

MINUTES OF THE
SANTA FE COUNTY
DWI PLANNING COUNCIL

September 13, 2012

Santa Fe, New Mexico

This regular meeting of the Santa Fe County DWI Planning Council was called to order by Chair Allen Steele at approximately 8:35 a.m. on the above-cited date at 2052 S. Galisteo, Santa Fe, New Mexico.

The following individuals present:

Members Present:

Allen Steele, Chair
Donna Bevacqua-Young
Richard De Mella
Grace Quintana-Trujillo

Member(s) Absent:

Jim Jackson
Glenn Levant
Lisa Wooldridge
Vivian Nelson
[One Vacancy]

Staff Present:

Rachel O'Connor, Health Division Director
Lupe Sanchez, DWI Program Coordinator
Peter Olson, DWI Program
Diolinda Roybal, DWI Program

[*Exhibit 1: Sign-in Sheets*]

Chair Steele announced that in the absence of a quorum no action would be taken.

V. Information Items

D. Detective Frank of the Albuquerque Police Department – Statewide DRE Coordinator

Ms. Bevacqua-Young introduced Detective Christine Frank, the Drug Recognition Expert (DRE) Coordinator for the state since 2006.

Ms. Frank shared some of her history with the Albuquerque Police Department, starting as an officer in 1997 as a DRE, an instructor in 2001 and the coordinator in 2006. She supervises

101 DREs in New Mexico, ensuring they maintain their certification, reviewing their reports and doing the trainings. She is funded through a Traffic Safety Bureau grant. In the state 25 new officers are certified yearly which keeps up with attrition. She said she emphasizes quality over quantity in officers and evaluations to ensure credibility in court.

She explained that DRE is a specialized program requiring 72 classroom hours. The intent is to teach officers to do a 12-step process to determine what category a person may be under the influence of. This is in addition to the 40-hour block provided in the police academy. She described the program as very intensive, requiring prerequisites and proficiency in SFSTs (standard field sobriety tests). Following local training there is an additional course in Maricopa County, Arizona where there is adequate potential for doing evaluations. Ms. Frank described the rigorous protocol, noting there is a 20 percent failure rate. "It's not for everybody."

Ms. Frank described the ARIDE (Advanced Roadside Impaired Driving Enforcement) program which also falls under the grant and provides an abbreviated DRE course.

There are DRE programs throughout the country and in six other countries including Canada. They are scientifically based and Ms. Frank said they had a 90 percent accuracy rate overall, with New Mexico having an 88 percent accuracy. New Mexico has staffing issues at the labs and the labs fail to test for inhalants or newer drugs, since as Spice and Bath Salts. She emphasized the value of the DRE especially in cases where it is impossible to take blood samples or where the specific drug is not being tested for. She noted that cost is also a factor in calling out a blood tech. DREs provide probable cause.

Ms. Frank pointed out a number of other drug categories cause HGN (horizontal gaze nystagmus) in addition to alcohol. She noted ketamine is coming back to New Mexico. There are currently 12 instructors in the state and there will be more in the future who will help with ARIDE classes.

Ms. Mann-Lev mentioned that a problem like ARIDE would be good for school nurses to be able to identify what drugs kids are on. Ms. Frank said school nurses usually go through a DITEP course, which is no longer funded by NHTSA (National Highway Traffic Safety Administration), but she will do those courses when possible. She speaks at schools about drug awareness and how to recognize signs of drug use.

Ms. Bevacqua-Young asked Ms. Frank's opinion of the phlebotomy program for officers. Ms. Frank said she was in favor of it and it would be cheaper. However, current statute language does not allow for it so legislation would be required. She said it would be especially valuable in rural areas.

Ms. Frank noted that Canada's program is the same as New Mexico's – systematic and standardized, research-based and scientific.

Ms. Bevacqua-Young asked Ms. Frank to expand on the problems of prosecuting cases involving impairment due to drugs. Ms. Frank said a better definition would help.

Chair Steele asked how Santa Fe County compares with other locations in the state in DREs. Ms. Frank said it is difficult to maintain certification and at times the stopping officers won't call out a DRE. She said there are at least two DREs in Santa Fe County who send her evaluations.

Mr. De Mella asked if incidents with drugs were on the rise and Ms. Frank said they were, particularly prescription drugs. Ms. Frank indicated drugs will be incorporated to public awareness announcements. Doctors and pharmacists don't warn patients about possible impairment. Educating the public is a huge component.

Mr. De Mella expressed his opinion that there should be stronger sanctions for drug impairment over alcohol impairment. Ms. Frank pointed out that drug cases tend to get dismissed more frequently

Ms. Bevacqua-Young suggested the committee members watch court proceedings to get an idea of how lenient judges are. Ms. Frank characterized Albuquerque Metropolitan Court as "a circus" and the situation is improved temporarily when there is a high profile case. She noted high marijuana use in New Mexico.

Ms. Bevacqua-Young spoke about the graying of New Mexico and many older drivers are on a large number of prescription drugs potentially leading to dangerous situations. Ms. Frank said toxicology reports routinely come back with seven drugs in their systems. She said in poly-drug use the effect can be geometric.

Ms. Frank brought up FARS (Fatality Analysis Reporting System) data and her own statistics can separate out age, gender, and race to illuminate trends, but FARS doesn't specify type of impairment. She lauded the Obama administration for the attention paid to DREs.

Chair Steele asked what they could do and Ms. Frank advised them to talk to the higher-ups about their concerns.

V. A. Coordinator's Report

Mr. Sanchez referred to the packet for information on the reversion grant and the distribution of the \$136,390.96. He identified \$60,000 to go into prevention with half going into a winter campaign and other half going into the CADDy program. \$23,581.76 will be going to law enforcement (sat. patrols and equipment) and \$20,000 into screening, specifically the SBIRT program. Evaluation will follow and \$32,809.20 is earmarked for this. Reversion applications will be reviewed on September 28th and he anticipated the funding would be available in early October.

Mr. Sanchez reviewed the data from the CADDy program, comparing July and August from this year and last year. There has been a big increase in rides home. He went over costs per rides, repeat customers, origination and destination of rides, and liquor establishments with the greatest number of rides. He noted most are in the downtown area.

Chair Steele noted that he accompanied Officer Mascarenas during a checkpoint and saw many cabs come through that were probably on the CADDy program.

Ms. Mann-Lev said a retailing program is coming up and this usually gets good results in finding out who is selling to obviously intoxicated.

Mr. Sanchez announced that the RFP for prevention services is finally out. On September 5th there was a question and answer session and six different programs were in attendance. The deadline for submissions is September 28th.

Chair Steele asked that the committee be kept informed.

V. B. Committee Reports
2. Law Enforcement

Mr. Olson recounted there was a lengthy discussion at the last subcommittee meeting on prosecution and the frustration with lack of support for officers among prosecutors in DWI cases. Ms. Bevacqua-Young said they talked about joint trainings. There is an issue with high turnover in the DA's office which makes it difficult to train everyone. She has no good contact in the Santa Fe office and she lamented the fact that the prosecutors can't effectively draw information out of the officers or lay foundation for cases. She hears complaints from the judges about lack of preparation among new prosecutors.

Chair Steele asked the law enforcement officers present if the coordination meetings have been helpful. Officer Ron Crow stated it has been beneficial. Officer Mascarenas noted they have had three joint checkpoints this year and the coordination makes things much easier.

V. C. Approval and Adoption of the Strategic Plan

Lacking a quorum, approval of the strategic plan was deferred to the next meeting.

V. E. Upcoming Events

Mr. Olsen called the committee members' attention to the calendar in the packet and highlighted the saturation patrols and meetings taking place in September.

V. F. Communication Plan [*Exhibit 2: Communication Plan Outline; Exhibit 3: Contractors List; Exhibit 4: Mission Statement and Goals*]

Mr. Olson distributed the draft communication plan outline which he said was self-explanatory. He also referred to the list of contractors with the amounts, reporting mechanism and services provided. Mr. Sanchez said the list should be longer following the increase in funding in November. The reversion grant is not reflected in this list.

Mr. Olson said part of the communication plan is to streamline the mission statement and goals. It has been pared to one sentence and seems to capture the intent of the program. Ms. Frank asked that there be mentioned of impaired driving as well.

V. G. Other Matters

Reflecting on Mr. Levant's observation that the resolution establishing this committee was not being adhered to Chair Steele stated he went through past minutes from County Commission meetings and it appeared the intent of the DWI-PC was to allow state funding to come into the program. Although the three years of minutes he reviewed did not show reports. However, three months after the resolution it was seen that the council was established so it should be assumed the study was undertaken. He was unsure whether yearly reports from the planning council were delivered.

Mr. Sanchez stated a strategic plan was developed in 2000 and updated in 2006. He was also unable to find records of yearly reports but research continues. Chair Steele said most mentions of the DWI-PC pertain to funding or appointments and reappointments. Mr. Sanchez indicated he was advised by County Manager Miller that his presentation to the Commission was the first time she could recall the program going before the BCC.

Chair Steele announced that Council Member Jim Jackson had submitted his resignation. There are now two vacancies.

VI. Matters from the Public

None were offered.

VIII. Announcements

A. Next PC meeting October 11, 2012, 8:30 to 10:30

X. Adjournment

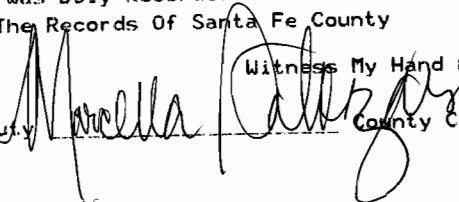
This meeting was declared adjourned at approximately 10:05 a.m.

COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

DWI MINUTES
PAGES: 13

Approved by:

I Hereby Certify That This Instrument Was Filed for
Record On The 31ST Day Of October, 2012 at 10:31:21 AM
And Was Duly Recorded as Instrument # 1686235
Of The Records Of Santa Fe County

Deputy )
Witness My Hand And Seal Of Office
Valerie Espinoza
County Clerk, Santa Fe, NM


Allen Steele, Chair
DWI Planning Council

Submitted by:

Debbie Doyle, Wordswork



DWI PLANNING COUNCIL MEETING

DATE: September 13 2012

PLACE: 2052 South Galisteo

GUEST NAME	REPRESENTING	PHONE/E-MAIL
Lupe Sanchez		
Joyce Varela		
Diolinda Roybal	SFC DWI	
Peter Olson	DWF	
LORALEE FREILICH		
ALAN MASCARENHAS		
MAIRE CLAIRE VOZICHES	SFUDPA	690-0860
MICHAEL DELGADO	SFSD	490-2318
RON CROW	SFSD	490-1640
Shelley Mann-Led	SFPS/SFUDPA	470-9072

DWI PLANNING COUNCIL MEETING

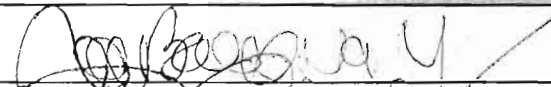
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PLACE: 2052 South Galisteo

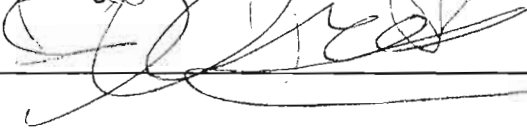
MEMBER'S NAME

SIGNATURE

Donna M. Bevacqua-Young



Richard De Mella



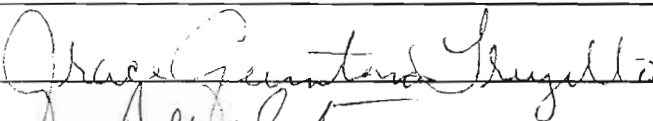
James Jackson



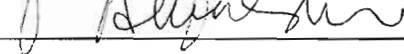
Glenn Levant

Vivian Nelson

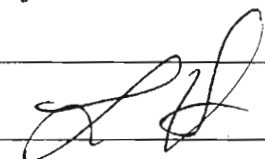
Grace Quintana-Trujillo



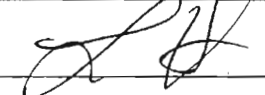
Allen Steele



Lisa Wooldridge



LUIS HERNANDEZ



SFC CLERK RECORDED 10/31/2012

Santa Fe County DWI Program Communication Plan [Draft]

(9/5/2012)

- I. The purpose and objective of the Santa Fe County DWI Program is to reduce drunken driving, DWI crashes, and alcohol related fatalities.

The Santa Fe County DWI Program will develop, implement and sustain programs and initiatives to mitigate the horrible consequences of driving while impaired. Work to increase personal and public safety by preventing or reducing the incidence of DWI, DWI related crashes and fatalities, alcoholism, and alcohol and other drug abuse.

- II. Goals-ways to accomplish Objective
 - a. Increase Law Enforcement DWI activity
 - i. Checkpoints
 - ii. Saturation Patrols
 - iii. DWI Arrests
 - iv. Vehicle Forfeiture
 - b. Provide Early Prevention Message
 - i. Evidence Based Prevention Programs and Activities
 - ii. Every 15 Minutes, Walk Like MADD, and, Post Prom Party
 - iii. Contracted School Prevention Programs
 - c. Public Contact
 - i. Public Events
 - ii. Paid Media
 - iii. Free Media
 - iv. Legislative Testimony
 - v. Point of Contact Materials
 1. Coasters, key fobs, etc.
 - vi. CADDy
- III. Audience/stakeholders
 - a. Citizens of and visitors to Santa Fe County
 - b. Santa Fe law Enforcement Agencies
 - i. Santa Fe County Sheriff's Office
 - ii. Santa Fe Police Department
 - iii. State Police
 - iv. Bureau of Indian Affairs Police
 - v. Pojoaque Tribal Police
 - vi. Tesuque Tribal Police
 - vii. Edgewood Police
 - viii. SID
 - ix. MTPD
 - c. DWI Planning Council
 - d. Media
 - e. Drunk Drivers/Repeat Offenders

- f. Board of County Commissioners
- g. SFUDPA

IV. Tools and Timetables

- a. DWI Planning Council Strategic Plan
- b. LEA coordination monthly meeting
- c. DWI Planning Council monthly meeting
- d. 100 Days and Nights of Summer
- e. Super Blitz
- f. Holidays
- g. Grant Contract Requirements
- h. State and Federal Fiscal Calendars

V. Evaluation

- a. Change in DWI Fatalities
- b. Change in DWI Crashes
- c. Enforcement Activities
 - i. Checkpoints, Saturation Patrols, Arrests
 - ii. Enforcement Data
 - iii. Officer Recognition/participation
- d. Public Contacts
 - i. Public Events
 - ii. School Programs
 - iii. Media Campaigns
 - iv. Semi-annual and annual reports
- e. Prevention Program Reports

EXHIBIT

3

tabbles

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Client/Grantee	Contract Amount	Reporting Mechanism	Service Provided
en Court	\$9,500	Quarterly Reports	Media Lieteracy, Drug and Alcohol Class, Substance Abuse Prevention
Public Schools	\$16,000	2 Data Reports	Mystery Shopper Program
elly Moeller	\$30,000	Several Updates	Evaluation of CADDy
Law Enforcement			
SFSO	\$150,000		Personel, Checkpoints, Saturation Patrols, DWI Enforcement, Equipment
SFPD			Equipment, DWI Enforcement requested but not funded yet
Edgewood Police	\$27,632		Equipment, DWI Enforcement
BIA Law Enforcement	\$10,080		DWI Enforcement
State Police			PBT requested but not funded yet

Mission Statement

- I. The purpose and objective of the Santa Fe County DWI Program is to reduce drunken driving, DWI crashes, and alcohol related fatalities.

The Santa Fe County DWI Program will develop, implement and sustain programs and initiatives to mitigate the horrible consequences of driving while impaired. Work to increase personal and public safety by preventing or reducing the incidence of DWI, DWI related crashes and fatalities, alcoholism, and alcohol and other drug abuse.

This plan will facilitate communication between all groups.

- II. Goals

The objective outlined in the Mission Statement will be accomplished by changing public perception, attitude and assumed acceptance of driving while drunk or impaired focusing on three main points: 1. Law enforcement activity 2. Early prevention 3. Direct public contact.

Law enforcement activity includes sobriety checkpoints, saturation patrols, DWI arrests by all officers not just special traffic or DWI units and vehicle seizures. Research shows that drivers are more concerned about being caught driving drunk than being injured in a drunken driving crash. Increased law enforcement activity and visibility does have a positive impact on alcohol related crashes.

Early prevention messages are delivered to school children through a proactive process that empowers youth to meet the challenges of life events. DWI Program staff work directly with schools promoting and executing programs like an alcohol free post prom party, DWI editorial writing contests, and community events like "Walk like MADD". Private contractors provide other prevention programs and are awarded contracts through a competitive bidding process which has reporting and progress components required in the contracts.

Effective marketing plans incorporate a brand strategy, a way to saturate public perception or experience. Seeing the same message in many different forms, like newspaper ads, drink coasters in a bar, public services announcements in a movie theater, or displays during community events builds a perception of ubiquity and delivers the message to diverse population groups. Repeated exposure to the message delivered in different forms builds acceptance of the message.

The anti-DWI message can be adjusted to focus on specific aspects of the issue. For example the message is to not drink and drive, specifically a message is tailored to warn drivers of the consequence of losing or forfeiting a vehicle because of DWI arrests. A

second aspect of the message can be to use a \$1 cab ride home from a bar instead of driving.

Program staff uses a combination of free and paid media. Free media is usually tied to special events like checkpoints, warrant round-ups, compliance checks, media campaign roll-out or reaction to events like a horrendous alcohol related crash. Radio and TV commercials, movie theater spots, newspaper ads, banners at school sporting events or on internet sites are examples of paid media and are used throughout the year.

- III. Three out of every ten people you know will be involved in an alcohol related crash sometime in your lifetime. Many more families and friends will be impacted as loved ones are killed or injured. These statistics are shocking and show how pervasive the consequences of drunken driving are, everyone is impacted by DWI. People living and visiting Santa Fe County will see anti-DWI messages through a broad range of sources including media, public events attended by the DWI Program, retail (bars) contact and law enforcement.

Law enforcement is a key component in the drive to reduce impaired driving. Each agency in Santa Fe County has unique priorities and DWI enforcement is high on each agency's list. In many cases separate agencies will work together if given the opportunity. Communication between agencies is crucial to coordinate efforts like sobriety checkpoints or checkpoints and saturation patrols. Some departments for places like the town of Edgewood or Tesuque Pueblo are small, having only a handful of certified officers, so they can't conduct large sobriety checkpoints on their own. Synchronization of these agencies is a key component to an effective law enforcement presence. Law enforcement agencies have direct communication with the public through personal contact at checkpoints, through media reporting of DWI activity and arrests and paid media campaigns. The sight of a police car sends a strong message to obey the law.

The DWI Planning Council is mandated by State Law and County Resolution (1997-87) to develop strategies and to implement a plan that will reduce the incidence of driving while intoxicated and to identify the needs of the community and what resources are available to do this. The plan is submitted to the Board of County Commissioners and to the New Mexico Department of Finance and Administration. The Council's activity is communicated through the minutes posted on the Santa Fe County website and various social media sites and through direct contact with DWI Program staff to constituents. The DWI Program reports to the Council during monthly meetings and with reports, including an executive newsletter prepared for the chairman of the council.

- IV. The DWI Planning Council is finalizing a strategic plan that outlines the focus for the next two years. One of the objectives of the plan is to improve communication with the Council, partner organizations, shareholders, the public and all those who can help the DWI Program succeed in its goal.

The diverse law enforcement agencies in Santa Fe County now meet monthly to discuss future events, funding, and best practices. The intention and practice of the meetings are to coordinate DWI efforts. A calendar is established for the upcoming month and if possible, agencies work together to have full utilization of resources, for example the sheriff's office and the State Police will conduct a joint checkpoint or a tribal police

department and a city police department will plan a checkpoint in one jurisdiction and a saturation patrol in an adjacent jurisdiction on the same day at the same time.

Funded events and programs like The 100 Days and Nights of Summer and Super Blitzes have specific requirements for agencies to receive funding. These requirements include number and kinds of operations, time and duration of operations or operational periods and reports detailing these points. Typically they are focused on crash data driven time periods and when travel is heavier. Law enforcement agencies report to the funding agent, the Traffic Safety Bureau of the New Mexico Department of Transportation for federal funding for example. The Santa Fe County DWI Program funds law enforcement for activity and equipment outside of these special programs and requires contracts detailing how the money will be used and any follow up reporting.

- V. To evaluate the effectiveness of these programs crash rates and numbers are compared. The Traffic Safety Bureau of the New Mexico Department of Transportation compiles crash and fatality statistics statewide and by county and provides these to the DWI Program. These data are then analyzed and compared from one year to the next.

Law enforcement agencies report the number of checkpoints, saturation patrols and data related to these activities. This information will now be collected by the DWI Program. To show a positive evaluation these data should show increases in activity when comparing a month from one year to the same month the next year or from one season or holiday period to the same time frame in the next year.

Also implemented this year is an officer appreciation award for the individual officer doing the most to combat DWI. Statistics are compiled and compared. The officer from each participating agency will be given an award. Participation in this program will indicate an agency's commitment to stopping DWI.

An annual report submitted to the New Mexico Department of Finance and Administration details the number of public contacts that the DWI Program makes each year. These reports are compared year to year. A positive measure of success is an increase in public contacts.