his outstanding work on HB17-1315, the Acquisition of Data to Analyze the Types of DUI Offenses Being Committed by Offenders. Pictured L-R are: Chief Bob Ticer, Loveland PD, Ed Wood, citizen, Fran Lanzer, CO MADD and Glenn Davis, CDOT.



The Impact of Impaired Driving - Carolyn Burton



MADD intern, Nikki Hudson, lived with and was raised by her grandmother, Carolyn Burton. Carolyn was 77 years old and sold Avon for 27 years. She loved to cook, and especially loved making meals for people in need.

Carolyn's favorite TV show was Grey's Anatomy, which she watched regularly for the relationship drama and the "hot doctors". One of her favorite memories was getting to meet actor Patrick Dempsey at an Avon conference.

On April 1, 2016, Carolyn and her best friend, Gayle, were making Avon deliveries when they were hit and killed. Nikki shares her story to continue her grandma's legacy.

"My life shattered and my world was turned upside down. A drunk and drug-impaired driver was traveling at a high speed when he t-boned my grandmother's car killing both my grandmother and our family friend, Gayle.

MADD Colorado has helped me tremendously throughout my healing journey and the aftermath of losing a loved one and a friend. They have provided me with emotional support, helped me write my victim impact statement, gave me tons of information on the criminal justice process, attended court hearings with me, and have allowed me to honor my grandma through many tributes."

Without MADD I would not be where I am today in my healing journey, and I would not have been able to face the many challenges that came after losing someone who helped raise me. They take their work to heart and strive to do all in their power to make change. I can't thank them enough.

"My grandma meant everything to me and I don't want her legacy and love to be lost."

~ Nikki Hudson, Carolyn's Granddaughter

Impaired Driving in Colorado

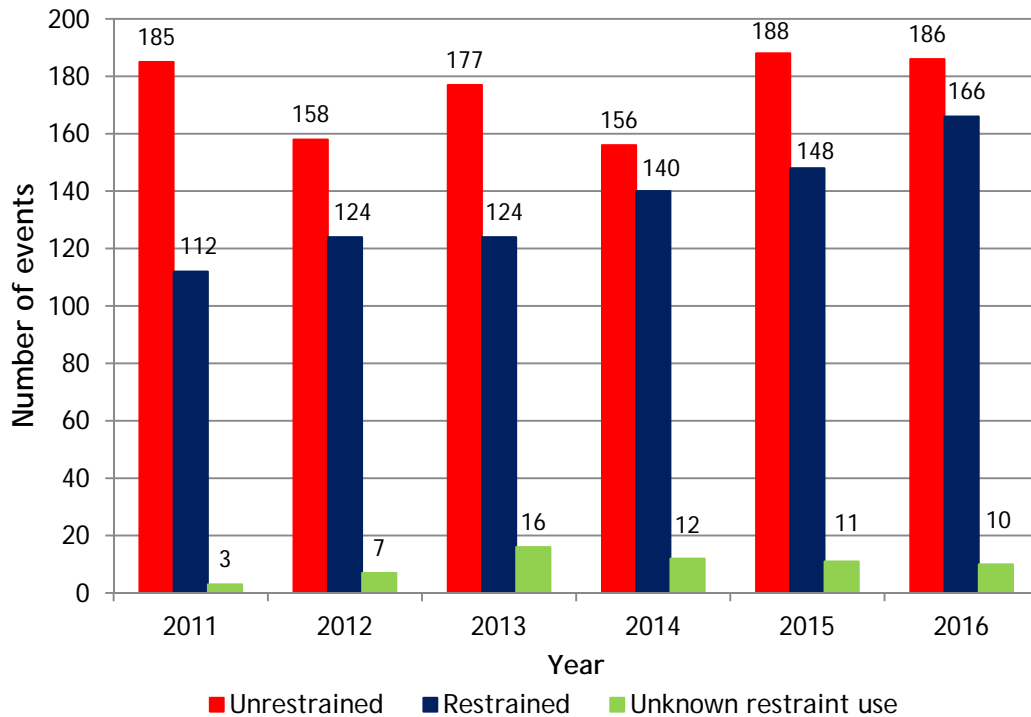
The Colorado Task Force on Drunk and Impaired Driving (CTFDID) members and representatives have made a significant investment of time and effort in forming a cohesive group which can leverage resources and promote change. Partnerships are established and functioning in a way that enables the members to broaden perspectives and develop a common view of the problem. The CTFDID acts as a multi-disciplinary resource group for the legislature, enabling it to consider more cohesive, well-thought-out proposals.

There is still much work to be done as impaired driving remains a significant public safety issue in Colorado. The CTFDID brings people together, creating a forum for victims and advocates to access many experts and resources in one place. It provides a formal mechanism to leverage resources in order to create a multi-faceted approach to solving a problem which is often minimized and understated in our community.



2017 Legislative Meeting - Rep. Mike Foote was recognized by the CTFDID for his contribution to passing HB 17-1288, Penalties for Felony DUI Offenders (See the Impaired Driver Intervention and Treatment Work Group section for additional details on the legislation). Pictured L-R, Chief Bob Ticer, Rep. Foote, Fran Lanzer and Glenn Davis. Photo credit: Colorado State Patrol

Figure 1: Passenger Vehicle Occupant Fatalities by Restraint Use, Colorado, 2011-2016



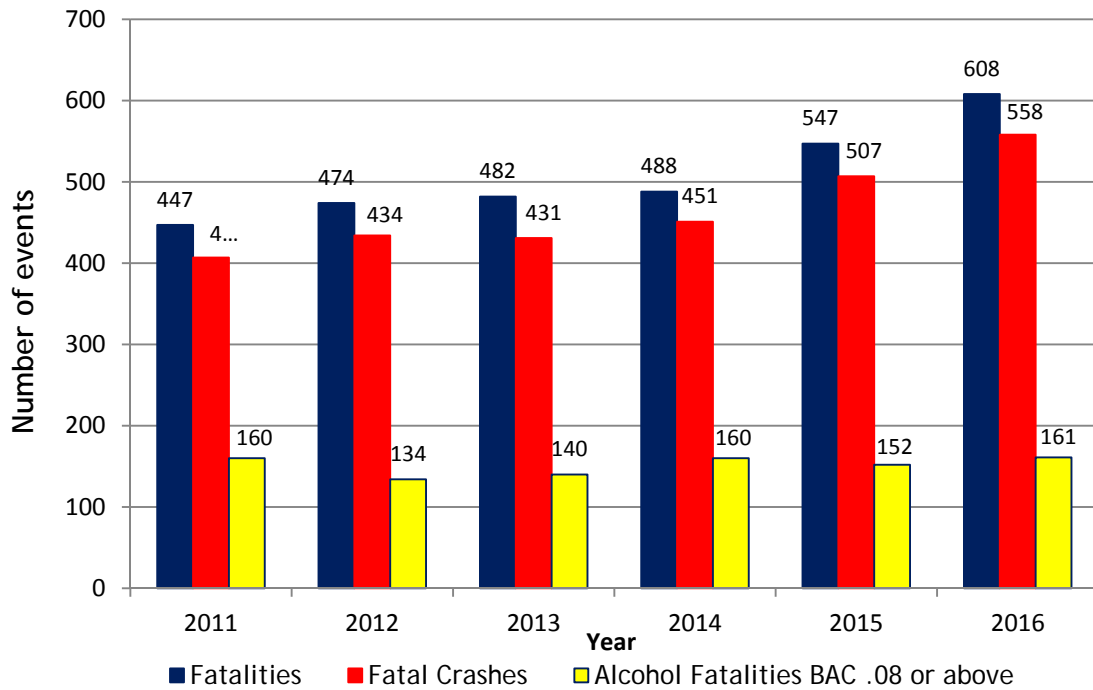
	2011	2012	2013	2014	2015	2016
Unrestrained Passenger Vehicle Fatalities	185	158	177	156	188	186
Restrained Passenger Vehicle Fatalities	112	124	124	140	148	166
Unknown Restraint Use Fatalities	3	7	16	12	11	10

*Includes persons riding or driving in passenger vehicles. Excludes motorcyclists, bicyclists, and pedestrians killed in traffic crashes.

Source: Fatality Analysis Reporting System (FARS) Data 2011-2016



Figure 2: Motor vehicle fatalities, fatal crashes and alcohol-related fatalities, Colorado, 2011-2016



	2011	2012	2013	2014	2015	2016
Fatalities	447	474	482	488	547	608
Fatal Crashes	407	434	431	451	507	558
Alcohol Related Fatalities BAC .08 or above	160	134	140	160	152	161

Source: Fatality Analysis Reporting System (FARS) Data 2011-2016

The Impact of Impaired Driving - Monica Zapata

In the blink of an eye, Maria Zapata's life was forever changed. Her daughter, Monica Zapata, was 40 years old when she and her daughter Jessica were hit by a drunk driver on February 14, 2016. Jessica survived, but Monica was gone.

Monica was a graduate of Fort Lupton High School and the mother of three. Maria shares her story so that her grandchildren never forget how much their mom loved them.



"Her children meant everything to her, and she would do anything for them. Monica's whole life revolved around her kids and family. I remember my daughter and the way she cared for her kids every day.

After high school, Monica followed her passion for cake decorating to the Walmart bakery where her infectious and over-the-top laugh could be heard across the store and made her very memorable to her co-workers. Her enthusiasm and dedication to her work helped her advance to the head manager position.

Her commitment to her three children drove her to always strive for more, which led her to seek out a higher-paying career in cosmetology. She enrolled in beauty school and excelled rapidly, winning contests and even getting a job offer prior to graduation. Unfortunately Monica's next calling was cut short by an impaired driver just a week before starting her new career.

I can't explain the devastation that a mother feels when learning that her daughter is gone. MADD helped us through a challenging week-long trial after the crash, provided literature and referrals, and were instrumental in getting a Roadside Memorial Sign installed in Monica's memory. We found a way to move forward because MADD gave us the emotional support we needed.

Monica may be gone, but she will forever be in our Hearts."

~ Maria Zapata, Monica's Mom



Program Management & Strategic Planning

In 2017... The CTFDID Program Management and Strategic Planning Work Group hosted researchers from Texas A & M University for a two-day site visit. Researchers were collecting information on Colorado's implementation of recreational marijuana. The agenda included sessions covering highway safety programming; the involvement of the marijuana industry in traffic safety messaging; the creation of laws and policies on the regulation of the marijuana industry; and how the marijuana interest groups work with the State to pass legislation.

The Program Management and Strategic Planning Committee ensures that the CTFDID is properly represented by strong leadership and that meetings and sub-committees utilize sound policy development, program management, problem identification, strategic planning, and an effective communication program.

The Program Management and Strategic Planning Committee takes the lead in:

- Providing information so that CTFDID meetings can focus on data-driven discussions
- Creating meeting agendas
- Facilitating meetings including sub-committee meetings
- Arranging for subject matter experts to present information
- Creating and distributing the final CTFDID annual report
- Coordinating with local Impaired Driving Task Forces
- Securing resources and informing CTFDID partners and stakeholders on resource availability
- Overseeing and implementing a comprehensive communications program that coincides with the mission and vision of the CTFDID

Communications Work Group

Goals

- Develop a relevant impaired driving public awareness campaign based on alcohol consumption
- Develop a relevant impaired driving public awareness campaign based on marijuana consumption
- Develop culturally and linguistically impactful advertising designed to resonate with target audiences within Colorado’s Hispanic communities
- Leverage Spanish-speaking spokespeople to increase earned media addressing the topic of impaired driving

Strategies

The FY17 DUI campaigns focused on deterrence by publicizing 14 high visibility enforcement periods. The campaigns also focused on behavior change, such as the use of alternative transportation, smartphone breathalyzers, and designated drivers. The drugged driving campaign raised awareness of the dangers and consequences of driving high. The campaigns focused on a target audience of males between the ages of 21 and 34, the audience with the highest propensity for DUI arrests.

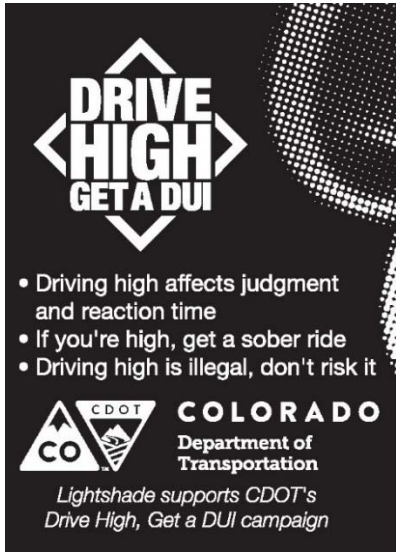
Drugged Driving (Marijuana-Focused) Public Awareness Campaign

In FY17, CDOT used state marijuana tax funds for its drugged driving public awareness campaign. With the tagline “Drive High, Get a DUI,” the creative concept also featured crashed vehicles that demonstrated the dangerous combination of drugs and driving. According to a November 2016 CDOT survey, over 90% of marijuana users now know that they can get a DUI for driving high; however, over 50% admit to driving within two hours of using marijuana. Many of these users unfortunately believe they can drive safely after using marijuana.

In April CDOT also launched a partnership with Lyft to create the 320 Movement Campaign— an initiative to “plan a ride before you’re high.” Almost 4000 people received free and discounted Lyft rides during the two month campaign. Lyft provided a fleet of 17 vehicles wrapped with green “Plan a ride before you’re high” to promote the safety message to the public.

A paid advertising campaign also brought broad awareness to the dangers of driving high. The ads included out-of-home tactics, such as billboards located near dispensaries and video spots for online viewership. Hispanic radio and Hispanic focused billboards were also deployed. Informational posters, video for in-store screens, and pamphlets on marijuana impaired driving were distributed to 130 marijuana dispensaries across the state.





Utilizing strategic partnerships, mass media and ambient executions, CDOT garnered over 26 million earned impressions through 106 online articles and 59 TV stories. This outreach had a publicity value of \$2 million. Paid media tactics produced over 175 million impressions. In a phone survey of over 500 Coloradans during the campaign, 33% of respondents recalled hearing the slogan Drive High, Get a DUI.

Impaired Driving (Alcohol-Focused) Public Awareness Campaign

In addition to creating awareness of the 14 high visibility enforcement campaigns throughout the year, the task force helped guide the creation of a statewide public awareness campaign about drinking and driving.

The target audience, males, 21 - 34 years old, are over represented in crash and fatality data and also 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 one or two drinks, according to a 2015 CDOT survey.

CDOT introduced the “Before You Go, Know” campaign with the goal of increasing the use of personal breathalyzer devices and decreasing the number of DUI-related fatalities and offenses. CDOT teamed with BACtrack, the maker of personal breathalyzer devices, in a state-wide campaign targeting Coloradans to encourage them to visit CDOT’s HeatIsOnColorado.com to receive a 20% discount on personal breathalyzers. Campaign assets included digital banners, billboards, bus queens, liquor store assets and social media content. A total of 524 devices were sold using the CDOT promo code. The ad campaign was widely viewed, as demonstrated by the following metrics:

- 1,500,000 impressions from digital ads with a click-through rate of 0.16%, above the benchmark of 0.05%;
- 770,493 video impressions, including 311,528 views with a 40.34% completion rate.
- 800,010 radio impressions;
- 500,000 impressions from 10 billboards in Hispanic neighborhoods;
- 850,023 impressions on Hispanic TV.



CDOT also brought the breathalyzer message to various sporting events, including a Rockies game in Denver and two Sky Sox baseball games in Colorado Springs. At the games attendees had the chance to test the BACtrack breathalyzer, learn more about the campaign and were provided a code to purchase their own device. Interviews were conducted on-field and in the concourse where fans were asked to guess, and test, their BAC after having what they considered a 'normal' amount to drink at a ballgame. The interviews were used to create the advertisements for the community awareness campaign, which raised awareness that you should never rely on a guess when it comes to drinking and driving.



Later, in partnership with CSU Athletics, the breathalyzer message was brought to Fort Collins for a CSU football game. CDOT also reached out to local media outlets to garner media coverage in conjunction with the community events. More than 250 people tested breathalyzers at the sporting events and were informed about DUI enforcement periods.

Overall, 1,050 news stories were garnered on the discount breathalyzer program and community events. This produced 236 million impressions indicating broad public outreach.

Looking Ahead

Future campaigns will also be guided by the results of CDOT's Problem Identification report, which identifies trends and other information from crash data on impaired driving.



2017 Legislative Meeting - Rep. Matt Gray, Rep. Susan Lontine and Rep. Mike Foote are briefed on the accomplishments of the CTFDID and road blocks they face when supporting prevention, awareness, enforcement and treatment of drunk and impaired driving in Colorado. Photo credit: Colorado State Patrol

Criminal Justice

In 2018, the Criminal Justice Work Group will continue to identify and implement national best practices in Colorado. Focus will be on reducing Colorado's chemical testing refusal rate and addressing the high cost of DUI/DUID specimen testing.

Identify Best Practices to Reduce Refusals

- Reduce 31% rate
- Develop Expressed Consent card for Officers
- Provide Briefing Training utilizing POST & CDAC

Goal Length: Disseminate cards by February 1, 2018 and launch training by April 1, 2018.

Best Practices - Reimbursement of Testing Costs

- Benefit for smaller agencies
- Provide guides to law enforcement agencies seeking reimbursement
- Monitor legislation & issue best practices statement

Goal Length: Disseminate templates by March 1, 2018, keep CTFDID apprised of any legislation during the legislative session, and issue best practices statement by June 1, 2018.





Drug Evaluation Classification Program



Drug Recognition Experts (DRE) are law enforcement officers who have been trained to identify drivers impaired by drugs. A trained DRE performs an evaluation of a suspected drug-impaired driver to determine impairment and the categories of drug(s) that the suspected driver is impaired by. The CTFDID supports the work of this program in its efforts to prevent drug-impaired driving.

Colorado currently has 220 certified DREs serving in 80 law enforcement agencies.



Loveland Police Chief and CTFDID Chair Robert Ticer addresses 2017 DRE graduates. Photo credit: Colorado State Patrol.



CDOT's Glenn Davis presents the DRE of the Year Award during the 2017 DRE graduation.

Figure 3: Number of DRE's per Colorado law enforcement agency

Agency	# of DREs	Agency	# of DREs
Adams County Sheriff's Office	1	Boulder Police Department	1
Alamosa Police Department	2	Breckenridge Police Department	1
Arapahoe County Sheriff's Office	3	Brighton Police Department	1
Arvada Police Department	1	Broomfield Police Department	1
Auraria Police Department	1	Buena Vista Police Department	1
Aurora Police Department	8	Burlington Police Department	2
Avon Police Department	2	Canon City Police Department	1
Basalt Police Department	1	Carbondale Police Department	1
Black Hawk Police Department	1	Castle Rock Police Department	1
Boulder County Sheriff's Office	1	Clear Creek County Sheriff's Office	1

Agency	# of DREs	Agency	# of DREs
Colorado Mental Health Institute	1	Lamar Police Department	1
Colorado Springs Police Department	7	Larimer County Sheriff's Office	1
Colorado State Patrol	59	Longmont Police Department	4
Colorado State University Police	1	Loveland Police Department	4
Commerce City Police Department	2	Montrose Police Department	1
Craig Police Department	1	Northglenn Police Department	2
Delta Police Department	1	Oak Creek Police Department	1
Denver Police Department	28	Pagosa Springs Police Department	1
Douglas County Sheriff's Office	1	Parachute Police Department	1
Eagle County Sheriff's Office	2	Park County Sheriff's Office	1
El Paso County Sheriff's Office	2	Parker Police Department	3
Elbert County	1	Pitkin County Sheriff's Office	1
Englewood Police Department	2	Pueblo County Sheriff's Office	3
Fort Carson Police	1	Pueblo Police Department	3
Fort Collins Police Services	1	Rangely Police Department	1
Fort Lupton Police Department	2	Rifle Police Department	1
Fountain Police Department	4	Salida Police Department	1
Fraser Winter Park Police Department	1	San Miguel County Sheriff's Office	1
Frederick Police Department	1	Southern Ute Police Department	1
Fremont County Sheriff's Office	2	Steamboat Springs Police Dept.	2
Fruita Police Department	1	Teller County Police Department	2
Garfield County Sheriff's Department	2	Telluride Marshal's Office	1
Gilpin County Sheriff's Office	1	Thornton Police Department	4
Glenwood Springs Police Department	3	USAFA 10 Security Forces Squadron	1
Grand Junction Police Department	3	Vail Police Department	3
Greeley Police Department	1	Weld County Sheriff's Office	1
Greenwood Village Police Dept.	1	Westminster Police Department	3
Jefferson County Sheriff's Office	1	Wheat Ridge Police Department	1
Lafayette Police Department	2	Woodland Park Police Department	2
Lakewood Police Department	1		



Impaired Driver Intervention and Treatment Work Group

In 2017... The Colorado Department of Human Services, Office of Behavioral Health, with the support of the Impaired Driver Intervention and Treatment workgroup, successfully implemented a new level of DUI treatment services to more effectively meet the treatment needs of those offenders with four or more impaired driving convictions. The new level of treatment, Level II Four Plus, increases an individual's time in treatment and increases the quality of treatment since all services are determined by the results of a comprehensive clinical assessment.

Since Level II Four Plus started 7/1/17, there have been 25 agencies, located in 69 sites across Colorado that are licensed for this new service. The work group has guided the implementation of Level II Four Plus in Colorado, drafting a treatment structure of specific phases and competencies and coordinating strategies for successful implementation.

In 2018, the workgroup recommends:

- Finalize and distribute competencies to be achieved by the client for each phase, along with supportive material;
- Increase the number of Level II Four Plus licensed providers, especially in rural areas of the state;
- Provide additional training opportunities to enhance the skill level of clinicians serving this population;
- Implement communities of practice around the state to encourage further skill development and networking of resources;
- Design web-based tools to support Level II Four Plus providers.



Prevention

CTFDID Prevention Work Group recognizes promising results from research suggesting that responsible beverage service training could reduce drunk and impaired driving through improved service policies and practices. We recommend the State of Colorado commission a study to evaluate the effectiveness of required seller-server training for alcohol beverage servers in reducing drunk and impaired driving. Furthermore, the Task Force strongly encourages establishments to consider responsible beverage service training and become Responsible Alcohol Beverage Vendors (as described in the Responsible Alcohol Beverage Vendor Act, C.R.S 12-47-1002).



*2017 Legislative Meeting – From L-R *Patrick Maroney-DOR, Liquor Enforcement, Ben Whitney-Statewide Organization of District Attorneys, *Andrew Lemley-Alcoholic Beverage Manufacturers, Jeff Groff-CDPHE, *Paul Aylmer-On-Premise Alcohol Beverage Retailers, *Jennifer Tracy-Family Member of a Victim of Drunk or Impaired Driving, Rep. Young, Sen. Todd, Rep. Singer. Photo credit: Colorado State Patrol*

** Prevention Work Group members*

Program Evaluation & Data Work Group

In 2017... HB 17-1315, the Acquisition of Data to Analyze the Types of DUI Offenses Being Committed by Offenders, was passed. This legislation will facilitate improved DUI data reporting by the Division of Criminal Justice (DCJ) and better statistical tracking of DUI/DUID data.

With the passage of HB 17-1315 the Division of Criminal Justice (DCJ) will create a database where all DUI/DUID information will be stored and also work to identify any additional data elements that may be necessary to fulfill the requirements of the legislation. The first report to the Judiciary Committees of the House of Representatives and the Senate is due in March of 2018.

The Statewide Traffic Records Advisory Committee (STRAC) has completed revisions to the Traffic Crash Report (DR3447). The new report includes fields to collect information on impairment due to suspected use of marijuana and/or other drugs in addition to the current field for alcohol impairment. This change will provide more complete and timely data on the suspected causes of impaired driving that can be addressed by law enforcement and policymakers.



2017 Legislative Meeting - Representative Jonathan Singer was recognized for his sponsorship of HB17-1315. Also pictured are Chief Bob Ticer, CTFDID Chair; Fran Lanzer, MADD CO Exec. Director; and Glenn Davis, CTFDID Vice-Chair. Photo credit: Colorado State Patrol

The Colorado Department of Human Services is currently revising its Alcohol/Drug Driving Safety Coordinated Data System (ADDSCODS) which is used by the Judicial Department to transmit information about DUI offenders to the Office of Behavioral Health (OBH). The changes will allow the Judicial Department to enter information on up to ten drugs rather than the current system, which only allows one choice out of five. The CTFDID Program Evaluation & Data Group supports these changes and will work with OBH and the Judicial Department to ensure proper implementation and stakeholder education on the revised fields.

CTFDID Membership

Members

- Colorado Department of Transportation - Glenn Davis (Vice-Chair)
- Colorado State Patrol - Lt. Col. Matthew Packard
- Colorado Department of Revenue, Driver's License Sanctioning - Benjamin Mitchell
- Colorado Department of Revenue, Liquor Enforcement - Patrick Maroney
- State Court Administrator's Office - Judge Edward Casias
- State Public Defender's Office - Daniel Gagarin
- Colorado Department of Human Services, Office of Behavioral Health, DUI Substance Abuse Treatment - Christine Flavia
- Colorado Department of Human Services, Office of Behavioral Health, Minors Substance Abuse Treatment - Katie Wells
- State Court Administrator's Office, Division of Probation Services - Susan Colling
- Colorado Department of Public Health and Environment - Jeff Groff

Representatives

- Statewide Association of Chiefs of Police - Chief Robert Ticer, Loveland Police Department (Chair)
- Colorado Peace Officers Standards and Training Board - Erik Bougerie
- Statewide Organization of County Sheriffs - Chief Deputy Steve Johnson, Douglas County Sheriff's Office
- Family Member of a Victim of Drunk or Impaired Driving - Jennifer Tracy
- Mothers Against Drunk Driving - Fran Lanzer, State Executive Director
- Statewide Organization of District Attorneys - Ben Whitney, 19th Judicial District
- Colorado Criminal Defense Bar - Abe Hutt
- On-Premise Alcohol Beverage Retailers - Paul Aylmer, Colorado Restaurant Association
- Off-Premise Alcohol Beverage Retailers - Vacant
- Alcoholic Beverage Distributors - Vacant
- Alcoholic Beverage Manufacturers - Andrew Lemley
- A Person Under 24 who is Enrolled in a Secondary or Postsecondary School - Vacant
- Colorado Association of Addiction Professionals - Joyce Smith, Creative Treatment Options
- Statewide Organization of Retail Marijuana for Consumption Off Premises - Kristi Kelly, Marijuana Industry Group
- Researcher Who Specializes in the Field of Impaired Driving - Dr. David Timken, Center for Impaired Driving Research and Evaluation



Resources

NO DUI COLORADO

Objective: Act as a resource for the exchange of information regarding impaired driving.

In 2011, the Persistent Drunk Driver (PDD) Committee launched the No DUI Colorado website (www.NoDUIColorado.org) as a state resource for impaired driving and substance abuse behaviors. The website takes a three-step approach to addressing DUIs, discussing what can happen before a DUI, what happens after receiving a DUI, and what resources are available to individuals statewide and nationally.



In 2017, the campaign to promote the website and public awareness of the issues surrounding impaired driving continued to focus on a target audience of males ages 21-34. This population segment has a higher prevalence of impaired driving than other population segments according to data from the Department of Human Services, Office of Behavioral Health.

Highlights of campaign efforts included two statewide earned media pushes around the consequences of DUI. In December 2016, the campaign announced the financial cost for the average DUI in Colorado increased to \$13,530 (previously \$10,280). In May 2017, statewide media outreach focused on time costs associated with a first time DUI. Research determined an individual could expect to spend a minimum of 170 hours fulfilling requirements of DUI-related sanctions.

A branded outreach effort, #FirstCall was also developed based on 2016 qualitative research, conducted with drivers who had received a DUI. The #FirstCall message encourages individuals to seek round-trip transportation alternatives, and take the vehicle out of the equation, to remove the possibility of impaired driving. Materials including posters and display pieces for bars and restaurants were made available to community coalitions. Direct outreach was also coordinated in Denver, Ft. Collins, and Grand Junction and utilized live radio broadcasts from local events to promote in-person engagement.

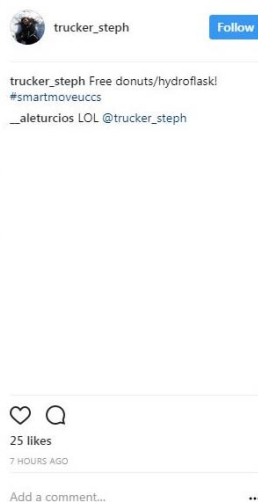
Figure 4: noDUIcolorado website analytics
Website Analytics

Category	2016 (Jan. 1 - Dec. 31)	2017 (Jan. 1 - Dec. 31)
Sessions	19,108	15,844
Pageviews	37,800	35,937
Pages Viewed per Session	1.98	1.93
Avg. Session Duration	1m30s	1m36s
New Visitors	83.5%	84.97%
Returning Visitors	16.5%	15.0%

The goal of the PDD Committee and the Colorado Task Force on Drunk and Impaired Driving is to continue to make No DUI Colorado a recognized, trusted source of information that can educate the public on the issue of impaired driving.

Objective: Create a campus-based social norming campaign that can be developed into a sustainable program at a Colorado university.

The PDD Committee selected the University of Colorado-Colorado Springs (UCCS) in 2015 for implementation of a social norms campaign. With coordination from the primary campus liaison UCCS Office of the Dean of Students, Webb Strategic Communications guided the launch of the campaign, #SmartMoveUCCS - Help Drive Home the Message in Fall 2016. Since then, there has been implementation of the 2016-2017 strategic communications plan and supporting tactical plan. The following are key benchmarks achieved by the campaign in the 2017 calendar year.



Regular social media engagement with UCCS students is now an integral part of campaign outreach. This social media post from a student’s Twitter account was used to bring attention to the new monthly event, dubbed “Trunk Treats”. The events offer free food to students in exchange for connecting with the #SmartMoveUCCS campaign.

In Spring and Fall 2017 semesters, Webb Strategic Communications worked with campus partners in the UCCS Office of Student Activities, Gallogly Recreation & Wellness Center, Athletics and others to participate in key campus events. Along with digital and social media promotion of the campaign before and during these highly attended events, the popular campaign mobile billboard, named the “Statmobile”, was utilized to engage students about campaign messages.

While paid media was used in 2017 to bring general awareness of the campaign, the UCCS campus newspaper The Scribe, and campus newsletter, UCCS Communique brought additional earned media attention to the social norms program. The articles discussed findings of student surveys administered in the spring, as well as the evidence-based messages on impaired driving that result from the research.

Planning for the sustainability of the #SmartMoveUCCS campaign continues for next year. The UCCS Office of the Dean of Students is working with like-minded departments on campus to develop a network of staff and student peers that will complete programmatic tactics. Webb Strategic Communications is ensuring the legacy of the program by creating long-term digital and non-digital assets for the campaign, and developing additional partnership opportunities in Colorado Springs that support the PDD Committee’s effort and message on impaired driving reduction.



On Saturday November 4, 2017, the "Border War" game between the University of Wyoming Cowboys and the Colorado State University Rams was held in Laramie, Wyo. To help ensure that fans traveling back and forth to the game were safe, law enforcement agencies from Colorado and Wyoming teamed up as part of a multi-state, multi-agency DUI enforcement operation on I-25 and US 287.

The Colorado law enforcement agencies participating in the campaign included the Larimer County Sheriff's Office, Fort Collins Police Department, Loveland Police Department, CSU Police Department, Estes Park Police Department and the Colorado State Patrol. Agencies involved in Wyoming included the Wyoming Highway Patrol, Laramie Police Department, Albany County Sheriff's Office, University of Wyoming Police Department, Laramie County Sheriff's Office, Cheyenne Police Department and Wyoming State Parks. Photo credit: WY DOT.

The Impact of Impaired Driving - Sean Muniz



Sonia Barela's son, Sean Muniz, was a passenger in a car driven by a drunk driver. He was 22 years old when he was killed on August 15, 2015. Sonia shares her story to keep Sean's memory alive and to help discourage others from getting into a car with an impaired driver.

"It was a single-car crash in which the car, going in excess of 100 miles per hour, went off the side of Highway 285. There was no indication that the brakes had been applied. At that speed, the car rolled side-over-side and then end-over-end for over 600 feet, ejecting my son and throwing him over 100 feet from where the car came to rest.

The crash happened prior to 2:00 a.m. Because of the time and the remote location, it wasn't discovered until 7:30 a.m. So many questions are left unanswered for my family and me, and under the circumstances of the case, we will never have all of the answers. We feel that Sean will never receive the justice he deserves.

MADD has been a stable source of support for us. They understand what my family and I are going through, and their compassion and non-judgement mean the world to us. They are committed to doing everything possible to bring awareness to the epidemic of drinking and driving, which has inspired me to get involved.

Sharing my son's story about riding in a car with a drunk driver allows me to do my part for future generations, and providing this valuable lesson helps me to heal. If using our son as an example helps save one life, then we know he didn't die in vain."

~ Sonia Barela, Sean's Mom

