

Work Plan
July 1, 2013 – June 30, 2014

MISSION STATEMENT

The DUI Task Force of Richland County represents a diverse cross-section of the community including citizens, government officials, law enforcement, health professionals, prevention and treatment specialists, business professional, and others. The DUI Task Force is dedicated to promoting a healthier and safer environment for the residents of Richland County by reducing injuries and fatalities from impaired driving related crashes through public education and awareness.

OBJECTIVE

To reduce the number and severity of traffic crashes, injuries and fatalities in Richland County due to impaired drivers

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DUI Task Force of Richland County
Work Plan

Fiscal Year July 1, 2013 through June 30, 2014

Reviewed and approved by the Richland County DUI Task Force
and

Richland County Commissioners:

Loren Young, Chairman Date:_____

Shane Gorder, Commissioner Date:_____

Duane Mitchel, Commissioner Date:_____

Judy LaPan, Health Officer Date:_____

Board of Health Representative Date:_____

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DUI Task Forces – SFY 2014

State Overview

Montana spans a land area of 145,546¹ square miles, which includes 74,881² miles of public roads. An estimated 1,005,141¹ people resided in the state in 2012.

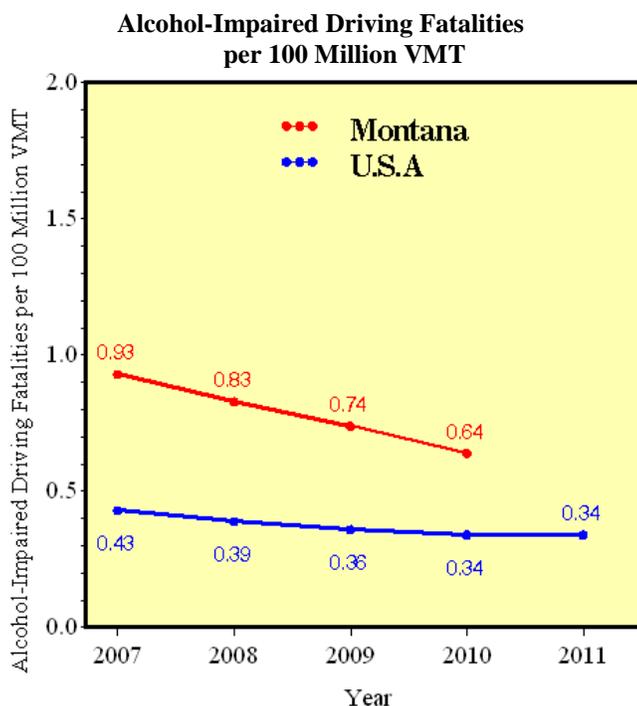
Drugs and alcohol in Montana traffic crashes

Montana remains one of the top states in the nation for alcohol-impaired fatalities, with a rate that is almost twice the national average.

From a positive perspective, Montana's rate from a recent high of 1.01 alcohol-impaired³ per 100 million vehicle miles traveled (VMT) in 0.64 in 2010. Alcohol-related⁴ fatality rates have dropped from 1.2 in 2002 to .75 in 2011.

Although there have been reductions in the of alcohol/drug-related fatalities from 2006-2011, average each year in Montana, alcohol/drug-driving has been a factor in:

- **10 percent** of all traffic crashes
- roughly **20 percent** of all injuries
- almost **50 percent** of deaths on Montana's roads.



dropped fatalities 2002 to also

number on related

Source: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/nca/STSI/30_MT/2011/30_MT_2011.htm

¹ Source: <http://quickfacts.census.gov/qfd/states/30000.html>

² Source: *Transportation Facts – December 2012*, Montana Department of Transportation. Online at <http://www.mdt.mt.gov/publications/docs/brochures/factbook.pdf>.

³ **Alcohol-impaired:** Crashes or fatalities that involve at least one driver or motorcycle operator with a BAC of 0.08 grams per deciliter (g/dL) or higher.

⁴ **Alcohol-related:** A crash, fatality or injury is alcohol-related if at least one driver involved in the crash is determined to have had a BAC of 0.01 g/dL or higher OR if police indicate on the police accident report that there is evidence of alcohol present. This does not necessarily mean that a driver was tested for alcohol. The term alcohol-related does not indicate that a crash, fatality or injury was caused by the presence of alcohol.

Fatalities Involving BAC 0.08+ (3-Year Average)	105	100	92	81	75	99
Alcohol-Impaired Fatality Rate (3-Year Average)	0.93	0.90	0.84	0.74	0.67	0.88
Fatalities Involving BAC 0.01+ (3-Year Average)	125	118	111	96	90	110
% of Fatalities Involving BAC 0.01+ (3-Year Average)	47.4%	46.2%	45.7%	45.1%	42.5%	42.0%

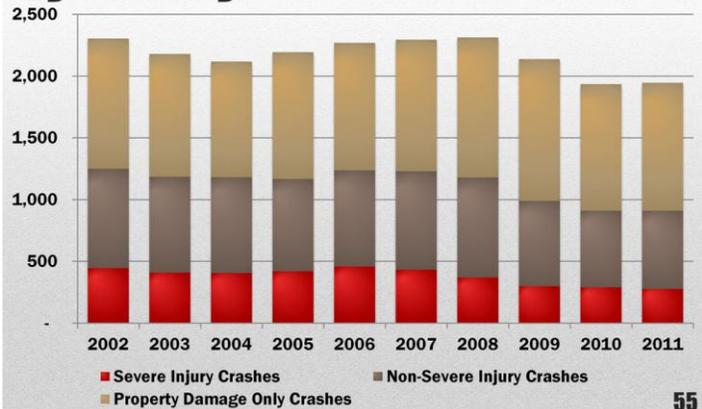
2011 Alcohol- and/or Drug-Related* Crash Data Highlights

	2010	2011	% Change
Fatalities	91	87	-4.4%
Incapacitating Injuries	286	272	-4.9%
Non-Incapacitating Injuries	1034	963	-6.9%
Fatal Crashes	76	78	2.6%
Injury Crashes	834	832	-0.2%
Property Damage Only Crashes	1025	1035	1.0%
Unbelted Fatalities	65	67	3.1%
Speeding-Related Fatalities	37	21	-43.2%
Pedestrian Fatalities	1	3	200.0%

*Alcohol- and/or Drug-Related: At least one driver involved in the crash is determined to have a BAC of 0.01+ or if police report that alcohol and/or drugs are present.

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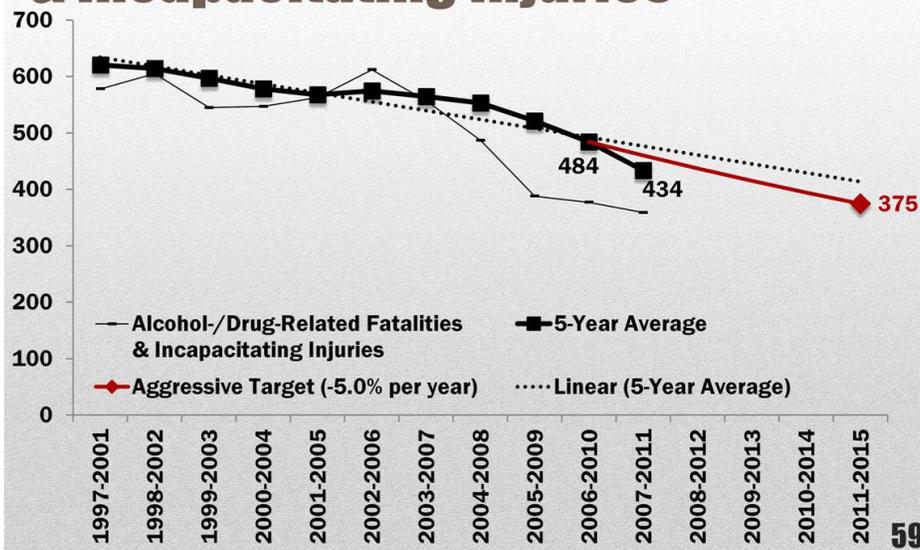
Alcohol-/Drug-Related Crashes by Severity



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During the June 2012 annual Comprehensive Highway Safety Summit, attendees set a goal of reducing alcohol/drug-related fatalities and incapacitating injuries to 375 by 2015.

Alcohol-/Drug-Related Fatalities & Incapacitating Injuries



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Average Blood Alcohol Concentration in fatal crashes

In 2011, 78.3% of the drivers/pedestrians/bicyclists involved in fatal crashes were tested for blood alcohol concentration (220 of 281 people). Of those 220 tested, 33.2% (73 people) were noted as having a BAC greater than 0.00% and the average BAC of these people was **0.188**.

BAC statistics from the Fatality Analysis Reporting System (FARS)

Year	% Tested	% Tested Involving Alcohol (BAC > 0.00)	Average BAC
2005	70.8%	39.9%	0.160
2006	73.7%	44.9%	0.176
2007	76.7%	41.3%	0.188
2008	76.9%	38.3%	0.174
2009	79.0%	34.8%	0.185
2010	80.5%	37.4%	0.172
2011	78.3%	33.2%	0.188

This information is based on the tested results of drivers of a motor vehicle in transport, pedestrians, bicyclists, other cyclists and people on personal conveyances (**vehicle passengers are excluded**). The people included were assumed to be "in control of" a vehicle or themselves.

The cost of alcohol abuse

Results of a study conducted by the University of Montana's Bureau of Business and Economic Research, released in 2009⁵, show that alcohol abuse costs the state's economy more than half a billion dollars per year in lost wages and productivity, alcohol treatment costs, medical costs, and other public and private spending. Of that number, \$49.1 million was spent on "extra police, judges and prison cells needed to protect citizens and enforce the laws that are broken because of the impairing impacts of alcohol." A subsequent study, released in January 2010⁶, noted that the addition of alcohol related crashes *with injuries* represent an additional **\$131 million**, bringing the total economic cost of alcohol abuse to **\$642 million**.

Impaired driving charges and convictions

A total of 10, 504 impaired driving charges were filed in Montana courts, including those given to drivers under age 21 and commercial drivers.

A 2011 report by Dr. Tim Conley⁷ revealed that felony offenders, on average, conservatively estimate that they have driven 369 times per conviction.

The following convictions were reported to the Montana Motor Vehicle Division for the appropriate action on an individual's driver license:

⁵ *Economic Impact of Alcohol Abuse*, March 2009, by Dr. Patrick Barkey, Director, Bureau of Business and Economic Research, University of Montana – Missoula. Online at www.bber.umt.edu/health/papers.asp

⁶ *Economic Costs of Alcohol-Related Vehicle Crashes in Montana*, January 2010, by Steve Seninger, Ph.D. Senior Research Professor, Bureau of Business and Economic Research, University of Montana – Missoula. Online at www.bber.umt.edu/pubs/health/CostAlcoholCrashes2010.pdf.

⁷ *TO DRINK IS TO DRIVE*, University of Montana – Missoula, February 28, 2011. Online at <http://www.mdt.mt.gov/safety/docs/ToDrinkisToDrive.pdf>

**Alcohol-related Violations Reported to the
Montana Motor Vehicle Division (DOJ)**

Alcohol-related convictions <i>BAC = Blood Alcohol Concentration</i>	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
DUI 1 st offense	2,823	2,790	3,009	2,832	3,250	3,051	3,043	2,891	2,634	2,302	2,482
DUI 2 nd or subsequent offense	834	1,010	909	967	1,055	1,129	1,135	1,161	1,227	1,078	1,151
BAC 1 st offense	1,215	1,249	1,395	1,698	1,722	2,066	2,202	2,165	1,983	1,776	1,616
BAC 2 nd or subsequent offense	213	204	174	179	247	244	235	264	209	232	371
0.02% BAC (under 21 years of age) <i>1st Offense</i>	460	438	429	361	415	302	343	246	274	241	194
0.02% BAC (under 21 years of age) <i>2nd or Subsequent Offense</i>	9	6	23	33	25	22	13	10	18	9	8
Felony DUI	210	209	258	286	217	213	194	217	319	279	319
Total	5,764	5,906	6,197	6,356	6,931	7,027	7,165	6,954	6,664	5,917	6,141
Alcohol test refusals											
Preliminary alcohol screening test (PAST) <i>1st or 2nd offense</i>	1,092	1,208	1,213	1,243	1,330	1,533	1,445	1,519	1,464	1,434	363
Implied consent <i>1st or 2nd offense</i>	1,146	1,149	1,073	1,171	1,083	1,236	1,382	1,379	1,378	1,257	1,668
Total refusals	2,238	2,357	2,286	2,414	2,413	2,769	2,827	2,898	2,842	2,691	2,031

Under Montana law, there are two types of impaired driving offenses: driving under the influence (charged under §61-8-401, MCA) and driving with excessive blood alcohol concentration (charged under §61-8-406, MCA).

* A driver suspected of DUI may have more than one opportunity to provide or refuse to provide evidence of impairment. The P.A.S.T. is provided at the location of the initial stop. The implied consent test may be breath or blood and is done at a fixed base location by law enforcement (breath test) or medical personnel (blood draw).

Towards a solution

DUI Task Forces were first formed in 1987, with the purpose of:

- (a) Preventing driving while under the influence of alcohol
- (b) Reducing alcohol-related traffic crashes
- (c) Educating the public on the dangers of driving after consuming alcoholic beverages or other chemical substances that impair judgment or motor functions.

Their work is governed by Sections 61-2-105 through 108 of the Montana Code Annotated.

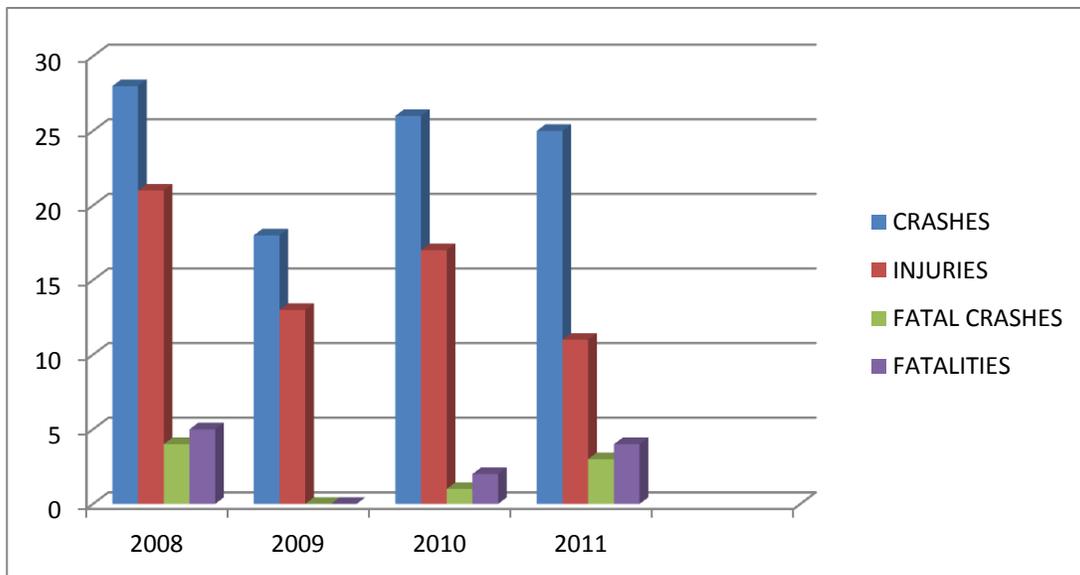
Richland County Overview

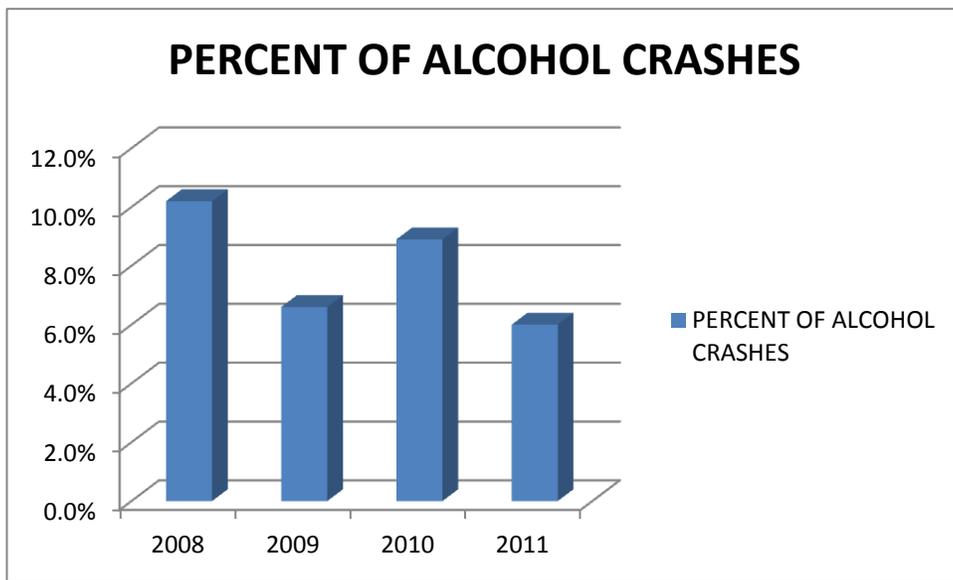
Richland County is estimated to have had a population growth of 10.9% which reflects 10,810 in 2012 up from 9,746 in 2010 according to the U.S. Census. The US Census Bureau ranks Richland County the 6th fastest growing U.S. County. The unique circumstances and temporary residents that the “Energy Boom” has brought to Richland County creates a level of difficulty when comparing DUI Data.

There are 37 licensed liquor establishments in Richland County. “Underage Compliance Checks” were done three times in 2012. There were 22 failures and of those 4 failed on more than one occasion.

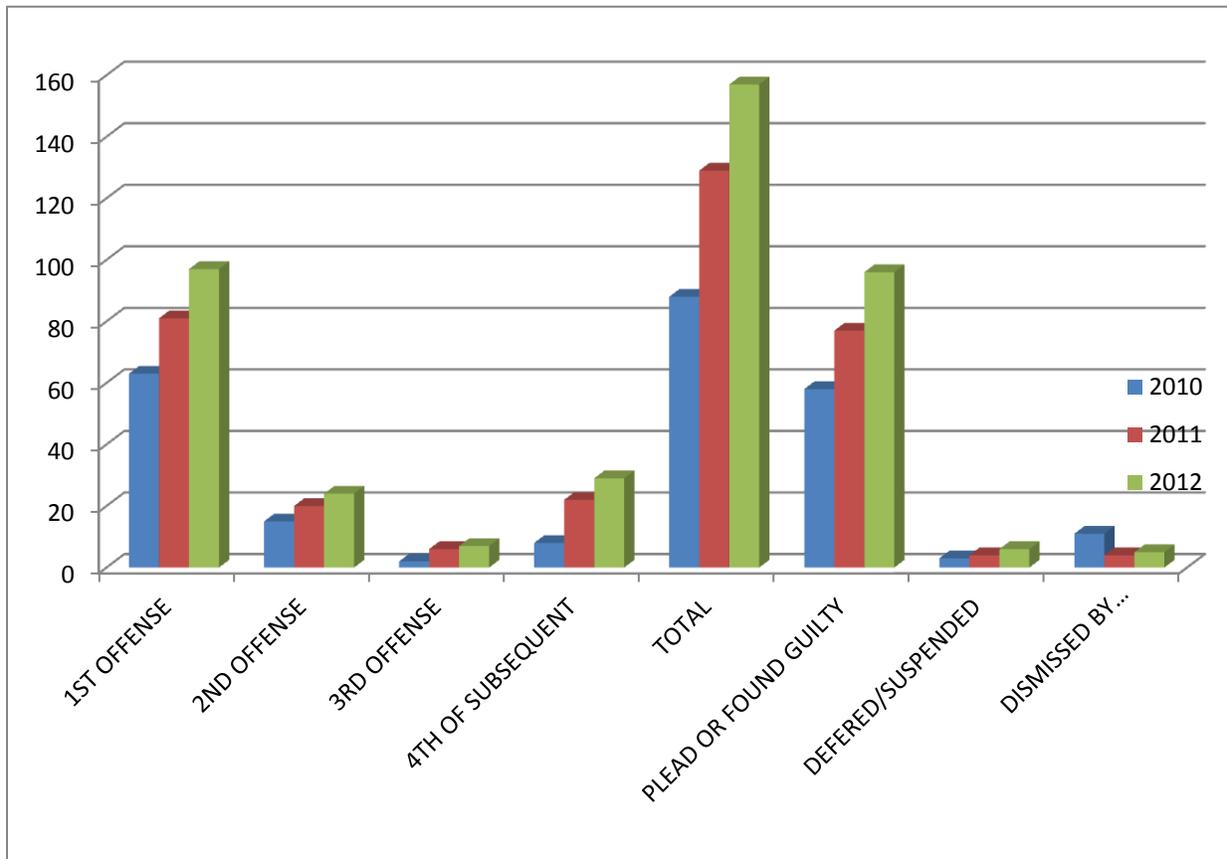
County Health Rankings & Roadmaps ranks Richland County as having a 18% Excessive Drinking Level in comparison to Montana with 19% and National Benchmark of 7%.

DUI CRASH DATA





DUI ARREST RATE



Montana Traffic Safety Problem Identification Ranked Richland County with an Alcohol Crash ranking of:

- FFY 2009 Data 2007 Ranked 27th for Severe Crash and 17 Alcohol Crash Rank
- FFY 2010 Data 2008 Ranked 23rd for Severe Crash and 18 Alcohol Crash Rank
- FFY 2011 Data 2009 Ranked 30th for Severe Crash and 22 Alcohol Crash Rank

PROGRAM GOAL

The goal of the Richland County DUI Task Force Strategic Plan for the period July 1, 2013 through June 30, 2014 is to: **A.** Reduce the number of “Alcohol Related Crashes **B.** To educate the community and retail establishments on what “Safe & Healthy Limits” are. By implementing the methods and strategies outlined below.

Richland County has a very active entity that works directly with youth and underage drinking...due to budget constraints and the unique circumstances that have been created by the “Energy Boom” the Richland County with work with the age group of 21 years of age and above. The DUI Task Force Coordinator and the task force will support other entities that work directly with youth and underage drinking.

PROGRAM ADMINISTRATION

DUI TASK FORCE

The Richland County DUI Task Force represents a diverse cross section of community members committed to the reduction of overconsumption, over service and impaired driving related traffic crashes in the counties by implementing best practice safety countermeasures. One of the more important activities of the Task Force is bringing various parties together to focus & coordinate efforts and to acquire & share resources. The Richland County DUI Task Force is committed to carry out the objectives set forth in this strategic plan for the period of July 1, 2013 through June 30, 2014.

DUI PROGRAM COORDINATOR

A program responding to the objectives and strategies contained in the Richland County DUI plan requires some expenditure for account service, planning, coordination and administration.

The Richland County Board of Commissioners appoints the Richland County Health Department to appoint the coordinator for The DUI Task Force of Richland County. As such, the Task Force budget will provide monetary support for a DUI Task Force Coordinator to work 3 hours per week.

The DUI Program Coordinator will be responsible for the following:

- Implementing and monitoring the Richland County DUI Work Plan
- Writing and submitting Richland County DUI Work Plan and the year-end report to the Richland County Commissioners and State Highway Traffic Safety Bureau
- Serving as a liaison to the media, the State Highway Traffic Safety Bureau and other community, county and state groups. In order to maximize the county’s resources for safety and injury prevention, the coordinator will serve as an active partner in other related community coalitions focusing on alcohol-related concerns

MEETING SCHEDULE

All meetings will be open to the public. The DUI Task Force Coordinator will schedule and facilitate regular and special meetings. Quarterly meetings will be held the second Wednesday of January, April, July and October. Additional meetings will be scheduled as needed.

The Richland County DUI Task Force Coordinator will publicize meetings in local papers, the Richland County DUI Task Force webpage and social media avenues.

Richland County DUI Task Force Strategic Plan

Long-Term Objectives (related to problems statement)
Align with the State of Montana to decrease the proportion of fatalities due to motor vehicle crashes that involve alcohol-impaired drivers from 45% to 40% by 2017
Intermediate-Term Objectives (related to root cause)
To educate on alternatives to “Drinking and Driving”
Short-Term Objectives (related to local condition)
Convey awareness of Public Transportation for “Safe Rides” with focus on Sidney Shuttle

Strategy(s)?	Who?	By When?	Resources Needed?
Provide Information: Provide information to the public about the dangers of “Drinking and Driving” Continue to share “Cops n Docs” Video <u>Measure:</u> Number of article published Number of “Doc’s N Cops” video viewings	DUI Task Force DUI Task Force	Ongoing Ongoing FY End	Information, statistics, news, studies...media, websites, social media, public presentations Websites, social media sites and public presentations. Support of Law Enforcement and Medical Providers 4 Articles published in local newspapers One public showing with support of law enforcement and medical providers
Build Skills: Provide awareness & education of “Public Transportation” available in Richland County <u>Measure:</u> Number of public events displaying Sidney Shuttle and other public transportation information	DUI Task Force	Ongoing FY End	Media, websites, social media, marketing materials 80% of public events displaying Sidney Shuttle and other public transportation information
Provide Support: Develop and purchase signs promoting public transportation <u>Measure:</u> Portable Sign that displays Sidney Shuttle & other public transportation information	DUI Task Force	Ongoing FY End	Funding & Marketing 3 Portable Signs

Change Policy: Encourage County Policy Makers to require posting of public transportation information at events that serve alcohol	DUI Task Force & other key player	Ongoing	Support from and to: County Law Enforcement Support, Community Leaders and Policy Makers and Event Planners
Measure: Policy Placement		FY 2015	Policy developed for those seeking special licensing for service of alcohol or those who cater to events

Long-Term Objectives (related to problems statement)
Decrease the number of DUIs in Richland County
Intermediate-Term Objectives (related to root cause)
Educate the “retail establishments and servers” on the consequences of over service
Short-Term Objectives (related to local condition)
Educate the community the “Safe & Healthy Limits” of alcohol consumption

Strategy(s):	Who?	By When?	Resources Needed?
Provide Information:			
Provide information to the public about “Safe & Healthy Limits”	Task Force	Ongoing	Information, statistics, media, studies
Provide information to the “Establishments” about consequences of over service	Task Force	Ongoing	Information, statistics, media, studies
Measure: Number of article published		FY End	4 Articles in local news papers
Build Skills:			
Educate and bring awareness of alternatives to over consumption	Task Force	Ongoing	Media, Marketing, Public Speaking
Educate and bring awareness of alternatives to over service	Task Force		
Measure: Information provided		FY End	4 Articles or ads
Provide Support:			
Support required RASS trainings	DUI Task Force	Ongoing	

Measure:		FY End	
DUI Task Force Coordinator receive certification to provide RASS Trainings			Certificate to do trainings...assist in training as needed

Budget for July 1, 2013 – June 30, 2014

Description	Amount
Coordinator Salary and Benefits:	\$3,651
<i>The coordinator will work 3 hours per week at a salary of \$15.60/hr plus benefits. Salary: 156 hours X 13.75 = \$2,436.00. Benefits = \$1,217.00 Total cost of coordinator = \$3,651.00</i>	
Education and advertising:	
<i>Advertisements at approximately \$100.00/event</i>	\$ 500
<i>Marketing: Portable Safe Ride Signs for events</i>	\$2,000
Travel:	
<i>Any additional funding or funds not used for above expenses will be used for additional events and travel to statewide meeting</i>	
TOTAL	\$6,151.00