



**Traffic Safety Initiatives: SoberRide—
 Enhancing Enforcement Efforts Since 1982**

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Kurt Gregory Erickson, President and CEO, Washington Regional Alcohol Program, and Dimitrios “Jim” Mastoras, Master Police Officer, Arlington County Police Department, Virginia

In 1982, the Washington, DC, metropolitan area, including Northern Virginia and Southern Maryland, realized that impaired driving numbers were increasing; thus, in an effort to improve roadway safety, the not-for-profit Washington Regional Alcohol Program (WRAP) was formed.

Thirty-seven years later, WRAP serves as a model of a “big tent” coalition of diverse interests using effective education, innovative programs, and targeted advocacy to end alcohol-impaired driving and underage drinking. WRAP is credited with keeping the metro Washington, DC, area’s alcohol-related traffic deaths historically lower than the U.S. average. The program’s success shows that despite the staff, budgetary, and scheduling constraints that challenge law enforcement, motorists can be effectively motivated to correct unsafe behaviors like impaired driving.

WRAP, however, may be best known to area residents via the organization’s popular free safe ride service to prevent drunk driving: SoberRide,® which was established in 1982. Between 1991 and the summer of 2019, WRAP’s SoberRide® program provided 77,804 free safe rides home to potential drunk drivers in the Greater Washington, DC, area.¹

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WRAP Moves In-School Alcohol Education Program Online During COVID-19 Pandemic



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WRAP’s Tammy Wan (right) conducts an Alcohol Awareness for Students program at Bethesda-Chevy Chase High School.

WRAP’s popular in-school *Alcohol Awareness for Students* program has moved online during the COVID-19 pandemic.

The multi-media outreach effort using an interactive PowerPoint presentation, video and Fatal Vision® goggles to educate teenagers and young adults about the dangers and consequences of underage drinking and impaired driving as well as the importance of making safe, healthy decisions is now available via WRAP’s YouTube channel (www.youtube.com/user/WRAPSoberride/videos).

Through the use of this online platform, WRAP provides an innovative, educational program which stimulates

discussion through innovative questioning and interactive demonstrations and raises awareness of the consequences of underage drinking and impaired driving. WRAP’s *Alcohol Awareness for Students* program—which annually reaches as many as over 9,000 Greater Washington area high school students—additionally associates stereotypical student decisions with alcohol-induced risky behaviors.

WRAP’s online version of this key youth outreach program is being marketed to not only currently homebound Greater Washington area high school students but so too to area teachers, parents and parent groups alike. ■



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IMPAIRED DRIVING: A CORE ISSUE TO ENFORCEMENT

According to the National Highway Traffic Safety Administration (NHTSA), about 30 people in the United States die every day in alcohol-impaired driving crashes. The statistical data for 2017 equated to one death every 48 minutes, and impaired driving crashes claim more than 10,000 lives each year.²

Law enforcement executives disclose that an effective impaired driving approach must consist of four elements—the “four Es” of traffic safety: education, enforcement, engineering, and emergency services. According to a 2016 report co-authored by Bureau of Justice Statistics (BJS) and RTI International, about 75 percent of U.S. law enforcement agencies employ 25 or fewer full-time sworn officers.³ A BJS review found that about half have fewer than 10 sworn officers. For sheriff’s offices, a full 75 percent have fewer than 10 deputies with larger areas of law enforcement coverage than their more urban counterparts, making effective roadway enforcement of impaired drivers difficult.⁴ For an agency’s community outreach and education efforts, SoberRide® becomes a valuable supplement that is critical to comprehensive coverage of impaired driving.

PUBLIC OUTREACH AND EDUCATION: KEYS TO EFFECTIVE ENFORCEMENT

Education before any enforcement is critical and requires buy-in from the community and its key stakeholders. The latest report released from WRAP discloses a 2.57 percent decrease in traffic crashes due to alcohol and drug impairment between 2016 and 2017, saving 114 lives on area roadways. Injuries also decreased 7.14 percent during the same time period, with 148 fewer individuals suffering life-altering and catastrophic injuries.⁵ SoberRide® helped to establish WRAP’s sterling reputation with Greater Washington residents for preventing would-be drunk

drivers from driving. Since its inception, the program has become an indispensable tool that decision makers in the District of Columbia, Maryland, and Virginia champion as a means of combating drunk driving and underage drinking as well as bolstering public safety enforcement efforts.

For SoberRide®, an effective outreach campaign begins with weeks of planning that culminate in a kickoff event featuring public outreach activities aimed at increasing community awareness of local impaired driving laws and the importance of making alternative arrangements to driving impaired.

With a virtual plateauing of the number of U.S. roadway fatalities due to impaired driving overall, WRAP has reassessed its program and partnered with the ridesharing service Lyft to replace taxi services as the ride provider. Ridesharing is a key strategic change to reach a target demographic: young men ages 18 to 35 who exhibit high-risk behaviors but also use smartphone applications, including rideshare apps.

SUCCESS IS IN THE NUMBERS

Since partnering with the rideshare provider, SoberRide® has seen its effectiveness more than triple. In 2018, a record 5,000 SoberRides® were used on major drinking holidays, with the charity tallying record ridership for that year’s St. Patrick’s Day, Cinco de Mayo, Independence Day, Halloween, Christmas, and New Year’s offerings.⁶

Now entering its third year in the partnership, WRAP’s SoberRide® program is now exclusively available on the rideshare app and is demonstrating a cost-effective partnership. Averaging 30 percent lower pricing than taxi services, the success of the WRAP-Lyft partnership lays out a roadmap for using ridesharing as a means to reduce and, ultimately, eliminate impaired driving crashes in communities.

There is still much to be done to eliminate and prevent impaired driving. Ideal partnerships that involve both public and private sector solutions can help. “The fact that the number of drunk driving deaths increased in Greater Washington in 2017 and that, in the same year, the region averaged a DUI arrest every 38 minutes demonstrates that there is still more work to do on the fight against drunk driving,” said WRAP President Kurt Erickson.⁷

EIGHT STEPS TO REPLICATE THE SOBERRIDE PROGRAM

1. Identify and engage stakeholders, including all law enforcement branches—police departments, sheriff’s offices, and state highway patrol.
2. Identify and engage the state highway safety office and leverage assets to tie into the state’s Strategic Highway Safety Plan.
3. Explore traditional funding, such as local and state grants and in-kind donations. Brainstorm with the state’s law enforcement liaison (LEL); the Governor’s Highway Safety Association can identify the appropriate LEL. Partner with businesses and other stakeholders like hospitals and the hospitality industry for unconventional funding avenues. Consider fundraising events.
4. Utilize earned and social media to announce campaign activities and disseminate safety information focused on high-risk demographic markets. Engage restaurants and bars; talk show hosts; ridesharing services; towing companies; and emergency services, including law enforcement agencies, fire departments, and ambulance services.
5. Budget for public education and awareness, earned media, training activities, and rewards for volunteers and participants.
6. Develop a timeline with key stakeholders to roll out impaired driving efforts for media and outreach, to develop educational opportunities and public service announcements, and to gather stakeholders.
7. Implement the timeline and be inclusive to stakeholders. Allow stakeholders to “own” aspects of the rollout and give public credit accordingly. Allow time for identifying ineffective stakeholders and compensating for any loss of impact.
8. Gather data and develop credible reporting with the state’s highway safety office to develop an economic impact report from the efforts, including estimated lives saved, crashes prevented, and economic losses associated with impaired driving. The number of rides offered should

Notes:

- 1) “A Record Over 800 Use Local SoberRide Program on July 4th,” WRAP Reporter (Summer 2019), pp. 1–2.
- 2) National Highway Traffic Safety Administration (NHTSA), “Drunk Driving.”
- 3) Duren Banks et al., National Sources of Law Enforcement Employment Data, Irene Cooperman and Jill Thomas eds. (Bureau of Justice Statistics and RTI International, April 2016).
- 4) Banks et al., National Sources of Law Enforcement Employment Data. [Source needed.]
- 5) Washington Regional Alcohol Program (WRAP), How Safe Are Our Roads? Annual Data Report on the Impact of Drunk Driving on Road Safety in the Washington D.C. Metropolitan Region (Washington, DC: 2018), p. 3.
- 6) “A Record Over 800 Use Local SoberRide Program on July 4th,” 1; “Nearly 700 Use SoberRide on St. Patrick’s Day,” WRAP Reporter (Summer 2019), p. 12.
- 7) Metropolitan Washington Council of Governments, “DUI Incidents Decrease in Greater Washington, COG and WRAP Report,” news release, January 28, 2019.
- 8) Lawrence Blincoe et al., The Economic and Societal Impact of Motor Vehicle Crashes (Washington, DC: National Center for Statistics and Analysis NHTSA, 2015).

translate into calculations for economic and societal costs associated with crashes. Review NHTSA's calculations on impaired driving economic and societal impact: The Economic and Societal Impact of Motor Vehicle Crashes.⁸

FIVE STEPS FOR AVOIDING SOBERRIDE IMPLEMENTATION PITFALLS

1. Find the right partners. ACPD needed to work with a respected not-for-profit organization to build a public/private partnership with taxi services and more recently with a ridesharing service.
2. Secure a vehicle to use for marketing. ACPD looked at retired cruisers and fleet vehicles, but the final vehicle—a BMW sports car—is a more appealing concept than a typical police cruiser. The color concept and vehicle make are provocative, which creates a perfect opening to increase awareness and start a conversation.
3. Create a multipronged strategy. The SoberRide® vehicle is part of a larger strategy to reduce alcohol-related harm throughout the county. Branding and messaging are vital parts of promoting education and awareness. Monitoring and capturing data related to DUI arrests and DUI-related crashes, injuries, and deaths validate the efforts.
4. Develop useful promotional materials. In the early stages of the SoberRide® program, during outreach efforts, ACPD handed out informational pamphlets about impaired driving to individuals at special events, in nightlife areas, and restaurants, which were discarded. Officers then created business cards with the same information and the promotional ridesharing code, which people keep and use.
5. Consider rideshare loading zones. Demonstrating the need to add rideshare loading zones in high traffic areas in the city to officials was challenging. But, once the loading zones were established in the nightlife and restaurant areas, ACPD noted that public intoxication and public disturbance incidents also decreased. ■

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 2020 Issue

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WRAP’s 2020 St. Patrick’s Day and Cinco de Mayo SoberRide® Campaigns Fall Victim to COVID-19 Pandemic

In adherence with federal guidelines to “slow the spread” of the COVID-19 virus and in concert with Washington-metropolitan area localities’ actions regarding venues where people congregate, WRAP suspended both its 2020 St. Patrick’s Day and Cinco de Mayo SoberRide® campaigns.

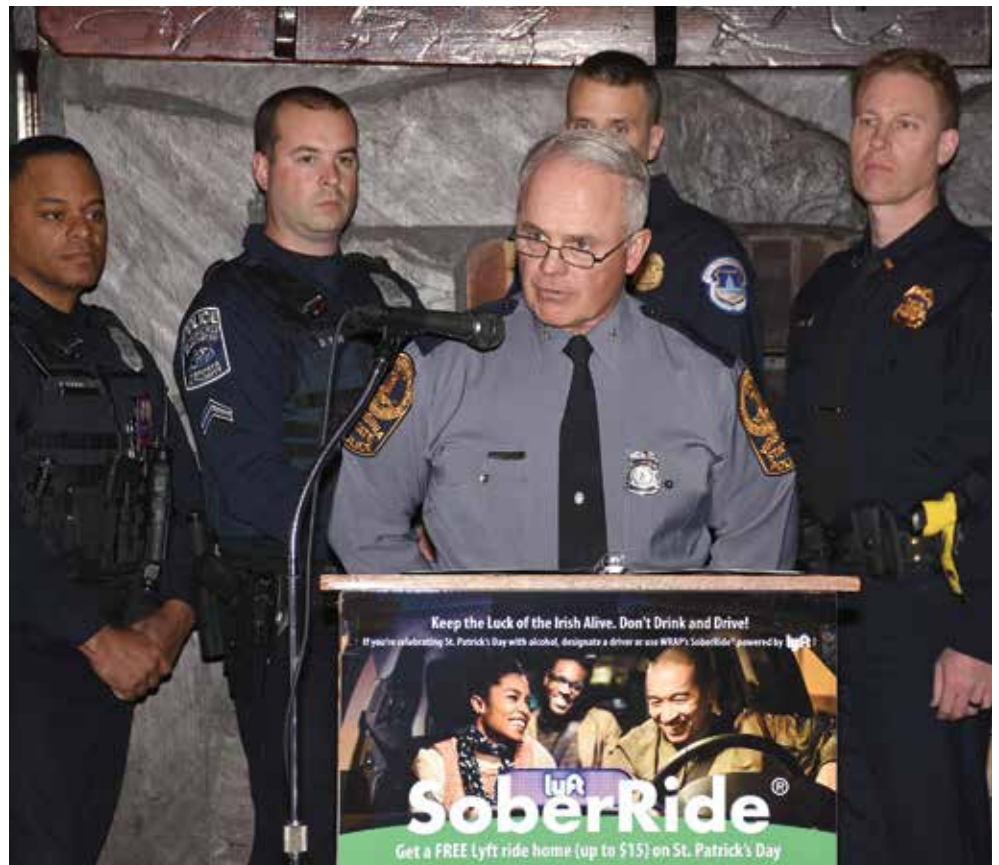
(Prior to suspending its latest St. Patrick’s Day offering, WRAP launched its free safe ride service to prevent drunk driving at a March 12, 2020 news conference held at Murphy’s Grand Irish Pub in Alexandria and featuring both Virginia State Police Superintendent Colonel Gary Settle and Alexandria Assistant Commonwealth’s Attorney

Harsh Voruganti.)

WRAP also offers its SoberRide® program on Independence Day, Halloween and the winter holidays.

WRAP’s SoberRide® campaigns are provided throughout rideshare partner Lyft’s Washington, D.C. coverage area which includes all or parts of: the District of Columbia; the Maryland counties of Montgomery and Prince George’s; and the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William.

Since 1991, WRAP’s SoberRide® program has provided 80,047 free safe rides home to would-be drunk drivers in the Greater Washington area. ■



Virginia State Police Superintendent **Colonel Gary T. Settle** helps launch WRAP’s 2020 St. Patrick’s Day SoberRide campaign on March 12, 2020 in Alexandria, Virginia. (The free safe ride service to prevent drunk driving was later suspended due to the COVID-19 pandemic.)

WRAP Champions Tougher DUI Laws in Region

VIRGINIA

A new political shift in Richmond combined with a record number (3,910) of bills introduced undoubtedly contributed to what *The Washington Post* labeled as a “cyclone of pent-up legislative change” (“Virginia General Assembly takes flurry of historic legislative down to the wire,” 3-8-20) this year in Richmond.

Secondly and specific to the final outcome of impaired driving legislation introduced this year in Virginia’s General Assembly, it was a decidedly mixed bag. While Virginia lawmakers unfortunately killed this year’s primary seat belt bills, they fortunately dispatched legislation which sought to allow persons to legally drive drunk on their own residential property.

“...the part that gave Senators pause was making it a primary offense for anyone in a vehicle not wearing a seat belt, meaning law enforcement can pull over a vehicle for that alone,” reported the *Roanoke Times* (“Gas tax increase, bonds to fund I-81 upgrades, pass General Assembly,” 3-8-20) regarding Virginia lawmakers this year either killing this year’s WRAP-supported bills which sought to mandate seat belt use by all persons in a motor vehicle and allow primary enforcement of such (Senate Bill 276 & House Bill 16) or surgically removing (and or killing) said proposed traffic safety language in larger, more omnibus transportation bills (Senate Bills 890 & 907 and

House Bills 1414 & 1439). (The latter four bills additionally and originally sought to disallow open containers of alcohol in motor vehicles amongst other highway safety provisions.)

“...the bill would divide Virginia’s DUI laws, effectively communicating that it is ‘OK to drive drunk here, but not here,’” quoted WRAP by the Daily News-Record (“Senate Repeats History, Passes Drunken Driving Bill,” 2-13-20) regarding Virginia lawmakers this year (appreciatively) killing legislation opposed by WRAP and which sought to allow persons to legally drive drunk on their own private property. While such might appear to be niche legislation, the facts of the matter are that such a bill passed Virginia’s Senate on a nearly unanimous vote in 2018 and this year successfully exited said same chamber on a 38-2 vote before the slippery slope legislation was effectively dispatched in Virginia’s House of Delegates (albeit temporarily as this year’s bill, Senate Bill 148, was technically voted to be continued to next year’s legislative session).

Conversely, bills advancing in Richmond this year and awaiting Governor Northam’s signature into law include those proposing to:

- allow persons convicted of first time DUI (with less than .15 BAC) to be afforded a restricted license with an ignition interlock (for 12 months [double the minimum interlock period for any DUI offender otherwise seeking a

restricted license]) and no restrictions as to where said offender drives; adds the Virginia Employment Commission as an additional destination to where other offenders with a restricted license may drive (SB 154 incorporated); and allows courts to order remote alcohol monitoring devices for offenders ineligible for the aforementioned specific interlock provisions mandating that they refrain from alcohol, participate in the alcohol safety action program (VASAP) and only operate a vehicle equipped with an ignition interlock (SB 439);

- allow persons convicted of first time BAC test refusal to petition the court for a restricted license with both an ignition interlock (for a minimum of six months) and participation in the alcohol safety action program (VASAP) (HB 34);
- provide for ignition interlock program participation for persons convicted of DUI (SB 282);
- establish the prosecuting venue for persons charged with circumventing an ignition interlock device (HB 663);
- and disallow unlawful driving on a highway, specifically, by those persons whose license was revoked (SB 798).

Additional bills failing to advance in Richmond this year include those proposing to:

- have transdermal, SCRAM-like devices take precedence over Virginia’s ignition interlock program (SB 520—bill was modified as part of being rolled into SB 439);
- lessen the penalties for certain DUI offenses committed by habitual offenders whom have their licenses otherwise revoked (HB 667);
- eliminate “mandatory minimum” sentences (including for DUI offenses) (SB 537);
- allow trial courts to, after any plea or trial, defer and or outright dismiss criminal cases (including DUI) (SB 489 [a House version of the same, HB 660, was advanced to the Governor’s office but amended to only apply to misdemeanor crimes against property and only allows courts to defer proceedings and put offender on probation]);
- and mandate that new school buses be equipped with seat belts (HB 15).

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 executive and legislative branch leadership; routinely meeting with both Senate and House members including bills’ chief patrons; providing resource information; and



WRAP’s Kurt Erickson (right) testifying before a Virginia Senate committee on February 10, 2020 in Richmond in opposition to legislation seeking to allow persons to legally drive drunk on their own residential property.



WRAP's **Kurt Erickson** (right) testifying before a Maryland Senate committee on February 27, 2020 in Annapolis in support of legislation seeking to mandate ignition interlocks as a condition of DUI probation in the state.

building public support for legislation via WRAP's regularly-issued Legislative Alerts.

MARYLAND

In what is “believed to be the first time the (Maryland General) Assembly has cut a session short since the Civil War” (Baltimore Sun, 3-15-20)—and due to the continuing COVID-19 pandemic—Maryland’s 2020 session of its General Assembly officially (and prematurely) adjourned on March 18, 2020.

Indicative that many “pieces of legislation fell by the wayside after its session was upended by the coronavirus pandemic” (WAMU-FM/NPR, 3-19-20), all of this year’s primary DUI bills were, unfortunately and due to said abbreviated legislative session, left in varying House and Senate committees this year. In fact, only three such bills crossed over from one chamber to another before Maryland lawmakers gaveled to a close this year’s session in Annapolis. (Such included Senate Bills 309, 497 and 498 each detailed below.)

This year’s DUI bills included legislation proposing to:

- expand the universe of persons subject to Maryland’s Ignition Interlock System Program to include persons put on probation for either DUI or DWI (HB 952 & SB 870);
- increase the universe of BAC tested drivers in Maryland to include all drivers involved in a crash where a human fatality occurred (HB 1381);
- establish a “pilot program to examine the testing of oral fluid samples by certain police officers to assist in determining whether an individual is operating a motor vehicle while impaired by a controlled dangerous substance” (HB 808 & SB 309);
- create a task force to evaluate and recommend future “effective and practicable technologies” technologies to prevent impaired driving in Maryland (HB 762);
- establish an exception to the prohibition on compelling

a person to undergo a BAC that is required by a warrant (HB 1529 & SB 498);

- define specific law enforcement able to direct a DUI test in suspected drugged driving incidents (HB 1334 & SB 497);
- and require ignition interlocks for a minimum of two years for third and subsequent DUI offenders inclusive of vehicle impoundment/immobilization sanctions for noncompliance (HB 1320 [bill withdrawn by patron]).

DISTRICT OF COLUMBIA

On October 24, 2019, the Council of the District of Columbia’s Committee on Transportation and the Environment heard legislation to add some much needed teeth to the city’s ignition interlock laws.

The “Ignition Interlock Program Amendment Act of 2019” (B23-412) was introduced by Council Chairman Phil Mendelson at the request of Mayor Muriel Bowser and seeks to strengthen the District of Columbia’s ignition interlock program by incentivizing persons (who have been convicted of drunk driving and are subject to the interlock program as a condition of a restricted driver’s license) to enroll in said ignition interlock program lest they be subject to revocation of their driver’s license and suspension of their vehicle registration.

According to the National Highway Traffic Safety Administration, “research provides strong evidence that, while installed on an offender’s vehicle, interlocks reduce recidivism among both first-time and repeat offenders” with the U.S. Centers for Disease Control estimating that “ignition interlocks reduce repeat offenses for driving while intoxicated by about 70% while they are installed.”

While the Insurance Institute for Highway Safety has found that ignition interlocks are “an effective impaired driving countermeasure that reduces the number of impaired drivers in fatal crashes,” and the Council of the District of Columbia rightly joined the majority of U.S. states in 2016 by enacting a law requiring that DUI offenders in the District outfit their vehicle with an ignition interlock device as a condition of a restricted license, such an offender-paid and technological barrier to future drunk driving has yet to be fully implemented in the District.

For while Maryland, in October 2019, counted over 13,000 (13,211, Maryland Motor Vehicle Administration) DUI offenders currently sentenced to these in-car breathalyzers and Virginia approximately 7,700 (Virginia Alcohol Safety Action Program), the District—despite making

nearly 2,000 (1,967, Metropolitan Police Department) impaired driving arrests in 2018, alone—had but 14 persons currently participating in its interlock program (District of Columbia Department of Motor Vehicles).

“Think about that. There are only five more persons currently enrolled in the District’s ignition interlock program than will take the field for the Washington Nationals’ World Series home game tomorrow night,” said WRAP President Kurt Erickson at the October 24th Committee on Transportation and the Environment hearing.

B23-412 looks to simply ensure public safety by implementing means so to truly make the District of Columbia’s mandatory ignition interlock program truly that, “mandatory,” by revoking a “person’s license, permit or privilege to drive in the District” and suspend said same person’s vehicle registration for those failing to “enroll in the Program within 30 days after notification by the Department of Motor Vehicles of a conviction for a covered offense.”

“In a city where nearly a third (29%, National Highway Traffic Safety Administration) of traffic fatalities still involve drunk drivers, not yet fully implementing the District of Columbia’s existing—and offender-paid—interlock program in the city is, at best, not using every tool in the District’s toolbox to prevent drunk driving,” said Erickson. “At worse, it is potentially perilous as 2017 bore witness to the District of Columbia recording its second highest number of drunk driving crashes since 2010 averaging such a 100-preventable crash every 12 hours (723, Metropolitan Washington Council of Governments).”

As of this publication’s press time, B23-412 was under “Council Review.” ■



WRAP's **Kurt Erickson** testifying before a Council of the District of Columbia committee on October 24, 2019 in Washington, D.C. in support of legislation seeking to strengthen the city’s ignition interlock laws.

Corporate Contributions

(July 1, 2019 through April 30, 2020)

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, Bob Hall, Inc.,
 Montgomery Eagle, Virginia Eagle)
 Constellation Brands
 GEICO
 MillerCoors

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

395 Express Lanes
 Brown-Forman
 Beer Institute
 District of Columbia Association of Beverage Alcohol
 Wholesalers
 Enterprise Foundation
 Foundation for Advancing Alcohol Responsibility
 Giant Food
 Glory Days Grill
 New Belgium Brewing
 Queen of VA Skill & Entertainment
 Washington Area New Automobile Dealers Association

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

AAA Mid-Atlantic
 BreakThru Beverage
 The George Washington University Hospital
 GMMB
 Heineken
 Interstate Worldwide Relocation
 Jackson Family Wines
 Lyft
 Christopher Tavlarides

Corporate Silver (\$100-\$999)

JR's Catering
 McAndrew Company
 RJW Unfinished Business



Glory Days Grill's **Gary Cohen** (r) presents a check for \$5,000, in support of WRAP's SoberRide program, to WRAP President **Kurt Erickson** on March 12, 2020 in Alexandria, Virginia.



The Washington Area New Automobile Dealers Association's **John O'Donnell** (center) presents a check for \$5,000, in support of WRAP's SoberRide program, to both WRAP President **Kurt Erickson** (l) and WRAP Chairman **Gary Cohen** on March 12, 2020 in Alexandria, Virginia.



Enterprise's **James Wagner** (l) stopped by WRAP's Tysons offices on November 6, 2019 to personally deliver his company's welcomed support (\$7,000) of WRAP's SoberRide program to WRAP President **Kurt Erickson**.



Anheuser-Busch's **Michael DiVincenzo** (2nd from r) and **Sydney Fincher** (r) present a check for \$25,000, in support of WRAP's SoberRide program, to (l-r) WRAP Chair **Gary Cohen**, NBC Washington's **Melissa Mollet** and WRAP President **Kurt Erickson** on December 13, 2019 in Tysons, Virginia as part of that day's 22nd-annual WRAP Law Enforcement Awards and Holiday Campaign Kick-Off.



AAA Mid-Atlantic's **John Townsend** (center) presents a check for \$3,000, in support of WRAP's SoberRide program, to both WRAP President **Kurt Erickson** (l) and WRAP Chairman **Gary Cohen** on March 12, 2020 in Alexandria, Virginia.



The Foundation for Advancing Alcohol Responsibility's **Leslie Kimball** (center) presents a check for \$6,000, in support of WRAP's SoberRide program, to both WRAP President **Kurt Erickson** (l) and WRAP Chairman **Gary Cohen** on March 12, 2020 in Alexandria, Virginia.

DUI Fatalities Decrease in Greater Washington

The number of local alcohol-impaired traffic fatalities and injuries saw a decrease in the Washington-metropolitan area while alcohol-related traffic crashes and arrests increased in 2018, according to a report released in January 2020 by WRAP.

In 2018, Greater Washington recorded 85 alcohol and/or drug-impaired traffic fatalities—a 1.2 percent decrease in such deaths from the previous year. The number of local impaired driving injuries also decreased by more than six-percent.

Those findings are contained in WRAP’s 27th-annual “How Safe are Our Roads? Annual Data Report on the Impact of Drunk Driving on Road Safety in the Washington, D.C. Metropolitan Region.” The report was prepared by the Metropolitan Washington Council of Governments (COG) and released by the Falls Church, Virginia-based alcohol-education group.

“While the report’s numbers show progress in decreasing the number of annual drunk driving deaths in Greater Washington, the fact that we’re still annually arresting more than 14,000 persons for drunk driving in the Washington-metro area, alone, should give us all pause,” said WRAP’s President Kurt Erickson.

Findings in the 2019 report include:

- **FATALITIES:** Local alcohol and/or drug-impaired traffic deaths decreased between 2017 and 2018 by 1.16% (and from 86 to 85 such deaths). Comparatively, three of the last five years has had more alcohol and/or drug-impaired traffic fatalities than the average.
- **CRASHES:** Area traffic crashes attributed to alcohol and/or drugs increased 0.56% between 2017 and 2018 (from 4,311 to 4,335 such crashes). Comparatively, four of the last five years has had more alcohol and/or drug-impaired traffic crashes than the average.
- **INJURIES:** Regional alcohol and/or drug-related traffic injuries

decreased 6.19% between 2017 and 2018 (from 1,986 to 1,863 such injuries). Comparatively, two of the last five years has had more alcohol and/or drug-impaired traffic injuries than the average.

■ **ARRESTS:** Local arrests for either driving under the influence (DUI) or driving while impaired (DWI) increased 3.51% between 2017 and 2018 (from 13,808 to 14,293 such arrests). Such represents an increase since the previous four consecutive years of declining local arrests for alcohol-impaired driving.

Of the Washington-metropolitan area’s 281 total traffic fatalities in 2018, more than a quarter (30%) of these roadway deaths were alcohol and/or drug-related (.08+ BAC). Comparatively, 2018 national statistics (National Highway Traffic Safety Administration) show that 29% of total U.S. vehicular fatalities in that year were reported as alcohol-impaired (.08+ BAC).

WRAP’s 2019 “How Safe Are Our Roads?” report can be found as a PDF file at: <http://wrap.org/pdfs/2019SafeRoadsDataReport.pdf> ■



Nearly 1,200 Use SoberRide® on Halloween

A record-shattering 1,122 persons in the Washington-metropolitan area used the free safe ride service, SoberRide®, this Halloween (October 26–27, 2019) as opposed to possibly driving home drunk.

“For its hours of operation this Halloween, this level of ridership translates into SoberRide® removing a potential drunk driver from Greater Washington’s roadways every 19-seconds,” said WRAP President Kurt Erickson.

WRAP’s 2019 Halloween SoberRide® campaign began at 10:00 pm on Saturday, October 26, 2019 and continued until 4:00 am, the next day, Sunday, October 27, 2019, as a way to keep local roads safe from potentially impaired drivers during this traditionally high-risk holiday. During this six-hour period, area residents celebrating with alcohol could download Lyft to their smartphones, then enter the code SAFE HALLOWEEN19 in the app’s “Promo” section to receive their no cost (up to \$15) safe transportation home while supplies lasted. SoberRide® was available to both new and existing Lyft users.

The most recent Halloween ridership of 1,122 users was the highest for that holiday in SoberRide’s® 29-year history. SoberRide’s® prior record for Halloween SoberRide® ridership had been 715 users in 2017.

SoberRide® was offered throughout Lyft’s Washington, D.C. coverage area which includes all or parts of: the District of Columbia; the Maryland counties of Montgomery and Prince George’s; and the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William.

Sponsors of WRAP’s 2019 Halloween SoberRide® campaign include the 395 Express Lanes, AAA Mid-Atlantic, Anheuser-Busch, Brown-Forman, Constellation Brands, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Giant Food, Glory Days Grill, Lyft, MillerCoors, Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association. ■

17th-Annual Checkpoint Strikeforce Campaign Raises Awareness of DUI Enforcement



Henrico County Commonwealth's Attorney **Shannon Taylor** helps launch Virginia's 2019 Checkpoint Strikeforce campaign on August 21, 2019 in Chesterfield, Virginia.

Strikeforce campaign include:

- Young men who have heard, read, or seen the campaigns recently are more likely to frequently plan ahead for a safe ride home, including a nine point difference for those who recall the "Act Like It" campaign.
- Those who recall the Checkpoint Strikeforce/"Act Like It" campaigns are more likely to plan ahead before going out than those who don't recall the campaigns. Those who recall the Act Like It campaign were less likely to respond, 'it depends' in January 2020 when it comes to the time they plan a ride home during the night than they were in September 2019.
- And campaign recall leads to a higher percentage of young men believing it is important to make a plan to get home safely.

Checkpoint Strikeforce is part of a research-based multi-state, zero tolerance initiative designed to get impaired drivers off the roads using checkpoints and patrols along with education about the dangers and consequences of driving while intoxicated. Virginia's Checkpoint Strikeforce campaign is supported by a grant from the Virginia Department of Motor Vehicles to the nonprofit WRAP.

The research-driven 2019 Checkpoint

Markedly increased awareness of area DUI enforcement combined with more frequent planning ahead for a safe ride home in Virginia appear to be amongst the dividends of that state's recent 2019 Checkpoint Strikeforce campaign (for which WRAP serves as project director).

A January 2020 survey conducted by Washington, D.C.'s Lake Research Partners and of 600 male drivers ages 21-to-35 in Virginia—and following the second year of the Commonwealth's "Act Like It" themed traffic safety campaign encouraging said target audience that if they're old enough to drink to "act like it" and get a "safe ride home"—showed that the 2019 Checkpoint Strikeforce campaign's target audience's awareness of stepped-up DUI enforcement measurably increased 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.

Highlights from Lake Research Partners' post-campaign survey results (comparative to the same pre-campaign survey conducted in July 2019) of the public education and awareness aspects of Virginia's 18th-annual Checkpoint



Roanoke County Police Chief **Howard Hall** (right) helps launch Virginia's 2019 Checkpoint Strikeforce campaign on August 22, 2019 in Roanoke, Virginia. Also pictured (l-r) are Acting Roanoke County Commonwealth Attorney **Aaron Lavinder** and WRAP President **Kurt Erickson**.



Virginia's 2019 Checkpoint Strikeforce campaign messaging, "Old enough to drink? Act like it."

Strikeforce campaign—while still conveying an important law enforcement message—deployed a strategic “carrot”-based approach reminding listeners and viewers that drinking and driving is irresponsible and that if you’re old enough to drink to “act like it” and get a safe ride home.

In coordination with Lake Research Partners, Checkpoint Strikeforce’s survey of 21 to 35-year-old male drivers in Virginia found that even though a strong majority (92%) of the traffic safety campaign’s target audience believe it is very important to make a plan to get home safely before they go out for the night, less than two-thirds (57%) frequently plan ahead for said safe ride home. The previous year’s research also showed that said same target audience strongly agrees (81% with 94% agreeing overall) that “people who drink and drive are not acting like responsible adults.

Virginia’s 30 second Checkpoint Strikeforce campaign “Act Like It” television spot can be viewed here: <https://youtube/pKvpKLgnc9I>.

WRAP launched Virginia’s 18th-annual Checkpoint Strikeforce campaign via local kick-off events the week of August 19, 2019 in each of the Hampton Roads, Northern Virginia, Richmond and Roanoke media markets. In addition, the traffic safety campaign was aided during the holiday season by Virginia Governor Ralph Northam’s December 31, 2019 news release, “Statewide Checkpoint Strikeforce Campaign Ramps Up to Put the Brakes on Impaired Driving on New Year’s Eve” which “reminded Virginians to travel safely over the New Year’s Eve holiday.” ■

Nearly 1,000 Use WRAP’s SoberRide® on New Year’s

Nearly 1,000 (921) persons in the Washington-metropolitan area used the free safe ride service, SoberRide®, this New Year’s (from 10:00 pm on December 31, 2019 through 4:00 am on January 1, 2020) as opposed to possibly driving home drunk.

“For its hours of operation this New Year’s, this level of ridership translates into SoberRide® removing a potential drunk driver from Greater Washington’s roadways every 23-seconds,” said WRAP Chairman Gary Cohen.

This latest ridership figure places the local, charitable offering in the ‘over 80,000 served’ mark as, cumulatively and since 1991, WRAP’s SoberRide® program has provided 80,047 free safe rides home to would-be drunk drivers in the Greater Washington area.

WRAP’s most recent holiday SoberRide® offering concluded on January 1, 2020 after kicking-off and running nightly since December 20, 2019 providing a total of 1,121 free safe rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking. The local anti-drunk driving service is offered as a way to keep local roads safe from potentially impaired drivers during this traditionally high-risk holiday. During the most recent 12 consecutive evening period, area residents celebrating with alcohol could download Lyft to their phones, then enter WRAP-provided codes (available at SoberRide.com) in the app’s “Promo” section to receive their no cost (up to \$15) safe transportation home while supplies lasted.

Since partnering with Lyft, WRAP’s annual SoberRide® ridership has nearly tripled. (WRAP also offers its free safe ride service on St. Patrick’s Day, Cinco de Mayo, July 4th and Halloween) with 4,549 total riders in 2019 versus 1,655 in 2016 (the last year when the SoberRide® program was serviced by participating local taxicab companies).

“Lyft is proud of the role ridesharing has played in reducing impaired driving across the nation. Here in the DC area, partnering with the Washington Regional Alcohol Program allows us to take our commitment to providing reliable, convenient, and responsible transportation a step further, particularly during times of

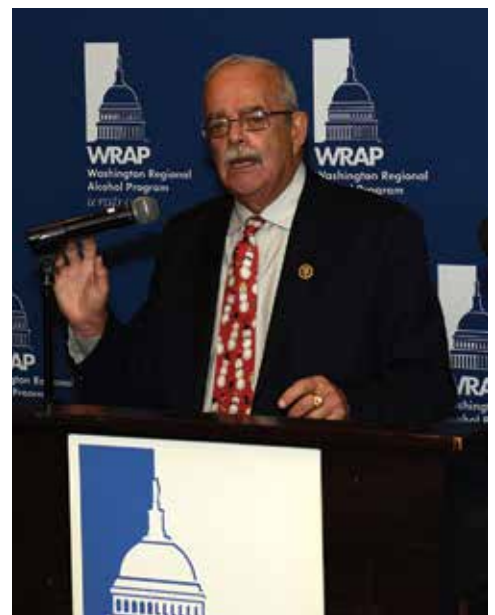
the year when people are out celebrating and in need of a ride home,” said Mike Heslin, Lyft General Manager.

The most recent New Year’s ridership of 921 users is the fourth highest for that holiday since SoberRide’s® inception.

Lyft provided SoberRide® trips during the holiday season throughout the Washington-metropolitan area to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

SoberRide® was offered throughout Lyft’s Washington, D.C. coverage area which includes all or parts of: the District of Columbia; the Maryland counties of Montgomery and Prince George’s; and the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William.

Sponsors of WRAP’s 2019 Holiday SoberRide® campaign included the 395 Express Lanes, AAA Mid-Atlantic, Anheuser-Busch, Brown-Forman, Constellation Brands, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Giant Food, Glory Days Grill, Heineken, Kendall-Jackson, Lyft, MillerCoors, Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association. ■



U.S. Representative Gerry Connolly (D-VA) helps launch WRAP’s 2019 Holiday SoberRide campaign on December 13, 2019 in Tysons, Virginia.

Greater Washington Area Law Enforcement Lauded for Fight Against Drunk Driving

Fifteen (15) Washington-metropolitan area police officers were cited on December 13, 2019 for their “outstanding commitment in the fight against drunk driving in Greater Washington” and presented with the area’s 22nd-annual “Law Enforcement Awards of Excellence for Impaired Driving Prevention.”

Bestowed at a regional ceremony held in McLean, Virginia, WRAP presented its 2019 Law Enforcement Awards to:

- **City of Alexandria Police Department** Officer Patrick Cushing
- **Arlington County Police Department** Corporal Bret Kooharian
- **City of Falls Church Police Department** Officer Bryce Cooper
- **Fairfax County Police Department** DWI Enforcement Squad
- **Town of Herndon Police Department** Senior Sergeant Bobby Galpin
- **Loudoun County Sheriff’s Office** Deputy Caleb Hwang
- **Maryland State Police** Trooper First Class Anthony Wallace
- **Metropolitan Police Department** Officer Henry Gallagher
- **Metropolitan Washington Airports Authority** Corporal Patricia Coxr
- **Montgomery County Department of Police** Police Officer III John Romack
- **Prince George’s County Police Department** Police Officer III John Romack
- **Prince William County Police Department** Officer Chad Mason
- **United States Capitol Police** Officer Daniel Begendorf
- **United States Park Police** Officer Christopher Gogarty
- **Virginia State Police** Trooper Lucie Vajglova

The annual awards 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 2019 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. Today’s event speakers included Virginia’s Secretary of Public Safety and Homeland

Security Brian Moran, Congressman Gerry Connolly (D-VA), Metropolitan Police Department (D.C.) Patrol Chief Lamar Greene (the Metropolitan Police Department co-hosted that morning’s event with WRAP) and Richard Leotta, father of late Montgomery County Police Officer Noah Leotta.

“Today’s awardees represent the front lines in the fight against drunk driving in Greater Washington,” said Gary Cohen, WRAP’s Chairman. “Their collective effort to annually arrest and remove over 13,500 drunk drivers from Washington-metropolitan area roadways has undoubtedly saved lives.”

In addition to receiving the Law Enforcement Awards, each of the 2019 WRAP honorees also received 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 2019 Law Enforcement Awards & Holiday Campaign Kick-Off included The Beer Institute, BREAKTHRU BEVERAGE, GEICO, Foundation for Advancing Alcohol Responsibility, George Washington University Hospital, Glory Days Grill, Interstate Moving|Relocation|Logistic and Lyft. ■



Virginia Secretary of Public Safety and Homeland Security **Brian Moran** (left) talks with (l-r) Metropolitan Washington Airports Authority Police **Chief David Huchler** and Prince William County Police **Chief Barry Barnard** at WRAP’s 2019 Law Enforcement Awards & Holiday Campaign Kick-Off on December 13, 2019 in Tysons, Virginia.



Falls Church Police **Officer Bryce Cooper** (second from left) accepts his 2019 WRAP Law Enforcement Award of Excellence for Impaired Driving Prevention from (l-r) Metropolitan Police Department (D.C.) **Patrol Chief Lamar Greene**, NBC Washington’s **Melissa Mollet** and retired Metropolitan Police Department **Lieutenant Pamela Simms**.



Recipients of WRAP’s 2019 Law Enforcement Award of Excellence for Impaired Driving Prevention gather at the nonprofit’s Law Enforcement Awards & Holiday Campaign Kick-Off on December 13, 2019 in Tysons, Virginia.

Governor Hogan Commemorates Victims of Drunk Driving Crashes

(The following November 26, 2019 Maryland Governor's Office news release is reprinted with permission. WRAP serves as project director of Maryland's 16th-annual "Maryland Remembers" event.)

Governor Larry Hogan today joined state officials and more than 100 family members and friends of victims of impaired driving crashes for the 16th annual Maryland Remembers ceremony. Maryland Remembers honors the lives and legacies of Marylanders who have been killed in impaired driving crashes. During the ceremony, Governor Hogan presented the Kevin Quinlan Award to retired Maryland State Police Lieutenant and the state's current Drug Recognition Expert (DRE) Coordinator Thomas Woodward for his work and advocacy in preventing impaired driving.

The ceremony included Maryland State Police Superintendent Colonel William Pallozzi, Maryland Department of Transportation Motor Vehicle Administrator (MDOT MVA) Chrissy Nizer, and highway safety advocates from the Maryland Affiliate of Mothers Against Drunk Driving (MADD) and the Washington Regional Alcohol Program (WRAP).

"Too many Maryland families have been shattered and too many lives have been cut short, which is why we will never stop fighting to prevent more needless deaths from drunk or drugged driving," said Governor Hogan. "On behalf of all the citizens of our state, let me say thank you and God bless you for choosing to speak out about the heartbreak you have endured, thank you for your courage and your bravery, and thank you for channeling your unimaginable grief and pain into such a positive effort to save lives and help keep others from experiencing the same loss."

The annual event—held this year at the Miller Senate Office Building in Annapolis—takes place at the beginning of the holiday season, when impaired driving crashes tend to increase. In 2018, of the more than 19,000 people arrested for driving under the influence of alcohol or drugs, approximately 2,225 arrests occurred from Thanksgiving to New Year's Day.

Maryland is at the forefront of the national effort to stop the increasingly dangerous trend of impaired driving. Earlier this year, following a multiyear effort, Governor Hogan enacted House Bill 707, which increases penalties for those convicted of a DUI or DWI for first-time and subsequent offenders. These penalties include increased fines and jail time for repeat offenders and the doubling of penalties for first and repeat offenders if they transport a minor while impaired by drugs or alcohol. In 2016, the governor enacted Noah's Law, a measure that expanded Maryland's Ignition Interlock Program to mandate that interlock devices be installed in vehicles of convicted drunk drivers even for the first conviction.

"Maryland State Police, along with our law enforcement partners throughout the state, are committed to ensuring the safety of our citizens," said Colonel Pallozzi. "Officers will be out during the holiday season targeting those who have made the reckless decision to get behind the wheel while impaired."

From 2014 to 2018, nearly 800 people were killed and 16,000 were injured in impaired driving crashes in Maryland. Impairment caused by alcohol and/or drugs is a contributing factor in roughly one-third

of highway fatalities and serious injuries each year.

"Impaired driving crashes are no accident, and the resulting injuries and deaths from these crashes are completely preventable," said Administrator Nizer, who also serves as Governor Hogan's Highway Safety Representative. "Always make a plan for a safe and sober ride home."

In August, MDOT MVA debuted the Driver Alcohol Detection System for Safety, which the U.S. Department of Transportation's National Highway Traffic Safety Administration says could help reduce drunk driving fatalities by as much as 60 percent. The system works by measuring the level of alcohol on a driver's naturally exhaled breath. MDOT MVA is piloting the technology on several of its fleet vehicles.

"There is never a good reason to get behind the wheel of a car and drive impaired, which is why we must continue to do everything in our power to save lives and to prevent future tragedies," said Governor Hogan.

As a reminder of the impact of impaired driving, a Maryland Remembers Memory Stone will be placed on state grounds in Annapolis. ■



Maryland Governor Larry Hogan (R) in Annapolis on November 26, 2019 helping to memorialize the state's drunk driving victims while calling for safety the upcoming holiday season at the 16th-annual "Maryland Remembers" ceremony.

WRAP Commemorates 37th Year in Fighting Drunk Driving and Underage Drinking



Director of the D.C. Mayor's Office of Nightlife and Culture **Shawn Townsend** on October 18, 2019 in Washington, D.C. speaking at WRAP's 37th Annual Luncheon Meeting and WRAPPY Awards.

WRAP commemorated its 37th year fighting drunk driving and underage drinking on October 18, 2019 during the nonprofit organization's 2019 Annual Luncheon Meeting and WRAPPY Awards ceremony held at City Winery in Washington, D.C.

Following a presentation by the Director of the D.C. Mayor's Office of Nightlife and Culture, Shawn Townsend, who served as the 37th annual event's Featured Speaker, WRAP bestowed the following honors:

2019 Community Partnership Award

- AAA Mid-Atlantic
- GEICO
- Glory Days Grill
- Lyft
- Inova Health System
- Metropolitan Washington Council of Governments
- Restaurant Association Metropolitan Washington

2019 Law Enforcement Award

- Police Officer III Jayme Derbyshire, Montgomery County Department of Police

2019 Youth Leadership Award

- Melissa Shear, District of Columbia Office of the Attorney General

2019 Media Partnership Award

- Corinne Geller, Virginia State Police

2019 Public Service Award

- Honorable Larry Hogan, Governor, State of Maryland

2019 Chairman's Award

- Andy Ockershausen

2019 Public Partnership Award

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

2019 Corporate Sponsorship Award

(contributing \$5,000 or more to WRAP in FY 2019):

- 395 Express Lanes
- Brown-Forman
- Constellation Brands
- District of Columbia Association of Beverage Alcohol Wholesalers
- Enterprise Holdings
- GEICO
- Giant Food
- Glory Days Grill
- MillerCoors
- Washington Area New Automobile Dealers Association

2019 Corporate Partnership Award

- Anheuser-Busch and Local Distributors

WRAP on October 18th also elected the following officers: Gary Cohen (Glory Days Grill), Chairman; Captain Christopher Hennigh (Arlington County Police Department), Vice Chairman; Patrick Burke (Washington, D.C. Police Foundation), Secretary; Jim Fell (NORC at the University of Chicago), Treasurer; and Liz Tobin, Immediate Past Chairman.

In addition, the charity also elected the following six individuals to its Board of Directors: Kevin Anderson (Alcohol Industries Associates); Debbie Jennings (Chesapeake Region Safety Council); John Townsend (AAA Mid-Atlantic); James Wagner (Enterprise Holdings); Bill Young (Beer Institute); and Mike Young (GEICO).

Sponsors of WRAP's 2019 Annual Luncheon Meeting and WRAPPY Awards included AAA Mid-Atlantic, BREAKTHRU BEVERAGE, the Coalition of Ignition Interlock Manufacturers, GMMB, JR's Custom Catering, Lyft, the McAndrew Company, Chris Tavlarides and Transurban. ■

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Immediate Past WRAP Chairman **Liz Tobin** (left) talks with former WRAP Chairman **Major Rudy Landon** and **Suzanne McGovern** (Constellation Brands) at WRAP's 2019 Annual Luncheon Meeting and WRAPPY Awards.



Inova Health System's **Linda Watkins** accepts her company's 2019 Community Partnership Award from WRAP Chairman **Gary Cohen**.



Montgomery County Police **Officer III Jayme Derbyshire** accepts her 2019 Law Enforcement Award from WRAP Chairman **Gary Cohen**.



While he was unavailable to attend WRAP's 2019 Annual Luncheon Meeting and WRAPPY Awards, Maryland **Governor Larry Hogan** (R) (center) personally accepts his 2019 Public Service Award on November 7, 2019 at his State House office in Annapolis from (l-r) Glory Days Grill co-founder **Richard Danker**, WRAP President **Kurt Erickson**, WRAP Chairman **Gary Cohen** (also with Glory Days Grill) and WRAP Director of Programs **Tammy Wan**.

WRAP in the Community



WRAP's **Kurt Erickson** (left) on December 9, 2019 talking with iHeartRadio's (WASH-FM, WMZQ, HOT 99.5, DC-101 and BIG 100) **Bernie Lucas** about drunk driving prevention and WRAP's 2019 Holiday SoberRide campaign.



WRAP's **Tammy Wan** (center) is joined by partners (l-r) MADD Virginia's **Mark Reid**, AAA Mid-Atlantic's **Leah Scully**, U.S. Drug Enforcement Agency's **La'Risa McLennon** and GEICO's **Mike Young** at the nonprofit's youth safety event on January 15, 2020 at Westfield High School in Chantilly, Virginia.



Scene from WRAP's interactive youth safety event on January 9, 2020 at Thurgood Marshall Academy in Washington, DC addressing topics ranging from underage drinking, teen driving and bullying with Greater Washington high school students.



Members of WRAP's Board of Directors on January 28, 2020 in Sterling, Virginia touring the Automotive Coalition for Traffic Safety's heralded Driver Alcohol Detection System for Safety (DADSS) program.



Scene from WRAP's interactive youth safety event on January 10, 2020 at Battlefield High School in Haymarket, Virginia with partners AAA Mid-Atlantic, GEICO, Inova Trauma Centers, MADD Virginia and the Prevention Alliance of Greater Prince William.



WRAP's **Kurt Erickson** (seated at far end) on February 26, 2020 in Washington, D.C. presenting Greater Washington's latest drunk driving data to the Metropolitan Washington Council of Governments' Chiefs of Police Committee.



WRAP's **Kurt Erickson** (right) on December 31, 2019 in Tysons, Virginia being interviewed by ABC 7 News' **Tobias Rodriguez** regarding the nonprofit's Holiday SoberRide program as it gears-up for that evening's New Year's offering.



WRAP's **Kurt Erickson** on December 30, 2019 in Tysons, Virginia being interviewed by FOX 5 DC's **Lauren DeMarco** regarding the nonprofit's Holiday SoberRide program and Virginia's Checkpoint Strikeforce campaign.



WRAP's **Tammy Wan** (2nd from r) is joined by partners from the Far Southeast Family Strengthening Collaborative, GEICO, George Washington University Hospital, MedStar Washington Hospital Center, Office of the Attorney General for the District of Columbia and the U.S. Drug Enforcement Agency at the nonprofit's interactive youth safety event on January 9, 2020 at Thurgood Marshall Academy in Washington, D.C.



The "Sports Junkies" **John-Paul Flaim** ("JP") (right) getting a preliminary breath test from Metropolitan Police Department **Sergeant** and WRAP Member **Terry Thorne** on December 6, 2019 as part of 106.7 The Fan's Sports Junkies' "Holiday Show."



WRAP's **Kurt Erickson** (2nd from right) with (l-r) Maryland Motor Vehicle Administration **Administrator Chrissy Nizer**, Maryland **Governor Larry Hogan** and MADD Maryland's **Lisa Spicknall** on November 26, 2019 at the 16th-annual "Maryland Remembers" ceremony in Annapolis, Maryland.



WRAP's **Tammy Wan** (3rd from l) is joined by (l-r) Inova Trauma Centers' **Linda Watkins**, U.S. Drug Enforcement Agency's **La'Risa McLennon**, Inova Health System's **Mamoona Arif Ranu**, GEICO's **Mike Young** and Fairfax County Police **MPO Clinton Beach** at WRAP's youth safety event on October 15, 2019 at Westfield High School in Chantilly, Virginia.



WRAP's **Kurt Erickson** on October 15, 2019 in Leesburg, Virginia talking about the nonprofit's 2019 Halloween SoberRide campaign at partner MADD Loudoun's launch of its fall "Think Before You Drink" drunk driving awareness campaign.



Scene from the Arlington County Police Department's October 25, 2019 interactive, anti-drunk driving Halloween event in Clarendon aided by WRAP and where adult revelers donned Fatal Vision goggles while playing an oversized beer pong game.



WRAP's **Kurt Erickson** (right) on November 19, 2019 with Loudoun County **Sheriff Mike Chapman** at the Loudoun County Chamber of Commerce's ninth-annual Legislative Reception in Leesburg, Virginia.



WRAP's **Kurt Erickson** (right) on December 4, 2019 in studio talking with WHUR-FM's **Bobby Gales** about drunk driving prevention and WRAP's 2019 Holiday SoberRide campaign.



WRAP Receives National and Regional Honors

In late 2019, WRAP was named as the recipient of national and regional honors. On August 27, 2019 in Anaheim, California, WRAP received the **Governors Highway Safety Association's (GHSA) 2019 Peter K. O'Rourke Special Achievement Award** recognizing "notable achievements in the field of highway safety." (The award was presented as part of GHSA's 2019 Annual Meeting.) Pictured on left are (l-r) GHSA Master of Ceremonies **Terry Pence** (Texas Department of Transportation) and WRAP President **Kurt Erickson**. And on December 11, 2019 in Washington, D.C., WRAP received the **Metropolitan Washington Council of Governments' (COG) 2019 Regional Partnership Award** recognizing organizations or individuals who have "worked with COG to improve the quality of life for area residents." Pictured on right are (l-r): Metropolitan Washington Airports Authority Police **Chief David Huchler**, WRAP President **Kurt Erickson** and COG Executive Director **Chuck Bean**.



Calendar of Events

2020 Cinco de Mayo SoberRide® campaign

May 5–6, 2020 (4:00 pm–4:00 pm)

Suspended due to COVID-19 Pandemic

WRAP Youth Safety Event

May 7, 2020

Upper Marlboro, Maryland

Suspended due to COVID-19 Pandemic

2020 Independence Day SoberRide® Campaign

July 4–5, 2020

2020 Virginia Checkpoint Strikeforce Campaign (including local “Kick-Off” event)

August–December 2020

Fifth-Annual WRAP Fundraiser

September TBD, 2020

2020 Maryland Impaired Driving Enforcement Awards

TBD

WRAP’s 38th-Annual Meeting & WRAPPY Awards

October 23, 2020, 11:30 am–2:00 pm

WRAP’s 38th-Annual Meeting & WRAPPY Awards

2020 Halloween SoberRide® Campaign

October TBD, 2020

17th-Annual “Maryland Remembers” Ceremony

TBD

WRAP’s 23rd-Annual Law Enforcement Awards & Holiday Campaign Kick-Off

December TBD, 2020

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



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