



Nearly 1,900 Use Greater Washington SoberRide® Program this Holiday Season

Nearly 1,900 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 62-seconds," said Lieutenant Rudy Landon (Loudoun County Sheriff's Office), WRAP's Chairman.

WRAP's most recent holiday *SoberRide*® offering—which concluded on January 1, 2014 after kicking-off and running nightly since December 13, 2013—provided 1,877 total, free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Nearly 500 (463) utilized the Washington-metropolitan area service on New Year's Eve, alone. (During the previous year's New Year's Eve [2012], a comparative 387 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 60,453 free cab rides to would-be impaired drivers in the Greater Washington area.

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WRAP Cab-Cop Car Wins Virginia Governor's 2013 Transportation Safety Award



Virginia House of Delegates then Transportation Committee Chairman **Delegate Joe May** (left) along with Virginia Department of Motor Vehicles **Commissioner Richard Holcomb** (right) present Virginia's 2013 Governor's Transportation Safety Awards to (l to r) **Neal Nichols** (Arlington's Red Top Cab), **Kurt Erickson** (WRAP) and **Lieutenant Robert Medairos** (Arlington County Police Department).

WRAP's cab-cop car, an innovative and specially-outfitted motor vehicle launched in the fall of 2012 as a means of deterring impaired driving in Greater Washington, was awarded Virginia Governor's 2013 Transportation Safety Award.

The vehicle, nicknamed the "Chooser Cruiser," is a joint initiative between the Arlington County Police Department, Arlington's Red Top Cab and WRAP.

The Virginia Governor's Transportation Safety Award is the Commonwealth's top transportation safety honor and recognizes "individuals and organizations who have made contributions to transportation safety in Virginia. The awards recognize accomplishments in the public and private sector by individuals, state and local

governments, federal agencies, the military, businesses and organizations that promote transportation safety." The "Chooser Cruiser" won the Virginia Governor's Transportation Safety Award in the category of "Impaired Driving."

The bestowing of this honor took place on June 20, 2013 at the 2013 Virginia Governor's Transportation Safety Award luncheon held in Virginia's State Capitol in Richmond, Virginia.

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."

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Chooser Cruiser continued from page 1

The region'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 seasons.

"This purposefully stark vehicle is a poignant reminder 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 Kurt Gregory Erickson, WRAP President.

The development of the "Chooser Cruiser" was a public-private undertaking with Arlington's Red Top Cab donating both the Ford Crown Victoria (a retired Red Top Cab taxicab) as well as the vehicle's "make-over" and the Arlington County Police Department donating both police lights from a retired cruiser along with operational oversight of the vehicle including its current transport to a number of highly-visible locations. ■

WRAP REPORTER

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

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If you choose to celebrate the holidays with alcohol, **CHOOSE YOUR RIDE.**
Designate a driver or call WRAP's SoberRide® at 1-800-200-TAXI.

SoberRide®

1-800-200-TAXI

AT&T Customers Dial #WRAP (#9727)

For a **FREE ride HOME (up to a \$30 fare) 10:00 pm to 6:00 am**
nightly from December 13, 2013 to January 1, 2014.

WRAP's award-winning "Chooser Cruiser" as depicted in the organization's poster for its 2013 Holiday SoberRide® campaign.

Holiday SoberRide continued from page 1

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. 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 2013 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. ■



Maryland State Police Superintendent **Colonel Marcus L. Brown** helps launch WRAP's 2013 Holiday SoberRide® campaign.

WRAP Champions Tougher DUI Laws in Virginia

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. What follows, and due to this newsletter's print schedule, is a summary of WRAP's 2014 legislative highlights in Virginia.

"For some people, dead bills represented victories," reported *The Washington Post* (January 12, 2014) and no words were truer spoken as applied to anti-drunk driving and underage drinking legislation introduced this year in Richmond.

Amongst the 2,555 bills introduced in the 2014 session of Virginia's General Assembly, the stopped forward progress of at least two of these bills were victories for WRAP and its lifesaving mission.

Specifically and with WRAP's advocacy efforts, measures proposing to both mandate a parental opt-in for certain student surveys including those measuring underage drinking in Virginia as well as allow the expungement of deferred dispositions afforded certain misdemeanors including underage drinking were each dispatched in Virginia's House of Delegates this winter.

House Bill 778, introduced by Delegate Tony Wilt (R-Harrisonburg), sought to require "written, informed parental consent for the student's participation" in student surveys conducted in Virginia (versus the current "opt-out" mechanism) which measure a myriad of behaviors including substance abuse (perhaps best embodied in the Virginia Department of Health's Virginia Youth Survey which is conducted every other year and is developed to "monitor priority health risk behaviors that contribute markedly to the leading causes of death, disability, and social problems among youth" in the Commonwealth).

If passed in its original form, the bill would've likely created real barriers to obtaining key underage drinking data which both governmental and NGOs rely on to both measure the effectiveness of their existing prevention efforts as well as shape new ones.

WRAP and organizations like the Community Coalitions of Virginia and the



WRAP President **Kurt Erickson** (left) visits with Virginia Governor **Terry McAuliffe** during Virginia's 2014 General Assembly session in Richmond.

Unified Prevention Coalition of Fairfax County met with Delegate Wilt and his staff on numerous occasions and the legislator and his staff proved most receptive to the concerns of Virginia's prevention community emphasizing that the Delegate's focus was on parental notice of such survey instruments.

In late January, Delegate Wilt's legislative aide wrote to WRAP to communicate that the Delegate intends to "request that HB 778 be carried over till next session" and that he "intends to work on this issue further in the interim and would certainly welcome your (WRAP's) continued input in this matter."

House Bill 1154, introduced by freshman Delegate Sam Rasoul (D-Roanoke), sought to allow the expungement of deferred dispositions afforded certain misdemeanors. As the majority of underage drinking offenses in Virginia are deferred, the concern with the legislation was the adequate charging, prosecution and adjudication of persons *repeatedly* convicted of underage drinking.

While HB 1154 was already en route to a less than receptive committee in Richmond in late January, WRAP met earlier with both the bill's sponsor as well as the subcommittee's Chairman to communicate that while offenders may deserve a

second chance, they don't deserve a second or subsequent "first offense." (Virginia's Commonwealth Attorneys also opposed the bill.)

On January 29, 2014, Virginia's House of Delegates' Courts of Justice Committee's Criminal Law Subcommittee officially tabled HB 1154 effectively killing the measure this year.

The press time status of other 2014 DUI legislation in Virginia is as follows:

ALIVE:

- eliminate the current time restrictions for probation afforded to repeat DUI offenders (SB 482 which now includes SB 190)
- and replace Virginia's one-year driver's license suspension period for DUI offenders with one year subject to ignition interlock (SB 450)

DEAD:

- mandate a parental opt-in for certain student surveys including those measuring substance use (HB 778)
- allow the expungement of deferred dispositions afforded certain misdemeanors (HB 1154)
- increase the penalties for DUI maiming (SB 487)
- replace Virginia's one-year driver's license suspension period for DUI offenders with one year subject to ignition interlock (HB 945)
- overhaul restricted driver's license provisions currently afforded to both first-time DUI offenders and underage DUI offenders (HB 291)
- allow a BAC test following a refusal and reading of a penalty statement (HB 220)
- optionally expand parental driver's education statewide (HB 760)
- allow localities to enact ordinances conforming with state laws regarding the unlawful provision of alcohol to persons underage (HB 602)
- provide for "good Samaritan" status in the reporting of certain drug and alcohol overdoses (HB 557)
- exempt driving under the influence of drugs offenders from Virginia's ignition interlock provisions (HB 944)
- allow the consumption of alcohol in a motor vehicle operated by a common carrier (as is currently allowed on chartered boats) (HB 423)
- allow Virginia law enforcement to ticket drivers for not wearing seatbelts without another traffic safety offense taking place (HB 482)
- allow DUI offenders 30-days to install ignition interlock devices (HB 943)
- and restructuring Virginia's ABC agency (HB 216), Board (SB 307) and enforcement policies (HB 922). ■

Checkpoint Strikeforce Campaign Raises Awareness of DUI Enforcement



Photo courtesy of Michael White, Office of Virginia's Governor

Then Virginia Governor Bob McDonnell helps launch Virginia's 2013 Checkpoint Strikeforce campaign in Richmond in September.

Markedly increased awareness of DUI enforcement in the District of Columbia, Maryland and Virginia appears to be the dividends of the region's heralded 2013 Checkpoint Strikeforce campaign.

A January 2014 survey conducted by MWR Strategies and of 800 District of Columbia, Maryland and Virginia drivers following the 2013 Checkpoint Strikeforce campaign including an oversample of 300 male drivers in these areas ages 21-to-35 showed that awareness of Checkpoint Strikeforce by the campaign's target audience (21-to-35 year old males)

both increased by a double-digit percentage (12%) and is markedly high as 61% of the campaign's target audience cited being aware of the anti-DUI effort (an increase from last year's post-survey then measuring a 56% level of such awareness).

Amongst the Checkpoint Strikeforce campaign's target audience, the January 2014 post-survey also cited:

- awareness of "police efforts to use sobriety checkpoints" to locally combat DUI by the campaign's target audience increased by six-percent with over two-thirds (69%) of the campaign's target audience being aware of such local high-visibility enforcement (an increase from last year's post-survey then measuring a 65% level of such awareness);

- the action of designating a driver (one of Soberman's primary messages) increased by a double-digit percentage (12%) and saw the greatest jump as to behavioral changes the campaign's target audience would take "as a result of sobriety checkpoints in their area" with over 60-percent (61%) of the target audience exercising said action (an increase from last year's post-survey then measuring that 31% would or have designated a driver);
- nearly 80-percent (79%) of members of the campaign's target audience "make a conscious decision" about how they'll best get home before going out for the evening (representing a three-percent increase in such action);
- the "killing of injuring of someone else" not only solidified its place as the overwhelming primary consequence most feared by the campaign's target audience but also increased in such perception by six-percent;

- drunk drivers remain amongst the top three “serious dangers” faced by local drivers;
- and the majority of the campaign’s target audience “heard or saw” news about Checkpoint Strikeforce via the principle media deployed by the public education campaign in 2013 (television and radio—both paid and earned media).

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 of Columbia 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 2013 as a means of highlighting the combining of proactive public education and enforcement to raise public awareness of drunk driving.

“Soberman made his party debut

Thursday at The Bullpen outside Nationals Stadium (sic),” reported the *Washington City Paper* (August 30, 2013) regarding the previous day’s WRAP news conference launch of Greater Washington’s 2013 Checkpoint Strikeforce campaign in Washington, D.C. and introducing the campaign’s new superhero, Soberman.

On September 26, 2013 and with then Virginia Governor Bob McDonnell, WRAP helped launch Virginia’s 2013 Checkpoint Strikeforce campaign on Capitol Square in Richmond and featuring a multi-law enforcement agency demonstration of the “CSI of a DUI” in the Commonwealth.

“Anti-Drunk Driving Super Hero, Soberman, Lands at the Verizon Center,” read the *FOX 5 DC* headline (December 6, 2013) regarding Soberman’s heralded appearances at Washington, D.C.’s Verizon Center on both December 6 and 23, 2013. In addition, the Checkpoint Strikeforce campaign’s anti-drunk driving superhero made a police-escorted, crime fighting stop in Arlington, Virginia on December 19, 2013.

In addition to Soberman’s “fly-ins,” WRAP conducted a two-day, regional television tour regarding Virginia’s Checkpoint

Strikeforce campaign on the major network affiliates in both Richmond and Hampton Roads on December 16 and 17, 2013 as well as coordinated the live and on-air “wet demo” on CBS Radio’s 106.7 The Fan’s popular morning program, “The Junkies,” on December 13, 2013 and in partnership with the Maryland State Police.

And on December 13, 2013 and in partnership with the Richmond, Virginia Police Department, WRAP showcased the Checkpoint Strikeforce campaign to the media as part of the that law enforcement agency’s “happy hour” sobriety checkpoint conducted that evening.

In 2012 and according to National Highway Traffic Safety Administration figures, the District of Columbia, Maryland and Virginia joined a minority number of U.S. states posting decreases in the number of alcohol-impaired traffic fatalities.

The region’s Checkpoint Strikeforce campaign is supported via grant funding from the D.C. Department of Transportation, Maryland Highway Safety Office and Virginia Highway Safety Office.

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



WUSA9 (CBS-TV) interviews the Checkpoint Strikeforce campaign’s new superhero, Soberman, outside of Nationals Park in Washington, D.C. in August.



Maryland State Police **Sergeant T.L. Aronhalt** (left) administers a preliminary breath test to CBS Radio’s **John “Cakes” Auville** during 106.7 The Fan’s “Junkies” show in December.

Greater Washington Area Law Enforcement Lauded For Fight Against Drunk Driving



Arlington County Police Department **Officer Tracey Bates** (second from r) shares a laugh with event co-host Virginia State Police Superintendent **Colonel W. Steven Flaherty** when receiving WRAP's 2013 Law Enforcement Award of Excellence for Impaired Driving Prevention along with event co-host Maryland State Police Superintendent **Colonel Marcus L. Brown** and presenter **Lieutenant Pamela Simms** (Metropolitan Police Department, retired).

One-dozen Washington-metropolitan area police officers were cited on December 13, 2013 for their "outstanding commitment in the fight against drunk driving in Greater Washington" and presented with the area's 16th-annual "Law Enforcement Awards of Excellence for Impaired Driving Prevention."

Presented at a regional ceremony held in McLean, Virginia, WRAP presented its 2013 Law Enforcement Awards to:

- **City of Alexandria Police Department**
Officer John Brattelli
- **Arlington County Police Department** Officer Tracey Bates
- **City of Falls Church Police Department**
Officer Sameer Khan
- **Fairfax County Police Department** Master Police Officer Patrick Nolan
- **Loudoun County Sheriff's Office** Deputy Alexander Bracke
- **Maryland State Police** Trooper Brian R. McInerney
- **Metropolitan Police Department**
Officer George H. Donigian, Jr.
- **Montgomery County Department of Police**
Officer John Romack

- **Prince George's County Police Department**
Officer First Class Justin Black
- **Prince William County Police Department**
Officer II Jeremy A. Schenck
- **United States Park Police** Officer Matthew Manning
- **Virginia State Police** Trooper Kevin S. Fleenor

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 2013 Law Enforcement Awards were presented by Officer Simms' widow, Lieutenant Pamela Simms, also formerly with the Metropolitan Police Department, along with this year's returning Master of Ceremonies, News4's (NBC) News Anchor Aaron Gilchrist. Today's event speakers included the Superintendents of both the Maryland and Virginia State Police, Colonel Marcus L. Brown and Colonel W. Steven Flaherty, respectively.

"This year's awardees represent the front lines in the fight against drunk driving in Greater Washington," said Kurt Gregory Erickson, WRAP's President. "It is only through their commitment in stopping the threat that impaired driving presents to all our friends and families that the District of Columbia, Maryland and Virginia each posted declining numbers of alcohol-impaired traffic fatalities last year."

In addition to receiving the Law Enforcement Awards, each of the 2013 WRAP honorees also received a Checkpoint Strikeforce briefcase, shirt and ticket board as well as a pair of complementary Washington Nationals tickets (courtesy of the Washington Nationals) and a \$25 gift card to Glory Days Grill (courtesy of Glory Days Grill).

Sponsors of WRAP's 2013 Law Enforcement Awards & Holiday Campaign Kick-Off included The Beer Institute, Cardinal Bank, The Century Council, GEICO, Glory Days Grill, Interstate Worldwide, Red Top Cab, Safeway, Volkswagen Group of America and Washington Wholesale. ■



Event co-host Virginia State Police Superintendent **Colonel W. Steven Flaherty** (l) talks with **Bill Tower** (National Highway Traffic Safety Administration) at WRAP's 2013 Law Enforcement Awards in December.



Glory Days Grill's **Jeff Newman**, **Gary Cohen** and **Chris Verdecchia** gather at WRAP's 2013 Law Enforcement Awards in December.



Prince George's County Police **Officer First Class Justin Black** (center) receives WRAP's 2013 Law Enforcement Award of Excellence for Impaired Driving Prevention from (l to r) event co-hosts Maryland State Police Superintendent **Colonel Marcus L. Brown** and Virginia State Police Superintendent **Colonel W. Steven Flaherty** along with presenter **Lieutenant Pamela Simms** (Metropolitan Police Department, retired) and event Master of Ceremonies **Aaron Gilchrist** (News4).

Super Bowl Drunk Driving

During Super Bowl Sunday, historically 36-percent of all traffic fatalities occurring in the U.S. are alcohol-related according to the National Highway Traffic Safety Administration (NHTSA).

"With over a third 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 several "safe celebrating" tips to prevent drunk driving during "Super Bowl Sunday," in advance of the February 2, 2014 football game. 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 Hosts 10th “Maryland Remembers” Ceremony

Photo courtesy of Executive Office of the Governor



Relatives (l to r) **Mary Ann Klotz, Luke Weichbrod, Kathy Weichbrod, Robert Weichbrod and Tom Klotz** memorialize family member **Rory Weichbrod** at the 2013 “Maryland Remembers” ceremony in Annapolis, Maryland in December. Rory Weichbrod was killed by an impaired driver in October 2010 near Bethesda, Maryland.

(The following is excerpted from a December 12, 2013 Maryland Motor Vehicle Administration news release about that day’s tenth-annual “Maryland Remembers” event for which WRAP serves as project director.)

Remembering lives lost and honoring the memories of those tragically killed in Maryland as the result of an impaired driver, Lt. Governor Anthony G. Brown today joined Maryland State Police Superintendent Colonel Marcus L. Brown, Maryland Motor Vehicle Administrator and Governor O’Malley’s Highway Safety Representative John T. Kuo and the families and friends of drunk/drugged driving crash victims at the 10th Annual Maryland Remembers memorial service. The ceremony, held in the Miller Senate Office Building in Annapolis, serves to raise awareness of the dangers of impaired driving that increases during the holiday season.

“Today, as we remember the Marylanders who have tragically lost their lives due to an impaired driver, we must honor their memories by continuing our work together to end this senseless crime,” said Lt. Governor Brown. “Although we were pleased to see a seven percent reduction in these terrible tragedies last year, we know that our work is far from finished. Drunk

and impaired driving continues to plague our roadways and even one life lost as a result of this preventable crime will be one too many.”

Among the victims remembered at today’s ceremony was U.S. Park Police Officer Hakim Farthing, who was killed after being struck by an impaired driver while assisting at the scene of a separate vehicle crash. Eshe Farthing spoke of the August day when the life of her 28-year-old brother was cut short as he was helping others.

“This is a public safety concern that crosses jurisdictional boundaries and we believe coordinating our efforts will lead to a more successful enforcement initiative,” said Colonel Marcus L. Brown, Superintendent of the Maryland State Police. “Police in Maryland are committed to removing impaired drivers from our roads to meet the goal of zero deaths in Maryland.”

Although the number of people killed in Maryland crashes involving a drunk/drugged driver decreased from 173 in 2011 to 161 in 2012, impaired driving remains one of the leading causes of death on Maryland roadways. Over the past five years (2008 to 2012), an average of 175 people died on Maryland roads in crashes involving

a driver impaired by either alcohol or drugs. The holiday season, from December through New Year’s Day, marks one of the most dangerous periods for impaired driving deaths. Maryland’s law enforcement community will be out in full force over the holidays to find and arrest impaired drivers.

“There is no excuse to get behind the wheel if you’re under the influence of alcohol or drugs,” said MVA Administrator Kuo. “There are many options instead of drinking and driving... call a cab, designate a sober driver before going out or have a friend pick you up! Every life lost as a result of impaired driving is simply a needless tragedy.”

Maryland Remembers class serves as the culmination of the state’s regular sobriety checkpoint campaign, Checkpoint Strikeforce. The Maryland State Police also will have an elite team of troopers, known as the State Police Impaired Driving Reduction Effort (SPIDRE), strategically targeting high-crash areas statewide. Last year, more than 22,000 arrests were made for DUI offenses throughout the state.

Throughout the holiday season, Marylanders can call 911 to report drunk drivers. More information on how to spot a drunk driver can be found at: www.reportadrunkdriver.com.

The ceremony concluded with the presentation of the Kevin Quinlan Award. The award recipient is selected for his or her dedication to highway safety. This year’s recipient was Jan Withers, a leader in Maryland’s effort to combat drunk and impaired driving. Ms. Withers, the 2011 president of the National Mothers Against Drunk Drivers (MADD), works tirelessly to save lives by: advocating for victims through MADD Maryland, facilitating a support group for victims, and serving on MADD Maryland’s Operations Council and on the MADD National Director’s Board. ■



WRAP President **Kurt Erickson** (right) visits with Maryland **Lieutenant Governor Anthony Brown** during the 2013 “Maryland Remembers” ceremony in December in Annapolis. Looking on is **Joyce Kregelka** (Maryland Highway Safety Office).

Photo courtesy of Executive Office of the Governor

WRAP Helps Recognize Maryland Law Enforcement For Fight Against Drunk Driving



Prince George's County Police **Corporal Michael Rose** (center) receives Maryland's 2013 Outstanding Innovative Enforcement Award at Maryland's 12th-annual Impaired Driving Enforcement Awards in Glen Burnie in September. Joining Corporal Rose are (l to r) Maryland Highway Safety Office (HSO) **Chief Tom Gianni**, Maryland Motor Vehicle Administration **Administrator John Kuo**, former Maryland HSO Safety Programs **Section Chief Liza Lemaster** and Maryland HSO **Deputy Chief Dana Gigliotti**.

On September 29, 2013 and at a Sunday afternoon ceremony in Glen Burnie, Maryland, WRAP helped honor over 100 Maryland law enforcement professionals in the nonprofit organization's capacity as project director of Maryland's 12th-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.

"These awardees represent the front lines 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 2012. Montgomery County Police Officer III John Romack along with Maryland State Police Trooper First Class Gerald Askins were each honored with a special plaque known as the 2013 "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 2013 recipients of the Outstanding Innovative Enforcement Awards included: the Ocean City, Maryland Police Department for their Impaired Driving Program which posted a 74-percent increase in DUI arrests in 2012; Prince George's County Police Corporal Michael Rose for his "efforts and dedication to the impaired driving program" both in Prince George's County as well as statewide; and Greenbelt Police Master Patrol Officer Scott Yankowy for his agency's "March to 250 DUI Campaign" which featured the Greenbelt Police Department making over 250 impaired driving arrests in 2012.

Anne Arundel County Police Chief Kevin F. Davis served as the day's Featured Speaker.

According to the Maryland State Police, law enforcement officers in Maryland made more than 22,000 arrests for Driving Under the Influence offenses in 2012.

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



Maryland Motor Vehicle Administration **Chief Deputy Administrator Milton Chaffee** and **Deputy Administrator Christine Nizer** gather at Maryland's 2013 Impaired Driving Enforcement Awards in Glen Burnie in September.

Washington-Metro Teens Lauded For Their Fight Against Underage Drinking



Students from Eleanor Roosevelt High School's winning SADD Club—flanked by (l to r) GEICO's **Janice Minshall**, SADD Club Advisor **Joanne Read** and WRAP President **Kurt Erickson**—pose at WRAP's 2013 GEICO Student Awards.

Calling it recognition of high school students “doing the right thing,” WRAP awarded three Washington-metropolitan area high school student groups with 2013 honors for their efforts in fighting underage drinking.

At an awards ceremony held at Maggiano's Little Italy in Washington, D.C. on April 19, 2013, WRAP presented its 21st-annual GEICO Student Awards to:

- **First Place:** Eleanor Roosevelt High School, SADD Club, Prince George's County, MD;
- **Second Place:** Academy of the Holy Cross, SADD Club, Montgomery County, MD;
- **Third Place:** West Potomac High School, SGA, Fairfax County, VA;

In addition, WRAP bestowed Honorable Mention honors to the following Greater Washington area high school student groups: Fairfax High School, Leadership/Student Government Association, Fairfax County, VA; Gar-Field Senior High School, SADD Club, Prince William County, VA; James Madison High School, SADD Club, Fairfax County, VA; Wards 3 & 4 D.C.



Student participants in WRAP's 2013 GEICO Student Awards set-up their display at the 21st-annual regional competition in Washington, D.C.

Prevention Center, Youth Prevention Leadership Corps, District of Columbia; West Springfield High School, SADD Club, Fairfax County, VA; and Yorktown High School, SADD Club, Arlington County, VA

The GEICO Student Awards, entering their 22nd year in 2014, were presented by WRAP to Washington-metropolitan area high school student groups promoting alcohol and drug-free lifestyles to their peers. The popular awards were judged by a panel of area substance abuse prevention professionals including representatives from local traffic safety organizations and prevention coalitions.

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: signing “pledges” to refrain from alcohol and drug use during prom season; active use of social media to promote healthy lifestyles; organizing alcohol-free teen social events;



White House Office of National Drug Control Policy's **Deputy Director for Policy Jacqueline Hackett** speaks to the audience at WRAP's 2013 GEICO Student Awards in Washington, D.C.

and reenactments demonstrating the devastating effects of alcohol.

At a packed awards ceremony last April at Maggiano's Little Italy, over 100 high

school students gathered and applauded while the three winning student groups received both plaques and monetary awards of up to \$1,000 each from GEICO to

continue their efforts of keeping their peers on the right track. Each student group earning Honorable Mention honors were presented with both a certificate and a \$100 award to sustain their "lifesaving work."

The ceremony's speakers included White House Office of National Drug Control Policy Deputy Director for Policy Jacqueline Hackett and award sponsor Janice Minshall, Assistant Vice President, Corporate Communications with GEICO, amongst others.

"According to National Highway Traffic Safety Administrative figures, 20-percent of all teen drivers involved in fatal crashes in the U.S. in 2011 had a blood alcohol concentration (BAC) of 0.08 or higher," said former WRAP Chairman Janice Minshall. "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."

This year's GEICO Students Award ceremony is scheduled for Friday, May 16, 2014. More information is available at www.wrap.org/files/youthOutreach.htm. ■

(SADD: Students Against Destructive Decisions; SGA: Student Government Association)

Over 300 SoberRides® Provided on Halloween in Greater Washington

Last fall's Halloween *SoberRide*® program provided 304 free cab rides home to would-be drunk drivers in the Washington-metropolitan area.

Provided by WRAP, the 2013 Halloween *SoberRide*® program began on October 31, 2013 at 10:00pm 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 every 71-seconds," said Kurt Gregory Erickson, WRAP's President.

Last October's ridership nearly doubled that for the previous year's WRAP's Halloween program when 157 persons in the Washington-metropolitan area used

SoberRide® rather than possibly driving home impaired.

According to the National Highway Traffic Safety Administration, 52-percent of all U.S. traffic deaths occurring during Halloween are caused by drunk drivers.

During *SoberRide*'s® six-hour period last 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 WRAP's 2013 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. ■

WRAP Commemorates 31st Year in Fighting Drunk Driving and Underage Drinking



Volkswagen's **Jeannine Ginivan** accepts WRAP's 2013 Corporate Sponsorship Award from outgoing WRAP Chairman **John O'Donnell** (WANADA) at WRAP's 2013 Annual Luncheon Meeting in Washington, D.C.

WRAP commemorated its 31st year fighting drunk driving and underage drinking on October 18, 2013 during its 2013 Annual Luncheon Meeting and WRAPPY Awards ceremony held at Maggiano's Little Italy in Washington, D.C.

In the twelve months preceding last fall's event, WRAP highlights included:

- removing 2,578 would-be drunk drivers from Greater Washington's roadways via WRAP's free cab ride service, *SoberRide*®, including the posting of a more than 31-percent increase in ridership for this year's Independence Day campaign when nearly 300 persons in the Washington-metropolitan area used WRAP's *SoberRide*® service rather than possibly driving home impaired;
- reaching over 5,500 Greater Washington residents with WRAP's innovative health education programs including over 4,100 area high school students with WRAP's multi-media outreach program, Alcohol Awareness for Students;
- unveiling the Washington-metropolitan area's inaugural cab-cop car—an innovative and specially-outfitted motor vehicle launched as a means of deterring impaired driving in Greater Washington and which earned Virginia Governor's prestigious Transportation Safety Award this year;
- celebrating the 21st year of WRAP's esteemed GEICO Student Awards program awarding to-date nearly \$60,000 in prizes to area student organizations promoting alcohol and drug-free lifestyles to their peers;

- successfully helping to champion Virginia's legislative efforts to further crackdown on repeat drunk drivers by now mandating target repeat DUI offenders to mandatory one-year jail sentences;
- and spearheading the region's 12th-annual Checkpoint Strikeforce campaign resulting in downward trending alcohol-related traffic fatalities in each the District of Columbia, Maryland and Virginia.

Following last fall's speaker, the Attorney General for the District of Columbia Irvin Nathan, WRAP bestowed these honors:

2013 Community Partnership Award

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

2013 Law Enforcement Award

- Arlington County Police Lieutenant Robert Medairos

2013 Youth Leadership Award

- Fairfax County Public School's Clarence Jones

2013 Media Partnership Award

- Bruce DePuyt, News Channel 8

2013 Public Service Award

- Honorable George Barker, Virginia Senate

2013 Chairman's Award

- Arlington County Police Department and Red Top Cab (for "Chooser Cruiser")

2013 Public Partnership Award

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

2013 Corporate Sponsorship Award

(contributing \$5,000 or more to WRAP in fiscal year 2013):

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

2013 Corporate Partnership Award

- Anheuser-Busch and Local Distributors

WRAP also elected the following officers: Lieutenant Rudy Landon, Chairman (Loudoun County Sheriff's Office); Liz Tobin, Vice Chairman; Gary Cohen, Secretary (Glory Days Grill); Jim Fell, Treasurer (Pacific Institute for Research and Evaluation); John O'Donnell, Immediate Past Chairman (Washington Area New Automobile Dealers Association).

In addition, the charity also elected both the following three individuals to its Board of Directors: Andrew Fois (Office of the Attorney General of the District of Columbia); Christina M. Hartman, MPH (Beer Institute); and Von D. Pelot (Red Top Cab); as well as the following two individuals as WRAP Members: Lieutenant Russell Fennelly (U.S. Park Police); and Julie Parker (Prince George's County Police Department).

Sponsors of WRAP's 2013 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. ■



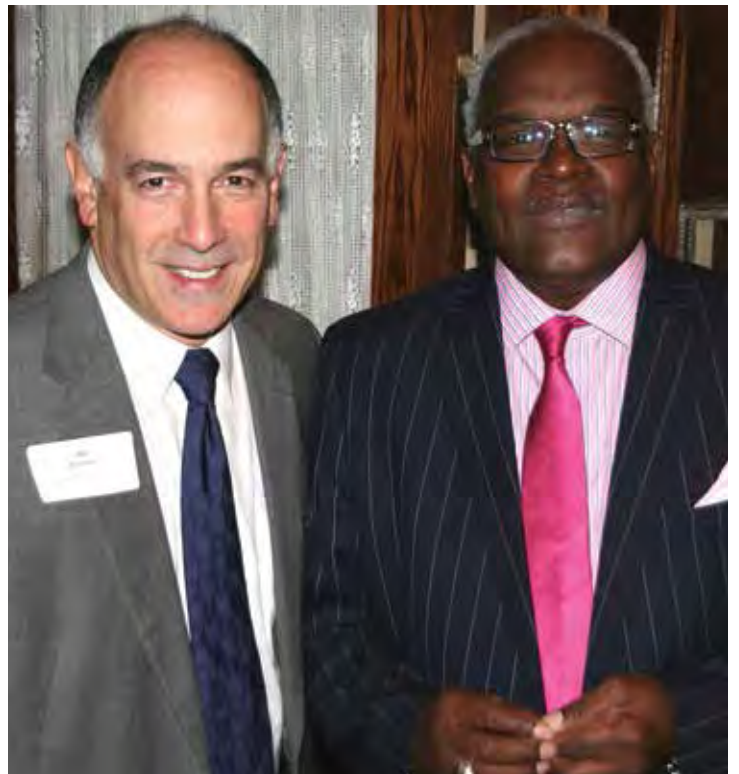
Fairfax County Public School's **Clarence Jones** (r) receives WRAP's 2013 Youth Leadership Award from outgoing WRAP Chairman **John O'Donnell** (WANADA) at WRAP's 2013 Annual Luncheon Meeting in Washington, D.C.



Attorney General for the District of Columbia **Irvin Nathan** addresses the audience at WRAP's 2013 Annual Luncheon Meeting in Washington, D.C.



Incoming WRAP Chairman **Lieutenant Rudy Landon** (Loudoun County Sheriff's Office) (l) assumes the mantle from outgoing WRAP Chairman **John O'Donnell** (WANADA) at WRAP's 2013 Annual Luncheon Meeting in Washington, D.C.



WRAP co-founder **Bill Bronrott** (Federal Motor Carrier Safety Administration) (l) gathers with **John Townsend** (AAA Mid-Atlantic) at WRAP's 2013 Annual Luncheon Meeting in Washington, D.C.

Corporate Contributions

(February 1, 2013 through January 31, 2014)

WRAP's Public Partners:

District of Columbia Department of Transportation
 Maryland Motor Vehicle Administration/
 Maryland Highway Safety Office
 Virginia Department of Motor Vehicles/
 Virginia Highway Safety Office

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
 Volkswagen Group of America

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

Beer Institute
 The Century Council
 Giant Food
 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
 Capital One
 Distilled Spirits
 Interstate Worldwide Relocation
 LifeSafer
 McAndrew Company
 PAS Systems International
 Safeway
 State Farm
 Stratacomm
 Christopher Tavlardis
 Washington Wholesalers

Corporate Silver (\$100-\$999)

Billy Martin's Tavern Est. 1933
 DC ABAW
 Fadó
 Limousine Services Associates
 Murphy's Grand Irish Pub



Diageo North America's **Erica Johnson** (center) presents Diageo's 2013 check for \$10,000 to WRAP supporting its SoberRide® program. Accepting the check are both WRAP President **Kurt Erickson** (l) and former WRAP SoberRide® Committee Chairman **Wayne Miller**.



Washington Area New Automobile Dealers Association's (WANADA) **Kevin Reilly** (center) presents WANADA's 2013 check for \$5,000 to WRAP supporting its SoberRide® program. Accepting the check are both WRAP President **Kurt Erickson** (l) and former WRAP SoberRide® Committee Chairman **Wayne Miller**.



AT&T's **Alexa Kaufman** (center) presents AT&T's 2013 check for \$20,000 to WRAP to support the charity's free cab ride service to prevent drunk driving in the national capital area, SoberRide®. Accepting the check are both WRAP President **Kurt Erickson** (l) and former WRAP SoberRide® Committee Chairman **Wayne Miller**.



Then Restaurant Association Metropolitan Washington (RAMW) Chairman **Greg Casten** (l) presents RAMW's 2013 check for \$5,000 to WRAP supporting its SoberRide® program. Accepting the check is former WRAP SoberRide® Committee Chairman **Wayne Miller**.

WRAP Notes



WRAP President **Kurt Erickson** (r) talks with National Transportation Safety Board (NTSB) Member **Mark Rosekind** (center) along with NTSB's **Pat Lally** at The Century Council's Congressional Stop DUI Caucus event on Capitol Hill.

Congressional Stop DUI Caucus

WRAP served as a featured presenter at The Century Council's 2013 Congressional Stop DUI Caucus event in the Rayburn House Office Building on December 5, 2013 in Washington, D.C.

Maryland Highway Safety Summit

As an extension of WRAP serving as the Maryland Strategic Highway Safety Plan's Impaired Driving Emphasis Area Team Leader, WRAP also served as a Facilitator at the Maryland Highway Safety Office's three-day 2014 Maryland Highway Safety Summit on February 24–26, 2014 in Linthicum Heights, Maryland.

WRAP Summer Board Function

On June 28, 2013 and for its voluntary leadership, WRAP conducted its annual "traditionally non-traditional summer Board function" in Washington, D.C. and



District of Columbia **Mayor Vincent Gray** talks with WRAP Members **Lon Anderson** (AAA Mid-Atlantic) (l) and **Fred Valentine** at WRAP's 2013 "Lunch with the Mayor" event in Washington, D.C. in June.

consisting of a private roundtable luncheon with District of Columbia Mayor Vincent Gray. WRAP's "Lunch with the Mayor" event took place at Hill Country Barbecue and followed Mayor Gray initiating, championing and signing into law emergency legislation the previous year legislation—now D.C. law—increasing penalties for persons convicted of drunk driving in the District.

NHTSA at WRAP Board Meeting

WRAP's January 28, 2014 Board of Directors meeting featured as guest speaker the National Highway Traffic Safety Administration's Chief of its Impaired Driving Division, Diane Wigle.

Alcohol Awareness for Students

WRAP posted record numbers for the number of Greater Washington high school students reached in the first quarter of fiscal year 2014 via the nonprofit organization's school-based program, *Alcohol Awareness for Students*. Between October 1, 2013 and December 31, 2013, WRAP reached 3,205 area students with 89 *Alcohol Awareness for Students* presentations.

Presentations

Recent WRAP community presentations included: presenting on WRAP's "Chooser Cruiser" earning Virginia Governor's prestigious 2013 Transportation Safety Award to the Fairfax County Board of Supervisors on October 29, 2013; serving as a featured speaker on the District of Columbia's DUI laws at the George Washington University's "Over the Limit" event on November 20, 2013 at the George Washington University Hospital in Washington, D.C.; and serving as the featured speaker on WRAP and its



Anheuser-Busch Companies' **Carol Huebner** (center) presents Anheuser-Busch's 2013 check for \$25,000 to WRAP to support the charity's free cab ride service to prevent drunk driving in the national capital area, *SoberRide*.[®] Accepting the check are both WRAP Chairman **Lieutenant Rudy Landon** (second from left) and WRAP President **Kurt Erickson** (second from right) along with both Anheuser-Busch's **Cassie Mayberry** (left) and **Ken Higgins** (right).

programs and services at the Fairfax County Police Department's Citizens Advisory Committee Meeting on December 3, 2013 in Springfield, Virginia.

Anheuser-Busch Check Presentation

Amidst the backdrop of WRAP's 16th-annual Law Enforcement Awards conducted on December 13, 2013 in McLean, Virginia, WRAP served as the beneficiary and accepted a \$25,000 corporate donation pledge from Anheuser-Busch.

Chooser Cruiser on Capitol Hill

WRAP partnered with the offices of U.S. Representative Gerry Connolly (VA) and the U.S. Capitol Police to display WRAP's half cab/half cop car, the "Chooser Cruiser" on Capitol Hill on December 5, 2013. WRAP partner Diageo helped promote the event via a "street team" in D.C. that day distributing Holiday *SoberRide*[®] cards. ■



WRAP's "Chooser Cruiser" displayed on Capitol Hill in December as a means of promoting both safety as well as the organization's 2013 Holiday *SoberRide*[®] campaign.

**2014 St. Patrick's Day
SoberRide® Campaign**
March 17–18, 2014

WRAP's 2014 GEICO Student Awards
May 16, 2014
Washington, D.C.

2014 Independence Day SoberRide® Campaign
July 4–5, 2014

2014 Checkpoint Strikeforce Campaign
July 2014–January 2015

2014 Maryland Impaired Driving Enforcement Awards
Fall 2014

2014 Annual Luncheon Meeting and WRAPPY Awards
October 17, 2014

2014 Halloween SoberRide® Campaign
October 31–November 1, 2014

Calendar of Events

2014 Maryland Remembers Ceremony
December 2014
Annapolis, MD

**2014 WRAP Law Enforcement Awards and Holiday SoberRide®
Campaign Kick-Off**
December 12, 2014
McLean, VA

2014 Holiday SoberRide® Campaign
December 12, 2014 through January 1, 2015

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



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