



Regionwide Data Driven Anti-Drunk Driving Campaign

Presentation to the TPB Safety Subcommittee

December 11, 2024

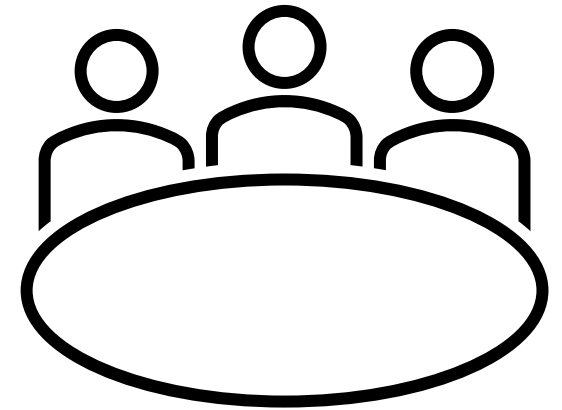


Agenda

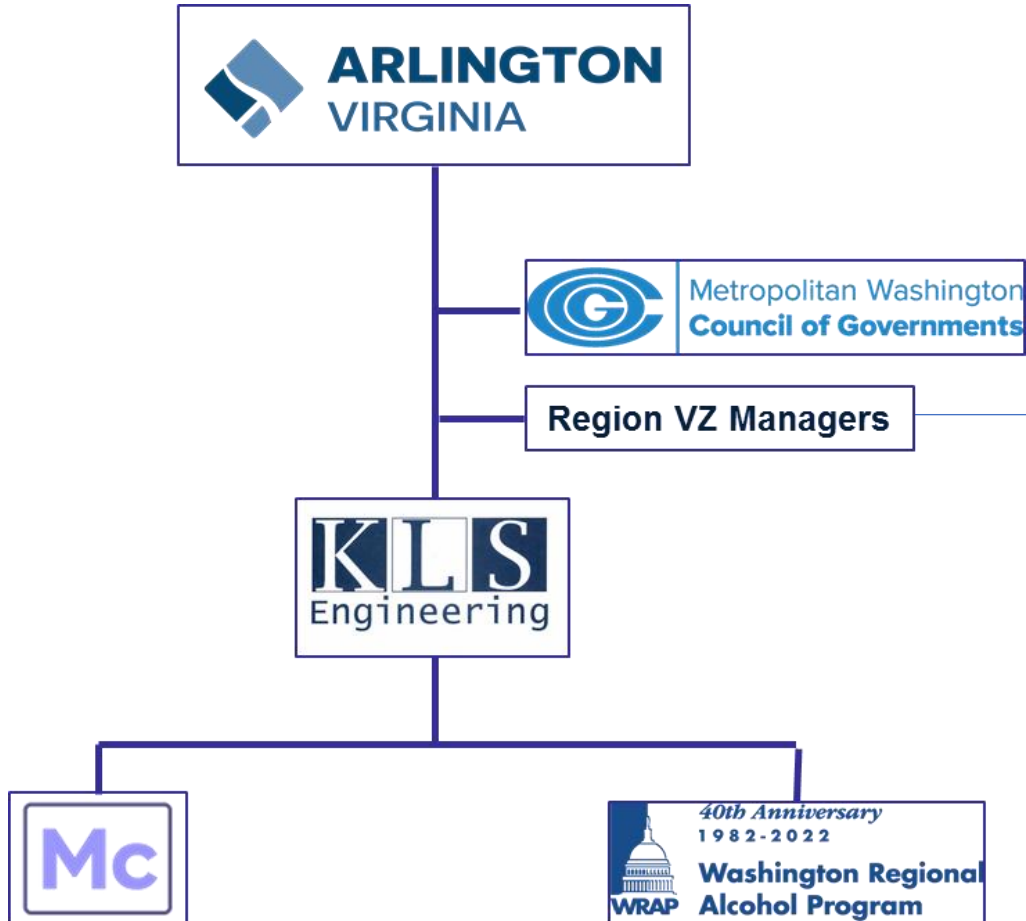
1. Introduction & Project Team
2. Project Goals
3. Task Summary
4. Recommendations
5. Next Steps



Introduction & Project Team



Project Team



Fairfax County
City of Alexandria
Montgomery County
Prince George's County
District of Columbia

Project Manager:
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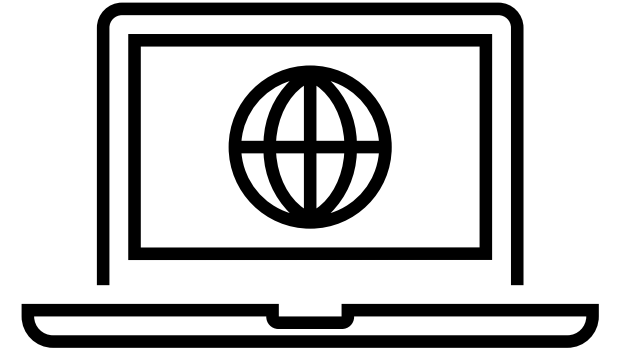
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Funding: MWCOG

Task Descriptions

Task 1	Task 2	Task 3	Task 4
Project Kick-off and Ongoing Management	Benchmarking Research and Literature Review	Regional Crash Data Review (5 Yrs.)	Strategic Anti-Drunk Driving Campaign Recommendations

Task 2 Literature Review

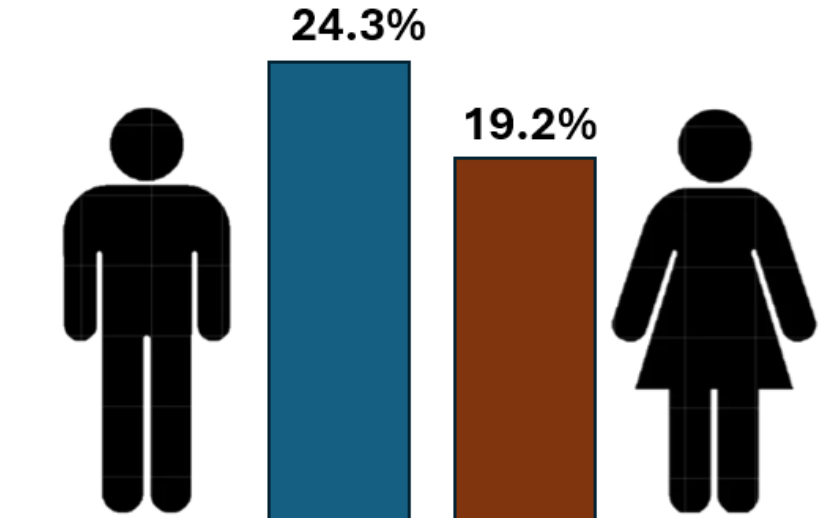


Findings in the DC Region

- Binge drinking (four or more [females] or five or more [males] drinks on one occasion in the past 30 days, CDC BRFSS, 2022):
 - District: 24.2% (51st)
 - Virginia: 17.8% (23rd)
 - Maryland: 14.4% (4th)
 - Utah: 12.7% (1st – least)
- Dram Shop Laws (liability for establishments that sell alcohol to visibly intoxicated persons or minors):
 - None exist in Maryland or Virginia.
 - District has Case law in lieu of specific Dram Shop Laws.
- Server Training:
 - District and Maryland mandatory for manager.
 - Virginia does not regulate.
 - Utah mandatory for manager and server.

MONTHLY BINGE DRINKING

Percentage of U.S. men and women who reported binge drinking in the past month.



SOURCE: 2022 National Survey on Drug Use and Health

Findings in the DC Region

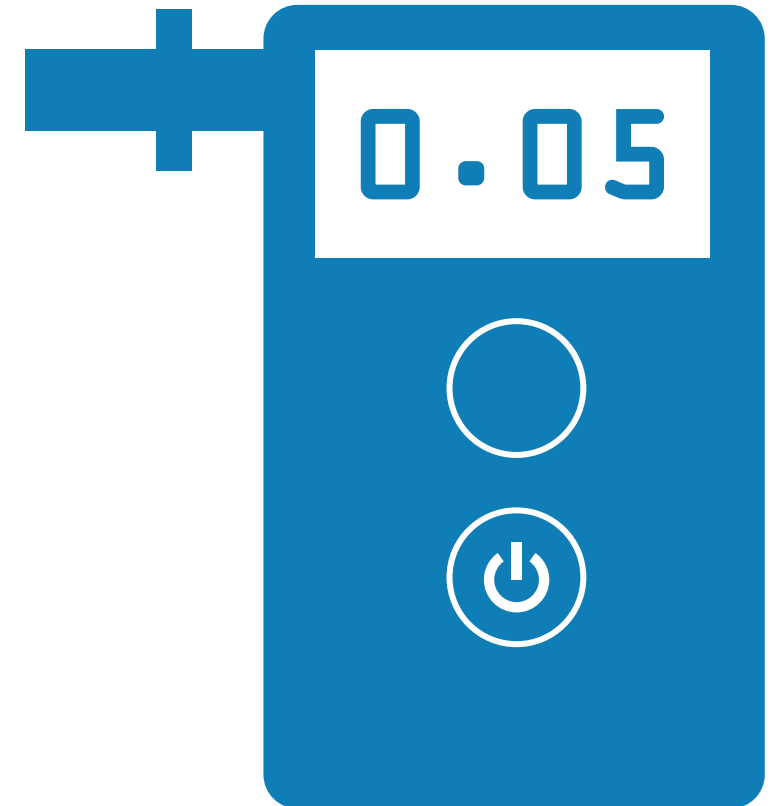
- High youth binge drinking w/in past 30 days (State/local Surveys, 2022):
 - Arlington: 26 %
 - Fairfax: 14%
 - Montgomery: 21%
 - Prince George: 9%
 - District of Columbia: 10%
 - Nationwide: 8.6% (NSDUH)
- Leading cause of teen crashes:
 - More likely to be involved in a crash (vs adults).



(NSDUH - National Survey on Drug Use and Health, Substance Abuse and Mental Health Services Administration (SAMHSA))

National & International Successes

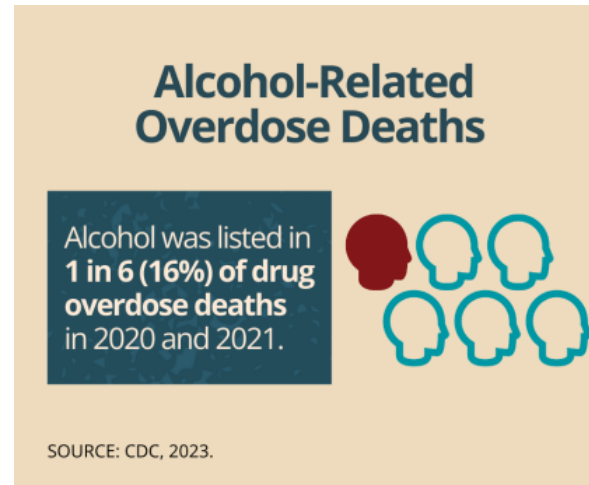
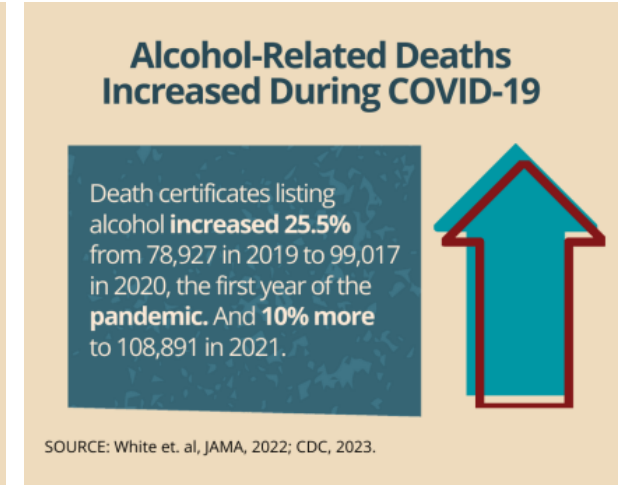
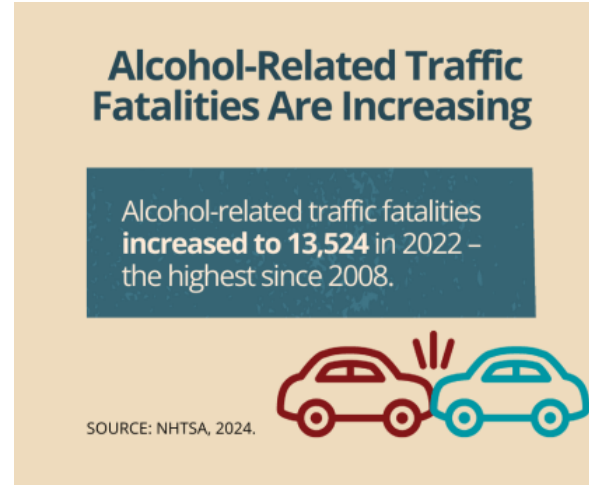
- Utah applied a Blood Alcohol Content legal limit of 0.05, and the fatality rate decreased. Preliminarily, no negative effect on industry.
- Minnesota applied strict penalties for impaired driving, including severe fines, license suspensions, and incentivized ignition interlocks resulting in a decline in the DWI trend.
- France, Netherlands, and Sweden conduct random breath tests and checkpoints without requiring suspicion, which significantly reduced impaired driving incidents.



Other Related Trends / Research

From the National Institute on Alcohol Abuse and Alcoholism:

- Extending sale hours by 2+ hours increases alcohol-related harm.
- Decreasing the physical availability of take-away alcohol will decrease per capita consumption.
- Deaths involving alcohol are increasing in the US beyond just transportation.



1 in 4 suicide victims involve alcohol - detectable in person's body at TOD.

Campaign Research Findings

Keys to Success

- Campaigns must be planned, executed, and implemented with other ongoing prevention activities.
- Multi-prong approach and communication campaigns alone would not make a difference.
- Demonstrates the potential benefits of a regionally coordinated effort.

Notes from Follow Up Surveys:

- People were 5x more likely to perceive and remember campaign messages with fewer words.
- Younger respondents have a 1.8g times higher chance of remembering the message than older ones.
- There is a higher campaign recall among young men, but high percentage still reported driving drunk despite remembering the ad and knowing the consequences.

Findings in the DC Region – Pre / Post Surveys

State (21 to 35 years)	Can Get Arrested for DWI (%)	Important to Plan a Safe Ride vs Actual (%)	Driving While Impaired (DWI, Past 30 days, Males)
Maryland	80	~ 70/40	1 in 10
Virginia	92		3 in 4
DC	90+		3 in 10
National	70		5 in 10

Most young drivers are aware of the potential consequences of DWI and acknowledge the importance of planning a safe ride, however, many do not follow through with this practice.

- Typical response to driving drunk (WRAP):
 - I can drive when I'm high, that's no problem – within legal limit.
 - More convenient, cheaper, and faster.
 - Personnel and/or vehicle safety.
- Young men say they are most likely to have a designated driver (69 %).
 - 77% say they have driven after having a few drinks.

(WRAP - Washington Regional Alcohol Program)

Task 3 Crash Data Analysis



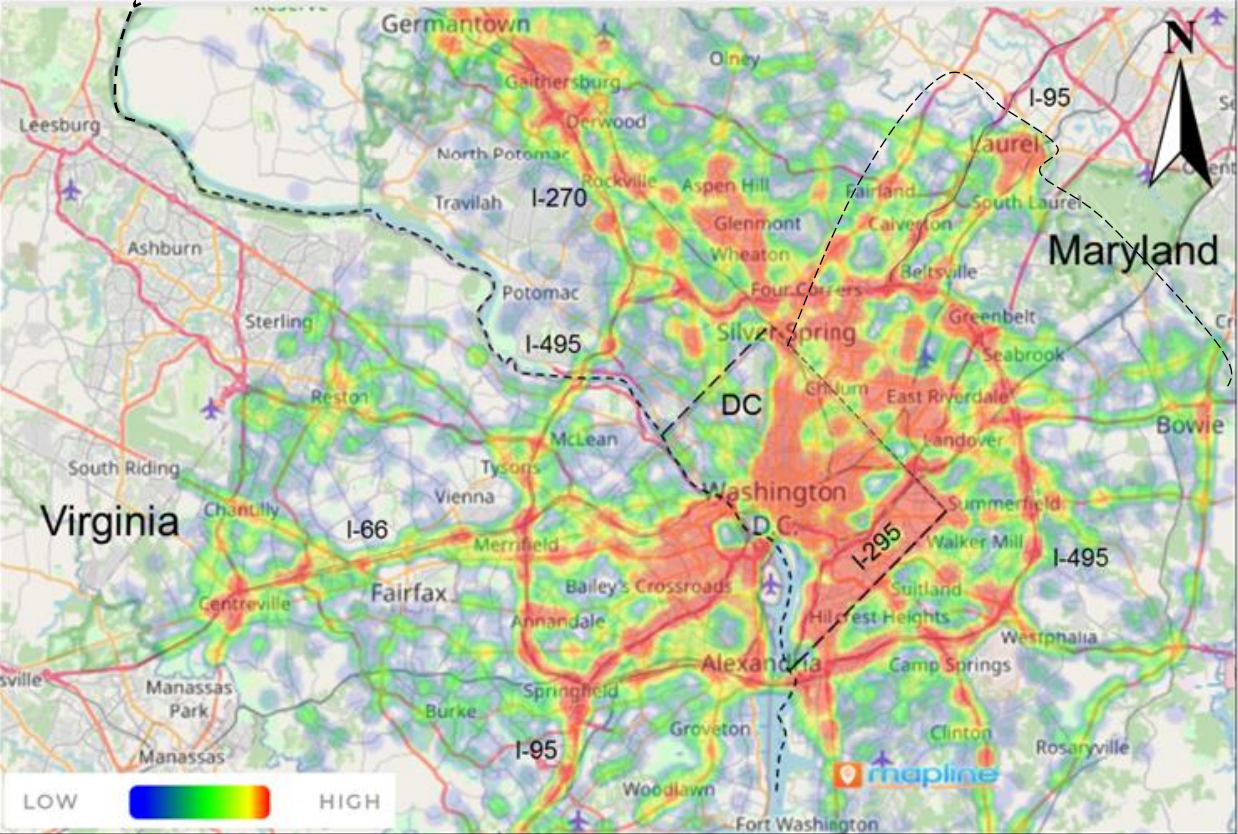
Topline Data Analysis Findings

- Alcohol related-crashes over 5 years:
 - 15,002 crashes (3,000/year avg.)
 - 4,523 injuries (905/year avg.)
 - 420 fatalities (84/year avg.)
- Alcohol-related crashes increased over the five years by 13.7%:
 - Involving injuries increased by 9.5%.
 - Involving fatalities increased by 12.9%.

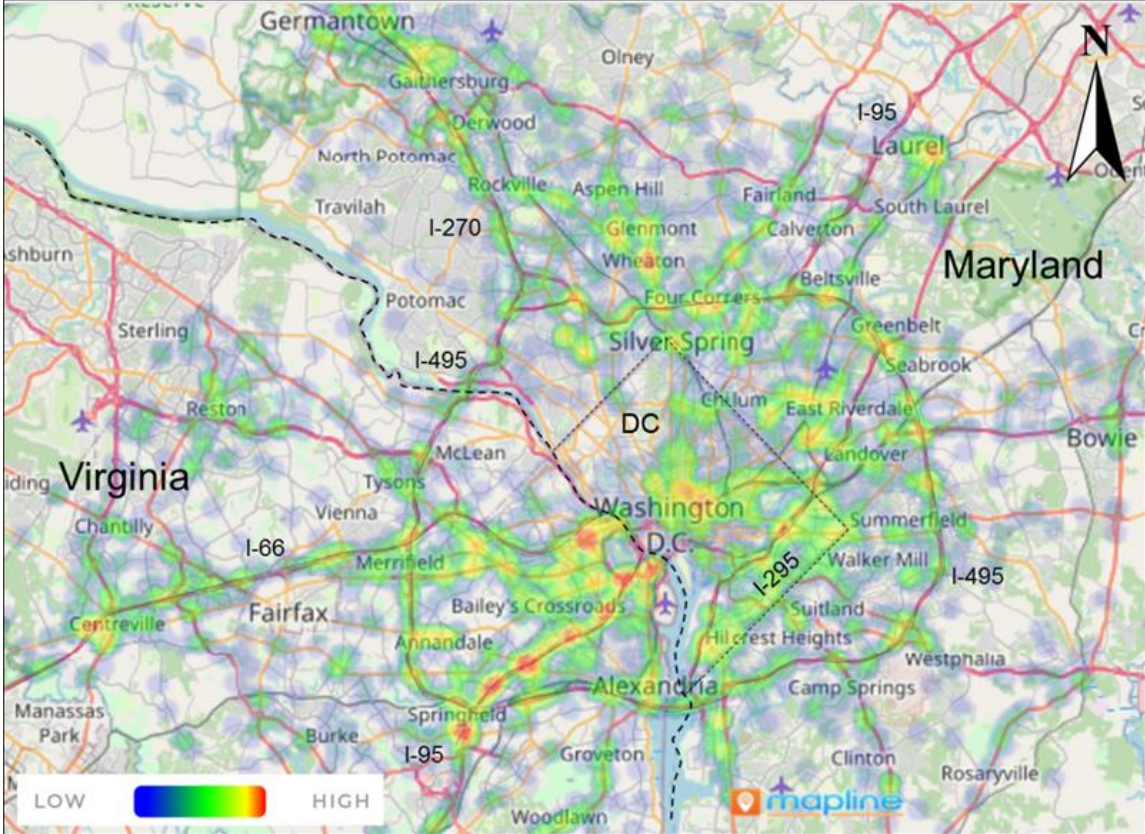
Studied Crash Data from 2018-2022

Review included:
City of Alexandria
Arlington County
District of Columbia
Fairfax County
City of Falls Church
Montgomery County
Prince George's County

Crash & Injury Mapping



Alcohol-related Crashes within the Region

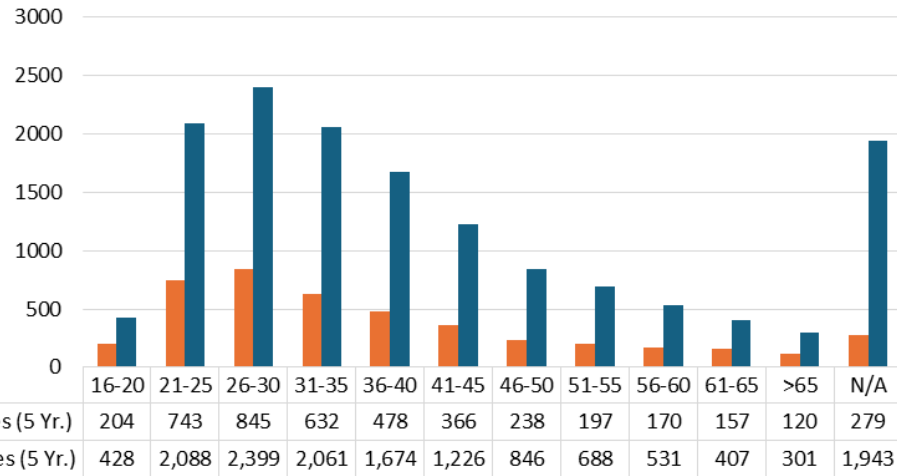


Alcohol-related Injuries within the Region

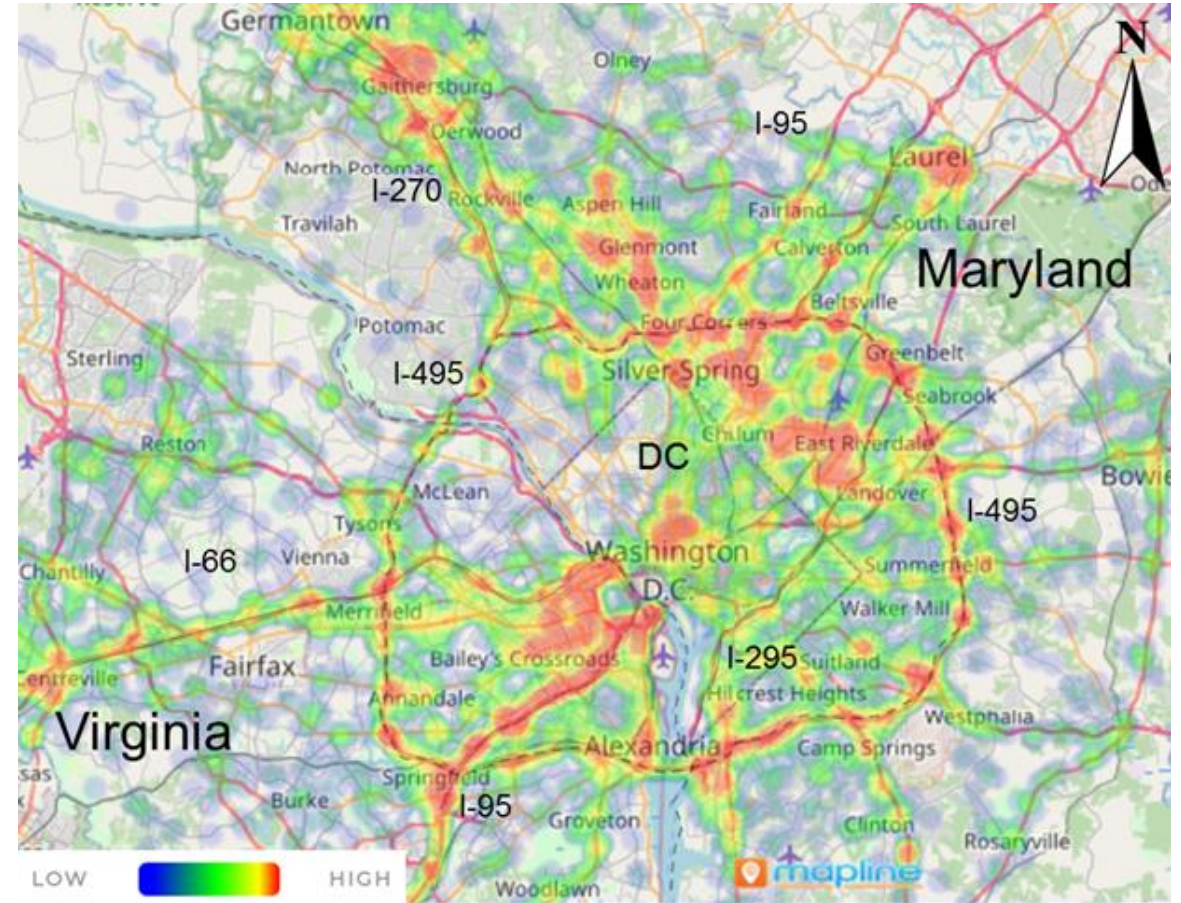
Interstate/Arterials are more likely to result in injuries (~ 70%).

Trends by Age

Regional Alcohol-related Crashes / Injuries by Age

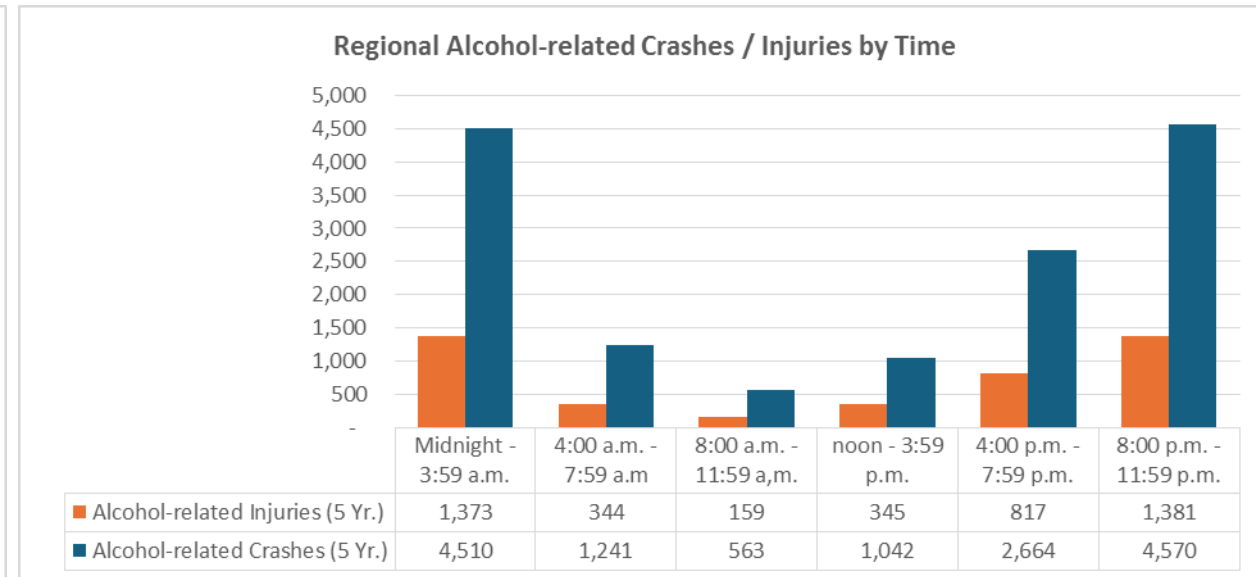
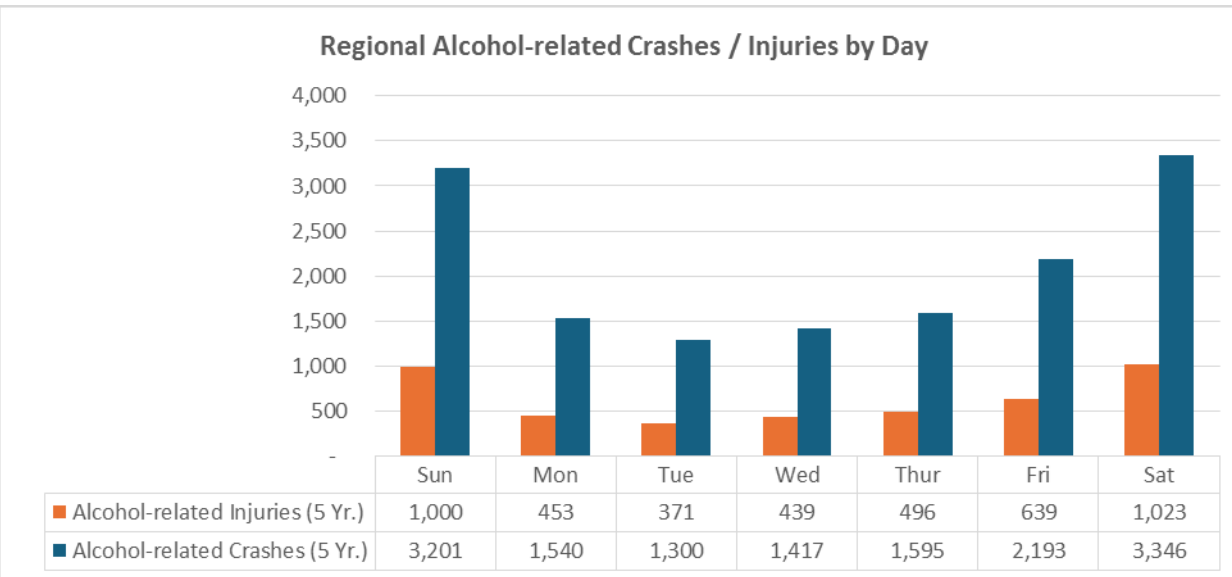
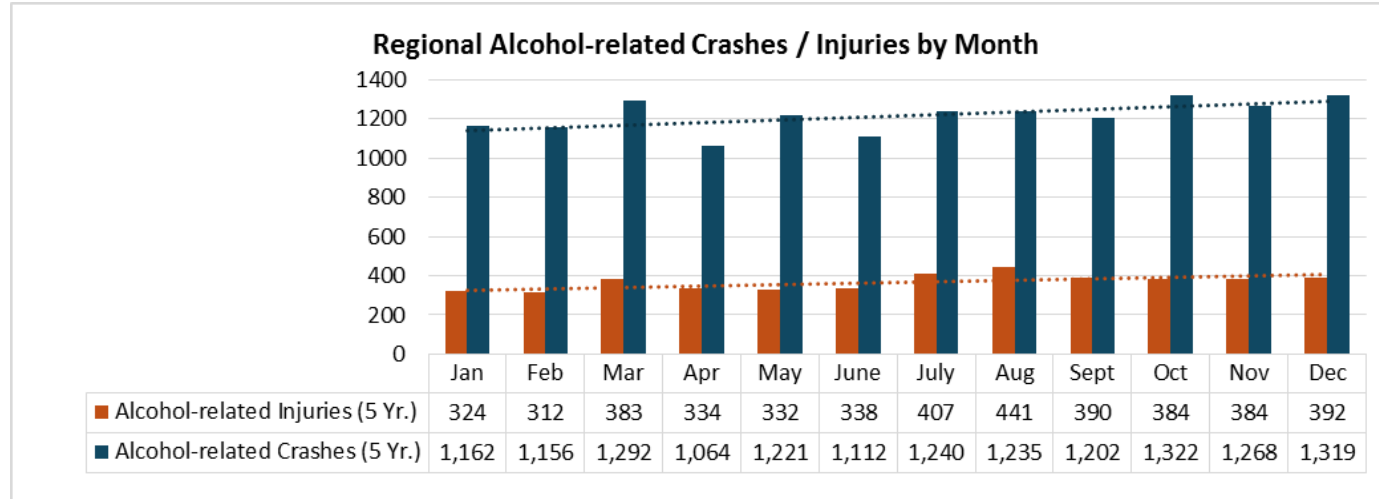


Alcohol-related crashes and crashes with injuries are highest for the 21-35 age range.



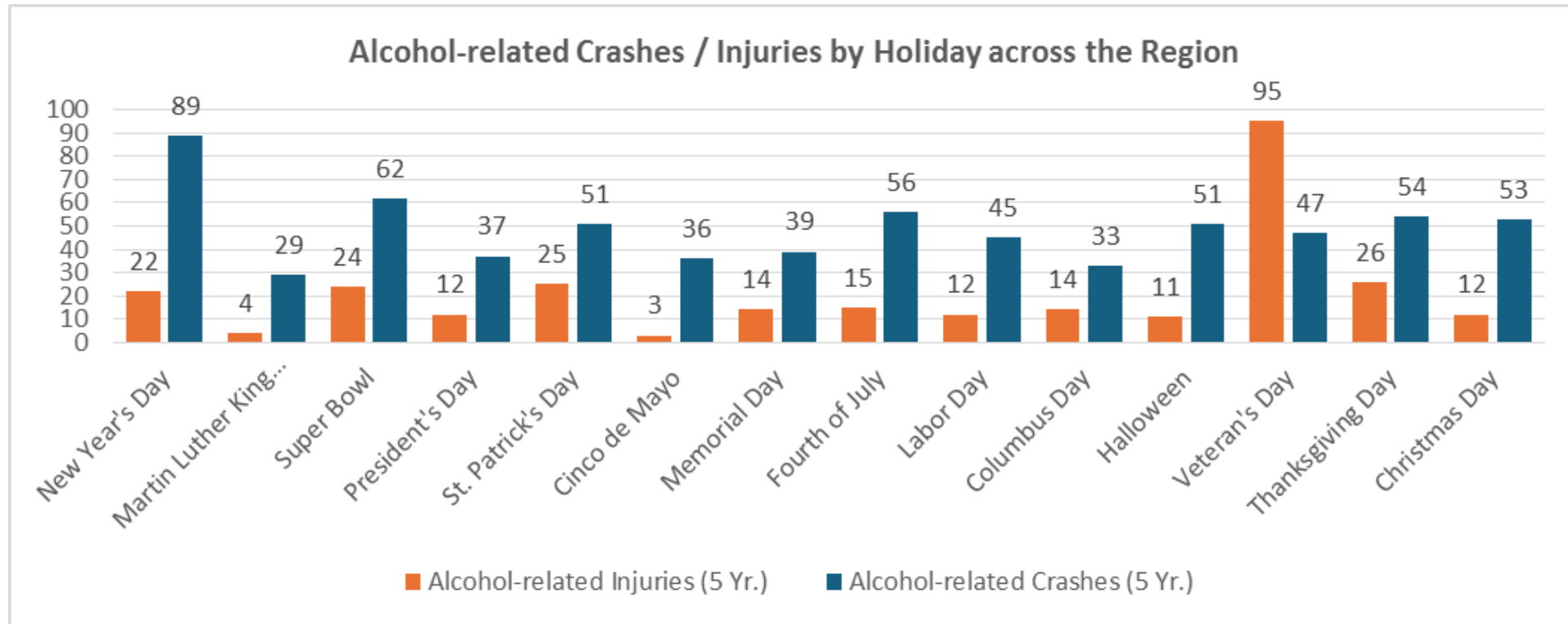
Alcohol-related crashes by drivers age 21-40 years

Trends by Month, Day, and Time



Higher Risk During Holidays

- The probability of an injury crash during a holiday is 4x times greater than non-holiday.
- Above average alcohol-related crash holidays: New Year's Day, Super Bowl, 4th of July, Thanksgiving, Christmas, St. Patrick's Day, and Halloween.



By Jurisdiction

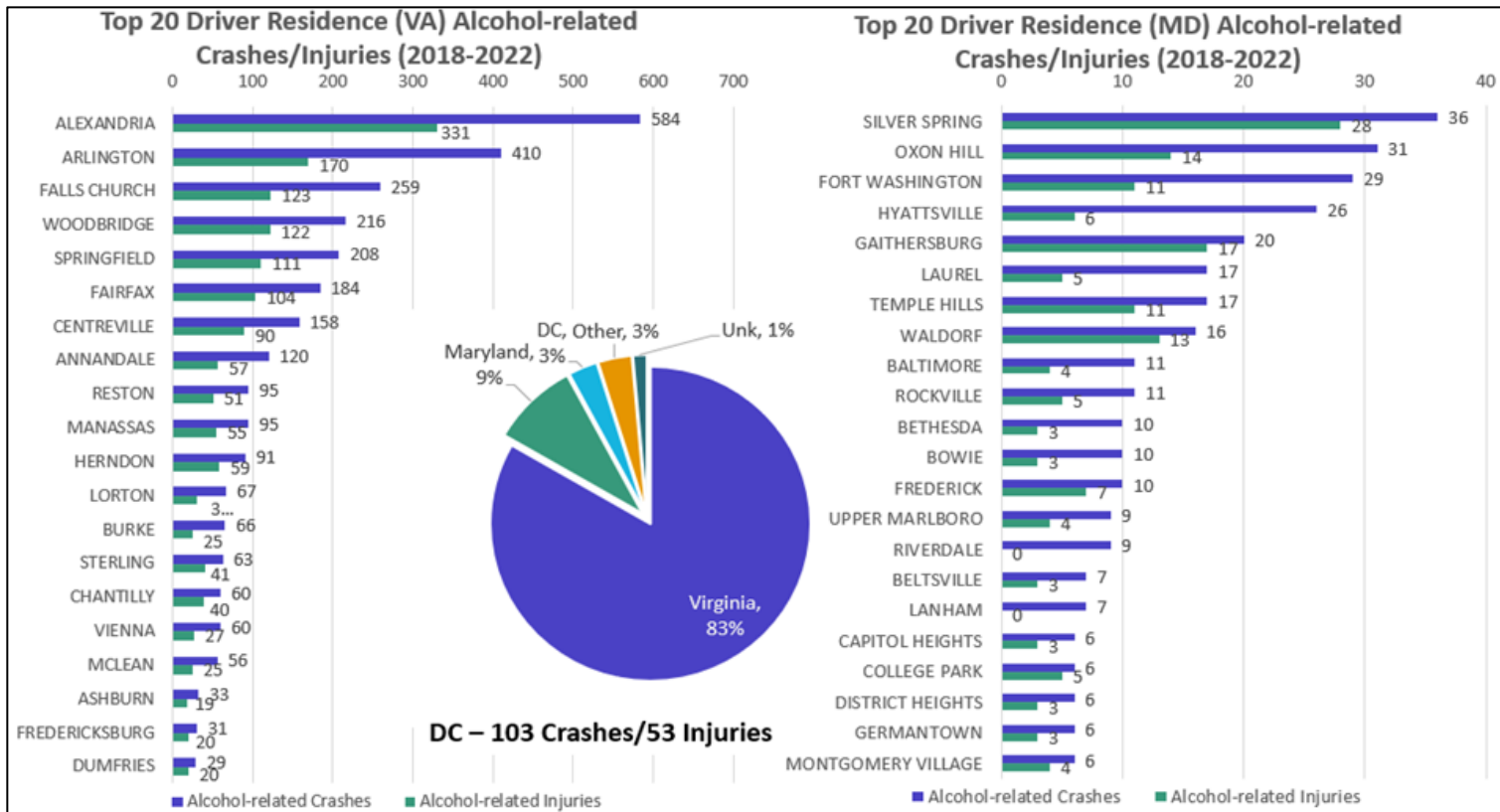
Alcohol-related Crashes by Jurisdictions (2018-2022)



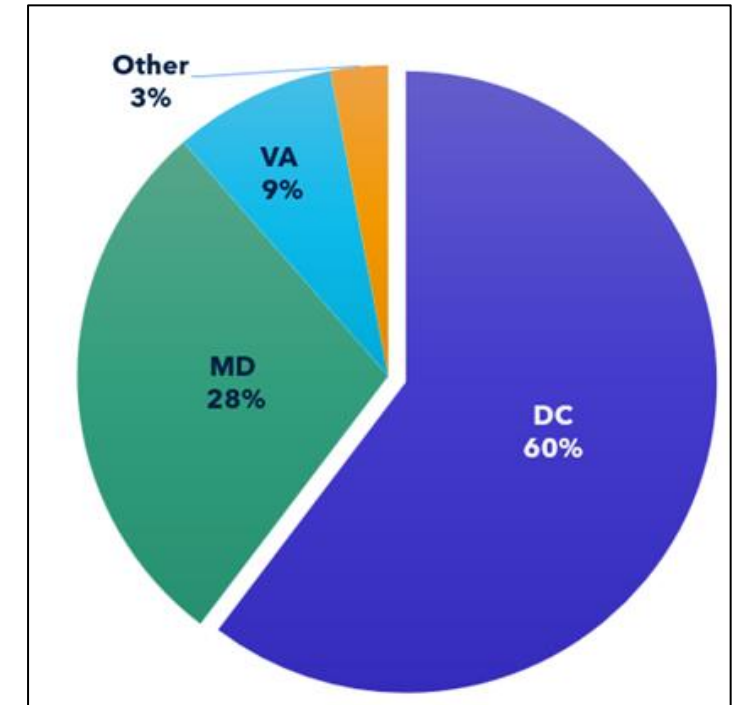
	Arlington Co	Fairfax Co	City of Falls Church	City of Alexandria	Prince George's Co	Montgomery Co	District of Columbia
Alcohol-related Fatalities (5 Yr.)	9	75	0	9	215	64	50
Alcohol-related Injuries (5 Yr.)	395	1,433	43	204	987	955	506
Alcohol-related Crashes (5 Yr.)	837	2,674	34	407	4,350	3,607	3,093
Alcohol-related Crashes/100 MVMT (1 Yr. Avg)	11.6	5.9	NA	10.8	9.7	9.9	18.0

Impaired Driver Residence

- **Impaired Drivers in Crashes in Virginia:** 83% residents of Virginia, 9% residents of Maryland, and 3% residents of DC.
- **Impaired Drivers in Crashes in DC:** 60% residents of DC, 28% residents of Maryland, and 9% residents of Virginia.
- Maryland data not available / Unknowns not included.

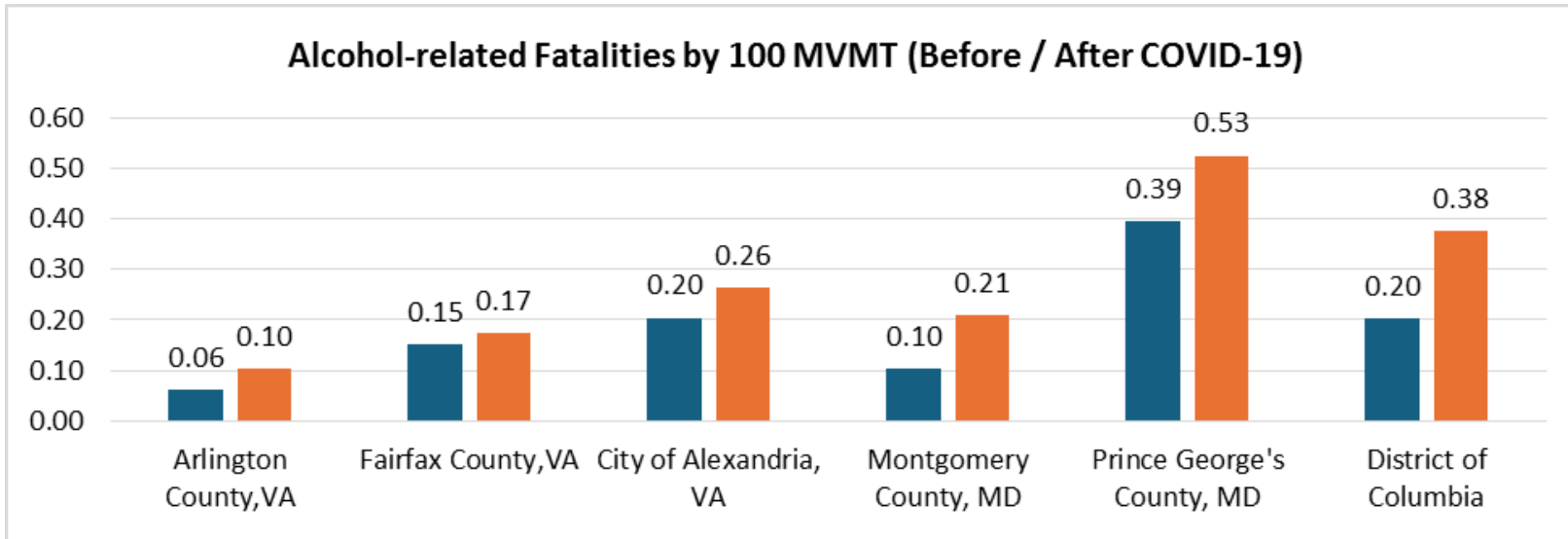


Driver Residence for Crashes on Virginia Roadways.

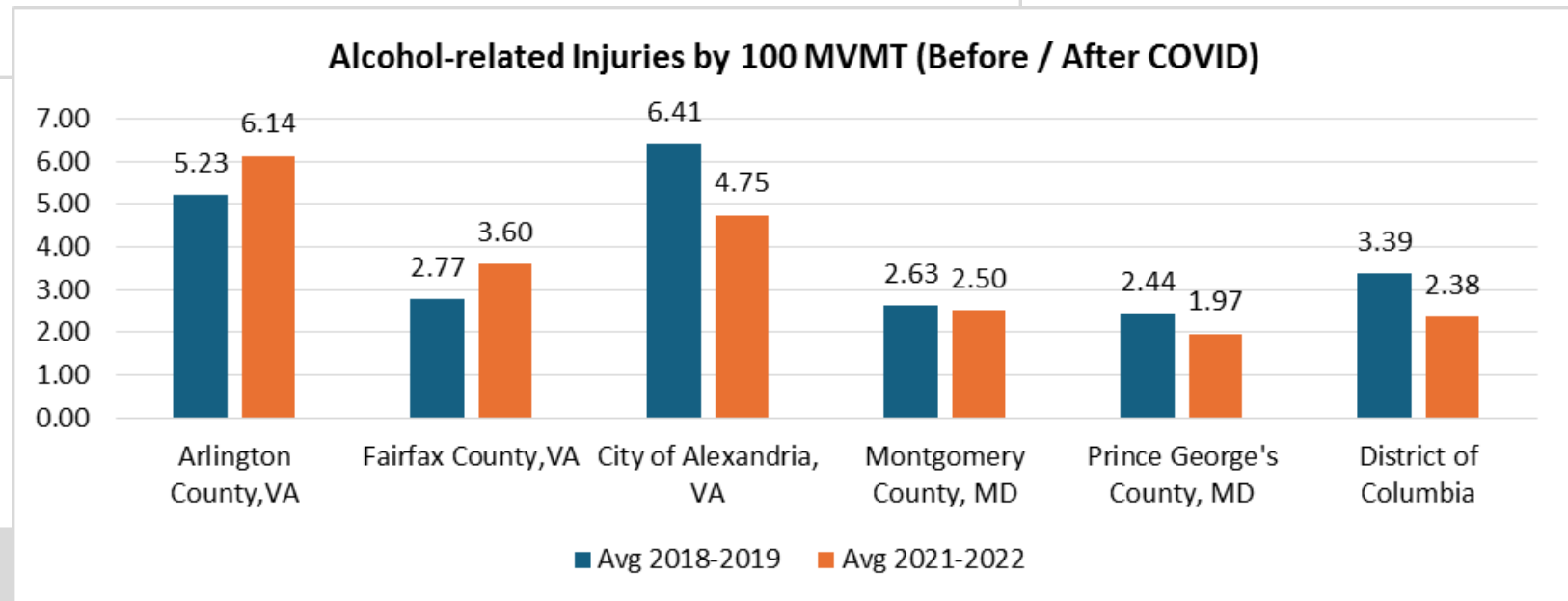


Driver Residence for Crashes on the District roadways.

Impacts of Pandemic



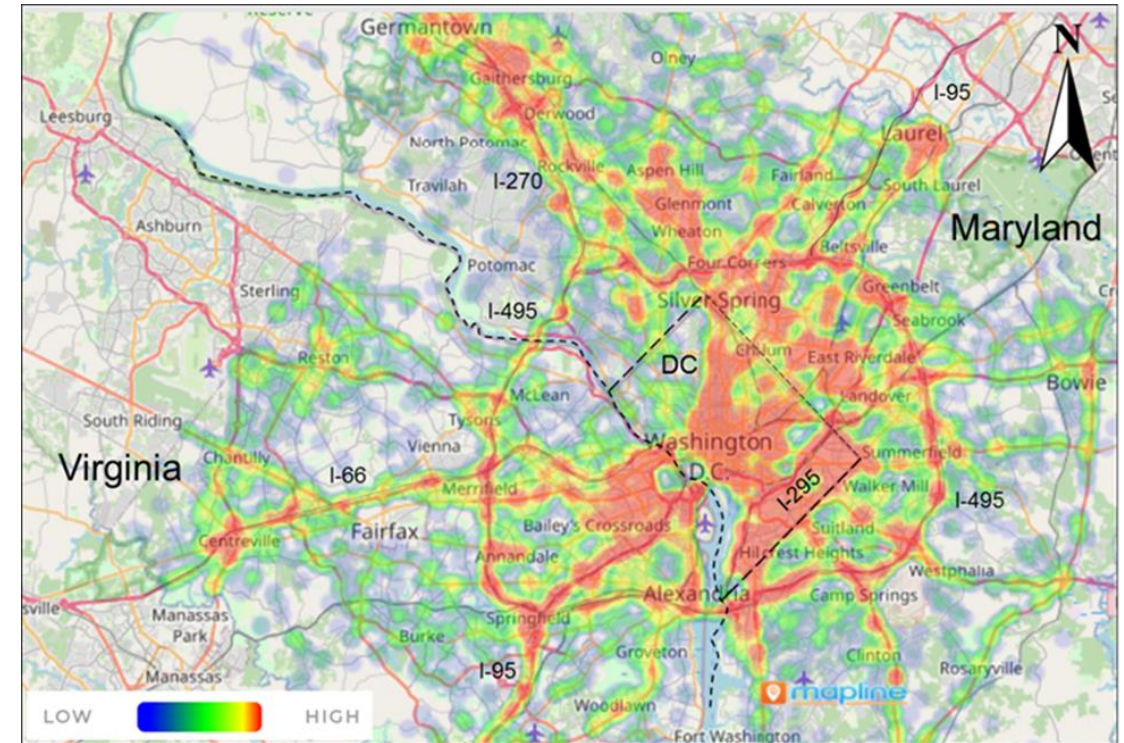
Fatalities increased in Maryland and District of Columbia.



Injuries decreased in Maryland and the District of Columbia*.

Outstanding Analysis Findings

- Alcohol-related fatal crashes increased 30% after the pandemic. It's the leading cause of death for teens.
- Drivers 21 - 40 years old accounted for 56% of alcohol-related traffic crashes and over 60% of injuries.
- Male drivers were 3x more likely than female drivers to be involved in an alcohol-related crash.
- Speeding was involved in 40% of alcohol-related crashes:
 - ~ 70% occurred on high-speed roadways (interstates and arterials).
- Most common crash types are single vehicle crashes (fixed object 32%; rear-end 28%; sideswipe 11%; angle 10%).



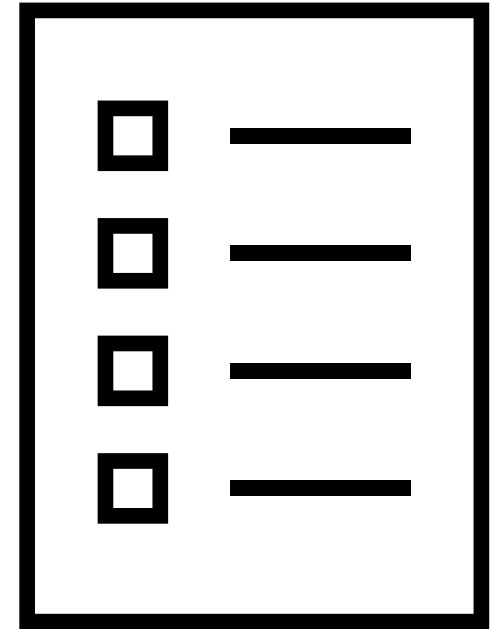
Estimated Costs to the Region

- Estimated cost of more than \$1.6 billion per year (alcohol-related crashes only)^{1,3}.
- Binge drinking accounts for over 72% or approximately \$5.8 billion, underage drinking \$800 million, and resulting health care costs over \$760 million (2018-2022)².
- Government pays over 40% of the cost³.

Municipality	Cost of Alcohol-related Crashes (2018-2022, 2023 \$)
Prince George's County, MD	3,465,804,015
Montgomery County, MD	1,402,918,492
Fairfax County, VA	1,689,604,358
Arlington County, VA	292,633,382
City of Alexandria, VA	212,000,872
City of Falls Church, VA	17,311,843
District of Columbia (DC)	916,807,762
TOTAL Cost to Region	7,997,080,724

(1) FHWA, *Crash Costs for Highway Safety Analysis*, FHWA-SA-17-071, 2018; (2) Estimates are based on MN research and other States; (3) Cost updated using the Federal Reserve Bank of Minneapolis inflation change 2018 to 2023.

Task 4 Recommendations



Categories of Recommendations



Program Management



Prevention



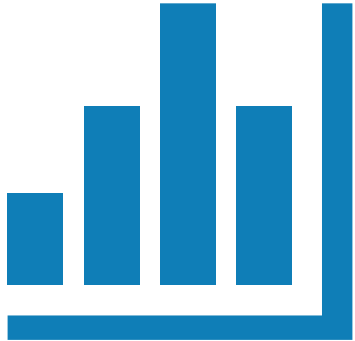
Laws and Enforcement



Communication

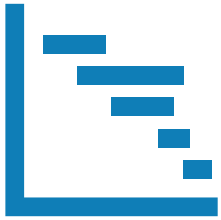


Treatment



Program Evaluation

Recommendations for Agencies to Consider



1. Program Management and Strategic Planning

- a. Create a regional alcohol impaired driving task force.
- b. Develop a dedicated regional alcohol-impaired driving strategic plan.



2. Prevention

- a. Promote responsible alcohol beverage service training.
- b. Expand student / teacher / parent outreach; community-based programs; availability / awareness of transportation alternatives.
- c. Encourage businesses that serve / sell alcohol to acquire licensee scanning technology.
- d. Expand programs that place information in establishments that sell and serve alcohol.

Recommendations for Agencies to Consider



3. Laws and Enforcement

- a. Establish minimum age for sellers of alcohol across the region.
- b. Increase compliance checks to reduce underage sales and service.
- c. Increase funding of local enforcement agencies.
- d. Increase number of drug recognition experts.
- e. Establish a law enforcement phlebotomist program.



4. Communication Program

- a. Develop / host regional impaired-driving communication campaign.
- b. Develop specific promotional materials and make available 365 days / year.
- c. Partner with industry, employers, law enforcement and other stakeholders to enhance efforts during anti-drunk driving campaigns.
- d. Partner with medical professionals / new media / social influencers.

Recommendations for Agencies to Consider



5. Treatment

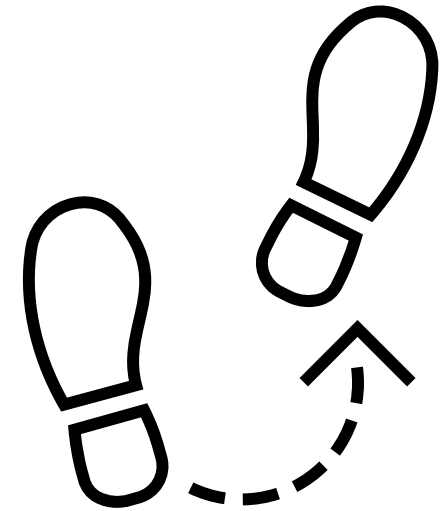
- a. Determine feasibility of establishing a juvenile drug treatment court.
- b. Deploy screening tools to identify DWI/DUI offender's risk of engaging in future conduct of impaired driving.



6. Program Evaluation and Data

- a. Develop a traffic records-linked database.
- b. Evaluate / update plans.

Next Steps



Where do we go from here?

- Addressing alcohol-impaired driving in the region cannot be achieved via isolated actions. A comprehensive, long-term strategy is needed.
- This is a public health issue, so it needs to include staff and experts from multiple departments / agencies.
- Agencies may review the report as a reference and identify specific actions of interest to pursue.
- **Notion to convene a region-wide working group to discuss next steps.**

We understand there is a regional anti-drunk driving dialogue for enforcement agencies led by DC.

The goal is to engage interdisciplinary staff from local, state, regional and federal agencies to identify areas to collaborate and leverage anti-drunk driving efforts.

Questions?

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