



WRAP Champions Tougher DUI Laws in Region

VIRGINIA

On the foot heels of last fall's successful efforts to have Virginia Governor Ralph Northam (D) positively amend General Assembly-passed legislation which proposed to bar law enforcement in the state from intervening when witnessing a spectrum of current primary offenses including the frequent DUI "tell" of driving at night without headlights, Virginia's 2021 General Assembly session presented an entirely new set of issues driven by the continuing COVID-19 pandemic and which included Virginia's 100-member House of Delegates operating in an "entirely virtual, online session" including the online convening of "meetings of 14 standing committees and 43 subcommittees" (*Richmond Times-Dispatch*, 1-13-21). In addition to the very real barriers which virtual legislative sessions present, the realities of COVID additionally meant limited lobbyist and or public access, physical restrictions, the elimination of most in-person functions and even a limit this year on the number of bills to be introduced (not always a bad thing).

Specific to the final outcome of impaired driving legislation introduced this year in Richmond, it was a decidedly mixed bag of results. While Virginia lawmakers fortunately failed to advance legislation which sought to eliminate enhanced sanctions for both high-blood alcohol concentration (BAC) drunk drivers as well as for those repeatedly convicted of DUI in the Commonwealth, they did send to Virginia's Governor bills to legalize recreational marijuana without all of the advocated "guardrails" to the same including impaired driving prevention educational efforts, funding for the same and the allocation of resources

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As Greater Washington Reopens, WRAP Offers its SoberRide® Program on July 4th

This July 4th, don't drink and drive!
Designate a sober driver or use WRAP's SoberRide® powered by Lyft!



SoberRide®

Get a FREE Lyft ride home (up to \$15) on July 4th
Visit www.SoberRide.com for code

Limited quantities available

Enter the code in the app's 'Promo' section. Valid for up to \$15 off one ride taken home in the Washington, D.C. coverage area from 8:00 p.m. Sunday, July 4 until 4:00 a.m. Monday, July 5, 2021. You must be 21 or older to use this service. Subject to Lyft's Terms of Service. Valid for new and existing Lyft users while supplies last. The SoberRide® code will be released to the public at 7:00 pm on Sunday, July 4, 2021 and can be used only during the aforementioned period.

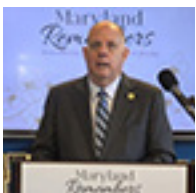
While Greater Washington and the nation slowly reopens following over a year of public health restrictions and closures so to address the COVID-19 pandemic, WRAP reinstituted its free safe ride service, SoberRide®, over the 2021 Independence Day holiday—a period when, according to the National Highway Safety Administration (NHTSA), over one-third (38%) of all U.S. traffic deaths involve drunk drivers.

WRAP's 2021 Independence Day SoberRide® campaign began at 8:00 p.m. on Sunday, July 4th and continued until 4:00 a.m. on Monday, July 5, 2021 keeping local roads safe from impaired drivers during this traditionally high-risk holiday.

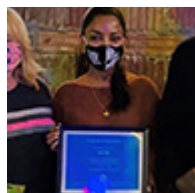
During SoberRide's availability over the Independence Day period, area residents ages 21 and older celebrating with alcohol could download the Lyft app to their phones, then enter the SoberRide® code in the app's 'Promo' section to receive their no-cost (up to \$15) safe transportation home.

"While nearly 40-percent of U.S. traffic fatalities during the Independence Day holiday involve drunk drivers according to the National Highway Traffic Safety Administration, over two-thirds (69%) of those killed in drunk driving crashes were in crashes involving at least one driver with a blood alcohol concentration of .15 or higher," said WRAP Chairman

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Governor Hogan Honors Victims of Impaired Driving at Annual Maryland Remembers Ceremony
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Arlington County Police Department Recognizes Two Local Restaurant Security Guards during Fifth-Annual Fake ID Awards
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for increased drug recognition experts (DREs) in the Commonwealth.

“Bill to scrap mandatory minimum sentences fails as lawmakers unable to reach agreement,” read the *Daily Press* headline (3-3-21) regarding Virginia lawmakers this year, thankfully, failing to send to Governor Northam legislation which proposed the elimination of the state’s mandatory minimum sentences including those applying to the most egregious, convicted drunk drivers. Specifically, Senate Bill 1443 (Edwards, D-Roanoke) proposed not only the elimination of enhanced sanctions for persons driving at two or more times the legal BAC limit as well as those repeatedly convicted of drunk driving in the Commonwealth but so, too, for third-offense felony drunk drivers, commercial licensed drunk drivers and persons convicted of DUI whilst also transporting a minor. WRAP teamed-up with AAA Mid-Atlantic, the Foundation for Advancing Alcohol Responsibility and MADD in actively opposing the DUI-related aspects of this bill.

WRAP also joined and followed AAA Mid-Atlantic’s lead in attempting to affect this year’s advancing marijuana legalization bills (SB 1406, Ebbin, D-Alexandria & Lucas, D-Portsmouth and HB 2312, Herring, D-Alexandria) specifically relative to ensuring that if said legislation becomes

law, to include public and traffic safety protections including the: initiating of a public education campaign prior to legalization; maintaining a dedicated revenue stream for public awareness on the dangers of drugged driving; and strengthening the prohibition on consumption in motor vehicles. In addition and via this year’s separate budget legislation, both organizations advocated for the securing of adequate FY 2021-22 funding for DREs and the training of the same in advance of the enactment of any marijuana legalization in Virginia.

On March 31, 2021, Governor Northam announced legislative changes to this year’s advancing marijuana bills most notably in the forms of two budget amendments to fund both a “public awareness campaign on the health and safety risks of marijuana” as well as training to “help law enforcement officers recognize and prevent drugged driving.”

Other related bills advancing in Richmond this year and since signed into law by Governor Northam include those proposing to:

- allow courts the option to provide restricted licenses—including limiting to where persons can drive—to certain DUID offenders (SB 1213);
- dismantle the remaining provisions of Virginia’s “Habitual Offenders Act” (SB 1122);
- and allow courts the option to provide restricted licenses with ignition interlocks for persons both whose licenses

have been suspended/revoked and are ordered to enter the Virginia Alcohol Safety Action Program (SB 1336).

In addition, there were a number of bills this year which proposed either expunging or sealing past convictions. Both SB 1372 and SB 1283 were rolled into SB 1339 which has advanced to the Governor’s desk however without any implications to Virginia’s DUI laws in the version of the bills passed by Virginia’s House and Senate. (WRAP opposed such actions applying to impaired driving convictions and worked with the advancing bill’s sponsor to that end.) A separate, advancing House expungement bill (HB 2113) does not affect DUI convictions.

An additional bill failing to advance in Richmond this year included that proposing to reverse the actions of Virginia’s 2020 Special Session I relative to then making a number of primary traffic offenses secondary (HB 1840).

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

OpEd: Do Not Lessen Penalty for VA Drunk Drivers

(The following February 3, 2021 Richmond Times-Dispatch Letter to the Editor is reprinted with permission.)

While the *Richmond Times-Dispatch*’s coverage of legislation currently advancing in Virginia to eliminate most mandatory minimum sentences in the commonwealth passingly mentioned that said sanctions would apply to a number of crimes “including drunken driving,” it’s important to distinguish that Virginia’s current mandatory minimum jail sentences specifically affect the most egregious drunk drivers in the state.

Succinctly, Virginia’s enhanced sanctions apply to those persons who are either repeatedly convicted of drunk driving in the state or those operating a motor vehicle with a blood alcohol concentration level (BAC) of two or more

times the legal limit in the state—or both.

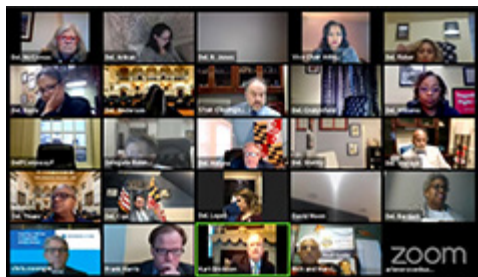
Both repeat and “high-BAC” drunk drivers are overrepresented in fatal traffic crashes where alcohol was a factor. Both are categorized as “high risk” drunk drivers by the National Highway Traffic Safety Administration, with federal data showing that 2 out of 3 (67%) drunk driving deaths occurring on U.S. roadways involve at least one driver with .15 or higher BAC and that drunk drivers, in general, involved in fatal crashes are “four-times more likely to have prior convictions for driving while impaired than were drivers with no alcohol” in their systems.

The mandatory minimum bill currently advancing in the General Assembly (Senate Bill 1443)—no doubt as part of a larger, sweeping criminal

justice reform effort—completely eliminates Virginia’s enhanced jail sanctions for said egregious impaired drivers. To compound matters, it also proposes to obliterate similar sanctions for third-offense felony drunk drivers, commercial licensed drunk drivers and persons convicted of DUI while also transporting a minor.

At a time when someone still is killed by a drunk driver on Virginia’s roadways every 33 hours and, as Gov. Ralph Northam announced this past month, that during the COVID-19-era, drunk driving deaths in the commonwealth only have increased, now is not the time to lessen the deterrents for drunk driving.

Kurt Erickson, President, Washington Regional Alcohol Program, Falls Church



WRAP's **Kurt Erickson** (bottom, second from right) on February 24, 2021 testifying virtually before a Maryland House of Delegates committee supporting a 2021 bill looking to make whole Maryland's "Noah's Law" by requiring ignition interlocks for six months for persons put on probation for drunk driving.

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.

MARYLAND

Maryland's 2021 session of its General Assembly adjourned on April 12th and the path of drunk driving and or underage drinking legislation introduced this year during a legislative session "focused largely on COVID-19 recovery, expansive police reforms and longstanding disparities that have been worsened by the pandemic" (*Associated Press*, 4-12-21) was short at best.

Succinctly, virtually every single DUI bill introduced in Annapolis this year was left on the proverbial cutting room floor (or more specifically left in varying House and Senate committees) eclipsed by a legislative session "largely defined by fixing long-standing social unfairness in education, health and criminal justice" (*The Washington Post*, 4-13-21). Even more bluntly, 2021 was not the year for DUI legislation in Maryland.

Minus Senate Bill 114 (McCray, D-Baltimore) which did advance to Maryland Governor Larry Hogan's (R) desk and becomes law on October 1, 2021 then allowing persons convicted of driving on a suspended or revoked license (including for a DUI) to petition the court for expungement of said driving on a suspended/revoked conviction (post-ten years from conviction) as well as enhances penalties for certain, subsequent convictions, bills left in committees this year include those proposing to:

- expand the universe of persons subject to Maryland's Ignition Interlock System Program to include persons put

on probation for either a driving under the influence of alcohol (DUI, 21-902[a]) or driving while impaired by alcohol (DWI, 21-902[b]) violation (HB 749 and SB 672);

- count previous boating under the influence convictions (BUI, Maryland Natural Resources Article 8-738) as prior convictions relative to Maryland's impaired driving statutes (21-902) when it comes to enhanced penalties for second or subsequent violations of Maryland's impaired driving laws (HB 675);
- allow law enforcement to secure and impose a warrant for a blood BAC test with probable cause (HB 927 and SB 559);
- increase imprisonment sentences for vehicular manslaughter convictions including with having a prior DUI or vehicular homicide while DUI (HB 926 and HB 1164 [the latter withdrawn by bill sponsor]);
- impose additional requirements and restrictions relative to vehicular stops made by law enforcement (HB 197 and SB 589);
- and expand the universe of law enforcement professionals allowed to request, require or direct drug tests (HB 932).

Other failed expungement bills (HB 238, HB 1269 and SB 201) did not involve DUI convictions. In the same vein, this year's failed recreational marijuana legalization bill (HB 32) specifically prevented any lessening of Maryland's DUID sanctions. Finally, an additional "cutting room floor" bill this year which tangentially intersected with DUI interests was failed legislation proposing a work-group to collect and report vehicle crash data by race and ethnicity (HB 285).

DISTRICT OF COLUMBIA

On May 10, 2021, a Council of the District of Columbia committee heard legislation which proposes to make "numerous technical and substantive amendments to Title 25 of the D.C. Official Code" including the regulation of the delivery of alcohol in the city via third parties by the creation of a "third-party Alcohol Delivery License."

Succinctly, the "Reopen Washington DC Alcoholic Beverage Regulation Amendment Act of 2021" (B24-44)—which WRAP testified on virtually on May 10th and which was put forth by District of Columbia Mayor Muriel Bowser (D) and introduced by Council Chairman Phil Mendelson (D)—proposes to amend the District of Columbia's Code Title 25 (Alcoholic Beverage Regulation Administration) to create a third-party Alcohol Delivery License (25-130, "Third-party Alcohol Delivery License"). And while the language containing said proposed change in B24-44 focuses on preventing access to alcohol by those

Sober Ride continued from page 1

Chris Hennigh.

While far from pre-pandemic ridership levels, 89 persons used WRAP's 2021 Independence Day SoberRide® program as opposed to possibly driving home drunk. For its hours of operation this July 4th, this level of ridership translates into SoberRide® removing a potential drunk driver from Greater Washington's roadways every 5.3 minutes.

WRAP also offers its SoberRide® program on St. Patrick's Day, Cinco de Mayo, Halloween and the winter holidays.

SoberRide® is 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.

"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," said Geoff Berman, Lyft's National Regional Manager, East.

Sponsors of WRAP's 2021 Independence Day SoberRide® campaign included the 395 Express Lanes, Anheuser-Busch, Brown-Forman, Constellation Brands, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Foundation for Advancing Alcohol Responsibility, Giant Food, Glory Days Grill, Kendall-Jackson, Lyft, Molson Coors Beverage Company, New Belgium Brewing, Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association. In addition, WRAP's 2021 Public Partner SoberRide® Sponsors include the District of Columbia Department of Transportation, Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office and the Virginia Department of Motor Vehicles.

Since 1991, WRAP's SoberRide® program has provided 80,407 free safe rides home to would-be drunk drivers in the Greater Washington area. ■

www.wrap.org

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under 21 via age verification as well as the disallowing of the delivery of alcohol to “an address on a university or college campus” (p. 16, lines 16-23), there are significant gaps between what District law and code requires of a manager of a current licensee able to sell alcoholic beverages in the city and what limitedly is being required for third-party licensees.

While a current licensee allowed to sell alcoholic beverages in the District of Columbia is required to “complete an alcohol training and education certification program conducted by a Board-approved provider” including being recertified for such training every three years (25-120. Manager’s license requirements and qualifications [d]), there appears to be no such requirements for third-party licensees in B24-44. In addition, while current D.C. Code specifically regulates the minimum ages of persons allowed to serve as a bartender (21) or serve/deliver alcoholic beverages (18) (25-784. Sale or distribution of beverages by minor prohibited), there appears to be no such requirements for third-party licensees in B24-44.

Similarly, while D.C. Code is explicit as to how the District’s Alcoholic Beverage Regulation Administration can ensure compliance with “brick-and-mortar” licensees (25-801. Authority of the Board to enforce this title; enforcement responsibilities of ABRA investigators and Metropolitan Police Department), it is not clear how said same enforcement can be uniformly applied to third-party licensees

under B24-44. In addition and should there be cause for concern that alcohol has been unlawfully delivered to persons underage in the District by a third-party licensee, some sort of traceability indicia should be required to further ensure compliance.

Lastly, while B24-44 expressly requires proposed third-party licensees to check “valid government-issued picture identification” confirming a “recipient is at least 21 years of age” (p. 16, lines 16-18), it doesn’t take into account the benefit of employing recommended technology here to further ensure compliance as is proposed in the District of Columbia’s (Metropolitan Police Department) published “Best Practices for Nightlife Establishments” (currently hosted on the District’s Alcoholic Beverage Regulation Administration’s [website](#)) when it specifically calls for the use of “ID scanning not only for patrons but also for employees, to identify all employees on the premises” (p. 10).

So to more uniformly apply both the District of Columbia’s Code Title 25 (Alcoholic Beverage Regulation Administration) and Municipal Regulations Title 23 (Alcoholic Beverages) as they specifically pertain to the prevention of underage drinking, WRAP’s testimony on this legislation urged Councilmembers to uniformly install regulations and laws to any new parties looking to sell or deliver alcoholic beverages in the District of Columbia.

As of this publication’s press time, B24-44 is still being considered by the Council of the District of Columbia. ■

WRAP’s 2021 Corporate and Youth Guides

Two popular, annual WRAP publications—its “School Resource Guide to Preventing Underage Drinking” and its “Corporate Guide to Safe Driving and Safe Celebrating”—are going online this summer.

Historically annually published by WRAP, the nonprofit’s Corporate and Youth Guides showcase information on alcohol facts, laws and consequences relative to drunk driving and underage drinking. With valued assistance and support from GEICO, each guide is annually updated with the latest local and national statistics.

This year’s digital guides feature both:

- WRAP’s 2021 “Youth Guide to Preventing Underage Drinking”: Annual educational guide on Washington-metropolitan area underage drinking laws and consequences, related facts and statistics, safe party tips and more.
- WRAP’s 2021 “Corporate guide to Safe Celebrating and Safe Driving”: Annual at-a-glance reference on Washington-metropolitan area impaired driving laws, related facts and more.

Both 2021 guides will be available this summer on www.wrap.org. ■



WRAP’s **Kurt Erickson** testifying virtually before a Council of the District of Columbia committee on May 10, 2021 supporting the strengthening of the city’s laws relative to the prevention of underage drinking.

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 2021 Issue

Captain Christopher Hennigh, *Chairman*
 Patrick Burke, *Vice Chairman*
 Kurt Gregory Erickson, *President*
 Alexandra Lucchesi, MS, *Program Manager*
 Kristina Boos, *Operations Manager*

Publication Design:

DeNovo Creative, LLC www.denovocreative.com

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WRAP Announces Recent Staff Changes

WRAP Welcomed Two New Staff Members This Year



Commencing her role with the nonprofit on January 11, 2021, **Alexandra Lucchesi**, MS was named as WRAP's new Program

Manager. A recent Marymount University graduate with a Master's Degree in Public Health Education and Promotion (with an undergraduate degree in Exercise Science from the College of Charleston), Alexandra brings to WRAP's Program Manager position not only her academic credentials in public health (including coursework on the planning, implementation and evaluation of community health programming) but also practical, local and hands-on public health outreach experience most recently serving as part of a COVID-19 team in Arlington where she both marketed and helped administer the daily provision of hundreds of COVID tests.

In addition, her health-centricity includes serving not only as a certified personal trainer but also as the co-founder of the Diocesan Northern Virginia Junior Catholic Youth Organization's volleyball program (as a means of "fostering cooperation, respect, sportsmanship, responsibility, leadership, competitiveness, fairness and courtesy") and where her youth recruitment

and interface efforts will likely benefit WRAP in its outreach to Greater Washington youth so as to prevent underage drinking.

In her new role, Alexandra will manage, plan, implement and evaluate the nonprofit's programmatic outreach initiatives including WRAP's: school, workplace and community educational programs including related publications and products; law enforcement award initiatives; data collection publications; and management of the organization's SoberRide® program.

On May 24, 2021, **Kristina Boos** began her tenure with WRAP and as the nonprofit's new Operations Manager. A Michigan State University graduate with post-graduate studies in Business Administration conducted at Oakland University, Tina has over two decades of experience in accounting, bookkeeping and office management.



Most recently serving as Senior Accounts Payable Specialist with the "nation's leading provider of software, 3D printing and 3D scanning," Computer Aided Technology (CATI), and before that as the firm's Accounting Supervisor, Tina oversaw all accounts payable for the 38 offices of the \$300 million 3D printing

giant. In these roles, she has processed invoices, prepared weekly accounts payable and receivable, managed monthly financial reconciliations, prepared and filed annual tax filings and even led a company-wide initiative for the firm to go paperless.

Tina's prior experience included: serving as Accounting Manager with the Northern Virginia-based Undeland Management where she directed the bookkeeping operations of the transportation-minded strategic communications firm; serving as Accounting Manager for a \$20 million real estate investment and development company; and, for over a decade, operating her own fitness business and studio including overseeing the business' accounting, operations and financial management.

In her new role, Tina will be responsible for accounting, systems operations and daily financial management for the organization including the: preparation of financial analyses, statements and reports; management of cash, receivables, payables and bank reconciliations; purchasing; contract and benefits administration; equipment maintenance; grant application preparation; and other office/support services to include direct administrative and technical support to WRAP's President and Program Manager.

Longest Tenured WRAP Staffer Retires

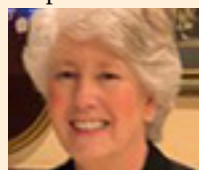
This summer, WRAP's longest tenured employee officially retired. WRAP's beloved Director of Operations, **Robin Black**, retired this June. Upon said retirement, Robin and her husband Chris moved to Colorado to be near family including their two grandchildren.

Robin's 24-year, heralded tenure with WRAP began in April 1997 when she was hired to serve as WRAP's Office Manager. In 2004, Robin was named as the nonprofit's Director of Operations. In this capacity, Robin directed WRAP's accounting, systems operations and daily financial management.

During this time—and even when she moved in 2011 to Ruther Glen, Virginia—Robin provided unparalleled service to WRAP, its multitiered operations and its lifesaving mission including: preparing the organization's financial analyses, statements and reports; managing WRAP's cash, receivables, payables and bank reconciliations;

overseeing all purchasing, contracts and benefits administration; preparing WRAP's annual public partners' grant applications; and invaluable providing office and support services to WRAP's professional staff.

In addition, Robin led the nonprofit's coordination with public partners relative to special events and activities including



both the annual Maryland Impaired Driving Enforcement Awards and "Maryland Remembers" ceremony—for which she was

honored by the Maryland Highway Safety Office in 2017 and presented with that agency's "Commitment Award." Robin also received WRAP's own "Chairman's Award" in 2006 citing her "behind-the-scenes work and Herculean efforts."

In short, Robin quietly but assuredly "kept the trains running" at WRAP and the nonprofit is indebted to her for her

nearly quarter century of service to the local fight against drunk driving and underage drinking.

In her Zoom call with WRAP's Executive Committee to announce her pending retirement, Robin expressed her appreciation for having served in such a capacity with the nonprofit and thanked members of WRAP's voluntary leadership for all they have done both for her and the organization.

WRAP hosted a Zoom "Happy Hour" send-off for Robin on May 13, 2021 where she additionally received video and special messages of well wishes from the District of Columbia's Mayor as well as both Maryland and Virginia's Governors with the latter writing to Robin, "your historic 24-year career at WRAP has been spent dedicated to preventing drunk driving and underage drinking in the Commonwealth. Countless Virginians have become more informed and kept safe as a result of your work."

Summer Months Usher in Deadliest Period for Teen Drivers

Citing the fact that summer's arrival also ushers in that contiguous period (May—August) when the greatest number of U.S. teen traffic deaths occur, WRAP is urging parental involvement to combat both teen drinking and drunk driving this summer.

WRAP is providing area parents of teens with “Ten Tips for Parents to Prevent Underage Drinking” (which are available as a downloadable and or printable PDF file [here](#)). WRAP's ten annual summer tips, designed to inform Greater Washington parents on how best to deter teen drinking during the dangerous summer months, include:

- **Understand the Dangers...** Drinking underage not only increases the chances of dependency later on in life but also leads to short and long-term consequences as well as leading to other risky behaviors.
- **Know the Law...** The District of Columbia, Maryland and Virginia all have zero-tolerance laws, making it illegal to consume, possess or purchase alcohol under the age of 21.
- **Be a Role Model...** Parents should be role models to their teens and make sure their own behaviors are appropriate. Use alcohol moderately, serve as a responsible host and never drink and drive.
- **Know your Liability...** In most cases, it's unlawful for parents to allow their children's friends to consume alcohol in their home. Parents or adults may face criminal charges later on if these same “friends” are involved in a crash.

“In 2019, an average of four-dozen teenagers died in U.S. motor vehicle crashes every single day during the summer months (May—August),” said WRAP President Kurt Erickson. “For too many parents, unfortunately, summer's unstructured time may also be a deadly time for their teenage children and their friends.”

In 2018, 24-percent of young drivers (ages 15 to 20 years old) killed in U.S. crashes had been drinking (with a blood alcohol concentration [BAC] level of 0.01 grams/deciliter or higher according to the National Highway Traffic Safety Administration). That same year, nearly one-in-five (19%) young drivers killed in U.S. traffic crashes has a BAC of 0.08 g/dL or higher.

According to the 2020 Monitoring the Future survey sponsored by the National Institute on Drug Abuse, alcohol remains the “substance most widely used by today's teenagers.” In addition, the most recent national survey of adolescent drug use

Washington Regional Alcohol Program's (WRAP)

10 Tips for Parents

TO PREVENT UNDERAGE DRINKING

1

Facts

In 2019, May, June and August were the deadliest months of the year when it comes to teen driving. (National Highway Traffic Safety Administration)

2

Dangers

Drinking underage not only increases the chances of dependency later on in life, but can also leads to short and long-term consequences, as well as leading to other risky behaviors.

3

Talk

Have open, thoughtful and ongoing conversations with your teen about alcohol. Create clear family rules about alcohol use and driving or getting into a car where the driver has been drinking.

4

Confidence

Instill self-confidence in your teen by talking to them about peer pressure. Assure them that they don't need alcohol to have fun.

5

Liability

In most cases, it's unlawful for parents to allow their children's friends to consume alcohol in their home. Parents or adults may face criminal charges later on if these same “friends” are involved in a crash.

6

Structure

Be present in your teen's life. Share responsibilities and tasks with your teen. Give your child the opportunity to share their day's experiences.

7

Host

Host a teen party with clear guidelines of no alcohol or drugs. Make your presence known at the party.

8

Model

Parents should be role models to their teens and make sure their own behavior is appropriate. Use alcohol moderately, serve as a responsible host and never drink and drive.

9

Safety

Ensure your teens can talk to you if they make a mistake. Have a plan in place if your child *does* decide to drink alcohol and make sure they know to call a parent to pick them up or call 911 in the case of an emergency.

10

Law

The District of Columbia, Maryland and Virginia all have zero-tolerance laws, making it illegal to consume, possess or purchase alcohol under the age of 21.

For more information visit: <https://wrap.org/summer-months-usher-in-deadliest-period-for-teen-drivers/>
Washington Regional Alcohol Program: www.wrap.org

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reports increases in binge drinking amongst all three surveyed age groups (8th, 10th and 12th grade students).

In addition to its tips for parents to deter underage and drunk driving this summer, WRAP also encourages parents to be aware of social networks which their children use. Party promoters often prey on youth via social media sites and by

promising a good time and access to alcohol for a fee, according to WRAP.

“Make no mistake about it, parents play an integral role in when and if their children drink alcohol,” said Erickson. “These tips are simply meant to reinforce their efforts to foster a healthy and safe summer for them and their teenage children.” ■

WRAP's "Necessary Safety Net" of SoberRide® Offered During Cinco de Mayo

While stating unequivocally that "we're all safer at home" during the most recent Cinco de Mayo period and which was ensconced in the continuing COVID-19 pandemic, WRAP purposely reinstituted its "necessary safety net" of offering its SoberRide® program during this May's high-risk, high-alcohol consumption period.

WRAP's 2021 Cinco de Mayo SoberRide® program was in operation beginning at 4:00 pm on Wednesday, May 5, 2021 (Cinco de Mayo) and operated until 2:00 am on Thursday, May 6, 2021 as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

"While we're all safer at home, we are also a public safety organization which regularly looks to mitigate risk," said WRAP President Kurt Erickson in announcing the 2021 Cinco de Mayo SoberRide® program. "We therefore urge all Greater Washington residents to respect public health restrictions this Cinco de Mayo. However, if persons do venture out and alcohol is involved, we are all benefited from the safety net role which the region's SoberRide® program plays to remove drunk drivers from area roadways."

During SoberRide's hours of operation this Cinco de Mayo, area resident's ages 21 and older celebrating with alcohol could download the Lyft app to their phones, then enter a SoberRide® code in the app's "Promo" section to receive their no-cost (up to \$15) safe transportation home.



Representatives of area law enforcement agencies gather at The Wharf in Washington, D.C. for WRAP's May 4, 2021 launch of its 2021 Cinco de Mayo SoberRide® campaign.

Over a-third (39%) of U.S. traffic fatalities during Cinco de Mayo involve drunk drivers according to the National Highway Traffic Safety Administration.

While far from pre-pandemic ridership levels, 128 persons used WRAP's 2021 Cinco de Mayo SoberRide® program as opposed to possibly driving home drunk. For its hours of operation this Cinco de Mayo, this level of ridership translates into SoberRide® removing a potential drunk driver from Greater Washington's roadways every 4.6 minutes.

WRAP officially launched its 2021 Cinco de Mayo SoberRide® campaign at a May 4, 2021, outdoor and socially-distanced news conference held at The Wharf in Washington D.C. and featuring both newly-installed Metropolitan Police

Department Chief Robert J. Contee III as well as Governors Highway Safety Association Executive Director Jonathan Adkins.

SoberRide® is 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 2021 Cinco de Mayo SoberRide® campaign included the 395 Express Lanes, Anheuser-Busch, Brown-Forman, Constellation Brands, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Foundation for Advancing Alcohol Responsibility, Giant Food, Glory



"The Cinco de Mayo holiday represents that time of year when well over a third of all U.S. traffic fatalities involve alcohol-impaired drivers," said Metropolitan Police Department Chief Robert J. Contee III (here standing next to the region's SoberRide® vehicle) at WRAP's May 4, 2021 launch of the nonprofit's 2021 Cinco de Mayo SoberRide campaign.

Days Grill, Kendall-Jackson, Lyft, Molson Coors Beverage Company, New Belgium Brewing, Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association. In addition, WRAP's 2021 Public Partner SoberRide® Sponsors include the District of Columbia Department of Transportation, Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office and Virginia Department of Motor Vehicles.

Since 1991, WRAP's SoberRide® program has provided 80,407 free safe rides home to would-be drunk drivers in the Greater Washington area. ■



"While the penalties for driving under the influence of alcohol or drugs vary in this region, they are uniformly tough," said Governors Highway Safety Association Executive Director Jonathan Adkins at WRAP's May 4, 2021 launch of the nonprofit's 2021 Cinco de Mayo SoberRide® campaign held at The Wharf in Washington, D.C.

Governor Hogan Honors Impaired Driving Victims at Annual Maryland Remembers Ceremony

(The following is a reprinted news release originally issued by Maryland Governor's Office on November 23, 2020. WRAP serves as project director of Maryland's 17th-annual "Maryland Remembers" event.)

Governor Larry Hogan was joined today by transportation leaders, safety advocates, and families for the 2020 Maryland Remembers ceremony, an event honoring Marylanders who lost their lives to impaired driving. For the first time in 17 years, the ceremony was held as a hybrid virtual event, with family members and officers joining via livestream from the Annapolis Visitor Center.

"Together, we will never stop fighting to prevent more needless deaths from impaired driving," said Governor Hogan. "We truly are making progress, but even one death is too many. Our administration is fully committed to doing everything in our power to save lives and to prevent future tragedies."

Maryland Department of Transportation (MDOT) Secretary Greg Slater and MDOT Motor Vehicle Administrator (MDOT MVA) Chrissy Nizer joined Governor Hogan in Annapolis for the socially distanced ceremony. Maryland State Police (MSP)

Superintendent Colonel Woodrow Jones III participated virtually.

Maryland Remembers is held annually at the beginning of the holiday season, when impaired driving crashes tend to increase. In 2019, 151 people died and more than 3,200 were injured on Maryland roadways due to impaired driving. More than 18,500 people were arrested for driving under the influence of alcohol or drugs last year, with 1,847 of those arrests occurring from Thanksgiving to New Year's Day.

Earlier this month, a Maryland Remembers memorial stone was formally unveiled on the grounds of the MSP Annapolis Barrack for family, friends and community members to visit.

During today's ceremony, Administrator Nizer presented Officer Frank Enko of Baltimore County Police Department with the annual Kevin Quinlan Award for his work and advocacy in preventing impaired driving. Officer Enko is a Drug Recognition Expert and has been credited for training more than 20,000 officers during his tenure. The award is named for the late Kevin Quinlan,

a longtime traffic safety professional with the National Highway Traffic Safety Administration.

In 2016, Governor Hogan signed 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. In 2019, Governor Hogan signed into law House Bill 707, which increased the maximum jail time for those convicted of vehicular homicide while under the influence. In June, Maryland was selected by the National Governors Association to take part in a Learning Collaborative to strengthen the use of data to fight impaired driving-related injuries and fatalities.

Throughout the holiday season, the MDOT MVA Maryland Highway Safety Office will promote its new Be the Driver campaign through billboards, television, radio, and online. The campaign features reminders to "Be the SOBER Driver" and "Be the MAKE A PLAN Driver," and is designed to help generate awareness of stepped-up enforcement. ■



Photo courtesy of the Executive Office of the Governor

"Even one death is too many," said Maryland Governor Larry Hogan referring to lives lost on Maryland's roadways due to drunk driving and as part of the virtual, 17th-annual "Maryland Remembers" ceremony held online on November 23, 2020.

DUI Fatalities Increase in Greater Washington As Related Crashes, Injuries and Arrests Decrease

(The following is a reprinted news release originally issued by the Metropolitan Washington Council of Governments and WRAP on December 28, 2020.)

Alcohol-related crashes, injuries, and drunk driving arrests all decreased in the metropolitan Washington area in 2019, according to the 28th-annual “How Safe Are Our Roads?” Report prepared by the Metropolitan Washington Council of Governments (COG) for the Washington Regional Alcohol Program (WRAP).

However, alcohol and/or drug-impaired traffic fatalities increased during this same period. There were 90 alcohol and/or drug-impaired traffic fatalities recorded in 2019, compared to 85 fatalities in 2018—a nearly six-percent (5.88%) increase in such deaths from the previous year.

“With Greater Washington now exceeding the national average as to the percentage of traffic deaths involving impaired drivers, it’s all too clear that the local fight against drunk driving is far from won,” said WRAP President Kurt Erickson.

“Law enforcement agencies in the region are committed to combatting one of the rare public health issues that is 100 percent preventable—impaired driving,” said COG Police Chiefs Committee Chairman and Metropolitan Washington Airports Authority Police Department Chief David Huchler. “While there are many proactive education and enforcement initiatives underway in the region, the annual How Safe are Our Roads Report allows law enforcement to assess reported incidents and make data-driven decisions on the deployment of police resources with the ultimate goal of making our roadways safer for all travelers.”

Findings from the report include:

- **CRASHES:** Area traffic crashes attributed to alcohol and/or drugs decreased by 1.43-percent between 2018 and 2019 (from 4,335 to 4,273 crashes).
- **INJURIES:** Regional alcohol and/or drug-related traffic injuries also decreased by 4.62-percent between 2018 and 2019 (from 1,863 to 1,777 injuries).
- **ARRESTS:** Local arrests for either driving under the influence (DUI) or driving while intoxicated (DWI) decreased by 2.61-percent between 2018 and 2019 (from 14,293 to 13,920 arrests).

Of the metropolitan Washington area’s 280 total traffic fatalities in 2019, nearly a third of these roadway deaths were alcohol and/or drug-related. Nationally, 28-percent of total U.S. vehicular fatalities in 2019 were

reported as alcohol-impaired, according to the National Highway Traffic Safety Administration.

View the “How Safe are our Roads?” Report [here](#) ■

HOW SAFE ARE OUR ROADS?

2019 annual data report on the impact of drunk driving on road safety in the metropolitan Washington region

December 2020



Arlington County Police Department Recognizes Two Local Restaurant Security Guards During Fifth-Annual Fake ID Awards



WRAP's Kurt Erickson (l) and Alexandra Lucchesi, MS (r) along with WRAP Member Brandy Nannini Axdahl (Foundation for Advancing Alcohol Responsibility) (2nd from r) help the Arlington Restaurant Initiative on February 26, 2021 recognize staff from Whitlow's on Wilson in Arlington, Virginia for their detecting of fake I.D.s thereby preventing underage drinking.

(The following is a reprinted news release originally issued by the Arlington County Police Department, Arlington Restaurant Initiative, Foundation for Advancing Alcohol Responsibility and WRAP on February 26, 2021.)

The Arlington Restaurant Initiative (ARI) recognized two security guards and management of two restaurants during the Arlington County Police Department's (ACPD) fifth annual Fake ID Awards on the evening of February 26, 2021. The recipients were recognized for their excellence in detecting false identifications and preventing underage drinking.

In addition to the recognition by ARI, Responsibility.org and The Washington Regional Alcohol Program (WRAP) presented gift cards to these restaurants for being strong partners for their overall commitment to reducing underage drinking.

"COVID-19 has brought challenging times to our restaurant community, but safety remained a top priority for businesses who are members of the ARI as evidenced by the fake IDs collected and safety maintained," said Samantha Brien, ACPD's new Restaurant and Nightlife Liaison. "I commend our 2020 award winners for their dedication to safe service."

"It is exciting to honor the 2020 ARI Fake ID award winners and to bring attention to this successful public/private partnership," said Brandy Axdahl, Senior Vice President for Responsibility Initiatives at Responsibility.org. "We believe that ARI is a model for other communities who want to create an inclusive and collaborative effort to improve safety as well as consumer experiences."

"These dedicated employees had tremendous challenges to overcome in 2020 and we commend them for making underage drinking prevention a top priority in the midst of a global pandemic," said Kurt Erickson, President and CEO of WRAP.

"We are excited to be recognized for the fake ID awards," said Joe McDevitt, General Manager of Don Tito's. "We want to make

sure that everyone in our establishment is allowed to have a great time both responsibly and legally."

Since 2017, ARI has been a partnership between the hospitality industry, ACPD and county agencies to increase citizen safety and provide restaurant owners and staff with resources to maximize safety and viability. ARI raises restaurant standards on alcohol service, streamlines county processes and maintains Arlington County as a safe nightlife and entertainment destination. ARI accredited restaurants have demonstrated a commitment to safety for patrons and the community. New ARI staff include Sergeant Mohammed Tabibi, Business Outreach Sergeant; Samantha Brien, ARI Restaurant and Nightlife Liaison; and Corporal Tatiana Hernandez, Business Outreach Officer.

Responsibility.org is a national not-for-profit organization headquartered in Arlington, Virginia, and funded for 30 years by America's leading distillers. Its mission is to eliminate drunk driving and underage drinking and promote responsible drinking.

The Washington Regional Alcohol Program is a public-private partnership working to prevent drunk driving and underage drinking in the Washington, D.C., region. ■



WRAP's Kurt Erickson (l) and Alexandra Lucchesi, MS (r) along with WRAP Member Brandy Nannini Axdahl (Foundation for Advancing Alcohol Responsibility) (2nd from l) help the Arlington Restaurant Initiative on February 26, 2021 recognize staff from Don Tito in Arlington, Virginia for their detecting of fake I.D.s thereby preventing underage drinking.

Greater Washington Area Law Enforcement Lauded for Fight Against Drunk Driving

Eighteen (18) Washington-metropolitan area police officers were honored on December 11, 2020 for their “outstanding commitment in the fight against drunk driving in Greater Washington” and presented with the area’s 23rd-annual “Law Enforcement Awards of Excellence for Impaired Driving Prevention.”

Bestowed that morning, virtually, due to the continuing COVID-19 pandemic, WRAP presented its 2020 Law Enforcement Awards to:

- **City of Alexandria Police Department** Officer Angelo Suarez
- **Arlington County Police Department** Officer Anthony Gatto
- **City of Falls Church Police Department** Officer Bryce Cooper
- **City of Fairfax Police Department** Private First Class Zachary Davis
- **Fairfax County Police Department** 2nd Lieutenant Jason A. Long
- **Fairfax County Police Department** Police Officer First Class Brian Donoghue
- **Fairfax County Police Department** Police Officer First Class Sergio Andrade
- **Town of Herndon Police Department** Private First Class Jonathan Heavner
- **Loudoun County Sheriff's Office** Deputy First Class Mark Sarrichio
- **Maryland State Police** Trooper First Class Anthony Wallace
- **Metropolitan Police Department** Officer Roderick Saunders
- **Metropolitan Washington Airports Authority** Corporal Patricia Cox
- **Montgomery County Department of Police** Officer Patrick Kepp
- **Prince George's County Police Department** Corporal Thomas Kosakowski
- **Prince William County Police Department** Officer Chad Mason
- **United States Capitol Police** Officer Aram Karapetyan
- **United States Park Police** Officer Christopher Gogarty
- **Virginia State Police** Trooper Jordan Corvin

The 2020 virtual, annual awards—viewable [here](#)—were bestowed by WRAP in memory of Metropolitan Police Department 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 2020 Law Enforcement Awards were presented online today via a video hosted by the nonprofit featuring longtime event Master of Ceremonies Melissa Mollet (NBC Washington) and U.S. Representative Gerry Connolly (D-VA) who read the names of this year's honorees into the U.S. Congressional Record.

“This year’s awardees represent the front lines in Greater Washington’s continuing fight against drunk driving,” said WRAP Chairman Chris Hennigh. “Their collective effort to annually arrest and remove nearly 14,000 drunk drivers from Washington-metropolitan area roadways has undoubtedly saved lives.”

In addition to receiving the Law Enforcement Awards, each of the 2020 WRAP honorees also received a pair of complementary Washington Nationals tickets (courtesy of the Washington Nationals) and a \$ 25 gift card to Glory



U.S. Representative Gerry Connolly (D-VA) speaks at WRAP's virtual Law Enforcement Awards of Excellence for Impaired Driving Prevention held online on December 11, 2020.

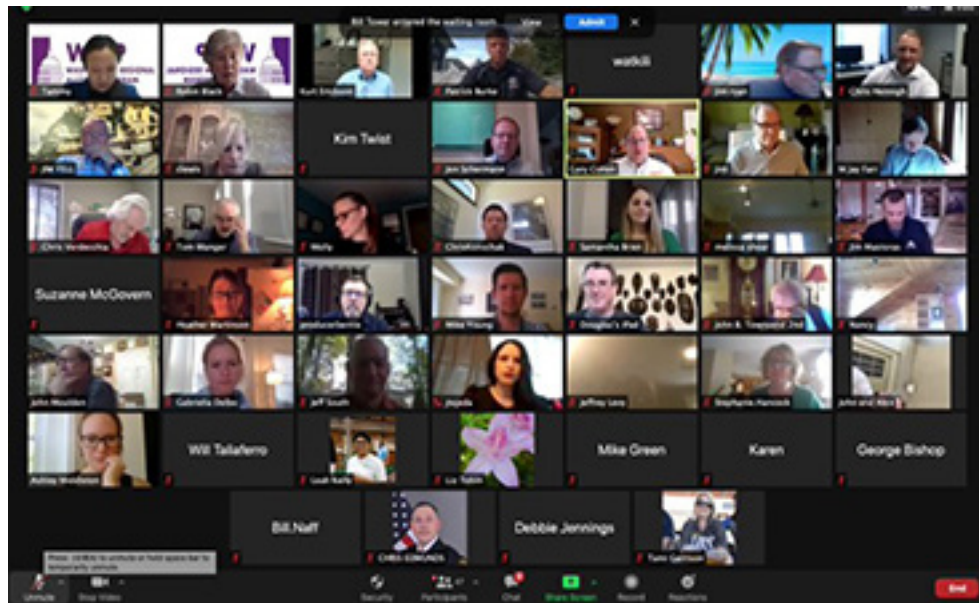
Days Grill (courtesy of Glory Days Grill).

Sponsors of WRAP's 2020 Law Enforcement Awards & Holiday Campaign Kick-Off included The Beer Institute, Breakthru Beverage Washington, D.C., Foundation for Advancing Alcohol Responsibility, GEICO, George Washington University Hospital, Glory Days Grill, Interstate Moving|Relocation|Logistics, Lyft and PAS Systems International. ■



NBC Washington's Melissa Mollet serves as Master of Ceremonies at WRAP's virtual Law Enforcement Awards of Excellence for Impaired Driving Prevention held online on December 11, 2020.

WRAP Commemorates 38th Year in Fighting Drunk Driving and Underage Drinking



Members of WRAP's Board of Directors participating in the nonprofit's virtual 2020 Annual Meeting & WRAPPY Awards held online on October 23, 2020.

WRAP commemorated its 38th year fighting drunk driving and underage drinking on October 23, 2020 during the nonprofit organization's 2020 Annual Meeting and WRAPPY Awards ceremony conducted virtually due to the continuing COVID-19 pandemic.

During the October 23rd online Annual Meeting, WRAP bestowed the following honors:

2020 Community Partnership Award

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

2020 Law Enforcement Award (Tie)

- Chief Murray "Jay" Farr, Retired, Arlington County Police Department
- Chief Tom Manger, Retired, Montgomery County Department of Police

2020 Youth Leadership Award

- Prevention Alliance of Greater Prince William

2020 Media Partnership Award

- Capital News Service (Virginia)

2020 Public Service Award

- Honorable Gerry Connolly, U. S. House of Representatives

2020 Chairman's Award

- Liz Tobin

2020 Public Partnership Award

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

2020 Corporate Sponsorship Award

(contributing \$5,000 or more to WRAP in FY 2020):

- Beer Institute
- Brown-Forman
- Constellation Brands
- District of Columbia Association of Beverage Alcohol Wholesalers
- Foundation for Advancing Alcohol Responsibility
- GEICO
- Giant Food
- Glory Days Grill
- Molson Coors
- New Belgium Brewing
- Queen of Virginia Skill & Entertainment

- 395 Express Lanes
- Washington Area New Automobile Dealers Association

2020 Corporate Partnership Award

- Anheuser-Busch and Local Distributors

During WRAP's October 23, 2020 virtual ceremony, the nonprofit also elected the following officers: Captain Christopher Hennigh (Arlington County Police Department), Chairman; Patrick Burke (Washington, D.C. Police Foundation), Vice Chairman; Linda Watkins (Inova Trauma Center), Secretary; Jim Fell (NORC at the University of Chicago), Treasurer; and Gary Cohen (Glory Days Grill), Immediate Past Chairman.

The charity also elected the following six individuals to its Board of Directors: Officer Jayme Derbyshire (Montgomery County Department of Police); Captain Chris Edmunds (Fairfax County Police Department); Chief David Huchler (Metropolitan Washington Airports Authority Police); Chris Konschak (Foundation for Advancing Alcohol Responsibility); Robin Rubin (Lyft); and Linda Watkins (Inova Trauma Center).

In addition, WRAP on October 23rd elected the following eight individuals as organizational Members: Taylor Amerman (Brown-Forman); J.J. Current (Medstar Washington Hospital Center); Tami Garrison (Molson Coors); Lt. Jason North (Alexandria Police Department); Jon Schermann (Metropolitan Washington Council of Governments); Dr. Samantha Tolliver, NRCC-TC (District of Columbia Office of the Chief Medical Examiner); Kim Twist (Constellation Brands); and Elizabeth Vermette (SADD).

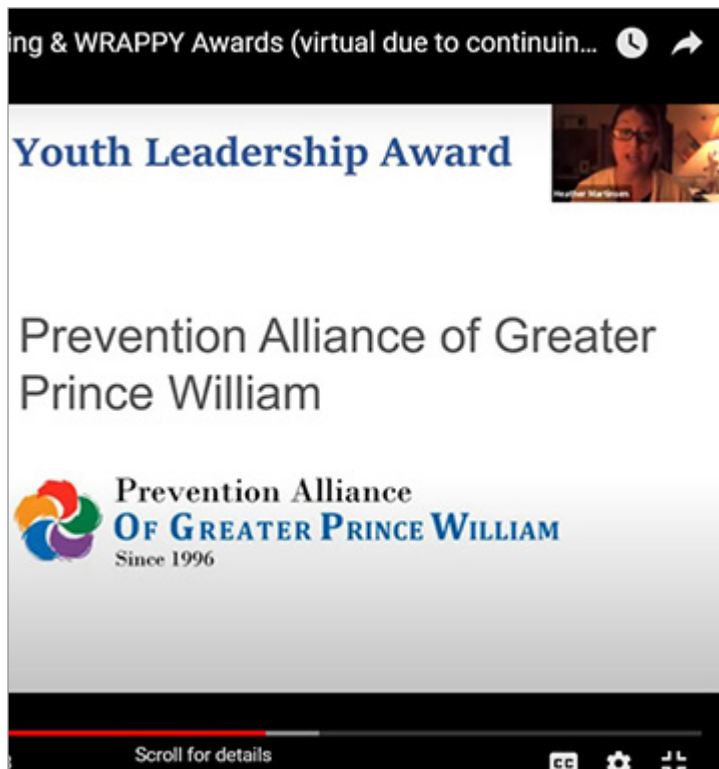
Sponsors of WRAP's 2020 Annual Meeting & WRAPPY Awards included AAA Mid-Atlantic, BREAKTHRU BEVERAGE GROUP, the Coalition of Ignition Interlock Manufacturers, GMMB, McAndrew Company, Safe Night LLC, Chris Tavlarides, TOAST VA (The Operational Alcohol Standards Training of VA) and Transurban. ■



Recently retired Arlington County Police **Chief Jay Farr** (right with WRAP's **Kurt Erickson**) stopped by WRAP's offices on November 6, 2020 to accept the nonprofit's 2020 Law Enforcement Award (originally presented virtually on October 23rd as part of nonprofit's virtual 2020 Annual Meeting & WRAPPY Awards) for his "efforts to prevent DUI in the region."



Liz Tobin (here with WRAP's **Kurt Erickson**) stopped by WRAP's offices on December 15, 2020 to accept the nonprofit's 2020 Chairman's Award (originally presented virtually on October 23rd as part of nonprofit's virtual 2020 Annual Meeting & WRAPPY Awards) recognizing her WRAP contributions including serving as Chair, Vice Chair, Secretary and Nominating Committee Chair.



The Prevention Alliance of Greater Prince William's **Heather Martensen** (inset) speaks after the alliance received WRAP's 2020 Youth Leadership Award during the nonprofit's virtual Annual Meeting & WRAPPY Awards held online on October 23, 2020.



The Virginia Commonwealth University's Capital News Service's (CNS) **Jeff South** (inset) speaks after CNS received WRAP's 2020 Media Partnership Award during the nonprofit's virtual Annual Meeting & WRAPPY Awards held online on October 23, 2020.

19th-Annual Checkpoint Strikeforce Campaign Raises Awareness of DUI Enforcement



Virginia Governor Ralph Northam joins WRAP for the virtual launch of Virginia's 19th-annual anti-drunk driving Checkpoint Strikeforce campaign via an online news conference held on August 26, 2020.

Markedly increased awareness of area DUI enforcement combined with the instilling of arranging for a safe ride home as a “core value” appear to be amongst the dividends of Virginia's recent 2020 Checkpoint Strikeforce campaign (for which WRAP serves as project director).

A January 2021 survey conducted by Washington, D.C.'s Lake Research Partners and of 600 male drivers ages 21-to-35 in Virginia—and following the third 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 2020 Checkpoint Strikeforce campaign's target audience's awareness of stepped-up DUI enforcement measurably increased in concert with the making of a plan to get a safe ride home after drinking becoming a core value of this audience with 95% of young men now saying that it is very or somewhat important “to make a plan to get a safe ride after drinking.”

Highlights from Lake Research Partners' post-campaign survey results (comparative to the same pre-campaign

survey conducted in July 2020) of the public education & awareness aspects of Virginia's 19th-annual Checkpoint Strikeforce campaign include:

- Young men's awareness of stepped-up DUI enforcement increased by nine-percent with about two-thirds (65%) of respondents “seeing, reading or hearing anything recently about increased law enforcement regarding drinking and driving,” including a 14% increase in Norfolk.
- Young men's awareness of the Checkpoint Strikeforce campaign increased by nine-percent since July 2020, with 62% of respondents “seeing, reading or hearing anything recently about a program called Checkpoint Strikeforce,” including a 12% increase in Norfolk and a 10% increase in Richmond.
- Young men's awareness of the “Act Like It” campaign, specifically, increased by ten-percent since July 2020, with 60% of respondents “seeing, reading or hearing anything recently that shows adult men as babies and says, “if you're old enough to drink, to act like it by not drinking and driving.”
- And that four-in-five young men (81%) say that they often plan ahead for a safe ride after drinking, with a majority saying they do this very often with said “planning ahead” increasing amongst said audience compared to a year ago.

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 2020 Checkpoint 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.

Virginia's newest and COVID-sensitive 30-second Checkpoint Strikeforce campaign “Act Like It” television spot can be viewed [here](#).

WRAP launched Virginia's 19th-annual Checkpoint Strikeforce campaign virtually (due to the COVID-19 pandemic) via a videoconference news conference with both Virginia Governor Ralph Northam and the Commonwealth's Secretary of Public Safety & Homeland Security Brian Moran. In addition, the traffic safety campaign was aided during the holiday season by Governor Northam's December 21, 2020 news release, “Virginia Revs Up Statewide Checkpoint Strikeforce Campaign to Bring Impaired Driving to a Standstill This Holiday Season,” along with a December 22, 2020 statewide and bilingual radio media tour appreciatively involving the Virginia State Police. ■



Virginia Secretary of Public Safety and Homeland Security Brian Moran joins WRAP for the virtual launch of Virginia's 19th-annual anti-drunk driving Checkpoint Strikeforce campaign via an online news conference held on August 26, 2020.

As a “Safety Net” Needed Even During a Pandemic, WRAP Offers St. Patrick’s Day SoberRide® Program

While stating unequivocally that it preferred that people not go out on St. Patrick’s Day during the continuing COVID-19 pandemic, WRAP purposely reinstituted—as a “necessary safety net” to the high-risk, high-alcohol consumption period—its SoberRide® program over the 2021 St. Patrick’s Day holiday as a way to keep local roads safe from impaired drivers during this traditionally high-risk period.

WRAP’s most recent St. Patrick’s Day SoberRide® program was in operation beginning at 4:00 pm on Wednesday, March 17, 2021 (St. Patrick’s Day) and operated until 2:00 am on Thursday, March 18, 2021.

“While we’re all safer at home, we are also a public safety organization which regularly looks to mitigate risk,” said WRAP President Kurt Erickson in announcing the 2021 St. Patrick’s Day SoberRide® campaign. “We therefore urge all Greater Washington

area residents to stay at home and respect public health restrictions this St. Patrick’s Day. However, if persons do venture out and alcohol is involved, we are all benefited from the safety net role which the region’s SoberRide program plays to remove drunk drivers from area roadways.”

Nearly half (42%) of U.S. traffic fatalities during St. Patrick’s Day involve drunk drivers according to the National Highway Traffic Safety Administration.

While far from pre-pandemic ridership levels, nearly 100 (88) persons used WRAP’s 2021 St. Patrick’s Day SoberRide® program 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 potential drunk driver from Greater Washington’s roadways every 6.8 minutes.

Sponsors of WRAP’s 2021 St. Patrick’s Day SoberRide® campaign include the 395 Express Lanes, Anheuser-Busch, Brown-Forman, Constellation Brands, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Foundation for Advancing Alcohol Responsibility, Giant Food, Glory Days Grill, Kendall-Jackson, Lyft, Molson Coors Beverage Company, New Belgium Brewing, Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association. In addition, WRAP’s 2021 Public Partner SoberRide® Sponsors include the District of Columbia Department of Transportation, Maryland Department of Transportation Motor Vehicle Administration’s Highway Safety Office and Virginia Department of Motor Vehicles. ■

Contributions

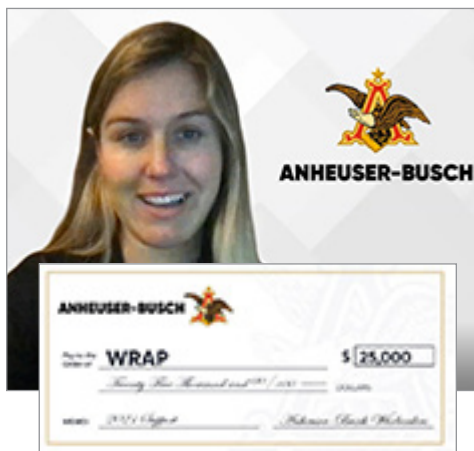
(May 1, 2020 through June 30, 2021)

WRAP’s Public Partners

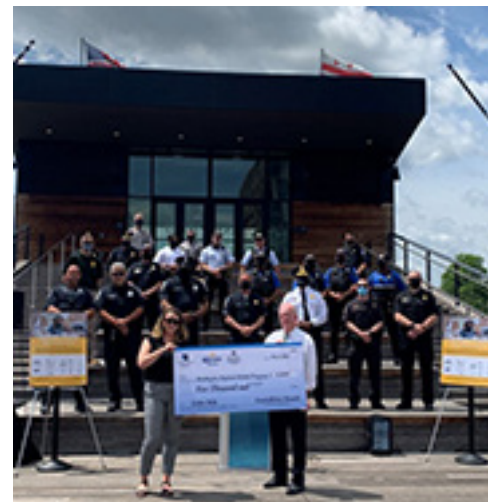
District of Columbia Department of Transportation
Maryland Department of Transportation Motor Vehicle Administration’s Highway Safety Office
Virginia Department of Motor Vehicles

Corporate Contributions

AAA Mid-Atlantic
Beer Institute
Breakthru Beverage
Brown-Forman
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CIIM
Constellation Brands
DC ABAW
Enterprise Holdings
FAAR
GEICO
Giant Food
Glory Days Grill
GMMB
Interstate Worldwide
McAndrew Company
Miller Coors/Molson Coors
New Belgium Brewing
Safe Night, LLC
The George Washington University Hospital
TOAST VA
Transurban/395 Express Lanes
Washington Area New Automobile Dealers Association
Weichbrod Foundation



Anheuser-Busch’s **Ashley Cahill** virtually presents to WRAP a check for \$25,000 check to support the nonprofit’s free safe ride service to prevent drunk driving, SoberRide®. The check presentation was made on December 11, 2020 as part of WRAP’s virtual 2020 Law Enforcement Awards of Excellence for Impaired Driving Prevention.



Constellation Brands’ **Bethany Turner** presents to WRAP’s **Kurt Erickson** a check for \$5,000 to support the nonprofit’s free safe ride service to prevent drunk driving, SoberRide®. The check presentation was made on May 4, 2021 at The Wharf in Washington, D.C. as part of WRAP’s launch of its 2021 Cinco de Mayo SoberRide® campaign.

Loudoun's Erickson has Been Leading the Charge Against Drunken Driving for Two Decades

(The following October 22, 2020 Loudoun Times-Mirror article is reprinted with permission.)

As a longtime resident of Loudoun County, having lived in the village of Waterford for three decades, Kurt Erickson has spent the past 21 years serving as president of the Washington Regional Alcohol Program (WRAP), a nonprofit that focuses on education and providing safe transportation to fight alcohol-impaired driving and underage drinking in the region.

The father of three and husband to Visit Loudoun's President and CEO Beth Erickson spends his time as a passionate leader of the program, known as WRAP, serving as public affairs strategist and even social media guru. With a full-time staff of just three, everyone on the team does a little bit of everything, he said.

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

In order to combat the scourge, one of WRAP's signature programs is the SoberRide campaign, which is offered on five major holidays to provide free rides home to anyone over the age of 21. Every year, the program provides 4,000 to 6,000 rides tallying about \$60,000 in fares. In 2017, WRAP partnered with Lyft, and ridership has tripled since then, he said.

This year, COVID has prevented WRAP from doing the SoberRide program, which Erickson says is unfortunate because there is evidence of increased alcohol use and higher drug use during the pandemic. Additionally, there is evidence that suggests drivers are taking risks, including speeding, driving impaired and compounding matters by not wearing seatbelts.

"The fact of the matter is with the COVID restrictions we thought it would be a larger drop. Last week the National Highway Traffic Administration reported that whereas vehicle miles are down, the traffic fatality rate is actually up. We thought we would see numbers going in the opposite direction," Erickson said.

Erickson says WRAP's aim during the pandemic hasn't changed, but its means of reaching people has.

They have created an online program normally taught in schools known as "Alcohol Awareness for Students." It is currently available on WRAP's website and presents information about the dangers of underage drinking and driving and the importance of making smart choices.

Another program—Checkpoint Strikeforce—has helped increase the deployment of law enforcement and includes a public education campaign to prevent drunken driving. The initiative targets 21- to 35-year-old male drivers, which are the majority of the drunken driving offenders, he said.

"If you are old enough to drink, we say to plan your exit strategy and a safe ride home," Erickson said. "...Drunk driving has so many stereotypes, and the majority of them are true. The majority of events happen at night and on weekends. Look at the Loudoun County Sheriff's Office reports. The group over-represented in fatal crashes where drinking is involved is always the 21- to 35-year-old male driver. 70 percent of those arrested are men. It is a male-dominated crime."

Erickson said a fair amount of science goes into WRAP's messaging. The organization has found that 95 percent of its audience finds it is very important to plan ahead before drinking and driving. But only about half actually do it.

In addition to alcohol use, WRAP focuses on other issues like drug use. Erickson is encouraging state lawmakers to address this issue.

"There has been a concerted effort to work with groups focused on cannabis or opioid users, and they are, in fact, intertwined," said Erickson. "People are also poly-users. In Washington, D.C., over 20 percent of tests for DUI also involve PCP, which is just scary. It shows that the fight against impaired driving—we are so far from declaring victory in that fight. And the numbers bear that out."

WRAP uses social media to reach its audience, in particular on Twitter and Facebook. For the Checkpoint Strikeforce campaign—which runs from August to December—outreach is even broader with TV ads and the use of social media platforms such as Instagram, Snapchat and Twitch.

Erickson said he's proud of all the campaigns at WRAP—especially SoberRide and Checkpoint Strikeforce—and believes they've helped in the drop in alcohol-related fatalities.

WRAP has also been instrumental in advancing legislation that hopes to prevent drunken driving in terms of penalties for either drunken driving or underage drinking. The organization worked on legislation that made Virginia the 16th state to mandate ignition interlock devices in cars for DUI offenders.

"Sometimes it is championing good bills, and sometimes it is beating back bad bills," Erickson said. "Recently there was one in Virginia which sought to allow persons to legally allow drunken driving on private property. It did have some momentum in the Senate before it was defeated in the House. I do pride ourselves for being an advocate for these issues."

Erickson said Loudoun County's drunken driving statistics in 2019 were a good sign, but the fight remains far from over.

"Drunk driving fatalities were down nearly 30 percent, but also drunk crashes were down and injuries were down," said Erickson. "Conversely, in 2018 the number of DUI arrests were up significantly by 26 percent. It went from 561 in 2018 to over 709 in 2019. While the crash fatality injury data is great, we need to be reminded that we reside in a county that makes a DUI arrest on average every 12 hours. Anybody who thinks the fight against drunk driving is over, these numbers really prove otherwise." ■



Photo: Times-Mirror/Karen Graham

Kurt Erickson, president of the Washington Regional Alcohol Program, stands at his home in Waterford.

WRAP Urges Safety on Super Bowl Sunday

While the COVID-19 pandemic put a dent on Super Bowl gatherings this year, as many as one-in-four U.S. adults said that they would still be attending parties for the big game leading WRAP to urge the public to have a game plan to prevent drunk driving during this year's "Super Bowl Sunday."

During Super Bowl Sunday 2017, nearly half (48%) of all U.S. traffic fatalities involved alcohol-impaired drivers according to the National Highway Traffic Safety Administration.

"With nearly half of all U.S. traffic deaths being caused by drunk drivers during Super Bowl Sunday, it's important to have a game-plan so as to not drop the ball during this high-risk, high-alcohol consumption period," said WRAP President Kurt Erickson.

A national Seton Hall Sports Poll (blogs.shu.edu/sportspoll/) conducted this month of more than 1,500 U.S. adults found that 25-percent of Americans this year will be "gathering with other people that live outside of their home" to watch Super Bowl LV scheduled for February 7, 2021.

"We urge all Greater Washington area residents to both stay at home and respect public health restrictions this Super Bowl Sunday. However, if persons do venture out

and alcohol is involved, we urge them to plan ahead as to how they'll safely get home when the game is over" including designating a sober driver, using alternative transport like public transportation, rideshare services and taxicabs or spending the night at your destination.

A July 2020 survey conducted of 600 21-35 year old male drivers in Virginia by Lake Research Partners for Virginia's Checkpoint Strikeforce campaign (actlikeit.org) found that while a strong majority

(95%) of young men believe it important to make a plan to get home safely before they go out for the night, less than two-thirds (61%) frequently do.

In January this year, WRAP emphasized that even those not drinking during the game can help deter drunk driving by both reporting suspected drunk drivers as well as by wearing their seatbelts.

"Even if you have every confidence in your own ability to not drive impaired, that confidence doesn't extend to the next driver," said Erickson. "Motorists in Greater Washington who suspect that they are sharing a roadway with an impaired driver should report such by safely dialing 911 in the District of Columbia or Maryland and #77 in Virginia."

"And while you often hear that wearing a seatbelt may be your best defense against a drunk driver, the true bottom-line is that the routine wearing of seatbelts is the single most effective measure to reduce crash-related deaths and injuries."

While DUI penalties differ in the District of Columbia, Maryland and Virginia for first-time offenders, such range from fines up to \$2,500, jail terms up to one year and driver's license suspension periods also up to one year. ■



As a "Safety Net" WRAP Offers SoberRide® on New Year's to Prevent Drunk Driving

While stating unequivocally that it preferred that people not go out on New Year's Eve during the continuing COVID-19 pandemic, WRAP—as a "necessary safety net" to the high-risk, high-alcohol consumption holiday—purposely reinstituted its SoberRide® program offering free safe rides to would-be drunk drivers throughout the Washington-metropolitan area on New Year's 2020.

WRAP's 2020 New Year's SoberRide® program was in operation beginning at 10:00 pm on Thursday, December 31, 2020 and operated until 2:00 am on Friday, January 1, 2021 as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

Nearly four-out-of-ten (39%) U.S. traffic fatalities during the New Year's holiday involve drunk drivers according

to the National Highway Traffic Safety Administration.

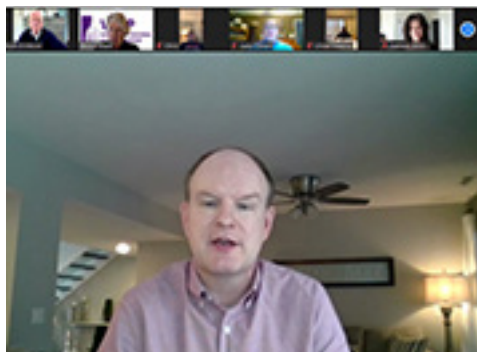
"While we're all safer at home, we are also a public safety organization which regularly looks to mitigate risk," said WRAP President Kurt Erickson in announcing the 2020 New Year's SoberRide® campaign. "We therefore urge all Greater Washington area residents to stay at home and respect public health restrictions this New Year's. However, if persons do venture out and alcohol is involved, we are all benefited from the safety net role which the region's SoberRide® program plays to remove drunk drivers from area roadways."

While far from pre-pandemic ridership levels, 55 persons used WRAP's 2021 New Year's SoberRide® program as opposed to possibly driving home drunk.

Sponsors of WRAP's New Year's 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, Foundation for Advancing Alcohol Responsibility, Giant Food, Glory Days Grill, Heineken, Kendall-Jackson, Lyft, Molson Coors Beverage Company, New Belgium Brewing, Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association. In addition, WRAP's 2020 Public Partner SoberRide® Sponsors included the District of Columbia Department of Transportation, Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office and Virginia Department of Motor Vehicles. ■

WRAP in the Community



Governors Highway Safety Association (GHSA) Executive Director **Jonathan Adkins** on January 26, 2021 briefing WRAP's Board of Directors (via their virtual meeting that day due to COVID-19) on his nonprofit's work leading states and territories in "moving toward zero deaths on the nation's roadways through leadership, partnerships and advocacy."



Photo: WRAP file

WRAP President **Kurt Erickson** being interviewed virtually (due to COVID-19) by WFXR-TV's (FOX) Parker King on December 31, 2020 about Virginia's Checkpoint Strikeforce campaign and drunk driving on New Year's.



For iHeartRadio's (WASH-FM, WMZQ, HOT 99.5, DC-101 and BIG 100) "Community D.C." show, WRAP President **Kurt Erickson** met virtually (due to COVID-19) with host **Bernie Lucas** on January 22, March 11 and April 29, 2021 to talk about the nonprofit's continuing efforts to prevent drunk driving and teen drinking during the continuing pandemic.



Photo: WRAP file

WRAP President **Kurt Erickson** being interviewed virtually (due to COVID-19) by NBC Washington's Justin Finch on March 16, 2021 about the nonprofit's 2021 St. Patrick's Day SoberRide campaign.



While unable to be there in-person this year (due to COVID-19), WRAP lent technical support to 106.7 The Fan's Sports Junkies' "Holiday Show" on December 11, 2020 including partnering with both the Loudoun County Sheriff's Office and Montgomery County Department of Police so to measure BAC levels of the participants in that day's live and on-air "wet lab."



Just this year, WRAP Program Manager **Alexandria Lucchesi, MS** presented the organization's alcohol education program, Alcohol Awareness for Students, virtually (due to COVID-19)—and most often via multiple sessions—at the Academy of the Holy Cross in Kensington, Maryland; Columbia Heights Educational Campus in Washington, D.C.; Eleanor Roosevelt High School in Greenbelt, Maryland; Falls Church Academy in Falls Church, Virginia; Osbourn Park High School in Manassas, Virginia; and Sandy Spring Friends School in Sandy Spring, Maryland.



As part of the Substance Abuse and Mental Health Services Administration's (SAMHSA) May 10-14, 2021 "National Prevention Week," WRAP Program Manager **Alexandria Lucchesi, MS** reminded all that #PreventionHappensHere re. underage drinking and drunk driving in Greater Washington.



Photo: WRAP file

WRAP President **Kurt Erickson** met virtually (due to COVID-19) with WMAL News' **Barbara Britt** on March 2, 2021 to talk about the nonprofit's continuing efforts to prevent drunk driving and teen drinking during the continuing pandemic.



On March 17, 2021, WRAP lost its co-founder and longtime Director **Andy Ockershausen**. A famed DC area media executive, civic leader and philanthropist, "Andy O." was the longtime manager for WMAL radio and for more than a quarter century during that station's heyday, he spearheaded that station's dominance in the DC market including having the acclaimed morning team of "Harden & Weaver" and being the station of Washington's NFL franchise (where he "hand-picked the broadcast team of Sonny Jurgensen, Sam Huff, and Frank Herzog—a trio so popular that Redskins fans would often mute their televisions and listen to the popular radio broadcast"). In receiving WRAP's "Chairman's Award" in 2019, Andy was feted as a WRAP co-founder (in 1982) as well as a "continuing and valued WRAP champion whom never passes-up the opportunity to tout the organization, its mission, its Board and staff as well as its lifesaving work in a 'town' where EVERYONE knows HIS name."

■ WRAP Program Manager **Alexandra Lucchesi, MS** spoke virtually (due to COVID-19) at Eleanor Roosevelt High School's SADD chapter induction on March 24, 2021 in Greenbelt, Maryland.

■ WRAP Program Manager Alexandra Lucchesi, MS spoke virtually (due to COVID-19) at Prince George's County Public Schools' Regional Association of Student Governments' General Assembly on March 24, 2021 about WRAP's Alcohol Awareness for Students program.

■ WRAP Program Manager Alexandra Lucchesi, MS presented on the dangers and consequences of underage drinking and impaired driving on May 17, 2021 at partner Inova Trauma Center's virtual (due to COVID-19) "Reality Check"—a unique safety program for local young drivers and their parents

Dispatches from the Pandemic

(The following March 2021 Governors Highway Safety Association's newsletter article is reprinted with permission.)

With a goal of sparing you the pandemic tropes of pivot, unprecedented, uncertain times and we're all in this together, I appreciate GHSA affording the Washington Regional Alcohol Program (WRAP) this opportunity to provide some "Dispatches from the Pandemic." My goal is to briefly discuss the implications—and opportunities—to local traffic safety programming during the continuing COVID-19 pandemic.

Founded in 1982, the nonprofit (501[c](3)) WRAP is an award-winning public-private partnership working to prevent drunk driving and underage drinking in the Washington (DC) metropolitan area. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the metro-Washington area's alcohol-related traffic deaths historically lower than the national average. WRAP, however, may best be known to area residents via the organization's popular free safe ride service for would-be drunk drivers, SoberRide.®

While no one is 100% immune from COVID's impact, the pandemic has revealed WRAP and many state and local traffic safety

organizations as resilient entities still focused on finding new pathways to achieving our local and lifesaving missions. During the pandemic, we have all become navigators charting new and often virtual courses for our prevention and safety programming governed by the old computer-voiced "recalculating" prompt as public health now demands that we take alternative routes to public safety.

WRAP has long prided itself on being an effective and results-oriented steward of the public and private support it is entrusted with (including spending just 3% of its total expenses on administration and/or fundraising). In the last year, this responsibility has been exemplified by our organization as we converted a number of program offerings to online applications, evaluated the pandemic's impact on local behaviors (including that of law enforcement), adapted prevention strategies to effectively resonate in the "new normal," and coexisted "safer-at-home" messaging with calls-for-safety if people did go out and alcohol was involved.

WRAP and its state and local traffic safety partners have responded to the disheartening pandemic realities that impaired drivers are not self-quarantining. This was recently confirmed by National Highway Traffic Safety Administration research that indicated despite vehicle miles traveled decreasing by



a double-digit percentage, highway deaths increased by nearly 5%. And despite COVID restrictions, NHTSA also reported in an Open Letter to the Driving Public that 65% of drivers treated in five trauma centers tested positive for drugs or alcohol.

While our collective and continuing response to the further ills of the COVID-19 pandemic is clearly necessary, it has also proven to effectively unify U.S. traffic safety professionals under a Saved Lives Matter banner. This shared movement is key to effectively pivoting during these unprecedented and uncertain times. Because we are all in this together. (Sorry.)

Kurt Erickson, President, Washington Regional Alcohol Program

Calendar of Events

**2021 Virginia Checkpoint Strikeforce Campaign
(including local "Kick-Off" event)**
August–December 2021

Sixth-Annual WRAP Fundraiser
September TBD, 2021

2021 Maryland Impaired Driving Enforcement Awards
TBD

WRAP's 39th-Annual Meeting & WRAPPY Awards
October 22, 2021, 11:30 am–2:00 pm

2021 Halloween SoberRide® Campaign
October TBD, 2020

18th-Annual "Maryland Remembers" Ceremony
TBD

**WRAP's 24th-Annual Law Enforcement Awards &
Holiday Campaign Kick-Off**
December 10, 2021

2021 Holiday SoberRide® Campaign
December 17, 2021—January 1, 2022

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



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