



CTFDID Meeting Dates

October 18, 2019

November 15, 2019

*There is no meeting in
December

January 17, 2020

February 21, 2020

March 20, 2020

Meeting Notes

Colorado State Patrol Academy

15055 S. Golden Rd

Golden, CO 80401

9:00 am -12:00 pm

The mission of the Colorado Task Force on Drunk and Impaired Driving (CTFDID) 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.

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. The CTFDID acts as a resource for the legislature, enabling it to consider more cohesive, well-thought-out proposals.

- I. Welcome, Introductions and Mission Statement; Chief Bob Ticer, Loveland Police
 - a. Chief Ticer read the mission and vision for the CTFDID
 - b. Member and attendees introduced themselves

- II. Statistics:
 - a. State Fatality Numbers: Glenn Davis, CDOT/Christine Demont. CDPHE
 - i. State Fatality Number Statistics are appended to these notes

- III. Minutes of Previous Meeting: Glenn Davis, CDOT
 - a. Notes of previous meeting were approved

- IV. Responsible Training for the Cannabis Industry: Maureen McNamara, Cannabis Trainers
 - a. Presentation is appended to these notes

- V. Benjamin Mitchell was recognized for his service to the Task Force

- VI. Legislation: Fran Lanzer, MADD/Mike Honn, CSP
 - a. Mike Honn not present
 - b. Fran Lanzer:
 - i. Regarding timing of recommendations and annual report; should we have standing recommendations on one-pager rather than complete report?
 1. Chief Ticer: We will be doing a complete report but could also do a one-pager
 2. Glenn Davis: Annual report no longer required but we will continue to prepare one which will provide information to the Transportation Review Committee; agreed it would be a good idea to prepare one-pagers for information purposes

- ii. Sen. Court had mentioned she would be putting a hands-free cell-phone bill forward. Shall we invite her to a Task Force meeting to present a draft to us?
 - 1. Glenn Davis would support having Sen. Court at a meeting; CDOT would be interested in that.
 - 2. Dave Fisher could send draft out to County Sheriffs to see if they would support it
 - 3. Kristi Kelly: If we could get a one-pager synthesizing statement of problem and how the bill addresses it, Task Force could vote on it because we have the ability to formally support legislation.
 - a. Chief Ticer: While there is history of supporting some legislation, there have been challenges because members may not be able to vote if the organizations they represent have not taken a position. May be better to identify our message on impaired driving and get that into the legislation, especially because we are not formally involved in distracted driving issues.
 - b. Glenn Davis: the legislated charge of the CTFDID is to make recommendations that reduce the instances of drunk and impaired driving; hands-free legislation may be outside our charge. This charge is in statute.
 - c. Kristi will instead pursue support with her organization.
 - d. Jeff Groff: Given the evolution of the Task Force should we think about formalizing our interest in distracted driving, or is distracted driving something that could be handled as a related issue, like we have with seat belt enforcement?
 - e. Kristi Kelly: What is legal definition of “impairment” and might distraction be included under that?
 - i. Ben Mitchell: Nationally, impairment includes 4 Ds – drunk, drugged, drowsy, distracted. Name of Task Force could include distracted.
 - 4. Have we looked at injury statistics about distracted driving? Christine Demont: most loss shows property damage, but will look at bringing in those statistics.
 - 5. As data collection methods and driving practices evolve, may start to look at issues such as older adults in accidents due to challenges multi-tasking, cognitive-impaired driving, ability to pull cell data to determine if cell phone was in use at time of accident.
 - 6. There is a bill at the federal level about requiring that all new cars be equipped with a testing device to prevent car from starting if Driver’s BAC is 0.08 or higher (HR 4354 - <https://www.congress.gov/bill/116th-congress/house-bill/4354?s=1&r=10>).
 - 7. Ed Wood: One issue with impairment is difficulty handling divided attention; difficult to assign responsibility to impairment or distraction.
 - 8. We will look to further define impairment and see if we expand our focus to more formally include distraction.
 - iii. Fran Lanzer: we should be mindful of how we allocate our resources. There are many evidence-based countermeasures for alcohol-impaired driving. We are working on those for drug-impaired driving. Distracted driving is a further step removed. We may want to hold our focus to alcohol- and drug-impaired driving.
- c. Kristi Kelly: Under marijuana hospitality legislation rulemaking, the Marijuana Enforcement Division made a recommendation that was adopted into the rules that hospitality establishments identify signs of visible impairment, including alcohol and drug

impairment, and resources to mitigate impaired driving including safe transportation options for impaired consumers.

- d. Glenn Davis: Law Enforcement Assistance Fund (LEAF). This fund continues to decline and may put CDOT in bind in terms of funding. CDOT has permission from governor's office to work on a bill that would give CDOT supplemental funding for impaired driving (\$2m). Rep. Roberts is House sponsor; do not have Senate sponsor or revenue generator. Ramifications of CDOT not having state-funded DUI program puts them in jeopardy for federal funding.
 - i. This is significant. We saw conviction rate drop by 31% in DUI conviction; and a 27% increase in fatalities due to impaired driving. \$75 fee was set in 1983. Likelihood of getting fee changed is low. Less money for DUI efforts will have negative effect.

VII. Meet Ean Seeb: Special Advisor on Cannabis to the Governor

- a. Just back from attending the first ever Governors' Cannabis and Vape Summit. CO was the only western state invited and Mr. Seeb may have been the only representative from a state with regulated marijuana. Four panels; fourth one was on public safety with state chiefs of police, highway patrol, etc. Was able to showcase Colorado's coordinated efforts to educate other states and seek congruence in efforts.
- b. Advancing in management of hemp industry, as well. Colorado Hemp Advancement & Management Plan (CHAMP) Initiative (<https://www.colorado.gov/pacific/agplants/champ-initiative>); Task Force members are encouraged to attend CHAMP meetings (information on CHAMP page).
- c. Implementing cannabis delivery beginning 2021. Believe it is an opportunity to reduce drugged driving.
- d. Involved in hospitality establishments.
- e. Employing Accelerator Program as part of sunset bill; focused on people disproportionately affected by war on drugs. New bills include social equity components. (SB19-224: <https://leg.colorado.gov/bills/sb19-224>)
- f. Priorities of the Cannabis Cabinet
 - i. Marijuana Enforcement Division – increase stakeholder engagement
 - ii. Increase financial and insurance services to cannabis industry
 - iii. Implement the CHAMP program

VIII. Media Relations & Significant Upcoming Events: Sam Cole, CDOT

- a. Presentation on Cannabis Conversation. Presentation is appended to these notes.
- b. Comments:
 - i. Ed Wood: People state they don't trust the ability to identify impairment. Police measure impairment all the time and typically don't have the results of testing until well after an arrest.
 - ii. Kristi Kelly: Timing of these data is important given the new things being implemented (hospitality and delivery). Data support that heavy cannabis consumers are more able to manage the effects of cannabis consumption than infrequent users. Unclear how that will be addressed. It might be helpful to hear results of studies on detecting impairment because evidence of impairment and chemical evidence of impairment don't line up as clearly for cannabis as for alcohol.

IX. Public Comment/Lightning Round Update

- a. Fran Lanzer: MADD Candlelight Vigil is approaching. See last month's notes for information.

- b. Crystal Soderman, DOR: 0.8 lives per 100,000 people could be saved as result of mandatory interlocks (Source: Traffic Injury Research Foundation – reference pending).
- c. Josh Downing, CSP: Weld county fatality statistics have decreased; changes in management and practices have contributed to these decreases.
- d. NHTSA: June campaign will focus on how other drugs interact with over-the-counter drugs.
- e. Study underway looking at occasional versus chronic users of cannabis in terms of driving; we may have the researcher come present once study is completed.
- f. Kim Ferber: 2nd DRE school completes in October.
- g. Douglas County Youth Coalition recently received a 5-yr grant. Key focus area will be underage alcohol use.

X. Meeting adjourn

XI. Next Meeting: November 15, 2019
Colorado State Patrol Academy
15055 S. Golden Rd
Golden, CO 80401
9:00 am -12:00 pm

Motor Vehicle Fatalities to date, Colorado, October 1, 2019

Data prepared for Colorado Task Force on Drunk and Impaired Driving

Data is Preliminary and Subject to Change

	As of Oct. 1, 2019	# Suspected Impaired	% Suspected Impaired	As of Oct 1, 2018
Fatal Crashes	395	111	28%	
Total Fatalities	432	124	29%	474
Unrestrained Occupant Fatalities	132	57	43%	
Total Occupant Vehicle Fatalities	266			
Percent Unrestrained Fatalities	50%			

Fatalities by Vehicle Type

Occupant Vehicles	266	83	31%	290
Motorcycles	87	24	28%	89
Pedestrians	47	13	28%	63
Bicyclists	14	1	7%	18
All Other Vehicles	16	3	19%	13
Bus	2	0	0%	1
Total	432	124	29%	474

Age of Drivers at fault in Fatal Crash	Number	# Suspected Impairment	% Suspected Impaired
15-17	16	3	19%
18-20	30	9	30%
21-24	45	11	24%
25-34	86	39	45%
35-44	56	17	30%
45-54	55	17	31%
55-64	46	11	24%
65+	49	3	6%
Hit & Run driver - Age unknown	6	0	0%
Total	389	110	28%

*Sum does not equal 395 crashes because Pedestrians and Bicyclists at fault in crash excluded from count

Counties with Highest Number of Fatalities to Date - See Page 2

Counties with Highest Number of

Fatalities to Date	Fatalities	Suspected Impaired	% Suspected Impaired
1. El Paso	49	15	31%
2. Adams	48	20	42%
3. Denver	47	13	28%
4. Weld	40	5	13%
5. Jefferson	39	7	18%
6. Arapahoe	26	10	38%
7. Larimer	20	8	40%
8. Boulder	17	8	47%
9. Pueblo	13	0	0%
10. Douglas	10	4	40%

Data is Preliminary and Subject to Change

Data Source: State Fatal Tracker, Colorado Department of Transportation, Fatalities reported as of 10/1/2019

Data analyzed by Christine Demont, Colorado Department of Public Health and Environment

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and ensure the longevity of your business success?

Marijuana selling involves many risks. Failure to act responsibly and proactively could result in fines, imprisonment, suspension of your license, increased insurance costs, or losing your business. We see the news stories every day. Now is the time to step up to ensure the Safe, Responsible and Professional sale of Cannabis products.



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THE SAFE RESPONSIBLE SALE OF CANNABIS

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SAFE MARIJUANA RETAIL TRAINING



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1- Cannabis Law and Your Responsibility

2 - Safety and Security

3 - Checking IDs

4 - The Tricky Situations

5 - Consumer Safety & Education

Key Topics

- 1- Community Safety**
- 2- Youth Prevention**
- 3- Education & Safe Consumption**

Licensing/ Regulations



Training

What's Mandatory:

- Food Safety
- Delivery
- Social Consumption

Incentivized for Dispensaries/ Liquor

Intoxication/ Impairment



Intoxication/ Impairment

- Look for physical and behavioral cues
- Look at their eyes and listen to their speech
- Talk to and observe consumers



Alternate Transportation

- Prevent Impaired Driving
- Incident log



Key Topics

- 1- Community Safety
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Identification

Common Troublemaker IDs

1. Fake
2. Altered
3. Borrowed



Fraudulent IDs

- Refuse entry
- Confiscate the ID
- Give ID to police w/in 72 hours



Follow your company policy and the law

Marketing

Come
buy
Treats!

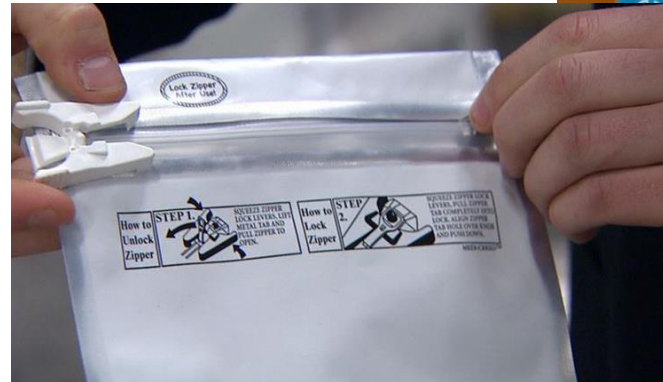


Marketing



Packaging/ Labeling

- Child resistant
- Correct packaging
- Exit bags



Infused Products

Prohibition of edibles in shape of:

- Human
- Animal
- Insect
- Fruit



Key Topics

- 1- Community Safety**
- 2- Youth Prevention**
- 3- Education/ Safe Consumption**

Educating Community

Collaboration:

- Regulated Industry
- Be involved
- Work groups



Educating Consumers

- Products
- Compliance
- Storing safely
- What's legal



Education



- Facts, Science, Studies
- Open Communication

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Thank you!!!

Maureen@CannabisTrainers.com





The Cannabis Conversation

—

Working Together to Find Solutions to Driving High

THE CANNABIS CONVERSATION

Background + Purpose

Let's hash it out. Together, we can find solutions to driving high.

Multi-year approach to inform future campaigns.

Work with the public to find the message together.

Not a traditional, one-way awareness marketing campaign.



Join the Cannabis Conversation





Goal

To spark a meaningful conversation among Coloradans to gain a deeper and actionable understanding of their habits, attitudes and behaviors regarding marijuana and driving in order to inform future safety education efforts and influence behavior change.



Join the Cannabis Conversation



Public & Community Outreach

- Online survey (English and Spanish) = **28,395** responses.
- **Seven** public meetings and panel discussions across the state to gather input
- Booths at major community events ([Mile High 420 Festival](#) and **Denver Auto Show**).
- **Four** stakeholder workshops in Denver, Eagle County, Colorado Springs and Pueblo.



Join the Cannabis Conversation

Stakeholder Engagement

- Collaborated with 30+ stakeholder partners
- Conducted man-on-the-street interviews at partner dispensary for campaign videos.
- Worked with Lyft to offer discounted rides on 4/20.



Anschutz

Join the Cannabis Conversation



Earned Media

Media relations efforts raised awareness for the campaign, pushed traffic to the website and attracted participants to the online survey.

- Held meetings with major local TV stations prior to campaign launch
- Secured local and national coverage of survey results and public meetings, including USA Today and CBS News.



Total earned media impressions:
More than 174 million
Estimated publicity value:
\$3.2 million



Join the Cannabis Conversation



Paid Media

- Included billboards, digital display, email marketing, television and radio spots, Facebook ads, and YouTube ads.
- Targeted 3.9 million English and Spanish speaking Coloradans, ages 21+
- Media drove 28,395 survey completions
- Total impressions = 101,226,315 (including 361,820 clicks)



Join the Cannabis Conversation



Video



- Created documentary-style videos featuring conversations about marijuana and driving captured at public meetings, community events and man-on-the-street interviews.
- Featured on the website, social media and in digital ad buy.
- Interviews at the 2019 4/20 FlyHigh Festival were used to create three vignette videos.

[Vignette 1](#) | [Vignette 2](#) | [Vignette 3](#)



Join the Cannabis Conversation



Multicultural Outreach

Multicultural outreach to ensure that every voice, in every community, is heard.

- Leaders representing the Latino, African American and Tribal communities were invited to participate in *The Cannabis Conversation*.
- Primary areas of engagement and concern were education and enforcement.
- Topics included safety, injury, loss of employment, profiling, financial impacts and criminal records.
- Attendees volunteered to support CDOT in the development of relevant, community-oriented messaging.
- Currently working with the Colorado Commission on Indian Affairs to identify messaging opportunities within the Southern Ute and Ute Mountain communities.



[Join the Cannabis Conversation](#)



Key Results and Takeaways

Many frequent cannabis users have driven high in the past year, even though they are aware that it is possible to get a DUI from cannabis.

Audiences would prefer to see more drugged driving safety campaigns that are both emotional and based on scientific facts.

The **more often** someone drove under the influence of cannabis, the **less risky** or dangerous they thought driving high was and the less they said they would be inspired to rethink or change their behavior.

Dispensaries are a trusted source of information among marijuana consumers and should play a key role in educating customers about the laws and dangers of marijuana-impaired driving.

There is a critical need for better research and testing for measuring marijuana impairment.

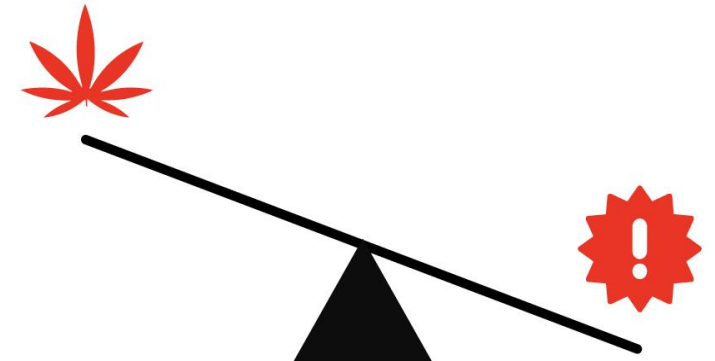


Qualitative Data

Online focus groups - Key findings:

- Most daily marijuana users drove under the influence of cannabis.
- Drivers often expect passengers who feel unsafe to intervene, generally passengers do not speak up.
- Financial consequences, legal consequences, and safety concerns were all deterrents.

The **more often** people consumed cannabis, the **less dangerous** they considered **cannabis-impaired driving** to be.



Join the Cannabis Conversation