

# THE WRAP REPORTER

WASHINGTON REGIONAL ALCOHOL PROGRAM



Summer 2005 Issue

## WASHINGTON-METRO TEENS LAUDED FOR THEIR FIGHT AGAINST UNDERAGE DRINKING

Calling it recognition of high school students "doing the right thing," WRAP this spring awarded six Washington-metropolitan area high school student groups with honors for their efforts in fighting underage drinking.

At an April 22, 2005 awards ceremony at the MCI Center in Washington, D.C., WRAP presented its 13<sup>th</sup>-annual GEICO Student Awards to:

- Georgetown Visitation's BADD Club, District of Columbia
- H.D. Woodson HS Adolescent Wellness Center, District of Columbia
- James Madison High School's SADD Club, Fairfax County, Virginia

- The Bullis School's SADD Club, Montgomery County, Maryland
- Blake High School's SADD Club, Montgomery County, Maryland
- Eleanor Roosevelt High School's SADD Club, Prince George's Co., MD

(BADD: *Buddies Against Drinking & Driving*,  
SADD: *Students Against Destructive Decisions*.)

The GEICO Student Awards, now in their 13<sup>th</sup> year, were presented by WRAP to Washington-metropolitan area high school student groups promoting alcohol and drug-free lifestyles to their peers. The popular awards — judged by the Metropolitan Washington Council of Governments' (COG) Drug Prevention and Education Committee in tan-

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GEICO's Janice Minshall and ABC7's Doug McKelway (far left) along with Washington Mystic players Muriel Page and Kaayla Chones (far right) flank winning members of Eleanor Roosevelt High School's SADD Club.

## WRAP BRINGS WINNING FIGHT AGAINST DRUNK DRIVING TO ANNAPOLIS & RICHMOND

Focusing on the third tenet of WRAP's approach to combating drunk driving and underage drinking in the Washington-metropolitan area (education, enforcement and legislation), WRAP again this spring championed public policies aiming to create effective deterrents to both drunk driving and teen drinking. What follows, is a summary of WRAP's 2005 legislative highlights in Maryland and Virginia.

### VIRGINIA

While the *Richmond Times-Dispatch* summarized this year's Virginia General Assembly session as one seemingly concerned with "bucks, bats and BVDs" (2-27-05), the Commonwealth's 2005 legislative session proved a decidedly mixed bag when it came to drunk driving and underage drinking issues.

Following on the foot-heels of last year's landmark legislative session which proved a watershed year for anti-drunk driving legislation in the Old Dominion hailed by CNN and others as now having some of the toughest DUI laws in the nation

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**AREA LAW  
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# WASHINGTON-METRO TEENS LAUDED FOR THEIR FIGHT AGAINST UNDERAGE DRINKING

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dem with WRAP – were presented to just one student group in each of the Greater Washington counties and or cities served by WRAP (entries came from the District of Columbia, Fairfax, Montgomery and Prince George's Counties).

Student groups were judged on their leadership, effectiveness, innovation and involvement of both the student body and community in their efforts to prevent underage drinking. Activities of the winning groups included a variety of creative initiatives including: developing "contracts" between students and parents

regarding the refraining from alcohol and drug use; organizing alcohol-free teen social events and forums; establishing mentoring relationships between high school and intermediate and elementary school students; and participating on town governing bodies.

In addition to attending a packed awards ceremony this afternoon at the MCI Center's Acela Club, more than 150 high school students gathered and applauded while the five winning student groups received \$500 each from GEICO to continue their efforts of keeping their peers on the right track. ABC 7 news anchor Doug McKelway served as the day's Master of Ceremonies while speakers and award presenters included: Washington Senator great Fred Valentine; Washington Mystics' centers Murriel Page and Kaayla Chones; National Capital Coalition to Prevent Underage Drinking's Nadine Parker; and award sponsor Janice Minshall with GEICO.

"In 2003, nearly one-out-of-five traffic fatalities involving young drivers also involved alcohol," said Janice Minshall, Assistant Vice President and Director of Corporate Communications with GEICO. "Today's student group winners represent the front line in the fight against underage drinking in Greater Washington and we commend their efforts in this far from won battle." ■



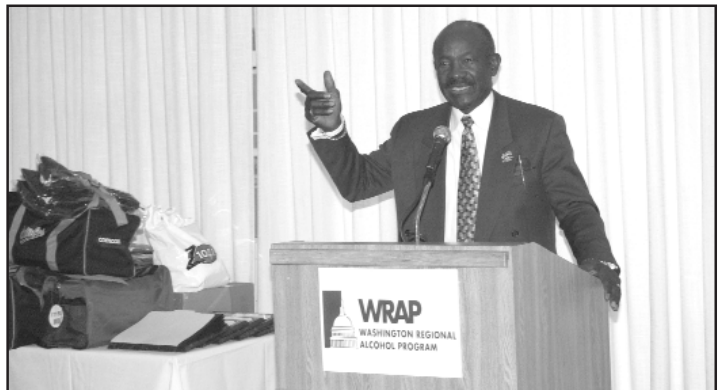
Washington Mystic players Kaayla Chones and Murriel Page (seated, l-r) sign autographs for students.

The WRAP Reporter is the biannual newsletter of the Washington Regional Alcohol Program (WRAP), an award-winning, public-private partnership working to prevent drunk driving and underage drinking in the Washington-metropolitan area.

Summer 2005 Issue  
John Undeland, Chairman  
George Pakidis, Vice Chairman  
Kurt Gregory Erickson, President  
Emily DeTitta, Director of Programs  
Robin Black, Director of Operations

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For more information, contact WRAP at:

Washington Regional Alcohol Program (WRAP)  
1420 Spring Hill Road, Suite 250  
McLean, Virginia 22102  
tel. 703.893.0461 fax. 703.893.0465  
e. [wrap@wrap.org](mailto:wrap@wrap.org)  
<http://www.wrap.org>



Washington Senator great Fred Valentine connects with students.



Local student groups showcase their anti-teen drinking and drunk driving efforts.

# WRAP BRINGS WINNING FIGHT AGAINST DRUNK DRIVING TO ANNAPOLIS & RICHMOND



WRAP President Kurt Gregory Erickson (standing fourth from left) attends Maryland Governor Robert Ehrlich's signing of this year's BAC test refusal bill.

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(including those providing for vehicle seizure and forfeiture for repeatedly convicted drunk drivers as well as those mandating jail time for persons convicted of driving at twice or more Virginia's legal blood alcohol concentration limit) – and as predicted by WRAP pre-session, a “legislative lull” was correctly forecast in Richmond this year.

However, while a number of seemingly-perennial traffic safety bills unsurprisingly crashed early in the session (primary seatbelt, open container), a number of other drunk driving and or underage drinking bills were signed into law by Virginia's Governor.

Frankly, *any* proposed new Virginia laws aimed at deterring either drunk driving on the Commonwealth's roadways or unlawful alcohol use by persons in the Old Dominion too young to purchase it in the first place couldn't have come at a better time as both impaired driving and teen drinking remain significant problems in Virginia.

In 2003, alone, 361 persons were killed in alcohol-related traffic crashes on the state's roadways in 2003 according to Virginia's Department of Motor Vehicles. That same year, 27,046 persons were convicted of driving under the influence. This latter figure translates into the fact that more people are annually busted for drunk driving in Virginia than reside in Falls Church, Rocky Mount and Williamsburg...combined.

In addition, 76.6-percent of Virginia's high school seniors and 66.8-percent of the Commonwealth's 10<sup>th</sup> graders reported using alcohol according to Virginia's Department of Mental Health, Mental Retardation and Substance Abuse Services' 2001 *Virginia Community Youth Survey*. In addition, more than one-quarter (28.8%) of Virginia's 12<sup>th</sup> graders reported consuming five or more drinks in a row within the reporting period's past two weeks.

Such reversible trends undoubtedly served as a catalyst to Virginia General Assembly members sending to Governor Mark Warner (D) bills seeking to:

- both make: the “consumption” of alcohol by persons under 21

unlawful {current Virginia law only makes the purchase or possession of alcohol – or attempts to purchase or possess alcohol – by those under 21 illegal}; and persons found guilty of purchasing, giving, providing or assisting to provide alcohol to those under 21 guilty of a Class 1 misdemeanor {current Virginia law only makes the act of purchasing alcohol for those underage an alcohol-related crime} (**HB 2255**);

- allow judges the ability to impose as long as a one-year driver's license suspension for those convicted of unlawfully purchasing alcohol for persons less than 21 years of age (**HB 2791**);
- set “blood drug concentration” limits for cocaine, methamphetamine, PCP and Ecstasy to be charged with Virginia's existing crime of driving while intoxicated (**HB 1896**);
- allow hospital blood tests to be used as evidence in civil trials (**HB 2118**);
- and allow law enforcement to issue a DUI summons (versus a warrant) in a hospital setting (**HB 2668**).

Regarding this year's two successful underage drinking bills (HBs 2255 and 2791), a proposed amendment to strengthen these measures failed in the Senate. That amendment – while respecting Virginia's existing statute exemption (VA Code 4.1-200) which states that “alcoholic beverages may be served or given to guests” in a residence setting – sought to limit these aforementioned “guests” as either persons age 21 or over or accompanied by a family member age 21 or over.

An appeal by a number of Virginia organizations including WRAP to Virginia's Governor to positively amend this year's underage drinking bill prior to the Governor's Constitutionally imposed March 29<sup>th</sup> deadline was unsuccessful.

Regarding this year's successful “drugged driving” bill (HB 1896), and while such legislation received little to no fanfare, Governor Warner's signing of HB 1896 had Virginia join just one other U.S. state in how it addresses a lesser known albeit deadly traffic safety issue. With Delegate Charles Carrico's (R-Independence) drugged driving bill, Virginia seeks to provide for a DUI penalty for persons convicted of driving with set limits of cocaine (.02 milligrams), methamphetamine (0.1 milligrams), PCP or phencyclidine (.01 milligrams) and or Ecstasy or 3,4-methylenedioxymethamphetamine (.1 milligrams) in their systems. An effort to include a set limit for Marijuana or its psychoactive substance Tetrahydrocannabinol was thwarted by Virginia's Senate Courts of Justice Committee earlier this month.

According to a *USA Today* story this past October, while 12 U.S. states have “zero tolerance” laws making it a crime to drive with any quantities of illicit drugs in the driver's system, only one of those states (Nevada) has a statute setting specific “blood drug concentration” limits for operating a motor vehicle.

*{In addition to the aforementioned successful legislation in Richmond this year, Virginia lawmakers also passed legislation to both: clarify last year's statute relative to law enforcement's role when confronted with a repeat BAC test refusal (SB 1093 and HB 2655); as well as increase the penalties for persons convicted of 'hunting while intoxicated' in the Commonwealth (SB 1149).}*

In the negative column, however, 2005 Virginia General Assembly members swiftly squelched measures which sought to both:

- ban open containers of alcohol in the passenger area of motor vehicles (**HB 1496**);

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# WRAP BRINGS WINNING FIGHT AGAINST DRUNK DRIVING TO ANNAPOLIS & RICHMOND

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- and make the failure to wear a seatbelt a primary offense (**SB 901**).

For these aforementioned drunk driving and underage drinking initiatives, WRAP played a leading role in Richmond this year by: providing numerous legislative committees with both testimony and substitute bill language; routinely meeting with Executive and Legislative branch leadership; routinely meeting also with both Senate and House members; providing resource information; and building public support for these initiatives via WRAP's regularly-issued *Legislative Alerts*.

## MARYLAND

Baltimore's *WBAL-TV*'s anecdote that Maryland's 2005 General Assembly session "achieved just enough, but not nearly enough" (4-11-05) is an understatement to the abysmal reception of this year's drunk driving and or underage drinking bills with nearly *all* of them failing in Annapolis this year.

Succinctly and prior to adjourning on April 11, 2005, state lawmakers in Annapolis this year balked at increasing penalties for repeat, high blood alcohol concentration (BAC) and teen drunk drivers as well as for those refusing a BAC test in Maryland.

In fact, the only notable DUI bills to make it to Maryland Governor Robert Ehrlich's (R) desk was a set of companion bills which, at best, would impose either an up-to \$ 500 fine and or two-month jail sentence for persons refusing a BAC test – but only for those already *convicted* of drunk driving in Maryland.

Without question, Maryland's only third year of divided government in more than three decades "concluded its 90-day session... riven by the same partisan feuding in which it began" (*Baltimore Sun*, 4-12-05). Amongst the partisan and power plays in Annapolis, however – and despite a large spectrum of introduced DUI and teen drinking bills this year — attempts to legislatively redress the facts that: (a) drunk driving is on the rise in the state (so, too, are the number of suspected drunk drivers refusing a BAC test); (b) and that, according to the Maryland Department of Education's most recently-published *Maryland Adolescent Survey*, "many Maryland young people report fairly heavy alcohol consumption, especially high school seniors and tenth graders" fell by the wayside. There was one exception, however, in terms of a set of companion bills which Maryland Governor Robert Ehrlich's (R) signed into law on May 26 and which will:

- increase penalties for persons refusing a blood alcohol concentration (BAC) test (yet still convicted of drunk driving in Maryland [21-902]) by imposing an additional up to \$ 500 fine and or two-month jail sentence (**HB 103 & SB 650**).

Two additional, modestly-amended, alcohol-related bills also sent to Governor Ehrlich for his consideration of signing into law included measures which seek to both: increase the maximum fines for persons knowingly and unlawfully providing alcohol to those under 21 [for *their* consumption] (**HB 1392**); and disallow a "probation before judgment" (PBJ) finding for persons not only holding a provisional driver's license in Maryland but also previously having a PBJ (**HB 633**).

In the negative column, however, anti-drunk driving and or underage drinking bills killed or dying in this year's Maryland General Assembly session included those seeking to:

- criminalize the act of refusing a BAC test (**SB 731**);
- increase penalties for persons under 21 convicted of drunk driving in

Maryland [21-902] by imposing a one year's driver's license revocation for their first offense and a two year revocation period for second or subsequent drunk driving convictions (**HB 252 & SB 207**);

- make the "consumption" of alcohol by persons under 21 unlawful (**HB 1154**);
- increase the penalties for persons unlawfully providing alcohol to those under 21 (**HB 1401**);
- double the time period when persons arrested for drunk driving in Maryland [21-902] can receive "probation before judgment" (PBJ) sentences from one PBJ every five years to a proposed one PBJ every ten years (**SB 329**);
- and create a statewide, DUI offender-paid "First Responders Fund" granting monies to the state's fire, rescue and law enforcement agencies via an additional, annual, three-year, \$ 300 "fee" levied against persons convicted of drunk driving in Maryland [21-902] (**HB 383 & SB 275**).

Worse yet were the number of significant DUI bills introduced in Annapolis this year which never came up for a committee vote prior to this year's cross-over deadline (when each chamber needs to complete work on its own introduced legislation before then "crossing-over" to the other chamber). Bills failing to come up for a vote in both the Maryland House Judiciary and or Senate Judicial Proceedings Committee this year included those which proposed to:

- increase penalties for all repeat drunk drivers (**HB 808**);
- increase penalties for persons convicted of drunk driving in Maryland at high BAC levels (**HB 1138 & SB 641**);
- mandate the use of ignition interlock devices for high BAC drunk drivers (**SB 852**);
- increase the penalties for persons unlawfully providing alcohol to those under 21 (**SB 905**);
- and mandate the use of ignition interlock devices for all repeat drunk drivers (**SB 851**).

Bills withdrawn this session include those seeking to both: also criminalize the act of refusing a BAC test (**HB 959**); as well as mandate the use of ignition interlock devices for all repeat drunk drivers (**HB 732**) or high BAC drunk drivers (**HB 815**).

Despite this year's paltry outcome, WRAP played a leading role in Annapolis this year by: providing numerous legislative committees with both testimony and substitute bill language; routinely meeting with Executive and Legislative branch leadership; routinely meeting also with both Senate and House members; providing resource information; and building public support for these initiatives via WRAP's regularly-issued *Legislative Alerts*.

In addition, WRAP represented the more than 175-member Maryland Impaired Driving Coalition (IDC) in Annapolis this year in testimony before both the Maryland House of Delegates' Judiciary Committee as well as the Maryland Senate's Judicial Proceedings Committee. ■

# SUCCESS STORY: REGION'S "CHECKPOINT STRIKEFORCE" CAMPAIGNS



National Transportation Safety Board's Ellen Engleman Connors and Deborah A.P. Hersman (center, l to r) present NTSB honors to Virginia Delegates (l to r) David B. Albo, Rob B. Bell and Robert F. McDonnell at WRAP's news conference launch of Virginia's 2004 Checkpoint Strikeforce campaign in Chesterfield.

The region's landmark, statewide law enforcement effort to effectively detect and arrest impaired drivers in the District of Columbia, Maryland and Virginia is to-date a success and WRAP has the numbers to prove it.

As project manager of the public education component of National Highway Traffic Safety Administration's (NHTSA) regional traffic safety campaign where DC, Maryland and Virginia law enforcement officials agree to conduct a minimum of one sobriety checkpoint every single week between July 4<sup>th</sup> and January 4<sup>th</sup>, WRAP knows both the value of the 26-week, regional law enforcement effort to identify and apprehend drunk drivers as well as the campaign's deployed "air support" to law enforcement's ground force efforts in the form of a nearly \$ 1 million ad campaign targeting the region's 21 to 35-year old drivers

WRAP also knows that all indicators of the region's 2004 Checkpoint Strikeforce campaign point toward unequivocal success as regional, independent, post-campaign research conducted in January of this year indicates that in the Washington-metropolitan area:

- **more than half (55%) of 21 to 35 year old Washington-Baltimore-Salisbury drivers heard, read or saw information on increased law enforcement regarding drinking and driving** – a double-digit (19%) increase during the length of the campaign – with more than four-out-of-ten (42%) of these same targeted drivers recognizing the



WRAP President Kurt Erickson (at podium) helps launch the Washington-metropolitan area's 2004 Checkpoint Strikeforce campaign in Georgetown.

campaign *Checkpoint Strikeforce* by name (a double digit [19%] increase during the campaign's length);

- **half (50%) of 21 to 35 year old Washington-Baltimore-Salisbury drivers thought that police had increased their efforts to "crack down" on impaired drivers** – a double-digit (11%) increase during the length of the campaign;
- **two-thirds (66%) of 21 to 35 year old Washington-Baltimore-Salisbury drivers were aware of sobriety checkpoints being used in their local area** – a five-percent increase during the length of the campaign;
- **and drunk drivers were viewed as the most "serious danger that drivers face" by 21 to 35 year old Washington-Baltimore-Salisbury drivers** (surpassing aggressive drivers, drivers using cell phones and traffic congestion, amongst others) – a double-digit (13%) increase during the length of the campaign.



WRAP President Kurt Gregory Erickson (r) joins both the National Highway Traffic Safety Administration's Stephanie Hancock and Maryland's Secretary of State Police, Colonel Thomas E. Hutchins at Maryland's 2004 Checkpoint Strikeforce campaign launch in Glen Burnie.

In a separate albeit similarly sized and timed poll in Virginia, independent research in that state conducted earlier this year indicated that:

- **nearly two-thirds (74%) of 21 to 35 year old Virginians were aware of sobriety checkpoints being used in their local area** – a double digit (14%) increase during the length of the campaign;
- **more than half (53%) of 21 to 35 year old Virginians thought that police had increased their efforts to "crack down" on impaired drivers** – a double-digit (12%) increase during the length of the campaign – with over half (54%) of this same target audience reporting that it is either "very or somewhat likely" that someone would be stopped for drinking and driving;
- **more than half (52%) of 21 to 35 year old Virginians heard, read or saw information on increased law enforcement regarding drinking and driving** – a double-digit (10%) increase during the length of the campaign;
- **nearly half (48%) of 21 to 35 year old Virginians recognized the campaign Checkpoint Strikeforce by name** – a nine percent increase during the length of the campaign;

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# OVER 270 SOBERRIDES PROVIDED ON ST. PATRICK'S DAY



WRAP Vice Chairman George Pakidis helps launch the organization's 2005 St. Patrick's Day SoberRide campaign at Fado Irish Restaurant & Pub in Washington, D.C.

The Washington-metropolitan area's *SoberRide* program provided 273 free cab rides home to would-be drunk drivers this past St. Patrick's Day.

Provided by WRAP, the 2005 St. Patty's Day *SoberRide* program began on St. Patrick's Day (Thursday, March 17<sup>th</sup>) at 4:00 pm and continued until 4:00 the following day as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

"For *SoberRide*'s hours of operation last night, this translates into the removal of a would-be drunk driver from our shared roadways every two-and-a-half minutes this St. Patrick's Day," said George Pakidis, WRAP's Vice Chairman and *SoberRide* Committee Chair.

During *SoberRide*'s 12-hour period this St. Patty's Day, area residents celebrating with alcohol could call the toll-free *SoberRide* phone number 1-800-200-TAXI and be afforded a no-cost (up to a \$ 50 fare), safe way home. Cingular users could call #-TAXI for the same service. Local taxicab companies throughout the Washington-metropolitan area provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

*SoberRide* was offered in the: District of Columbia; throughout the Maryland counties of Montgomery and Prince George's; and throughout the Northern

Virginia counties of Arlington, Fairfax, (eastern) Loudoun and Prince William.

Sponsors of this year's St. Patrick's Day *SoberRide* offering included Anheuser-Busch, Baileys, Cingular, Enterprise Rent-A-Car Foundation, Red Top Cab and the Washington Area New Automobile Dealers Association.

In addition, more than a dozen of the Washington-metropolitan area's better-known Irish restaurants also united to ensure a safe St. Patrick's Day celebration this year by sponsoring *SoberRide*. These dining establishments included: The Dubliner Restaurant & Pub (DC); Fado (DC); Ireland Four Courts (VA); Irelands Four Provinces of Falls Church (VA); Irish Channel Restaurant & Pub (DC); Kelly's Irish Times (DC); Mackey's Public House (DC); Martin's Tavern Est. 1933 (DC); McKeever's Pub (VA); Mrs. O'Leary's Restaurant & Pub (MD); Murphy's Grand Irish Pubs (DC & VA); Old Brogue Irish Pub (VA); and Siné Irish Pub (VA).

Participating taxicab companies included: Alexandria Yellow Cab; Barwood; Fairfax Yellow Cab; Loudoun Yellow Cab; Manassas Cab Company; Red Top Cab; Silver Cab of Prince George's County; Taxi Transportation Services; and Yellow Cab of Prince William County. ■



WRAP President Kurt Gregory Erickson calls for safety at the launch of WRAP's 2005 St. Patrick's Day SoberRide launch.

## NEW YEAR'S EVE SOBERRIDE PROGRAM REMOVES OVER 600 'WOULD-BE DRUNK DRIVERS' FROM AREA ROADWAYS

Six-hundred-and-two (602) persons in the Washington-metropolitan area used the free cab ride service, *SoberRide*, this past New Year's Eve as opposed to possibly driving home drunk.

"For *SoberRide*'s hours of operation last night, this translates into the removal of a would-be drunk driver from Greater Washington's roadways every 48-seconds on New Year's Eve," said Kurt Gregory Erickson, President of WRAP, the non-profit organization conducting the region's *SoberRide* effort.

Equally impressive, WRAP also recorded its 29,000<sup>th</sup> *SoberRide* rider on New Year's Eve having now raised the total number of *SoberRides* provided since 1993 to 29,689. WRAP conducts its *SoberRide* program during the winter holidays, St. Patrick's Day, Independence Day and Halloween.

WRAP's most recent holiday *SoberRide* offering – which concluded at 4:00 am on January 1, 2005 after kicking-off and running nightly since December 10, 2004 – provided 2,723 free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking. Such participation represents a 22-percent increase in ridership from the organization's 2003 holiday *SoberRide* offering.

WRAP launched its 2004 Holiday *SoberRide* campaign in tandem with the organization's annual Law Enforcement Awards ceremony held at Maggiano's

Little Italy in McLean, Virginia on December 10, 2005.

This most recent holiday *SoberRide* program operated between 8:00 pm and 4:00 am each evening over this three week period as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. During that time, Washington-metropolitan area residents celebrating with alcohol could call the toll-free *SoberRide* phone number 1-800-200-TAXI and be afforded a no-cost (up to \$ 50 fare), safe way home. (Cingular customers could call #-TAXI for the same service.)

Sponsors of the 2004 Holiday *SoberRide* campaign included Anheuser-Busch, Cingular, Enterprise Rent-A-Car, GEICO, Giant Good Inc., Red Top Cab and the Washington Area New Automobile Dealers Association.

In 2000, WRAP's *SoberRide* program was the recipient of Virginia's Governor's Award for Transportation Safety. ■



Virginia Assistant Majority Leader, Delegate Robert McDonnell addresses Greater Washington's law enforcement community at WRAP's launch of its 2004 Holiday SoberRide campaign.



## HALLOWEEN SOBERRIDE EFFORT MAKES AREA ROADS LESS SCARY FOR ALL

As a means of making the Washington-metropolitan area's roadways a little less frightening this past Halloween, 416 free cab rides were provided to would-be drunk drivers throughout the Washington-metropolitan area on both Saturday night, October 30<sup>th</sup> and Sunday night, October 31<sup>st</sup>, 2005.

Offered by WRAP, the Halloween *SoberRide* program was in operation beginning at 8:00 pm to 4:00 am both that Saturday and Sunday evenings as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

"The scary fact is that nearly twice as many people are killed by drunk drivers in this region during Halloween than on New Year's Eve," said Kurt Gregory Erickson, WRAP's President. "Nationally, more than four-out-of-ten traffic deaths during Halloween are alcohol-related."

Sponsors the 2004 Halloween *SoberRide* offering included: AT&T Wireless, Anheuser-Busch, Enterprise Rent-A-Car Foundation, Red Top Cab of Arlington and the Washington Area New Automobile Dealers Association. ■

## WRAP NOTES:

**Drive Safely Work Week...** WRAP served as a presenter at the Maryland Highway Safety Office's "2004 Drive Safely Work Week Employer Symposium" held in College Park, Maryland in October 4, 2004.

**"Tie One on for Safety"...** WRAP served as a featured speaker at MADD-Loudoun's (VA) annual "Tie One on for Safety" campaign launch held in the Loudoun County Board of Supervisors' room in Leesburg, Virginia on November 17, 2004.

**"Maryland Remembers"...** WRAP helped to coordinate Maryland Governor Robert Ehrlich's "Maryland Remembers" State House memorial ceremony to that state's victims of drunk driving in Annapolis, Maryland on December 9, 2004.

**NBC4's "Safe & Secure"...** WRAP served as the featured organization in an NBC4 "Safe & Secure" public service television campaign this past December – designed to "help individuals with personal and public safety issues important to our everyday lives" and broadcast numerous times that month focusing on WRAP's Holiday SoberRide campaign.

**National Leadership Forum...** WRAP served as a national model of "best practices" relative to effective "business and coalition partnerships" by serving as both a featured presenter as well as case study at the Community Anti-Drug Coalitions of America's 15<sup>th</sup> annual National Leadership Forum held in Washington, D.C. on January 11, 2005.

**Here Comes the Judge...** On three different occasions, WRAP served as a judge for: Drawing the Line on Underage Drinking coalition's "Commercial Challenge" competition held in Rockville, Maryland on January 25, 2005; National Association of Broadcasters' 2005 Crystal Radio Awards held in Washington, D.C. on March 4, 2005; and MADD-Loudoun's (VA) 2005 Student Poster & Essay Contest held in Sterling, Virginia on March 9, 2005.

**Leadership Graduate...** WRAP's President & CEO Kurt Gregory Erickson is Leadership Washington's newest graduate having successfully completed the year-long program on June 7, 2005. Founded in 1985, Leadership Washington is a non-profit leadership organization whose mission is to "connect and challenge diverse regional leaders for the purpose of improving the quality of life in the Greater Washington area." ■

## CORPORATE CONTRIBUTIONS

*Through May 31, 2005*

### Chairman's Club (\$10,000 and over)

Anheuser-Busch and Local Distributors  
Enterprise Rent-A-Car Foundation  
GEICO

### Corporate Platinum (\$5,000 to \$9,999)

Cingular Wireless  
Exxon Mobil  
Washington Area New Automobile Dealers Association

### Corporate Gold (\$1,000 to \$4,999)

AAA Mid-Atlantic  
America's Charities/United Way  
Century Council  
Coors  
Diageo  
Giant Food Inc.  
PAS Systems  
Safeway  
Strat@comm  
The Washington Post  
Washington Wizards

### Corporate Silver (\$500 to \$999)

Fado  
Murphy's  
Peerless Title  
Pascal & Weiss

### Corporate Bronze (\$100 to \$499)

Billy Martin's Restaurant  
Dubliner Restaurant  
E. A. Green & Associates  
Ireland Four Courts  
Ireland's Four Provinces  
Irish Channel Restaurant  
Kelly's Irish Times  
McKeever's Pub  
Mrs. O'Leary's Restaurant  
Robert Naftal  
Nautilus Communications  
Old Brogue Irish Pub  
Sine Irish Pub  
The Hartford

# WRAP HONORS PARTNERS AT FALL ANNUAL MEETING

In a packed ballroom at Maggianos Little Italy in northwest Washington, D.C. on October 21, 2004, WRAP commemorated its 22<sup>nd</sup> year fighting drunk driving and underage drinking with both a prominent, national speaker as well as the honoring of 18 area individuals and businesses going above and beyond the call of duty in Greater Washington's fight against drunk driving and teen drinking.

Ablly serving as a speaker that day was National Transportation Safety Board Chairman Ellen Engleman Connors who drew the audience in to the shared recommitment in winning the aforementioned fight. In addition – and with the assistance of ABC7's Alison Starling — the following 2004 awardees were bestowed honors from WRAP:

## 2004 WRAP PUBLIC PARTNERSHIP AWARDS

- District of Columbia Department of Transportation
- Maryland Highway Safety Office
- Virginia Department of Motor Vehicles

## 2004 WRAP CORPORATE SPONSOR AWARDS

- AT&T Wireless
- Beer Institute
- Enterprise Rent-A-Car
- ExxonMobil
- GEICO
- Washington Area New Automobile Dealers Association

## 2004 WRAP CORPORATE PARTNER AWARD

- Anheuser-Busch and their local distributors

## 2004 WRAP LAW ENFORCEMENT AWARD

- Metropolitan Police Department Captain Patrick Burke

## 2004 WRAP COMMUNITY PARTNERSHIP AWARDS

- GEICO
- Red Top Cab
- Washington Sports & Entertainment

## 2004 WRAP LEADERSHIP AWARD

- Jeff Levy

## 2004 WRAP MEDIA PARTNERSHIP AWARD

- NBC4's Wendy Rieger

## 2004 WRAP PUBLIC SERVICE AWARD

- Honorable Mark Warner, Governor of Virginia

## 2004 WRAP CHAIRMAN'S AWARD

- Dr. Beth Baker, NHTSA



2004 WRAPPY Awardee Jeffrey Levy (center) accepts honors from ABC7's Alison Starling and WRAP Chairman John Undeland.



WRAP Chairman John Undeland and National Transportation Safety Board Chairman Ellen Engleman Connors at WRAP's 2004 Annual Meeting.



ABC7's Alison Starling and WRAP Chairman John Undeland flank 2004 WRAPPY Award winner Sashia Jones with Washington Sports & Entertainment.



ABC7's Alison Starling and WRAP Chairman John Undeland present a 2004 WRAPPY Award to Metropolitan Police Department Captain Patrick Burke.

In addition, the following persons were newly and unanimously elected to WRAP's Board of Directors: Michelle Bosch, Enterprise Rent-A-Car; Dr. Clarion Johnson, ExxonMobil; Michael Green, MADD-Northern Virginia; Lt. Ed Leonard, Loudoun County Sheriff's Office; and Dennis Prescott, Outback Steakhouse Corporation. WRAP's current officers and continuing Board members were both unanimously elected to another one-year term in FY 2004-05.

Sponsors of WRAP's 2004 Annual Luncheon Meeting & WRAPPY Awards included: AAA Mid-Atlantic; Century Council; Diageo; Strat@comm; and PAS Systems International. ■



# DRUNK DRIVING ON THE RISE IN WASHINGTON-METRO AREA

## NEW WRAP REPORT CITES INCREASES IN LOCAL, ALCOHOL-RELATED DEATHS, INJURIES AND CRASHES

Alcohol-related traffic fatalities, injuries and crashes are all on the rise in the Washington-metropolitan area — most exemplified by the year 2003 posting an eight-year high number of drunk driving deaths according to a report released this past winter by WRAP.

Equally alarming was the report's finding that last year marked Greater Washington's fifth consecutive year recording both increased drunk driving fatalities and crashes.

"In short, last year's are proof positive that the local fight against drunk driving is far from won," said John Undeland, WRAP's Chairman.

WRAP's 12<sup>th</sup>-annual report, "How Safe are Our Roads?, A Data Report on the Impact of Drunk Driving on Highway Safety in the Washington Metropolitan Region," was prepared by the Metropolitan Washington Council of Governments (COG) for the McLean, Virginia-based alcohol-education group.

"It is vitally important for the region to continue to address drunk driving," said Penelope Gross, a COG Board member and Fairfax County Supervisor. "Early this year, the board adopted a resolution urging all its members to enact similar standards and laws to effectively curb impaired driving. We're still advocating for those laws and the need to act soon becomes more obvious every day."

*Findings in WRAP's 2004 report included:*

- **FATALS...**Local alcohol and or drug-related traffic deaths increased by more than 56-percent between 1998 and 2003. The year 2003 marked the fifth consecutive year increase in such fatalities.
- **CRASHES...**Area traffic crashes attributed to alcohol and or drugs increased by over 44-percent between 1998 and 2003. The year 2003 also marked the fifth consecutive year increase in such incidents.
- **INJURIES...**Local alcohol and or drug-related traffic injuries increased by 44-percent between 2001 and 2003. The year 2003 marked the second consecutive year increase in such human injuries.
- **ARRESTS...**Local arrests for either driving under the influence (DUI) or driving while intoxicated (DWI) have decreased by nearly 11-percent between 2002 and 2003.

More recently, WRAP's 2004 "How Safe are Our Roads?" report found that between 2002 and 2003:

- alcohol and or drug-related traffic fatalities on the Washington area's roadways climbed by nearly 13-percent from 108 such deaths in 2002 to 122 in 2003;
- traffic crashes attributable to alcohol and or drugs also increased by more than 13-percent from 2002 (4,843) to 2003 (5,474);
- alcohol and or drug-related traffic injuries increased by over 14-percent between 2002 (3,152) and 2003 (3,602);
- and local DUI or DWI arrests decreased by 11-percent between 2002 (15,745) and 2003 (14,042).

Of the Washington-metropolitan area's 369 total traffic fatalities in 2003, over 33-percent of these roadway deaths were alcohol and or drug-related. 2003 national statistics (National Highway Traffic Safety Administration or NHTSA) cite that 40-percent (39.9%) of total U.S. vehicular fatalities were reported as alcohol / drug-related.

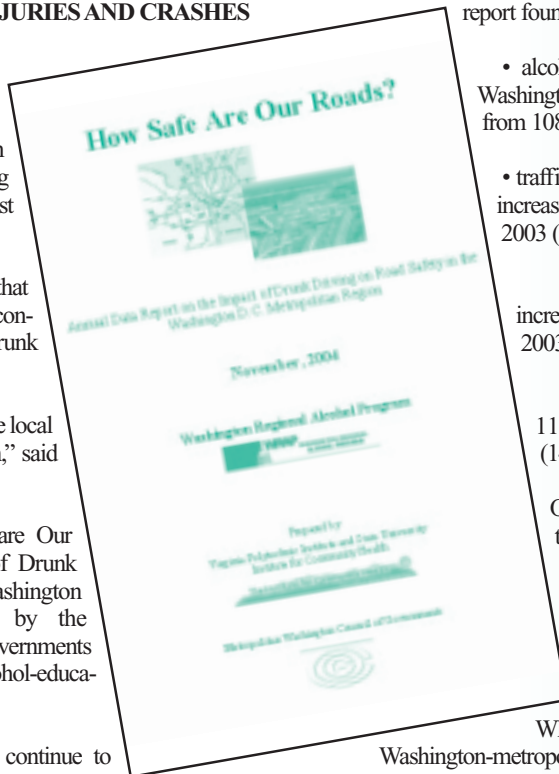
While WRAP found some mixed solace in that the Washington-metropolitan area remains below the national average in terms of the percentage of traffic crashes involving alcohol, such solace is offset by the fact that the number of local lives lost to drunk driving in 2003 was the highest in eight years.

"Lest anyone think that this upswing in drunk driving incidents is solely based on the region's population increase, the numbers would prove otherwise," said Undeland. "While population in the Washington-metro area last year increased one-percent, the number of local drunk driving deaths and crashes each increased by 13-percent."

"While last year's national (NHTSA) numbers showed the number of drunk driving deaths declining for the first time since 1999, such positive trends have yet to trickle-down to the Greater Washington area."

WRAP timed the release of its 2004 "How Safe are Our Roads?" report in tandem with this country's most deadly time of year when it comes to drunk driving. According to NHTSA, historically, more people are killed in alcohol-related traffic crashes between Thanksgiving and New Years than during any other period of the year.

WRAP's 12<sup>th</sup>-annual report, "How Safe are Our Roads?, A Data Report on the Impact of Drunk Driving on Highway Safety in the Washington Metropolitan Region," can be seen in its entirety at <http://www.wrap.org/highwaysafety04.pdf>. ■



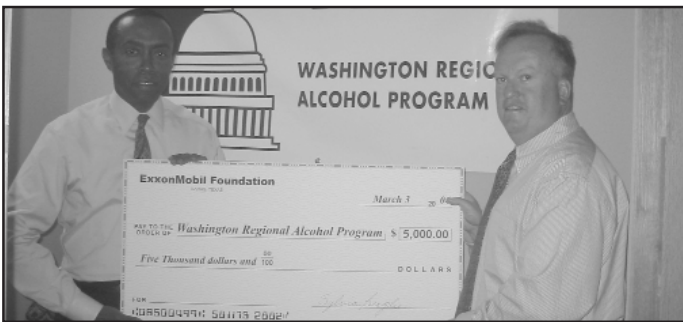
## COMMUNITY SUPPORTS WRAP



WRAP's President Kurt Gregory Erickson (l) and Chairman John Undeland (r) along with WUSA-TV's Jan Fox (second from l) accept \$37,000 in support from Anheuser-Busch's (l to r) Carol Huebner, Jenny Forbes and Karen King.



Enterprise Rent-A-Car's Patrick Farace (l) presents a \$15,000 check to WRAP's (l to r) President Kurt Erickson and Vice Chair George Pakidis.



ExxonMobil's Dr. Clarion Johnson (l) presents a \$5,000 check to WRAP President Kurt Erickson.



Representing the Washington Area New Automobile Dealers Association, Alexandria Hyundai's Kevin Reilly (l) presents a \$7,500 check to WRAP President Kurt Erickson.

## SUCCESS STORY: REGION'S "CHECKPOINT STRIKEFORCE" CAMPAIGNS

(Continued from Page 5)

- and the largest increase in the awareness of Virginia's new DUI laws was reported by the Commonwealth's 21 to 35 year olds with more than half (51%) reporting that they were either "very or somewhat" aware of Virginia's new drunk driving laws – a double-digit (19%) increase during the length of the campaign – with nearly half (45%) of this same target audience reporting that these same new laws have had either a "significant or some effect" on drunk driving.

In addition, and as stated by the independent polling firm conducting both the DC-metro as well as Virginia 2004 Checkpoint Strikeforce campaign polls, "there was a very solid...increase in the recognition of the increased efforts to deter impaired driving. This suggests a careful, pervasive education effort, and we think it is the single best indication of the success of your efforts."

The region's 2004 Checkpoint Strikeforce campaign — part of NHTSA's larger effort involving five mid-Atlantic, U.S. states plus the District of Columbia — served as an historic, statewide law enforcement effort to effectively detect and arrest impaired drivers in the Commonwealth. Specifically, and as part of NHTSA's regional campaign, District of Columbia, Maryland and Virginia officials agreed to conduct at least one sobriety checkpoint every single week between July 4, 2004 and January 4, 2005 as part of the Checkpoint Strikeforce initiative.

In addition to the statewide law enforcement component of the Checkpoint Strikeforce campaign, DC, Maryland and Virginia distinguished its pro-safety

effort by supporting the same with a landmark, multi-faceted, public education and awareness effort.

In Virginia, alone, and working with 59 radio stations throughout the state — and involving state and local law enforcement partners to record local tag-lines at the end of each radio spot — 17,718 professionally-produced Checkpoint Strikeforce radio ads were broadcast throughout Virginia over the six-month period between July and December 2004. In addition, Virginia's 2004 Checkpoint Strikeforce campaign (funded by the Virginia Department of Motor Vehicles) was bolstered by a tandem radio and television ad-buy in both the Washington and Baltimore/Salisbury media markets fueled by commingled District of Columbia Department of Transportation and Maryland Highway Safety Office funds.

In addition to *paid* media coverage, Virginia's Checkpoint Strikeforce campaign garnered impressive *earned* media coverage including garnering: a cumulative, local print media circulation of nearly 10 million; a national circulation reaching over 4.5 million (via a picked-up Associated Press story); and 82 television and radio placements in Virginia and the Washington-metropolitan area.

The bottom-line as to the success of the region's 2004 *Checkpoint Strikeforce* campaign is that in virtually all goals towards impacting that target audience statistically most at risk for drunk driving, have the highest incidence of intoxication in all fatal traffic crashes and are provenly resistant to run-of-the-mill public awareness campaigns (21 to 35 year old male drivers), the campaign posted double-digit success in the forms of increased: awareness of local sobriety checkpoints; perception that law enforcement were "cracking down" on impaired drivers; and exposure to information on law enforcement's anti-DUI efforts. ■

# AREA LAW ENFORCEMENT LAUDED FOR FIGHT AGAINST DRUNK DRIVING

Eleven Washington-metropolitan area police officers were cited by WRAP for their “outstanding commitment in the fight against drunk driving in Greater Washington” in December and presented with the area’s seventh-annual “Law Enforcement Awards of Excellence for Impaired Driving Prevention.”

Presented at a regional ceremony featuring Virginia House of Delegates’ Assistant Majority Leader Robert McDonnell (R-84<sup>th</sup>), WRAP presented its 2004 Law Enforcement Awards to:

- **City of Alexandria** Police Department Officer Seth Weinstein
- **Arlington County** Police Department’s Second District Comprehensive ABC Action Team
- **Fairfax County** Police Department’s Auxiliary Police Officer Fred Sanborn
- **Loudoun County** Sheriff’s Office’s Deputy James Rzonca
- **Maryland State Police**’s Trooper First Class John F. Hall
- **Metropolitan Police Department**’s Officer Preston Proctor
- **Montgomery County** Department of Police’s Sergeant Eric T. Bunting
- **Prince George’s County** Police Department’s Corporal Michael Rose
- **Prince William County** Police Department’s Officer Kenneth L. Hulsey
- **United States Park Police**’s Officer Kermit J. Minnick
- **Virginia State Police**’s Trooper O. James Jenkins

The annual awards, presented at a ceremony at Maggiano’s Little Italy in the Tysons Galleria, were bestowed by WRAP in memory of Metropolitan Police Department’s Motor Patrol Officer Anthony W. Simms. Officer Simms, as a result of injuries sustained while on duty, lost his life to an impaired driver during Memorial Day weekend in 1996. WRAP’s 2004 Law Enforcement Awards were presented by Officer Simms’ widow, Lieutenant Pamela Simms, also with the Metropolitan Police Department, along with FOX 5 DC’s Dave Feldman and WUSA-TV’s Jan Fox, serving as the event’s Master of Ceremonies.

“Today’s awardees represent the front lines in the fight against drunk driving in Greater Washington,” said John Undeland, WRAP’s Chairman. “It is only through their commitment in stopping the threat that impaired driving presents to all our friends and families that the Washington-metropolitan area continues to have a rate of alcohol-related traffic deaths lower than the national average.”

According to WRAP, local law enforcement officers made 14,042 DUI / DWI arrests throughout the Washington-metropolitan region in 2003.

In addition to receiving the Law Enforcement Awards, each of the 2004 WRAP honorees also received two complementary Washington Wizards tickets (courtesy of the Washington Wizards) and a \$ 25 prepaid gas card (courtesy of Exxon Mobil). ■



*United States Park Police Officer Kermit J. Minnick (third from left) receives a 2004 WRAP Law Enforcement Award of Excellence for Impaired Driving Prevention from (l to r) WUSA-TV’s Jan Fox, MPD Lt. Pamela Simms, FOX 5 DC’s Dave Feldman, Virginia State Police Captain G. Michael Counts and Maryland State Police Captain Leigh Maddox.*



*WUSA-TV’s Jan Fox (l) joins winners of WRAP’s 2004 Law Enforcement Awards.*



*Loudoun County Sheriff’s Deputy James Rzonca poses with his daughter as he accepts a WRAP 2004 Law Enforcement Award from (l to r) WUSA-TV’s Jan Fox, MPD Lt. Pamela Simms, FOX 5 DC’s Dave Feldman, Virginia State Police Captain G. Michael Counts and Maryland State Police Captain Leigh Maddox.*



## CALENDAR OF EVENTS

October 31, 2005  
Time to be announce  
Please call 1-800-200-TAXI or #TAXI on Cingular telephone  
Must be over 21 to use this service

### 2005 Halloween SoberRide

Thursday, October 20, 2005  
11:30 am to 2:00 pm  
Maggiانو's Little Italy, Washington, DC

### 2005 Annual Meeting and WRAPPY Awards

Sunday, July 3 and Monday, July 4  
4:00 pm to 4:00 am each day  
Please call 1-800-200-TAXI or #TAXI on Cingular telephone  
Must be over 21 to use this service

### 2005 July 4 SoberRide

December 9, 2005 through January 1, 2006  
8:00 pm to 4:00 am each day  
Please call 1-800-200-TAXI or #TAXI on Cingular telephone  
Must be over 21 to use this service

### 2005 Holiday SoberRide Campaign

Friday, December 9, 2005  
8:30 am to 10:30 am  
Maggiانو's Little Italy, McLean, VA

### & Law Enforcement Awards

### 2005 Holiday SoberRide Campaign Kick-Off



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McLean, Virginia 22102

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