



Summer Months Usher in Deadliest Period for Teen Drivers

Citing the fact that the summer months usher in that contiguous period (May–August) when the greatest number of U.S. teen traffic deaths occur, WRAP urged parental involvement to combat both underage drinking and drunk driving this summer.

On May 9, 2024, WRAP provided area parents of teens with “Ten Tips for Parents to Prevent Underage Drinking” (which are available as a downloadable and/or printable PDF at <https://wrap.org/wp-content/uploads/2024/05/10-Tips-2024-Summer.pdf>). WRAP’s ten annual summer tips, designed to inform Greater Washington parents on how best to deter underage 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 responsible hosts and never drink and drive.
- **Know your Liability...** In most cases, it is 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 2022, over a 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.”

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WRAP Champions Tougher DUI Laws in Region



Photo courtesy of Maryland Governor's Office

WRAP’s Kurt Erickson (standing left of Maryland flag) on May 16, 2024 in Annapolis, Maryland joining fellow advocates for Maryland Governor Wes Moore’s signing into law a 2024 bill requiring ignition interlocks for persons put on probation for drunk driving thereby closing a loophole in Maryland’s “Noah’s Law.”

MARYLAND

“Closing the loophole on Noah’s Law so that drunk drivers given a sentence of probation before judgment can still be required to install an ignition interlock device in their vehicle should help reduce the state’s rising number of traffic deaths,” reported *The Baltimore Sun* in its April 9, 2024 editorial, “Maryland lawmakers wrap up a cautious session” and following the April 8, 2024 adjournment of Maryland’s 2024 session of its General Assembly.

In the good news category—and in what *WUSA9 (CBS-TV)* reported as a “bill that would close what advocates consider a loophole in an existing DUI law...(and is now) headed to Maryland Governor Wes

Moore’s desk for his signature” (4-9-24)—Maryland lawmakers passed WRAP-supported legislation making whole Maryland’s “Noah’s Law” by requiring ignition interlocks for persons put on probation for drunk driving. In addition, Maryland’s 2024 General Assembly sent to the Governor’s desk legislation increasing the maximum penalties for operating a boat while under the influence of alcohol.

In the bad news category, Maryland lawmakers this year failed to pass WRAP-supported legislation seeking to increase the “maximum periods of imprisonment” for persons convicted of vehicular manslaughter including for those convicted of such and having been previously convicted

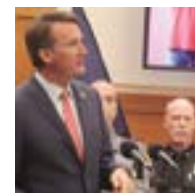
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of a number of crimes including impaired driving.

Among the 2,728 bills introduced in Annapolis this year, House Bill 105 (Atterbary, D-Howard County) sought to expand the universe of persons subject to Maryland's Ignition Interlock System Program to include persons put on probation (Probation Before Judgment or "PBJ") for either DUI or DWI. Such closes a loophole in the state's 2016-enacted "Noah's Law" as Maryland Motor Vehicle Administration (MVA) data shows that more than half (50.47%) of persons (in closed cases) adjudicated for either DUI or DWI in Maryland in 2022 were granted PBJs and therefore not subject to the full universe of public protections namely participation in Maryland's proven effective interlock program. This was the sixth consecutive year that said legislation was introduced in Annapolis and WRAP worked as part of a 14-member coalition (whose members included AAA Mid-Atlantic, Foundation for Advancing Alcohol Responsibility, MADD and the Maryland State's Attorneys' Association, amongst others) in successfully advocating for this loophole-closing legislation which looks to ensure public safety along that route used by half of persons arrested for drunk driving in Maryland. (As part of the "sausage-making" aspect of advancing HB 105 in Annapolis this year, the advancing bill additionally includes language to both: allow for [time] credit for early interlock installation; as well as allow persons who received PBJs for impaired driving to, 15 years later, petition the court to seek expungement of said offense's records.) The cross-filed Senate version of this same legislation (SB 421) was rolled into SB 118 and subsequently died in the Senate this year.

This year's advancing boating under the influence (BUI) bill, Senate Bill 740 (Gile, D-Anne Arundel County), sought to significantly "alter the time period within which a court may prohibit a person convicted under certain circumstances of operating a vessel while under the influence of alcohol from operating a vessel on the waters of the State" most notably in both doubling (one to two years) the period which a court can prohibit a BUI offender from "operating a vessel on the waters of the state" and up to five years for BUI incidents resulting in death of another person (including newly-set fines and or imprison-



WRAP's **Kurt Erickson** (at lectern) on January 24, 2024 in Annapolis, Maryland testifying before a Maryland Senate committee supporting 2024 legislation looking to increase the maximum penalties for vehicular manslaughter including for those previously convicted of drunk driving.

ment terms for persons violating said prohibitions). The cross-filed House version of this same legislation (HB 770) died in a House Committee this year. (Last year in Annapolis, WRAP additionally successfully advocated for legislation counting BUI convictions as prior DUI convictions.)

Both of the aforementioned bills have subsequently been signed into law by Maryland Governor Wes Moore (D).

Conversely, House Bill 264 (Crosby, D-St. Mary's County) and its cross-filed Senate Bill 26 (Bailey, R-Calvert and St. Mary's Counties)—which sought to increase the "maximum periods of imprisonment" for persons convicted of vehicular manslaughter including for those convicted of such and having been previously convicted of a number of crimes including driving under the influence of alcohol, driving while impaired by alcohol or driving while impaired by drugs or controlled dangerous substances (Maryland Transportation Section 21-902 [a][b][c] & [d])—each died in committee this year (with SB 26 unanimously being passed in the Senate but withering in a House committee and HB 264 never even being voted on in said same House committee.) The WRAP-supported Maryland State's Attorneys Association bills countered existing Maryland sentencing guidelines for the aforementioned crimes which too often result in ineffectual, remarkably low incarceration periods (with State's Attorneys from across Maryland bemoaning the effect of said guidelines including that first offenders of these serious and or deadly crimes are sentenced to probation to two years and as these offenses aren't considered "violent crimes," offenders are eligible for parole after just one-quarter of their sentence).

Other DUI-related bills dying this year in Annapolis include those proposing to:

- increase the maximum imprisonment penalties for vehicular homicide including DUI/BUI homicide/life threatening injury including making vehicular manslaughter a "violent crime" (HB 683 & SB 87);
- allow for the expungement of PBJs for impaired driving ten years post-probation and shielding of the same five years post-probation (HB 867 & SB 118);
- and impose 12 MVA vehicle-related law violation points for either a third or subsequent DUI/BUI conviction (HB 1406).

VIRGINIA

"Virginia General Assembly session will be remembered by what didn't pass," read the *WRIC-TV (ABC)* headline (3-11-24) following March 9, 2024 adjournment of Virginia's 2024 session of its General Assembly.

As the *Richmond Times-Dispatch* reported (3-10-24) on Virginia's "changed General Assembly," the "session began January 10th with a historic changing of the guard and dozens of new faces" noting new single party rule in the both Virginia's House and Senate with the former being comprised of one-third newly-elected Delegates and the latter being comprised of nearly half newly-elected Senators.

In addition, the 2024 legislative session followed both a 2022 DUI study by the Virginia Crime Commission (which WRAP presented to that November) where WRAP hoped such would've yielded more sweeping legislative recommendations to the Commonwealth's impaired driving laws and last year's compromise of said agency's disparate members in making far more narrow recommendations largely consisting of budget amendments to address DUI via fiscally-enhanced enforcement and testing means.

That said, and specific to the final outcome of impaired driving legislation introduced this year in Richmond, the good news is that Virginia lawmakers both: failed to advance legislation which originally sought to eliminate all penalties associated

with violations of Virginia’s interlock program; and sent to Virginia Governor Glenn Youngkin (R) legislation—originally looking to further limit the use of BAC tests in court cases involving suspected impaired drivers—amended to only codify the directing of law enforcement to advise an DUI arrestee of his or her rights.

House Bill 1299 (Williams, R-Stuart), as originally introduced, sought to eliminate all penalties associated with violations of Virginia’s interlock program (DUI offenders in the Commonwealth are required to use ignition interlocks for a set period of time as a condition of a restricted license) and substitute such with five watered-down consequences for said violations (including eliminating positive breath tests from being considered as “alcohol-related violations”). A substitution version of the bill to simply redefine said violations and, in doing so, lessen them also eliminated as a violation all attempts to start a vehicle after drinking. With the Virginia Alcohol Safety Action Program (VASAP and which monitors the state’s interlock program) obviously opposing said legislation, WRAP joined a broad-based coalition of 15 traffic safety-focused organizations including AAA, MADD, National Safety Council, Drive Smart Virginia and the Virginia Association of Chiefs of Police, amongst others, to echo said opposition including meeting in Richmond with the bill’s sponsor. The measure was tabled by the bill’s sponsor at a subcommittee meeting of the Virginia House of Delegates’ Courts of Justice Committee.

Senate Bill 95 (Stanley, R-Glade Hill), also as originally introduced, sought to mandate that law enforcement “adequately” advise a DUI arrestee of his or her rights lest “any breath sample...shall not be admissible” in court for the purpose of determining probable cause. Stepping around the ill-defined and trip-wired term “adequately” here, results from preliminary breath tests (PBT) tests are unallowable to be introduced at trial in Virginia however such may be used in court as a means of determining probable cause for a DUI stop and or arrest. WRAP worked with the Virginia Association of Commonwealth Attorneys to address this proposed barrier to the determination of probable cause and which resulted in the version of the bill being conveyed to Virginia’s Governor (for his consideration of signing into law) eliminating the word “adequately” thereby clarifying in code what law enforcement

are responsible for in advising any suspected drunk driver of his or her rights (noting that if they fail to do such, then and only then may PBT tests be inadmissible “for the purpose of determining probable cause”).

Other legislation advancing to the Governor’s office this year included that proposing to:

- allow DUI offenders successfully completing a Veterans Treatment Court Program “behavioral health docket or other specialty docket” (as sanctioned by the state) to petition the court for a restricted license “in the course of his employment” or “to the place of his employment” regardless of conviction date (HB 1324 & SB 6);
- allow for expungement of original charges if said charges are otherwise dismissed or reduced (SB 20 & SB 504);
- allow courts to, “in its discretion,” impose any allowable fine or waive any allowable costs against juveniles for traffic infractions (HB 1264);
- and further regulate ignition interlock advertising to comply with the Virginia Consumer Protection Act (HB 1351).

Meanwhile, other legislation dying in Richmond this year include that proposing to:

- Virginia Crime Commission recommended (and WRAP-supported) legislation to have Virginia DMV annually publish local and statewide data on driving under the influence of alcohol and or drugs (HB 2204, Delaney, D-Centreville and SB 1398, Surovell, D-Mt. Vernon);
- Virginia Crime Commission recommended legislation to allow courts to be petitioned regarding the sealing of certain offenses including underage drinking (HB 2400, Herring, D-Alexandria and SB 1402, D-Mt. Vernon);
- and the Commission on Virginia Alcohol Safety Action Program (VASAP) supported legislation to include criminal defense counsel on local VASAP policy boards (HB 2370, Scott, D-Portsmouth and SB 841, D-Mt. Vernon).

Conversely, legislation dying in Richmond this year included that proposing to:

- allow victims of fatal drunk driving crashes to pursue child support for surviving children (HB 1104);
- create a per se level for THC-impaired driving (HB 448 & HB 1102);
- reverse the actions of Virginia’s 2020 Special Session I relative to then making a number of primary traffic offenses secondary (inc. window tinting, inoperable taillights, etc.) (HB 391, HB 684 & SB 65);
- allow persons convicted of involuntary manslaughter to, five years later, petition the court for a restricted license possibly including an interlock provision (HB 850);
- allow for the expungement of juvenile court records for felony level offenses had they been over 18 (SB 482);
- and allow administrative fees for local VASAPs (HB 774). ■

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In 2021, 27 percent of young drivers (ages 15-20 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 NHTSA. That same year, more than one in five (22%) young drivers killed in U.S. traffic crashes had a BAC of 0.08 g/dL or higher.

Washington Regional Alcohol Program's (WRAP)
10 Tips for Parents
TO PREVENT UNDERAGE DRINKING

Facts May, June, July and August are the deadliest contiguous months of the year when it comes to teen driving. (National Highway Traffic Safety Administration, 2016-2022)	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.
Dangers Drinking underage not only increases the chances of dependency later on in life but can also lead to short and long-term consequences as well as leading to other risky behaviors.	Host Host a teen party with clear guidelines of no alcohol or drugs. Make your presence known at the party.
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 when the driver has been drinking.	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.
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.	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.
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.	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.

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NHTSA data further shows that while young drivers comprise just five percent of all licensed drivers in the U.S., they account for 8.4 percent of all drivers involved in fatal crashes.

The U.S. Centers for Disease Control and Prevention labels alcohol as the most commonly used substance among young people in the U.S. and that underage drinking is a “significant public health problem in the U.S.” responsible for approximately 4,000 deaths annually.

“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.” ■

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More Than 700 Use SoberRide® 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 'Payment' tab under the 'Add Lyft Pass' option. Valid for up to \$15 off one ride taken home in Lyft's Washington, D.C. coverage area from 4:00 p.m. Thursday, July 4, 2024 until 4:00 a.m. on Friday, July 5, 2024. 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 3:00 p.m. on Thursday, July 4, 2024 and can be used only during the aforementioned period.

2024 EXECUTIVE SOBERRIDE® SPONSORS:	2024 GOLD SOBERRIDE® SPONSORS:	2024 SILVER SOBERRIDE® SPONSORS:	2024 PUBLIC PARTNER SOBERRIDE® SPONSORS:
 ENJOY RESPONSIBLY. DRINK WISER. DIAGEO 	 Enterprise FOUNDATION FOR ADVANCING ALCOHOL RESPONSIBILITY MOLSON COORS	 BROWN-FORMAN Giant GLORY DAYS RAMW 	 DMOI MOT DMV

Columbia; the Maryland counties of Montgomery and Prince George's and towns therein plus the cities of Bowie, College Park, District Heights, Gaithersburg, Glenarden, Greenbelt, Hyattsville, Laurel, Mount Ranier, New Carrollton, Rockville, Seat Pleasant and Takoma Park; and the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William and towns therein plus the cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park.

Sponsors of WRAP's 2024 Cinco de Mayo SoberRide® campaign included the 395 Express Lanes, Anheuser-Busch, Beer Institute, Brown-Forman, Constellation Brands, Diageo, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Foundation for Advancing Alcohol Responsibility, Giant Food, Glory Days Grill, Lyft, Molson Coors Beverage Company, New Belgium Brewing, Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association. WRAP's 2024 Public Partner SoberRide® sponsors include the District of Columbia Office of the Deputy Mayor for Operations and Infrastructure's Highway Safety Office, the Maryland Highway Safety Office/ Maryland Motor Vehicle Administration and the Virginia Department of Motor Vehicles.

Since 1991, WRAP's SoberRide® program has provided 90,769 free safe rides home to would-be drunk drivers in the Greater Washington area. ■

Over 700 (738) persons in the Washington-metropolitan area used the free safe ride service, SoberRide® on the 2024 Independence Day (July 4, 2024) holiday as opposed to possibly driving home drunk.

"For its hours of operation this Independence Day, this level of ridership translates into SoberRide® removing a potential drunk driver from Greater Washington's roadways approximately every minute (58 seconds)," said WRAP Program Manager Alexandra Lucchesi, MS.

WRAP's 2024 Independence Day SoberRide® campaign began at 4:00 p.m. on Thursday, July 4, 2024, and continued until 4:00 a.m. on Friday, July 5, 2024 as a way to keep local roads safe from potentially impaired drivers during this traditionally high-risk holiday. During this twelve-hour

period, area residents celebrating with alcohol could download the Lyft app to their phones, then enter the code "SAFEJULY4TH24" in the app's 'Promo' section to receive their no-cost safe ride home. SoberRide® was available to new and existing Lyft users.

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

WRAP also offers its free safe ride service on St. Patrick's Day, Cinco de Mayo, Halloween and the winter holidays through and including New Year's Eve.

SoberRide® is offered throughout Lyft's Washington D.C. coverage area which includes all or parts of: the District of

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.

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DC-Metro Area Sees Rise in Alcohol and Drug-Related Traffic Fatalities, Injuries and Crashes

(The following is a reprinted news release originally issued by the Metropolitan Washington Council of Governments and WRAP on January 26, 2024.)

The number of alcohol and/or drug-related traffic fatalities increased nearly 13 percent in the metropolitan Washington area between 2021 and 2022, according to the annual “How Safe Are Our Roads?” Report prepared by the Metropolitan Washington Council of Governments (COG) for the nonprofit Washington Regional Alcohol Program (WRAP).

“This report shows a troubling trend in impaired driving in the region. These actions have dire consequences for our entire community. 96 individuals lost their lives in 2022 due to crashes involving alcohol and/or drug-impaired drivers.” said WRAP President Kurt Erickson. “While three of the last five years have shown lower than average alcohol and drug-related traffic fatalities for the region,

we still have much more work to do.” Findings from the report include:

- **FATALITIES:** Regional alcohol and/or drug-impaired traffic fatalities increased by 12.94 percent between 2021 and 2022 (from 85 to 96 fatalities).
- **INJURIES:** Regional alcohol and/or drug-related traffic injuries increased 9.54 percent between 2021 and 2022 (from 1,489 to 1,631 injuries).
- **CRASHES:** Regional traffic crashes attributed to alcohol and/or drugs increased 13.70 percent between 2021 and 2022 (from 3,694 to 3,853 crashes).
- **ARRESTS:** Local arrests for either driving under the influence (DUI) or driving while impaired (DWI) decreased 9.3 percent between 2021 and 2022 (from 10,248 to 9,295 arrests).

Twenty-seven percent of the metropolitan Washington region’s 350 total traffic fatalities for 2022 involved alcohol and/or drug-impaired drivers. Three of the last five years have had less alcohol and/or drug-impaired traffic crashes than the regional average.

As of the date of publication, national alcohol-impaired fatality rates for 2022 were still unavailable. The report will be updated to show national traffic fatalities due to drivers who were alcohol and/or drug impaired when that data is available. ■



Over 500 Use SoberRide® on St. Patrick’s Day

Over 500 (503) persons in the Washington-metropolitan area used the free safe ride service, SoberRide® this St. Patrick’s Day (March 17, 2024) 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 85 seconds,” said WRAP Program Manager Alexandra Lucchesi, MS.

WRAP’s 2024 St. Patrick’s Day SoberRide® campaign began at 12:00 p.m. on Sunday, March 17, 2024 (St. Patrick’s Day) and continued until 12:00 a.m. Monday, March 18th, 2024 as a way to keep local roads safe from potentially impaired drivers during this traditionally high-risk period. During this twelve-hour period, area residents celebrating with alcohol could download the Lyft app to their phones, then enter the code “SAFESTPATSDC2024” in the app’s ‘Promo’ section to receive their no-cost safe ride home. SoberRide® was available to new and existing Lyft users.

Lyft provided SoberRide® trips throughout the Washington-metropolitan

area to local residents ages 21 and older who otherwise may have attempted to drive home after drinking.

Sponsors of WRAP’s 2024 St. Patrick’s Day SoberRide® campaign included the 395 Express Lanes, Anheuser-Busch, Beer Institute, Brown-Forman, Constellation Brands, Diaego, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Foundation for Advancing Alcohol Responsibility, Giant Food, Glory Days



Montgomery County, Maryland State’s Attorney John McCarthy on March 15, 2024 in Arlington, Virginia helping launch WRAP’s 2024 St. Patrick’s Day SoberRide® campaign.

Grill, Lyft, Molson Coors Beverage Company, New Belgium Brewing, Restaurant Association Metropolitan Washington, and the Washington Area New Automobile Dealers Association. WRAP’s 2024 Public Partner SoberRide® Sponsors include the District of Columbia Office of the Deputy Mayor for Operations and Infrastructure’s Highway Safety Office, the Maryland Highway Safety Office/ Maryland Motor Vehicle Administration and the Virginia Department of Motor Vehicles.

In addition, nearly a half-dozen of the Washington-metropolitan area’s better-known Irish restaurants also united to ensure a safe St. Patrick’s Day celebration this year by sponsoring SoberRide®. These dining establishments included: The Dubliner Restaurant & Pub (DC); Ireland’s Four Courts (VA), Kelly’s Irish Times (DC); Martin’s Tavern Est. 1933 (DC); O’Sullivan’s Irish Pub (VA); and Spanky’s Shenanigans (VA).

Since 1991, WRAP’s SoberRide® program has provided 90,769 free safe rides home to would-be drunk drivers in the Greater Washington area. ■

22nd-Annual “Drive Sober or Get Pulled Over” Campaign Raises Awareness of DUI Enforcement



Virginia Governor Glenn Youngkin on August 28, 2023 in Richmond, Virginia helping launch the Virginia Department of Motor Vehicles’ 2023 “Drive Sober or Get Pulled Over” campaign (for which WRAP serves as project director).

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 2023 “Drive Sober or Get Pulled Over” campaign (for which WRAP serves as project director). Virginia’s “Drive Sober or Get Pulled Over” campaign, supported by a grant from the Virginia Department of Motor Vehicles to the nonprofit WRAP, commemorated its 22nd year in 2023.

A January 2024 survey conducted by Washington, D.C.’s Lake Research Partners and of 600 male drivers ages 21-to-35 in Virginia—and following the sixth 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 2023 “Drive Sober or Get Pulled Over” 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 93 percent 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 2023) of the public education & awareness aspects of Virginia’s 22nd-annual “Drive Sober or

Get Pulled Over” campaign include:

- A “solid majority” (90%) of young men recall the traffic safety campaign, “Drive Sober or Get Pulled Over.”
- Strong majorities of young men also have awareness and campaign recall of increased law enforcement regarding drinking and driving (92%) and, specifically, the “Act Like It” campaign (87%)—a 12 percent and seven percent increase, respectively.
- Young men “who have seen, heard, or read about the Act Like It campaign are 12 points more likely than those without campaign recall to often plan ahead.”
- The percentage (91%) of young men saying that they “plan ahead for a safe ride home after drinking” increased by eight percent.
- The number of young men who have read something about the “Drive Sober or Get Pulled Over” campaign increased by 26-percent.
- Similarly, the number of young men who have read something about the “Act Like It” campaign increased by 33 percent.
- And, in two newer questions first posed in the 2022 campaign, the perceived likelihood of someone being pulled over or arrested for impaired driving continues to be high among young men. More than nine in ten young men say it is likely someone will be pulled over if they drive impaired (94%, up five-percent) or arrested if they drive impaired (90%).

“Drive Sober or Get Pulled Over” 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.

The research-driven 2023 Checkpoint Strikeforce campaign (actlikeit.org)—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 2023 30-second “Drive Sober or Get Pulled Over” campaign “Act Like It” television spot can be viewed at <https://www.youtube.com/watch?v=IEwDpaRJ8TA>.

WRAP launched Virginia’s 22nd-annual “Drive Sober or Get Pulled Over” campaign via a state capitol news conference conducted on August 28, 2023 featuring Virginia Governor Glenn Youngkin, VCU Medical Center’s Level I Trauma Center Medical Director Michel B. Aboutanos, M.D., Colonel Gary T. Settle, Superintendent, Virginia State Police and Virginia DMV Commissioner Gerald Lackey. In addition, the traffic safety campaign was aided during the holiday season by Governor Youngkin’s December 20, 2023 news release, “Virginia’s Drive Sober or Get Pulled Over Campaign is Back to Deter Drunk Driving This Holiday Season” along with a statewide and bilingual radio media tour conducted that same day appreciatively involving Virginia State Police Trooper Paul Mendoza. ■



WRAP’s Kurt Erickson on December 18, 2023 talking with “12 On Your Side’s” (WWBT-TV, NBC, Richmond) Jennifer Blake about Virginia’s “Drive Sober or Get Pulled Over” campaign’s stepped-up holiday season efforts to identify and apprehend impaired drivers in the Commonwealth.

Over 300 Use SoberRide® on Cinco de Mayo

More than 300 (306) persons in the Washington-metropolitan area used the free safe ride service, SoberRide® on a rainy Cinco de Mayo (May 5, 2024) as opposed to possibly driving home drunk.

WRAP's 2024 Cinco de Mayo SoberRide® campaign began at 12:00 p.m. on Sunday, May 5, 2024, and continued until 12:00 a.m. on Monday, May 6 2024 as a way to keep local roads safe from potentially impaired drivers during this traditionally high-risk period. During this twelve-hour period, area residents celebrating with alcohol could download the Lyft app to their phones, then enter the code "SAFECINCO2024" in the app's 'Promo' section to receive their no-cost safe ride home. SoberRide® was available to new and existing Lyft users.

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

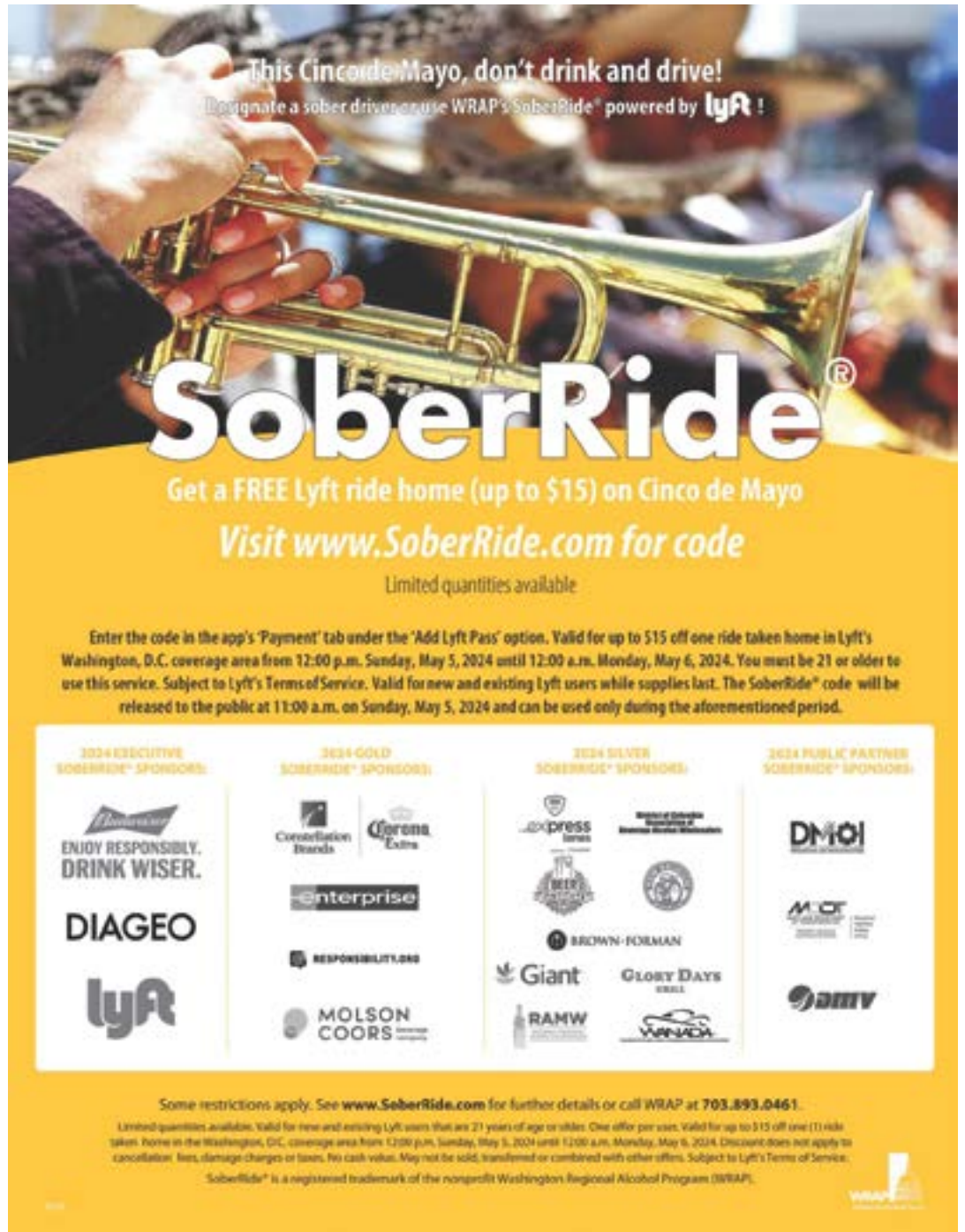
SoberRide® is offered throughout Lyft's Washington D.C. coverage area which includes all or parts of: the District of Columbia; the Maryland counties of Montgomery and Prince George's and towns therein plus the cities of Bowie, College Park, District Heights, Gaithersburg, Glenarden, Greenbelt, Hyattsville, Laurel, Mount Ranier, New Carrollton, Rockville, Seat Pleasant and Takoma Park; and the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William and towns therein plus the cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park.

Sponsors of WRAP's 2024 Cinco de Mayo SoberRide® campaign included the 395 Express Lanes, Anheuser-Busch, Beer Institute, Brown-Forman, Constellation Brands, Diageo, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Foundation for Advancing Alcohol

Responsibility, Giant Food, Glory Days Grill, Lyft, Molson Coors Beverage Company, New Belgium Brewing, Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association. WRAP's 2024 Public Partner SoberRide® sponsors include the District of Columbia Office of the Deputy Mayor for Operations

and Infrastructure's Highway Safety Office, the Maryland Highway Safety Office/ Maryland Motor Vehicle Administration and the Virginia Department of Motor Vehicles.

Since 1991, WRAP's SoberRide® program has provided 90,769 free safe rides home to would-be drunk drivers in the Greater Washington area. ■



Announcing the 2024 Impaired Driving Student Video Contest Winners



(The following is a reprinted news release originally issued by the Office of the Attorney General for the District of Columbia on April 1, 2024. WRAP partnered with the Attorney General's Office on this 2023-24 school year student video contest.)

This winter, the Office of Attorney General and its partners held the second *Impaired? No Time to Drive* high school student video contest and is pleased to announce the

winning video.

Videos were judged based on their content, creativity, originality, and how they communicated to peers the important message about the dangers and consequences of driving while impaired. Every student who submitted a video, whether individually or as part of a team, earned 10 community service hours that will apply to their graduation requirements.

Please join the Office of Attorney General and its partners in congratulating the following winner:

First Place

The team from MacArthur High School: Nya Byers, Ava Grassia, and Elizabeth Landes won first place, and in recognition of their great video won a \$300 visa gift card. Watch their video here.

Congratulations to all of the winners!

Partners

Impaired? No Time to Drive is a collaboration between OAG, the Alcoholic Beverage Regulation Administration, Washington Regional Alcohol Program, District Department of Transportation, DC Public Schools, and the George Washington University Hospital.

Thank you, partners! ■

Over 1,000 Use SoberRide® over Winter Holidays

Over 1,000 (1,096) persons in the Washington-metropolitan area used the free safe ride service, SoberRide®, during the winter holidays (December 15, 2023 through January 1, 2024) as opposed to possibly driving home drunk.

WRAP's most recent holiday SoberRide® offering concluded on January 1, 2024 after kicking-off and running nightly (10:00 pm to 4:00 am) since December 15, 2023 providing a total of 1,096 free safe rides to local residents ages 21 and older who otherwise may have attempted to drive home after drinking. 831 persons used Greater Washington's SoberRide® on New Year's, alone (10:00 pm on December 31, 2023 through 4:00 am on January 1, 2024).

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 17 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 "Payment" tab (under the Add Lyft Pass option) to receive their no-cost (up to \$15) safe transportation home. SoberRide® was available to both new and existing Lyft users.

Sponsors of WRAP's 2023 Holiday SoberRide® campaign included the 395 Express Lanes, Amazon, Anheuser-Busch, Beer Institute, Brown-Forman, Constellation Brands, Diageo, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Foundation for Advancing Alcohol Responsibility, Giant Food, Glory Days Grill, HEINEKEN, Lyft, Molson Coors Beverage Company, New Belgium Brewing,

Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association. WRAP's 2023 Public Partner SoberRide® sponsors included the District of Columbia Office of the Deputy Mayor for Operations and Infrastructure's Highway Safety Office, the Maryland Highway Safety Office/ Maryland Motor Vehicle Administration and the Virginia Department of Motor Vehicles. ■



iHeartRadio (WASH-FM, WMZQ, HOT 99.5, DC-101, BIG 100 & iHeartSportsDC) "Community D.C." host **Dennis Glasgow** (left) on December 11, 2023 talking with WRAP's **Kurt Erickson** (inset) and Metropolitan Police Department (D.C.) Assistant **Chief Leslie Parsons** regarding WRAP's 2023 Holiday SoberRide® campaign and impaired driving prevention efforts in the Greater Washington area over the winter holidays.

Governor Moore and Lt. Governor Miller Honor Victims of Fatal Crashes in Maryland

Photo courtesy of Maryland Governor's Office



Maryland Governor Wes Moore on November 21, 2023 in Annapolis, Maryland helping to memorialize the state's victims of drunk driving while calling for safety during the holiday season as part of the Maryland Highway Safety Office's annual "Maryland Remembers" ceremony (for which WRAP serves as project director).

(The following is a reprinted news release originally issued by Maryland Governor's Office on November 22, 2023. WRAP serves as project director of Maryland's 20th-annual "Maryland Remembers" event.)

Governor Wes Moore and Lieutenant Governor Aruna Miller last night joined safety advocates from across the state and families who have lost loved ones in car crashes for the 20th annual Maryland Remembers ceremony in Annapolis. The ceremony traditionally honors Marylanders who were killed in impaired driving crashes. This year, the event was expanded to remember all victims, regardless of the cause of the crash.

"The loss of a father, a mother, a husband, a wife, a daughter, a son or a dear friend is devastating. And when that loss is due to a crash on our highways, it leaves an even deeper sting of senselessness and hurt," said Gov. Moore. "We must never forget. We must never accept it. We must do everything we can, individually and as members of our Maryland community, to protect one another along every step of our travels. Mobility is a hallmark of our freedom, and safety is a responsibility we share."

"Even one life lost on our roadways is too many, and we must do everything we can to put an end to roadway fatalities."

said Lt. Gov. Miller. "Last week I was proud to announce significant actions our administration is taking to improve safety in road work zones and protect workers. These actions will create a greater culture of safety among drivers in the state of Maryland that will extend to all of our roads, in order to protect workers, motorists, passengers, cyclists, law enforcements and pedestrians who use our roadways."

Crashes, injuries and fatalities increase



Maryland Governor Wes Moore (left) on November 21, 2023 in Annapolis, Maryland with WRAP's Kurt Erickson helping to memorialize the state's victims of drunk driving while calling for safety this holiday season at the Maryland Highway Safety Office's 20th anniversary "Maryland Remembers" ceremony.

during the holiday season. This year, the Motor Vehicle Administration's Highway Safety Office again received a grant in partnership from the Governors Highway Safety Association, Lyft and Responsibility.org to provide ride codes worth \$20 for discounted rideshare while they last.

Details are available at ZeroDeathsMD.gov/rideshare. Throughout the holiday season, law enforcement agencies will also conduct high visibility impaired driving enforcement operations.

"Each time we get behind the wheel, we carry a responsibility for the safety of ourselves, our passengers and others who share the road, whether they drive, ride, bike or walk," said Maryland Department of Transportation Secretary Paul Wiedefeld. "Today, we remember those who have lost their lives in crashes, but we will truly honor them if we work together to ensure safety every day across Maryland's transportation system."

"Working with the Maryland Department of Transportation Highway Safety Office, we will continue our efforts to educate our citizens about dangerous driving habits and conduct statewide traffic safety and enforcement efforts focused on drivers who ignore speed limits, or drive aggressively, distracted, or impaired," said Maryland State Police Superintendent Colonel Roland L. Butler, Jr. "Our success in achieving safer roads depends on the collaboration and partnership of every person in our state."

During the ceremony, Baltimore County Police Department Sgt. Thomas J. Morehouse received the annual Kevin Quinlan Award in recognition of his leadership in impaired driving enforcement and promotion of roadway safety. The Motor Vehicle Administration's Highway Safety Office also announced a new virtual memorial wall to honor victims of crashes year-round.

To date this year, 531 people have been killed in crashes. Over the past five years in Maryland, there have been more than 32,250 crashes involving drivers impaired by drugs or alcohol, resulting in 799 deaths and 14,317 injuries.

Learn more about the Motor Vehicle Administration's Highway Safety Office at ZeroDeathsMD.gov. ■

Greater Washington Area Law Enforcement Lauded for Fight Against Drunk Driving



Prince William County Police **Officer Godson Vondee** (second from left) on December 15, 2023 in McLean, Virginia receiving one of WRAP's 26th-annual Law Enforcement Awards from (l-r) United States Capitol Police **Chief J. Thomas Manger** (this year's co-hosting agency), retired Metropolitan Police Department (DC) **Lt. Pamela Simms** and event Master of Ceremonies, NBC Washington's **Melissa Mollet**.

Seventeen (17) Washington-metropolitan area police officers were honored on December 15, 2023 for their "outstanding commitment in the fight against drunk driving in Greater Washington" and presented with the area's 26th-annual "Law Enforcement Awards of Excellence for Impaired Driving Prevention."

Bestowed that morning at a regional ceremony held in McLean, Virginia, WRAP presented its 2023 Law Enforcement Awards to:

- **City of Alexandria Police Department** Officer Zachary Anderson
- **Arlington County Police Department** Corporal Steven Yanda
- **Arlington County Police Department** Officer Ashley Kumar
- **City of Falls Church Police Department** Officer Zackery Lauw
- **City of Fairfax Police Department** Private First Class Maurice Anderson
- **Fairfax County Police Department** Private First Class Brian Castello
- **Town of Herndon Police Department** Private First Class Bryce Cooper
- **Loudoun County Sheriff's Office** Deputy First Class Tyler Giles
- **Maryland State Police** Corporal Anthony Wallace
- **Metropolitan Police Department (DC)** Officer Jeremy Brady

- **Metropolitan Washington Airports Authority** Corporal Joshua Morris
- **Montgomery County Department of Police** Sergeant Patrick Kepp
- **Prince George County Police Department** Private First Class Juan Rodriguez
- **Prince William County Police Department** Officer Godson Vondee
- **United States Capitol Police** Officer Aram Karapetyan
- **United States Park Police** Officer Kevin Brennan
- **Virginia State Police** Trooper Jordan Corvin

The annual awards, presented at a ceremony at Maggiano's Little Italy in the Tysons



Following October's on-duty injury where he lost both of his legs via emergency surgery, an emotional Montgomery County Police **Sergeant Patrick Kepp** on December 15, 2023 addressing his fellow law enforcement professionals via video from the Walter Reed National Military Medical Center at WRAP's 2023 Law Enforcement Awards in McLean, Virginia.

Galleria, 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 2023 Law Enforcement Awards were presented by Officer Simms' widow, Lieutenant Pamela Simms, also formerly with the Metropolitan Police Department, along with NBC Washington's Traffic Reporter Melissa Mollet. Event speakers included Congressman Gerry Connolly (D-VA) and



U.S. **Representative Gerry Connolly** (D-VA) on December 15, 2023 in McLean, Virginia helping launch WRAP's 26th-annual Law Enforcement Awards and Holiday Campaign Kick-Off.

United States Capitol Police Chief J. Thomas Manger. (The United States Capitol Police co-hosted the event with WRAP.)

"This year's awardees represent the front lines in Greater Washington's continuing fight against drunk driving," said WRAP Chairman Patrick Burke. "Their collective effort to annually arrest and remove over 10,000 drunk drivers from Washington-metropolitan area roadways has undoubtedly saved lives."

In addition to receiving the Law Enforcement Awards, each of the 2023 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 2022 Law Enforcement Awards & Holiday Campaign Kick-Off included The Beer Institute, Breakthru Beverage Washington, D.C., Foundation of Advancing Alcohol Responsibility, GEICO, George Washington University Hospital, Glory Days Grill, Interstate Moving | Relocation | Logistics and Lyft. ■

A Record-Shattering over 1,300 Use SoberRide® over Halloween Weekend

Over 1,300 (1,321) persons in the Washington-metropolitan area used the free safe ride service, SoberRide®, Halloween weekend (October 28-29, 2023) as opposed to possibly driving home drunk.

“For its hours of operation last weekend, this level of ridership translates into SoberRide® removing a potential drunk driver from Greater Washington’s roadways nearly every 32-seconds,” said WRAP Program Manager Alexandra Lucchesi, MS.

WRAP’s 2023 Halloween SoberRide® campaign began at 4:00 p.m. on Saturday, October 28, 2023 and continued until 4:00 a.m. the next day, Sunday October 29, 2023 as a way to keep local roads safe from potentially impaired drivers during this traditionally high-risk period. During this time, area residents celebrating with alcohol could download the Lyft app to their phones, then enter the code “SAFEHALLOWEEN23” in the app’s ‘Promo’ section to receive their no-cost safe ride home. SoberRide® was available to new and existing Lyft users.

Lyft provided SoberRide® trips

throughout the Washington-metropolitan area to local residents ages 21 and older who otherwise may have attempted to drive home after drinking.

The most recent Halloween ridership of 1,321 users was the highest ever for that holiday since SoberRide® began in 1991. WRAP also offers free safe ride services on St. Patrick’s Day, Cinco de Mayo, Independence Day and the winter holiday through and including New Year’s Eve.

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 towns therein plus the cities of Bowie, College Park, District Heights, Gaithersburg, Glenarden, Greenbelt, Hyattsville, Laurel, Mount Ranier, New Carrollton, Rockville, Seat Pleasant and Takoma Park; and the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William and towns therein plus the cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park.

Sponsors of WRAP’s 2023 Halloween SoberRide® campaign include 395 Express Lanes, Amazon, Anheuser-Busch, Beer Institute, Brown-Forman, Constellation Brands, Diageo, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Foundation for Advancing Alcohol Responsibility, Giant Food, Glory Days Grill, Lyft, Molson Coors Beverage Company, New Belgium Brewing, Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association. WRAP’s 2023 Public Partner SoberRide® Sponsors include the District of Columbia Office of the Deputy Mayor for Operations and Infrastructure’s Highway Safety Office, Maryland Highway Safety Office/Maryland Motor Vehicle Administration and Virginia Department of Motor Vehicles.

Since 1991, WRAP’s SoberRide® program has provided 90,769 free safe rides home to would-be drunk drivers in the Greater Washington area. ■



An Arlington County Police Department SUV literally covered with participants’ pledges to not drink and drive following WRAP joining the agency for its October 28, 2023 interactive, anti-drunk driving Halloween event in the Clarendon section of Arlington, Virginia.

Maryland Law Enforcement Officers Recognized for Impaired Driving Prevention Efforts

(The following is a reprinted news release originally issued by the Maryland Department of Transportation/Highway Safety Office on November 6, 2023. WRAP serves as project director of Maryland's 22st-annual Impaired Driving Law Enforcement Awards.)

Seventy-six law enforcement officers from 21 state, county and local police agencies were recognized this past weekend (November 4, 2023) for their commitment to enforcing Maryland's impaired driving laws. The annual Impaired Driving Law Enforcement Awards, a joint effort of the Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office and the Washington Regional Alcohol Program, was held Saturday, November 4, and honored officers dedicated to eliminating impaired driving crashes, injuries and deaths. The combined efforts of law enforcement officers state-wide resulted in more than 14,859 arrests for Driving Under the Influence (DUI) in 2022.

"The Maryland Department of Transportation is proud to support our members of law enforcement, and we're thankful for their daily commitment to remove impaired drivers from Maryland roadways," said Motor Vehicle Administrator Chrissy Nizer, who also serves as Governor Wes Moore's Highway Safety Representative. "We all must work together as a community to make traffic safety a top priority and create a responsible environment for all travelers."

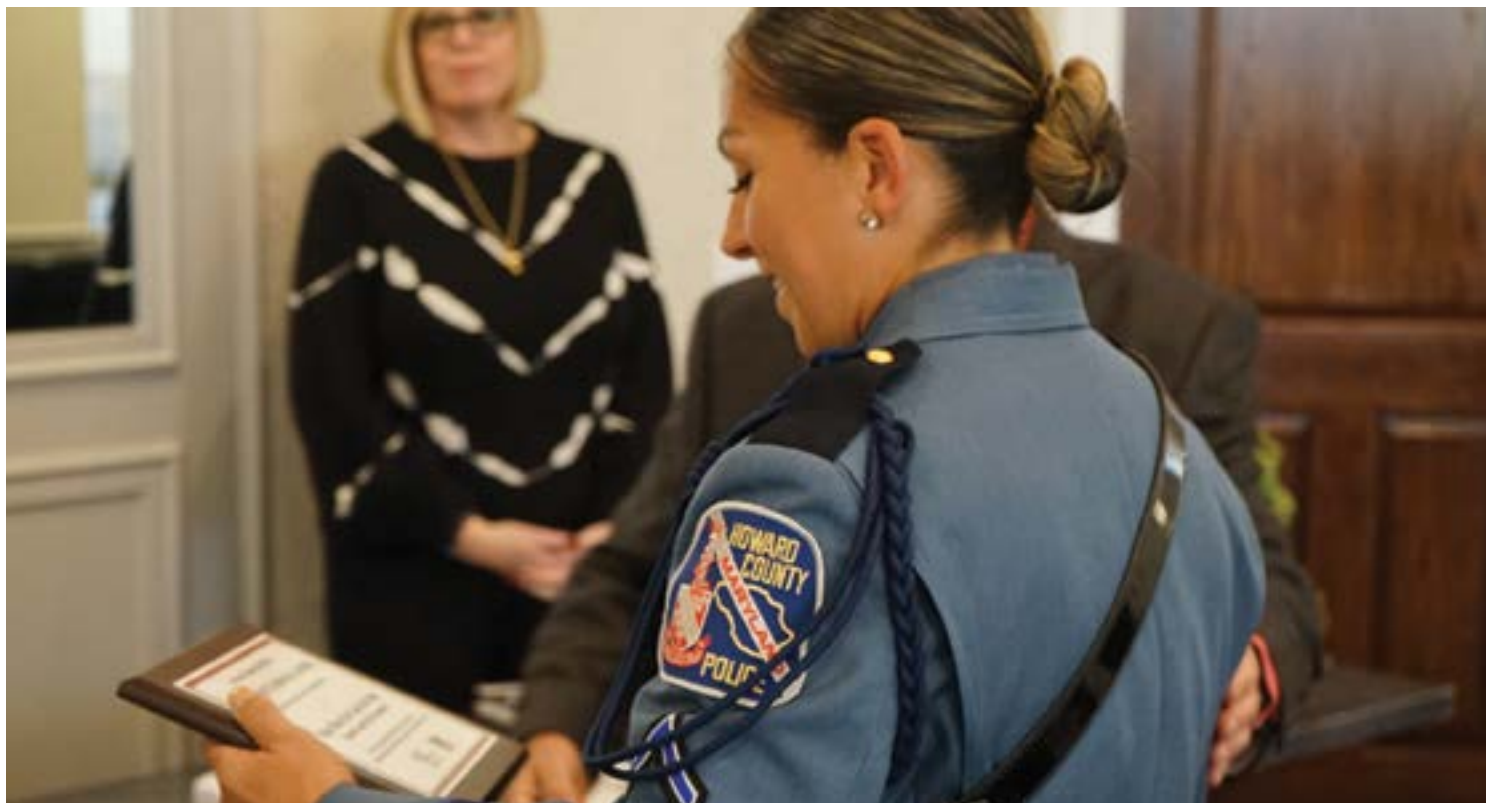
The awards ceremony was held in Rockville and recognized officers for DUI enforcement—including seven who made more than 100 arrests each:

- Baltimore County Police Department Police Officer First Class Jefferson Schaub (100 arrests)
- Howard County Police Department Police Officer First Class Erica Farley (102 arrests)
- Maryland State Police Trooper First Class Seth Shubert (105 arrests)

- Maryland State Police Trooper First Class Nicholas Kline (125 arrests)
- Maryland State Police Trooper First Class Logan Speak of the State Police Impaired Driving Reduction Effort (SPIDRE) team (101 arrests)
- Maryland State Police Corp. Anthony Wallace, also of the SPIDRE team (103 arrests)
- Maryland Transportation Authority Police Officer II Justin Insley (136 arrests)

At the event, officials also thanked officers who serve as Drug Recognition Experts. These officers are trained in a scientifically validated method to identify people whose driving is impaired by drugs other than, or in addition to, alcohol. The following conducted more than 15 Drug Recognition Expert evaluations:

- Baltimore City Police Department Lt. Charles Smith
- Harford County Sheriff's Department Sgt. Christopher Henize
- Maryland State Police Trooper First Class Gregory Bunger



Howard County, Maryland Police **Officer First Class Erica Farley** on November 4, 2023 in Rockville, Maryland receiving the 2023 Noah Leotta Memorial Award at the 2023 Maryland Impaired Driving Enforcement Awards. (WRAP serves as project director of the 22nd-annual Maryland Highway Safety Office event.)

■ Maryland State Police Trooper First Class
Nicholas Schweers

■ Montgomery County Police Department Sgt. Patrick Kepp

For her dedication and passion for safety enforcement, Police Officer First Class Erica Farley of Howard County Police Department was named the recipient of the Noah Leotta Memorial Award. The award is named for a Montgomery County Department of Police officer who was killed by an impaired driver while working a holiday DUI patrol in 2015.

“Maryland’s professional law enforcement serve as the front line in the state’s fight against impaired driving. It is their valiant efforts in ensuring public safety that we recognize with this year’s Maryland Impaired Driving Enforcement Awards,” said Kurt Erickson, President of the Maryland nonprofit Washington Regional Alcohol Program (WRAP). Maryland’s Impaired Driving Enforcement Awards are supported by a grant from the Motor Vehicle Administrator’s Highway Safety Office to WRAP.

Over the past five years in Maryland, there have been more than 32,250 crashes involving drivers impaired by drugs and/or alcohol. Those crashes resulted in 799 deaths and 14,317 injuries. In addition to high visibility impaired driving enforcement operations throughout the year, the Motor Vehicle Administration’s Highway Safety Office runs an educational campaign called “Be the SOBER Driver” and “Be the MAKE A PLAN Driver” to encourage everyone to make a plan for a sober ride home.

Learn more about the Motor Vehicle Administration’s Highway Safety Office at ZeroDeathsMD.gov or on Facebook, X/ Twitter and Instagram @ZeroDeathsMD. ■



Maryland Transportation Authority Police **Sergeant Tyler Sheldon** (second from left) on November 4, 2023 in Rockville, Maryland receiving the 2023 DUI Award from (l-r) Maryland Motor Vehicle Administration Administrator **Chrissy Nizer**, Maryland Highway Safety Office (MHSO) Director **Dr. Tim Kerns** and MHSO Impaired Driving Program Manager **Cliff Jacobs**.

Greater Washington Anti-DUI Group Urges Safety on Super Bowl Sunday

With the teams, site and time finalized, WRAP on January 31, 2024 urged the public to also develop a game plan to prevent drunk driving during this year’s “Super Bowl Sunday.”

During Super Bowl Sunday 2021, nearly half (47%) of all U.S. traffic fatalities involved alcohol-impaired drivers according to the National Highway Traffic Safety Administration’s Fatality Analysis Reporting System (FARS).

“With nearly half of all U.S. traffic deaths involving drunk drivers during Super Bowl Sunday, it’s important to have a game-plan to defeat this opponent,” said WRAP President Kurt Erickson.

The Tysons-based organization issued a number of “safe celebrating” tips (below) to prevent drunk driving during “Super Bowl Sunday,” scheduled for February 11, 2024. However, the nonprofit emphasizes that even those not drinking during the game can help deter drunk driving’s impact by both reporting suspected drunk drivers as well as by wearing 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.”

For those hosting or attending Super Bowl parties, WRAP’s tips to prevent drunk driving include:



- Planning ahead and designating a sober driver if you’re celebrating with alcohol.
- Using alternative transportation like ride-sharing services, taxi cabs or public transportation.
- Being a responsible host by:
 - Never serving anyone who appears to be impaired.
 - Closing the bar at least an hour before the event’s end.
 - Designating a sober bartender. (Don’t let guests mix their own drinks.)
- Serving food with alcohol (high protein foods like meats and cheeses stay in the stomach longer thereby slowing the body’s alcohol absorption rate).
- Using a non-carbonated base in alcoholic punches (the body absorbs alcohol faster when mixed with carbonation).
- Serving non-alcoholic beverages as an option.
- Never serving minors.
- And never allowing impaired guests to get behind the wheel.

While the 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. ■

WRAP Commemorates 41st Year in Fighting Drunk Driving and Underage Drinking



Virginia Deputy Attorney General Rob Bell on October 20, 2023 in Washington, D.C. speaking at WRAP's 41st Annual Luncheon Meeting & WRAPPY Awards.

WRAP commemorated its 41st year fighting drunk driving and underage drinking on October 20, 2023 via the organization's 2023 Annual Luncheon Meeting and WRAPPY Awards ceremony held at Clyde's of Gallery Place in Washington, D.C.

Following a presentation by Deputy Attorney General of Virginia for Health Education and Social Services, the Honorable Robert B. Bell and who served as the 41st annual event's Featured Speaker, WRAP bestowed the following honors:

2023 Community Partnership Award

- AAA Mid-Atlantic
- Arlington Restaurant Initiative
- GEICO
- Glory Days Grill
- Inova Trauma Center
- Metropolitan Washington Council of Governments

2023 Law Enforcement Award

- Loudoun County Sheriff's Office

2023 Youth Leadership Award

- Office of the Attorney General for the District of Columbia

2023 Media Partnership Award

- WTVR-TV (CBS, Richmond)

2023 Public Service Award

- Maryland State's Attorneys' Association

2023 Chairman's Award

- Jim Fell (NORC at the University of Chicago)

2023 Public Partnership Award

- District of Columbia Office of the Deputy Mayor for Operations and Infrastructure's Highway Safety Office
- Maryland Highway Safety Office/ Motor Vehicle Administration

- Virginia Department of Motor Vehicles

2023 Corporate Sponsorship Award

(contributing \$2,500 or more to WRAP in FY 2022):

- Amazon
- Beer Institute
- Brown-Forman
- Constellation Brands
- Diageo
- District of Columbia Association of Beverage Alcohol Wholesalers
- Enterprise Holdings
- Foundation for Advancing Alcohol Responsibility
- GEICO
- Giant Food
- Glory Days Grill
- Molson Coors
- New Belgium Brewing
- Transurban (Operator of 495, 95 and 395 Express Lanes)
- Washington Area New Automobile Dealers Association

2023 Corporate Partnership Award

- Anheuser-Busch and Local Distributors

WRAP that day also elected the following officers: Patrick Burke (Washington, D.C. Police Foundation), Chairman; Linda Watkins (INOVA Trauma Center), Vice Chairman; Mike Young (GEICO), Secretary; Jim Fell (NORC at University of Chicago), Treasurer; and Christopher Hennigh (Amazon, Retired Captain Arlington County Police Department), Immediate Past Chairman.

The charity also elected Keith Chmiel (Capital Eagle) and Bryan Porter (Commonwealth's Attorney for the City of Alexandria) to its Board of Directors.

In addition, WRAP elected the following three individuals as organizational Members: Lieutenant Justin Maas (Loudoun County Sheriff's Office); Alison Hanrahan (Molson Coors); and Captain Scott Colwell (Fairfax County Police Department).

Sponsors of WRAP's 2023 Annual Meeting & WRAPPY Awards included AAA Mid-Atlantic, Breakthru Beverage Group, the Coalition of Ignition Interlock Manufacturers, GMMB, McAndrew Company, Chris Tavlarides and Transurban. ■



Citing his “steadfast efforts and contributions to WRAP’s local and lifesaving mission,” WRAP Treasurer **Jim Fell** (right and with NORC at the University of Chicago) accepts WRAP’s 2023 Chairman’s Award from WRAP Chairman **Patrick Burke** at the nonprofit’s 41st-Annual Meeting on October 20, 2023 in Washington, D.C.



Citing their integral support allowing WRAP to “implement innovative health education programs not only throughout the Washington-metropolitan area but, in some cases, throughout the region, as a whole,” WRAP’s 41st- Annual Meeting honored the Virginia Department of Motor Vehicles with its 2023 Public Partnership Award. Virginia DMV’s **John Saunders** (right) accepts his agency’s honor from WRAP Chairman **Patrick Burke** at the nonprofit’s 2023 Annual Meeting on October 20, 2023 in Washington, D.C.



In recognition of exhibited “excellence and leadership in the region’s fight against impaired driving and or underage drinking,” WRAP’s 41st-Annual Meeting honored the Loudoun County Sheriff’s Office with its 2023 Law Enforcement Award. The Loudoun County Sheriff’s Office’s (l-r) **Major Greg Ahlemann**, **Sheriff Michael Chapman**, **Sergeant John Paul Jones** and **Lt. Justin Maas** accept their agency’s honor from WRAP Chairman **Patrick Burke** and which was presented at the nonprofit’s 2023 Annual Meeting on October 20, 2023 in Washington, D.C.



In recognition of their “championing lifesaving public policies aimed at deterring drunk driving and or underage drinking,” WRAP’s 41st-Annual Meeting honored the Maryland State’s Attorneys Association (MSAA) with its 2023 Public Service Award. MSAA’s **Rich Gibson** (right) accepts the association’s honor from WRAP Chairman **Patrick Burke** and which was presented at the nonprofit’s 2023 Annual Meeting on October 20, 2023 in Washington, D.C.

Corporate Support of WRAP



Diageo's **Ana Fitzgibbons** (left) and **Travis Gibbons** (right) present a \$20,000 check to WRAP's **Kurt Erickson** in support of the charity's SoberRide® program. Such was presented at the launch of WRAP's 2024 St. Patrick's Day SoberRide® campaign held on March 15, 2024 at Ireland's Four Courts in Arlington, Virginia.



Enterprise's **Matt Dyson** (left) presents a \$9,500 check to WRAP's **Kurt Erickson** in support of the charity's SoberRide® program. Such was presented at the launch of WRAP's 2024 St. Patrick's Day SoberRide® campaign held on March 15, 2024 at Ireland's Four Courts in Arlington, Virginia.



Molson Coors' **Nell Reilly** presents a \$10,000 check to WRAP's **Kurt Erickson** in support of the charity's SoberRide® program. Such was presented at the launch of WRAP's 2024 St. Patrick's Day SoberRide® campaign held on March 15, 2024 at Ireland's Four Courts in Arlington, Virginia.



Virginia Express Lanes' (Transurban) **Beau Memory** (right) presents a \$5,000 check to WRAP's **Kurt Erickson** in support of the charity's SoberRide® program. Such was presented at the launch of WRAP's 2024 St. Patrick's Day SoberRide® campaign held on March 15, 2024 at Ireland's Four Courts in Arlington, Virginia.



The Foundation for Advancing Alcohol Responsibility's (Responsibility.org) **Chris Konschak** (right) presents a \$10,000 check to WRAP's **Kurt Erickson** in support of the charity's SoberRide® program. Such was presented at the launch of WRAP's 2024 St. Patrick's Day SoberRide® campaign held on March 15, 2024 at Ireland's Four Courts in Arlington, Virginia.



The Beer Institute's **Jeff Guittard** (left) presents an \$8,500 check to WRAP's **Kurt Erickson** in support of the charity's SoberRide® program. Such was presented at the launch of WRAP's 2024 St. Patrick's Day SoberRide® campaign held on March 15, 2024 at Ireland's Four Courts in Arlington, Virginia.

Corporate Contributions

(July 1, 2023 through June 30, 2024)

WRAP's Public Partners:

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

\$10,000 and over

Anheuser-Busch and Local Distributors (Capital Eagle, Bob Hall Inc.,
Montgomery Eagle, Virginia Eagle)
Constellation Brands
Diageo
Foundation for Advancing Alcohol Responsibility
GEICO
Molson Coors

\$5,000-\$9,999

Beer Institute
Brown-Forman
Enterprise Holdings
Giant Foods
Glory Days Grill
New Belgium Brewing
Transurban
Washington Area New Automobile Dealers Association

\$1,000-\$4,999

AAA Mid-Atlantic
Breakthru Beverage
Capitol Outdoor
Coalition of Ignition Interlock Manufacturers
District of Columbia Association of Beverage Alcohol Wholesalers
GMMB
Interstate Moving|Relocation|Logistics

\$100-\$999

The Dubliner
Ireland's Four Courts
Kelly's Irish Times
Martin's Tavern
McAndrew Company
O'Sullivan's
Roy Alexander, CPA
Spanky's Shenanigans



Glory Days Grill's **Jim Rafferty** (right) presents a \$5,000 check to WRAP's **Kurt Erickson** in support of the charity's SoberRide® program. Such was presented at the launch of WRAP's 2024 St. Patrick's Day SoberRide® campaign held on March 15, 2024 at Ireland's Four Courts in Arlington, Virginia.



The Washington Area New Automobile Dealers Association's (WANADA) **Kevin Reilly** (Alexandria Hyundai) (right) presents a \$5,000 check to WRAP's **Kurt Erickson** in support of the charity's SoberRide® program. Such was presented at the launch of WRAP's 2024 St. Patrick's Day SoberRide® campaign held on March 15, 2024 at Ireland's Four Courts in Arlington, Virginia.



Constellation Brands' **Edgar Guillaumin** (right) on May 3, 2024 presenting a \$10,000 check to WRAP's **Kurt Erickson** in support of the charity's SoberRide® program. Such was presented in advance of WRAP's 2024 Cinco de Mayo SoberRide® campaign and at The Wharf DC.

WRAP in the Community



WRAP President **Kurt Erickson** on October 4, 2023—representing a coalition inc. AAA Mid-Atlantic, Mothers Against Drunk Driving (MADD), National Alliance to Stop Impaired Driving (NASID), National Safety Council, Coalition of Ignition Interlock Manufacturers (CIIM), Responsibility.org, Students Against Destructive Decisions (SADD) and WRAP—testifying virtually before a Council of the District of Columbia committee supporting the strengthening of the city’s DUI laws.



WRAP Program Manager **Alexandra Lucchesi, MS** on April 10, 2024 preparing WRAP’s 2024 Cinco de Mayo SoberRide® materials for mailing.



WRAP President **Kurt Erickson** (l-r) on May 10, 2024 in Arlington, Virginia with WRAP Member and Arlington County Police Department Restaurant Liaison and Program Manager **Samantha Brien** along with WRAP Director and Arlington County **Deputy Chief Wayne Vincent** at Sam’s farewell event at Ireland’s Four Courts and as she moves to New England.



WRAP President **Kurt Erickson** on September 28, 2023 in Richmond, Virginia detailing the nonprofit’s free safe ride service to prevent drunk driving, SoberRide,® at partner the Virginia Department of Motor Vehicles’ Impaired Driving Stakeholder Meeting.



WRAP Directors **Officer Jayme Derbyshire** (Montgomery County, Maryland Police Department) and **Chris Konschak** (Foundation for Advancing Alcohol Responsibility) on January 17, 2024 in Staunton, Virginia presenting at Drive Smart Virginia’s 2024 Drugged Driving Workshop.



WRAP President **Kurt Erickson** on February 28, 2024 in Linthicum Heights, Maryland with NHTSA Regional Administrator **Stephanie Hancock** at MADD’s Law Enforcement Impaired Driving Regional Summit—a gathering of law enforcement professionals to better address impaired driving in the mid-Atlantic.



WRAP President **Kurt Erickson** (inset) on December 14, 2023 joining fellow presenters at the U.S. Army’s hybrid “3D in December” event at Fort Meade in Maryland joining partner the Maryland Highway Safety Office in helping underscore the military’s commitment to preventing drunk driving especially during the holiday season.



As part of National Drug and Alcohol Facts Week, WRAP Program Manager **Alexandra Lucchesi, MS** (right) on March 18–19, 2024 in Alexandria, Virginia joining partners the Alexandria Police Department, U.S. Drug Enforcement Administration (Washington Division) and the Substance Abuse Prevention Coalition of Alexandria (SAPCA) for Alexandria City Public Schools’ substance abuse prevention events for students at both Alexandria City High School and its Minnie Howard campus.



WRAP President **Kurt Erickson** on September 27, 2023 in Washington, D.C. leading a discussion on D.C.’s impaired driving toxicology program as part of the DC Highway Safety Office and the National Highway Traffic Safety Administration’s inaugural Toxicology Summit.



Maryland **Delegate Vanessa Atterbeary** (highlighted)—sponsor of this year’s drunk driving bill closing a loophole in the state’s “Noah’s Law”—addresses members of WRAP’s Board today during a May 21, 2024 Zoom meeting of the nonprofit’s voluntary leadership.

WRAP Reporter



WRAP President **Kurt Erickson** on November 2, 2023 with WRAP Member, AAA Mid-Atlantic's **Ragina Ali** at Waymo's safety briefing and panel discussion in the District of Columbia re. the "future of mobility in Washington, D.C."



WRAP Program Manager **Alexandra Lucchesi, MS** (at table) on March 16, 2024 in Arlington, Virginia joining partner the Arlington County Police Department for their anti-drunk driving St. Patrick's Day event in Clarendon where participants pledged to not drink and drive then wore Fatal Vision goggles to try to score in cornhole for prizes.



WRAP President **Kurt Erickson** on May 22, 2024 on Maryland's Eastern Shore joining Maryland **Lieutenant Governor Aruna Miller** plus officials from the Maryland State Police, Maryland Transportation Authority Police, District of Columbia's Deputy Mayor for Operations and Infrastructure (DC Highway Safety Office) and the Town of Ocean City, Maryland for partner AAA Mid-Atlantic's 2024 Memorial Day news conference focusing on summer highway safety.



WRAP President **Kurt Erickson** on May 22, 2024 on Maryland's Eastern Shore with Maryland **Lieutenant Governor Aruna Miller** at partner AAA Mid-Atlantic's annual Memorial Day news conference focusing on summer highway safety.



WRAP Program Manager **Alexandra Lucchesi, MS** (at lectern) on May 7, 2024 in Ashburn, Virginia briefing Loudoun County Public Schools' health and physical education teachers on WRAP's youth outreach programs designed to educate area teens about the dangers and consequences of underage drinking and impaired driving.



WRAP President **Kurt Erickson** on May 9, 2024 in Washington, D.C. with We Save Lives' (and MADD founder) **Candance Lightner** at the Office of the Deputy Mayor for Operations and Infrastructure's Highway Safety Office's Safe Communities meeting.



WRAP President **Kurt Erickson** (right) on October 19, 2023 talking with NBC Washington reporter **Joseph Olmo** about the previous day's tragic events on I-270 putting Montgomery County, Maryland Police Sergeant Patrick Kepp in critical condition after being struck by a suspected impaired driver on I-270.



New Virginia House of Delegates **Speaker Don Scott** (right) with WRAP President **Kurt Erickson** on January 16, 2024 at the Northern Virginia Chamber of Commerce's annual legislative reception in Richmond, Virginia.



WRAP President **Kurt Erickson** on February 21, 2024 in Annapolis, Maryland being interviewed by NBC Washington's **Darcy Spencer** regarding 2024 legislation looking to make whole Maryland's "Noah's Law" by requiring ignition interlocks for persons put on probation for drunk driving.

Calendar of Events

2024 Virginia “Drive Sober or Get Pulled Over” Campaign (including local “Kick-Off” event)
August–December 2024

2024 Maryland Impaired Driving Enforcement Awards
November 2, 2024
Rockville, Maryland

WRAP’s 42nd-Annual Meeting & WRAPPY Awards
October 18, 2024

2024 Halloween SoberRide® Campaign
October 31–November 1, 2024

21st-Annual “Maryland Remembers” Ceremony
TBD

WRAP’s 27th-Annual Law Enforcement Awards & Holiday Campaign Kick-Off
December 13, 2024
Tysons, Virginia

2024 Holiday SoberRide® Campaign
December 13, 2024–January 1, 2025

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



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