



Wyoming Governor's Council on Impaired Driving Evaluation Report, 2015

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By

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Introduction

In September 2011, Wyoming Governor Matt Mead created the Governor's Council on Impaired Driving (GCID) through executive order. The goal is to decrease impaired driving motor vehicle crashes and fatalities in Wyoming. The effort is ongoing, and this evaluation report covers efforts and outcomes (as data are available) as of October 15, 2015.

The impaired driving initiative through the GCID, its co-chairs, subcommittees, professional facilitator and personnel from the Highway Safety Office of the Wyoming Department of Transportation (who were both members of the council and staff that provided assistance to the council); together accomplished a substantial body of work over the period. That work has resulted in positive outcomes on most of the measures identified for the outcome evaluation. Additionally, Governor Mead created a policy analyst/advisor position on impaired driving. Funding for the GCID was provided primarily through grant funding from the National Highway Traffic Safety Administration (NHTSA).

GCID Initiatives

- A statewide media campaign was launched to raise awareness of the dangers of impaired driving. The aim was to change impaired driving behavior by focusing on individual behavior and Wyoming's culture as a whole.
- Funding for enhanced DUI enforcement was delivered in seven targeted Wyoming counties: Albany, Campbell, Fremont, Laramie, Natrona, Sheridan, and Sweetwater.
- The 24/7 Sobriety Program imposes a management program on participants who agree to abstain from alcohol and drug use. Offenders are permitted to continue driving and avoid incarceration. The program is enforced by intensive monitoring of participants and through alcohol and drug testing.
- The council hosted two statewide, well-attended conferences to raise awareness of the tragic impact of impaired driving in Wyoming. Policymakers from throughout the state attended: community leaders, state legislators, county commissioners, law enforcement officers, and others.
- A GCID Saving Lives Award program was implemented. A council standing committee considered nominations of individuals and programs that demonstrated innovation, safe community efforts, partnerships and leadership by working to increase community safety.
- The GCID held 15 meetings from January 2012 to August 2015. Another meeting is scheduled for December 2015.

Media Campaign

The initial campaign included the airing of radio and television ads, newspaper, posters, internet and billboard advertising.

Super Bowl 2013

For the Super Bowl campaign, localized media messaging that targeted the seven counties of interest was launched under the Combined Enhanced Enforcement Initiative. Photos and audio captured at the Wyoming Association of Sheriffs and Chiefs of Police (WASCOP) meeting in January 2013 were used to develop campaign materials. Radio and print ads featured local police chiefs and sheriffs. Posters with GCID branding were distributed statewide.

August Crackdown

GCID branding was featured on posters distributed to retailers statewide through the Wyoming Department of Revenue Liquor Division and also through local media coordinators. GCID branding was also circulated in print ads, web advertising with accompanying radio buys, and in the web graphics used in Pandora internet radio advertising.

Press Events

Banners were created for media events for the St. Patrick's Day launch of the "Gotta DD?" license plate campaign. DD refers to "designated driver." The Governor's launch of the "DUI Life" campaign includes 33 billboards in the seven targeted counties (see Appendix A). Additionally, 32 business locations in the counties (primarily taverns) display mug shot posters in patron restrooms (Appendix A).

UW Football

Media buys were made for the first part of the UW football season (through the fiscal year cutoff of September 30). This included in-stadium electronic billboards as well as radio sponsorship of the *Wyoming Sports Today* radio show. This sponsorship also has a Web presence on gowyo.com, the official website of UW athletics. Localized radio buys for DUI enforcement messaging similar to the Super Bowl campaign were made for the same time period which specifically targeted the seven counties of interest. A more general radio spot was produced for statewide use. This buy included sponsorship of the *Game day Forecast* segment.

Fiscal Year 2015 Objectives and goals

For fiscal year 2015, the Governor's Council on Impaired Driving Media Subcommittee sought to build upon existing momentum to expand media outreach and increase awareness of both the GCID brand and its messaging. Goals for the year included addressing gaps in media coverage left by following the NHTSA calendar, moving beyond traditional media spending (TV, Radio, Print), publicizing and distributing the Drive Sober Wyoming smart phone application, and increasing local engagement. The development of a new campaign and associated messaging with a targeted summer launch was also planned.

Traditional Media Plan

The base of the media outreach campaign is rooted in making traditional media buys to follow seasonal campaigns used by NHTSA. Base media components included posters printed by WYDOT distributed to liquor retailers through the Liquor Division, print advertising (statewide newspaper buys purchased through the Wyoming Press Association), paid radio advertising, and television

spots. Either GCID messaging (Welcome to the DIU Life, Feeling Buzzed?, Drunk Driving Ends Here) or NHTSA messaging adapted for Wyoming and re-branded as GCID were used. Both enforcement and social norming types of messaging were utilized through the year.

NHTSA Calendar Events

- Halloween – posters, print
- Holiday Season – posters, print, radio, television
- Super Bowl – posters, print, radio, television
- St. Patrick’s Day – posters, print, radio
- July 4th – posters, print, radio
- August Crackdown – posters, print, billboards, radio, television

To help achieve the goal of maintaining a media presence in between NHTSA campaigns, the following traditional media buys were also made:

- Fall radio buy - radio spots purchased in November and December
- Fall television buy – television spots purchased from October through early December
- Fall billboard buy – additional billboard locations were purchased in October and November
- Football buy – additional television spots were purchased for the latter half of the football season
- Spring Radio buy – radio time was purchased to cover the gap between March and June

Expanded Media Outreach

To increase the reach of the media campaign, and to better target the desired demographic of millennials, several strategies were applied. Increased sports advertising, online advertising and outreach, and collaboration with partner organizations engaging in local outreach were the primary initiatives given attention in 2015. The rationale behind increased spending on sports is that we are essentially targeting the same audience as large beer distributors who invest heavily in sports advertising. ‘Feeling Buzzed? Better not drive, or you’ll be living the DUI Life’ was the primary messaging used in the following campaigns:

- UW Football – in-stadium signs and digital displays, live reads for game broadcasts, and corollary radio spots (game day forecast, for example)
- UW Basketball – in-arena signage and digital ads, live reads for game broadcasts
- Cheyenne Frontier Days – banners placed in parking lots, posters in restrooms, digital signage/TV ads in-arena, live announcer reads, program listing

- College National Finals Rodeo – in-arena signage, live announcer reads, program listing

Identified as a missed opportunity for getting GCID branding and messaging out to a younger demographic, 2015 saw the start of several online efforts that are planned to greatly expand in 2016. These include:

- Pandora advertising – in support of all major NHTSA campaigns, as well as Spring buys between March and June
- Laramie Live – online web advertising purchased in the spring
- TownSquare Media web advertising – radio buys are increasingly including an online component with links to the GCID Facebook page

Local outreach was also identified as an opportunity to increase the reach of the statewide campaigns while engaging the audience on a more personal level. Work was begun in 2015 to better collaborate with Safe Communities on some of their local efforts. Campaign materials were co-branded with Safe Communities and distributed through their regional staff. Banners with GCID messaging were distributed through Safe Communities and were displayed at such events as County Fairs and rodeos.

Drive Sober Application

A multi-faceted campaign was launched in FY 2015 to publicize the newly-released Drive Sober Wyoming smart phone application. To get the word out, media efforts were focused on places and events where alcohol is consumed as well as online advertising where a younger audience could be more easily reached. This included:

- UW Football – live reads during game broadcasts
- UW Basketball – in-arena signage, live reads during game broadcasts
- Posters – distributed to liquor retailers and restaurants through the Liquor Division
- Coasters – custom drink coasters with a QR code linking to the app web site were printed and distributed to bars and restaurants through the Liquor Division
- Radio – a small buy was made in December
- Pandora – the app was featured in Pandora advertising in Winter and Spring 2015
- Cheyenne Frontier Days – posters

Enhanced DUI Enforcement

Initially in the seven targeted counties, the local police departments, sheriffs' offices, and the Highway Patrol lacked sufficient staffing to increase overall enforcement. But through strategic inter-county cooperation law enforcement delivered on enhanced enforcement. During major well-attended public events, intoxicated driving increases overall. For example, during Cheyenne Frontier

Days, the Laramie Police Department sent several officers to assist the Cheyenne Police and Sheriff's Office in DUI enforcement over the event. Similarly, the Casper Police Department shared police officers with Laramie law enforcement during sporting events at the University of Wyoming. Around several national holidays, increased DUI behavior is also too commonly observed.

The GCID directed the WYDOT Highway Safety Office (HSO) to provide additional grant funding for these efforts. The HSO provided as much funding as local law enforcement staffing levels would allow during national and local events that are typified by higher levels of intoxicated driving. Additionally, the HSO provided funding to provide local media support for law enforcement through radio, billboards and GCID posters and banners at local events where alcohol is served (and is commonly over-consumed by a segment of event patrons). The purpose was to let the public know that law enforcement was indeed practicing enhanced DUI enforcement to increase public safety. The media efforts were "branded" with the GCID logo.

24/7 Sobriety Program

The 24/7 Sobriety Program is a court-based supervision program designed for repeat DUI offenders. Developed in South Dakota, the program requires that participants agree to abstain from alcohol and drug use, and in return, they are permitted to continue driving and avoid incarceration. The program is enforced by intensive monitoring of participants through alcohol and drug testing. Violation of program rules leads to immediate, usually brief, incarceration of the offender, and reassessment of individual participant progress by the court.

The Rand Corporation completed a 2012 outcomes study in which they compared South Dakota counties with the 24/7 Sobriety Program to counties without the program from 2005 to 2010. The study concluded that: "In community supervision settings, frequent alcohol testing with swift, certain, and modest sanctions for violations can reduce problem drinking and improve public health outcomes."¹

As a result of GCID efforts, the Wyoming Legislative Joint Judiciary Interim Committee produced a draft bill that if adopted in the next legislative session would create a pilot 24/7 Sobriety Program in seven counties and staff it with a program director. The National Highway Traffic Safety Administration has indicated they would fund the program director's salary along with associated fees.

Legislation based on that program passed in 2013 and has been in the development stages since. The legislation requires the Attorney General's office to promulgate rules and regulations for the implementation of programs or pilot programs of the 24/7 sobriety program. All stages of the development of this program have been completed except for the final contract with the web-based purveyor expected to be utilized and the final document development of all documents necessary for the implementation and continuous usage of the 24/7sobriety program.

The finalization of these documents is currently in process with the Attorney General's office and

¹ Beau Kilmer, Nancy Nicosia, Paul Heaton, and Greg Midgette. Efficacy of Frequent Monitoring with Swift, Certain, and Modest Sanctions for Violations: Insights From South Dakota's 24/7 Sobriety Project. *American Journal of Public Health*: January 2013, Vol. 103, No. 1, pp. e37-e43. doi: 10.2105/AJPH.2012.300989.

expected to be completed soon. Upon completion, policy advisor Mike Reed will then begin development of these pilot programs around the state initiating meetings with sheriffs and local stakeholders for the implementation process.

Statewide Conferences for Wyoming Policymakers, Community Leaders, Law Enforcement

The council hosted two statewide well-attended conferences to raise awareness of the tragic impact of impaired driving in Wyoming. The December 2013 Conference on Impaired Driving for Wyoming Policymakers was held in Casper. Policymakers from throughout the state attended: community leaders, state legislators, county commissioners, law enforcement officers, and others. The May 2015 Governor's Conference on Impaired Driving focused more on tools and knowledge for law enforcement professionals. The two-day event featured over 20 presentations/sessions (see Appendix C).

Baseline Data on Outcome Evaluation Measures

The units of analysis in this evaluation are the state of Wyoming along with the seven targeted counties. This section presents existing baseline data on several indicators at the state and county levels (county data are not available on all measures). Outcomes on the measures were updated over the study period. Data-driven goals of the GCID initiative are measured

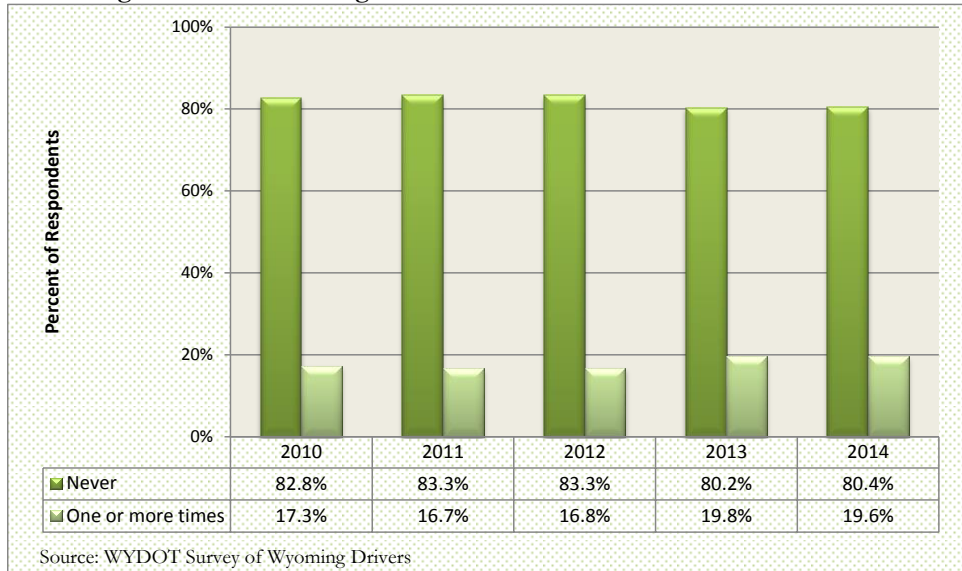
Survey of Wyoming Drivers

The first five quantitative measures are from the Survey of Wyoming Drivers conducted by WYSAC for the Wyoming Department of Transportation (WYDOT) in August 2010, June 2011, July 2012, June 2013 and June 2014. The survey was not conducted in 2015. The questionnaire remained unchanged to achieve maximum comparability of the results over time. With 754 responses in 2014, the sampling frame (including both landline and cell phones) produced an estimated margin of error of plus or minus 4 percentage points at the 95% confidence level.

Questions from the surveys include: 1) the number of times in the past 60 days drivers reported having driven a motor vehicle within two hours of drinking, 2) the perceived risk of someone in Wyoming getting arrested if they drive within city or town limits after they drink alcohol, 3) the perceived risk of someone in Wyoming getting arrested if they drive outside of city or town limits after they drink alcohol 4) in the past 60 days, had drivers read, seen, or heard anything in the media about drinking and driving, 5) if responding yes to having seen media, *where* they read, saw or heard about enforcement of drunk driving laws?

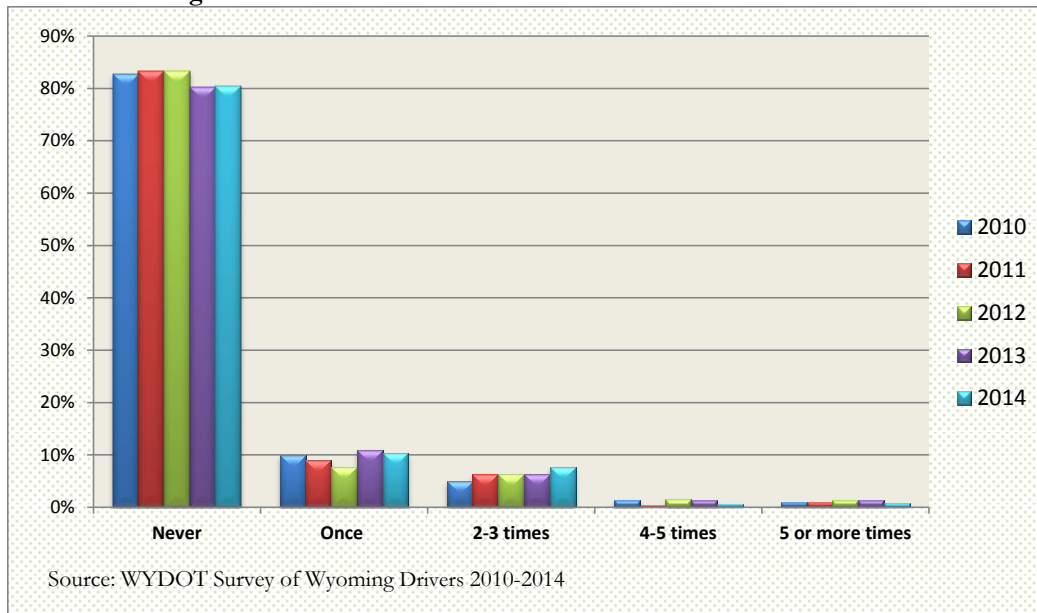
Self-reported alcohol-related driving behaviors have not changed significantly since the survey began in 2010. In the most recent year of the survey, 2014, 20% of Wyoming residents reported having driven a motor vehicle one or more times in the past 60 days within two hours of having an alcoholic beverage.

Figure 1. In the past 60 days, number of times you've driven a motor vehicle one or more times within 2 hours of drinking an alcoholic beverage.



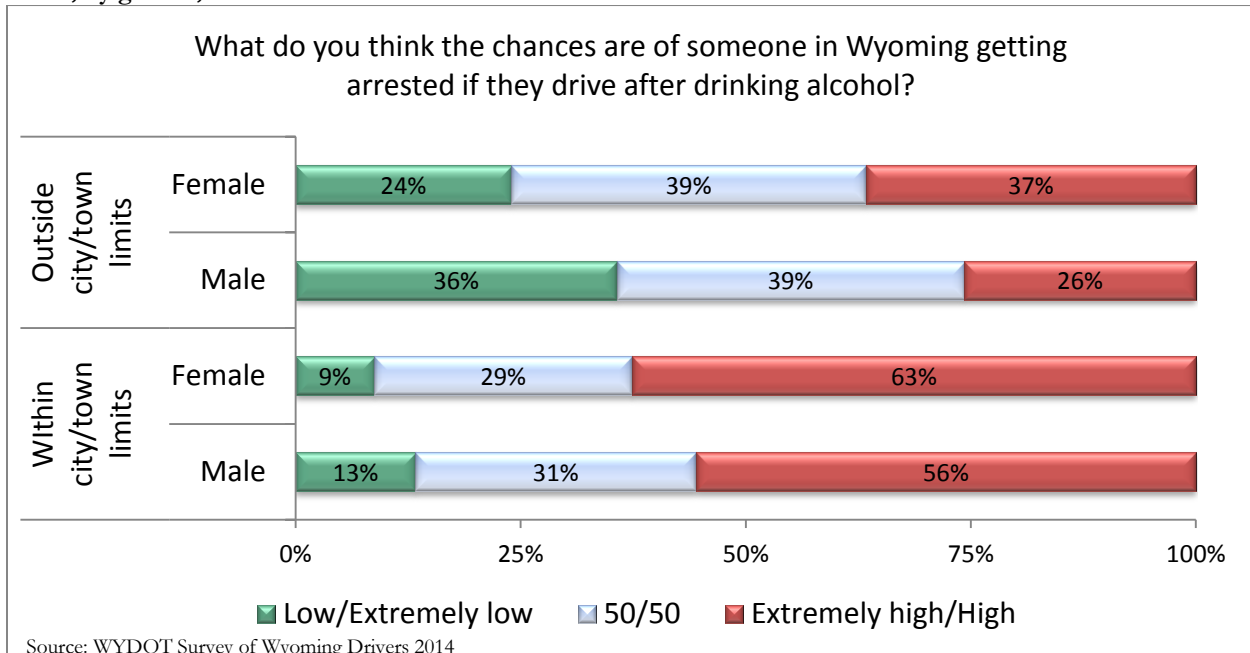
Drivers were asked the number of times they had driven within 2 hours of having had alcohol (Figure 2). From 2010 to 2014 there was slight (statistically insignificant) variation over the five years of the survey, with the largest group reporting having driven after drinking *once*, at 11% or under each year.

Figure 2. In the past 60 days, number of times you've driven a motor vehicle within 2 hours of drinking alcoholic beverages.



Over half (59%) of Wyoming drivers think the chances are *extremely high* or *high* that someone in Wyoming will get arrested if they drive within city or town limits after drinking alcohol (Figure 3). About one-third (31%) of Wyoming drivers believe the same if someone drives outside of city or town limits after drinking alcohol. These numbers are consistent with findings in all iterations of the survey. Males (36%) are significantly more likely to think the chances of getting arrested if they drive outside of town limits after drinking alcohol are *low* or *extremely low* than are females (24%).

Figure 3. Perceived chances of getting arrested for drinking and driving, within and outside of city/town limits, by gender, 2014



When asked about the perceived risk of drivers in Wyoming getting arrested within city or town limits after drinking alcohol from 2010 to 2014, little variation is observed in attitudes (Table 1).

Table 1. Perceived risk of drivers in Wyoming getting arrested if they drive WITHIN city or town limits after drinking alcohol

	2010	2011	2012	2013	2014
	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>
Extremely high	18.9%	22.4%	22.8%	19.8%	21.5%
High	37.5%	35.2%	35.0%	35.0%	37.5%
50/50	28.6%	31.3%	31.4%	33.3%	29.9%
Low	12.6%	10.1%	8.9%	10.2%	9.0%
Extremely low	2.5%	1.0%	1.9%	1.6%	2.0%
Total Valid	100.0%	100.0%	100.0%	100.0%	100.0%

Source: WYDOT Survey of Wyoming Drivers 2010-2014

The perceived risk of drivers in Wyoming getting arrested if they drive outside of city or town limits after they drink alcohol is shown in Table 2. As with the question above, slight variation is seen across the survey years.

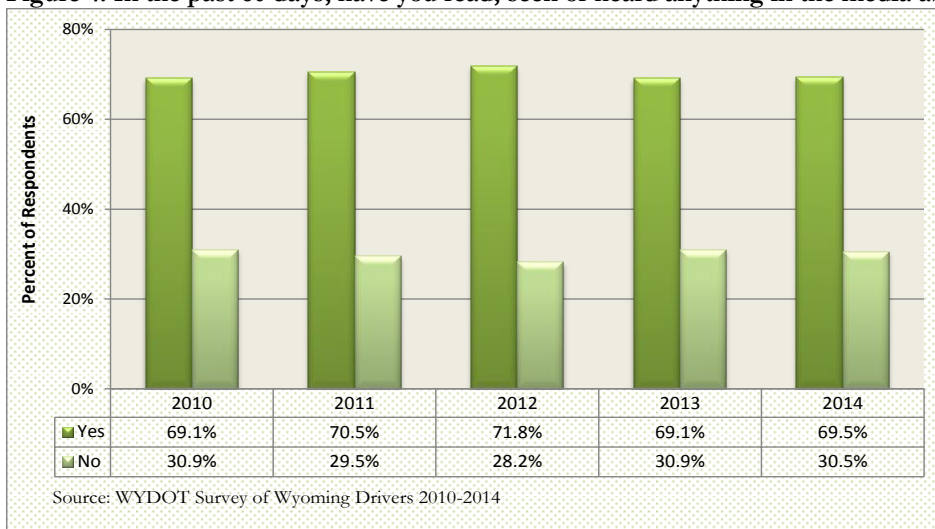
Table 2. Perceived risk of drivers in Wyoming getting arrested if they drive OUTSIDE OF city or town limits after drinking alcohol

	2010	2011	2012	2013	2014
	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>
Extremely high	7.1%	8.6%	9.7%	11.1%	8.2%
High	21.1%	24.4%	24.1%	22.2%	22.8%
50/50	41.9%	36.2%	39.0%	36.2%	39.0%
Low	24.0%	25.2%	21.8%	23.7%	24.5%
Extremely low	5.9%	5.6%	5.4%	6.9%	5.5%
Total Valid	100.0%	100.0%	100.0%	100.0%	100.0%

Source: WYDOT Survey of Wyoming Drivers 2010- 2014

When Wyoming residents were asked if they have read, seen or heard media messages about drinking or driving in the media, 69.5% responded yes in 2014 (Figure 4). This is similar to prior survey years where between 69% and 72% reported having seen drinking and driving media.

Figure 4. In the past 60 days, have you read, seen or heard anything in the media about drinking and driving?



If respondents answered yes to seeing media messages about drinking and driving, they were asked to identify the type of media (Table 3). The largest reported source was television (48%-52%), second was print media (34%-38%), a close third was radio (33%-36%) and fourth was billboard ads (17%-41%).

Table 3. [If yes to having seen media on impaired driving] Where did you read, see or hear about enforcement of drunk driving laws? Was it...? (Check all that apply.)

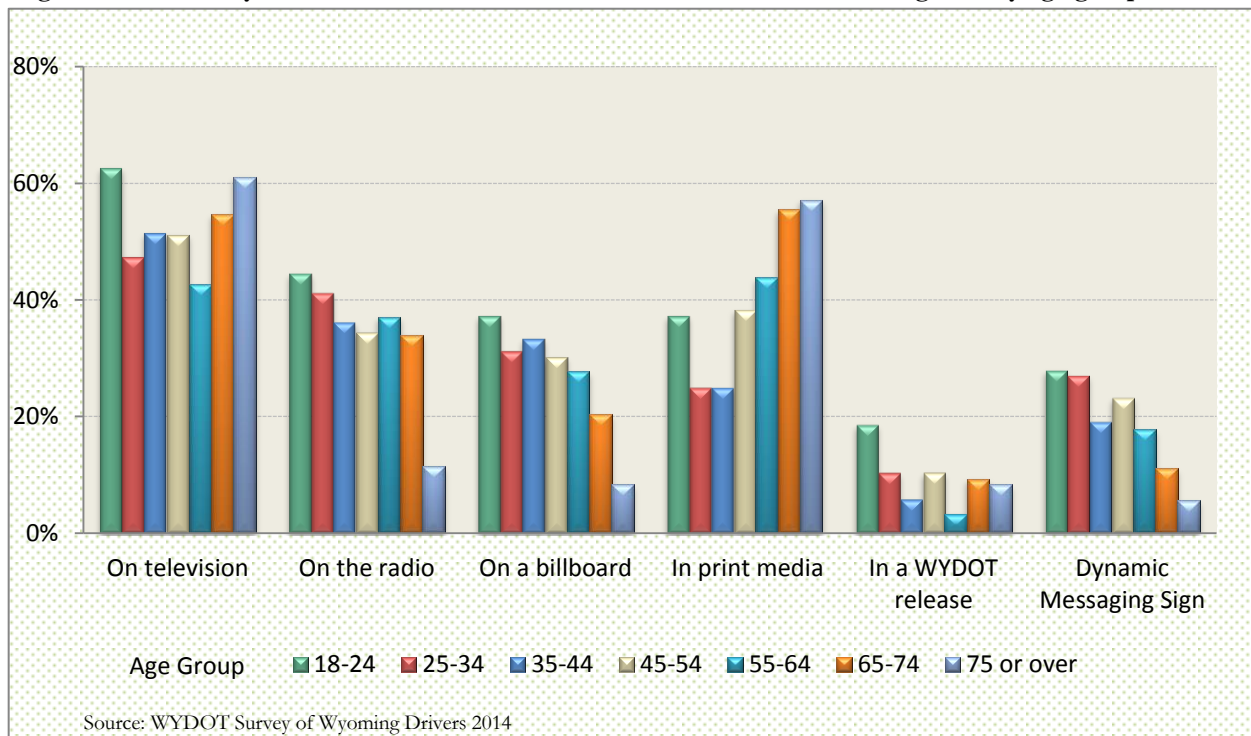
	2010	2011	2012	2013	2014
On television	51.5%	51.2%	47.6%	51.9%	47.7%
On the radio*	33.0%	35.2%	34.3%	36.0%	41.3%
On a billboard*	16.5%	35.2%	40.9%	28.5%	41.4%
In print media	34.1%	34.4%	38.1%	37.8%	33.2%
In a WYDOT release*	4.2%	12.6%	13.4%	9.5%	9.7%
Dynamic Messaging Sign or DMS*	--	--	--	20.5%	30.1%
Other (specify)	2.4%	2.9%	4.2%	3.4%	4.5%
(Don't know/Not sure)	0.9%	0.0%	0.6%	0.3%	0.0%

* Significant difference observed (Pearson Chi-Square or linear by linear test $p < .05$).

**Not asked in 2010, 2011 or 2012.

The type of media from which Wyoming drivers read, saw or heard content related to drunk driving laws fluctuates by age (Figure 5). Exposure to the *radio*, *billboard*, *WYDOT releases* and *dynamic messaging signs* tends to decrease as Wyoming drivers' age increase. Exposure to *print media* tends to increase as age increases, and it appears *television* is uniform across age groups.

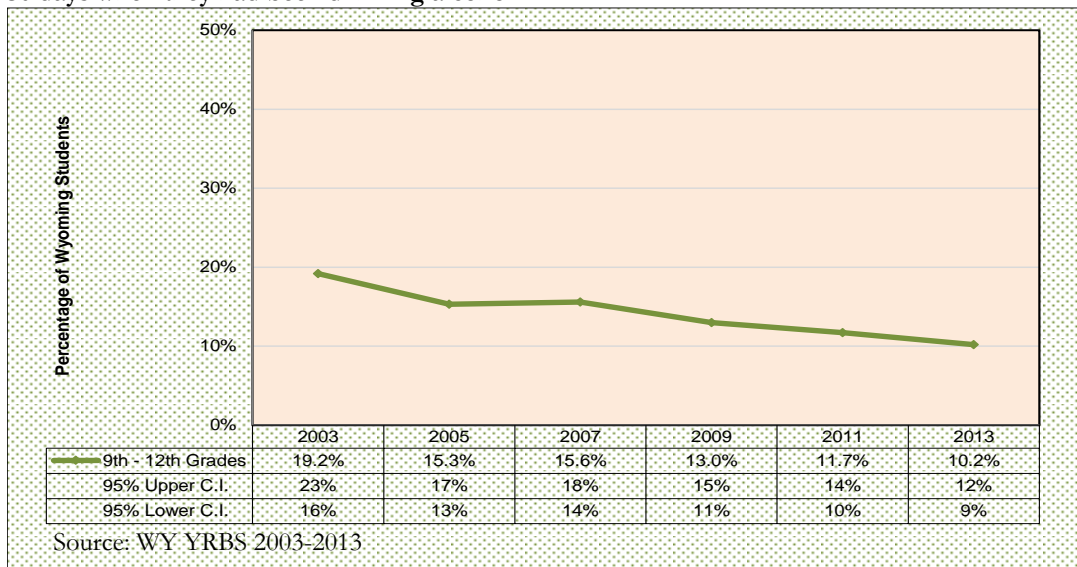
Figure 5. Where did you read, see or hear about law enforcement of drunk driving laws by age groups?



Youth Risk Behavior Survey Grades 9-12

The Youth Risk Behavior Survey (YRBS), a survey developed by the Centers for Disease Control and Prevention (CDC), is administered every other year with students in grades 6-8 and 9-12. Data presented in this section represent students in grades 9-12 in Wyoming and the comparator states North Dakota and South Dakota. The first measure related to drinking and driving from the YRBS is “students who reported they drove a vehicle one or more times during the past 30 days when they had been drinking alcohol” (Figure 6). The percentage responding yes has declined fairly steadily over the years, from 19.2% in 2003 to 10.2% in 2013. The 2015 results have not yet been released. Note that the chart scale ranges from 0% to 50%.

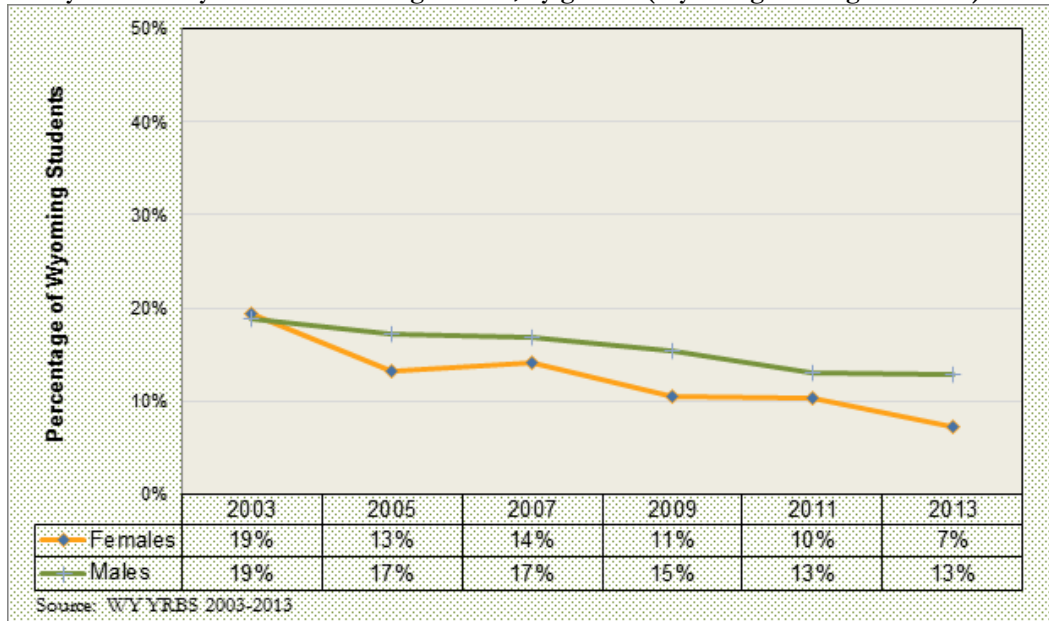
Figure 6. Wyoming students who reported they drove a car or other vehicle one or more times during the past 30 days when they had been drinking alcohol



driving after drinking, but percentages are declining.

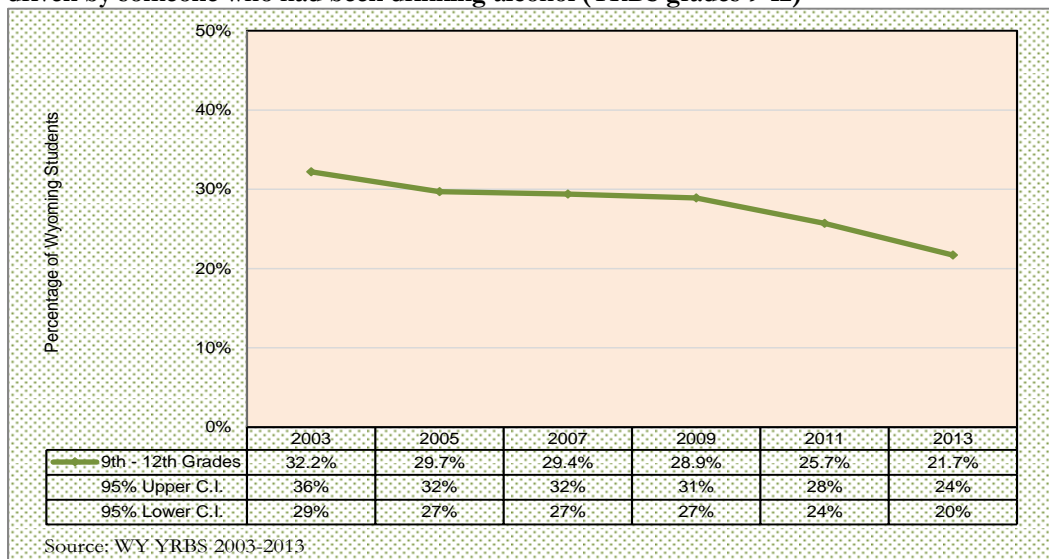
Figure 7 presents the same data above in Figure 6 broken-out by gender. Moreover, males are somewhat more likely to report driving after drinking, but percentages are declining.

Figure 7. Wyoming students who reported they drove a car or other vehicle one or more times during the past 30 days when they had been drinking alcohol, by gender (Wyoming YRBS grades 9-12)



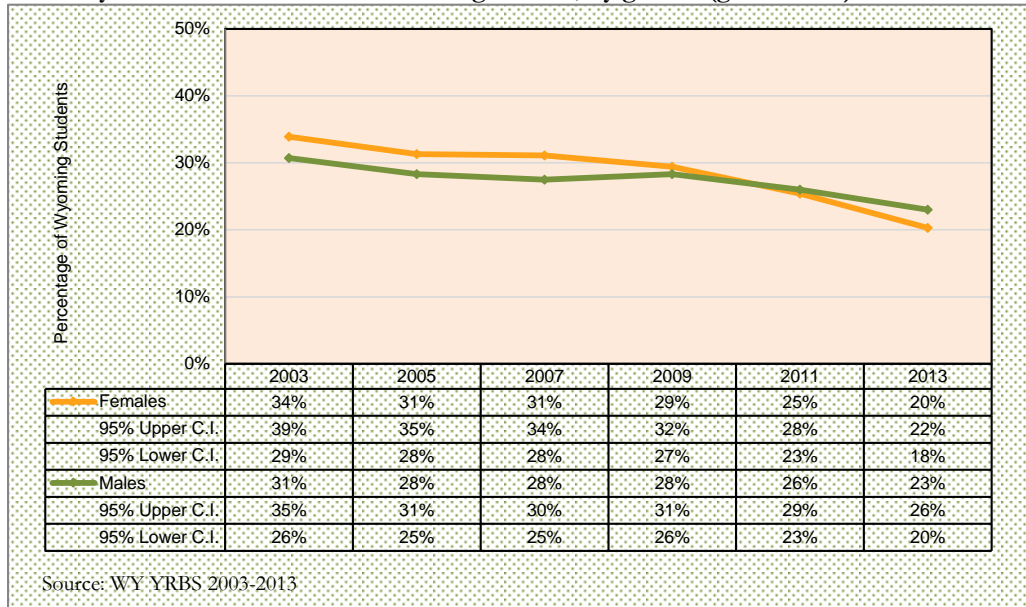
In Figure 8, data on students who report they rode in a vehicle *driven* by a person who had been drinking is presented. The number of students who reported riding with a driver who had been drinking decreased from nearly 1-in-3 in 2003 to just over 1-in-5 in 2013.

Figure 8. Wyoming students who rode one or more times during the past 30 days in a car or other vehicle driven by someone who had been drinking alcohol (YRBS grades 9-12)



The percent of students who reported riding in a car with someone who had been drinking, by gender is presented in Figure 9. There is little difference between males and females when reporting whether they rode with a driver in the past 30 days who had been drinking, but overall rates are declining.

Figure 9. Wyoming students who rode one or more times during the past 30 days in a car or other vehicle driven by someone who had been drinking alcohol, by gender (grades 9-12)



Below in Figure 10 and 11, Wyoming’s YRBS grades 9-12 results are compared to North Dakota’s and South Dakota’s results. The pattern over the 10-year period is similar in all three states with a decline in the reported incidence of driving a vehicle one or more times during the past 30 days when they had been drinking alcohol. North Dakota experienced the largest decline in students reporting having ridden in a car with someone who had been drinking (16 percentage points) compared to Wyoming (9 percentage points) and South Dakota (15.4 percentage points).

Figure 10. Wyoming and North and South Dakota students who reported they drove a vehicle one or more times during the past 30 days when they had been drinking alcohol (grades 9-12)

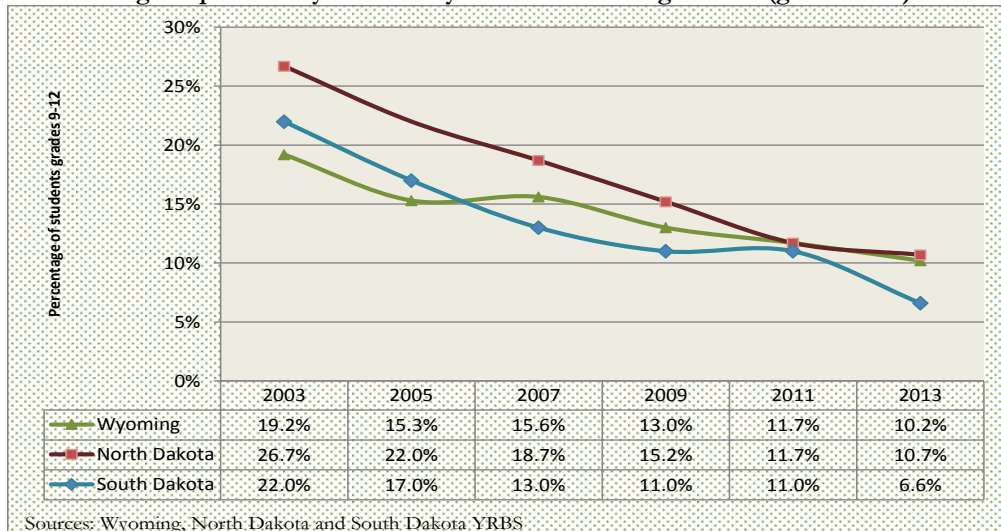
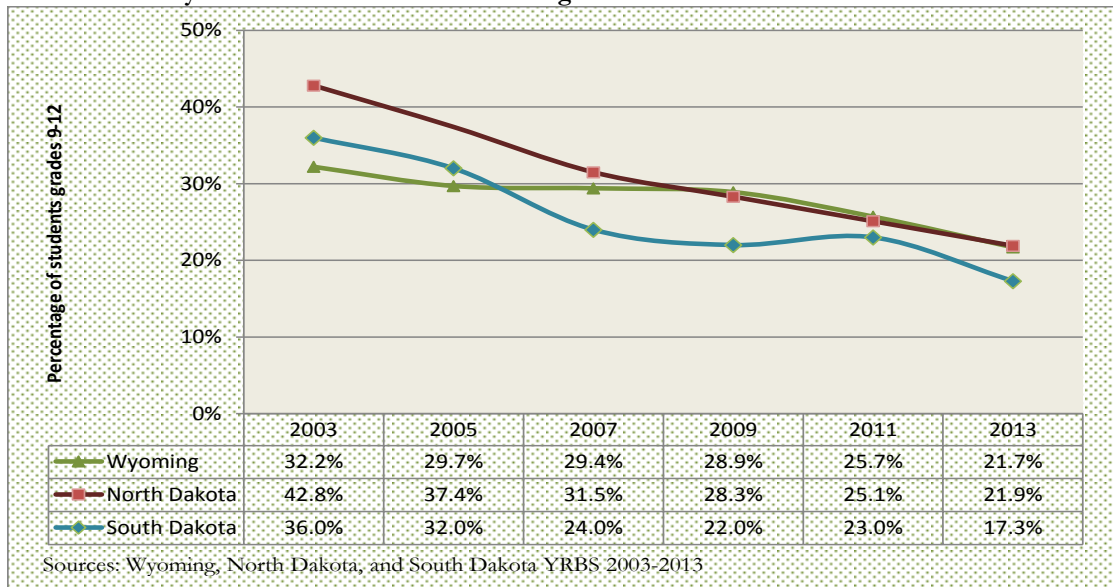


Figure 11 shows the results from a question asking students if they had ridden in a vehicle driven by someone who had been drinking. All states experienced similar downward trends with Wyoming decreasing from 32.2% in 2003 to 21.7% in 2013, North Dakota decreasing from 42.8% in 2003 to 21.9% in 2013, and South Dakota decreasing from 36.0% in 2003 to 17.3% in 2013. In 2013, the percent of students reporting they had ridden in a vehicle driven by someone who had been drinking was nearly identical between Wyoming (21.7%) and North Dakota (21.9%); South Dakota was slightly lower at 17.3%.

Figure 11. Percentage of respondents who during the past 30 days rode one or more times in a car or other vehicle driven by someone who had been drinking alcohol



Behavioral Risk Factor Surveillance System

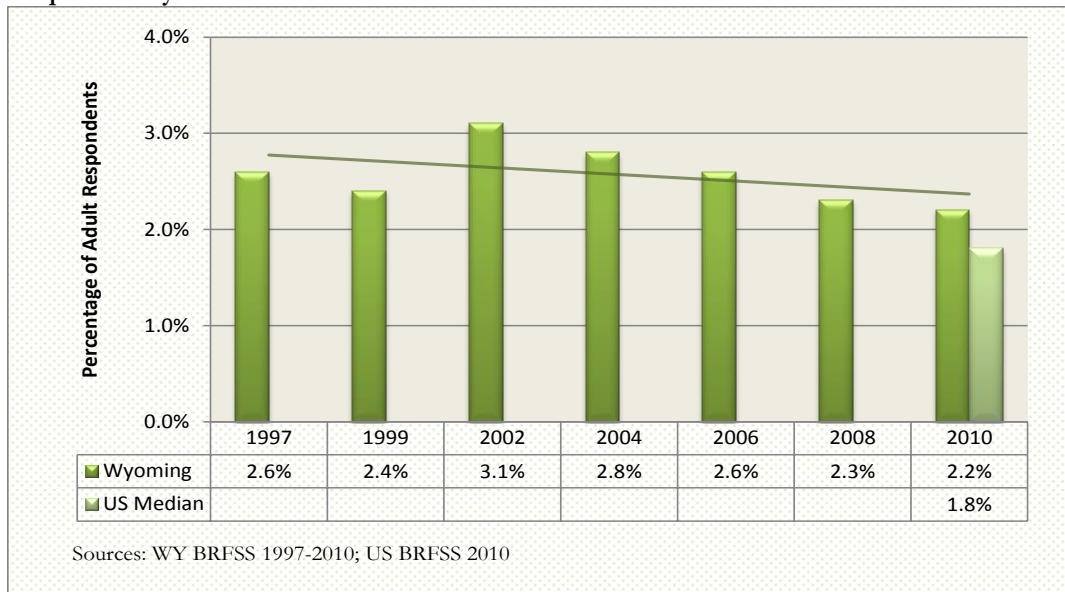
The Behavioral Risk Factor Surveillance System (BRFSS) substantially modified its data collection methodology after 2012. According the Centers for Disease Control (CDC) survey results before

and after the modification are not comparable. Figures on BRFSS results up to 2012 are included below.

The BRFSS is nation's foremost health-related adult telephone survey that collects state data on U.S. residents regarding their health-related risk behaviors, chronic health conditions, and use of preventive services. The BRFSS is collected in all 50 states as well as the District of Columbia and three U.S. territories.

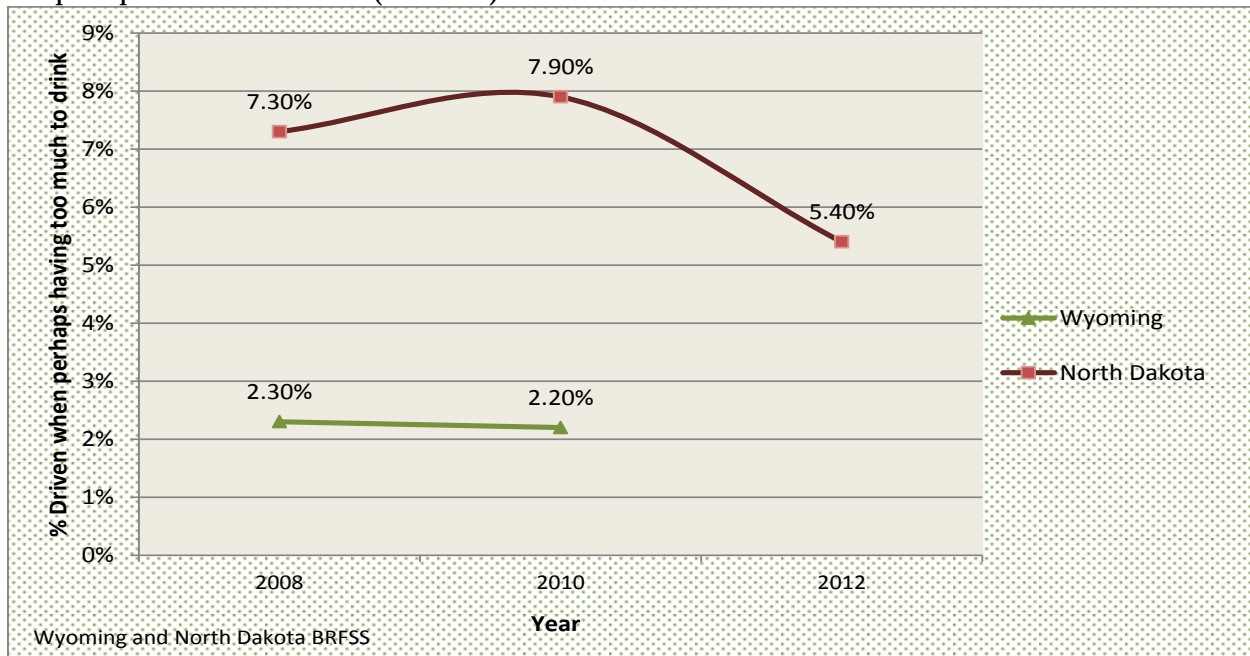
Figure 12 shows respondents answering “one or more” to the question: “During the past 30 days, how many times have you driven when you’ve had perhaps too much to drink?” Aside from an increase in the year 2002, reports of driving after having too much to drink have declined over time. Note the scale is only from 0% to 4% in the chart, and the overall change from 1997 to 2010 is just 0.4 percentage points. The orange bar represents the median for all states in 2010, which is below Wyoming’s score for each year during the study period.

Figure 12. Respondents answering “one or more” to having driven when they’d had perhaps too much to drink the past 30 days



In Figure 13 below, the South Dakota results are shown for only 2010 (represented by the blue diamond marker) because states have choices on the CDC sponsored BRFSS as to which questions they will ask in given years. Wyoming asked the question in only 2008 and 2010. While Wyoming and South Dakota had similar values in 2010, North Dakota was more than threefold higher than Wyoming in 2010.

Figure 13. Wyoming and North Dakota BRFSS results on: In the past 30 days, have you driven when you’ve had perhaps too much to drink? (2008-2012)



Wyoming Association of Sheriffs and Chiefs of Police DUI Arrest Data

The tables below present annual DUI arrest data by county and state per 1,000 residents. Standardization per 1,000 rather than the often seen per 10,000 or 100,000 was chosen because it represents a more intuitively meaningful statistic for low population density Wyoming. The tables are color-coded so that cells with lower values are shades of **green**, middle values are shades of **yellow** and the highest cell values are shades of **red**. The county tables are sorted by the latest available year of data (right-most column). Data are from the Wyoming Association of Sheriffs and Chiefs of Police (WASCOP)² and the intercensal U.S. Census.

The seven counties with the highest numbers of alcohol-related crashes were chosen for enhanced enforcement by the GCID. In Table 4 below, Campbell County in 2010 had 17.8 DUI arrests per 1,000 population hence it is the reddest cell (the highest value in the table). In 2014 Laramie County had the lowest value; hence it is the “greenest” cell in the table.

There is considerable variation in DUI arrests per 1,000 by county. In 2014, Campbell had more than as many arrests per 1,000 as Laramie County. There is also a fairly consistent trend over the five-year period—the targeted 7 counties and Wyoming overall have lower numbers in 2014 than in 2010. The mean arrests per 1,000 of the 7 targeted counties have declined each year.

Table 4. DUI alcohol-related arrests in the 7 targeted counties and Wyoming overall per 1,000 population by years 2010-2014

Location	2010	2011	2012	2013	2014
Campbell	17.8	13.6	12.0	11.3	11.6
Albany	12.1	11.8	10.1	9.7	10.1
Sheridan	9.2	7.2	6.4	8.2	9.0
Wyoming	10.4	9.2	8.3	7.5	7.2
Sweetwater	13.7	11.7	9.7	7.7	7.1
Natrona	10.6	10.5	9.6	7.3	7.0
Fremont	11.2	9.8	7.7	6.6	6.8
Laramie*	7.9	5.7	6.1	5.9	4.7

Sources: WASCOP Annual Reports and U.S. Census.

Cheyenne Police Department officers have an option to cite and release persons arrested for DUI for a first offense and the arrestee’s vehicle has been impounded. These additional arrests statistics have not been included in the DUI statistics in this report (because they were not booked into a detention facility). This non-recording of a DUI citation confounds somewhat the Laramie County Results.

² Data management and authorship of *Alcohol and Crime in Wyoming* reports are the responsibility of Johnson and Associates in Douglas, Wyoming. As explained in the 2012 and 2011 reports: “Beginning in 2010, the data collection and analysis has been an ongoing process and the report is being published annually on a calendar-year basis. The addition of this year’s data allows for a three-year trends analysis – which is included in this report for the first time. The reports submitted during 2011 represent 91.82% of all persons booked into a county detention facility (as verified through an independent process).”

The WASCOP data collection form includes a field in which arresting officers can indicate whether drugs were involved in the DUI infraction (some arrests can be for alcohol *and/or* drugs and thus can be represented in both Tables 4 and 5). Table 5 shows drug-related DUI arrests. In 2014, Campbell County experienced the highest rate of drug-involved DUI's per 1,000, which was over twice the rate of Laramie County. (1.18 per 1,000, vs. .50 per 1,000, respectively).

Table 5. DUI drug-related arrests in the 7 targeted counties and Wyoming per 1,000 population by years 2010-2014

Location	2010	2011	2012	2013	2014
Campbell	0.95	0.92	0.73	1.29	1.18
Albany	1.21	1.14	1.10	0.94	1.14
Natrona	1.03	1.11	1.12	0.88	0.91
Sheridan	0.75	0.34	0.54	0.44	0.90
Fremont	0.57	0.35	0.49	0.54	0.86
Wyoming	0.87	0.81	0.78	0.81	0.83
Sweetwater	0.94	0.86	0.91	0.80	0.64
Laramie	0.50	0.43	0.46	0.48	0.50

Sources: WASCOP Annual Reports and U.S. Census.

When including all 23 Wyoming counties (Table 6), 2013 alcohol-related DUIs range from a high of 15.3 per 1,000 in Carbon County to a low of 4.0 per 1,000 in Big Horn County. The suspiciously large increase in Carbon from 2013 (9.0) to 2014 (15.3) was investigated. The Rawlins PD reported that in 2014 Sinclair Refinery was undergoing a major turnaround and there was an increase in population of perhaps 3,500 construction workers. The arrest data collected by DCI confirmed a large increase in Carbon County DUI arrests also. When county population is under 8,000 to 10,000, the arrests per county get quite small and thus the statistics produced should be viewed with caution (see Figure 14 on next page).

Table 6. DUI alcohol-related arrests in all 23 counties and Wyoming per 1,000 population by years 2010-2013

Location	2010	2011	2012	2013	2014
Carbon	12.2	14.0	10.3	9.0	15.3
Niobrara	5.6	6.0	7.3	5.9	14.2
Converse	12.5	11.0	11.1	11.6	11.6
Campbell	17.8	13.6	12.0	11.3	11.6
Albany	12.1	11.8	10.1	9.7	10.1
Sheridan	9.2	7.2	6.4	8.2	9.0
Teton	11.2	10.6	8.2	8.7	8.8
Johnson	6.4	6.6	11.5	13.0	7.5
Sublette	12.5	12.0	15.6	9.4	7.3
Wyoming	10.4	9.2	8.3	7.5	7.2
Sweetwater	13.7	11.7	9.7	7.7	7.1
Natrona	10.6	10.5	9.6	7.3	7.0
Fremont	11.2	9.8	7.7	6.6	6.8
Crook	9.0	6.2	8.5	5.3	6.6
Weston	5.3	4.1	2.8	6.0	6.0
Lincoln	7.6	6.3	7.5	6.1	5.3
Hot Springs	6.0	5.4	5.6	6.2	5.2
Laramie	7.9	5.7	6.1	5.9	4.7
Goshen	9.2	7.6	6.2	5.6	4.7
Park	8.0	7.0	6.2	4.8	4.5
Uinta	6.6	7.4	4.6	4.3	4.4
Washakie	8.7	7.7	7.8	6.1	4.3
Platte	5.4	7.6	2.5	8.4	3.1
Big Horn	6.2	6.2	6.2	4.0	2.8

Sources: WASCOP Annual Reports and U.S. Census.

Figure 14 divides the counties into whether they reported more than 200 or less than 200 DUI's in 2014. The chart shows the less than 200 DUI counties (in green) have much greater variation overall from 2013 to 2014 than do the larger counties (in blue), with regard to percentage change in reporting. It demonstrates that when population size (DUI arrests, in this case) gets small care should be taken in statistical interpretation. Not inside the oval, Carbon reported just under 200 cases, but the sharp increase in percent change was investigated and plausible evidence was found to explain the rise (the influx of 3,500 construction workers on a major Sinclair Refinery turnaround).

Figure 14. Percent change from 2013 to 2014 in counties with lesser or greater than 200 DUIs reported.

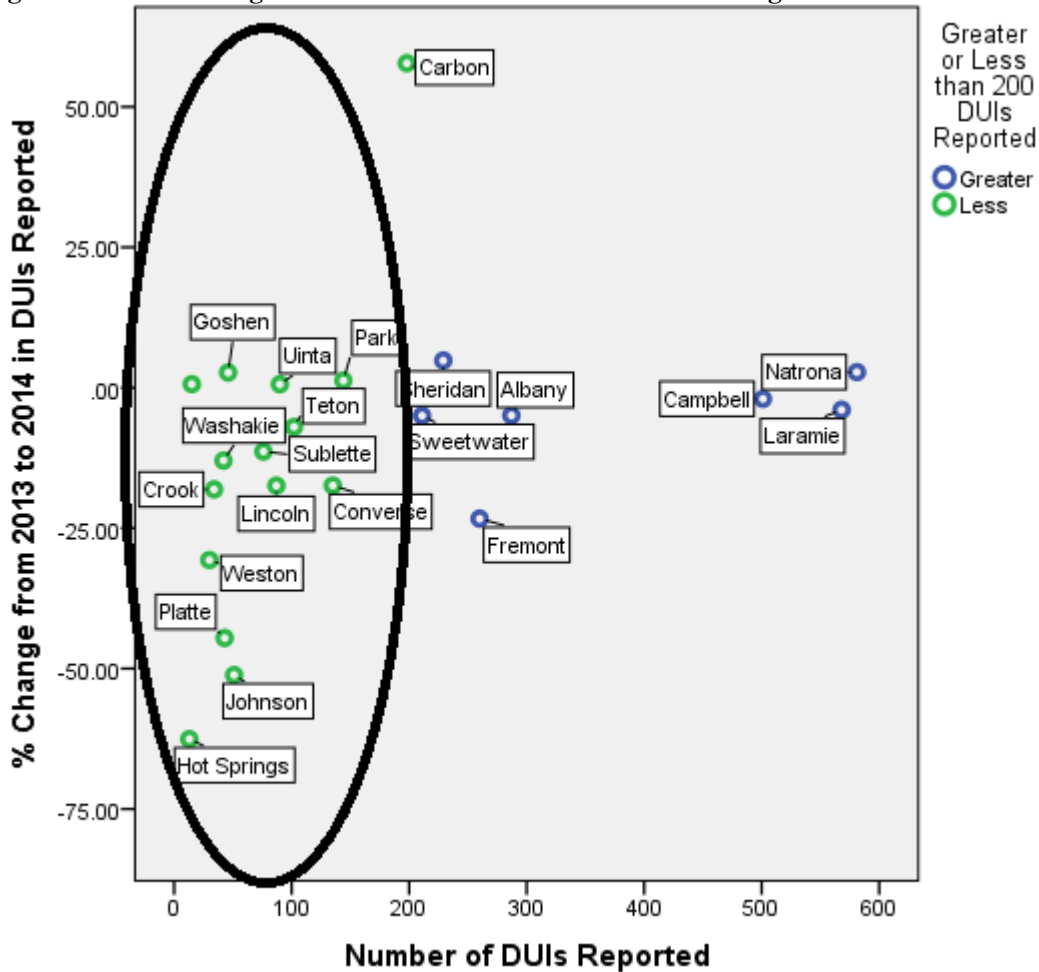


Table 7 presents DUI drug-related arrests per 1,000 in all 23 counties and Wyoming. Carbon County with 2.8 DUI arrests per 1,000 had a substantial increase (more than tripling) from 2013-2014. Six counties have values above 1.0 per 1,000, one of which (Campbell) is part of the 7 targeted counties. The data from low population counties must be viewed with considerable statistical caution as discussed above. In 2014 rates per 1,000 for drug-related DUIs ranged from 0.00 per 1,000 in Niobrara County to 2.28 per 1,000 in Platte County.

Table 7. DUI drug-related arrests in all 23 counties and Wyoming per 1,000 population by years 2010-2014

Location	2010	2011	2012	2013	2014
Carbon	1.89	2.22	1.72	0.95	2.84
Johnson	1.28	1.39	1.28	2.09	1.40
Hot Springs	0.42	0.63	0.62	0.41	1.25
Converse	1.95	1.67	1.28	1.33	1.21
Campbell	0.95	0.92	0.73	1.29	1.18
Albany	1.21	1.14	1.10	0.94	1.14
Natrona	1.03	1.11	1.12	0.88	0.91
Sheridan	0.75	0.34	0.54	0.44	0.90
Fremont	0.57	0.35	0.49	0.54	0.86
Crook	0.70	0.98	0.84	0.70	0.83
Wyoming	0.87	0.81	0.78	0.81	0.83
Niobrara	0.40	0.80	0.81	0.00	0.81
Sublette	0.78	1.28	1.45	1.29	0.70
Weston	0.42	0.42	0.28	0.28	0.69
Uinta	0.76	0.67	0.86	1.00	0.67
Park	0.85	0.42	0.59	0.79	0.66
Sweetwater	0.94	0.86	0.91	0.80	0.64
Lincoln	0.94	1.05	0.89	1.03	0.54
Teton	0.61	0.42	0.32	0.72	0.52
Laramie	0.50	0.43	0.46	0.48	0.50
Goshen	0.37	0.30	0.51	0.22	0.44
Platte	1.38	1.93	0.34	2.28	0.34
Washakie	0.94	0.59	1.06	0.47	0.24
Big Horn	0.94	0.68	0.51	0.58	0.17

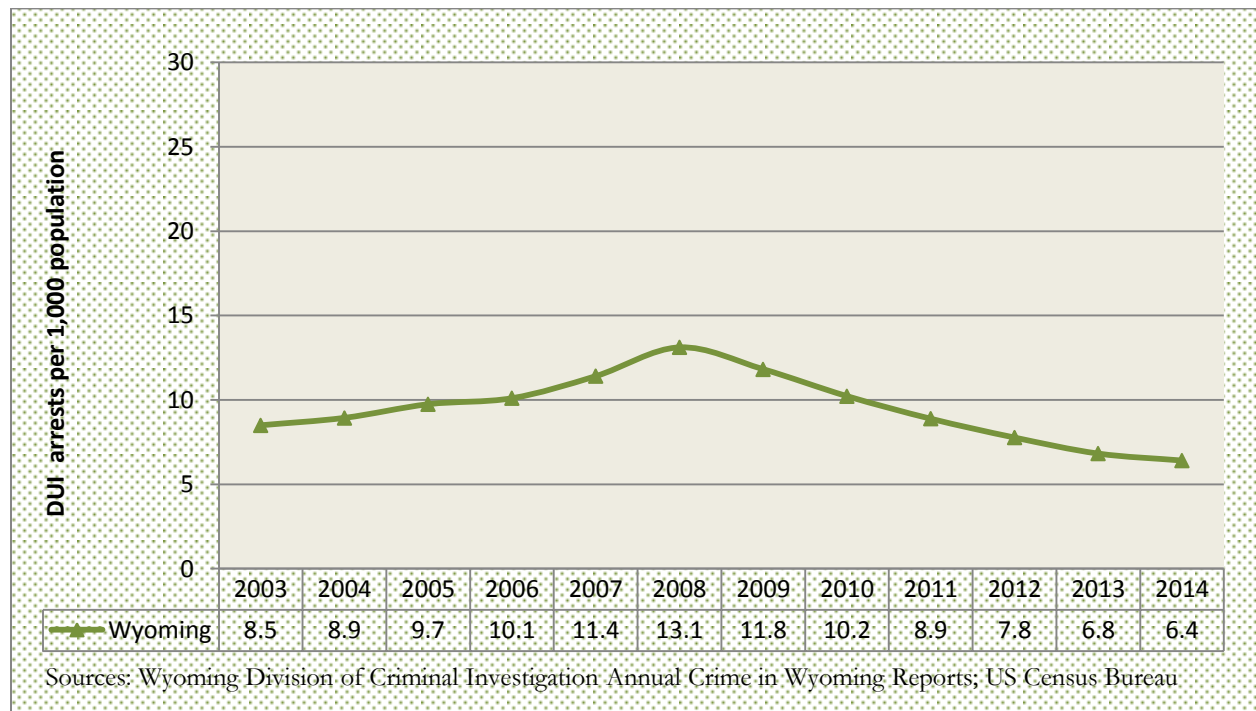
Sources: WASCOP and U.S. Census Bureau

Wyoming Division of Criminal Investigation Long-term DUI Arrests Data

Data in this section are from the Wyoming Attorney General’s Office, Division of Criminal Investigation and U.S. Census Bureau. These data cover a 12-year period from 2003 to 2014 and permit a longer-term look at DUI arrests than does the WASCOP DUI data.

Figure 15 shows statewide DUI arrests per 1,000 from 2003 to 2014. Arrests per 1,000 showed little variation 2003-2005, and then increased in the three subsequent years, peaking at 13.1 in 2008. The trend beyond 2008 shows a steady decline to 6.4 per 1,000 in 2014.

Figure 15. Wyoming DUI arrests per 1,000 population by year, 2003-2014



The seven counties that were targeted for enhanced enforcement and additional media are presented in the next five charts, along with the overall Wyoming DUI arrests per 1,000. In the charts that follow, there is a recurring “peak” in the rates for years 2007, 2008 and/or 2009. It is substantially more pronounced in some counties than others. The reason for the sharp increase during that period in most counties is unknown.

Figure 16 shows that arrests per 1,000 in Fremont County were higher than Wyoming overall for the 12-year period until 2014 where they are equal. Despite a gradual decline in DUI arrest rates statewide and in Campbell and Fremont Counties since 2008, Campbell County DUI arrest rates remained higher than the state rate in 2014 at 10.4 per 1,000.

Figure 16. Wyoming, Campbell County and Fremont County DUI arrests per 1,000 population by year, 2004-2014

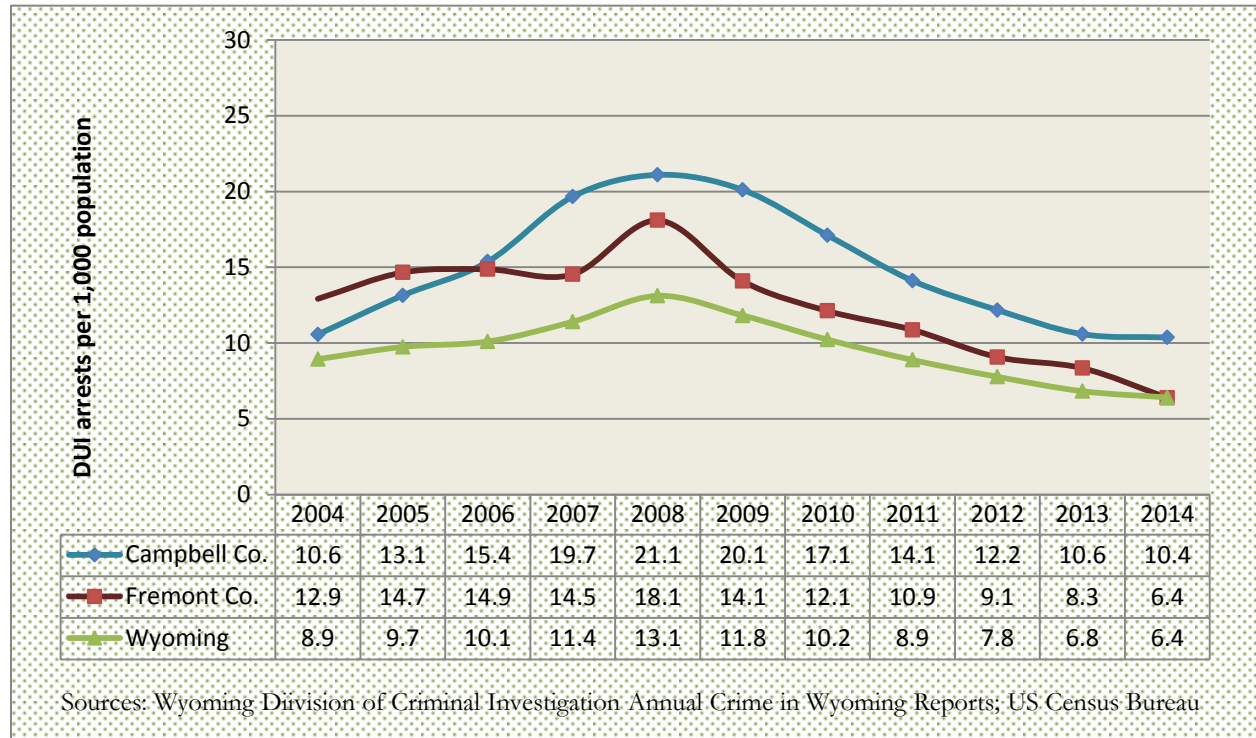


Figure 17 presents DUI arrests per 1,000 from Laramie, Natrona and Wyoming overall. The rate for Natrona County has a very slight upturn in 2014.

Figure 17. Wyoming, Laramie County and Natrona County DUI arrests per 1,000 population by year, 2004-2014

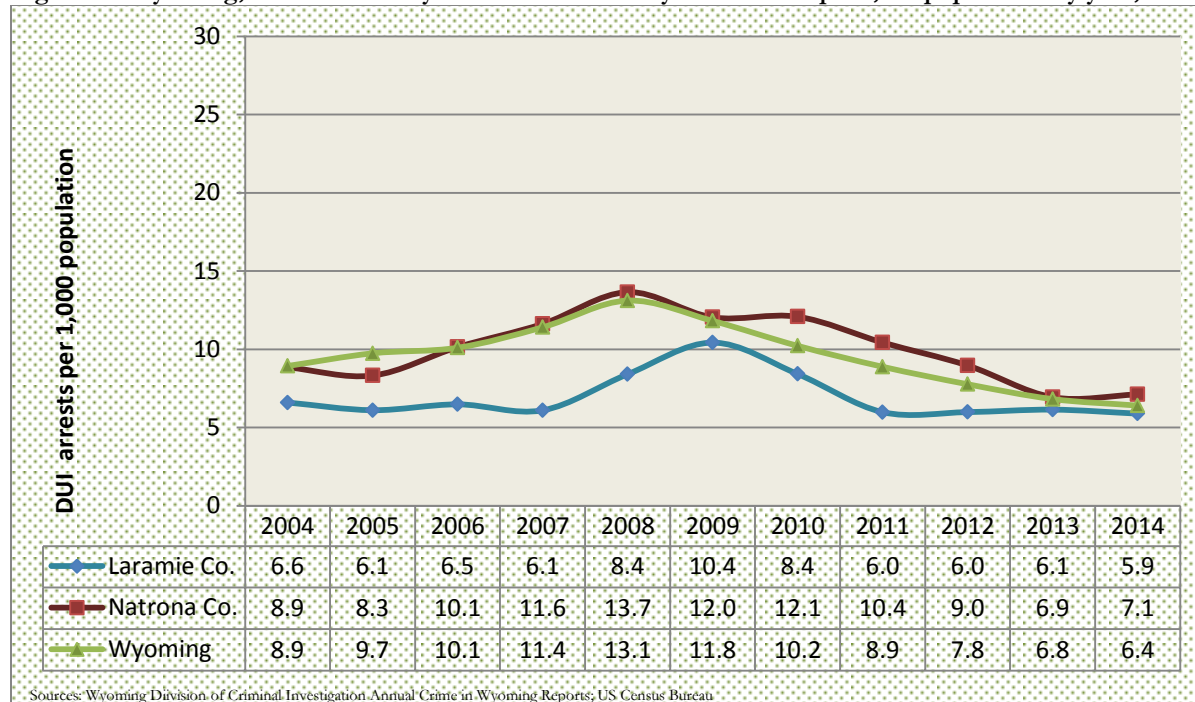


Figure 18 presents rates for Sheridan and Albany Counties and Wyoming overall. In 2013, Sheridan County experienced a 20% rate increase to 7.3 per 1,000; another slight increase occurred in 2014.

Figure 18. Wyoming, Sheridan County and Albany County DUI arrests per 1,000 population by year, 2004-2014

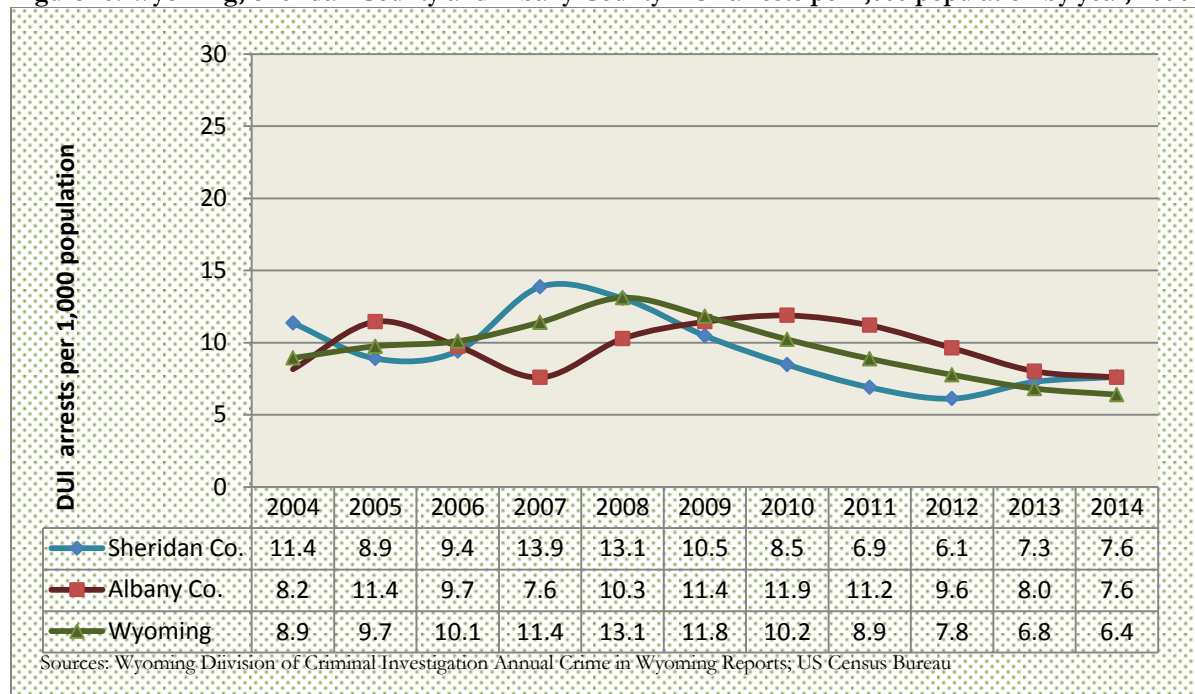


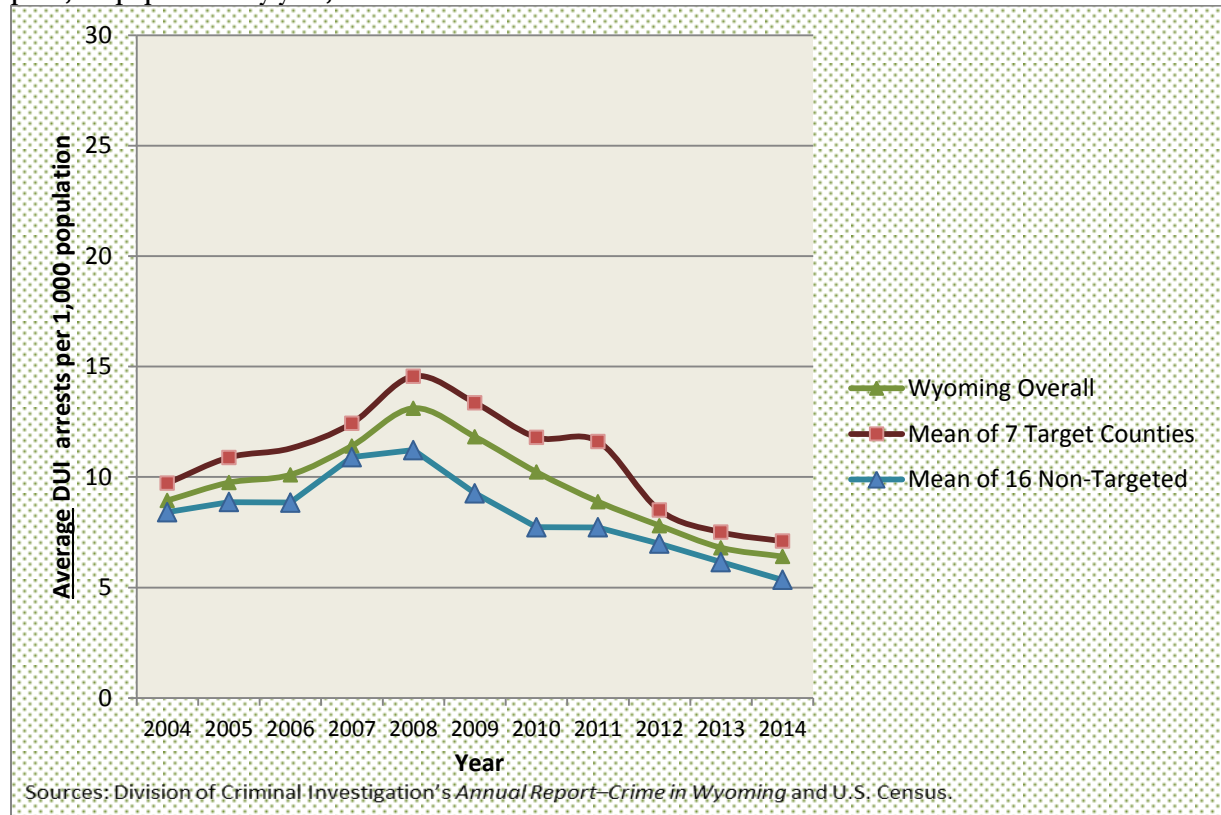
Figure 19 shows the DUI arrest rate for the last of remaining of the 7 targeted counties along with the rate for Wyoming. The DUI arrest rate per 1,000 for Sweetwater County continues to decline at a rate higher than Wyoming overall. In 2014, Sweetwater County experienced its lowest DUI arrest rate over the 11 year period of 4.7 per 1,000.

Figure 19. Wyoming and Sweetwater County DUI arrests per 1,000 population by year, 2003-2013



Comparing the annual DUI arrest rate average of the 7 targeted counties to the means of the 16 non-targeted counties and Wyoming overall, Figure 20 shows that the 7 targeted counties were counties with DUI rates slightly above Wyoming overall and the mean of the 16 non-targeted counties in 2013.

Figure 20. Wyoming overall and the mean of the 7 targeted counties and 16 non-targeted counties DUI arrests per 1,000 population by year, 2004-2014



Alcohol-related Motor Vehicle Fatalities and Crashes in Wyoming

Figure 21 shows the total number of alcohol-related crashes in Wyoming from 2011 to 2014. Crashes decreased 9% from 2011 to 2014.

Figure 21. Alcohol-related traffic crashes in Wyoming, 2010-2013



Alcohol-related fatal crashes in Wyoming decreased by 38%, from 42 in 2012 to 26 in 2013, after a 21% increase from 2011 to 2012 (Figure 22). For the full period of 2011 to 2014, alcohol-related crashes increased by 31%.

Figure 22. Alcohol-related fatal crashes in Wyoming, 2011-2013



Conclusions

This outcome evaluation was designed to measure the impact of the GCID initiative. Did it influence the driving behavior of people in Wyoming? Are citizens safer on Wyoming roads? In other words, did the project meet its goals?

Figure 23 below shows the historical data along with the forecast and confidence interval for all alcohol-related motor vehicle crashes using a linear regression model. In the figure below the black dots represent each annual alcohol-related motor vehicle crash rate. The dark blue center line is the regression line based upon these annual rates, and the dark red dotted center line represents the forecast based upon that trend. The outer solid and dotted lines represent the confidence interval around the estimated forecast.

The stated evaluation goal is that by 2015, Wyoming’s alcohol-related motor vehicle crash rate will decrease to less than 18.0 per 10,000 people.

Figure 23. Forecasted Alcohol-Related Motor Vehicle Crashes per 10,000 People with Confidence Intervals.

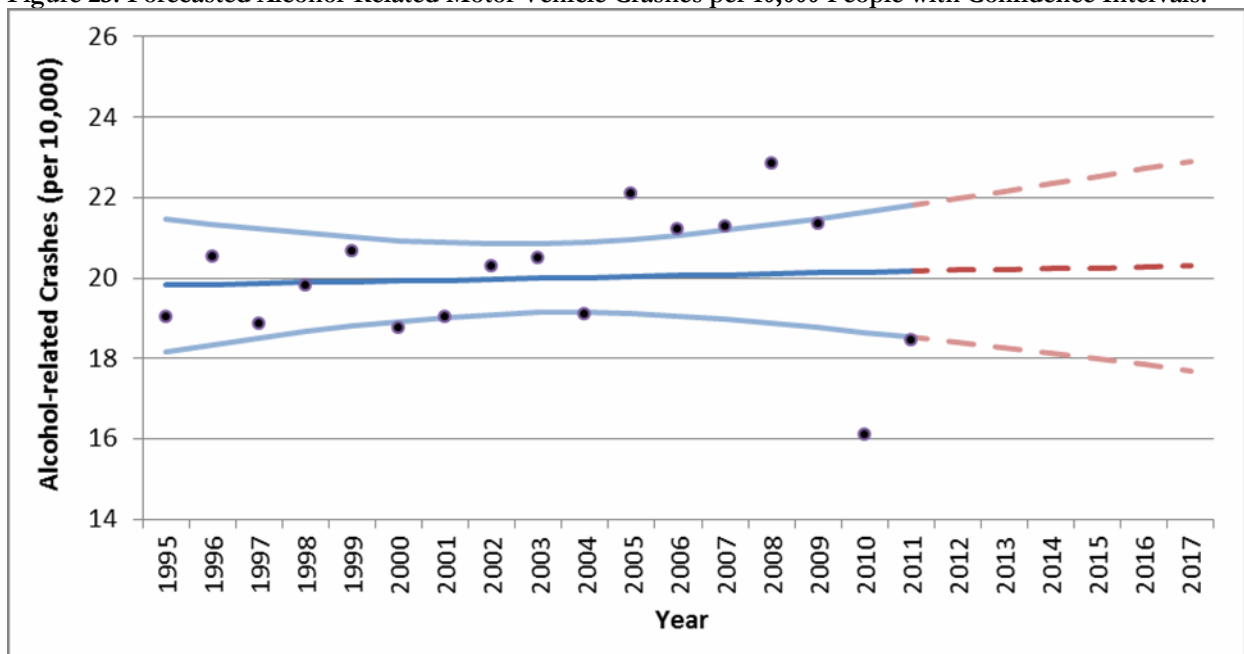
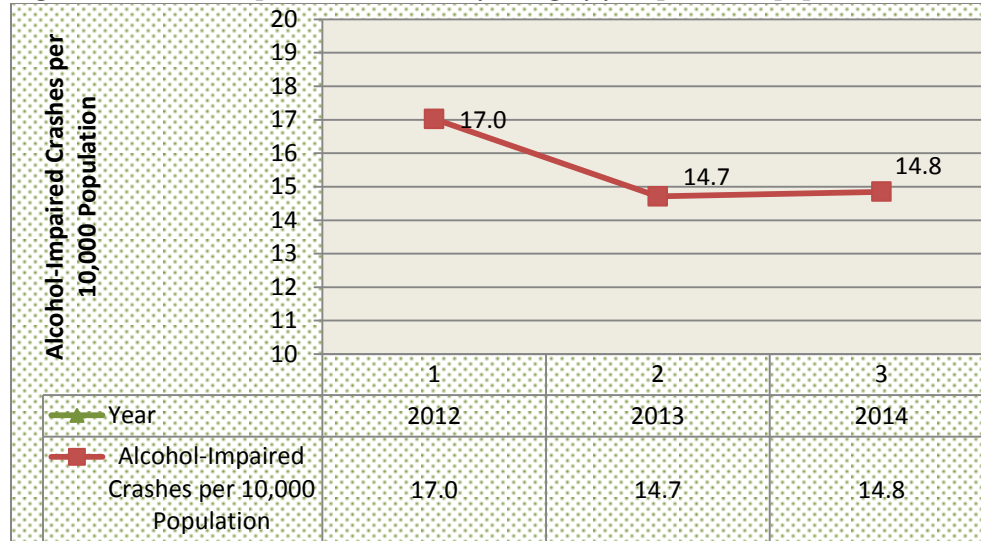


Figure 24 demonstrates that alcohol-impaired crashes have indeed declined to well below the 18.0 per 10,000 in Wyoming in 2013 and 2014 and well beyond the confidence interval in the above Figure 23.

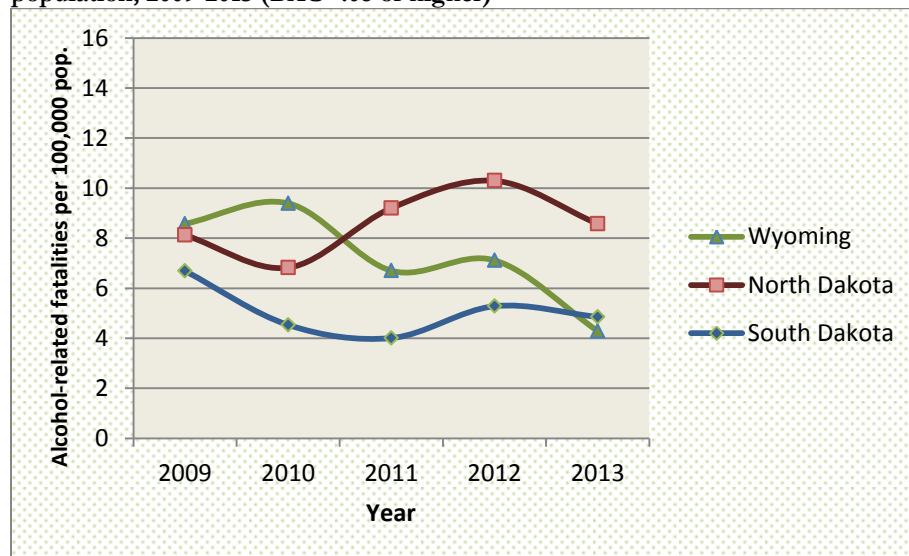
Figure 24. Alcohol-impaired crashes in Wyoming by year per 10,000 population, 2012-2014.



Sources: WASCOP Annual Reports and U.S. Census.

A second important data-driven goal was for Wyoming to decrease the impaired driving fatality rate, both per 100,000 population and per vehicle miles traveled. The next two figures show Wyoming alongside the two comparator states in this outcome evaluation—North Dakota and South Dakota. Figure 25 demonstrates that as of 2013, Wyoming had substantially reduced alcohol-related fatalities per 100,000. Wyoming out-performed both states in reducing fatalities over the period. In 2011, the start of GCID, Wyoming had 6.7 fatalities and in 2013 was at 4.3. South Dakota increased from 2011-2013 and North Dakota was at 8.6 fatalities, about double Wyoming’s rate.

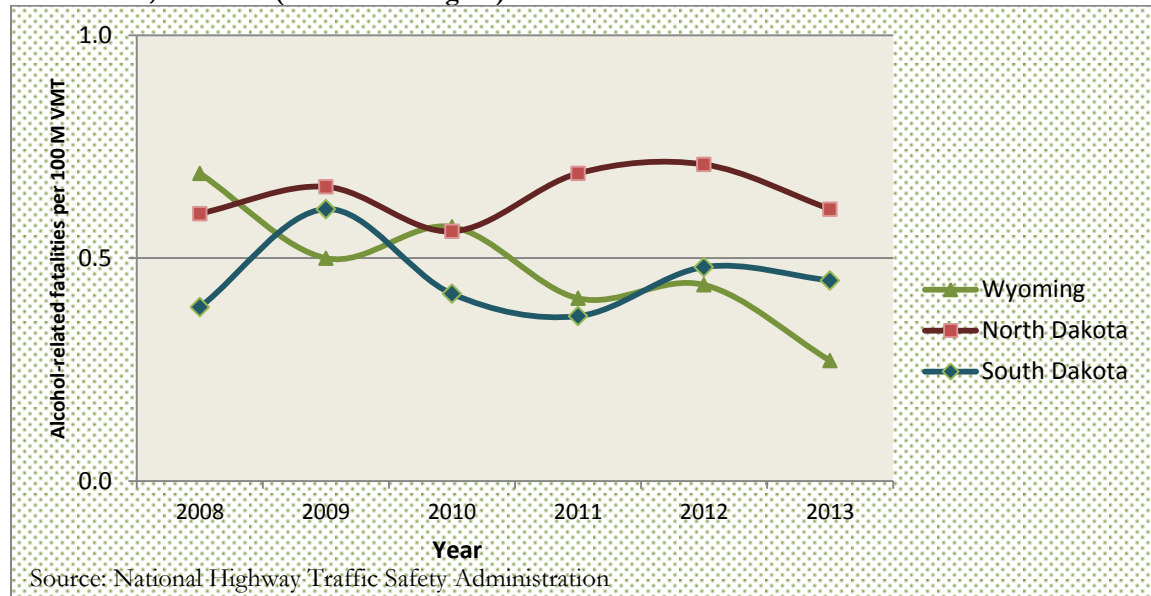
Figure 25. Wyoming, North Dakota and South Dakota Alcohol-Impaired Fatalities by year per 100,000 population, 2009-2013 (BAC=.08 or higher)



Source: National Highway Traffic Safety Administration

Figure 26 presents alcohol-related fatalities by year per 100 million vehicle miles traveled (VMT). Wyoming had 0.41 fatalities in 2011 and in 2013 had reduced that rate to 0.27, again out-performing North and South Dakota in reduction of deaths per VMT over the period. Wyoming achieved again a quantitative data-driven performance measure.

Figure 26. Wyoming, North Dakota and South Dakota alcohol-related fatalities by year per 100 million vehicle miles driven, 2008-2011 (BAC=.08 or higher)



Additional quantitative evaluation measures are discussed below

1. DUI arrests - from the annual Wyoming Association of Sheriffs and Chiefs of Police (WASCOP) report.

Table 8 shows that from 2010 to 2014 all but one of the targeted counties showed *substantial* declines in DUI arrests per 1,000—Sheridan, which is third in terms of arrests behind Campbell and Albany. Conclusion: Wyoming met goals in all but Sheridan County. Campbell, Sweetwater, Natrona, Fremont and Laramie, had remarkable successes in reducing DUI arrests.

Table 8. DUI alcohol-related arrests in the 7 targeted counties and Wyoming overall per 1,000 population by years 2010-2014

Location	2010	2011	2012	2013	2014	% Change 2010-2014
Campbell	17.8	13.6	12.0	11.3	11.6	-34.9%
Albany	12.1	11.8	10.1	9.7	10.1	-16.9%
Sheridan	9.2	7.2	6.4	8.2	9.0	-1.9%
Wyoming	10.4	9.2	8.3	7.5	7.2	-30.5%
Sweetwater	13.7	11.7	9.7	7.7	7.1	-47.9%
Natrona	10.6	10.5	9.6	7.3	7.0	-33.4%
Fremont	11.2	9.8	7.7	6.6	6.8	-39.3%
Laramie	7.9	5.7	6.1	5.9	4.7	-40.7%

2. DUI arrests involving drugs - from the annual WASCOP report.

Table 9 shows that there is no discernable trend; there were only 482 drug DUI arrests statewide in 2014. The counts are not sufficient to draw meaningful conclusions.

Table 9. DUI drug-related arrests in the 7 targeted counties and Wyoming per 1,000 population by years 2010-2014

Location	2010	2011	2012	2013	2014	% Change 2010-2014
Campbell	0.95	0.92	0.73	1.29	1.18	23.9%
Albany	1.21	1.14	1.10	0.94	1.14	-5.8%
Natrona	1.03	1.11	1.12	0.88	0.91	-12.3%
Sheridan	0.75	0.34	0.54	0.44	0.90	19.1%
Fremont	0.57	0.35	0.49	0.54	0.86	50.6%
Wyoming	0.87	0.81	0.78	0.81	0.83	-5.4%
Sweetwater	0.94	0.86	0.91	0.80	0.64	-31.4%
Laramie	0.50	0.43	0.46	0.48	0.50	0.3%

3. Self-reported youth drinking and driving, and riding with someone who has been drinking – from the Youth Risk Behavior Survey (YRBS). The percentage of students engaging in risk behaviors with regard to drinking and driving are all declining, but the latest available data is 2013 since the survey is only done in odd numbered years. Conclusion: encouraging results to date, but not enough data in the relevant time period from which to infer definitive results.
4. The perceived risk of someone in Wyoming getting arrested if they drive within city or town limits after they drink alcohol - from an annual WYDOT survey administered by WYSAC **and** The perceived risk of someone in Wyoming getting arrested if they drive outside of city or town limits after they drink alcohol - from an annual WYDOT survey administered by WYSAC.

Tables 10 and 11 show that there was no significant change in perception as to drivers' opinions of getting arrested after drinking between 2010 and 2014. Interpretation of lack of change in these measures is complex. On the surface, given that a substantial portion of the GCID initiative was high-quality, high-volume multimedia sharply focused on enhanced enforcement and the dangers and life-changing consequences of impaired driving; one could have logically thought that the "perceived risk" of arrest would increase.

But in 2014 only 11% of the driving population reported that the risk of driving after drinking was *low* or *extremely low*, while 89% of drivers thought the chances of getting arrested within town was 50/50 or better. In social science self-report survey data there is something akin to a ceiling/floor on perception. That could be in play in this measure. Can a survey where less than 2% of the population thinks that being arrested after driving and drinking in town is *extremely low* be expected to decline? Additionally, one must consider that perception often may not represent actual behavior. It may be possible that advertising and enhanced enforcement (on a reasonable, affordable and politically acceptable scale) can accomplish it? There is also the plus or minus 4%

margin of error consider.

In the question on driving after drinking outside of town, a larger percentage of drivers think chances of arrest are low are extremely low in 2014 (30%). Yet a large majority of 70% perceive a 50/50 or better chance of arrest.

Conclusion: Self-reported perceived risk of getting arrested after drinking and driving data in Wyoming shows that drivers have a strong belief that if they drink and drive there is a good chance they will get caught. Reasonable, affordable and politically acceptable efforts to change perception over time could be difficult to accomplish with the already quite healthy perceived risk of arrest of Wyoming drivers. This measure is inconclusive.

Table 10. Perceived risk of drivers in Wyoming getting arrested if they drive WITHIN city or town limits after drinking alcohol.

	2010	2011	2012	2013	2014
	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>
Extremely high	18.9%	22.4%	22.8%	19.8%	21.5%
High	37.5%	35.2%	35.0%	35.0%	37.5%
50/50	28.6%	31.3%	31.4%	33.3%	29.9%
Low	12.6%	10.1%	8.9%	10.2%	9.0%
Extremely low	2.5%	1.0%	1.9%	1.6%	2.0%
Total Valid	100.0%	100.0%	100.0%	100.0%	100.0%

Source: WYDOT Survey of Wyoming Drivers 2010-2014

Table 11. Perceived risk of drivers in Wyoming getting arrested if they drive OUTSIDE OF city or town limits after drinking alcohol.

	2010	2011	2012	2013	2014
	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>	<i>Weighted %</i>
Extremely high	7.1%	8.6%	9.7%	11.1%	8.2%
High	21.1%	24.4%	24.1%	22.2%	22.8%
50/50	41.9%	36.2%	39.0%	36.2%	39.0%
Low	24.0%	25.2%	21.8%	23.7%	24.5%
Extremely low	5.9%	5.6%	5.4%	6.9%	5.5%
Total Valid	100.0%	100.0%	100.0%	100.0%	100.0%

Source: WYDOT Survey of Wyoming Drivers 2010-2014

The principal goals of the GCID initiative are to reduce alcohol-impaired fatalities and crashes, along with changing behavior related to drinking and driving. Given the scale and scope of the media campaign, law enforcement's participation in enhanced enforcement to make the roadways of Wyoming safer, there is little chance that the changes seen in DUI alcohol arrests is not credible evidence that fewer people are daring to drink and drive, particularly in the seven targeted counties.

The multifaceted and highly visible GCID initiative sends a clear message to law enforcement in the state: increase efforts and intensity with regard to detecting and arresting intoxicated drivers. The GCID provided additional funding to accomplish the enhanced enforcement. Inter-county cooperation between law enforcement departments increased patrolling during high profile public events involving alcohol and national holidays. Holding all other variables constant, the expected result should be an increase in DUI arrest rates as the GCID initiative progressed over time (county and statewide population was controlled-for through the use of the appropriate intercensal U.S Census estimates per year and measuring arrests per thousand population).

Concurrent with enhanced enforcement was another message sent throughout the state in the media campaign: individuals drinking and driving on Wyoming roadways would be targeted and prosecuted. Wyoming over the past several years has been at the top or near the top in the nation on DUI arrests rates as a percent of state population, estimated miles driven per person and motor vehicle death rates.

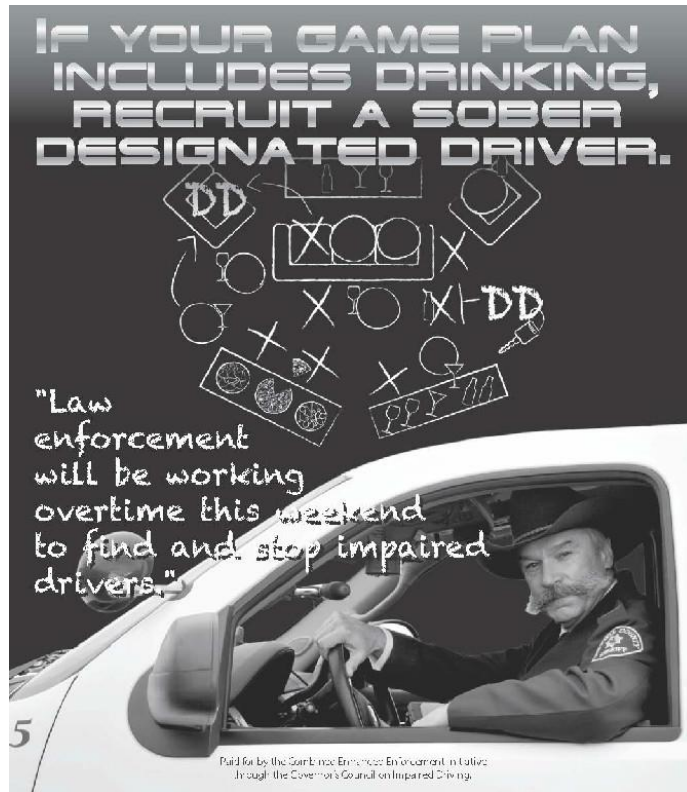
As discussed above, DUI arrest rates declined substantially from 2010 to 2014—30.5% statewide. The GCID's multi-faceted approach was designed by a working council staffed with individuals having the appropriate backgrounds to work on solutions that would reduce alcohol-related deaths and injuries, and move Wyoming culture and norms in a positive direction. (See Table 12 for GCID Partner Organizations.) The quantitative measures are strong indicators that substantial and positive change has occurred in Wyoming.

The process data gathered for this report demonstrates that broad progress on several initiatives was accomplished by the partner organizations that participate in the GCID. They will not be summarized in the conclusion section, but below is a table of partner organizations that deserve credit for what was a successful campaign to make Wyoming citizens safer on their roadways.

Table 12. GCID Partner Organizations

GCID Partner Organizations
Governor's Office
Department of Transportation (Highway Safety Office, Public Affairs, Support Services)
Department of Health (Mental Health and Substance Abuse Services, Chemical Testing Laboratory)
Department of Revenue (Liquor Division)
Department of Family Services
Wyoming Judiciary
Office of the Attorney General
Wyoming Association of Sheriffs and Chiefs of Police
Highway Patrol
Wyoming County and Prosecuting Attorney Association
State Public Defenders Office
Victim Services Division
Safe Communities
Prevention Advocates
Private/Public Substance Abuse Treatment Providers
Peace Officers Standards and Training Commission
County Coroners
Local Government

Appendix A. Examples from Ad Campaign





Appendix B. 2015 Governor's Conference on Impaired Driving

2015 Governor's Conference on Impaired Driving					
Tuesday, May 19th 2015					
TIME	Prosecutor Track	Non-DRE Law Enforcement Track	Drug Recognition Expert (DRE) Track	LE Administrator/ General Public Track	DUI/Drug Court Track
0800-0900	Opening Ceremony				
0900-0930	Vendor Appreciation				
0930-1130	General Session - "Pharmacology and Toxicology of Drugs of Abuse" - Dr. Marilyn Huestis				
1130-1300	Lunch				
1300-1430	DREs- What the Prosecutor Needs to Know - Hayes/Studdard	Alcohol, Drugs, and Human Performance- Alves	Current Trends in Designer Drugs- Miles	DUI: Not Just a Law Enforcement Problem: Thomka	Incentives and Sanctions: Best Practices- Kavanaugh
1430-1500	Vendor Appreciation				
1500-1630	Daubert and the Drug Recognition Expert- Hughes/Shea	Chemical Testing Issues in DUI Cases- Miles	Revisiting the Darkroom Examinations- Citek	Pharmageddon: America's Prescription Drug Epidemic- Popp	Science and Technology - Kavanaugh/Draeger

Wednesday, May 20th 2015					
0800-0930	Toxicology for the Prosecutor- Miles	Marijuana and Driving - Hayes/Shea	DRE Physiology 101- Alves	Updates from NHTSA - O'Leary	Legal and Ethical Issues in Problem Solving Courts- Kavanaugh
0930-1000	Vendor Appreciation				
1000-1130	CDLs and Masking Issues- Shea	The Eyes Have It- Citek	DRE: Past, Present, and Future- Hayes/Studdard	Millenials- Wambeam	Pharmageddon: America's Prescription Drug Epidemic- Popp
1130-1300	Lunch				
1300-1430	General Session - "Perspectives from the National Partnership on Alcohol Misuse and Crime" - Wallace				
1430-1500	Vendor Appreciation				
1500-1630	General Session - "The Night I Was Killed by a Drunk Driver" - Sapper				