



# WRAP reporter

WASHINGTON REGIONAL ALCOHOL PROGRAM (WRAP)

SPRING/SUMMER 2016

## Over 200 Use Local SoberRide® Program on Cinco de Mayo

Two-hundred-and-twenty-five (225) persons in the Washington-metropolitan area used the free cab ride service, SoberRide,® on May 5, 2016 (Cinco de Mayo) as opposed to possibly driving home drunk.

“For its hours of operation on Cinco de Mayo, this level of ridership translates into SoberRide® removing a would-be drunk driver from Greater Washington’s roadways nearly every three-minutes,” said Kurt Gregory Erickson, President of WRAP, the nonprofit organization conducting the region’s SoberRide® effort.

WRAP’s 2016 Cinco de Mayo SoberRide® campaign—the second year of the charity’s first new holiday SoberRide® offering in nearly two decades (WRAP also offers its SoberRide® program on St. Patrick’s Day, Independence Day, Halloween and the winter holidays leading up to and including New Year’s Eve)—began at 4:00 pm on Thursday, May 5, 2016 (Cinco de Mayo) and continued until 4:00 am 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 could call the toll-free SoberRide® phone number 1-800-200-TAXI (8294) and be afforded a no-cost (up to a \$30 fare), safe way home.

This May’s ridership bested that for last year’s inaugural Cinco de Mayo SoberRide® campaign when 164 persons used the drunk driving prevention service. Since 1993, WRAP’s SoberRide® program has provided 65,116 free cab rides home to would-be drunk drivers in the Greater Washington area.

Local taxicab companies throughout the Washington-metropolitan area provide this no-cost service to local residents age 21 and older who otherwise may have

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## WRAP Champions Tougher DUI Laws in DC, MD and VA



Photo courtesy of the Executive Office of the Governor

WRAP President **Kurt Erickson** (standing front, yellow tie) joins Maryland Governor **Larry Hogan** (seated center) along with Maryland Senate President **Mike Miller** and Maryland House Speaker **Mike Busch** (flanking Governor Hogan, l-r) at the May 19, 2016 DUI bill signing ceremony in Annapolis.

### MARYLAND

“A major victory for public safety was the passage this year of Noah’s Law,” opined the *Baltimore Sun* in its April 13, 2016 editorial, “Politics Didn’t Stop Progress” following that month’s official adjournment of Maryland’s 2016 General Assembly.

In the solidly “good news” arena, Maryland lawmakers sent to Governor Larry Hogan (R) WRAP-supported legislation requiring ignition interlock devices for drunk drivers in the state (HB 1342, Kramer, D-Montgomery County and SB 945, Raskin, D-Montgomery County). The historic legislation, long championed by traffic safety

advocates including MADD, has Maryland become the 26th state requiring such in-car breathalyzers for persons arrested for drunk driving.

In addition, Maryland lawmakers sent to Governor Hogan WRAP-supported legislation increasing maximum jail sentences from five to 15 years and fines up to \$15,000 for persons convicted in Maryland of vehicular manslaughter and who have previously been convicted of driving under the influence or while impaired by alcohol or drugs (HB 157, Valentino-Smith, D-Prince George’s County and SB 160, Cassily, R-Harford County).

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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.

During the 2013 Cinco de Mayo holiday period, 41-percent of all U.S. traffic deaths involve drunk drivers according to the National Highway Traffic Safety Administration.

Sponsors of this year's Cinco de Mayo SoberRide® campaign included AAA Mid-Atlantic, Anheuser-Busch, Constellation Brands, Diageo, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Foundation for Advancing Alcohol Responsibility, Giant Food, Glory Days Grill, MillerCoors, 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; Northern Virginia Checker Cab; Red Top Cab; Silver Cab of Prince George's County; Yellow Cab of D.C.; and Yellow Cab of Prince William County. ■



Image courtesy of NBC Washington

WRAP President **Kurt Erickson** testifies in support of DUI legislation before the Council of the District of Columbia's Committee on Transportation and the Environment on December 8, 2015.



Photo courtesy of Virginia's Governor's Office, Copyright: Michaela White

Virginia Governor **Terry McAuliffe** (r) with WRAP President **Kurt Erickson** at the June 16, 2016 launch of Virginia's anti-drunk driving "Who's Your Driver?" campaign in Richmond.

## 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/Summer 2016 Issue

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**Legislative Update** continued from page 1

Maryland lawmakers also sent to Governor Hogan WRAP-supported legislation continuing to stem from the 2009 U.S. Supreme Court case *Melendez-Diaz v. Massachusetts* (relative to the Sixth Amendment right to confront witnesses) allowing law enforcement to testify in the stead of a “qualified medical person” re. impaired driving blood draws (HB 773, Valentino-Smith, D-Prince George’s County).

And in the “mixed-bag” category, Maryland lawmakers advanced WRAP-supported legislation increasing the maximum fines as well as adding the option for imprisonment for persons (including parents providing to other persons’ kids) convicted of allowing underage persons to unlawfully possess or consume alcohol in the adult’s residence but only after amending the bills to only apply if the parent/adult knew that the drinking teen was going to drive and that said teen’s subsequent driving resulted in serious physical injury or death (HB 409, Fraser-Hidalgo, D-Montgomery County and SB 564, Feldman, D-Montgomery County).

A 2013 U.S. Department of Health and Human Services survey found that “parents, guardians, or other adult family members” comprised the second leading source of alcohol to nonpaying underage drinkers (second only to an “unrelated person aged 21 or older”). In addition and to-date, 25 U.S. states require ignition interlocks for all persons convicted of drunk driving including the majority of states bordering Maryland (Delaware, Virginia and West Virginia). And 2014 National Highway Traffic Safety Administration data finds that legally impaired drivers (.08+ blood alcohol concentration) involved in fatal crashes were “seven times more likely to have prior convictions for driving while impaired than were drivers with no alcohol.”

Conversely, the following DUI legislation was either killed or otherwise died this year in Annapolis:

- a bill seeking to allow persons convicted of a blood alcohol concentration (BAC) test refusal but not a DUI the ability to seek expungement of the separate and current offense of refusal (SB 152, Salling, R-Baltimore County)—a measure aggressively opposed by WRAP as a perceived weakening of Maryland’s implied consent statutes (if not outright incentivizing persons to refuse a BAC test in the state);

- bills further addressing BAC testing including those seeking to increase the universe of BAC-tested drivers in Maryland to include all drivers involved in a crash where either a human fatality occurred or a human injury requiring transport to a “medical facility” (HB 182, Valentino-Smith, D-Prince George’s County) as well as proposing an oral fluids testing pilot program in the state (HB 1367, Valentino-Smith, D-Prince George’s County and Smith, D-Montgomery County as well as SB 970, Kagan, D-Montgomery County);
- bills targeting repeat drunk drivers in the state including those proposing modifications to how a repeatedly-convicted drunk driver would have their driver’s license reinstated (HB 630, Vallario, D-Prince George’s County), mandating minimum prison sentences for offenders (HB 1393, Glass, R-Harford County) and allowing for vehicle forfeiture for habitual drunk drivers (HB 1306, Ciliberti, R-Carroll & Frederick Counties);
- bills proposing the liability of establishments following certain alcohol-related traffic crashes (HB 345, Dumais, D-Montgomery County and HB 1196, Angel, D-Prince George’s County);
- bills seeking to allow plaintiffs in certain DUI incidents standing to sue for punitive damages (HB 864, Smith, D-Montgomery County and SB 302, Raskin, D-Montgomery County);
- bills proposing enhanced sanctions for (DUI-related) vehicular manslaughter convictions including those increasing the maximum allowable prison sentences from five to 15 years for persons convicted of homicide by motor vehicle while under the influence of alcohol (HB 735, Dumais, D-Montgomery County and SB 763, Raskin, D-Montgomery County) and modifications to MVA’s driver’s license revocation and reinstatement processes following vehicular manslaughter convictions (HB 974, Dumais, D-Montgomery County & Kramer, D-Montgomery County);
- bills seeking to increase the penalties for impaired driving involving both alcohol and drugs or a combination of drugs (HB 1364, Smith, D-Montgomery County and SB 1039, Muse, D-Montgomery County);
- a bill proposing to change “life threatening injury” to “serious physical injury” relative to when certain impaired driving penalties are applied (HB 47, Wilson, B., R-Washington County);
- and bills seeking to affect a spectrum of driver’s license suspension processes for convicted DUI offenders (HB 347 & HB 348, Carter, D-Baltimore and SB 41, Brochin, D-Baltimore County).

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 those core 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.

## VIRGINIA

“Maybe they had enough of each other and just wanted to get the heck out of Richmond,” opined the *Richmond Times-Dispatch* (March 11, 2016) as to why Virginia’s 2016 General Assembly session concluded a day early.

Giving credence once again to *The Washington Post* quote that “for some people, dead bills represented victories” (2-10-14), the stopped forward progress of at least a few of the 3,286 bills introduced this session in Richmond were victories for WRAP and its lifesaving mission.

Specifically and with WRAP’s advocacy efforts, the following two measures, which threatened to undo at least Virginia’s legislative progress in addressing DUI in the state, each failed in committee this year:

- disallow DUI charges for persons under the influence of alcohol or drugs but parked on private property as well as the disallowance of charges for persons under 21 whom are caught behind the wheel after drinking but also parked on private property (SB 261, Surovell, D-Mount Vernon);
- and introduce a 24/7 “sobriety program” however at the questionable conflict with Virginia’s current ignition interlock statutes (HB 845, Leftwich, R-Chesapeake).

WRAP joined both the Virginia Association of Commonwealth’s Attorneys and Virginia State Police in speaking against SB 261 at a meeting of Virginia’s Senate’s Courts of Justice Committee (asking the rhetorical question as to whether a drunk driver is any less of a risk in Kings Dominion’s parking lot versus a neighboring roadway). Said committee voted down the measure on a 6-to-9 vote. Regarding HB 845—and addressing its original form where it proposed that said 24/7 program be “the only condition of a restricted license” issued for DUI offenders—WRAP joined AAA Mid-Atlantic, Drive Smart Virginia and MADD-Virginia in meeting with the very accommodating bill sponsor to address concerns relative to protecting the Commonwealth’s existing interlock program. Later, a subcommittee of Virginia’s House of Delegates’ Courts of Justice Committee tabled the measure.

Conversely, legislation introduced this session and which would've allowed Virginia ABC to suspend the license of an establishment where a death or serious bodily injury occurs (HB 322, Knight, R-Virginia Beach)—a specific recommendation of Governor McAuliffe's convened ABC Enforcement Panel on which WRAP served—was signed by Virginia Governor Terry McAuliffe (D) and becomes effective in July 1, 2016.

Other bills advancing to Virginia's Governor's desk this year include those proposing to:

- loosen the current governances of Virginia's "Habitual Offender Act" relative to sought license restoration (HB 172, Albo, R-Springfield);
- and allow Virginia's ABC stores to sell Virginia Tourism Corporation-licensed products (HB 323, Knight, R-Virginia Beach).

Another 2016 bill made it to Governor McAuliffe's desk and which sought to increase the maximum proof of grain alcohol (from 101 to 151) sold in the Commonwealth (HB 143, Knight, R-Virginia Beach) however the measure was vetoed by the Governor citing a concern about underage and binge drinking stating that "a prime market for these products is young people who are attracted to their high proof and low cost."

Bills failing to advance in Richmond this year include those proposing to:

- make the transport of alcohol by those under 21 unlawful (as it already is to consume, purchase or possess alcohol) (SB 39, Carrico, R-Galax);
- allow localities to impose civil penalties for underage drinking hosting (HB 1047, Rasoul, D-Roanoke);
- allow expungement (or the study of the impact of expunging) of juvenile records including for underage drinking offenses (HB 395, Heretick, D-Portsmouth; HB 708, Simon, D-Falls Church; SB 22, McDougle, R-Mechanicsville, Carrico, R-Galax and McEachin, D-Richmond; and SJ 38, Locke, D-Hampton);
- limit and or define those areas where offenders could be found guilty of driving on a revoked suspended or restricted license to, specifically, a "highway" in the Commonwealth (SB 391, Surovell, D-Mount Vernon);
- consolidate or eliminate Virginia ABC's enforcement of the Commonwealth's alcohol laws (HB 1054, Bell, R-Charlottesville; HB 1081, Simon, D-Falls Church; and SJ 59, Deeds, D-Charlottesville).
- and a slew of ABC bills seeking to alter the Commonwealth's food/alcohol ratio statutes (HB 171, Albo, R-Springfield; HB 219, Taylor, R-Virginia Beach; SB 488, DeSteph, R-Virginia Beach; and SB 489, DeSteph, R-Virginia Beach) and allow the transfer of spirits from the "original larger bottle" to a "smaller bottle" (HB 173, Albo, R-Springfield).

The aforementioned in no way reflects the totality of alcohol and or DUI-related legislation introduced in Virginia this year but does represent a spectrum of those core bills. WRAP's role in attempting to advance those aforementioned and other anti-drunk driving legislation in Richmond this year and where WRAP has a supporting position includes 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.

## DISTRICT OF COLUMBIA

"D.C. Council Debates 'Vision Zero' Plan," read the ABC 7 headline (December 8, 2015) regarding Council of the District of Columbia Chairman Phil Mendelson (D), on behalf of D.C. Mayor Muriel Bowser (D), introducing legislation in late 2015 proposed to "help achieve the goal by the year 2024 of zero fatalities and serious injuries to travelers of the District's transportation system."

Pertinent to WRAP's mission of preventing drunk driving and underage drinking, the District's "Vision Zero Act of 2015" (B21-0383) sought to require ignition interlocks for persons either repeatedly (within 15 years) convicted of driving under the influence (DUI) of alcohol or a drug (§ 50-2206.11) inclusive of commercial vehicles (§ 50-2206.12) and or operating a vehicle while impaired by alcohol or a drug (§ 50-2206.14) or convicted of the aforementioned offenses with a "high" blood alcohol concentration level (.16+ BAC via blood, .20+ BAC via urine).

Additionally, the bill also proposed mandatory-minimum incarceration periods for the above offenses.

On December 8, 2015 and before a hearing of the Council of the District of Columbia's Committee on Transportation and the Environment, WRAP testified in support of the "Vision Zero Act of 2015" with amendment.

Specifically, WRAP supported the amendment of B21-0383 and its interlock sanctions to apply to all persons convicted of either DUI or operating a vehicle while impaired in the District of Columbia.

National Highway Traffic Safety Administration compiled research shows

that ignition interlocks "reduce recidivism among both first-time and repeat DWI offenders with reductions in subsequent DWI arrests ranging from 50 to 90%" and that "ignition interlocks are effective for both first-time and repeat DWI offenders" citing a "significantly higher re-arrest rate" for first-time offenders without interlocks.

"While such an enhanced sanction is a step in the right direction, it is but a step as the sanction of ignition interlocks for all persons convicted of DUI—rather than just the aforementioned subgroups—has proven to yield lifesaving dividends," testified WRAP's President Kurt Erickson, citing not only a 67-percent drop in DUI recidivism (U.S. Centers for Disease Control) but also a marked reduction in alcohol-impaired traffic fatalities with states like Arizona and New Mexico posting 45- and 40-percent declines in such highway deaths in part to laws mandating interlocks for all convicted drunk drivers (NHTSA data).

In 2016, elements of the aforementioned "Vision Zero" legislation were not only rolled into the now titled, "Bicycle and Pedestrian Safety Amendment Act of 2016" (still B21-335) but were strengthened by the D.C. Council's Committee on Transportation and the Environment to "require all offenders to enroll in the District's (ignition interlock) Program upon a first and second conviction for driving under the influence of alcohol or a drug, driving while intoxicated, or operating a vehicle while impaired" (June 1, 2016 Committee Report). Persons otherwise ineligible to participate in the District's proposed mandatory and all-offender interlock program would have their driver's licenses revoked. First-time offenders would be required to participate in D.C.'s interlock program for six-months and second-time offenders for one-year.

Minus one Member's absence, B21-335 received a unanimous vote upon its first, preliminary D.C. Council vote on June 7, 2016 and is anticipated to be formally passed this summer. ■

[www.wrap.org](http://www.wrap.org)

## 250 Use SoberRide® Program on St. Patrick's



Chief Deputy Attorney General for the District of Columbia Natalie O. Ludaway helps launch WRAP's 2016 St. Patrick's Day SoberRide campaign on March 16, 2016 in Washington, D.C.

Two-hundred-and-fifty (250) persons in the Washington-metropolitan area used the free cab ride service, SoberRide®, on March 17, 2016 (St. Patrick's Day) as opposed to possibly driving home drunk.

"For its hours of operation this St. Patrick's Day, this level of ridership

translates into SoberRide® removing a would-be drunk driver from Greater Washington's roadways every three minutes," said Kurt Erickson, WRAP's President.

WRAP's 2016 St. Patrick's Day SoberRide® campaign began at 4:00 pm on Thursday, March 17, 2016 (St. Patrick's Day) and continued until 4:00 am 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 could call the toll-free SoberRide® phone number 1-800-200-TAXI (8294)

and be afforded a no-cost (up to a \$30 fare), safe way home.

This March's ridership bested that for last year's St. Patrick's Day SoberRide® campaign when 190 persons used the drunk driving prevention service.

Sponsors of this year's St. Patrick's Day

SoberRide® offering included AAA Mid-Atlantic, Anheuser-Busch, Constellation Brands, Diageo, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Foundation for Advancing Alcohol Responsibility, Giant Food, Glory Days Grill, MillerCoors, Red Top Cab of Arlington, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

In addition, nine of the Washington-metropolitan area's better-known Irish restaurants also united to ensure a safe St. Patrick's Day celebration this year by sponsoring SoberRide®. These dining establishments included: The Dubliner Restaurant & Pub (DC); Fadó (DC); James Hoban's Irish Restaurant & Bar (DC); Kelly's Irish Times (DC); Martin's Tavern Est. 1933 (DC); Murphy's Grand Irish Pub (DC & VA); O'Sullivan's (VA); Rí Rá Irish Pub (DC); and Siné Irish Pub (VA). ■

## Maryland Needs Ignition Interlocks for all Drunk Drivers

(As published online by The Baltimore Sun on 2-29-16. Reprinted with permission from The Baltimore Sun. All rights reserved.)

by Kurt Gregory Erickson, President and CEO, WRAP

The Baltimore Sun's coverage of this year's General Assembly bills seeking to require the use of ignition interlocks for a set period of time for persons convicted of drunk driving in Maryland ("Police urge Maryland lawmakers to pass ignition interlock bill," Feb. 24) only underscored the need for this lifesaving legislation in the state.

In addition to the specific recommendation made by Maryland's Task Force to Combat Driving Under the Influence of Drugs and Alcohol nearly a decade ago that the "increased use of ignition interlocks for first-time offenders should be encouraged and supported," this proven, effective technology is rated among the most effective in reducing drunk driving recidivism by the National Highway Traffic Safety Administration.

In a state where alcohol-impaired fatalities still comprise nearly one-third of all traffic deaths, Maryland is in desperate need of a drunk driving countermeasure. Fortunately, it already exists in the form of technology currently being deployed on a limited basis in the state and with the costs borne not by the average Maryland citizen but by the Maryland DUI offender.

Maryland's House Bill 1342 and Senate Bill 945 seek to require ignition interlocks for the length of the driver's license suspension for all persons convicted of DUI in Maryland. Maryland currently applies this sanction only to high-blood alcohol concentration offenders, persons convicted of DUI while transporting a minor or underage DUI offenders.

The sanction of ignition interlocks for all persons convicted of DUI (rather than just subgroups like "high-BAC" offenders) has yielded the lifesaving dividends of not only a 67 percent drop

in DUI recidivism, according to the U.S. Centers for Disease Control, but also a marked reduction in alcohol-impaired traffic fatalities with states like Arizona and New Mexico posting 45 and 40-percent declines in such highway deaths, in part, thanks to laws mandating interlocks for all convicted drunk drivers.

To date, 25 states require ignition interlocks for all persons convicted of drunk driving including the majority of states bordering Maryland (Delaware, Virginia and West Virginia). The sanction is not only widely supported in the U.S. as demonstrated by an Insurance Institute for Highway Safety survey showing that 84 percent of Americans support the DUI sanction but so, too, in Maryland where the Maryland Highway Safety Office's 2013 Maryland Annual Driving Survey found that 70 percent of the state's residents support making interlocks "mandatory for all DUI offenders."

As an overdue means of addressing a killer which claims a life on the state's roadways, on average, every 67-hours, it is time for the sanction of proven effective ignition interlocks for all convicted DUI offenders in Maryland. ■

## 14th-Annual Checkpoint Strikeforce Campaign Raises Awareness of DUI Enforcement



2015 Checkpoint Strikeforce campaign poster celebrating real area cab drivers as being “Beautiful” designated sober drivers.

Markedly increased awareness of DUI enforcement combined with greater planning and use of “safe rides home after being out drinking” in Maryland and Virginia appear to be amongst the dividends of the region’s revamped 2015 Checkpoint Strikeforce campaign.

A January 2016 survey conducted by Washington, D.C.’s Lake Research Partners and of 800 male drivers ages 21-to-35 in Maryland and Virginia—and following last year’s newly launched theme of celebrating both states’ “beautiful” designated sober drivers whether they be individuals, cab and ridesharing drivers or transit operators—showed that the 2015

Checkpoint Strikeforce campaign’s target audience’s awareness of stepped-up DUI enforcement increased by a double-digit percentage as did said same audience’s planning ahead for a safe night out as well as their use of a “safe ride home” after drinking alcohol.

Amongst the Checkpoint Strikeforce campaign’s target audience, the January 2016 post-survey also cited:

- awareness of “increased law enforcement regarding drinking driving” increased by a double-digit margin (up 17%);
- using alternative transportation to get home (a key message of 2015’s “Beautiful” Checkpoint Strikeforce

campaign) including “using a rideshare service” if a designated driver otherwise consumes alcohol increased by a double-digit margin (up 15%) with specific “use of a rideshare service” seeing the largest single increase (up 13%) in how a “safe ride is planned home”;

- planning ahead “for a safe ride home after being out drinking” increased a double-digit margin (up 14%);
- awareness specifically of designated drivers being “beautiful or that a safe ride home is a beautiful thing” increased by a double-digit margin (up 11%);
- making a “conscious decision about planning a safe ride home” before going out increased by a double-digit margin (up 11%);
- awareness specifically of “a program called Checkpoint Strikeforce” increased by eight-percent (up 8%) with nearly two-thirds (65%) of persons surveyed being aware of the traffic safety campaign;
- “worrying about getting arrested” by driving after drinking (a key message of 2015’s “Beautiful” Checkpoint Strikeforce) witnessed the single largest increase of concern and of persons surveyed (up 6%);
- and serving as a designated driver increased by five-percent (up 5%).

All solid gains including the:

- more than four-out-of-five (82-percent) of respondents reporting serving as a designated driver;
- over three-quarters (77-percent) of respondents reporting planning ahead “for a safe ride home after being out drinking”;
- more than seven-out-of-ten (71-percent) of respondents reported making a “conscious decision about planning a safe ride home” before going out;
- nearly two-thirds (65-percent) of respondents reported being aware of “a program called Checkpoint Strikeforce”;
- nearly two-thirds (62-percent) of respondents reported being aware of “increased law enforcement regarding drinking driving”;
- and, in its inaugural year only, half (50-percent) of respondents reported being aware of a campaign portraying designated drivers and or a safe ride home as being “beautiful.”

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 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.

The research-driven rebranding of Maryland and Virginia's 2015 Checkpoint Strikeforce campaign—while still conveying an important law enforcement message—deployed a strategic “carrot”-based approach of *celebrating* both states’ “beautiful” designated sober drivers whether they be individuals, cab and ridesharing drivers or transit operators. After all and as the ads say, at the end of a great night, “nothing’s more beautiful than a safe ride home.”

In addition to “Beautiful” spots running on Maryland and Virginia radio and TV stations as well as both digitally and out-of-home, the 2015 Checkpoint Strikeforce campaign featured a “Beautiful” tour around both states where designated sober drivers were publicly thanked for providing a safe ride home. Tour stops included Annapolis, Arlington, Baltimore, College Park, Hagerstown, Landover,



Image from 2015 Checkpoint Strikeforce campaign television spot celebrating the region's “Beautiful” designated sober drivers.

Richmond, Virginia Beach and other locations.

(See related and reprinted *Free Lance-Star* editorial, “Designated Driver, It’s a

*Beautiful Idea*,” below, as well as the article, “Super Bowl Weekend Enforcement on Route 40 Nets More than 80 DUI and Criminal Arrests” on page 9.) ■

## Editorial: Designated Driver, It’s a Beautiful Idea

(As published by the *Free Lance-Star* on 9-14-15 and reprinted here with permission.)

Summertime holiday weekends—periods of the year that are notorious for producing drunken-driving fatalities—are behind us for another year. Up ahead, though, is the holiday season, which according to federal and state statistics spurs a rash of binge drinking, impaired driving and a blood-bath on the nation’s highways.

To help stem that unacceptable annual tide, the Virginia-based **Washington Regional Alcohol Program** has begun its 2015 Checkpoint Strikeforce anti-drunken driving campaign with the release of a series of television and radio commercials.

But unlike those that take the negative approach of “Drive sober, or get pulled over,” that portray feckless, sloppy drunk individuals getting behind the wheel, only to face the harsh legal and financial ramifications of a drunken-driving arrest, this one is different. It points to the “beauty” of a designated driver or other cab or ride service that’s ready and available to get someone who has had one or a few too many home safely and uneventfully, whether it’s from a friend’s house or bar.

From its inception, the designated-driver concept was a beautiful idea. Whether that responsibility or function is shared among friends or sought out from a third party, it is a brilliant alternative to taking the risk of being pulled over or causing an accident while intoxicated. Another past anti-DUI campaign offered the sage advice, “Friends don’t let friends drive drunk.” That means either urging them to stay over, or finding them a safe way home.

Of those choices, the safe way home is the “beautiful” idea of using a designated driver.

According to figures from the Highway Safety Office of the Virginia Department of Motor Vehicles, both drunken-driving fatalities and overall highway fatalities have dropped significantly since 2004. Alcohol-related fatalities dropped from 343 in 2004 to 251 in 2014; overall fatalities from 922 in 2004 to 700 in 2014.

Though there have been annual variances along the way, the percentage of fatal crashes has indeed been trending downward. The percentage of those that were alcohol-related, however, was

virtually identical—36 percent—in both 2004 and 2014. So while the numbers are down, the ratio is not.

The fact is that while all traffic fatalities are costly and regrettable, those that might have been prevented had alcohol not been involved are profoundly gut-wrenching.

To bring the numbers close to home, there were no traffic fatalities of any kind in the city of Fredericksburg in 2014. In Stafford, there were five, of which one, or 20 percent, was alcohol related.

But in Spotsylvania, however, there were 12 traffic fatalities in 2014, of which 10—or 83 percent—reportedly involved alcohol.

Clearly, reducing drunken-driving deaths remains a work in progress. Innovative ways of getting the word out are necessary and welcome. Encouraging people who are spending time with friends or enjoying a night out on the town to find a safe way home is one beautiful idea. ■

## Greater Washington Student Groups Honored for Their Fight Against Underage Drinking



Heritage High School's Student Council Association receives their 2016 GEICO Student Award from WRAP at a May 31, 2016 ceremony in Leesburg, Virginia. Assisting with the presentation are (l to r) GEICO's **Michael Young** and WRAP's **Tammy Wan** and **Kurt Erickson**.

Five Washington-metropolitan area high school student groups were honored this spring for their efforts in fighting underage drinking.

In a 24th-annual effort, the nonprofit Washington Regional Alcohol Program (WRAP) again teamed-up with GEICO to bestow 2016 GEICO Student Awards to:

- **Eleanor Roosevelt High School**, SADD Club, Greenbelt, Maryland;
- **Gar-Field Senior High School**, SADD Club, Woodbridge, Virginia;
- **Heritage High School**, Student Council Association, Leesburg, Virginia
- **James Madison High School**, SADD Club, Vienna, Virginia;
- and the **Unified Prevention Coalition Youth Council**, Fairfax County, Virginia.

The GEICO Student Awards are annually presented by WRAP to Washington-metropolitan area high school student groups promoting alcohol and drug-free lifestyles to their peers.

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; and reenactments demonstrating the devastating effects of alcohol.

(SADD: Students Against Destructive Decisions)

Each of this year's winning high school student groups received both plaques and monetary awards of \$1,000 each from

GEICO to continue their efforts of keeping their peers on the right track. Such 2016 honors were presented via individual, in-school ceremonies this spring. In addition, WRAP, again in partnership with GEICO, announced that, next fall, it will be transitioning its Greater Washington high school awards competition to a regional student summit.

"According to National Highway Traffic Safety Administrative figures, over a quarter (26%) of all teen drivers involved in fatal crashes in the U.S. in 2014 had been drinking," said Janice Hobart, Assistant Vice President, Corporate Communications. "This year'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." ■



Gar-Field Senior High School's SADD Club receives their 2016 GEICO Student Award from WRAP at a June 1, 2016 ceremony in Woodbridge, Virginia. Assisting with the presentation are Gar-Field Principal **Dr. Cherif Sadki** (l) and WRAP's Director of Programs **Tammy Wan** (r).



Eleanor Roosevelt High School's SADD Club receives their 2016 GEICO Student Award from WRAP at a June 9, 2016 ceremony in Greenbelt, Maryland. Assisting with the presentation are (l to r) GEICO's **Michael Young**, SADD Club Advisor **Joanne Reed** and WRAP's **Kurt Erickson**.



## Super Bowl Weekend Enforcement on Route 40 Nets More than 80 DUI and Criminal Arrests

*(The following 2-9-16 Maryland Chiefs of Police Association [MCPA] news release is reprinted with permission from MCPA. WRAP serves as project director of Maryland's Checkpoint Strikeforce campaign hosting the following "40 on 40" Super Bowl weekend anti-drunk driving initiative.)*

This past weekend in Santa Clara, California, the Denver Broncos defeated the Carolina Panthers in Super Bowl 50. The game brought crowds into bars and restaurants around the country, and was the focal point of many parties in people's homes. In Maryland, police agencies prepared for the possibility of the increased risk of people driving impaired as a result of those celebrations with a massive education and enforcement operation known as "40 on 40."

A stretch of Route 40 spanning approximately 60 miles from Howard County to Cecil County was selected for the operation based upon historical data that showed a high number of DUI-related crashes. The enforcement consisted of DUI patrols and sobriety checkpoints, and netted at 62 DUI arrests, with another 19 arrests made for criminal offenses such as drug possession or outstanding warrants. Funding for the "40 on 40" initiative was provided by the Maryland Department of Transportation through grants from the NHTSA.



*Maryland Chiefs of Police Association President and Annapolis Police Chief Mike Pristoop helps launch Maryland's "40-on-40" anti-drunk driving initiative on February 5, 2016 in Essex.*

"Effective DUI enforcement is critical to keeping people safe on our roadways," stated Larry Harmel, Executive Director of the MCPA. "Our mission this weekend was to see zero fatalities along that roadway and I am happy to say that our mission was accomplished. I want to thank every one of the men and women that worked this operation for sacrificing time away from their families and helping to save lives."

Driving while impaired by drugs or alcohol is a major contributing factor to crashes and roadway deaths in Maryland. Over the past five years, more than 850 people have died as a result of impaired driving and more than 20,000 people have been injured. A third of all statewide fatal crashes and 34 percent of all motor vehicle fatalities involve an impaired driver.

"Maryland law enforcement is committed to eliminating drunk and

drugged driving," stated Harmel. "There is no excuse for getting behind the wheel if you're under the influence of alcohol or drugs. Call a taxi or rideshare, designate a sober driver at the start of the night, or use public transportation. Whatever you do, do not get behind the wheel. Ultimately, you're taking a chance with someone else's life."

The penalties of an impaired driving arrest are severe even when an impaired driver does not hurt or kill another person. Those penalties may include: thousands of dollars in fines and legal costs; lost wages from time off work; the loss of a license; fees for classes and administrative costs; and the likelihood of having your vehicle fitted with an ignition interlock device. Nearly 23,000 people were arrested for impaired driving last year in Maryland.

NOTE: Earlier this year, Maryland launched a campaign called "Beautiful" that highlights the need to have a sober ride home at the end of the night. Backed by a marketing campaign that spanned social media, and radio and television spots, "Beautiful" showcases the fact that impaired driving can be stopped with one simple solution—always having a sober ride home. For more information on the campaign, please visit [www.towardzerodeathsmd.com](http://www.towardzerodeathsmd.com). ■

## Maryland is Right to Crack Down on Adults Who Enable Underage Drinking

*(As published by The Washington Post on 12-27-15 and reprinted here with permission.)*

*by Kurt Gregory Erickson, President and CEO, WRAP*

Regarding the February 25 Metro article "Maryland panel moves bill aimed at adults who give teens alcohol":

Underage drinking continues to be a major problem in Maryland. The state Department of Health and Mental Hygiene's latest Youth Risk Behavior Survey found that, in the past 30 days alone, nearly half of Maryland's

high school seniors have consumed alcohol; more than a quarter of these drinking 12th-graders have engaged in binge drinking; and 20 percent of Maryland's high school seniors have ridden in a car driven by someone who had been drinking.

The U.S. Department of Health and Human Services' 2013 National Survey on Drug Use and Health found that "parents, guardians, or other adult family members" were the second-leading source of alcohol

to nonpaying underage drinkers—second to an "unrelated person aged 21 or older."

Maryland's "social hosting" bills propose increasing maximum fines and adding the option of imprisonment for adults, including parents, who unlawfully furnish alcohol or allow teen drinking in their residences.

When it comes to underage drinking, committing a crime or losing a life need not be a rite of passage. ■

## WRAP Commemorates 33rd Year in Fighting Drunk Driving and Underage Drinking



District of Columbia Deputy Mayor for Public Safety Kevin Donahue addresses the audience at WRAP's 2015 Annual Luncheon Meeting on October 16, 2015 in Washington, D.C.

WRAP commemorated its 33rd year fighting drunk driving and underage drinking on October 16, 2015 during its 2015 Annual Luncheon Meeting and WRAPPY Awards ceremony held at Maggiano's Little Italy in Washington, D.C.

In fiscal year 2015, WRAP highlights include the organization:

- removing over 2,000 (2,049) would-be drunk drivers from Greater Washington's roadways via WRAP's free cab ride service, SoberRide®, including: the latest version on Independence Day shepherding a nearly 50-percent increase in ridership; ushering a new holiday offering on Cinco de Mayo this year and launching the same with a bilingual news conference; ushering-in new SoberRide sponsors as well as earning a nod in Time magazine for the local and lifesaving program;
- reaching nearly 7,000 Greater Washington high school students with WRAP's innovative and multi-media education program, Alcohol Awareness for Students;
- celebrating the 23rd year of WRAP's esteemed GEICO Student Awards program recognizing area student organizations promoting alcohol and drug-free lifestyles to their peers and this year with a record level of monetary prizes;
- successfully helping to champion Maryland's legislative efforts to crackdown on that state's most serious DUI offenders by doubling and quadrupling their administrative license suspension periods as well as allowing for license revocation for certain subsequent DUI offenses and, in Virginia, helping to beat back attempts to lessen that state's penalties for a number of DUI offenses including for persons refusing a BAC test;

■ and spearheading the region's 14th-annual Checkpoint Strikeforce campaign which, at the beginning of WRAP's fiscal year, included the introduction of a new anti-drunk driving superhero, SoberWoman—including said caped crime-fighter earning a spot on Washingtonian's zeitgeist listing otherwise known as the magazine's January "Guest List" containing a "roundup of people" they'd like to have over for dinner—and at the end of the year launching new campaign creative celebrating the region's "beautiful" designated sober drivers.

At WRAP's 2015 Annual Luncheon Meeting, the nonprofit organization also bestowed the following honors:

### 2015 Community Partnership Award

- AT&T
- GEICO
- Glory Days Grill
- Metropolitan Washington Council of Governments
- Red Top Cab of Arlington
- VCU's Center for School-Community Collaboration and Virginia's Department of Behavioral Health

### 2015 Law Enforcement Award

- Arlington County Police Department Chief M. Douglas Scott, retired

### 2015 Youth Leadership Award

- Prince George's County Public School's Instructional Supervisor of Health Education Nana Donkor

### 2015 Media Partnership Award

- Connection Newspapers Publisher & Editor Mary Kimm

### 2015 Public Service Award

- Honorable Kathy Afzali (R-Carroll & Frederick Counties), Maryland House of Delegates
- Honorable William Folden (R-Frederick County), Maryland House of Delegates

### 2015 Chairman's Award

- Glory Days Grill's Vice President of Operations Gary Cohen

### 2015 Public Partnership Award

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

### 2015 Corporate Sponsorship Award

(contributing \$5,000 or more to WRAP in FY 2015):

- AAA Mid-Atlantic
- Beer Institute

- Bobby McKey's Dueling Piano Bar
- Constellation Brands
- Diageo
- District of Columbia Association of Beverage Alcohol Wholesalers
- Enterprise Rent-A-Car
- Foundation for Advancing Alcohol Responsibility
- GEICO
- Giant Food
- MillerCoors
- Restaurant Association Metropolitan Washington
- Volkswagen Group of America
- Washington Area New Automobile Dealers Association
- Wine & Spirits Wholesalers of America

### 2015 Corporate Partnership Award

- Anheuser-Busch and Local Distributors

WRAP also elected the following officers: Liz Tobin, Chairman; Gary Cohen (Glory Days Grill), Vice Chairman; Todd Heavner (Enterprise Rent-A-Car), Secretary; Jim Fell (Pacific Institute for Research and Evaluation), Treasurer; and Lieutenant Rudy Landon (Loudoun County Sheriff's Office), Immediate Past Chairman.

In addition, the charity also elected the following five individuals to its Board of Directors: Andrea Allen (Department of the Army), Thomas Tom Calcagni (AAA Mid-Atlantic), Joy Dubost (Beer Institute), Melissa Shear (District of Columbia's Office of the Attorney General) and Chris Verdecchia (Glory Days Grill); as well as elected the following seven individuals as WRAP Members: Nana Donkor (Prince George's County Public Schools), Chief Mary Gavin (Falls Church Police Department), David McMillion (Metropolitan Washington Council of Governments), Jamie Miller (Giant Food), Joanne Reed (Eleanor Roosevelt High School SADD Club), James Ryan (Constellation Brands) and Diane Wagner (MillerCoors).

Sponsors of WRAP's 2015 Annual Luncheon Meeting & WRAPPY Awards included AAA Mid-Atlantic, the Foundation for Advancing Alcohol Responsibility, the Charmer Sunbelt Group, the Coalition of Ignition Interlock Manufacturers, the McAndrew Company, PAS Systems International, Chris Tavlarides and Undeland Associates. ■



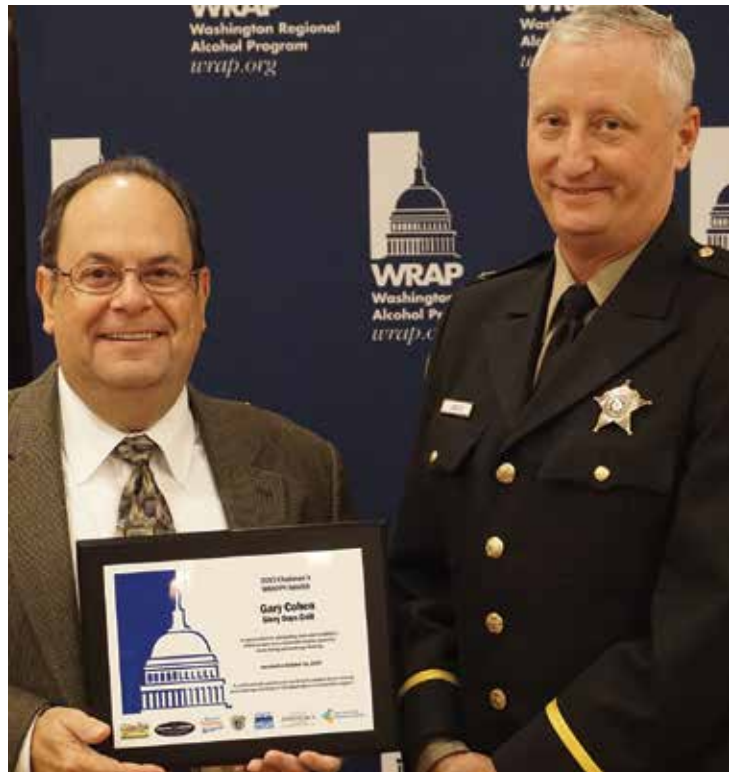
Virginia Highway Safety Office Director **John Saunders (I)** receives his office's 2015 Public Partnership Award from WRAP Chairman **Lieutenant Rudy Landon** at WRAP's 2015 Annual Meeting in Washington, D.C.



Incoming WRAP Chairman **Liz Tobin (I)** and former WRAP Chairman **Alexa Kaufman** at WRAP's 2015 Annual Luncheon Meeting in Washington, D.C.



National Highway Traffic Safety Administration Regional Administrator **Dr. Elizabeth Baker (I)** and the District of Columbia's Office of the Attorney General's **Melissa Shear** at WRAP's 2015 Annual Luncheon Meeting in Washington, D.C.



Glory Days Grill's **Gary Cohen (I)** receives WRAP's 2015 Chairman's Award from WRAP Chairman **Lieutenant Rudy Landon** at WRAP's 2015 Annual Meeting in Washington, D.C.

## Greater Washington Area Law Enforcement Lauded For Fight Against Drunk Driving

One-dozen Washington-metropolitan area police officers were cited on December 11, 2015 for their “outstanding commitment in the fight against drunk driving in Greater Washington” and presented with the area’s 18th-annual “Law Enforcement Awards of Excellence for Impaired Driving Prevention.”

Presented at a regional ceremony held in McLean, Virginia, WRAP presented its 2015 Law Enforcement Awards to:

- **City of Alexandria Police Department**  
Officer Wesley Vitale
- **Arlington County Police Department**  
Officer Michael Merhar
- **City of Falls Church Police Department**  
Officer Kevin Hedden
- **Fairfax County Police Department** Officer Sameer Khan
- **Herdon Police Department** Private First Class Eliezer Calo
- **Loudoun County Sheriff's Office** Deputy Glenn “Patrick” Keough
- **Maryland State Police** Trooper Brent Riddle
- **Metropolitan Police Department (DC)** Officer Jesus Perez
- **Montgomery County Department of Police**  
Officer III John Romack
- **Prince William County Police Department**  
Officer II Jeremy A. Schenck
- **United States Park Police** Officer Matthew Manning
- **Virginia State Police** Trooper Adam Hassan

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 2015 Law Enforcement Awards were presented by Officer Simms’ widow, Lieutenant Pamela Simms, also formerly with the Metropolitan Police Department, along with News4’s (NBC) Traffic Reporter Melissa Mollet. The event’s speakers included National Highway Traffic Safety Administration Administrator Mark R. Rosekind, Ph.D. as well as Arlington County Police Department Deputy Chief Michael Dunne. (The Arlington County

Police Department co-hosted this morning’s event with WRAP.)

“Today’s awardees represent the front lines in the fight against drunk driving in Greater Washington,” said Liz Tobin, WRAP’s Chairman. “They’re collective effort to annually arrest and remove nearly 18,000 drunk drivers from Washington-metropolitan area roadways has undoubtedly saved lives.”

In addition to receiving the Law Enforcement Awards, each of the 2015 WRAP honorees also received a Checkpoint Strikeforce shirt 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 2015 Law Enforcement Awards & Holiday Campaign Kick-Off included The Beer Institute, Cardinal Bank, GEICO, Foundation for Advancing Alcohol Responsibility, Glory Days Grill, Interstate Worldwide, Red Top Cab, Safeway, Volkswagen Group of America and Washington Wholesale. ■



City of Falls Church Police **Officer Kevin Hedden** (second from r) receives WRAP’s 2015 Law Enforcement Award of Excellence for Impaired Driving Prevention from (l to r) NBC Washington’s **Melissa Mollet**, Arlington County Police **Deputy Chief Michael Dunne** and Metropolitan Police Department (DC) retired **Lieutenant Pamela Simms**.



National Highway Traffic Safety Administration Administrator **Dr. Mark Rosekind** is presented with a token of appreciation from NBC Washington’s **Melissa Mollet** for serving as the Featured Speaker at WRAP’s 2015 Law Enforcement Awards in McLean, Virginia.



Arlington County Police **Deputy Chief Michael Dunne** (at podium) gathers police chiefs from around the region at WRAP’s 2015 Law Enforcement Awards demonstrating a unified force in combating DUI.

## 12th Annual “Maryland Remembers” Ceremony Honors Victims of Impaired Driving



Maryland State Police **Colonel William Pallozzi** addresses the audience at the 2015 “Maryland Remembers” ceremony in Annapolis.

In November 2012, the life of Vincent Healy and his wife, Dixie, changed forever. Their son, Vincent Healy, Jr. was riding a motorcycle when a drunk driver turned into his path. The 21-year-old from Thurmont, Maryland was unable to avoid the truck, which was being driven by a man whose blood alcohol concentration was almost twice the legal limit. Vincent Healy, Jr. was transported to Meritus Medical Center, where he was later pronounced dead. Tragically, the story of Vincent Healy, Jr. is an all too familiar one to some, as more than 170 people have been killed every year, on average, in drunk or drugged driving crashes throughout Maryland.

On November 7, 2015, Maryland Deputy Transportation Secretary Jim Ports joined Vincent and Dixie Healy along with Maryland State Police Colonel William Pallozzi and Maryland Motor Vehicle Administrator Christine Nizer to address the friends and family members of those that have lost their lives at the hands of an impaired driver. The 12th-annual ceremony, known as Maryland Remembers, serves to raise awareness of the dangers of impaired driving and is held before the holiday

season, a time when impaired driving crashes are known to increase. The Saturday event took place in the Miller Senate Building in Annapolis, Maryland.

“This event is a chance to help families and friends heal from their losses,” said Kurt Gregory Erickson, WRAP’s President. “It also gives us a chance to raise awareness about the dangers of drunk or drugged driving—especially in advance of the holiday season—and the fact that irresponsible decisions can have a deadly, lasting impact.”

Family members and friends were encouraged to bring framed pictures of loved ones to the memorial for a procession to honor their lives.

The annual “Maryland Remembers” ceremony is supported by a grant from the Maryland Motor Vehicle Administration’s Highway Safety Office to the nonprofit Washington Regional Alcohol Program.

Maryland’s Toward Zero Deaths campaign focuses on preventing impaired driving, aggressive driving, and distracted driving, while also promoting seat belt use. For more information on the Toward Zero Deaths campaign, please visit [www.towardzerodeathsmd.com](http://www.towardzerodeathsmd.com). ■

## Over 1,400 Use SoberRide® Program on New Year’s

An advertisement for SoberRide. At the top, it says "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." Below this is a photo of a yellow and black taxi with "SOBER RIDE" and "POLICE" written on its side. The main text reads "SoberRide® 1-800-200-TAXI". Below that, it states "For a FREE ride HOME (up to a \$30 fare) 10:00 pm to 6:00 am nightly from December 11, 2015 to January 1, 2016." The bottom section lists sponsors: "2015 EXECUTIVE SOBERRIDE® SPONSORS" include Volvo, Volkswagen, Diageo, and Red Top; "2015 GOLD SOBERRIDE® SPONSORS" include MillerCoors, Enterprise, Giant, and Ram. A QR code is in the bottom right corner.

Five-hundred-and-eighty (580) persons in the Washington-metropolitan area used the free cab ride service, SoberRide®, this past New Year’s Eve as opposed to possibly driving home drunk.

“For its hours of operation on New Year’s alone, this level of ridership translates into SoberRide® removing a would-be drunk driver from Greater Washington’s roadways every 49-seconds,” said Kurt Gregory Erickson, WRAP’s President.

WRAP’s 2015 Holiday SoberRide® offering—which concluded at 6:00 am on Friday, January 1, 2016 after kicking-off and running nightly since Friday, December 11, 2015—provided a total of 1,456 total, free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

WRAP’s most recent New Year’s SoberRide® ridership represented both a 38-percent increase from last year’s New Year’s period (580 versus 420 users) as well as the highest level of SoberRide® ridership on New Year’s in half a decade. ■

## Corporate Contributions

(May 1, 2015 through April 30, 2016)

### 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., Bob Hall, Inc.,  
 Montgomery Eagle, Virginia Eagle)

Constellation Brands

Diageo

Foundation for Advancing Alcohol Responsibility

GEICO

MillerCoors

Volkswagen Group of America

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

AAA Mid-Atlantic

Beer Institute

District of Columbia Association of Beverage Alcohol  
 Wholesalers

Enterprise Rent-A-Car

Giant Food

Glory Days Grill

Restaurant Association Metropolitan Washington

Washington Area New Automobile Dealers Association

Wine and Spirits Wholesalers of America, Inc.

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

America's Charities

Cardinal Bank

Charmer Sunbelt

Coalition of Ignition Interlock Manufacturers

Interstate Worldwide Relocation

PAS Systems International

Safeway

Christopher Tavlarides

Undeland Associates

Washington Wholesalers

### Corporate Silver (\$100-\$999)

Billy Martin's Tavern Est. 1933

Dubliner

Fadó

James Hoban's

Murphy's Grand Irish Pub

O'Sullivan's Irish Pub

Rí-Rá

Little Flower School



AAA Mid-Atlantic's **Tom Calcagni** (center) presents AAA Mid-Atlantic's check for \$5,000 in support of WRAP's free cab ride service to prevent drunk driving in the national capital area, SoberRide. Accepting the check are WRAP's **Kurt Erickson** (left) and WRAP Member **Assistant Chief Patrick Burke** with the Metropolitan Police Department (DC). AAA's check presentation was made to WRAP on March 16, 2016 in Washington, D.C.



Anheuser-Busch Companies' **Don Calloway** and **Ken Higgins** (J.F. Fick, Inc.) (center, l to r) present Anheuser-Busch's check for \$25,000 in support of WRAP's free cab ride service to prevent drunk driving in the national capital area, SoberRide. Accepting the check are WRAP's **Kurt Erickson** (left) and WRAP Chairman **Liz Tobin**. Anheuser-Busch's check presentation was made to WRAP on December 11, 2015 in McLean, Virginia.



The Foundation for Advancing Alcohol Responsibility's **Austin Rodriquez** presents Responsibility.org's check for \$10,000 in support of WRAP's free cab ride service to prevent drunk driving in the national capital area, SoberRide. Accepting the check are WRAP's **Kurt Erickson** (left) and WRAP Member **Assistant Chief Patrick Burke** with the Metropolitan Police Department (DC). Responsibility.org's check presentation was made to WRAP on March 16, 2016 in Washington, D.C.



Enterprise Rent-A-Car's **Todd Heavner** (center) presents Enterprise's check for \$6,000 to WRAP in support of WRAP's free cab ride service to prevent drunk driving in the national capital area, SoberRide. Accepting the check are WRAP's **Kurt Erickson** (left) and WRAP Member **Assistant Chief Patrick Burke** with the Metropolitan Police Department (DC). Enterprise's check presentation was made to WRAP on March 16, 2016 in Washington, D.C.



WRAP's **Kurt Erickson** (center) receives Constellation Brands' check for \$10,000 from Constellation Brands' (l to r) **Mike Abbate, Lori Walsh, Henrik Ojikutu** and **Cameron Quinn** in support of WRAP's free cab ride service to prevent drunk driving in the national capital area, SoberRide. Constellation's check presentation was made to WRAP on May 4, 2016 in Arlington, Virginia.



Glory Days Grill's **Chris Verdecchia** (center) presents Glory Days' check for \$5,000 to WRAP in support of WRAP's free cab ride service to prevent drunk driving in the national capital area, SoberRide. Accepting the check are WRAP's **Kurt Erickson** (left) and WRAP Member **Assistant Chief Patrick Burke** with the Metropolitan Police Department (DC). Glory Days' check presentation was made to WRAP on March 16, 2016 in Washington, D.C.

## WRAP Notes



Costumed participants in Arlington's October 31, 2015 Halloween bar crawl.

### Arlington Police Anti-DUI Events

WRAP joined partner the Arlington County, Virginia Police Department in helping staff two well-attended, anti-DUI educational events conducted on both October 31 and December 19, 2015 in Arlington and in association with that locality playing host to both the region's popular Halloween and "Candy Cane" bar crawls.

### SAMHSA "Prevention Champion"



WRAP's Director of Programs, Tammy Wan, was nationally highlighted as a "Prevention Champion" at the

U.S. Substance Abuse and Mental Health Services Administration's 12th-annual "Prevention Day" held on February 1-4, 2016 in National Harbor, Maryland and as part of the larger Community Anti-Drug Coalitions of America's 26th-annual National Leadership Forum.

### Virginia ABC Panel

Following WRAP's 2015 appointment and service on Virginia Governor Terry McAuliffe's (D) Virginia Alcoholic Beverage Control (ABC) Enforcement Expert Panel, said panel's recommendations regarding ABC's



mission, structure, policies and training were all formally accepted and adopted by Governor McAuliffe on January 8, 2016.

### GHSA Annual Meeting

WRAP served as a featured presenter on "Effective Sobriety Checkpoints" at the 2015 Annual Meeting of the Governors Highway Safety Association (GHSA) on August 30-September 2, 2015 in Nashville, Tennessee. WRAP also joined GHSA's poster presentation on the Checkpoint Strikeforce campaign at the association's Annual Meeting this year in Long Beach, California (April 3-5, 2016).



WRAP's Kurt Erickson (l) and Enviromedia's Kevin Tuerff in front of Enviromedia's Checkpoint Strikeforce poster presentation at the Governors Highway Safety Association's 2016 Annual Meeting in Long Beach, California.

### Alcohol Awareness for Students

WRAP reached nearly 7,000 Greater Washington area high school students in fiscal year 2015 and with the nonprofit organization's school-based Alcohol Awareness for Students program—a multimedia outreach program using an interactive PowerPoint presentation, video and Fatal Vision Goggles to educate Greater Washington's teenagers and young adults about the dangers and consequences of underage drinking and drunk driving.



WRAP Members and volunteers at Nationals Park's Mayor's Suite (courtesy of the District of Columbia's Mayor's Office) for the Washington Nationals' September 3, 2015 home

### Highway Safety Summit

As the Co-Chair of Maryland's Strategic Highway Safety Plan (SHSP) Impaired Driving Emphasis Area Team, WRAP also served as a facilitator at Maryland's 2016 SHSP Summit held on April 26, 2016 in Linthicum Heights and which served as an

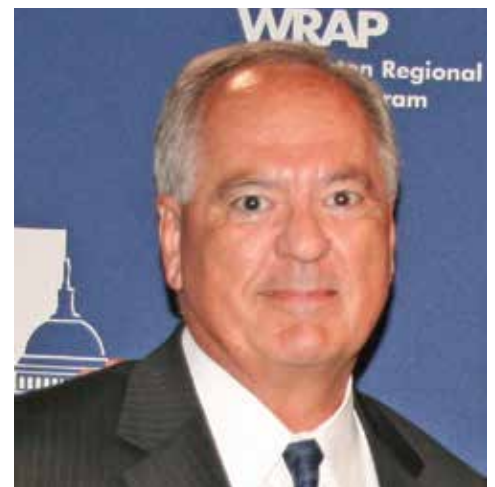


District of Columbia Alcoholic Beverage Regulation Administration Director Fred Moosally presenting at WRAP's November 17, 2015 Board meeting in Washington, D.C.

"opportunity to learn, share and gather best practices that will serve as the foundation for the 2016-2020 Strategic Highway Safety Plan."

### Passing of WRAP Leader

WRAP Advisory Committee Member, E. C. "Butch" Letteer (DMV, the Virginia Highway Safety Office) passed away on March 7, 2016 at his home in Henrico, Virginia. A WRAP Advisory Committee Member since 2010, Butch's service to WRAP predates that role as he long-served as the nonprofit organization's valued grants manager with Virginia DMV where he held the position of Alcohol/Drug Programs Manager/State Drug Recognition Expert Coordinator. In 2012, Butch received WRAP's prestigious Chairman's Award at the organization's Annual Meeting that year specifically citing his being a "true and long-time champion of WRAP as well as someone instrumental in championing traffic safety in the Commonwealth of Virginia."



Former WRAP Advisory Committee Member E.C. "Butch" Letteer.

## Calendar of Events

### 2016 Independence Day SoberRide® Campaign

July 4–5, 2016, 10:00 pm–4:00 am

### 2016 Checkpoint Strikeforce Campaign (+Local Kick-Off Events)

August–December 2016

### 2016 Maryland Impaired Driving Enforcement Awards

October 24, 2016, 11:00 am–3:00 pm  
Ocean City, MD

### 34rd Annual WRAP Meeting & WRAPPY Awards

October 21, 2016, 11:30 am–2:00 pm  
Washington, D.C.

### 2016 Halloween SoberRide® Campaign

TBD

### 2016 “Maryland Remembers” Ceremony

December TBD 2016  
Annapolis, MD

### 2016 WRAP Law Enforcement Awards and Holiday SoberRide® Campaign Kick-Off

December 16, 2016, 8:30 am–10:30 am  
McLean, VA

### 2016 Holiday SoberRide® Campaign

December 16, 2016 through January 1, 2017,  
10:00 pm to 6:00 am

*Dates and places subject to change. Check [www.wrap.org](http://www.wrap.org) for more information.*



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