



WRAP reporter

WASHINGTON REGIONAL ALCOHOL PROGRAM (WRAP)

SPRING 2013

Nearly 2,000 Use WRAP's SoberRide® Program this Holiday Season

Nearly 2,000 persons in the Washington-metropolitan area used WRAP's free cab ride service, *SoberRide*®, during the recent holiday season as opposed to possibly driving home drunk.

"For its hours of operation on New Year's Eve alone, this level of ridership translates into *SoberRide*® removing a would-be drunk driver from Greater Washington's roadways every 74-seconds," said Wayne Miller, Chairman of WRAP's *SoberRide*® Committee.

WRAP's most recent holiday *SoberRide*® offering—which concluded on January 1, 2013 after kicking-off and running nightly since December 14, 2012—provided 1,927 total, free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Nearly 400 (387) utilized the Washington-metropolitan area service on New Year's Eve alone. (During last New Year's Eve 2011, a comparative 396 persons used WRAP's *SoberRide*® program.)

The most recent holiday *SoberRide*® program operated between 10:00pm and 6:00am each evening for 18 consecutive days as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. During that period, 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 a \$30 fare), safe way home. (AT&T wireless customers could dial #-WRAP for the same service.)

Since 1993 alone, WRAP's *SoberRide*® program has provided 57,778 free cab rides to would-be impaired drivers in the Greater Washington area.

SoberRide® was offered in the: District of Columbia; throughout the Maryland

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WRAP Unveils New Vehicle to Combat Drunk Driving in Greater Washington



WRAP's inaugural "Choozer Cruiser"—a joint initiative with the Arlington County Police Department and Red Top Cab.

This winter, WRAP and some of Greater Washington's anti-drunk driving leaders unveiled a new, innovative and specially-outfitted motor vehicle designed to deter impaired driving in the metro area.

The operable and tactical four-wheeled vehicle can only be described as a hybrid taxicab/police cruiser as while the front of the Ford Crown Victoria is an Arlington County police car (including being outfitted with real police lights), the rear of the vehicle is a yellow cab with the decaled message, "choose your ride."

The vehicle, nicknamed the "Choozer Cruiser," was unveiled at a November 20, 2012 news conference in Arlington and is a joint initiative between the Arlington County Police Department, Arlington's Red Top Cab and WRAP.

"This newest, innovative and commissioned vehicle will be a poignant reminder this holiday season that, as every drunk driving incident is 100-percent preventable, people have a choice in how they're transported at the end of an evening," said Arlington County Police Chief M. Douglas Scott at the cab-cop car's unveiling this fall.

November's unveiling prefaced a holiday season which, according to National Highway Traffic Safety Administration figures, has bore witness to 40% and 60% spikes in alcohol-related traffic fatalities (during Christmas and New Year's, respectively).

The unveiled vehicle was deployed throughout the metro area during the Thanksgiving through winter holiday

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season and in concert with WRAP's Holiday *SoberRide*® campaign. In addition, the "Chooser Cruiser" was prominently featured in NHTSA's national crackdown news conference on December 13, 2012 in Washington, D.C. featuring both U.S. Transportation Secretary Ray LaHood and NHTSA Administrator David Strickland.

WRAP's cab-cop car—which has the support of all of Greater Washington's major law enforcement agencies including having their police badges adorning the hood of the Chooser Cruiser—is piloted by the Arlington County Police Department who position the vehicle in various public sites to remind viewers of the need for safety especially during holiday periods. (It is hoped that, if successful, similar efforts can be undertaken around the Beltway.)

"The Chooser Cruiser is purposely designed to remind Washington-metro residents of an alternative to drunk driving that being WRAP's free cab ride service to prevent impaired driving," said Red Top Cab's Chief Operating Officer Wayne Miller at the November event. ■



National Highway Traffic Safety Administration Administrator David Strickland (at podium), flanked by U.S. Secretary of Transportation Ray LaHood, speaks at NHTSA's national crackdown news conference on December 13, 2012 in Washington, D.C. and featuring WRAP's "Chooser Cruiser."

WRAP REPORTER

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.

Spring 2013 Issue

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Arlington County Police Department Chief M. Douglas Scott being interviewed by All News 99.1 WNEW reporter John Domen at the November 20, 2012 launch of WRAP's "Chooser Cruiser" in Arlington, Virginia.

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counties of Montgomery and Prince George's; and throughout the Northern Virginia counties of Arlington, Fairfax, (eastern) Loudoun and Prince William. In these areas, local taxicab companies provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Sponsors of the 2012 Holiday SoberRide® campaign included: Anheuser-Busch, AT&T, Diageo, GEICO, Giant Food, MillersCoors, Red Top Cab, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

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; Yellow Cab of D.C.; and Yellow Cab of Prince William County.

More information about WRAP's SoberRide® initiative can be found at www.soberride.com. ■



Loudoun County Sheriff's Office personnel (l to r) **Major B. Tate**, **Major John Fraga** and **Lt. Colonel Robert Buckman** gather before the launch of WRAP's 2012 Holiday SoberRide campaign. Inset: WRAP SoberRide Committee Chairman **Wayne Miller** (Red Top Cab) helps launch WRAP's 2012 Holiday SoberRide campaign.

Area Law Enforcement Lauded For Fight Against Drunk Driving



Prince George's County Police Department **Corporal Christopher Lord** (second from l) receives WRAP's 2012 Law Enforcement Award of Excellence for Impaired Driving Prevention from (l to r) event Master of Ceremonies **Aaron Gilchrist** (News4), presenter **Lieutenant Pamela Simms** (Metropolitan Police Department, retired) and event host **Sheriff Michael Chapman** (Loudoun County Sheriff's Office).

Eleven Washington-metropolitan area police officers were cited this winter for their "outstanding commitment in the fight against drunk driving in Greater Washington" and presented with the area's 15th-annual "Law Enforcement Awards of Excellence for Impaired Driving Prevention."

Presented on December 14, 2012 at a regional ceremony held in McLean, Virginia, WRAP presented its 2012 Law Enforcement Awards to:

- **City of Alexandria Police Department** Officer Brandon Smith
- **Arlington County Police Department** Officer Avery Carroll
- **Fairfax County Police Department** Officer Harold Morris
- **Loudoun County Sheriff's Office** Deputy Alexander Bracke
- **Maryland State Police** Trooper John W. Cabrera
- **Metropolitan Police Department** Officer Roderick Saunders
- **Montgomery County Department of Police** Officer John Romack
- **Prince George's County Police Department** Corporal Christopher Lord
- **Prince William County Police Department** Officer Jeremy A. Schenck
- **United States Park Police** Officer Ronald Pisano
- **Virginia State Police** Senior Trooper Michael S. Middleton

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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 2012 Law Enforcement Awards were presented by Officer Simms' widow, Lieutenant Pamela Simms, also formerly with the Metropolitan Police Department, along with News4's (NBC) News Anchor Aaron Gilchrist. This winter's event speakers included U.S. Representative Gerald Connolly (D-VA) the Commissioner of the Virginia Department of Alcoholic Beverage Control, Bryan Rhode and Loudoun County Sheriff's Office Sheriff Michael Chapman, amongst others.

"Today's awardees represent the front lines in the fight against drunk driving in Greater Washington," said John O'Donnell, 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."

In addition to receiving the Law Enforcement Awards, each of the 2012 WRAP honorees also received a pair of complementary Washington Nationals tickets (courtesy of the Washington Nationals) as well as a \$25 prepaid gas card (courtesy of Exxon Mobil), amongst other tokens. ■



Prince William County Police Department **Officer Jeremy Schenck** (second from l), accompanied by his daughter Reagan, receives WRAP's 2012 Law Enforcement Award of Excellence for Impaired Driving Prevention from (l to r) event Master of Ceremonies **Aaron Gilchrist** (News4), presenter **Lieutenant Pamela Simms** (Metropolitan Police Department, retired) and event host **Sheriff Michael Chapman** (Loudoun County Sheriff's Office). Inset: U.S. **Representative Gerald Connolly** (D-VA) addresses the audience attending WRAP's 2012 Law Enforcement Awards.



U.S. Park Police **Chief Teresa Chambers** poses with (l to r) U.S. Park Police's **Officer Ronald Pisano** (awardee) and **Deputy Chief Robert MacLean** at WRAP's 2012 Law Enforcement Awards.



Loudoun County **Sheriff** and event host **Michael Chapman** (at podium) gathers area law enforcement leaders as a sign of solidarity at WRAP's 2012 Law Enforcement Award of Excellence for Impaired Driving Prevention.

Tough New DUI Law in Effect in Washington, D.C.

Effective last August, persons convicted of driving under the influence (DUI) in the District of Columbia will face the potential of increased fines, increased jail sentences and mandatory incarceration if convicted of DUI with a child in the car.

Specifically—as a result of emergency legislation (B19-777) unanimously passed by the Council of the District of Columbia on July 10, 2012—D.C.'s newest DUI law increases the maximum fines and incarceration periods for all persons convicted of DUI in the District; doubles the mandatory-minimum jail sentences (from five to ten days) for convicted high-blood alcohol concentration (BAC) offenders (.20+ BAC); and creates a minimum five-day jail sentence for persons convicted of DUI whilst transporting a minor.

“With more than a quarter of the District’s traffic deaths being caused by drunk drivers, these are necessary if not lifesaving new laws,” said Kurt Gregory Erickson, WRAP’s President and whom testified in support of B19-777 before the city Council last June.

According to Metropolitan Washington Council of Government (COG) figures, 28-percent of all traffic fatalities occurring in the District of Columbia in 2010 were alcohol-related. That same year, COG figures show that while arrests are down for DUI in the Washington-metropolitan area as a whole, they’re actually up in the District of Columbia and that alcohol-related traffic crashes in D.C. increased by over 32-percent (32.59%) from the previous year.

In 2010, 1,648 persons were arrested for DUI in the District of Columbia.

The District’s newest drunk driving law increases maximum fines for a DUI from \$300 and 90 days in jail to \$1,000 and 180 days in jail. The new law also doubles the minimum mandatory incarceration period for persons convicted of driving with a BAC level of .20 or greater from five to ten days jail time. Also facing a newly-installed minimum mandatory incarceration sentence of five days in jail will be persons convicted of DUI with a minor in the vehicle.

Via the passage of B19-777, the District of Columbia also enacted, for the first time, BAC limits for commercial vehicle operators in the District (.04 BAC) and places oversight of the city’s breathalyzer program with the District’s independent forensic agency, the Chief Medical Examiner’s office, thereby paving the way for the reinstatement of the city’s dormant DUI breath-testing program. ■



Photo courtesy of D.C.'s Mayor's Office

At a January 9, 2013 bill signing ceremony in Washington, D.C., WRAP President **Kurt Erickson** (r) watches as District of Columbia **Mayor Vincent Gray** (seated) signs into law legislation cracking-down on drunk drivers in the city. To Erickson's right is WRAP Advisory Committee member **Carole Lewis** (District Department of Transportation) and WRAP Member **Brandy Nannini** (The Century Council).



WRAP President **Kurt Erickson** testifies before the Council of the District of Columbia on June 8, 2012 in support of legislation proposing to increase penalties for persons convicted of drunk driving in the District.

WRAP Hosts 9th “Maryland Remembers” Ceremony



Photo courtesy of Maryland's Governor's Office

U.S. Park Police **Captain Richard Pope** presents to **Eshé Farthing** a red ribbon at the ninth-annual “Maryland Remembers” ceremony in Annapolis, Maryland. Farthing’s brother, U.S. Park Police **Officer Hakim Farthing**, was killed by a drunk driver in 2002 on the Baltimore-Washington Parkway.

In an emotional ceremony in Annapolis on December 12, 2012, Maryland State Police Superintendent Colonel Marcus Brown and Maryland Motor Vehicle Administration Administrator John Kuo memorialized the state’s victims of drunk driving while simultaneously calling for safety during what they each labeled as one of the deadliest times of year when it comes to drunk driving.

Noting the fact that the period between Thanksgiving and New Year’s Day is historically that holiday period when the largest number of U.S. alcohol-related traffic fatalities occurs, Brown reminded Maryland drivers on the need for safety this holiday season.

“In our effort to reduce violent crime, we have not forgotten that drunk driving crashes are also violent crimes that continue to occur far too often on our roads. Our commitment is to make Maryland safer and that includes our highways,” said Colonel Brown. “Our warning to drivers is simple. Drive sober or get pulled over.”

Emphasizing his plea, a procession of Maryland families each baring photographs

of loved ones killed in alcohol-related traffic crashes began what was billed as the state’s ninth-annual “Maryland Remembers” ceremony. Family members each went to the front of the room in the Maryland General Assembly’s Miller Senate Building and solemnly said the name of their victim of drunk driving.

“All of the men, women, and children who have lost their lives at the hands of an impaired driver are in our thoughts and prayers on this day of remembrance,” Maryland Lieutenant Governor Anthony G. Brown said in a video message shown at the event. “They are the reason why we remain committed to implementing new legislation, expanding education, and increasing our law enforcement efforts. Today, we take a united stance, working together to let people know impaired driving will not be tolerated in Maryland.”

In addition to Colonel Brown and Administrator Kuo, other speakers at this annual ceremony hosted by WRAP included Cheryl Hammond whose 19-year-old daughter, Jessica Elaine Belknap, was killed by a drunk driver in 2011. ■

New WRAP Program Assistant



New WRAP Program Assistant **Tammy Wan**.

Tammy Wan has been named as WRAP’s new Program Assistant.

A 2011 University of Maryland graduate with a Bachelor of Science Degree in Community Health, Wan brings to WRAP’s Program Assistant position not only her academic credentials in community and public health (including undergrad health education outreach on issues ranging from tobacco and seatbelt use to skin cancer and youth obesity prevention) but also practical, local and hands-on public health outreach experience with both Montgomery County, Maryland’s Department of Health and Human Services and the Rockville, Maryland-based American Kidney Fund.

At Montgomery County’s Health Department, Tammy serves as a Health Promoter for that agency’s Asian American Health Initiative and where she conducts health education outreach about available health, disease prevention and wellness resources. At the American Kidney Fund—and in addition to her college internship at the nonprofit organization fighting kidney disease including providing charitable assistance to dialysis patients—Tammy served as an Education Associate performing a spectrum of health education efforts targeting both patients and healthcare providers.

Tammy began her duties as WRAP’s new Program Assistant in February. In her new, part-time role and addition to other programmatic support duties, she will largely be responsible for implementing the organization’s school-based education initiatives. ■

Free St. Patrick's Day Cab Rides Offered in Greater Washington to Curb Drunk Driving

Preparing to combat that time of year when more than a third (37%) of all U.S. traffic deaths are alcohol related, free cab rides will be offered to would-be drunk drivers throughout the Washington-metropolitan area on Sunday, March 17th (St. Patrick's Day).

WRAP's 2013 St. Patrick's Day *SoberRide*® program will be in operation beginning at 4:00 pm on Sunday, March 17, 2013 (St. Patrick's Day) and continue until 4:00am the following day as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

During this 12-hour period, area residents celebrating with alcohol may call the toll-free *SoberRide*® phone number 1-800-200-TAXI and be afforded a no-cost (up to a \$30 fare), safe way home. AT&T wireless customers can dial #-WRAP for the same service. Local taxicab companies throughout the Washington-metropolitan area provide this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.



"On Saint Patrick's Day, over a third of all U.S. traffic deaths are caused by drunk drivers," said Kurt Gregory Erickson, WRAP's President. *SoberRide*® is 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.

Last St. Patrick's Day (2012), a record 606 persons used WRAP's *SoberRide*® service rather than possibly driving home impaired.

Sponsors of this year's St. Patrick's Day *SoberRide*® offering include Anheuser-Busch, AT&T, Diageo, MillerCoors, Red Top Cab, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

In addition, a number of the Washington-metropolitan area's better-known Irish restaurants have also united to ensure a safe St. Patrick's Day celebration this year by sponsoring *SoberRide*®.

Participating taxicab companies include: Alexandria Yellow Cab; Barwood; Fairfax Yellow Cab; Loudoun Yellow Cab; Manassas Cab Company; Red Top Cab; Silver Cab of Prince George's County; Yellow Cab of D.C.; and Yellow Cab of Prince William County.

Since 1993, WRAP's *SoberRide*® program has provided 57,778 free cab rides home to would-be drunk drivers in the Greater Washington area.

For more information, visit www.soberride.com. ■

WRAP's *SoberRide*® Program Safely Transports Home More than 150 Adult Revelers on Halloween

WRAP's 2012 Halloween *SoberRide*® program provided 157 free cab rides home to would-be drunk drivers in the Washington-metropolitan area.

WRAP's most recent Halloween *SoberRide*® program began at 10:00pm on October 31, 2012 and continued until 4:00am the following day as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

"For *SoberRide*®'s hours of operations this Halloween, last fall's ridership translated into the removal of a would-be drunk driver from Greater Washington's roadways nearly every two minutes," said Kurt Gregory Erickson, WRAP's President.

While last October's, weekday ridership level comes on the foot heels of that same year's record St. Patrick's Day *SoberRide*® ridership when 606 persons in the Washington-metropolitan area used *SoberRide*® rather than possibly driving

home impaired, it pales in comparison to Halloween 2011 which fell on a Saturday and when 465 persons used WRAP's *SoberRide*® service.

According to the National Highway Traffic Safety Administration, 41-percent of all U.S. traffic deaths occurring during Halloween are caused by drunk drivers.

During *SoberRide*®'s six-hour period this Halloween, area residents ages 21 and older and celebrating with alcohol could call the toll-free *SoberRide*® phone number 1-800-200-TAXI and be afforded a no-cost (up to a \$30 fare), safe way home. AT&T wireless users could call #-WRAP 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 Halloween *SoberRide*® offering included: Anheuser-Busch, AT&T, Diageo, Giant Food, MillersCoors, Red Top Cab of Arlington, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

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; Yellow Cab of D.C.; and Yellow Cab of Prince William County.

More information about WRAP's *SoberRide*® initiative can be found at www.soberride.com. ■

Checkpoint Strikeforce Campaign Raises Awareness of DUI Enforcement



Virginia Lieutenant Governor Bill Bolling (R) arrives at the launch of Virginia's 2012 Checkpoint Strikeforce campaign via the Richmond International Raceway's official pace car.

Markedly increased awareness of DUI enforcement in the District of Columbia, Maryland and Virginia appears to be the dividend of the region's heralded 2012 Checkpoint Strikeforce campaign.

A January 2013 survey conducted by MWR Strategies and of more than 1,200 District of Columbia, Maryland and Virginia drivers following the 2012 Checkpoint Strikeforce campaign including an oversample of more than 400 male drivers in these areas ages 21-to-35 showed that nearly two-thirds (65%) of the traffic safety campaign's target audience (said 21-35 year old males) were aware of locally conducted

sobriety checkpoints and that, in tandem, drunk driving remained the second most "serious danger" faced by the target audience's drivers second only to texting and phone-using other drivers.

Amongst the Checkpoint Strikeforce campaign's target audience, the January 2013 post-survey also cited:

- a 13-percent increase in awareness of media campaigns "about increased law enforcement regarding drinking and driving,"
- a 15-percent increase in belief that sobriety checkpoints and increased law enforcement patrols, collectively, are the top means to "catch drunk drivers;"

- and evidence that awareness of Checkpoint Strikeforce specifically remains high with more than half (56%) of the campaign's target audience being aware of Checkpoint Strikeforce as a brand.

Checkpoint Strikeforce is a research-based, multi-state, zero-tolerance initiative designed to get impaired drivers off our roads using checkpoints and patrols when and where drunk driving is most likely to occur, and to educate the public about the dangers and consequences of drunk driving. The campaign is supported locally by grants from the District Department of Transportation as well as from both the Maryland Motor Vehicle Administration's

Highway Safety Office and the Virginia Department of Motor Vehicles' Highway Safety Office.

WRAP serves as project director of the public education component of the region's Checkpoint Strikeforce campaign.

Multiple events were conducted throughout the region in 2012 as a means of highlighting the combining of proactive public education and enforcement to raise public awareness of drunk driving. On

September 6, 2012 and literally on the track of the Richmond International Raceway in Richmond, Virginia, Virginia Lieutenant Governor Bill Bolling (R) and other dignitaries launched that state's 2012 Checkpoint Strikeforce campaign including new radio and television ads and commencing an over \$1 million statewide paid media campaign. The Virginia Highway Safety Office-grant funded Checkpoint Strikeforce campaign has helped to usher in four consecutive

years (2008-2011) of declining alcohol-related traffic deaths in the Commonwealth.

In Maryland, the Checkpoint Strikeforce campaign is supported via grant funding from the Maryland Highway Safety Office. In the District of Columbia, the annual traffic safety campaign is supported via grant funding from the D.C. Department of Transportation.

For more information, visit www.checkpointstrikeforce.net. ■



Pat Eggleston, who lost her son in an alcohol-related traffic crash, addresses the audience at the launch of Virginia's 2012 Checkpoint Strikeforce campaign at the Richmond International Raceway. To Ms. Eggleston's left are (l to r) Virginia State Police Superintendent Colonel W. Steven Flaherty, Henrico County Police Chief Douglas Middleton and Virginia Department of Motor Vehicles' Director of Highway Safety Services John Saunders.



The Checkpoint Strikeforce logo atop the infield tower at the Richmond International Raceway.

WRAP Urges Safety on Super Bowl Sunday

Following the finalization of the teams, site and time, WRAP urged the public to also develop a game plan to prevent drunk driving during this year's "Super Bowl Sunday."

During Super Bowl Sunday, 40-percent of all traffic fatalities occurring in the U.S. are alcohol-related according to the National Highway Traffic Safety Administration (NHTSA).

"With nearly half of all U.S. traffic deaths being caused by drunk drivers during Super Bowl Sunday, it's important to have a game-plan prior to kick-off and to beat this too often deadly opposition," said Kurt Gregory Erickson, WRAP's President.

WRAP issued a number of "safe celebrating" tips to prevent drunk driving during "Super Bowl Sunday," scheduled for February 5, 2012. These tips included:

- Plan ahead and designate a driver if you're celebrating with alcohol.
- Use alternative transportation like taxi cabs.
- Be a responsible host by:
 - Not serving anyone who appears to be impaired.
 - Serving food with alcohol (high protein foods like meats and cheeses stay in the stomach longer thereby slowing the body's alcohol absorption rate).
 - Using a non-carbonated base in alcoholic punches (the body absorbs alcohol faster when mixed with carbonization).
 - Serving non-alcoholic beverages as an option.
 - Never serving minors.
 - Closing the bar at least an hour before the event's end.
- Designate a bartender/don't let guests mix their own drinks.
- And never allowing impaired guest to get behind the wheel.
- Report drunk drivers. (District and Maryland law enforcement professionals both encourage the dialing of "911" for motorists to report suspected drunk drivers. In Virginia, the use of the "#77 feature" on wireless telephones is encouraged for the same.)
- Wear your seatbelt.

"Wearing a seatbelt may not be widely viewed as a tool in this effort but the wearing of a seatbelt may be your best defense against a drunk driver," said Erickson. "The bottom-line is that the routine wearing of seatbelts is the single most effective measure to reduce crash-related deaths and injuries." ■

WRAP Helps Recognize Maryland Law Enforcement For Fight Against Drunk Driving

On October 23, 2012 and at the Carroll County Agricultural Center in Westminster, Maryland, WRAP helped honor over 100 Maryland law enforcement professionals in the nonprofit organization's capacity as project director of Maryland's 11th-annual Impaired Driving Enforcement Awards.

Recognized for their outstanding commitment to Maryland's fight against drunk driving, these more than one-hundred honorees were each presented with a Law Enforcement Medal and a uniform bar for exceptional service.

"The awardees are on the front line in the fight against drunk driving in Maryland," remarked Kurt Erickson, WRAP's President. "We owe so much to these men and women as we stand committed to winning

Maryland's fight against impaired driving."

Two officers were specifically recognized for having made more than 100 individual DUI arrests in 2011. Montgomery County Police Officer III John Romack along with Maryland Transportation Authority Police Officer II Tyler Sheldon were each honored with a special plaque known as the 2012 "Ace Award."

In addition to these awards, other law enforcement professionals were recognized for their role in spearheading and or maintaining innovative DUI enforcement, education and training programs within their respective departments. The 2012 recipients of the 2012 Outstanding Innovative Enforcement Awards were both: Maryland State Police Lieutenant Tom

Woodward for leading his agency's DUI Patrol & Seatbelt Enforcement Initiative; and the Gaithersburg, Montgomery County, Maryland National Capitol and Maryland State Police departments for collaborating on a Holiday DUI Task Force to identify and apprehend drunk drivers in Montgomery County, Maryland during the winter holiday season.

Wicomico County Sheriff Michael Lewis served as the day's Featured Speaker.

According to the Maryland State Police, law enforcement officers in Maryland made more than 22,383 arrests for DUI or DWI-related offenses in 2011.

The annual awards program was supported via a grant to WRAP from the Maryland Highway Safety Office. ■



Wicomico County Sheriff Michael Lewis and Maryland Highway Safety Office Chief Tom Gianni (seated, l to r) join the recipients of Maryland's 2012 Impaired Driving Enforcement Awards.

WRAP Champions Tougher DUI Laws in Maryland

(WRAP's fight against both drunk driving and underage drinking in the Washington-metropolitan area takes the nonprofit organization to Annapolis, Richmond and Washington, D.C. in championing public policies aiming to create effective deterrents to both impaired driving and teen drinking.

With recent public policy successes including: the District last year successfully implementing across-the-board increases in DUI penalties [see page 5]; Maryland having just a little over a year of experience with that state's 2011-enacted ignition interlock legislation [for high-BAC, repeat and underage offenders]; and Virginia being seven months from its enactment of its newest DUI law requiring ignition interlocks for a minimum of six months for all persons convicted of DUI in Virginia [see WRAP's spring 2012 newsletter], 2013 was not poised to be the year of anti-drunk driving legislation in the District of Columbia, Maryland or Virginia.

That said, what follows, and due to this newsletter's publication schedule, is a summary of WRAP's 2013 legislative highlights in Maryland's ongoing General Assembly session.)

The number of drunk driving deaths is on the rise in Maryland and, so, too, the number of citations for persons driving under the influence of alcohol with kids in their car.

According to the National Highway Traffic Safety Administration (NHTSA), Maryland posted a more than five-percent (5.2%) increase in alcohol-impaired driving fatalities for the latest year where NHTSA data is available (2011). Equally alarming is data from the University of Maryland's own National Study Center for Trauma and EMS which cites a double-digit percentage (17.56%) increase in the number of citations issued between 2009 and 2011 and by Maryland law enforcement agencies for DUI (21-902[A]) while transporting a minor.

Representing the nearly 300-member Maryland Impaired Driving Coalition (IDC)—a coalition whose members include AAA Mid-Atlantic, Century Council, MADD Maryland, Maryland State's Attorneys' Association, Maryland State Police, National Transportation Safety Board and Washington Regional Alcohol



WRAP President **Kurt Erickson** (r) testifies before a Maryland House of Delegates Committee on January 23, 2013 in support of legislation proposing to increase penalties for persons convicted of drunk driving in Maryland while also transporting a minor. Looking on at left is the bill's sponsor, **Delegate Sam Arora** (D-Montgomery County).

Program, amongst other public and private sector organizations—WRAP, in its capacity of IDC Legislative Committee Co-Chairman, testified in Annapolis this year in support of this session's "DUI While Transporting a Minor" (HB 32, Arora, D-Montgomery County) bill.

In 2011, the Maryland General Assembly passed legislation, now Maryland law, requiring the installation of ignition interlock devices for a minimum of six months for certain persons deemed willful or wanton via their conscious disregard for the rights and safety of others. Succinctly, Maryland lawmakers agreed that "super drunk," repeatedly drunk and underage drunk drivers defined egregious hence the ignition interlock sanction.

This year, House Bill 32 seeks to add to that universe of offenders an equally egregious and increasing sect that being persons convicted of driving under the influence (21-902[A]) in Maryland while also transporting a minor. HB 32 simply groups persons convicted of DUI while transporting a minor (21-902[A](3)) with those already defined willful or wanton offender populations (high-BAC, repeat and underage DUI offenders) subjecting the same to require ignition interlock use for a minimum of six months.

In addition, WRAP and the Maryland Impaired Driving Coalition testified in Annapolis this year in support of both HB 150 (Kipke, R-Anne Arundel County) and HB 627 (Valentino-Smith, D-Prince

George's County) and their proposed requirement of a blood alcohol concentration (BAC) test for all drivers involved in a fatal or serious injury crash.

According to NHTSA figures, the overwhelming majority (77.9% in 2008) of drivers surviving a car crash in Maryland where a fatality occurred are *not* tested for blood alcohol concentration (BAC) following such a deadly crash.

Nationwide, NHTSA reports that the known BAC rate for surviving drivers following traffic crashes where a fatality occurred in 29.3%. Maryland falls significantly below this percentage of surviving drivers tested as only 21.2% of said drivers are tested in the Old Line State.

While Maryland has an admirable BAC reporting rate (89.4%) for fatally injured drivers, its reporting rate for surviving drivers according to NHTSA is "low."

House Bill 150 looks to increase the universe of BAC tested drivers in Maryland to include all drivers involved in a crash where a fatality or life-threatening injury occurred while House Bill 627 seeks to require said same test for crashes where either a fatality occurred or an injury requiring transport to a medical facility.

(The aforementioned in no way reflects the totality of alcohol and or DUI-related legislation introduced in Maryland this year but does represent a spectrum of early-introduced bills. WRAP's role in attempting to advance those aforementioned and other anti-drunk driving legislation in Annapolis this year and where WRAP has a supporting position included the organization: providing numerous legislative committees with both testimony and substitute bill language; routinely meeting with legislative branch leadership; routinely meeting with both Senate and House members including bills' chief patrons; providing resource information; and building public support for legislation via WRAP's regularly-issued Legislative Alerts.) ■

www.wrap.org

WRAP Commemorates 30th Year in Fighting Drunk Driving and Underage Drinking



District of Columbia Deputy Attorney General Andrew Fois (center) joins fellow staff members of Office of the Attorney General in accepting that office's 2012 WRAP Public Service Award.

WRAP commemorated its 30th year fighting drunk driving and underage drinking on October 19, 2012 during its 2012 Annual Luncheon Meeting and WRAPPY Awards ceremony held at The Hamilton in Washington, D.C.

In the fiscal year highlighted at the fall event and which concluded on September 30, 2012, WRAP highlights include the organization:

- removing 3,318 would-be drunk drivers from Greater Washington's roadways via WRAP's free cab ride service, *SoberRide*®, including the posting of record ridership for the 2012 St. Patrick's Day campaign when 606 persons in the Washington-metropolitan area used WRAP's *SoberRide*® service rather than possibly driving home impaired;
- reaching over 7,000 Greater Washington residents with WRAP's innovative health education programs including over 4,300 area high school students with WRAP's multi-media outreach program, Alcohol Awareness for Students;
- celebrating the 20th year of WRAP's esteemed GEICO Student Awards program awarding to-date over \$55,000 in prizes to area student organizations promoting alcohol and drug-free lifestyles to their peers;
- successfully helping to lead the District of Columbia's efforts to enact legislation increasing the penalties for DUI in the city and paving the way for the reinstallation of D.C.'s breathalyzer program; and, in Virginia, helping to successfully champion the enactment of legislation requiring proven effective technology for all persons convicted of DUI in that state;
- and spearheading the region's 11th-annual Checkpoint Strikeforce campaign resulting in downward trending alcohol-related traffic fatalities in each the District of Columbia, Maryland and Virginia with each locality outpacing national trends in this same arena.

In addition to featuring that day's keynote speaker, the Administrator of the National Highway Traffic Safety Administration, David L. Strickland, WRAP bestowed the following honors:

2012 Community Champion Award

- Cleary Gottlieb Steen & Hamilton LLP

2012 Community Partnership Award

- AT&T
- Red Top Cab of Arlington
- Metropolitan Washington Council of Governments

2012 Law Enforcement Award

- Prince George's County Police Department

2012 Youth Leadership Award

- GEICO

2012 Media Partnership Award

- Andrea McCarren, WUSA 9

2012 Public Service Award

- District of Columbia's Office of the Attorney General

2012 Chairman's Award

- Butch Letteer, Virginia Highway Safety Office

2012 Public Partnership Award

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



Alexandria Deputy Police Chief Blaine Corle (l) joins WRAP Vice Chairman Lieutenant Rudy Landon (Loudoun County Sheriff's Office) and WRAP Chairman John O'Donnell (Washington Area New Automobile Dealers Association) at WRAP's 2012 Annual Luncheon Meeting & WRAPPY Awards.

2012 Corporate Sponsorship Award

(contributing \$5,000 or more to WRAP in fiscal year 2012):

- AT&T
- Beer Institute
- Century Council
- Diageo
- ExxonMobil
- GEICO
- Giant Food
- MillerCoors
- Restaurant Association Metropolitan Washington
- State Farm
- Volkswagen Group of America
- Washington Area New Automobile Dealers Association
- Wine & Spirits Wholesalers of America

2012 Corporate Partnership Award

- Anheuser-Busch and Local Distributors

Sponsors of WRAP's 2012 Annual Luncheon Meeting & WRAPPY Awards included AAA Mid-Atlantic, The Century Council, Charmer Sunbelt Group, the McAndrew Company, LifeSafer, PAS Systems International, Stratacomm and Chris Tavlarides. ■



WRAP Member Joan Corboy (Remove Intoxicated Drivers) visits with former WRAP Executive Director Tim Kime (Leadership Greater Washington) at WRAP's 2012 Annual Luncheon Meeting & WRAPPY Awards.



Virginia Highway Safety Office Program Manager **Butch Letteer** (left) receives WRAP's 2012 Chairman's Award from WRAP Chairman **John O'Donnell** (WANADA).



National Highway Traffic Safety Administration (NHTSA) **Administrator David Strickland** addresses the audience at WRAP's 2012 Annual Luncheon Meeting & WRAPPY Awards.



Maryland Highway Safety Office Chief **Tom Gianni** talks with **Stephanie Hancock** (NHTSA) at WRAP's 2012 Annual Luncheon Meeting & WRAPPY Awards.



WUSA-TV (CBS) News Director **Fred D'Ambrosi** (right) accepts WRAP's 2012 Media Partnership Award on behalf of WUSA reporter **Andrea McCarren** and from WRAP Chairman **John O'Donnell** (WANADA).

WRAP Notes



U.S. Secretary of Transportation Ray LaHood visits WRAP's booth at the September 2012 "Celebrate My Drive" event to try on a pair of the organization's Fatal Vision goggles. Aiding the Secretary is WRAP volunteer, Conrad Gehrki, a student at Northern Virginia's Thomas Jefferson High School for Science and Technology.

Inaugural "Celebrate My Drive" Youth Event

On September 15, 2012 and at one of just 13 malls in the U.S. and Canada (Tysons Corner), WRAP teamed-up with State Farm for that company's inaugural "Celebrate My Drive" youth event and where the Greater Washington community was engaged to "rally around and support teens everywhere as they learn to drive and get ready for the road ahead" and where none other than U.S. Secretary of Transportation Ray LaHood stopped by WRAP's booth to try on a pair of the organization's Fatal Vision goggles.

Congressional Stop DUI Caucus

WRAP served as a featured presenter at The Century Council's Congressional Stop DUI Caucus event in the Rayburn House Office Building on December 10, 2012 in Washington, D.C.



WRAP President Kurt Erickson addresses the audience at The Century Council's Congressional Stop DUI Caucus event on Capitol Hill on December 10, 2012.

Strategic Highway Safety Plans

WRAP continues its leadership role in the updating of local state Strategic Highway Safety Plans (SHSP) including serving: as the impaired driving team facilitator at the District of Columbia's day-long summit to develop the city's SHSP on December 6, 2012 in Washington, D.C.; as the Impaired Driving Emphasis Area Team Leader for Maryland's updating of its SHSP; and on the steering committee for Virginia's similar updating of that state's SHSP.

DUI Court

As an extension of WRAP's public policy positions supporting "focusing supervision of offenders by judges monitoring compliance with court-ordered sanctions and or treatment," WRAP continues its efforts on a workgroup spearheaded by a number of District of Columbia Superior Court Judges to reinstall a formal DUI court in Washington, D.C. The implementation of such—and in a municipality which averages a DUI arrest every five hours—is anticipated in 2013.



Members of WRAP's Board of Directors (background, l to r) Wayne Miller (Red Top Cab) and Mike Green watch as U.S. Park Police personnel perform a standard field sobriety test at WRAP's summer Board function in Greenbelt, Maryland.

WRAP Summer Board Function

On June 29, 2012 and for its voluntary leadership, WRAP conducted its annual "traditionally non-traditional summer Board function" in Greenbelt, Maryland and consisting of a U.S. Park Police-orchestrated and unique "wet lab" where the real-life, real-time effects of alcohol on a person's ability to perform even the simplest motor functions (simulating the hazardous effects of driving while under the influence) were showcased. This dynamic event featured a live demonstration of the effects of alcohol as two outside individuals: consumed multiple drinks under police supervision; submitted to breathalyzer tests as impairment



Photo courtesy of Virginia's Governor's Office

At an August 7, 2012 bill signing ceremony in Virginia Beach, Virginia, WRAP President Kurt Erickson (r) watches as Virginia Governor Bob McDonnell (R) ceremonially signs into law legislation cracking-down on drunk drivers in the Commonwealth. To Erickson's right is WRAP Member Chris Korschak (MADD-Virginia).

increased; and while under the influence, underwent a battery of sobriety tests administered by U.S. Park Police officers.

Gubernatorial Bill Signing

On August 7, 2012 and at the Virginia Beach Fire & EMS Training Center, WRAP was invited and attended Virginia Governor Bob McDonnell's (R) ceremonially signing into law legislation cracking-down on drunk drivers. Governor McDonnell kindly recognized and thanked WRAP from the podium for its leadership. In 2011, 245 persons were killed and 5,465 were injured by drunk drivers in Virginia. That same year and on average, a person was convicted of drunk driving in the Commonwealth every 19 minutes.

Cast in LEGO

While the region's inaugural "Chooser Cruiser" received more than its fair share of attention (see page 1), you know you've made it big when your very project is immortalized in LEGO as such was done by local professional and LEGO Train Club member Constantine Hannaher.

Corporate Contributions

(April 1, 2012 through January 31, 2013)

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

Anheuser-Busch and Local Distributors
(Capital Eagle, JF Fick, Inc., Guiffre Distributing,
Bob Hall, Inc. and Montgomery Eagle)
AT&T
Diageo
GEICO
MillerCoors
State Farm
Volkswagen Group of America

Corporate Platinum (\$5,000-\$9,999)

Beer Institute
The Century Council
ExxonMobil
Giant Food
Restaurant Association Metropolitan Washington
Washington Area New Automobile Dealers Association
Wine and Spirits Wholesalers of America Inc.

Corporate Gold (\$1,000-\$4,999)

AAA Mid-Atlantic
America's Charities
Interstate Worldwide Relocation
LifeSafer Interlock, Inc.
McAndrew Company
PAS Systems International
P.T.G. Enterprises
Safeway
Stratacomm
Sunbelt Beverage
Christopher Tavlarides
Washington Wholesalers

Corporate Silver (\$100-\$999)

Billy Martin's Tavern Est. 1933
The Dubliner
Fadó
James Hoban's Irish Restaurant
Murphy's Grand Irish Pub
Remove Intoxicated Drivers (RID)
Siné Irish Pub



Editorial Nods

"The 'Chooser Cruiser' is a useful reminder of the costs of drunk driving," hailed *The Washington Post* in its November 23, 2012 editorial and in its nod to WRAP's new cab-cop car. In a December 1, 2012 editorial, the *Richmond Times-Dispatch* touted that "the Chooser Cruiser is a public-private partnership. The two sectors share an interest in reducing the carnage on the highways." In addition, WRAP received a kind, national nod to its *SoberRide*® program in the Huffington Post's popular blog on May 29, 2012 when the free cab ride service to prevent drunk driving was hailed as an "innovative approach to prevent drunk driving crashes and needless loss of life" by contributor and Columbia University Medical Center Professor Barron Lerner.



Photo: Constantine Hannaher

WRAP's "Chooser Cruiser" cast in LEGO courtesy of local professional and LEGO Train Club member **Constantine Hannaher**.



Anheuser-Busch Companies' Director, Corporate Social Responsibility, **Carol Huebner** (second from r) presents Anheuser-Busch's check for \$25,000 to WRAP at the nonprofit organization's 2012 Law Enforcement Awards & Holiday Campaign Kick-Off in McLean, Virginia. Accepting the check are WRAP President **Kurt Erickson** and WRAP Chairman **John O'Donnell** (both center) along with (l to r) Anheuser-Busch's **Ken Higgins**, **Bruce Legge**, **Linda Johnson** and **Cassie Mayberry**.

**2013 St. Patrick's Day
SoberRide®**

March 17–18, 2013

WRAP's 2013 GEICO Student Awards

April 19, 2013
Washington, D.C.

2013 Independence Day SoberRide®

July 4–5, 2013

2013 Checkpoint Strikeforce Campaign

July 2013–January 2014

2013 Maryland Impaired Driving Enforcement Awards

Fall 2013

2013 Annual Luncheon Meeting & WRAPPY Awards

October 18, 2013

2013 Halloween SoberRide®

October 31–November 1, 2013

Calendar of Events

2013 Maryland Remembers Ceremony

December 2013
Annapolis, MD

**2013 WRAP Law Enforcement Awards and Holiday SoberRide®
Campaign Kick-Off**

December 13, 2013
McLean, VA

2013 Holiday SoberRide® Campaign

December 13, 2013 through January 1, 2014

Dates and places subject to change. Check www.wrap.org for more information.



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