



Meeting Minutes

March 20, 2015

Opening Comments – 9:00 Chief Ticer

Introductions

17 of 24 members in attendance, therefore we have a quorum.

Self-Introductions: Name; Agency, Entity or Interest Represented

Legislation Sponsors' Remarks (if in attendance)

None in attendance

Public Comments

None

Minutes of Previous Meeting

Corrections: Pg 2 – communication correct “Same Cole” to “Sam Cole”

Flavia – propose, summarization of categories than detailed dialogue

Move minutes be revised to provide summarization vs the level of detail in the current draft by Flavia, second by Close. All in favor, motion passes.

Statistics

State Fatality Numbers (CDOT) – Glenn Davis

- Data through 3/18/15
 - 91 Fatalities in 2015 through 3/18/15
 - 73 Fatalities in 2014 through 3/15/14
 - Increase of 20%

27 unrestrained in 2015

16 in 2014

There was a ten fatality weekend and another seven fatality weekend recently.

Fisher – Would like to add that April and October are our deadliest months in Colorado.

Davis - Utah will have a primary seat belt law. That is significant.

Flavia – Average BAC – data comes from ADDSCODS. Statewide average BAC is down in FY 14 to .162. It was .163 in FY 13. The 1st judicial district (Jefferson/Gilpin) has the highest average BAC in the state at .172, next highest is .168 in the 2nd judicial district (Denver).

Some of the lowest average BACs were in the 3rd district (Trinidad area) at .142, 16th district (La Junta area) at .142 and the 15th district (Lamar area) at .132. Since these districts are much smaller the numbers are not as significant.

Media Relations & Significant Upcoming Events - Sam Cole, CDOT, Liz Viscardi

See power point

Task Force Business & Presentations

Task force Organization / Structure

Proposed Board Training

Groff – Suggested invite the trainer to attend a meeting to observe to become familiar.

Anderson – Would the public be invited?

Ticer – Of course.

Bylaws Revisions

Ticer - Specific to proxy. Opportunity to delve into our voting.

Proxy voting should not occur, unless the motion has been put out ahead in the meeting. For lively discussions, without being present, not able to proxy vote. Looking for feedback.

Anderson – Problem with proxy voting, at the time of the vote, everyone should have been presented all the information. Something could be game changing. Perhaps timing of the vote, maybe something to think about to maximize the number of people available.

Lemley – By nature, proxy voting means, I trust you to vote on behalf. Better or we going to allow or not.

Maroney – Changes, how does a person know what they are voting on?

Groff – Comes down to having a minimum quorum, and responsibilities.

Whitney – will help work on the bylaws. Gray and Close. Perhaps Whitney can reach out to Abe.

Work Groups Expectations

See hand out.

Sergeant at Arms

Davis – would like to add the position to bylaws. Keep order, motions, etc.

Melander – I think parliamentarian might be a better term.

Davis – Takes responsibility to keep meeting moving and in order.

Maroney – I think training and Roberts Rules of Order will better help. I think someone needs to be beefed up on Roberts Rules of Order that will take formal training or formal knowledge of it.

Ticer - Designed to keep order, not create roadblocks and stifle discussion.

Program Management & Strategic Planning – Glenn Davis, chair

Group met in February, please refer to work group expectations.

Criminal Justice – Deputy Chief Steve Johnson, chair

Prevention – Ellen Anderson, chair

Group met 3/19/15 and drafted a mission statement for the work group and are working on prioritizing goals. Group is meeting 4/19/15.

Alcohol & Other Drug Misuse – Flavia & Parker, co-chair

Group is planning to meet in April.

Communication – Sam Cole, chair

Data & Program Evaluation

Group met 3/3/15 and are meeting again on 4/7/15.

2015 Meeting Location Changes

Our current meeting venue at the Colorado State Patrol Academy, Building 100 will be closed for renovations from July-November 2015. Our meeting locations during that time will be as follows:

- July 17, 2015 – CDOT Headquarters, Auditorium, 4201 E. Arkansas Ave., Denver, CO 80222
- September 18, 2015 – CDOT Region One North, 4670 N. Holly, Denver, CO 80216
- October 2, 2015 – CDOT Headquarters, Auditorium, 4201 E. Arkansas Ave., Denver, CO 80222
- November 6, 2015 - CDOT Headquarters, Auditorium, 4201 E. Arkansas Ave., Denver, CO 80222

Lightning Round Update

Lanzer – Received 83 nominations for LE recognition awards, record – up from 65 nominations last year. Wanted to say thank you. June 17, 2015 –

Gray – Implemented survey with speaking engagements, pre and post survey. Today after hearing presentation, I was moved to, open ended response. Never drink & drive, help with addiction. Range of responses shows how presentation is so specific for that person.

Maroney – Two bills, one powdered alcohol – took a turn, beginning of session to ban powdered alcohol. At the time when the bill came out, it wasn't approved at the federal level. Temporarily ban until we can get regulations in place. Division supporting the bill, testified on behalf of the bill. When powdered alcohol comes to alcohol, we will regulate. In the meantime, federal government has approved on 3/10/15. Another bill to ban federally was introduced. Are there concerns from the law enforcement community? Concerned about underage use, easier to sneak in. Rule making will take place – place on website if you would like to take part in the rule making process. How do we handle this? Second, new license type “distillery pub” – Idaho has a few. Sought our input on it. Mirrors brew pub concept. Can serve all three types of alcohol and ability to make distilled product on site and can buy to go sealed.

Fisher – 49 DUI arrests from recent Satchapoint enforcement.

Johnson – Teamed up with 8 other agencies, effort led by CSP. Friday the 13th, Don't Push Your Luck. 477 contacts, 39 arrests to include one DUID. Looking at our next effort taking place July 4th weekend.

Fisher - District One for CSP – 88 arrests over the weekend. Three out of Boulder drug impaired by marijuana.

Davis – Alaska presentation, “How Legalization Effected Office of Transportation Safety.” Appreciate everything that the task force does. Press event, “Towards Zero Deaths”

Groff – Concerns, prescription drug use related to driving. Huge issue. Would it be something as we get more data, to include medical community in regards to the prescription drug impaired driving problem? Maybe some of these issues might yield a larger percentage impact on impaired driving.

Reed – Actually a prescription drug task force working on this. He can get you in touch with them.

Zebarth – Messaging stand point, if message is rubbing you one way or the other, the message is still getting out there.

Aylmer – Restaurant association is very concerned about the powdered alcohol.

Anderson – Prevention work group met yesterday, came up with a mission statement, next meeting, 4/19/15 1:00-3:00. Two issues in Aspen, one was lots of press – felony DUI. Two fatals in Pitkin county recently. So much heart break and agony, that the suspected at fault driver did not have

blood taken. CSP on scene thought they did not have probable cause to take blood. Raises the issue if blood should be taken in fatal and serious injury crashes.

Cole – Towards Zero Death initiative, press conference on Monday. Work to do towards raising awareness. Interim goals over the next 10-20 years.

Schaffer – Current NHTSA administrator, personal research area – push for drowsy driving awareness. Draeger is one of five oral fluid roadside devices to use. Give props to Colorado State Patrol. Progress being made. Lots of inquiries from local chiefs of police and sheriff's office.

Hendricks – Treatment providers are getting an argument from clients. Clients think it is OK to use marijuana and it isn't addictive.

Nixon – Context around comments earlier. Working for marijuana regulatory compliance. Advocacy. Impaired drivers need to be dealt with. CDC announced that alcohol is main factor in 1 in 7 deaths in Colorado. Disappointed, governor's office senior media adviser was arrested for DUI. Governor's response, outside the scope of his employment. Doesn't address the issue of the felony DUI going forward.

Reed – Marijuana data advisory board put together. DUI and marijuana related traffic fatalities. Several people in this room are a part of that.

Knudsen-Tibbits – Working with a trooper in Colorado Springs on powdered alcohol. Felony DUI bill is up on Wednesday, if it happens, there are likely to be significant changes

Weltzer – Do corporate safety training, work with fleet managers across the country. We don't have anyone in this group representing occupational health and safety. Something to consider. Would like to mention upcoming in August, Sturgis Motorcycle – 75th anniversary, expecting a large influx travelling through our state.

Richmond – Looking at registration of cars associated with. Destination state for marijuana. Trying to identify other patterns of the data that we haven't thought of already.

Ticer – Challenge for today – share information you learned today in the community. You are the leaders in the state. We are the leaders in the country in regards to marijuana.

Motion to adjourn: Maroney, second Aylmer

Next Meeting: Friday, April 17, 2015

Adjourn: 11:28 pm

In attendance:

Chief Robert Ticer, Avon Police Department
Glenn Davis, Colorado Department of Transportation
Robin Rocke, Colorado Department of Transportatin
Captain Ray Fisher, Colorado State Patrol
Brenda Hahn, Colorado State Patrol
Jeff Groff, Colorado Department of Public Health and Environment
Carolyn Berry, POST
Bryan Zebarth, Standard Sales
Steve Johnson, Douglas County Sheriff's Office
Paul Aylmer, Colorado Restaurant Association
Ben Whitney, CDAC, Weld County District Attorney's Office
Rob Heineman, Colorado Public Defender
Brett Close, Colorado Department of Revenue, Driver's License Sanctioning
Jill DeRoehn, Denver County Probation
Kris Johnson, Retired Alcohol Distributor

Ronn Nixon, iComply
Amy Kingery, State Court Administrators Office
Nicole Richmond, Colorado Department of Public Health and Environment
Webster Hendricks, Office of Behavioral Health
Wes Melander, Public
Chris Halsor, Understanding Legal Marijuana
Jen Knudsen – CDAC/TSRP
Tom Kissler – Smart Start
Ellen Anderson, Retired Pitkin County Sheriff’s Office, Patrol and Emergency Management
Jack Reed, Colorado Division of Criminal Justice
Mackie Clonts, Amelie Company
Bob Weltzer, Retired, US Department of Transportation
Liz Viscardi, CIG
Nick Harper, CIG
Sam Cole, Colorado Department of Transportation
Lisa Barker, Colorado Department of Public Health and Environment
Mark Ashby, Thornton Police Department
Dante Carbone, Thornton Police Department
Andrew Lemeley, Colorado Brewers Guild
Patrick Maroney, Colorado Department of Revenue, Liquor Enforcement
James Hanson, Student Under 24
Jennifer Gray, Victim
Fran Lanzer, Mothers Against Drunk Driving
Christine Flavia, Office of Behavioral Health

CDOT Drugged Driving FY15

Campaign Overview

- Second year of legalized recreational marijuana
- Population is still learning about laws
- Behavioral change spectrum: Still in the awareness phase
- First year: Small media buy (3 TV spots) @ 1 month.
- Results: **46% recall** of “Drive High, Get a DUI” in the Front Range (**35%** non FR)

BUT ... Based NRC Nov. 2014 survey, still significant lack of awareness of marijuana laws. 21% of recreational marijuana users don't know that you can get a DUI if you drive high.

Goal:

Continue awareness and education of the law by capitalizing on earned media and continuing to pique interest among our target audience.

This will be accomplished by:

- Utilizing mass media to maintain and continue to build awareness of the “Drive High, Get a DUI” message.
- Strong ambient executions in the Front Range.
- Strategic partnerships and event presence, e.g. dispensaries, Cannabis Cup.

Who are we talking to?

Males, 21 - 34 years old – more likely to drive high

- Casual or recreational marijuana users
- Less aware of marijuana DUI laws and consequences
- Nov. 2014 NRC Survey:

58% thought they would get pulled over if they drove high (vs. 75% thought it was likely that they would get pulled over if they drove drunk)

57% of those who used marijuana drove a motor vehicle within 2 hours after using (vs. 52% who drank and drove within 2 hours)

How will we measure success?

- 10% recall in the first year of advertising could be considered a success when introducing new product.
- With the help of 1.2 billion earned media impressions in 2014, we **achieved 46% recognition of tagline** along the Front Range, and 35% recognition along non-Front Range counties.
- BUT ... Campaign is still in its infancy - lots of work to do to increase or maintain awareness
- In 2015, success = sustained and increased recall of messaging

Media

Media Objectives & Timing

- Educate target audience on marijuana DUI laws
- Increase awareness of the dangers of “drugged driving”.
- Increase awareness of safety precautions to avoid drugged driving

TV Campaign Period: April - May 2015

- Heavy media exposure leading into 4/20 weekend
- Complement CDPHE ‘Good to Know’ campaign

Media Mix

- TV: Broadcast and Cable
- Online: Pre-roll video towards target audience
- Hispanic Radio
- Hispanic focused Billboards

Creative Executions

Core Value Proposition

You can do a lot of things while high. Driving isn't one of them.

Drugged TV Spot Update - Basketball :30



Smoking Vehicle

A car will be parked in high-traffic areas along the Front Range. The windows will be rolled up and the car full of smoke. As people pass by, a timer will trigger fans that clear the smoke out of the windows, revealing a message delivered by a backlit box inside: Drive High, Get a DUI.

Locations:

- LoDo - Rockies Opening Weekend
- Civic Center Park - 4/20 Celebration
- Various events and concerts through the Summer

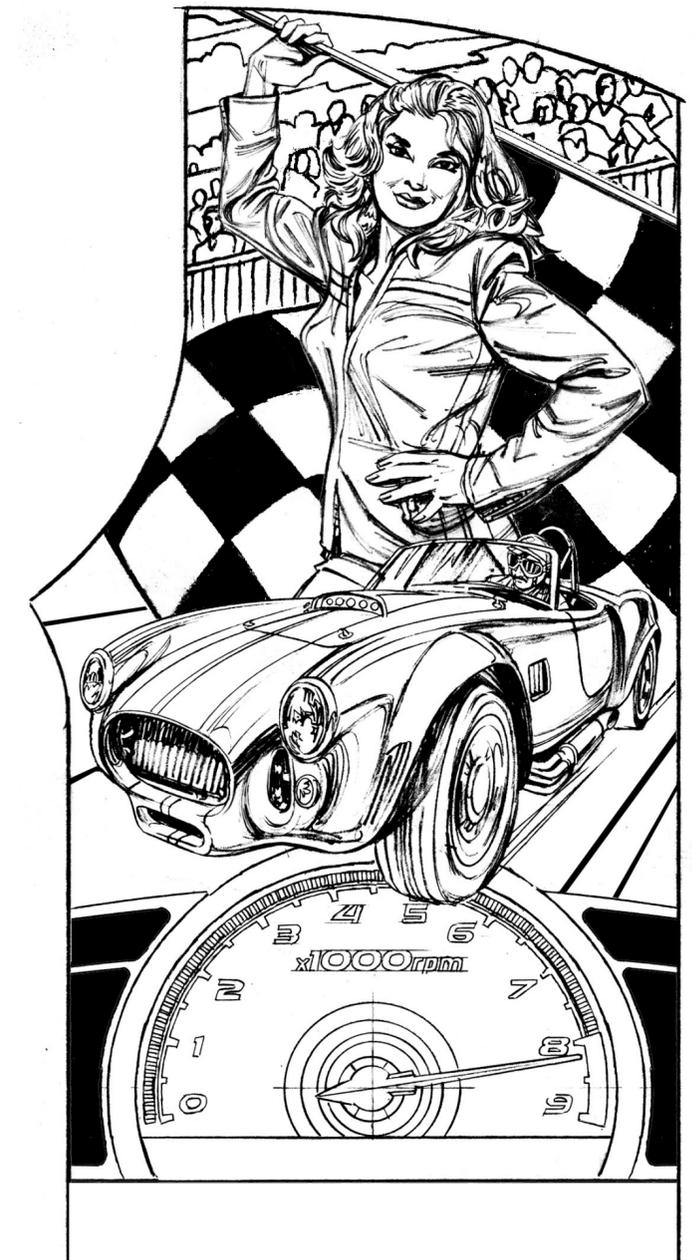


Driving Arcade Game

At frequently visited dispensaries, CDOT will install custom built arcade “racing games” for customers to play. The exterior of the game is designed to look like a driving game. However, when customers play, they will be served a screen that informs them driving while high is illegal and invites them to play a variety of other non-driving, classic arcade games.

Locations:

- Doctors Orders // Tru Cannabis // Medicine Man
- Cervantes Masterpiece Ballroom (4/20 Celebration)
- Cannabis Cup (CDOT booth and Tru Cannabis booth)

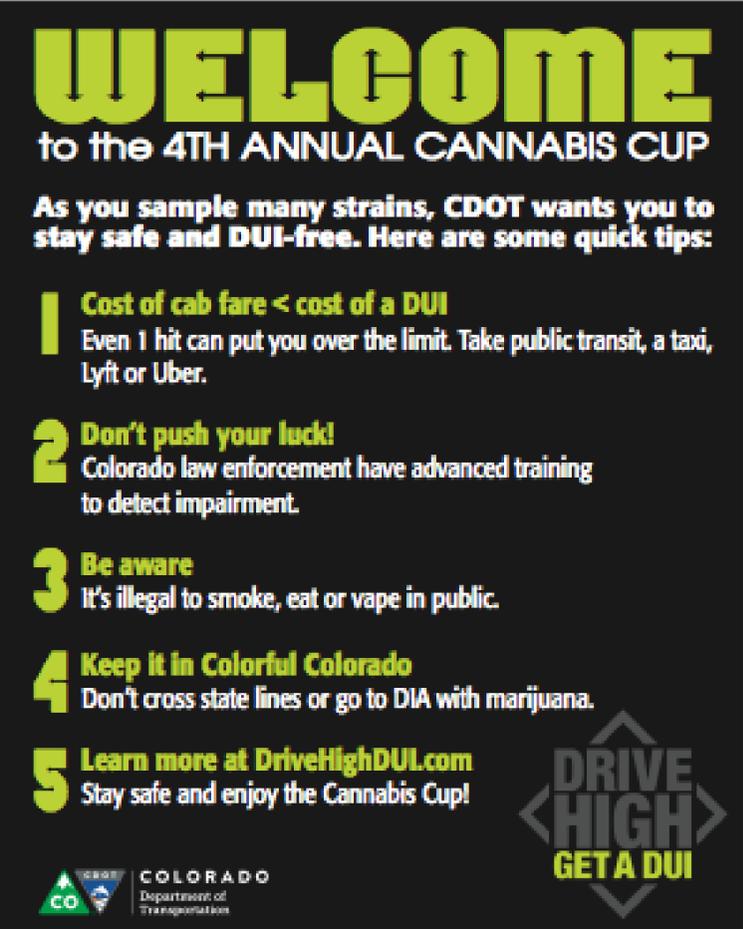


Munchie Mayhem at Cannabis Cup

Based on our presence last year at Cannabis Cup, we know that people appreciate free snacks, and a partnership between CDOT and the Cannabis Cup provides a captive audience.

As people wait in line to enter the event, we will slowly drive a branded golf cart down the line, distributing CDOT's educational munchies and directing them to our booth inside the smoking area.

Our booth will focus on all the things you can do while high, with driving being the most important thing to avoid. The entire booth will be interactive, containing games and activities that raise awareness about the effects of marijuana impairment.



WELCOME
to the 4TH ANNUAL CANNABIS CUP

As you sample many strains, CDOT wants you to stay safe and DUI-free. Here are some quick tips:

- 1 Cost of cab fare < cost of a DUI**
Even 1 hit can put you over the limit. Take public transit, a taxi, Lyft or Uber.
- 2 Don't push your luck!**
Colorado law enforcement have advanced training to detect impairment.
- 3 Be aware**
It's illegal to smoke, eat or vape in public.
- 4 Keep it in Colorful Colorado**
Don't cross state lines or go to DIA with marijuana.
- 5 Learn more at DriveHighDUI.com**
Stay safe and enjoy the Cannabis Cup!

 **COLORADO**
Department of Transportation

**DRIVE HIGH
GET A DUI**

Munchie-Stache

CDOT is establishing a partnership with Lyft to provide a fun and memorable ride home for marijuana users over 4/20 weekend. We will turn participating Lyft cars into “green machines” complete with magnetic *Drive High, Get a DUI* mustaches affixed to the side of car and a splash of educational munchies to complete the users trip.

Lyft’s pink mustaches have become a recognizable feature throughout the Denver-metro area, and over 4/20 weekend, our green mustaches will become a familiar sight for marijuana users.



Cannabis Cash Cab

As a play on the TV show “Cash Cab,” CDOT is establishing a partnership with a local cab company to brand a select number of vehicles as a “Cannabis Cash Cab.” Targeted at 4/20 weekend and summer concerts, contestants would request the cab and when they got inside they would have the opportunity to receive discounts off their fare for answering marijuana safety related questions. All cab activity will be filmed and distributed to media and via social media.



#1

Can you get arrested for a DUI for driving when impaired by marijuana?



#2

What is the legal limit for marijuana?



Dispensary Outreach

Dispensaries are an ideal location to directly reach our audience, as consumers are there with the intent of purchasing marijuana. Dispensaries have the opportunity to encourage patrons to consume responsibly, and we will give them the tools and resources they need to do so.

We are providing dispensaries throughout the state with educational script pads to be given with each purchase, as well as a window cling that can be hung on store windows to show support for the *Drive High, Get a DUI* campaign.



Drugged Driving 2015

Hispanic outreach (Hispanidad):

Target audience: Hispanic men 21 - 34 who actively consume marijuana and speak at least a little English.

Billboards: Front Range; April & May

Radio Spots: Entrevision, Telemundo

Community events: America's Cup; Adams County Fair; Greeley Stampede



Maneja High. Recibe un DUI. Drive high. Get a DUI.

Hispanic outreach (Hispanidad):

Radio Spot – script

For over a year it's been legal to consume recreational marijuana in Colorado.

But have you asked yourself... how can law enforcement determine if I'm impaired?

This is Trooper Ivan Alvarado, of the Colorado State Patrol, and I want to tell you that all Colorado Law Enforcement Officers are trained in the detection of impairment caused by drugs. If we pull you over and you're impaired by drug use, you're going to be arrested and you're going to jail.

So, be smart. Make good choices.

If you drive high, you'll get a DUI.

This message brought to you by the Colorado Department of Transportation.

Thank You

CTFDID Work Group Expectations

- Suggested minimal three meetings per year.
 - 1st quarter (January-March) – Review of prior year’s work & identify focus for year.
 - 2nd quarter (April – June) – Discussion and work towards reporting out in July, written documentation for July meeting for annual report.
 - 3rd quarter (July – September) – Report to task force

Put together a work plan that ties into 5 years. Try to identify short-term, mid-term, and long-term goals.

The following topics are meant to be a starting point for each work group. If the work group would like to move in a different direction, that is acceptable. This guidance is not meant to limit, but to provide a starting point for discussion.

a. Program Management & Strategic Planning

- i. Seat Belt

b. Criminal Justice

- i. No Refusal – create update for enforcement, best practices document
- ii. Identify best practices to reduce refusals (31% refusal rate)
- iii. Phlebotomy – matter of rules, if CDPHE can define who can draw blood – potential easy fix
- iv. Roadside oral fluid testing device
- v. Best practices – local law enforcement reimbursed for blood testing from offenders through courts

c. Prevention

- i. Server training - best practices
- ii. Funding sources

d. Alcohol & Other Drug Misuse

- i. Screening
- ii. Treatment
- iii. DRE / testing

e. Communication

- i. Marijuana

f. Data & Program Evaluation

- i. Coroners issue
- ii. Standard report

g. Legislative Outreach

- i. Update statute to allow oral fluid roadside testing
- ii. Identify federal funds