DRIVER IMPAIRMENT

2016 National Law Enforcement Challenge

PROBLEM IDENTIFICATION:

ISTAR [Intelligence, Statistics, Technology, Analysis, and Research], which consists of the department's four, full-time, crime analysts, examined crash data since 2009 and determined that adults in the 21 to 24 age range had a higher proportion of alcohol-involved crashes than any other age range. The analysis also showed that in 2009 and 2010, the City of Roanoke had a higher number of drivers ages 16 to 24 involved in alcohol-related crashes per capita than any other jurisdiction in the commonwealth. The department partnered with the Roanoke Prevention Alliance [RPA], a non profit organization that managed a SPF-SIG [Strategic Prevention Framework State Incentive Grant] to deter drinking and driving in the target 16 to 24 age group. Data driven analysis determined that age group to be the most at risk as far as making the decision to drive while impacted was ages 18 to 24 specifically.

- Peak time periods for impaired driving in Roanoke were identified using data from the Virginia Highway Safety Office as between 6 pm and 3 am.
- The particular days of the week with the highest alcohol-related crash activity were identified as Mondays, Fridays, and Saturdays.
- The highest months identified for alcohol-related crash activity were February and March.
- Specific roadways identified with histories for serious injury crashes involving alcohol were Interstate 581, Williamson Road, and streets in and around our downtown district. All of those areas house either Roanoke's nightlife attractions or are feeder routes used to get to and away from those attractions.

POLICY:

Attached in separate PDF file are operational directives [in order of appearance]: Officer Contact with Traffic Violators (62.1.5), Traffic Crash Investigation (63.1.1), Vehicle Operation and Vehicular Pursuits (41.2.2),Traffic Enforcement Data Collection and Evaluation (61.3.1), Traffic Law Enforcement (62.1.1), RADAR/LIDAR Speed Enforcement (62.1.11), DUI/DUID Traffic Checkpoints (41.3.30A), and DUI/DUID Enforcement (62.1.8).

PLANNING:

The department developed operational strategies to address each problem identified. DMV grant funded overtime provided money for saturation patrols on the specific roadways cited as hot spots for driver impairment. Regular patrol hours also focused on those areas. Data was also used to plan alcohol checkpoints for the times and locations which were deemed to create the most impact with enforcement and education.

Examples of significant planning with partners at RPA below:

Partnership identifies problem:

Part II

Discuss and compare applicable statistics and review them to determine Who, What, Where, When, and How. Is the perceived highway problem related to enforcement or engineering? Use quantitative data and statistic information to prove that the problem exists. Include, if available, three years of baseline data. (3000 characters) 10 left!

The *SPF –SIG Epidemiological Workgroup* determined that several locality MVC rates (ages 15-24), were significantly above the state's estimated annual rates (1.00 baseline per 10,000): Roanoke County stood at 1.27, Roanoke City at 1.62, Franklin County at 1.68, and Campbell County at 1.67. Since implementing its interventions, there has been overall drop in the MVC rates; in addition to MVC rates, each area also monitors DUI arrests. While the success is encouraging, MVCs are still high in the region and require ongoing preventative efforts.

Partnership plans media and enforcement phases:

The project will begin in October 2015 and end in September 2016. Over the course of the year, there will be an estimated six (6) campaigns that follow the "high frequency" MVC periods. These include St. Patrick's Day, Memorial Day, Independence Day, Labor Day, Halloween, and the winter holidays. In order to achieve maximum saturation of the markets, the project will employ mixed media: television, radio, cinemedia, print and traditional formats, as well as online/digital platforms. Online media tactics are "most effective" for health promotion when the following themes and implications are considered (Korda, Itani, "Harnessing Social Media", 21): specific focus on audience and messages; popular local trends; inclusion of user-generated content; multi-pronged strategy approach; use of theory based

Partnerships were further identified:

2. Cooperation with law enforcement—all four coalitions have active and healthy data exchange relationships with local law enforcement. As a collective, coalitions will communicate the media plans of the project, share resources/promotional items, and coordinate data regarding DUI, MVC, and traffic infraction data.

Partnership plans follow-up goals and activities:

- DWU/DUI comparisons (by month and by calendar year)—analyzed quarterly by area

Long term goal is a 3% decrease among alcohol-related MVCs among the 21-24 population across the region (September 30, 2016).

PLANNING (CONT):

Operational plans developed to reduce identified problems included:

- Overtime hours were to be focused on national holidays, local festivals, and popular sporting events, such as the Super Bowl and the NCAA Tournament.
- Officers worked together with the Roanoke Prevention Alliance [RPA] to plan regular media updates and social media communications focused on prevention.
- The department partnered with the RPA to promote education on over-service at bars and restaurants.
- Enforcement initiatives were planned to coincide with media campaigns driven by Drive Smart Virginia and Smart, Safe, Sober.
- Maintain "Have A Plan" media campaign which encourages young adults in the target 18 to 24 age range to decide whether they will use a designated driver or call a cab to get home *before* they go out socializing.
- Overtime DUI saturation patrols were planned to focus on where the data showed the most alcohol involved crashes, which was the Williamson Road corridor, the Downtown Roanoke area, and Interstate 581.
- Overtime saturation patrols were also planned during the target dates and times in which the problems were occurring.
- Use school resource officers to explain the dangers of drinking and driving to students.
- Follow-up was assigned to and conducted by the crime analysts in ISTAR to ensure implementation in all target areas.

Strategic Highway Safety Plan Support:

- Used DMV overtime grants to pay for additional enforcement hours.
- Used DUI checkpoints and saturation patrols to deter drivers and enforce laws.
- Developed and implemented plans to address alcohol and safety related concerns.
- Utilized TREDS and iSTAR to track and analysis crash statistics.

TRAINING:

Type	Date	Attendance
INTOX recertification	3/2/15—3/4/15	7
In-Service, DUI training	Various	124
Mid-Atlantic DUI Conference	4/27/15	1
SFST Initial Training	Various	22
SFST Instructor Development	5/18/15—5/21/15	1

Intox EC/IR II Recertification	9/14/15—9/15/15	1
Intox EC/IR II Recertification	8/15/15	1
NHTSA SFST Recertification	9/28/15—10/2/15	3
ARIDE	11/17/15—11/18/15	3
Advanced DUI for Prosecutors & LE	2/18/15—2/20/15	1
Advanced DUI for Prosecutors & LE	8/26/15—8/28/15	1

In-service DUI training includes updates on the latest legal changes and scenario-driven DUI and DUI-D training.

PUBLIC INFORMATION & EDUCATION:

"Have a plan" campaign: This is a SPF-SIG partnership with the Roanoke Prevention Alliance. It's primary focus was a multi-platform advertising and media campaign encouraging adults to "have a plan" on how to get home safely *before* they go out to socialize at local bars, night clubs, and restaurants. Regular news releases alerted the media to planned saturation patrols and furthered the "have a plan" brand. While the campaign was focused toward adults ages 21 to 24, it was crafted to include all legal age adults. Examples of a news release and a TV news mention on the campaign are below:

Roanoke Prevention Alliance

MEDIA ADVISORY

Roanoke Police Department and Roanoke Prevention Alliance want you to Keep the Party Off the Road During the Holiday Season

What's Your Plan? Designate a Sober Driver!

- Drunk driving is a killer on the roads all year round, but data shows that the tradition of celebrating the holidays with alcohol leads to an increase of traffic crashes and resulting deaths and injuries.
- According to National Highway Traffic Safety Administration, crashes involving alcohol increase during the holida period, with about a 10 percent increase during the time between Christmas and New Year's Day.
- Nationwide, the holiday season is a particularly deadly time due to the high number of drunk drivers on the roads. In December 2014, 788 lives were lost due to drunk driving – one death every 57 minutes.
- Drinking and driving endangers yourself, your passengers, and those on the road around you. Whether you've had one or one too many, always hand the keys to a sober driver.

The Consequences of Driving Drunk Are Deadly Serious.

- Driving while impaired is a crime that seriously risks your safety and the safety of those around you. Whether you have had one too many or are way over the limit, drunk driving is not worth causing a traffic crash, serious injury, or worse—death.
- The legal and financial costs of driving while impaired can be significant. Drunk-driving violators often face jail time, the loss of their driver licenses, higher insurance rates, and dozens of other unanticipated expenses rangin from attorney fees, court costs, car towing and repairs, and lost wages due to time off from work.
- Refusing to take a breath test in many jurisdictions results in immediate arrest, the loss of your driver's license o the spot and the impoundment of your vehicle. Also, there's the added embarrassment, humiliation, and consequences of telling family, friends and employers of your arrest.

WHAT'S YOUR PLAN?

- Even one drink can impair your judgment and increase the risk of getting arrested for driving drunk—or worse, the risk of having a crash while driving.
- Plan a safe way home before the festivities begin:
  - Designate a Sober Driver and have them pick you up
  - Know who to call before you are impaired and have the numbers programmed into your phone
  - Call a taxi, a sober friend or family member, or use public transportation to get home safely
  - Make arrangements to stay with the party hosts
- If you know someone who is about to drive impaired or ride with someone who is impaired, help them make other arrangements
- If a friend is drunk and wants to drive, don't let it happen, even if it means taking the keys away
- If you see a drunk driver on the road, contact your local law enforcement

For more information contact:
Scott Leamon, phone: (540) 853-6884, mail to: Scott.Leamon@RoanokeVA.gov
Ray Bemis, Director, Roanoke Prevention Alliance, phone: (540) 529-6103, mail to: RBemis@BRBH.org
# # #

held at Crazy Horse Marina in September

Devin Williams leaving West Virginia for NBA draft

Mostly sunny weather continues

Organizers of the "Big Lick Downtown Countdown" said they're working with the police department and hired a private security firm.

Leaders of the "Shake It" event in Market Square said they'll have one security guard for every 50 people and off duty police officers in the area.

Lieutenant Daniel Hartman with Roanoke Police said extra police will be on duty that night. He said one of their main concerns are drunk drivers and thieves.

"If you know you're going to be consuming alcoholic beverages, please have a designated driver and/or prepare to contact a taxi company," said Hartman. "If something makes you feel uncomfortable, pay attention to that. If you see a police officer and something is of concern to you, please report that."

Police and organizers said you can do is be vigilant and report any suspicious activity. It helps ensure we can all have fun and bring in the new year safely.

"Always be on your guard and pay attention to your surroundings," said Krista Rosina, who plans to celebrate downtown. "But to live in the moment and have a good time because you don't know what's going to happen and when it's going to happen."

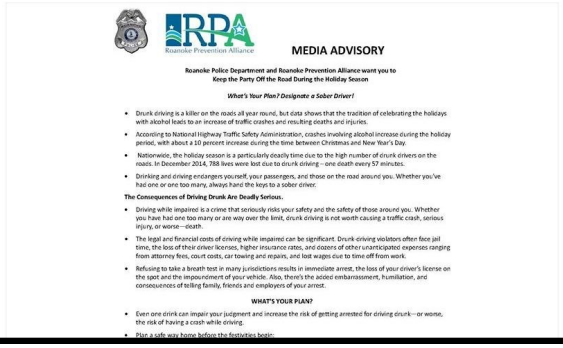
Click here for more information about New Year's Eve events in the downtown Roanoke area.

2015 RAYSAC After Prom Grand Finale: The Roanoke Police Department was proud to join RAYSAC [Roanoke Area Youth Substance Abuse Coalition] for its annual After Prom Grand Finale at Tanglewood Mall in Roanoke. Every high school junior or senior in the region, from as far away as Bath County, was eligible to participate after signing the "Prom Promise" not to drink and drive on Prom Night. Each of the 30 participating high schools then selected three finalists to represent the school at the event. The event included a presentation by officers utilizing the department's drunk goggles to simulate the effect of a blood alcohol level above the legal limit. The finalists were narrowed down to one representative from each school. Each representative was given a key and that key could start the free car from Berglund Chevrolet, which was the grand prize at the event. The picture above right is the winning student shortly after she started the grand prize vehicle using her key. **Date: 5/31/15**

Crime Prevention & Traffic Safety Day:

Every October, during National Crime Prevention Month, the department holds a special community day designed for officers to interact with the community. This year the department joined the Melrose-Rugby community for its Love Thy Neighbor Block Party at Melrose Park, using this event as this year's Crime Prevention & Traffic Safety Day. The department worked into its programs information on the dangers of speeding, DUI, and not wearing a seatbelt. The flyer in the figure to the right outlines the neighborhood partnership.

Traffic Safety Friday: Holiday saturation patrols begin Our holiday saturation patrols start tonight and run through New Year's. As we've been doing for several years now, we're working together with the Roanoke Prevention Alliance to do our best to prevent DUI. Please make sure and have a plan on how you're going to get home safely after your holiday party or New Year's celebration. Call a cab. Call a friend. Be a sober driver. See the message RPA sent to the media below:



RPA Roanoke Prevention Alliance

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WHAT'S YOUR PLAN?

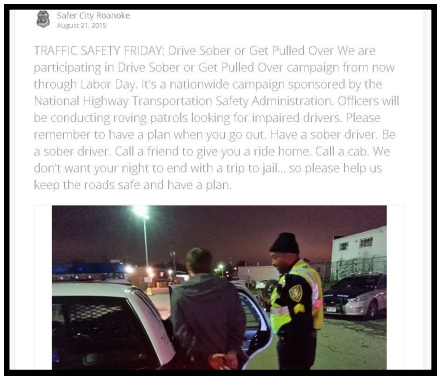
- Even one drink can impair your judgment and increase the risk of getting arrested for driving drunk—or worse, the risk of having a crash while driving.
- Plan a safe way home before the festivities begin:

Traffic Safety Friday: The department offers a traffic safety tip every Friday on its social media sites. The tips are sometimes shared by citizens and the media. The communication to the left outlines for citizens enforcement operations over Memorial Day weekend, including saturation patrols intended to reduce drinking and driving.

Operation Checkpoint Strikeforce: The department partnered with multiple law enforcement agencies in Operation Checkpoint Strikeforce. The department used its social media sites to share education initiatives sponsored and created by the initiative.

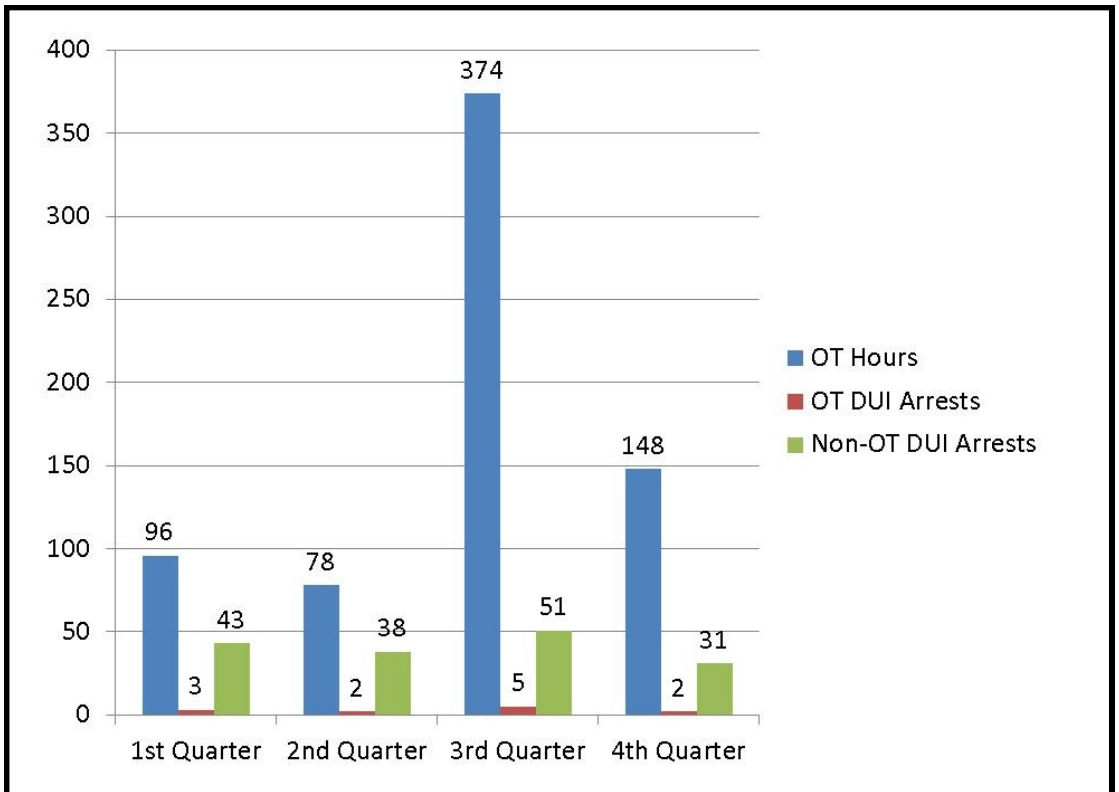
Holiday Saturation Patrols: The department worked with the local media to get the word out about holiday saturation patrols. Data analysis showed more cases of drivers operating impaired on holidays and holiday weekends, particularly St. Patrick's Day weekend, New Year's celebration weekend, and, as seen in example below from a story on WDBJ, the CBS affiliate in Roanoke, Labor Day weekend.

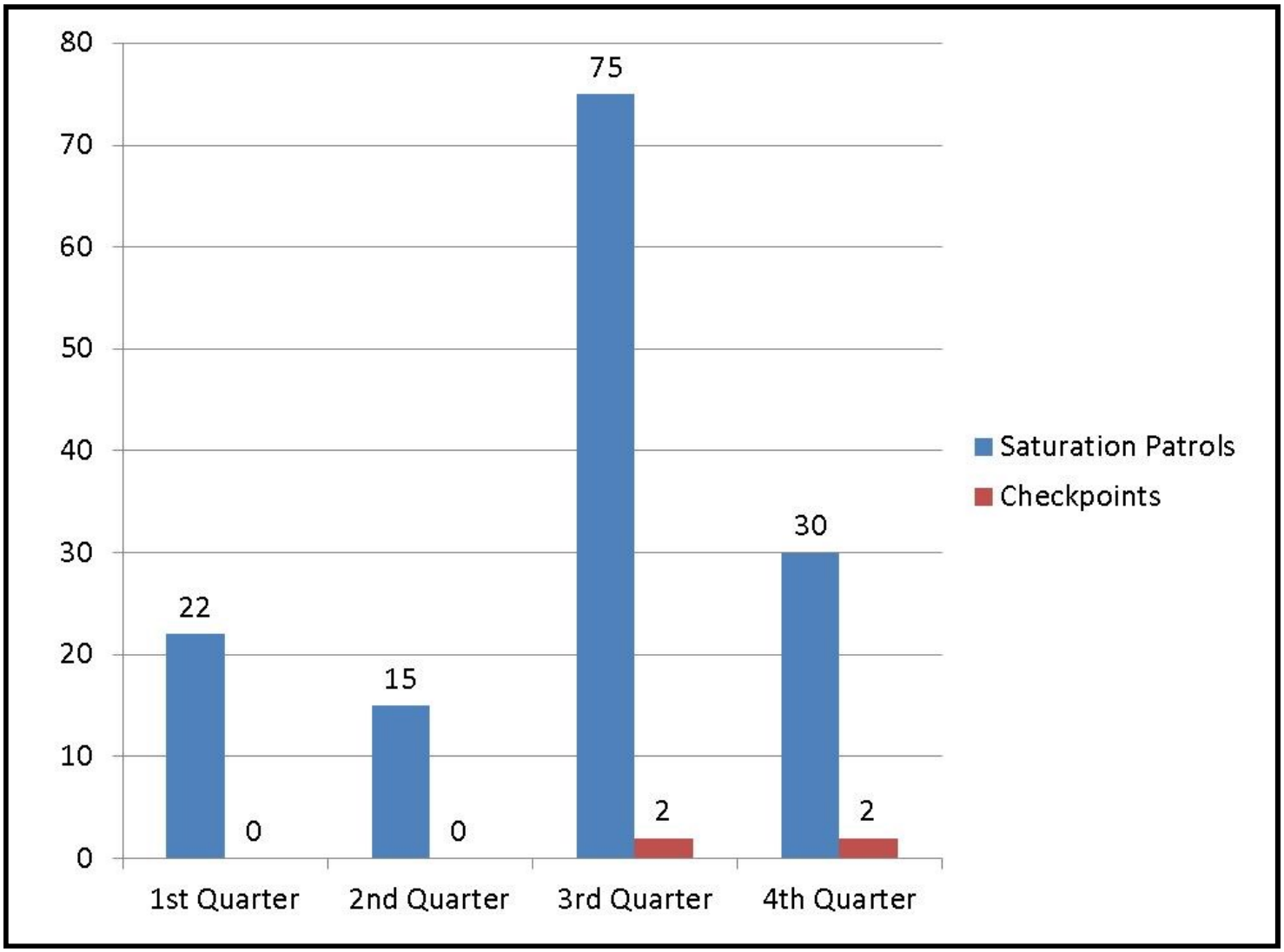
Drive Sober or Get Pulled Over: The department used its Traffic Safety Friday communication for Labor Day Weekend to remind folks that RPD participates in the Drive Sober or Get Pulled Over campaign. The social media messaging included our "Have a plan" strategic communications in order to get people to think about using designated drivers or calling a cab/Uber. Our post from **August 21, 2015** is to pictured on the right:



Education at high schools: School resources officers provided DUI prevention education at both of the city's high schools and officers monitored all school dances and after parties for alcohol consumption, reaching an estimated 700 students. **This was a partnership with Roanoke City Schools. Date: 5/21/15.**

<u>ENFORCEMENT:</u> As depicted in the graph below, regular duty time was heavily directed at the problem since arrest totals were consistent throughout the year:





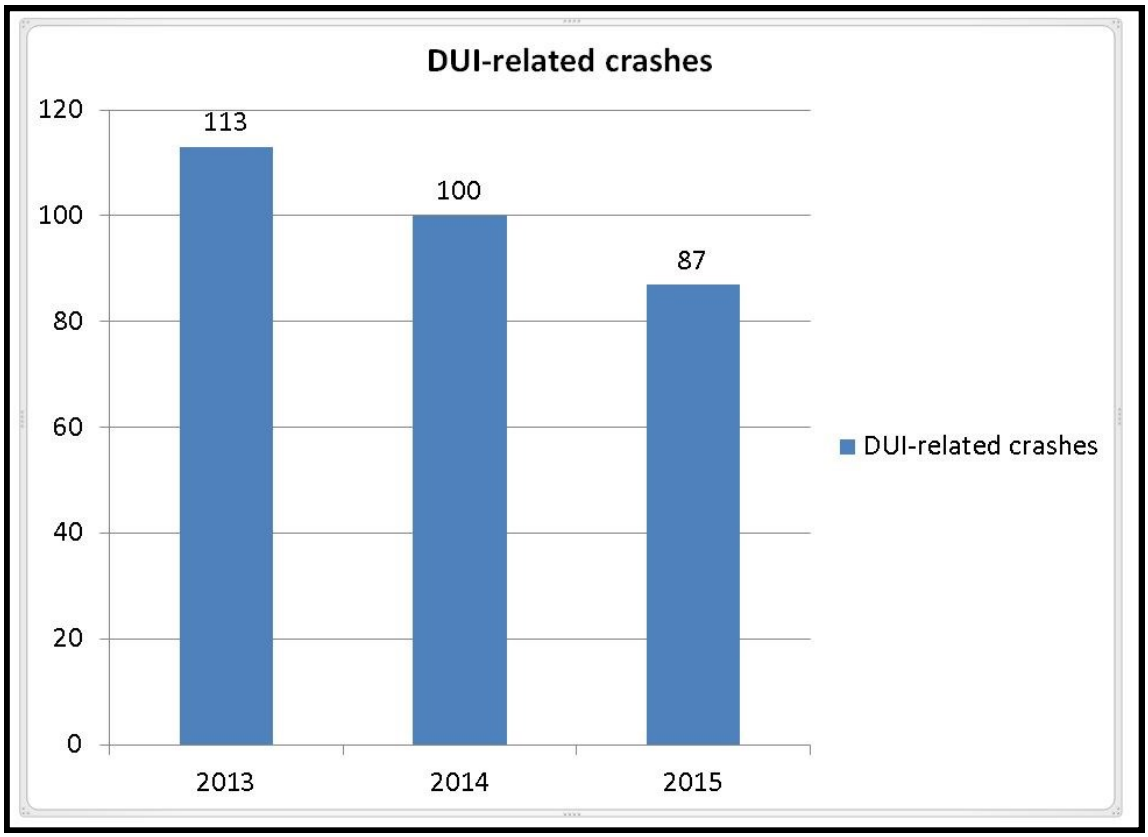
DMV Grant funded OT total:	**696**
Total DUI arrests:	**243**
Total DUI arrests in target areas & times:	**12**
Total DUI arrests in target times:	**12**
Total DUI charges:	**243**
Total Special Enforcement Details:	**146 [see graph above]**

The department's data suggested the majority of alcohol-related crashes involving underage drivers takes place in the same target areas. Officers arrested 13 individuals for underage drinking and DUI in 2015, down from 14 in 2014.

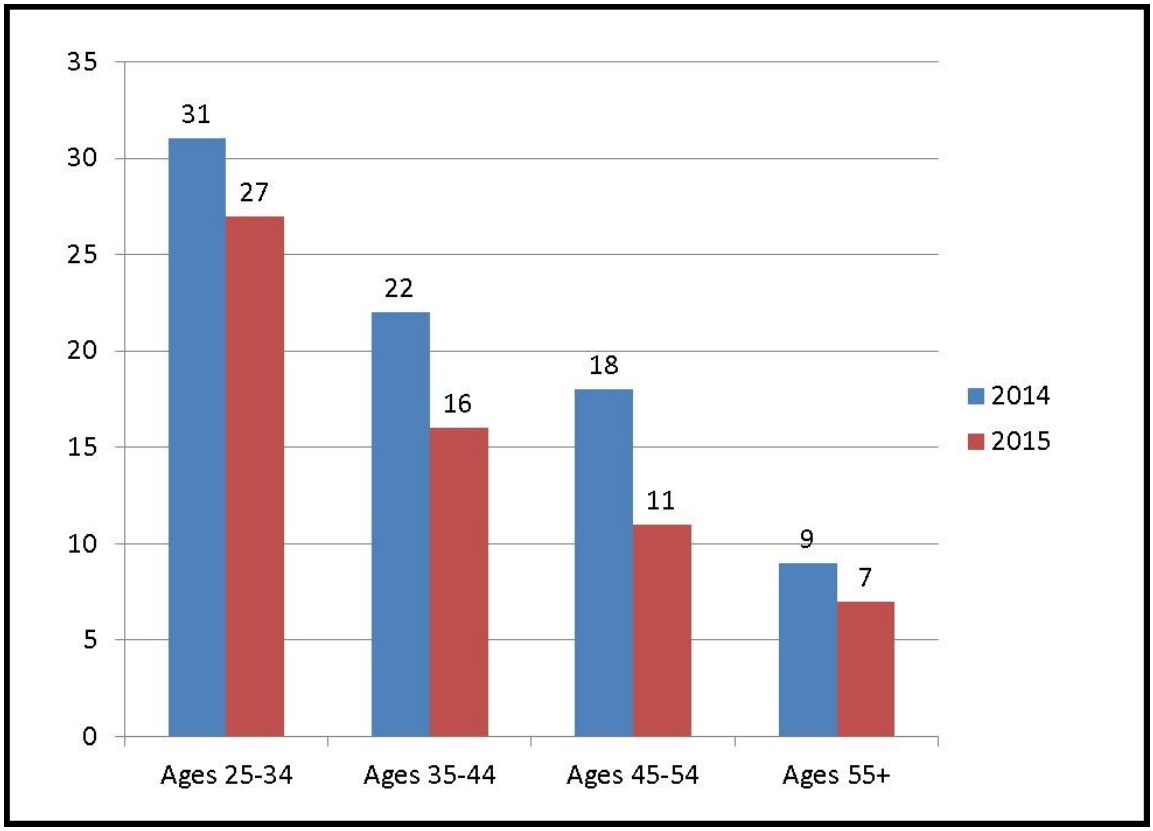
OUTCOMES:

A follow up component of the plan was implemented to track enforcement efforts and ascertain if our prevention message was reaching the target age range as well as finding out if we were seeing any DUI-related reduction in crashes in the target age range.

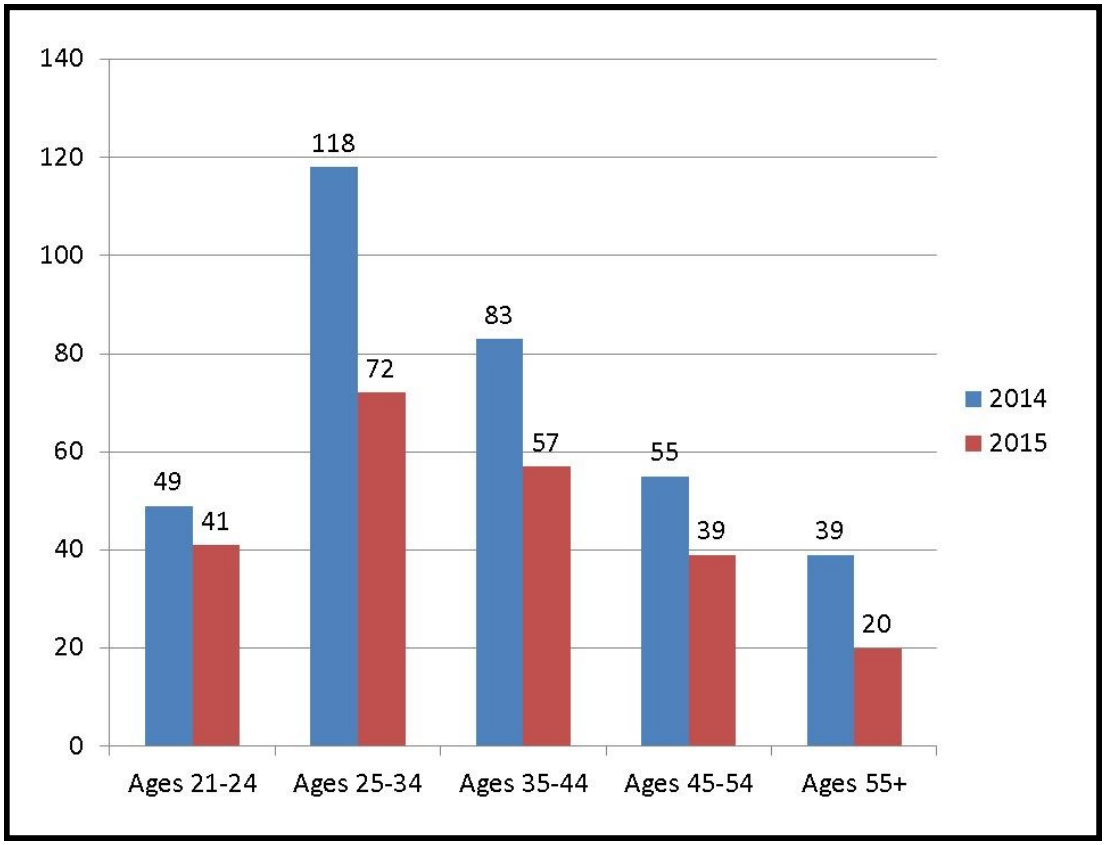
Our plan, partnerships, implementation, and follow-up helped reduce DUI-related traffic crashes for the third straight year:



Another positive outcome was that our plan reduced DUI-related crashes for every age group older than 18 to 24 during 2015:



We found our plan, along with our community partnerships and education, also reduced the number of DUI arrests in 2015 in every age group:



The plan and resulting increased presence was among the factors that helped reduce overall Part One Crime in the city by 8 percent in 2015.

OFFICER RECOGNITION:

Traffic Safety Merit Award Winners for DUI Enforcement, specifically officers who made 12+ DUI arrests in 2015:

- **Officer Cynthia Berrman**
- **Officer Gregory Benton**

In 2013, command staff approved the Harold F. Wallick Traffic Safety Excellence Awards to be given to the officers who go above and beyond the call of duty when it comes to traffic safety. Award winners must meet certain criteria outlined in policy. The award's namesake, Retired Officer Harold F. Wallick, served the department for 25+ years and was known for his extensive legal, prevention, and enforcement knowledge in traffic safety.

2015 Harold F. Wallick Award for Traffic Safety Excellence winners:

- **Officer Kenneth Wilkerson**
- **Officer Cynthia Berrman**
- **Officer Gregory Benton** (continued on next page)

- **Officer Billy Wood**
- **Officer Jacob Hawkins**

MADD 2015 Officer of the Year: Cynthia Berrman

Officer Berrman [pictured above, left] won the department's 2015 Mothers Against Drunk Driving Officer of the Year Award in September for all of her hard work in enforcement.

Stakeholder Recognition: The Citizens Police Academy Alumni assisted on all DUI-related checkpoints and many other traffic safety related outreach and enforcement events. The department honored the group with a special dinner during National Volunteer Week in April. The dinner featured a buffet and was catered by a local restaurant.