



## 2016 Annual Report

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

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 who 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 by Colorado House Bill 14-1321.



## 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.

The Task Force includes and encourages participation from a variety of diverse partners and stakeholders and individuals from different functions or disciplines that bring relevant perspectives and experiences to the group. These stakeholders bring innovative ideas and plans forward through each of the following working groups:

- ! PROGRAM MANGEMENT/STRATEGIC PLANNING
- ! PREVENTION
- ! CRIMINAL JUSTICE SYSTEM
- ! IMPAIRED DRIVER INTERVENTION AND TREATMENT
- ! COMMUNICATION PROGRAM
- ! PROGRAM EVALUATION AND DATA

These exceptional teams work to develop plans and then present to the entire Task Force for input and adoption. This annual report for the State of Colorado is a living document designed to accomplish the mission of the Task Force and to be fluid and adaptable based upon future data, trends, and forecasts.

Sincerely,

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





## Colorado Task Force on Impaired and Drunk Driving Key Recommendations

- 1.! The CTFDID supports and strongly endorses the passage of a primary safety restraint law. Of the 346 passenger vehicle occupant fatalities in 2015, 54% (188) were unrestrained. The National Highway Safety Traffic Administration (NHTSA) continues to emphasize that wearing a seat belt is one of the best defenses to prevent injury and death in a crash - and it remains the best defense against a drunk driver. Increasing the use of safety restraints on Colorado's roadways will reduce the severity of impaired driving related fatal and injury crashes. Further, the overall seat belt usage rate remains stagnant in Colorado at 85%, which falls well below the national average of 90.1%. Nationally 35 States have a primary seat belt law. These have seen seat belt usage increase by 6-15% and unbelted fatalities decrease by 12%. A primary seat belt law in Colorado could save 22 lives annually and reduce injuries by over 2,000 each year.
- 2.! The CTFDID supports the creation of a statistical tracking system to properly document the number of impaired driving arrests categorized by 1) alcohol involved, 2) drug involved, and 3) alcohol and drug involved. This would include the ability to distinguish different types of drug categories in impaired driving arrests where drugs are a contributing factor to the impairment.
- 3.! The CTFDID encourages Colorado law enforcement to develop and convene regional impaired driving task forces. Impaired driving task forces foster leadership, commitment and coordination among law enforcement agencies and other partners/stakeholders. The Highway Safety Office (HSO) of the Colorado Department of Transportation (CDOT) will take the lead on promoting regional impaired driving task forces through the Law Enforcement Coordinator Program.
- 4.! The CTFDID recommends that the CDOT Highway Safety Office evaluate the Colorado Drug Recognition Expert (DRE) Program and expand as necessary to address Colorado law enforcement needs.
- 5.! CTFDID encourages Judicial Districts 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. The CDOT Highway Safety Office will serve as a resource for any Judicial Districts that want to explore implementing a 24/7 program.
- 6.! The CTFDID recommends that funding be allocated annually to the Department of Public Health and Environment (CDPHE) for the purposes of replacing Evidential Breath Alcohol Testing (EBAT) instruments at the end of their service life. EBAT instruments are a critical and necessary tool used by Colorado law enforcement in impaired driving investigations.

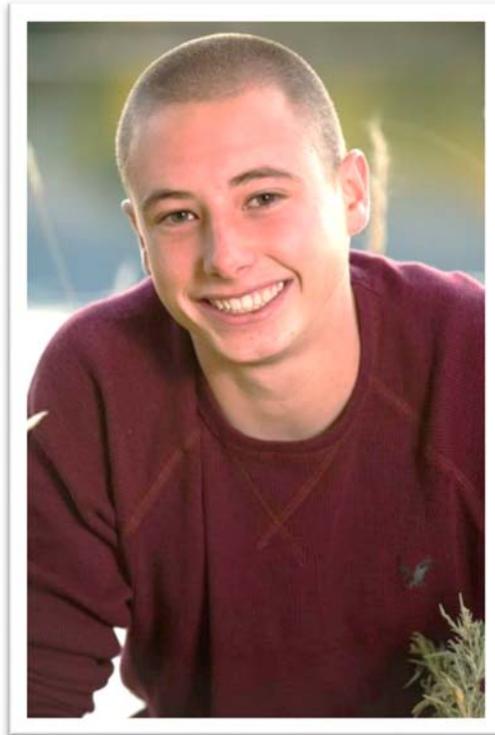


## The Impact of Impaired Driving

On May 23, 2015 shortly after 8 AM, a Colorado State Trooper attempted a traffic stop with a vehicle in the area of I-25 and Colorado Highway 66. The driver of the suspect vehicle refused to stop and quickly began his attempt to elude the Trooper traveling westbound on Highway 66. Approximately three miles to the west, Trooper Clinton Rushing and Trooper Taylor Thyfault were assisting another Trooper with a crash investigation also along Highway 66 when they were notified of the approaching pursuit. Trooper Thyfault, who was riding with Trooper Rushing, was in the very early stages of his career on his first training ride-a-long. Trooper Rushing quickly positioned himself so that he may deploy stop sticks a short distance to the east of the crash investigation. The suspect approached the scene and swerved before colliding with Trooper Rushing as the vehicle began to rotate out of control. Trooper Thyfault, observing from the shoulder of the road, yelled for a tow truck operator assisting with the crash investigation to take cover as the out of control vehicle approached. The suspect vehicle then struck Trooper Thyfault, killing him instantly. Trooper Rushing sustained life threatening injuries and was rushed to an area hospital.

Toxicology tests taken from the suspect after the crash showed high levels of methamphetamine. The suspect was later convicted of murder in the first degree with extreme indifference, assault in the first degree and several other felony and aggravating offenses. The suspect received a life sentence plus 324 years in the Department of Corrections.

*The personal impact of this crash follows on pages iv and v.*



On May 23, 2015, my worst nightmare became true. The light of my life was blown out. My best friend, my rock, my life, my son, was killed by an individual eluding a State Trooper. Taylor was struck by a car at a fast speed and thrown 25 feet. He died instantly from a literal “broken heart”. All I can remember saying was, “This is not supposed to happen. This is not how this goes.” In the days that followed I was numb - reality was my enemy. Taylor has always been my hero, but on that day he became a hero to many. He took his 1.5 seconds that could have been used to save himself, to save another - a man he never met. If you asked Taylor, he would do it over again, for this was his dream to protect those who couldn’t protect themselves while serving his country and his community. I am saddened that he will never get to fulfill his life goals, but I am humbled by the fact that he accomplished so much good in his life before it was tragically cut short.

*Carole Adler, Taylor's mother*



On May 23, 2015, I had a cadet riding with me and we responded to a crash to assist another Trooper. Little did we know a man with 1600ng of meth in his system was on his way to make yet another drug deal. This would be at least his third time getting caught doing so. This time he ran from another Trooper attempting to stop him, and was headed right towards us. As I deployed stop sticks he swerved at me. I ran to get out of the way, but he came back - losing control, running me over and continuing towards Taylor Thyfault - killing him instantly. At least this is what I am told - I don't have a memory of any of it. The memory I do have is a cherished few minutes that morning of my interaction with Taylor.

My wife, Gail, was taking our kids (5 and 3 at the time) to the first of two birthday parties that day. She received a call from my Sergeant which she thought nothing of since we're all friends outside of work. When he asked where they were and that he was at the house, she knew something had happened. She loaded the kids and somehow kept it together for the 45-minute drive back home.

It was cloudy that day, so no chopper was available. I was bused to a hospital where I arrived in dire condition. I received 6 units of blood in the first 16 minutes. The left side of my face sustained orbital and facial fractures and a good portion of my upper left face was torn back. My left humerus was fractured in 7 places, my left wrist and ankle were broken and my left femur was in two pieces. The lower part of my spine was broken in three places and the joint that connects my spine to my pelvic bone was badly damaged. My bladder was torn, my right iliac crest was fractured and I had an open book pelvic fracture, meaning my pelvis was split in the middle. My right leg had a compound fracture with my tibia fractured in the middle along with the fibula that was fractured at the top, middle and bottom. I almost lost that leg, if not for the determination of a few good doctors. I had fractures in my feet and toes, which were all left to heal on their own.

I was in surgery most of Saturday and again on Monday to put everything back together. On Tuesday I woke up after 4 days in an induced coma. I was in the most unimaginable pain anyone could experience. For the next 7 days I was in an ICU room, heavily medicated. I would have two more surgeries to clean out infections in my abdomen and leg. They put a wound vacuum in both my abdomen and right leg to help with the infections, but that would require extra fentanyl to change out every day because it is taped to your body and your skin grows to it as it heals. Not to mention, my abdomen was wide open.

Then the physical therapy started. While I was in the ICU, it literally took a crane to get me out of bed. Nurses would come in, roll me onto one side using my sheets, slide a canvas under me and then roll me the other way to pull it through. I was hooked up to a crane, which lifted me out of bed. It seems simple enough, but the pain that came with that was terrible. I would spend just short of 12 weeks combined, between the hospital, long term acute care (LTAC) facility and back to the hospital for in-patient rehab. I celebrated Father's Day and the 4th of July in the LTAC. My son was potty-trained in that LTAC. After weeks of rigorous physical therapy and months more ahead, I finally could go home. During my hospitalization and long after, family and friends from across the US put their lives on hold to help Gail and the kids.

I have undergone 8 surgeries, with more in my future. Pain management is anything but painless, I have had injections in my hips, my facets and my SI joints- and will probably have them for the rest of my life. I must wear a brace on my right leg because I can't lift my foot. I can't roughhouse with my kids like I used to. I can't chase them around like I used to. I guess they are lucky - at 7 and 4 years-old they can outrun Daddy. Over a year and a half later, I am still in physical therapy. I hurt in the morning when I get out of bed, I hurt at night when I go to bed. I hurt throughout the night, preventing a good night's sleep, and I hurt every minute I am up, and some days, usually around weather changes, I hurt even worse. Just because. I go to bed with an electric blanket and an electric mattress pad, so that in the morning, I can get out of bed. Because of all the metal holding me together, the cold has a whole new grip on my life that adds to my new normal.



Huh, my new normal. How many times I have heard that term over the last year and a half. Well, the good news is that Christopher Gebers will never see the light of day outside of a prison. The bad news is it took so many lives ruined to make that happen.

Sergeant Clinton Rushing

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## 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.





## Membership and Representatives

- ! Statewide Association of Chiefs of Police - Chief Robert Ticer, Loveland Police Department (Chair)
- ! Colorado State Patrol - Major Matthew Packard (Vice-Chair)
- ! Colorado Department of Transportation - Glenn Davis
- ! 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
- ! Division of Probation Services - Susan Colling
- ! Colorado Department of Public Health and Environment - Jeff Groff
- ! Colorado Peace Officers Standards and Training Board - Cory Amend
- ! 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, 19<sup>th</sup> 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 - Kim Abbott, Anheuser Busch Distributors
- ! Alcoholic Beverage Manufacturers - Andrew Lemley, Colorado Brewers Guild
- ! A Person Under 24 who is Enrolled in a Secondary or Postsecondary School - James Hanson
- ! 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



## Accomplishments of 2016

- 1)! The CTFDID collaborated with the Colorado Department of Human Services, Office of Behavioral Health to propose rule changes in regards to enhanced substance abuse treatment track for felony DUI offenders.
- 2)! Members of the CTFDID have served as subject matter experts on the impact of marijuana impaired driving at a national and statewide level throughout the country.
- 3)! The CTFDID assisted the Colorado Department of Transportation (CDOT) in developing widely recognized alcohol and marijuana impaired driving public awareness campaigns. These campaigns received significant earned media attention and used traditional media to expand their reach.
- 4)! The CTFDID assisted in developing a culturally and linguistically impactful public awareness campaign to help reach a diverse audience in Colorado. The campaigns used billboards, broadcast TV, radio advertisements and other mediums to reach a broad audience with compelling messages about impaired driving.
- 5)! In August 2016 the International Association of Chiefs of Police Drug Recognition Expert Conference was held in Denver, Colorado. The Denver conference was the most highly attended conference in the 22 year history of the organization with 1,080 attendees. Many CTFDID members participated in leadership roles at the conference, including as presenters and members of panels. The international conference provides certified drug recognition experts, physicians, toxicologists, prosecutors, and other traffic safety professionals with a forum in which to share information, best practices and lessons learned in law enforcement drug recognition settings.



## Impaired Driving in Colorado

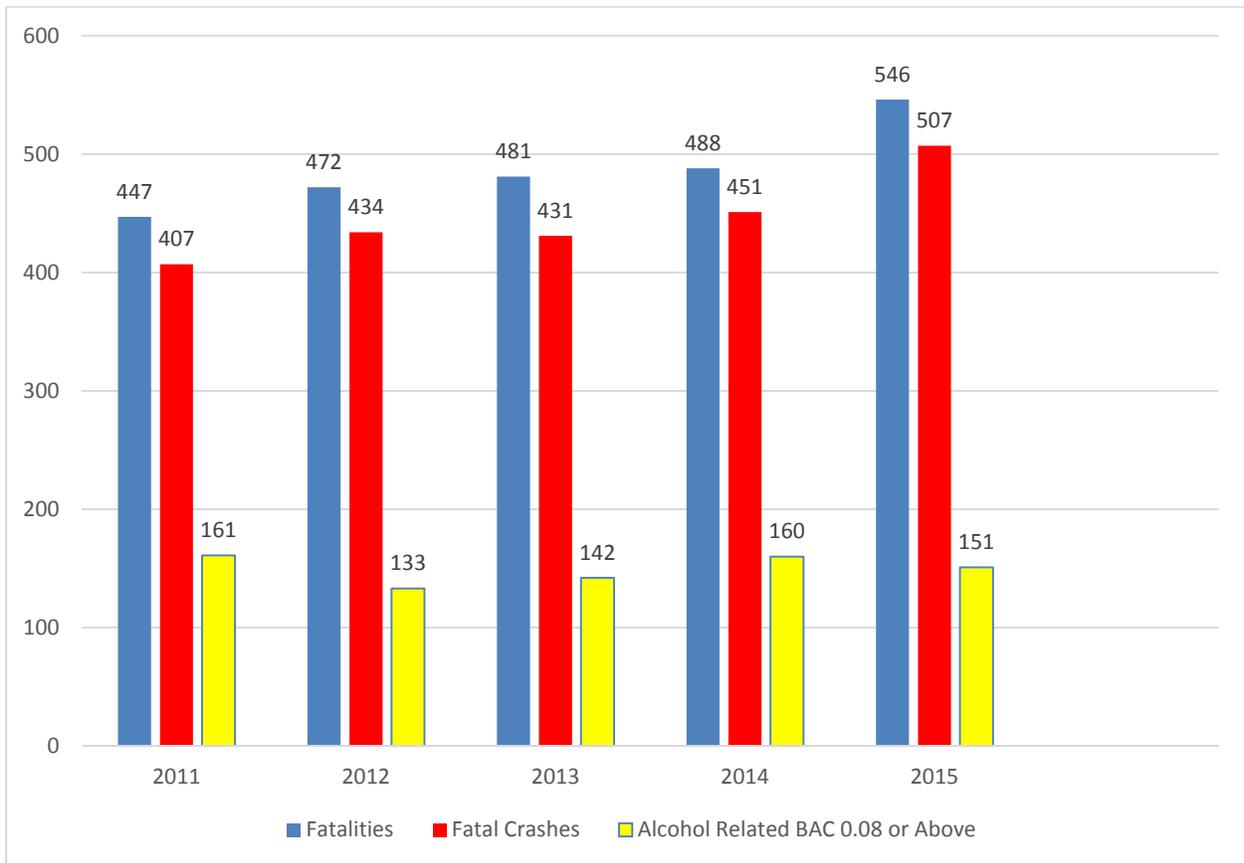
The Colorado Task Force on Drunk and Impaired Driving (CTFDID) members and representatives have made a significant investment of time and effort in forming a cohesive group which can leverage resources and promote change. Partnerships are established and functioning in a way that enables the members 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.





## Five-Year Impaired Driving Fatality Situation in Colorado



	2011	2012	2013	2014	2015
Fatalities	447	472	481	488	546
Fatal Crashes	407	434	431	451	507
Alcohol Related Fatalities BAC .08 or above	161	133	142	160	151

Source: Fatality Analysis Reporting System (FARS) Data 2015



## Program Management & Strategic Planning

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 and strategic planning, as well as, 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
- ! Facilitate meetings including sub-committee meetings
- ! Arranging for subject matter experts to present information
- ! Creation of final CTFDID annual report
- ! Coordination 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



## Prevention

In 2016, the Prevention Work Group advocated for extra emphasis to be added to the dedicated ID checking training for companies authorized to provide Responsible Vendor Training, pursuant to section 12-47-1002, Colorado Revised Statutes. By regulation, Responsible Vendor Training must include instruction on how to check identification, spotting false identification, and mistakes made in verification.





## Criminal Justice

The Criminal Justice Group determined areas of interest moving forward as follows:

- 1.! Explore reimbursement costs for impaired driving testing expenses for local law enforcement agencies.
  - ! Identify best practices
  - ! Benefit for law enforcement agencies with limited budgets
  - ! Provide reimbursement form standardization
- 2.! Drivers arrested in Colorado for impaired driving offenses are required to submit to chemical testing. Drivers can elect to refuse with significant ramifications to their driving privileges.
  - ! Identify best practices
  - ! Reduce 31% refusal rate
  - ! Collaborate with the Colorado District Attorney Council
  - ! Develop and provide standard expressed consent card for officers
  - ! Develop and provide briefing training utilizing POST
- 3.! Develop/determine best practices for impaired driving drugged driving investigations.
  - ! Expedite chemical sample collection
  - ! Training needs analysis
- 4.! Outreach on felony blood draw for suspected impaired drivers.
  - ! Collaborate with Colorado Association of Chiefs of Police, Colorado District Attorneys' Council, County Sheriffs of Colorado, and Colorado State Patrol to develop a position statement.



**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 245 certified DREs serving in 83 law enforcement agencies.

Agency	# of DREs	Agency	# of DREs
Adams County Sheriff's Office	2	Colorado State Patrol	68
Alamosa Police Department	3	Colorado State University Police	1
Arapahoe County Sheriff's Office	4	Commerce City Police Department	3
Arvada Police Department	1	Craig Police Department	1
Aurora Police Department	8	Delta Police Department	1
Avon Police Department	3	Denver Police Department	27
Basalt Police Department	1	Douglas County Sheriff's Office	1
Boulder County Sheriff's Office	1	Eagle County Sheriff's Office	3
Boulder Police Department	1	El Paso County Sheriff's Office	2
Breckenridge Police Department	1	Englewood Police Department	3
Brighton Police Department	1	Erie Police Department	2
Broomfield Police Department	1	Fort Carson Police	1
Brush Police Department	1	Fort Collins Police Services	1
Buena Vista Police Department	2	Fort Lupton Police Department	2
Burlington Police Department	2	Fountain Police Department	3
Canon City Police Department	1	Frederick Police Department	2
Carbondale Police Department	1	Fremont County Sheriff's Office	2
Castle Rock Police Department	1	Fruita Police Department	1
Cheyenne County Sheriff's Office	1	Garfield County Sheriff's Department	2
Clear Creek County Sheriff's Office	1	Gilpin County Sheriff's Office	1
Colorado Mental Health Institute	2	Glenwood Springs Police Department	3
Colorado Springs Police Department	7	Grand Junction Police Department	3



Agency	# of DREs	Agency	# of DREs
Greeley Police Department	1	Pueblo County Sheriff's Office	2
Greenwood Village Police Dept.	1	Pueblo Police Department	3
Jefferson County Sheriff's Office	2	Rangely Police Department	1
Kiowa Sheriff's Office	1	Rifle Police Department	1
Lafayette Police Department	2	Salida Police Department	1
Lakewood Police Department	3	San Miguel County Sheriff's Office	1
Lamar Police Department	2	Southern CO Drug Task Force	1
Larimer County Sheriff's Office	1	Southern Ute Police Department	1
Longmont Police Department	4	Steamboat Springs Police Dept.	2
Loveland Police Department	4	Sterling Police Department	1
Manitou Springs Police Department	1	Teller County Police Department	2
Mesa County Sheriff's Office	1	Telluride Marshal's Office	1
Montrose Police Department	1	Thornton Police Department	3
Northglenn Police Department	2	USAFA 10 Security Forces Squadron	1
Oak Creek Police Department	1	Vail Police Department	3
Pagosa Springs Police Department	1	Weld County Sheriff's Office	1
Park County Sheriff's Office	1	Westminster Police Department	4
Parker Police Department	1	Wheat Ridge Police Department	1
Pikes Peak Community College Police	2	Woodland Park Police Department	2
Pitkin County Sheriff's Office	3		





## Impaired Driver Intervention and Treatment Work Group

Along with the felony DUI legislation passed in 2015, the Impaired Driver Intervention and Treatment work group continued their work towards implementing a proposed new level of DUI services to more effectively meet the treatment needs of those offenders with four or more impaired driving convictions. The proposed treatment, *Level II Four Plus*, increases the number of hours of required treatment and the overall length of time in treatment to a minimum of 180 hours over 18 months. All services are determined by the results of a comprehensive clinical assessment.

The Colorado Department of Human Services, Office of Behavioral Health is facilitating the necessary rule change to implement *Level II Four Plus* with an anticipated effective date of mid-2017.

The Impaired Driver Intervention and Treatment work group will continue work in 2017 to facilitate successful implementation of *Level II Four Plus*.





## 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 State Troopers to increase earned media addressing the topic of impaired driving

### Strategies

The FY16 DUI campaigns focused on deterrence by publicizing Colorado's 12 high visibility enforcement periods. The campaigns also focused on behavioral changes, such as the use of alternative transportation, smartphone breathalyzers, and designated drivers. The drugged driving campaign raised awareness of legal and safety consequences of driving while impaired by marijuana. The campaigns focused on a target audience of males between the ages of 21 and 34 because they have the highest propensity for DUI arrests.

#### Drugged Driving (Marijuana-Focused) Public Awareness Campaign

In FY16, CDOT used state grant funding for its drugged driving public awareness campaign, which focused on the legal and safety consequences of driving high. 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 2015 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. That same survey found that only 52% of users thought that they would get pulled over if they were over the legal limit for marijuana (compared to 72% of users of alcohol who thought it was likely that they would get pulled over if they drove with more than the legal limit of alcohol in their body). Therefore, the Colorado State Patrol partnered with the campaign to help emphasize the enforcement message.

The campaign consisted of traditional advertising using out-of-home tactics, such as billboards located near dispensaries. Two video spots were also developed and were shown in movie theatres and online as pre-roll video. Hispanic radio and Hispanic focused billboards were also deployed. Informational posters and an FAQ on marijuana impaired driving were distributed to marijuana dispensaries across the state.



The campaign, which ran in spring 2016, also used community-based awareness tactics to reach young males and marijuana users generally. These included the *Slow Speed Chase*, which featured a mock law enforcement vehicle following closely behind a vehicle wrapped with a large marijuana leaf. Both vehicles included messages about the dangers of driving high and were driven, in tandem, around concert venues, 420 events and other places where marijuana users congregate.



Other community based tactics used during the campaign included:

- ! The Smoking Car – Positioned in areas where marijuana users and others among our target audience congregate, a specially retrofitted car fills with smoke mimicking people getting high. As the smoke quickly dissipates, the message *Drive High, Get a DUI* lights up in large neon lettering.



- ! End Game Arcade –The game appeared in 10 marijuana dispensaries across Colorado. It looks like a classic racing game, but when users attempt to play, a CDOT public service announcement reminds them that driving high is illegal. Players are offered alternative games to play.



Utilizing strategic partnerships, mass media and ambient executions, CDOT garnered 123,285,449 earned media impressions through 32 online articles, 55 TV stories and print media. This outreach had a publicity value of \$249,525. Paid media tactics produced a total of 17,457,763 impressions and 2,479,181 video completions on-line. In a phone survey of over 500 Coloradans during the campaign, 37% 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 12 high visibility enforcement campaigns throughout the year, the task force helped guide the creation of a statewide public awareness campaign to promote the *Drink & Don't Drive* message. The campaign used a variety of tactics to encourage true behavior change.

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. The name of the campaign was *A Few Can Still be Dangerous*. The campaign served as a



reminder that a few can still be dangerous. The campaign, which ran during summer 2016, used humor to engage and raise awareness among the target audience.

The ad campaign ran in four media markets: Denver, Colorado Springs, Grand Junction and Fort Collins. It included a mix of cable TV, pre-roll internet video, radio, bar posters and bus tail posters. Significant outcomes included a total of 1,769,550 paid impressions from the pre-roll internet videos with 3,922 clicks to the DUI landing page and 1,498,254 completed views. In addition there were 611 cable TV PSA's and 752 radio PSA's; 213 bar bathroom posters statewide; and 50 bus tail PSA's in urban markets. These media buys produced an additional 60,401,025 paid media impressions ensuring wide coverage in the state.

A pre and post campaign survey of 550 Coloradans showed that 21% heard the message *A Few Can be Dangerous*; 55% heard the message *The Heat Is On*; and 50% heard the message *Drink & Don't Drive*.



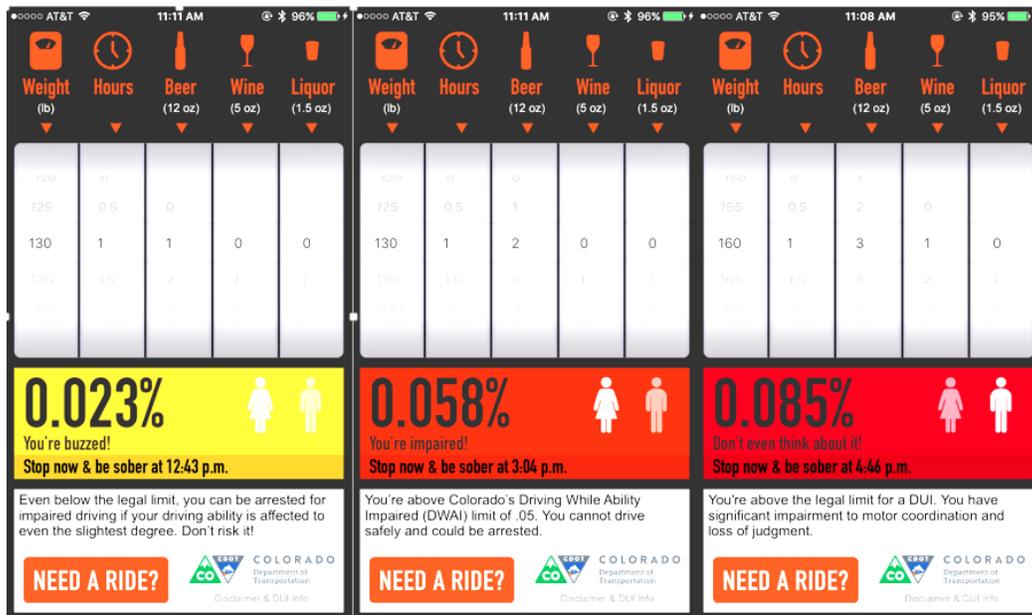
Outreach to Hispanic audiences was an important part of the campaign. It included outreach at bars, billboard ads, radio, and at community events. Trooper Ivan Alvarado from the Colorado State Patrol appeared in numerous Hispanic television and radio segments. A partnership with rock band iZCALLi produced a PSA that was aired on social media channels and TV stations statewide. The campaign also included a Spanish-language DUI public service announcement focused on the widely-recognized toast of “la última y nos vamos,” which translates roughly to “one for the road.” A *man-on-the-street* DUI video was produced in partnership with Telemundo to gain a greater understanding of the attitudes towards drinking and driving. Several summer events allowed Hispanic participants to try out personal breathalyzers.



Two *Know Your Limit* events were held at local bars where drinkers could use a personal breathalyzer to make informed decision about drinking and driving. In addition, 225 breathalyzers were distributed to gain insight on how their use prevents impaired driving.

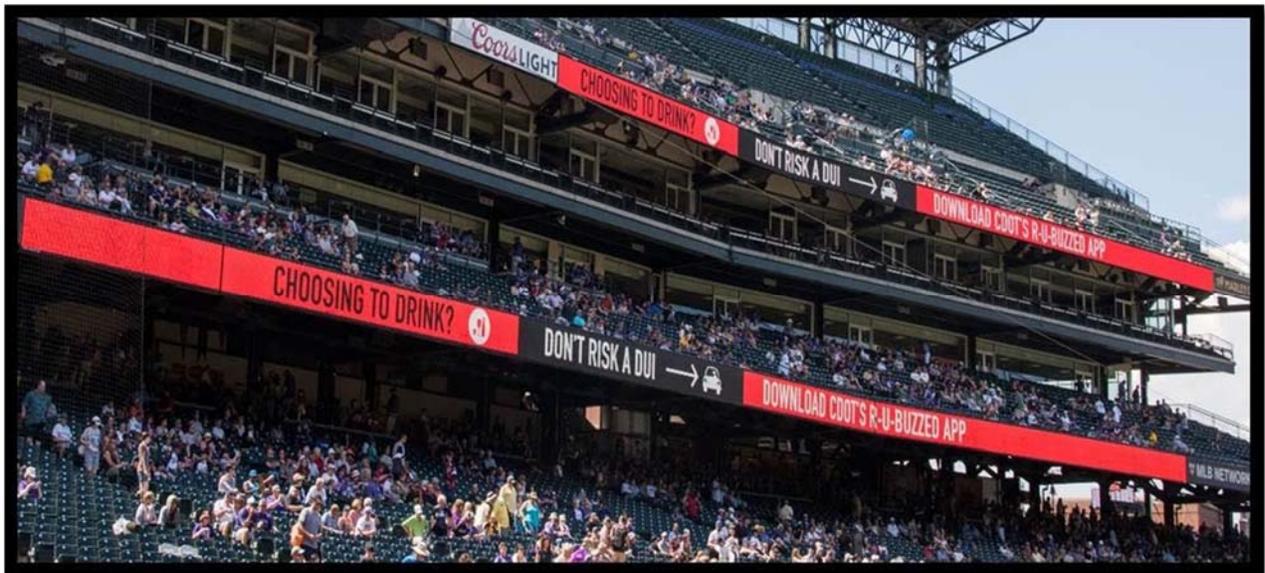


A 'next generation' of the popular R-U Buzzed app was introduced in English and Spanish. A hidden camera PR initiative raised awareness of impaired driving dangers among the target audience. Over 500 news stories reported on the breathalyzer program, enforcement periods, hidden camera initiative, and R-U Buzzed app, which produced over 321 million earned media impressions indicating broad public outreach.





Finally, a partnership with the Colorado Rockies included a plethora of DUI messaging, including: bathroom posters; pre-game Jumbo Tron announcements; rooftop deck TV messaging; and on-field honorees. Other partnership events also included DUI messaging such as the Great American Beer Fest and various events coordinated by Two Parts, an alcohol-related event organizer.



## Looking Ahead

With the passage of the felony DUI law in 2015, the CTFDID will work to include information about the law in upcoming public awareness campaigns slated to launch in January 2017. 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.



## Program Evaluation & Data Work Group

The CTFDID Program Evaluation & Data Group supports the creation of a statistical tracking system to properly document the number of impaired driving arrests categorized by alcohol involved, drug involved, and alcohol and drug involved; including the ability to distinguish different types of drug categories in impaired driving arrests where drugs are a contributing factor to the impairment. This should be accomplished by obtaining toxicology results, then matching them with arrest, court filings, probation assessment and probation outcome data. This will have the benefit of measuring court and probation outcomes for cases involving alcohol, drugs or a combination of the two.

The Statewide Traffic Records Advisory Committee (STRAC) is revising the State of Colorado Traffic Crash Report (DR3447), and the associated Investigating Officer's Traffic Crash Reporting Manual. Members of the Program Evaluation & Data Group are participating in the revision process to ensure the form revision better collects data on impaired driving in Colorado.





## Resources

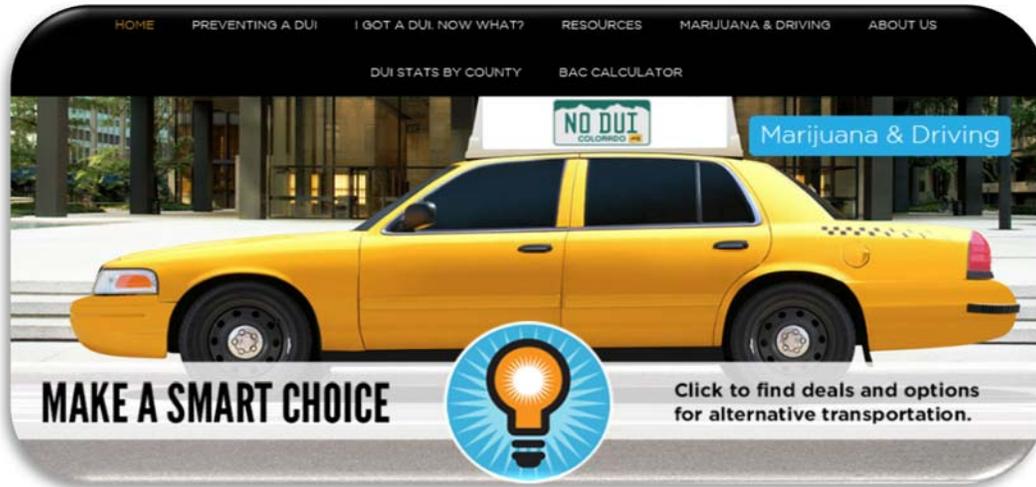
In 2011, the Persistent Drunk Driver (PDD) Committee launched the No DUI Colorado website ([www.NoDUIColorado.org](http://www.NoDUIColorado.org)) as a state resource for impaired driving and substance abuse behaviors. The website takes a three-step approach to addressing DUIs, discussing what can happen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



# NO DUI COLORADO

In 2016, 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 Colorado Department of Human Services, Office of Behavioral Health. Highlights of campaign efforts included conducting qualitative research through small discussion groups with first time DUI offenders to inform on-going campaign messaging, paid media on Facebook & Instagram, radio, and at bars and restaurants ahead of known enforcement periods such as St. Patrick's Day, 4/20, and Memorial Day weekend, guerilla tactics such as sky banners and variable message boards along roadways, and direct engagement at events with heavy attendance by the target audience. Branded informational materials also continue to be distributed to stakeholder organizations such as law enforcement agencies, driving schools, community colleges, and treatment organizations.

The campaign also recalculated the average cost of a first-time DUI in Colorado. Based on the average statewide BAC of .164, the average DUI is projected to cost \$13,530 - an increase of 32% from the previous total of \$10,270. The campaign distributed a statewide news release and pitched media outlets throughout Colorado in December 2016 to announce the new cost. Coverage totals are still being compiled, but the Cost of DUI media tactic has already resulted in \$35,000 in publicity value.



### Website Analytics

Category	2015 (Jan. 1 - Dec. 31)	2016 (Jan. 1 - Dec. 31)
Sessions	21,420	TBD
Pageviews	48,804	TBD
Pages Viewed per Session	2.28	TBD
Avg. Session Duration	1m36s	TBD
New Visitors	85.5%	TBD
Returning Visitors	14.5%	TBD

The goal of the PDD Committee and the Colorado Task Force on Drunk and Impaired Driving is to continue to make the No DUI Colorado website a highly used and referenced website for DUI impairment-related information.

In Spring of 2016, the PDD Committee continued its work implementing the established University Model at the University of Colorado at Colorado Springs (UCCS) for a social norms campaign. The Model focuses on developing a campaign theme, executing a baseline student survey, and creating a tactical plan for the 2016-2017 school year. The PDD Committee contracted with Webb Strategic Communications (Webb), a Denver-based firm, to develop and implement these efforts.



The UCCS mascot, Clyde the mountain lion, poses for a picture in the Statmobile during a Fall 2016 campus event.

In August 2016, Webb launched a branded campaign, #SmartMoveUCCS, during the initial weeks of the fall semester. This was done in coordination with the UCCS Office of the Dean of Students - the primary liaison for the campaign. The campaign includes a mobile billboard (a university-purchased VW Beetle), aptly named the *Statmobile*. The car serves as the face of the campaign and features key statistics from the baseline student survey. These include *2 of 3 UCCS students take action so they won't drive impaired* and *99% of UCCS students are DUI-free*.

Additional highlights from the campaign include:

- ! The creation of a webpage on the University's website that informs students about the program including statistics.
- ! Campaign advertising in university bus shuttles and shelters.
- ! The Dean of Students helped to coordinate several outreach events. These helped connect students to the social norms messages during activities, many that present opportunities for students to consume alcohol, marijuana or other drugs.

Preparation for the spring semester is underway. Plans consist of additional outreach efforts, a second student survey, and working with a newly created student peer group that will help implement grassroots programmatic tactics. Webb is also developing additional sponsorship and partnership opportunities that will reach more students with the campaign. This consists of using the campaign creative advertising and *Statmobile* in the greater Colorado Springs community to highlight the positive choices made by UCCS students and to reinforce the PDD Committee's overarching impaired driving message.

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*This annual report is dedicated to Trooper Jaimie Jursevics.*

Trooper Jursevics is a reminder that behind every statistic on impaired driving fatalities is a person who was loved and is terribly missed.

During the evening of November 15, 2015, Trooper Jaimie Jursevics stopped her patrol vehicle on the inside shoulder of I-25 south of Castle Rock in an effort to protect the scene of a previous crash being investigated by a fellow Trooper. At approximately 8:45 PM Trooper Jursevics was notified of a possible drunk driver approaching her location. Trooper Jursevics made contact with the reporting person and exited her patrol vehicle intent on slowing traffic so that she could contact the suspected drunk driver before he entered the crash scene. Utilizing the emergency lighting on her patrol vehicle as well as her flashlight she was able to get the attention of approaching traffic and direct them to slow and move into the right lane. Moments later, the reported drunk driver quickly moved into the left lane and collided with Trooper Jursevics, killing her instantly.



The suspect vehicle fled the scene and proceeded onto county roads in an attempt to avoid apprehension as he continued toward his El Paso County home. An observant Palmer Lake Police Officer, who had been notified of the crash and provided a vague vehicle description, noticed a vehicle approaching his jurisdiction with a similar description of the suspect vehicle with obvious front end damage and a strong odor consistent with leaking engine fluids. Palmer Lake Police Officer Dehoe made contact with the vehicle and immediately noticed indicators that the driver was under the influence. Ultimately, Douglas County Sheriff's Deputies along with Officer Dehoe determined the suspect was under the influence of alcohol and placed him under arrest for vehicular homicide involving DUI and leaving the scene of a crash involving death among other charges. The

suspect later pled guilty to the felony charges and was sentenced to eight years in the Colorado Department of Corrections.

Trooper Jursevics was a four year veteran of the Colorado State Patrol at the time of her death. She was a tenacious Trooper who worked hard every day serving the citizens of Colorado by keeping our roadways and communities safe. She led her troop in DUI and felony arrests. Jaimie was also a loving wife and mother to her husband and eight month old daughter. Trooper Jaimie Jursevics will forever be missed by her family, both at home and in law enforcement.