

**MISSOULA  
COUNTY  
DUI TASK FORCE**

**Annual Plan  
FY2021**

Submitted June 15, 2020  
to the  
State Highway Safety Section  
Montana Department of Transportation

PO Box 201001  
Helena MT 59620-1001

**DUI Task Force Mission:**

The DUI Task Force prevents impaired driving through education, the support of traffic enforcement, the advancement of safe driving awareness and effective legislation.

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## State Overview

### State Demographic Analysis

Montana is geographically located in the Northwest region of the Nation. According to [census.gov/quickfacts/MT](https://www.census.gov/quickfacts/MT), Montana had an estimated population of 1,068,778 in 2019. Residents are distributed over 56 counties and 130 municipalities. Approximately 22% of Montana residents are under 18, about 60% are between the ages of 18 and 65, and about 19% are over 65.

In 2018, there were 1,566,800 registered vehicles (Light Vehicles) and 808,852 licensed drivers. Of those, 2.22% are under 18, 74.60% are between 18 and 65, and 23.18% are over 65. Approximately 85.9% of the population is white, 6.6% is Native American, 4% is Hispanic. The remaining population is spread between Asian, African American, Hawaiian, and other; however, this represents about 3.5 percent of the population.

Native Americans make up 6.6 percent of Montana's population, yet in 2014 accounted for approximately 16.7 percent of all motor vehicle fatalities in 2017 (2018 Montana Impaired Driving Assessment Report). These numbers show that Native Americans are over-represented in traffic fatalities in Montana.

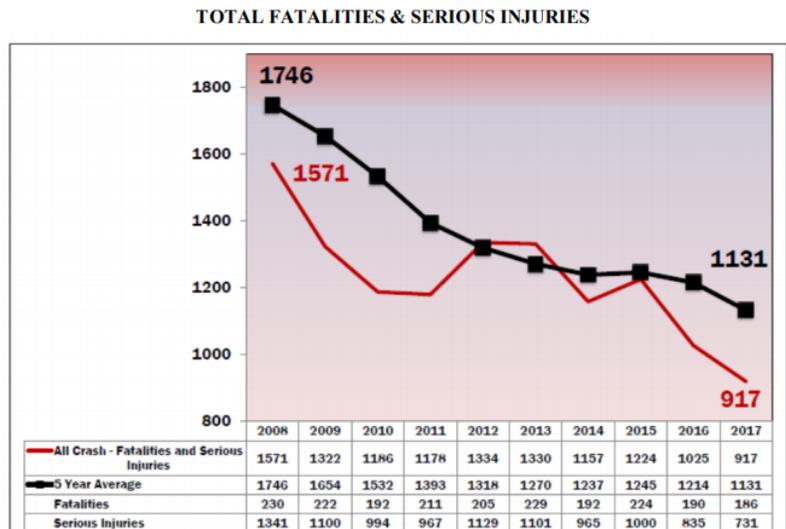
According to the [2018 Montana Impaired Driving Assessment Report](#)

Montana has the highest percent of rural vehicle miles traveled in the Nation. NHTSA has recognized that the combination of rural roads and speeding increases the likelihood of a fatal crash, which explains, in part, why Montana has one of the highest fatality rates.

Due to the size and population density of Montana, very few of Montana's vehicle miles traveled occur in an urban environment. A large percentage of traffic is at high speeds, and trips tend to involve more time spent on mostly rural roads.

Generally, the national urban fatality rate is less than half of the rural fatality rate. Since Montana has the highest percentage of rural vehicle miles traveled in the Nation, it would follow that Montana has one of the highest fatality rates. However, due to sustained efforts to save lives and reduce injuries by all stakeholders involved in the fight against impaired driving, Montana has seen a reduction in fatalities and severe injuries in the past few years.

Montana continues to have one of the highest fatality rates in the Nation for the number of deaths caused by impaired drivers per mile traveled. Data from 2018 indicates that 64% of all fatalities were the result of impaired driving. This is up from 61% during 2017.



Alcohol-involved crashes in Missoula County declined 50% over several decades and then progress plateaued in recent years. According to the Montana Highway Patrol's 2014 Annual Report, "Alcohol Present" ranks number one of the Top Ten Contributing Circumstances in Fatal Crashes in Montana.

[MDT State Highway Traffic Safety Section](#) has developed the following two goals for impaired driving:

- As trend data indicates a rise in alcohol-impaired driving fatalities, MDT hopes to maintain alcohol fatalities at the current base year average of 85 through December 31, 2020. This would be a reduction in the overall trend.
- Reduce the five-year average number of fatalities and incapacitating injuries in crashes involving a driver or motorcycle operators with a BAC 0.01+ or evidence of alcohol and drugs from 419 in 2014 to 412 by 2020.

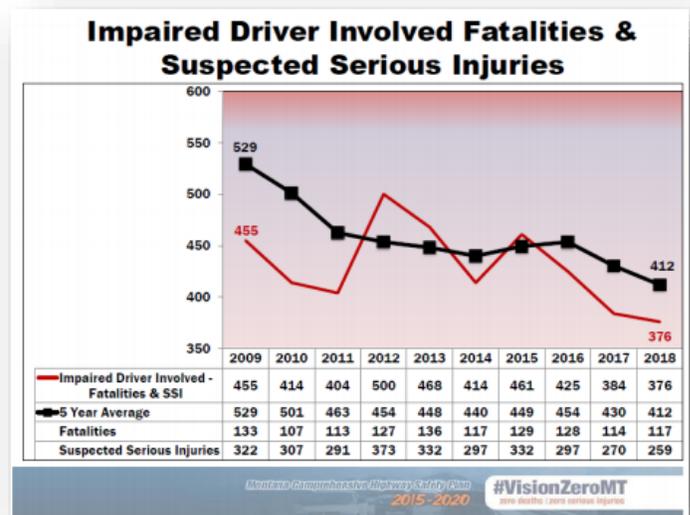
According to the [2019 Montana Comprehensive Highway Safety Plan](#)

In 2018 the impaired driving fatalities and suspected serious injuries continued to decrease. In 2018 the combined deaths and suspected serious injuries were 376, and the 5-year average continues to trend downwards at 412. The 3-year (2016-2018) average of an impaired driver involved severe injury factors reflect:

- 88 percent of these crashes occur in a rural environment.
- 71 percent of these crashes involve road departure
- 57 percent of these crashes occur at speeds higher than 55 miles per hour
- 54 percent of these crashes involve an unrestrained occupant.

Within this emphasis area, there are four strategies:

- Continued efforts to reduce impaired driving through improved processes and regulations
- Reduce impaired driving through enforcement
- Reduce impaired road users through prevention education
- Continue to support and build collaborative partnerships to reduce impaired driving.



Montana's impaired driving trends are on the rise. The average BAC of .189 for the first two quarters of 2019. Alcohol and drugs are still a common contributing factor in fatal crashes. Drug-impaired driving is increasing. Confirmed by toxicology as of October 2019, contributing factors are shown as 39.60 percent (39.60%) are alcohol, and 32.67 percent (32.67%) are a drug. The top five drugs in Montanan involved in drug-impaired driving through June 2019 are marijuana, methamphetamine, morphine, diazepam (Valium) and Alprazolam (Xanax). Drug driving continues to be a hurdle because unlike alcohol, there is no threshold number to associate impairment, synthetic and natural drugs don't fall into the seven drug categories used for impaired driving enforcement, more impaired drivers are on the road, and cannabis legalization will likely be a ballot initiative.

## Towards a Solution

As stated in the [2019 Montana Comprehensive Highway Safety Plan](#)

Our way of thinking about traffic safety in the state of Montana needs to change. To effect this change, traffic safety needs to be viewed from a broad range of safety partners. Montana's state agencies and corporate business organizations all have a role in safety. Safety for all of us does encompass transportation and traffic arenas because we all use the transportation system in one form or another. We are our own Traffic Safety Team.

Changing human behavior impacts the factors of impaired driving and not using seat belts. One way that this can be done is by promoting safety campaigns within our agencies and sharing these campaigns with external agencies, safety partners, and community stakeholders and within our own personal networks.

As a State committed to improving the safety of those traveling our roadways, we need to look beyond engineering infrastructure and consider other ways to reduce crashes and the severity outcomes. As for safety partners, we need a renewed focus on the importance of using a seat belt every time and on never drinking and driving. We need to coordinate safety messaging about the risky behaviors of driving 15 and cell phone use, texting and driving, distracted driving, drowsy driving, and speeding, and we need to collaborate at every opportunity.

The Missoula County DUI Task Force, along with the Missoula County Buckle Up Montana Coalition are a subsection of the Health Promotions Division within the Missoula City-County Health Department. Internally this subsection has been titled "Traffic Safety."

To better align with the state's [2019 Montana Comprehensive Highway Safety Plan](#) plan of *"Our way of thinking about traffic safety in the state of Montana needs to change"* and to provide a solid online home for launching safety campaigns, educational materials and overall community outreach, the "Traffic Safety" subsection of the Health Promotions Division will be known as "Drive Safe Missoula."



**You are In Control**

Drive Safe Missoula will be the home of the Missoula County DUI Task Force and the Missoula County Buckle Up Montana Coalition.

All media, educational materials, and outreach will be strategically designed to improve safe driving behaviors while minimizing the likelihood of Psychological Reactance and Moral Disengagement. (see the [Center for Health and Safety Culture](#) for more information regarding Psychological Reactance and Moral Disengagement).

A new website [www.DriveSafeMissoula.com](http://www.DriveSafeMissoula.com) will serve as the online home for the program.

This will free the program from the current limitations caused by current options available within the Missoula County website and pages.

DUI Task Forces was formed in 1987 with the purpose of:

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

Initial funding for Montana's DUI Task Forces comes from driver license reinstatement fees. Montana law allows a county with an approved DUI Task Force to receive 50% of driver's license reinstatement fees associated with motor vehicle infractions, such as DUI, collected in that county (§ 61-2-105 - 108, MCA). The Montana Department of Transportation (MDT) serves as the pass-through funding agency for the DUI Task Forces. Quarterly payments based on driver license reinstatement fees collected in Missoula County.

## Missoula County Overview

Missoula is the county seat of Missoula County. It is located along the Clark Fork River near its confluence with the Bitterroot River in western Montana and at the convergence of five mountain ranges, thus is often described as the "Hub of Five Valleys." Missoula County covers an area of roughly 2,600 square miles in western Montana. The [2019 Missoula County estimated population](#) is 119,600 up from 109,299 in the 2010 census. Missoula County is predominantly white (91.8%). Officially, American Indian/Alaska Native and Hispanic/Latino account for roughly 3% in the Missoula County population.

The culture of impaired driving in Missoula continues to be a public health safety problem. From 2009-2018, Missoula ranks second in impaired drivers involved in crashes at 11.2% of the state totals. The county ranks third in fatal crashes at 6.5% of the state total and third for fatal and serious injury crash 8.3% ([Source: MDT Crash Database 2009-2018](#)).

In response to the devastating impact on the quality of life caused by impaired driving and the resultant traffic crashes, incapacitating injuries, and fatalities, Missoula County developed a DUI Treatment Court to help repeat DUI offenders who have a substance abuse problem become healthy productive community residents.

A diverse group of community stakeholders has been committed to the DUI Treatment Court

County and Statewide Crash Data ( 2009 - 2018 )										
Crash Description ----->					Impaired Driver Involved					
County ----->					Missoula					
Data retrieved June 25, 2019					MDT Crash Database is a dynamic system. Crash data is periodically updated with new, revised, or additional information. Data values may vary from previous publications.					
Injury Severity	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fatality	8	8	7	7	8	11	7	13	7	3
Serious Injury	51	48	26	30	27	11	28	33	11	20
Other Injury	97	99	90	93	90	83	121	113	106	72
No Injury	325	272	249	246	272	259	302	315	286	205
Unknown/Other	18	23	33	14	25	23	25	36	14	31
<b>Total</b>	<b>499</b>	<b>450</b>	<b>405</b>	<b>390</b>	<b>422</b>	<b>387</b>	<b>483</b>	<b>510</b>	<b>424</b>	<b>331</b>

Crash Severity	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fatal Crash	7	8	7	5	8	11	7	8	7	3
Serious Injury Crash	39	37	19	18	20	7	22	21	7	15
Other Injury Crash	72	57	57	63	56	62	71	73	65	53
No Injury Crash	156	134	119	107	132	132	137	151	148	116
Unknown/Other Crash	4	11	4	6	10	10	12	13	7	16
<b>Total</b>	<b>278</b>	<b>247</b>	<b>206</b>	<b>199</b>	<b>226</b>	<b>222</b>	<b>249</b>	<b>266</b>	<b>234</b>	<b>203</b>

team: District Court Judge, Prosecuting Attorney, Public Defender, Addiction Treatment Provider, Probation Officer, DUI Task Force Member and DUI Court Coordinator.

Steve Schmidt, the Missoula County DUI Task Force Coordinator, participates as a member of Missoula's Transportation Safety Advisory Committee (TSAC) that coordinates efforts to accomplish the strategies outlined in the Missoula Area Community Transportation Safety Plan (CTSP) to reduce the five-year average of fatal and incapacitating crashes by 25% from 2013 to 2018 (a reduction from an annual average of 8 fatalities and 143 incapacitating injuries to 6 fatalities and 107 incapacitating injuries). According to the chart above, in 2018, Missoula County saw only 3 DUI related fatalities and 20 serious injuries. This appears to be a steep reduction.

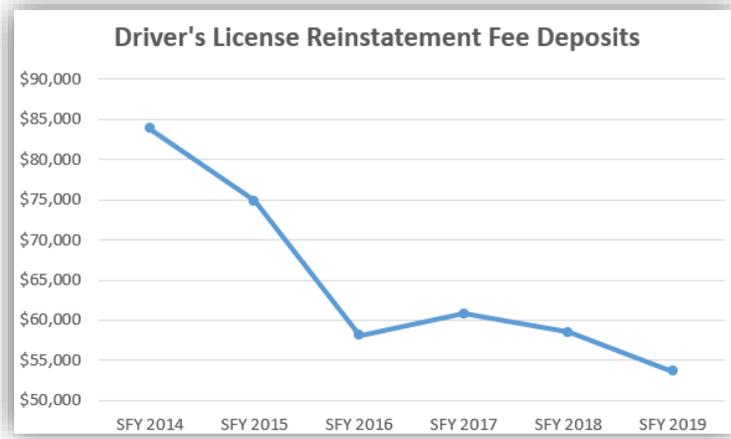
In the years 2009 through 2018, 2,033 people died in motor vehicle crashes on Montana roadways, and 292 of those were 14 to 20 years old. [\(Source: MDT Crash Database 2009-2018\)](#). A vital element of the DUI Task Force and the Traffic Safety division of the Missoula City-County Health Departments' Health Promotions, what is now Drive Safe Missoula, continues to be outreach geared toward the young driver.

<b>Missoula County DUI Arrests</b>	2012	2013	2014	2015	2016	2017	2018	2019
Missoula County Sheriff's Office	192	234	180	120	153	151	209	197
Missoula Police Department	1003	666	590	550	460	459	331	388
MT Highway Patrol – Missoula Detachment	172	200	212	266	238	230	219	219
<b>Totals</b>	<b>1368</b>	<b>1100</b>	<b>982</b>	<b>936</b>	<b>851</b>	<b>840</b>	<b>759</b>	<b>803</b>

Source: Missoula County Sheriff's Office, Missoula Police Department, Montana Highway Patrol

## Driver's License Reinstatement Fees

Under Montana law (MCA 61-2-107), a portion of the driver license reinstatement fee (\$100 out of a \$200 fee) is earmarked to fund county-level DUI Task Forces. Over the past several years, the amount of funds received from driver reinstatement fees has significantly declined.



## DUI Task Force Driver's License Reinstatement Fees

	Q1	Q2	Q3	Q4	Total
<b>SFY14</b>	\$19,750	\$19,700	\$23,750	\$20,650	\$83,850
<b>SFY15</b>	\$18,850	\$17,200	\$19,400	\$19,350	\$74,800
<b>SFY16</b>	\$15,850	\$12,950	\$15,850	\$13,475	\$58,125
<b>SFY17</b>	\$14,200	\$14,900	\$14,000	\$17,700	\$60,800
<b>SFY18</b>	\$11,700	\$12,300	\$17,500	\$17,000	\$58,500
<b>SFY19</b>	\$13,000	\$10,700	\$14,300	\$15,600	\$53,600
<b>SFY20</b>	\$13,000	\$13,200	\$17,100	TBD	\$43,300

Priority recommendations of the State of Montana Impaired Driving Program Assessment conducted April 10-15, 2016 by a NHTSA Technical Assessment Team are to:

- Determine the causes for the decline in reinstatement fees and implement a strategy to avoid further severe impacts on DUI task force funding.
- Implement a strategy that would allow some proportion of DUI fines to be used specifically for impaired driving prevention.\*

\*In 2015, the legislature passed HB488, which doubled the fines for first and subsequent DUIs. None of the funds received from DUI fines are allocated to reduce impaired driving. Half the fine monies enter the State General Fund. Half is provided to the counties.

# Health Promotion Division – DUI Task Force Annual Work Plan

301 W. Alder, Missoula MT 59802  
FY2021 (July 1, 2020 – June 30, 2021)

## DUI Task Force Mission:

The DUI Task Force prevents impaired driving through education, the support of traffic enforcement, the advancement of safe driving awareness, and effective legislation.

## Program Goals:

The goals of the Missoula County DUI Task Force are to:

- prevent driving while under the influence of alcohol, drugs, or technology (i.e., distracted driving)
- reduce alcohol-related traffic crashes.
- educate the public on the dangers of driving after consuming alcoholic beverages or other chemical substances that impair judgment or motor functions.
- Educate the people on the risks of driving under the influence of technology (i.e., texting and driving, mobile phone use while driving, in-vehicle technology.)

## Program Administration:

The Missoula County DUI Task Force is a multi-faceted coalition representing a diverse cross-section of community stakeholders committed to reducing alcohol-related traffic crashes in Missoula County by implementing evidence-based traffic safety countermeasures. The Task Force brings various agencies and community members together to partner on projects, coordinate efforts, acquire and share resources. Initial funding comes from driver license reinstatement fees.

The Task Force operates at the county level to reduce and prevent impaired driving. It is committed to carrying out the objectives and activities outlined in this strategic plan for the period July 1, 2020, through June 30, 2021.

## DUI Program Coordinator

A program responding to the many objectives and strategies contained in the Missoula County DUI Plan requires some expenditure for accounting services, planning, coordination, and administration. The Missoula County DUI Task Force will provide monetary support to the Missoula City-County Health Department for a DUI Program Coordinator 20 hours per week and financial support for accounting services provided by the Health Department's accountant.

## DUI Task Force Coordinator Responsibilities:

- Implement and monitor the Missoula County DUI Plan and budget.
- Serve as liaison to the media, the State Highway Traffic Safety Office and other community and state groups.
- The coordinator will continue as an active partner in the community system focusing on alcohol-related concerns (consists of government policymakers, providers, school officials, law enforcement, parents, and other concerned citizens) with an emphasis on coordination and collaboration.
- Represent the Missoula County DUI Task Force as a member of the City of Missoula Transportation Safety Advisory Committee (TSAC).

- Represent the Task Force as a member of the Impaired Driving Emphasis Area of the Missoula Area Community Transportation Safety Plan (CTSP), participating in quarterly meetings and assisting with the implementation of strategies identified in the CTSP.
- Represent the Missoula County DUI Task Force as a member of the Impaired Driving Emphasis Area of the Montana Department of Transportation's Comprehensive Highway Safety Plan (CHSP), participating in quarterly meetings in Helena and assisting with the implementation of strategies identified in the CHSP.
- Represent the Missoula County DUI Task Force at the Montana Department of Transportation's Annual Transportation Safety Planning Meeting in Helena.
- Represent the Missoula County DUI Task Force at the annual statewide DUI Task Force meeting in Helena hosted by the Montana Department of Transportation.
- Represent the Missoula County DUI Task Force as a voting member of the Missoula Underage Substance Abuse Prevention (MUSAP) Coalition.
- Represent the Missoula County DUI Task Force as a voting member of the Frenchtown Community Coalition.
- Maintain accountability and ensure reporting requirements.
  - Submit the following to the county governing body each year:
    - A budget and a financial report for the DUI Task Force each fiscal year
    - An annual report containing but not limited to:
      - An evaluation of the effectiveness of the program.
      - The number of DUI arrests and convictions in the county. The number of alcohol-related traffic crashes in the county.
      - Any other information requested by the county governing body and considered appropriate by the task force.
      - Ensure meetings are appropriately organized and documented.
- Meetings are open to the public.
- Notice of Meetings: Per MCA 61-2-106(2), a notice of meetings are submitted to the *Missoulian* and posted on the DUI Task Force page of the Missoula County website.
- Agendas are prepared and sent out in advance.
- Sign-in sheets and minutes of meetings are kept.
- Special attention regarding the COVID-19 situation will be considered regarding the online hosting of meetings (invites, broadcasting, recording, and posting).
- Ensure the budget is properly managed.
  - Individual project fund allocations and contacts are correctly managed and reimbursed based on the provision of services, adequate reporting, and submission of invoices.
  - Maintain records that can withstand an audit.

## DUI Task Force Membership:

The Missoula County DUI Task Force is a multi-faceted coalition that invites participation from a cross-section of community representatives to maximize reach and effectiveness. Members are asked to fill out an annual membership agreement.

### Membership of the Missoula County DUI Task Force

Citizen Advocates	City Attorney	Community Medical Center
Compass Insurance Group	Compliance Monitoring Systems	County Attorney
Curry Health Center	Department of Corrections – Probation & Parole	DUI Treatment Court
Frenchtown Community Coalition	Justice Court I	Justice Court II
KECI TV	Missoula Broadcasting	Missoula City Police Department
Missoula City-County Health Department	Missoula County Sheriff's Office	Missoula Emergency Services, Inc.
Missoula Rural Fire District	Missoula Underage Substance Abuse Prevention (MUSAP) Coalition	Montana Highway Patrol
Office of Emergency Management	Providence St. Patrick Hospital	The City of Missoula – Code Enforcement
Town Square Media	University of Montana	Western Montana Mental Health Center

## Decision Making Process

Members must be present to vote. If a primary member identifies one or more alternate members to participate in meetings and vote, one vote is permitted per agency or entity. Decisions will be determined based on a quorum of members present at the time of the vote. Items to be voted on will be placed on the meeting agenda as a decision item and sent to members in advance of the meeting.

## Meeting Schedule

The Missoula County DUI Task Force will plan to meet monthly during SFY2021 (1st Thursday of the month, 12 p.m. – 1:30 p.m.).

- Physical Meetings (if allowed or deemed safe):
  - Missoula Emergency Services Training Center, 1220 Burlington Avenue, Missoula).
  - If the local or global health situation provides for a return to in-person meetings and if the Task Force feels comfortable, the plan would be to meet in person

Online meetings:

- Zoom or another alternative online hosting platform
  - Due to the Coronavirus (COVID-19) situation, the initial plan is to meet via scheduled ZOOM meetings online to maintain social distancing.
  - Additional meetings outside scheduled may be held as needed.
  - Committee meetings will be held at the discretion of the committee or the coordinator and may be dependent on the specific needs of the Task Force or the particular focus of a committee.

**Meetings are open to the public.**

**Notice of Meetings: In accordance with MCA 61-2-106(2), a notice of meetings is submitted to the *Missoulian* and posted on the DUI Task Force page of the Missoula County website.**

# Plan for FY21

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## Coalition Capacity

**Objective:** Increase the capacity of the DUI Task Force to prevent impaired driving in Missoula County.

**Methods:**

- Create and strengthen partnerships with the Chamber of Commerce
  - Business Owners
  - Schools
  - Downtown Association
  - Mid-town Association
  - Missoulian
  - Crash survivors
  - Tavern Association
  - Brew Pubs
  - Citizens
  
- Create committees (as needed) to take on specific DUI Task Force project needs identified, such as:
  - Media
  - Assessment
  - Policy/Legislation
  - Coordinating Team
  - Compliance Checks
  - Enforcement/Prosecution/Adjudication
  - Youth
  
- Education and training for DUI Task Force Members
  - Continue to have guest speakers attend monthly DUI Task Force meetings to provide training.
  - Conduct a training needs assessment with DUI Task Force members.
  - Encourage members to attend the Annual Transportation Safety Planning Meeting – October 2019 in Helena.

**Timeline: July 1, 2020 – June 30, 2021**

## Community Assessment

**Objective:** DUI Task Force members, community leaders, and the general public will better understand the prevalence of impaired driving in Missoula County as well as the risk factors and gaps present which contribute to higher rates of impaired driving.

**Strategy:** Collect local, state, and national quantitative and qualitative data to inform the efforts of the DUI Task Force to prevent impaired driving in Missoula County.

**Method:** The following actions will be conducted by the DUI Task Force members, the coordinator, and/or volunteers.

- **Collect and track the following statistics:**
  - Missoula County alcohol-related crashes, injuries, and fatalities.
  - Number of DUI arrests:
    - Assess the decrease in the number of DUI arrests
  - The use of marijuana and other drugs in DUIs/crashes in Missoula County
  - The number of alcohol compliance checks conducted in Missoula County and their results.
  - The number of citations issued for over-service of alcohol and reported to Dept. of Revenue.
  - Seek out and access other relevant data related to impaired driving.
  - Collect and analyze other relevant data i.e. National College Health Survey, Youth Risk Behavior Survey and, Montana Prevention Needs Assessment.
  - Collect, analyze, and compare data from other counties and states.
- **Disseminate the community assessment information to the general public**
  - Create a county-wide sheet with highlights of a community assessment to use at public events.
  - Share analysis with potential recommendations to city/county government agencies and community partners.
  - Use the information to collaborate with other groups, i.e. Missoula Underage Substance Prevention Coalition.

**Timeline: July 1, 2020 – June 30, 2021**

## Policy & Legislation

**Objective:** Increase probability that impaired drivers will be subject to swift, sure, and appropriate sanctions through rigorous DUI laws and evidence-based environmental strategies.

*Environmental strategies focus on changing aspects of the environment that contribute to the use of alcohol and other drugs. Specifically, environmental strategies aim to decrease the social and health consequences of substance abuse by limiting access to substances and changing social norms that are accepting and permissive of substance abuse. They can change public laws, policies, and practices to create environments that decrease the probability of substance abuse.*

**Strategy:** Support rigorous DUI laws and evidence-based environmental strategies.

*Note: Many of the DUI Task Force members are government employees. Lobbying is illegal for government employees, so care will be taken on how they support individual recommendations.*

**Method:** Provide local government leaders, state legislators, and constituents with the information needed to introduce and enact enhanced DUI laws and local city ordinances that are sound, rigorous, and easy to enforce and administer.

**Timeline:** July 1, 2020 – June 30, 2021

## Media Advocacy

**Objective:** The Missoula County DUI Task Force will employ media advocacy to better inform the community on a variety of impaired driving issues.

**Strategy:** The Missoula County DUI Task Force will employ media advocacy to:

- Reduce the likelihood of Psychological Reactance and Moral Disengagement as defined by the Center for Health and Safety Culture.
- Empower our community to choose safer driving behaviors
- Promote and feature safe driving behaviors already in existence as a method of social norming.
- Promote and feature businesses within our county who are taking active steps to promote safe driving behaviors. For example, a video was made promoting the Missoula Downtown Association when they allowed Think Twice to have DUI education and Portable Breath Testers (PBTs) at their event.
- Generate collaborative partnerships with businesses and community members to promote safe driving behaviors
- Create a reliable, consistent stream of publicity for DUI Task Force activities.
- Motivate community members and policymakers to get involved.
- Raise awareness of over service and potential legal consequences to bartenders, servers, and establishments.
- Promote discussion with industry representatives, insurance representatives, and other stakeholders about other steps for encouraging responsible sales and service of alcohol.

### **Methods:**

With a focus on promotional and influential content creation, the goal is to form collaborative relationships based on mutually beneficial, safe driving behaviors. By promoting others who are willing to share their examples and beliefs surrounding the importance of safe driving behaviors, as in not driving under the influence, we utilize their social networks to spread our message. The message is delivered by our partner. This way, they get to spread our safe driving message to those who they are most likely to influence. In turn, we highlight and promote our partner through our established networks resulting in free marketing for them.

In the past, Steve Schmidt, the DUI Task Force coordinator, has used and taught this strategy to small business owners throughout Montana, Washington, and Minnesota.

Additionally, other video and content creation strategies will be utilized in an effort to reduce the likelihood of psychological reactance, and moral disengagement often found with traditional prevention style messaging.

The task force will primarily focus messaging through various online outlets that allow for the harvesting of analytical data. Additionally, we may utilize traditional media outlets such as radio, television, and print media.

**Timeline: July 1, 2020 – June 30, 2021**

## Enforcement/Prosecution/Adjudication

**Objective:** Support enforcement, prosecution, and adjudication systems in a manner that will avoid or reduce the likelihood of psychological reactance and moral disengagement.

**Strategy:** Increase community awareness of law enforcement efforts to reduce impaired driving.

**Method:** Enhance the partnerships with law enforcement and the judicial system to develop mutually beneficial content aimed at shifting the overall culture surrounding driving under the influence.

Increase participation by owners and managers to attend RASS classes.

- Survey bar owners and managers
- RASS Trainers will work with owners & managers to attend training in addition to their employees.
- Support DUI Treatment ("ROAD") Court
  - Assess strengths, weaknesses, recidivism.
  - Missoula County Justice Court will supply data re. ROAD/DUI Treatment Court.

**Timeline: July 1, 2020 – June 30, 2021**

## Education/Awareness/Other Intervention

**Objective:** Reduce the incidence of alcohol-impaired driving through education and outreach.

**Strategy:** Facilitate DUI-related educational activities in person and online.

The DUI Task Force is interested in supporting and promoting a cultural shift in driving behaviors through educational activities that promote and encourage safe driving behaviors. This will likely result in a reduction in Driving Under the Influence of Alcohol, Drugs, and Distractions.

Here is a list of the Task Force outlets and programs that would allow the ability to enhance our community's awareness of safe driving behaviors:

- Drive Safe Missoula Web Page
  - Social Media Outlets
    - DUI Task Force – Facebook, YouTube, Instagram
    - #IDontDUI (Pronounced: I Don't Do It) - I Don't Drive Under the Influence of Technology – Facebook Page – Dedicated to helping reduce technology-based distracted driving.
- Respect the Cage Exhibit – display at community events (depending on availability of Missoula County Sheriff's Department for towing)
- The "Alive at 25" Program – Montana Highway Patrol
- The "Fatal Vision" Program – UM Curry Health Center & UM Police Department
- Choose Your Ride Program – UM Curry Health Center
- Mobile Impaired Driving Assessment Center (MIDAC) – Montana Highway Patrol
- Presence in Drivers Ed classes on impaired & distracted driving – if possible.
- Promote Safe Ride Alternatives such as Uber, Lyft, Cabs & Busses
- Think Twice – Single Use Breathalyzers in drinking establishments
- Think Twice – Portable Breath Testers (PBTs) and educational services at drinking events
- **Drive Safe Missoula's In Control Program (To Be Developed)**
  - Upon development, the "In Control" Program seeks to influence young drivers using the social norms approach to provide young drivers with the greatest opportunities to develop solid internal justifications for safe driving behaviors and decision making. The program will address risky driving behavior, which includes driving under the influence of substances, driving under the influence of technology (i.e., Texting and Driving), and other issues surrounding distracted driving. The most dangerous year in a teen's life is the year they start driving, and car crashes are the number one killer of teens in Montana.
  - The concept is to help guide students through a process that empowers them to remain "In Control" of their decisions, choices, and ultimately their vehicle.
  - The goal is to provide them with the ability to remain "In Control" and empowered to make safe driving decisions (i.e., seat belts, slower speed, defensive driving) while avoiding the dangerous influences of substances, technology, and other distractions when driving.
  - Following philosophy and guidance from the Center for Health and Safety Culture's research on psychological reactance and moral disengagement, this course will be strategically designed to educate and empower young drivers.

- Initial plans were to develop a course that would be taught in schools; however, with the COVID-19 situation, the plan will likely shift to developing an online course.
- The goal is to make the content and concepts accessible to as many driving age students as possible.
- An online format may prove to be more beneficial in the long run, as we would be able to gather detailed analytics.

An online version of the "In Control" course could also prove to be of great benefit to driver's education classes that are jam-packed full of the content without any available time for guest presentations.

- As an online course, driver's education instructors could assign the course as either homework or extra credit.
- As an online course, students would have the ability to repeatedly revisit the course over time. This could not be possible with a one-time in-class presentation.
- An online course would have built-in assessment tools (i.e., quizzes) to help evaluate the learning process.

**Timeline: July 1, 2020 – June 30, 2021**

## Responsible Alcohol Sales & Service classes

**Objective:** Promote policies & practices that prevent underage drinking and over-service to persons 21 and older.

**Strategy:** Merchant education through Responsible Alcohol Sales & Service classes (In Person or Online)

**Method:** The DUI Task Force Coordinator will offer classes each month using the Montana Department of Revenue's curriculum, "Your Community Matters."

The course includes a segment on spotting fake ID and carding practices. The course encourages written responsible alcohol sales and service policies that discourage over-consumption, designated driver and alternative transportation options, and display of educational information to discourage impaired driving. In-person or online.

**Timeline: July 1, 2020 – June 30, 2021**

## Evaluation

**Objective:** The DUI Task Force will continuously monitor and evaluate the effectiveness of strategies and methods as it relates to meeting the outlined objectives.

**Strategy:** Evaluate the outcomes and impact of methods and strategies of the DUI Task Force and modify methods and strategies as needed.

**Method:** Measure the progress/success of our proposed activities through:

- Harvested Online Analytics as it relates to:
  - Outreach
  - Messaging
  - In Control online course (once developed)
- Montana Department of Transportation Crash Data Reports
- DUI arrest data
- Youth Risk Behavior Surveys (YRBS) and Montana Needs Prevention Assessment (MPNA)
- Monthly outcome reports from law enforcement & community partners at monthly DUI Task Force meetings.

**Timeline: July 1, 2020 – June 30, 2021**

## Budget

The department housing the DUI Task Force and Buckle Up Montana Coalition has been receiving the annual State Farm Good Neighbor Citizen Program Grants to support peer-led activities targeting young drivers in Missoula County. The State Farm Good Neighbor Citizen Grants awarded to the Missoula County DUI Task Force \$5,000 in 2017, \$8,000 in 2018, and \$9000 in 2019. In 2020, we saw a significant increase, and our program was awarded \$19,250.

<b>Missoula County DUI Task Force FY 21 Budget</b>	
<b>Administration and Coordinator</b>	<b>\$ 32,076</b>
<b>Operations</b>	<b>\$ 16,894</b>
<ul style="list-style-type: none"> <li>• Salary = (20 hours/week x 52 weeks) = \$23,317</li> <li>• Fringe @ 34.46% = \$8,035</li> <li>• Merit Reserve = \$724</li> <li>• Office Supplies = \$500</li> <li>• Computer Supplies = \$2,000</li> <li>• Postage = \$50</li> <li>• Copy Costs = \$180</li> <li>• Printing = \$1,386</li> <li>• Ad/Legal Publications = \$5,000</li> <li>• Outreach = \$4,814</li> <li>• Phone = \$350</li> <li>• Meals, Lodging, Inc. = \$614</li> <li>• Travel = \$2000</li> </ul>	
<b>State Farm Grant – In Control program expenses</b>	<b>\$ 19,250</b>
<ul style="list-style-type: none"> <li>• Salary and Fringe = \$3,250</li> <li>• Computer Supplies = \$3,000</li> <li>• Printing = \$3,500</li> <li>• Legal Ads/Publications = \$2,000</li> <li>• Outreach = \$7,500</li> </ul>	
<b>Total Expenses</b>	<b>\$ 68,220</b>
<b>Revenue</b>	
<ul style="list-style-type: none"> <li>• State Farm Grant – In Control Program = \$19,250</li> <li>• Responsible Alcohol Sales/Service Course Fees = \$1,000</li> <li>• Drivers’ License Reinstatement Fees = \$47,970</li> <li>• City-County Tax = -0-</li> </ul>	<b>\$ 68,220</b>