



Meeting Minutes

July 17, 2015

Opening Comments – 9:00 Chief Ticer

Introductions

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

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

Legislation Sponsors' Remarks (if in attendance)

Representative Young

- Happy to be of assistance, thanking all for their work on the task force.

Public Comments

None

Minutes of Previous Meeting

- Correction to foot note date and “xx” to 20 on page 1. Correction Lightning Round, Maroney “Dove Festival” is “Dub Festival.”
- Motion to approve by Maroney, second by Casias, all in favor, motion passes.

Statistics

State Fatality Numbers (CDOT) – Glenn Davis

- Data through 7/16/15
 - 245 Fatalities in 2015 through 7/16/15
 - 240 Fatalities in 2014 through 7/16/14
 - Increase of 2%
 - Bicycle fatalities are up from last year
 - Pedestrian fatalities are up from last year
 - Motorcycle is down 39 to 37 from last year
 - 78 unrestrained fatalities
- Ticer – reminder that is not just a number, that is 78 people and 78 families affected.

Media Relations & Significant Upcoming Events

Sam Cole, CDOT

See Power Point

Harper - Breathometer cost – Bluetooth version \$100, ones that plug into phone are \$150.

Woods – Look forward to the opportunity when you apply the same creativity to drug impaired driving.

Casias – Is it possible to get bus tails up to Summit & Eagle County? It is a message that I think is important up there. There isn't the option of Uber or taxis in that area. Would be an important marketing tool in that area.

Cole – Will let them know.

Hispanidad – Hispanic DUI posters are available, see her on a break.

Young – Breathometer, does it only connect to Uber?

Harper – Currently only to Uber. Labor Day events, also planning on working with taxis. Cannot work with Lyft,

Parker – How accurate is the breathometer?

Cole – Second or third generation of the device. Law enforcement grade within 0.01% accuracy.

Harper – Prompts you, have you drank within the last 20 minutes.

Groff – “Are you Buzzed?” app – CDPHE has done testing on the app with multiple subjects, and found that it is within 0.01% accuracy based on their testing.

Task Force Business & Presentations

Vacant Positions

Lemley – Meeting with Possible Coloradans for Safety later this month, will see if they would be interested.

Groff – Representative from the medical company or pharmaceutical, to address prescription drug use abuse impaired driving.

Ticer – May need to evaluate if there are additional positions needed, please discuss in work groups and let

Program Management & Strategic Planning – Glenn Davis, chair

- Discussed primary seat belt legislation
- Looked at gaps in impaired driving world
 - Definition influence of alcohol and marijuana (DUI)
 - Does not have a definition of impairment for alcohol (DWAI)
 - Underage drinking and driving statute, no addressing on underage marijuana impaired driving.
 - Casias – DWAI – are you asking for a specific number?
 - Davis – Not asking for a specific number, just identifying a gap.
 - Casias – “Baby DUI” – nothing for marijuana. Are they testing minors? Do you get blood draws?
 - Ticer – Yes.
 - Fisher – Oral fluid devices that CSP is in the process of testing.
 - Davis – That brings up another point that the oral fluid devices are not in statute
 - Knudsen – The reason we don't have per se, the science isn't quite there yet. Huge difference between permissible inferences and per se. Huge challenges that we face, how do we deal with those numbers?

Criminal Justice – Deputy Chief Steve Johnson, chair

- Whitney – Met in June, evaluated goals from previous work group
 - Pass on information and training to law enforcement in the field
 - Looking to meet again in August

Prevention – Ellen Anderson, chair

- Identified three areas of focus:

- Continuation of liquor enforcement activities
- Community based programs
- Continuation of existing and new alternative ride programs
 - In order to facilitate new alternative ride programs, information must be gathered and disseminated
 - An individual at a state level, expert on alternative rides – clearing house of information - a person that knows of all the different types of alternative rides for a variety of models. Perhaps the position could be with CDOT, OTS.
 - Opening up for discussion within the work group on how we could get this done.
 - Not suggesting state funds for the ride programs themselves, just the individual to staff the position.
 - Also discussed the barriers for parking or tow fees if the vehicle is left overnight.
 - Position would be able to provide the information however it would be most helpful to the entity. E-mail, presenting to city councils, etc.

Parker - Is it true that light rail closes before bars shut down?

Ticer – It is true in some areas that public transportation shuts down prior to bars close.

Cole – Do you know if any other states have a similar position?

Anderson – I don't know, but I do know that Wisconsin has a private entity that provides this service?

Davis – If you are talking a new position, you have to have a funding source. It may be easier to do as a contract position. Currently CDOT has 6 FTE positions, but only has 5 FTE. OTS is working at capacity. Due to salary caps, CDOT OTS doesn't have funding to staff 6 FTE.

Young – Perhaps pursue a budget request to increase funding.

Wells – One of the things looking at OBH is how the prevention dollars are spent. 50 programs across the state (LEAF, PDD funds), just went through a new round of applications. Would like to meet with the prevention people that have these programs to see what efforts are geared towards impaired driving.

Impaired Driving and Treatment (Formerly Alcohol and Other Drug Misuse) – Flavia & Parker, co-chair

- Changed name from Alcohol and Other Drug Misuse.
- In light of the felony DUI bill passing, focusing on the needs of those clients.
- Better screening up front to determine needs.
- Screen tool – CARS has been recommended, discussion if better at probation or treatment.
- Training needs and costs associate.
- More comprehensive assessment. Repeat offenders typically have co-occurring disorders and TBI.
- More treatment of some sort – discussed an additional intervention track, brain storming what that would mean.

Casias – We need assessments to be good for the first one, not the fourth. Need to be addressing this so that we don't get to this point. See more cognitive behavior therapy more with probation for repeat persistent offenders. Seeing more and more DUI trials being set, they do not want to be on the precipice of four. Trying not to get the third. Challenges to express consent. Motion challenging 4th amendment scope of the blood

draw. Right to refuse constitutional, illegally obtained without a warrant, should be suppressed. Drawing blood is a search. County judges have rallied around that driving is a privilege. Don't get to refuse the test and then draw on the 4th amendment. Attack on the refusal component of blood draws. Enhanced monitoring is being looked at more and more. Haven't had a DUI sentencing yet, not effective until 8/5/15.

Parker – The prevention of all DUIs has been discussed, because of the law going into effect, we felt that was a more immediate need. Hopes that it will trickle down to the first time offenders. Certainly not ignoring first time offenders.

Lanzer – New screening tools, is that something that can be with change of policy or something more?

Colling – Depends, if workload going up, could need additional legislative actions for additional resources.

- 1600 more offenders that Probation will have to do an additional screening on.

Communication – Sam Cole, chair

- Discussed in Media Relations & Significant Upcoming Events

Data & Program Evaluation – Nicole Richmond

- Met in June
- Trying to figure out what is the prevalence in impaired driving in various scenarios (pulled over or crash scenario.)
- Looking at deficits in capturing the information in a reliable way.

Casias – Question for DOR, my understanding is that if you lose privilege to drive you can't have any vehicles.

Mitchell – Interlock on a motorcycle, difficulty is not with law, but programmatic. Vendors don't want to take on the liability for motorcycles.

Ticer – Marijuana or drugs will not have any benefit from an interlock device.

Legislative Outreach – Fran Lanzer, chair

- Conference call and e-mails
- Discussed role of this work group and how to work with other work groups
- Need to have some process
- Have recommendations from last year and Ellen's suggestions
- Would like to hear from other work groups to see what we should be looking into to engage legislators. Determine if through the budget process or legislative process.

Fisher – Important component, timeline. Committee work starts up fairly soon. Need to be cognizant of the timeline. What is your timeline

Rep Young – Start in November, prior to that point. Important to meet with leadership in each chamber. If there is a legislator that you identify that would be able to run the bill.

Lanzer – Talked about identifying priorities by September and trying to get legislators in November.

Ticer – Committee chairs, work with Fran & start getting ideas out in September, present in October.

Rep Young – Budget process, you need that in a lot sooner. Two timelines for budget and legislative.

Lanzer – Suggest for consideration, how we might be able to provide feedback to the legislation quickly. Ideas that may come up that we have not thought of. Would be helpful if we were able to get to the legislators, to provide information so legislators can make

informed decisions. Current issues, excise tax on alcohol, idea to extend bar hours. We may not want to take a position, but provide information on how that would impact impaired driving.

Break: 10:35

Reconvene: 10:50

Lightning Round Update

Fisher – Testing oral fluid devices, program is underway. While it's important for us to be arresting impaired drivers, that is a reactive measure and not a preventative measure. Whatever we can do to work towards prevention, we need to be a part of.

Whitney – Continue to work out the nuts and bolts of felony DUI and applying in court and on the ground level. Meeting with DA's office and public defenders, and bench making sure that the success of the DUI court carries on with the felony DUI legislation. Lots of training, getting everybody ready when August 5th gets hear.

Ticer – Are you adding any additional

Casias – Addressing court by court. Petition out of Arapahoe County may take care of that in the Supreme Court, depending . Bigger press on probation. May be seeing more requests for funding for probation. Need for additional POs. Uptick in trials. Seeing more and more people, requesting medicinal marijuana to fill void from alcohol. Ultimately comes down to the judge case by case basis to see if they can get med marijuana. Putting a little more out there than just the offender saying they need it. Judicial branch is looking at it skeptically. DOR hear constitutional challenges to stop as it relates to restrictions on driving. If they find that stop was not valid, then no restriction on driving. Hearings are going to become more contested and will take longer. DA's will not be there.

Lanzer – Annual LE recognition on 6/17 – 18 awards to officers and agencies. Great event to say thank you to everyone who is out there every day working to save lives. Provide volunteer support to agencies that are conducting checkpoints for Heat Is On campaign. Pass out Checkpoint Colorado brochures. Supported five checkpoints this summer. Walk Like MADD 5K events, Colorado Springs, 7/18/15 and Denver event 8/1/15. Starting Greeley event this year on 10/3/15. Invite you to go to www.walklikemadd and sign up to walk or donate.

Ticer – Participating in Denver Walk Like MADD event, invite you to donate on my Facebook page

Parker – Intervention group meeting, let Brenda know if you are interested in participating. Respond to medical marijuana for DUI offenders, it is good for them to be off of all substances for a period of time. May not be right for everyone. Keep that in mind.

Colling – Respond to Judge, did put a fiscal note on the felony DUI. Probation did receive additional funds, may not be enough, but we did get additional funding.

Timken – Studies done on DUI offenders with co-occurring disorders, 45%+ have a co-occurring disorder. Taught Probation Officers how to use screening, treatment sometimes ignored mental health orders. Chronic DUI offenders (upwards 50%) of cognitive impairment. Need better assessment of traumatic brain disorder. Common to see in DUI offenders dealing with major depression and coupled with anxiety disorders. Need to make sure treatment is assessment driven. Really need to address all the issues at the same time.

Wood – Started initiative to introduce bill at legislative session to understand consequences of DUID, change statute to three separate citations. Charge state agency with responsibility of collecting analyzing and publishing DUI and DUID data. Have three legislative sponsors that are anxious to get on board. So many people are treating DUID as a marijuana problem, but it is so much more.

Davis – Can you forward this information to Brenda and she can distribute?

Wood – Yes

Abbott – Corporate social responsibility. Biggest push back, no real incentive to take the TIPS server training. 80% are being reactive, due to compliance check or over served a customer. Some sort of incentives would help. A lot of servers have no idea of what can happen if they over serve or serve an under aged customer. State doesn't recognize the online course as opposed to the onsite training.

Maroney – DOR doesn't prohibit that they can take the online class. Have changed, DOR allows live webinars, remote instructor as long as interaction with video and audio. Does not allow an individual to sit in front of a computer and no interaction. This does not fit DOR definition of responsible vendor training. Not effective enough to do just online with no interaction.

Lemley – Better chance to stand up a non-profit or find a non-profit that would provide the alternative ride coordinator than pursuing the legislative process.

Maroney – Introduction of powdered alcohol in the state, met for first sub group meeting, working to formulate the rules. Hoping to mitigate the issues that they are hearing from law enforcement and industry. Would like to make aware of the increase use of entertainment districts. Law created in 2011, gives local licensing authorities to set hours of operations. Becoming a little more popular. At least two jurisdictions, Black Hawk and Cripple Creek. Already have in Glendale as well. Allows service past 2:00am legally in Colorado in certain areas. Big part of LE, enforcement of underage drinking. Select a number of events each year. Country Jam, another productive event, 238 citations for underage drinking. Compliance check, at an all-time low failure rate, seeing decreases, that is encouraging on the selling side. Consumption side, still work to do.

Lemley – In those areas, are you seeing an increase in enforcement?

Maroney – Still really early, Glendale, less than a year ago. Black Hawk las month. Don't have a good answer.

Chase – 286 arrests of the enforcement period. Last year, 303 arrests. In the middle of Checkpoint Colorado. Pilot project with rural checkpoints in Montezuma county

Next wave is Labor Day that goes for 16 days.

Anderson – Tagline – “21 for a Reason.” Appreciate when everyone forwards things on to the task force distribution list. Forwarded on the energy drink e-mail to his son. Mixed messages sending out, for example X-Games and Red Bull.

Mike (Wyoming) – 24/7 program in Wyoming is moving forward. Expect to have first 24/7 program in the next 4-6 months. Twice a day sobriety testing program. Based on second offense or greater. Will try to keep it in the public eye. Side note, in the process of a ballot initiative to legalize medical marijuana in Wyoming. Loosely interpreted, the way it reads right now would be very difficult to enforce marijuana laws. Wyoming is looking at making primary seat belt legislation. Going to try and educate the public and move forward.

Nixon – Cannabis policy advocate – Agrees with Glenn & Chief Ticer, echo the sentiments on more money for drugged driving campaign. Discussions with local establishments, quite a phenomenon particularly during 420. Perception, regulated market, means nothing is illegal with marijuana including driving. Need additional money to expand to address. Need to also market to tourists so they understand that it is not a free for all and that there are rules and consequences. Gap with the drugged driving campaign. There wasn't funding for the prescription drug abuse. Would like to see marijuana funding to expand to prescription drug. Same issue, with medicinal marijuana as prescription drug use. I think we can find some efficiencies as the campaigns are concurrent. Thank you for bringing up the issue with mandatory interlock for marijuana DUID only, punishment doesn't fit the crime. Same philosophy applies to marijuana only offenders sending them to alcohol treatment, not parallel.

Amy Kingery - SCAO/Judicial – working on training.

Knudsen – In addition to standard classes, have added classes about felony DUI and interlock. Additional training for LE for filing felony charges.

Davis – Next meeting at CDOT Region One North, in Denver. Recently attended an expert panel in Washington State. Always proud to talk about how active our task force is.

Ticer – Opportunity to continue to share what we have learned. Give what is working well, and what we need to improve upon. They will be putting the recommendations together. Challenged them, you have to get your research going on nanograms. Vehicles go across state lines all the time. We have to work together to reduce this crime that is affecting our society. A pleasure to be there and share this information. Important to continue to share with our neighboring states.

Reed – Types of data integration, not just looking at LE, toxicology, health data. Trying to bring them together to bring large scale data analytics.

Motion to adjourn: Davis, Second by Lemley

Adjourn: 11:40 am

Next Meeting: Friday, September 18, 2015

Colorado Department of Transportation

Region One North

Room 102, Turnpike Conference Room

4670 North Holly, Room 102

Denver, CO 80216

In attendance:

Chief Robert Ticer, Avon Police Department

Glenn Davis, Colorado Department of Transportation

Representative Dave Young

Robin Rocke, Colorado Department of Transportation

Leslie Chase, Colorado Department of Transportation

Sam Cole, Colorado Department of Transportation

Captain Ray Fisher, Colorado State Patrol

Brenda Hahn, Colorado State Patrol

Patrick Maroney, Colorado Department of Revenue, Liquor Enforcement

Andrew Lemeley, New Belgium Brewing

Kim Abbott, Standard Sales

Judge Ed Casias, SCAO

Katie Wells, Office of Behavioral Health

Susan Colling, Judicial/Probation

Sue Parker, Colorado Alcohol Addiction Professionals (CAAP)/ New Journey to Wellness

Benjamin Mitchell, Colorado Department of Revenue, Driver Control

Ted Trujillo, Colorado Department of Revenue, Driver Control

Kathy Ware, Colorado Department of Revenue, Driver Control

Judge Ed Casias, State Court Administrators Office, Courts

Amy Kingery, State Judicial, SCAO

Cory Amend, POST

Dr. Dave Timken, CIDRE

Ben Whitney, Weld County District Attorney's Office

Fran Lanzer, MADD Colorado

Daniel Gagarin, Public Defender's Office

Jeff Groff, Colorado Public Health & Environment

Ronn Nixon, iComply, LLC, Cannabis Policy Advocate

Ellen Anderson, Citizen, Retired Pitkin County Sheriff's Office /Emergency Management

Ed Wood, DUID Victims Voices

Nick Harper, CIG
Dr. Bob Weltzer
J. Michael Reed, Governor's Office, Wyoming
Jennifer Knudsen, TSRP, Colorado District Attorneys Council
Nicole Richmond, Colorado Department of Public Health and Environment
Katelyn Hall, Colorado Department of Public Health and Environment
Lisa Barker, Colorado Department of Public Health and Environment
Jack Reed, Colorado Department of Public Safety, Division of Criminal Justice
Julie Vardiman, Alcohol Monitoring System
Shannon Westhoff, Hispanidad
Nick Harper, CIG

2015 Drunk Driving Awareness Campaign

Office of Communications



COLORADO
Department of Transportation

DUI 2015

Today's Meeting

Purpose:

Present and discuss the 2015 Drunk Driving advertising and communications campaign.

Background

2013 - Introduced the “Drink & Don’t Drive” campaign. Current awareness of the tagline is at 46% statewide.

2015 - Developing a statewide public awareness campaign to build upon the “Drink & Don’t Drive” platform while working to encourage true behavior change.

Enforcement - Campaign will support the summer enforcement periods from mid-August through September.

Who are we talking to?

Males, 21 - 34 years old:

- Over represented in crash and fatality data
- Not repeat DUI offenders. The majority truly believe that driving impaired is unsafe, but they are still doing it. (52% reported driving within a 2-hour period of consuming 1 or more drinks - NRC 2014 Survey)
- Believe 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 as they do not consider this impairment. (Amelie Quantitative Survey 2015)

Creative

Concept: "A Few Can Still be Dangerous"

Most people know that a big night out and binge drinking can be a bad idea.

When it comes to having “just a few” drinks and driving, a lot of people don’t think twice. 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.

So we will use humor to raise awareness.

DUI 2015

TV/Pre-roll - Friends :30

Open on a backyard where kids are playing tag with a few chainsaws. The parents sit on the patio sipping their iced tea just relaxing.

Woman (yelling over the chainsaws): “So anyways, I can’t believe (chainsaw audio drowns out convo.)

Man (also yelling): Seriously unbelievable! Banks these days (audio drowned out by chainsaws)-

He glances over his shoulder.

Man: “Think the kids are okay with the power tools?”

Woman (still yelling): “No worries, they only have a few.”

Man nods.

ANNCR: Whether it’s chainsaws or alcoholic drinks, a few can be dangerous. Driving while buzzed can lead to a DUI or worse. And this season, the heat is on. So Drink & Don’t Drive.

VO + TITLE CARD WITH GRAPHIC OF THREE BEER BOTTLES.

DRINK & DON’T DRIVE.

LOGO: CDOT/TZD



DUI 2015

TV/Pre-roll - Pets :30

Open on a woman on a date with a guy. She is at his house and she notices an aquarium.

Women: "You have pets?"

Guy: "Oh, yeah, Larry, Curly and Mo but they got loose."

Peering around the room she doesn't see them.

Woman: "Gerbils?"

Guy: "Nah, tarantulas. But don't worry, there's only a few of them."

This DOES NOT make her feel any better.

ANNCR: Whether it's tarantulas on the loose or alcoholic drinks, a few can be dangerous. Driving while buzzed can lead to a DUI or worse. And this season, the heat is on. So Drink & Don't Drive.

VO + TITLE CARD WITH GRAPHIC OF THREE BEER BOTTLES.

DRINK & DON'T DRIVE.

LOGO: CDOT/TZD



DUI 2015

Bar Bathroom Posters



Billboard or Bus Tail



Radio - Terminal Velocity :15

SFX: Wind howls past the open door of the airplane.

Bodhi (yelling over the wind): “12,000 Feet and The Sky Gods are ready. Let’s jump!”

Jonny Utah (yelling): “Awesome! Just found a few holes in my chute but fixed them with a stapler!
Should be good to go.”

Bodhi: “Genius Bro! See you on the ground!”

Both guys: “Kawwwabungaa!”

ANCR: Whether it’s small holes in your parachute or alcoholic drinks even a few can be dangerous. A buzz can lead to a DUI or worse. The heat is on this season so drink & don’t drive. A message from CDOT.

Events & PR Outreach

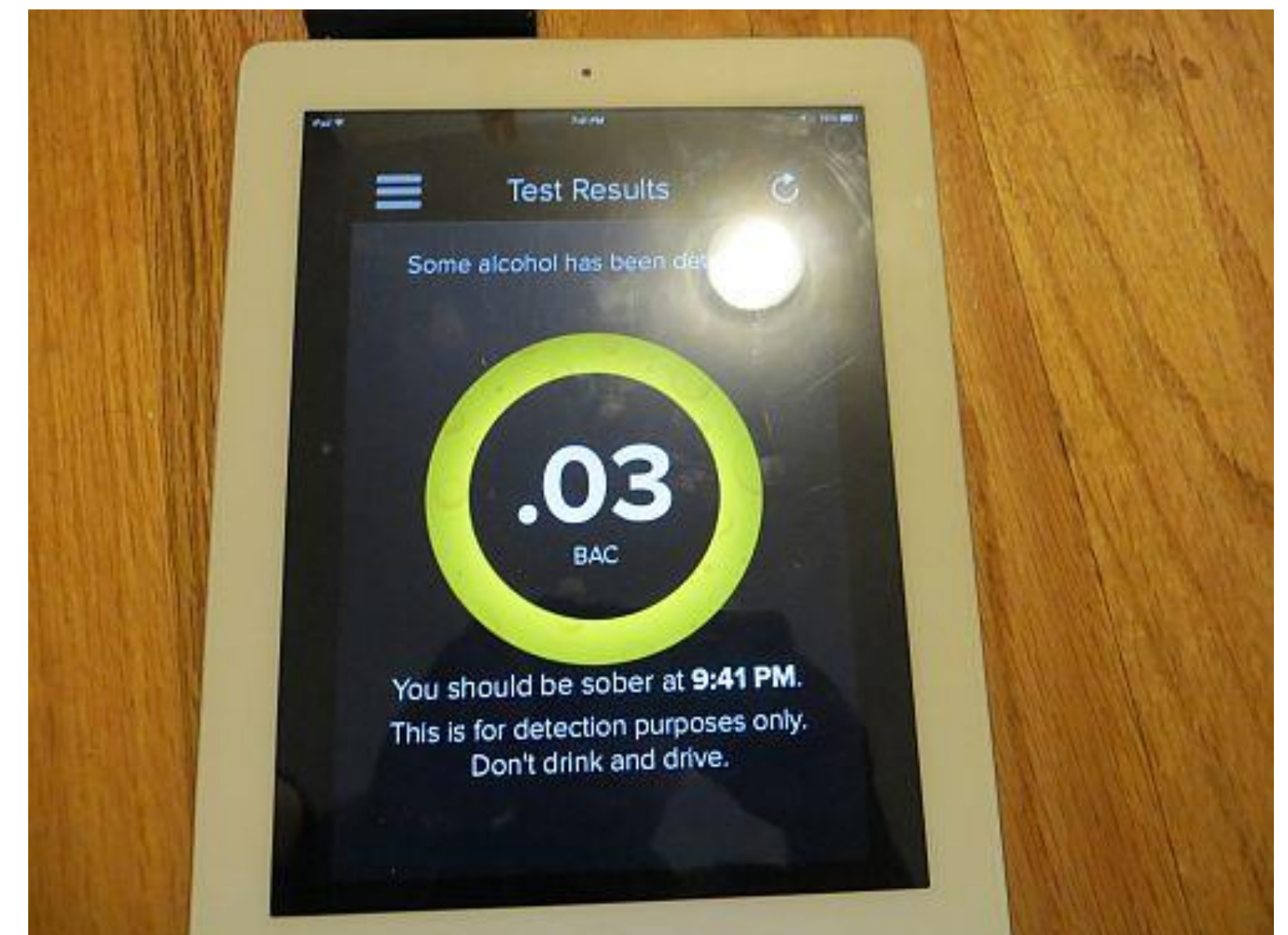
Breathometer Events



CDOT will partner with Breathometer, a personal breathalyzer company, to host a series of events over Labor Day Weekend.

Events will raise awareness among our target about personal breathalyzers as a way to know how many drinks is too many. Events will include:

- Highly visible **booth** at popular downtown Denver bars
- Paid **advertising** to promote events
- Partnership with Uber to provide free or **discounted rides**
- Distribution of **Breeze breathalyzers** to participants
- Targeted **media outreach** surrounding events

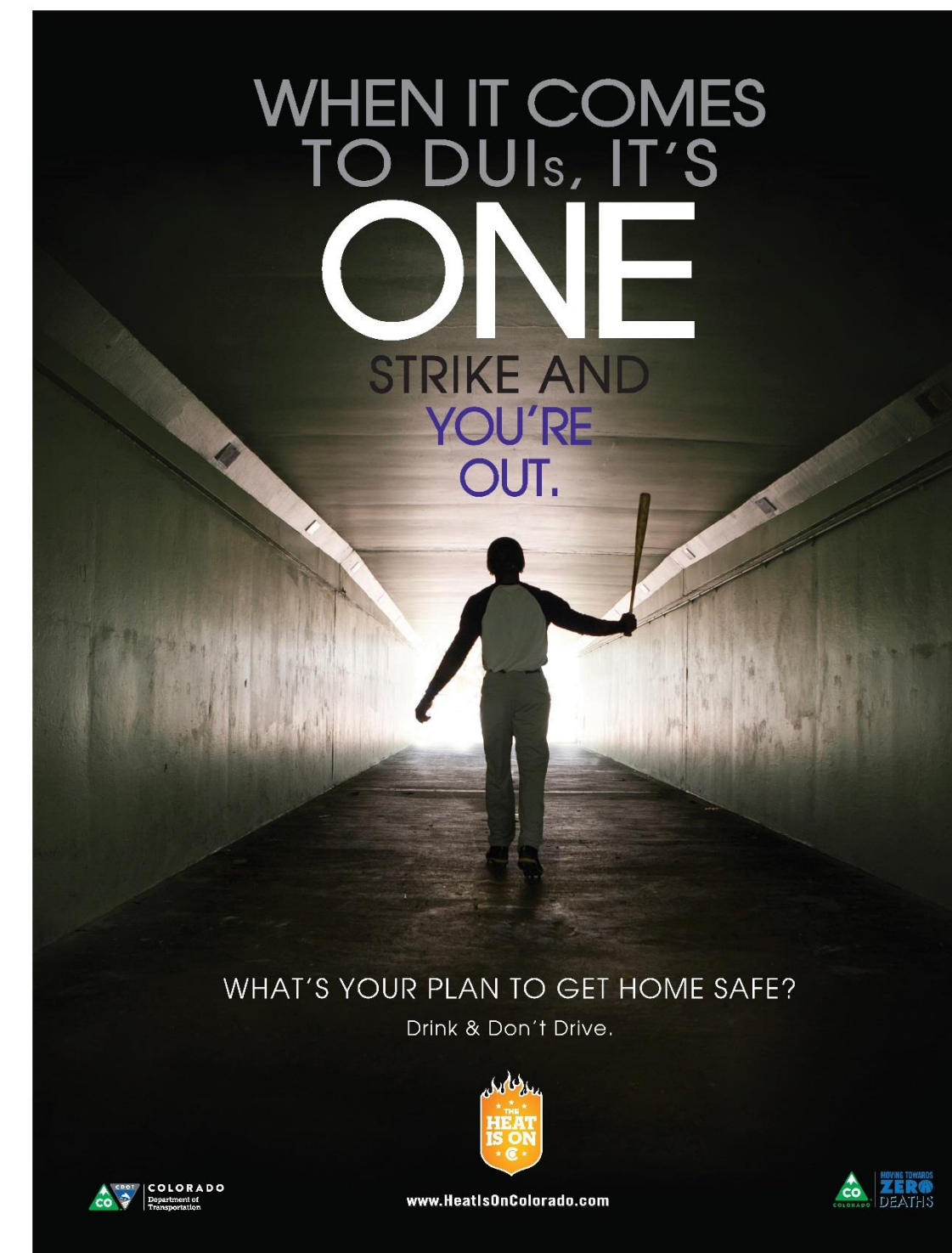


Partnerships - Colorado Rockies



CDOT has partnered with the Colorado Rockies with a sponsorship that includes DUI messaging through the following tactics:

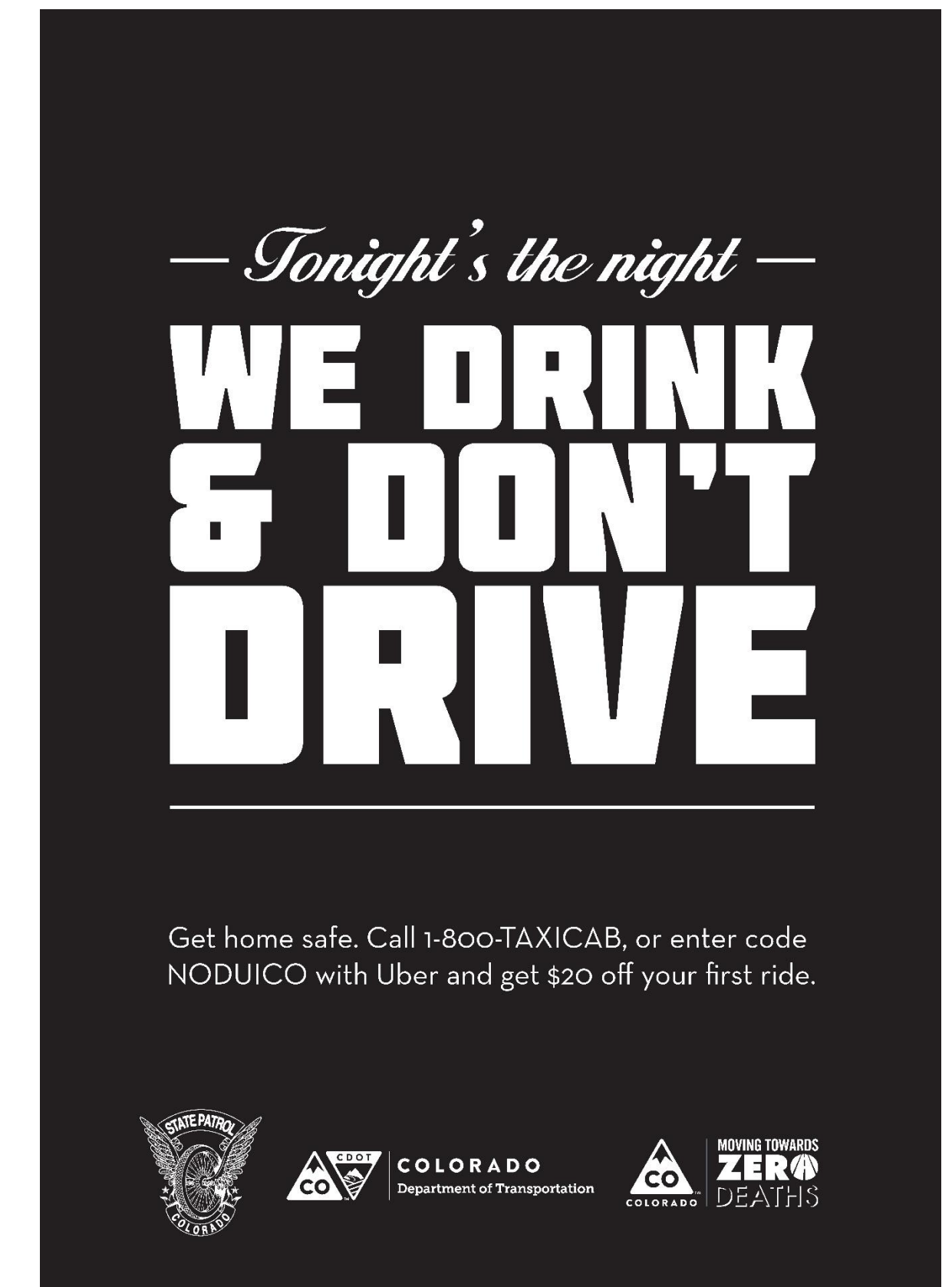
- Bathroom posters
- Pre-game Jumbotron PSA announcements
- Messaging on the rooftop deck TV's
- On-field honorees during pre-game ceremonies.
 - June 24th honorees were Alma Sanchez and Blanca Palmino who worked to get the Felony DUI law passed this year.



Partnerships - Imbibe

Imbibe is a Colorado organization that hosts alcohol-related events which are popular among our target audience. Through a sponsorship with Imbibe, CDOT will have DUI messaging in the following locations:

- Print ad in the Passport (Denver, Fort Collins, Boulder & Colorado Springs)
- Event booth at Sesh Fest beer festival
- Social media outreach
- Ad placement on all tickets and email promotions



— *Tonight's the night* —

**WE DRINK
& DON'T
DRIVE**

Get home safe. Call 1-800-TAXICAB, or enter code NODUICO with Uber and get \$20 off your first ride.

STATE PATROL COLORADO
CDOT COLORADO Department of Transportation
MOVING TOWARDS ZERO DEATHS

Public Relations

In addition to promoting a ‘Few Can Still be Dangerous’, Breathometer Events and local partnerships, CDOT will issue a news release to Colorado media to raise awareness before and after all high visibility enforcement periods.

MEDIA

DUI 2015

Media Mix and Timeline

In Market: August 17th - September 20th

- :30 Statewide Cable TV
- :30 and :15 Pre-roll Video
- :30 Movie Theater Ads
- Radio
- Bus Tails
- Bar Bathroom Posters

Thank You