

B.O.C.C. Regular

Agenda Item 11. c.

Meeting Date: 06/11/2024

Title: DUI Task Force Strategic Plan FY24-25

Submitted By: Anna Ullom, Senior Accountant

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**TOPIC:**

DUI Task Force Strategic Plan FY24-25

**BACKGROUND:**

DUI Task Force Strategic Plan FY24-25

**RECOMMENDED ACTION:**

Approve.

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**Attachments**

DUI Task Force Strategic Plan FY24-25

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Yellowstone County DUI Task Force

# STRATEGIC PLAN

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2024-2025

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**Submitted to:**

State Highway Traffic Safety Bureau  
Montana Department of Transportation  
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**Prepared by:**

Yellowstone County DUI Task Force  
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Chairman, Yellowstone County Commission

June 11, 2024

Date Signed

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# MISSION

The Yellowstone County DUI Task Force represents a diverse cross-section of the community. It is comprised of concerned citizens, law enforcement, prosecutors, educators, prevention specialists, counselors, and area business partners. In a collaborative effort, the Task Force works to reduce the number of alcohol related incidents by promoting public education, legislative development, and effective enforcement strategies.

## VISION

The vision of the Yellowstone County DUI Task Force is to lead prevention efforts in our community through public advocacy, education, funding, enforcement, and networking. To accomplish this, the DUI Task Force will:

- Proactively enhance public awareness on the risk of impaired driving through social media and other technology-based systems.
- Boost current collaborative network and strategic partnerships.
- Continue the current RFP process by soliciting applications and then awarding funds according to county policies and procedures.
- Maintain an energetic and engaged DUI Task Force board that ensures compliance with its mission based on non-profit best practices for board governance.
- Retain a well-trained coordinator charged with coordinating DUI Task Force efforts in carrying out the strategic plan and documenting the results.

## EVALUATION

Outcomes to the strategies described in this plan will be reported at meetings and monitored quarterly. Yellowstone County DUI Task Force presents its program report to the county commission each year.

## BUDGET

The Yellowstone County DUI Task Force receives funds from 50% of driver's license reinstatement fees collected in Yellowstone County pursuant to Section 61-1-107 and 108, Montana Code Annotated. The funds are generated by individuals convicted of DUI and other traffic violations who pay a \$200 reinstatement fee to the State to get their license back. One half are deposited in the State's General Fund and the other half is disbursed on a quarterly basis to task forces throughout the State. The proposed budget for fiscal year 2025 as presented to the County Commission is included in this plan.



# NATIONAL & LOCAL OVERVIEW

**Impaired driving is deadly.** Every day, about 30 people in the United States die in drunk driving crashes—that is one person every 45 minutes! According to the National Highway Traffic Safety Administration, drunk-driving crashes claim more than 11,000 lives per year. Approximately one-third of all traffic crash fatalities in the United States involve drunk drivers with blood alcohol concentrations of .08 or higher. In 2020, there were 11,654 people killed in preventable crashes. From 2011-2020, about 10,500 people died every year in drunk-driving crashes.<sup>1</sup>

**Impaired driving is a crime.** Driving a vehicle while impaired is a dangerous crime. Tough enforcement of drunk-driving laws has been a major factor in reducing drunk-driving deaths since the 1980s. Criminal charges range from misdemeanors to felony offenses, and penalties for impaired driving can include driver's license revocation, fines, and jail time. For the individual offender, a first-time DUI offense can cost a driver upwards of \$10,000 in fines and legal fees.<sup>1</sup>

**Impaired driving is financially burdensome.** The CDC's last report reflected over \$44 billion cost to society in deaths and damages from DUI crashes. Statistics shared by the Administrative Office of the Courts in 2022 shows alcohol-related crashes in the United States to cost about \$51 billion each year.<sup>2</sup>

**Impaired driving hurts our youth.** Car crashes are the leading cause of death for teens, and 37% of crashes in 2019 involved an underage drinking driver.<sup>3</sup> In 2019, 29% of young drivers 15 to 20 years old who were killed in crashes had BACs of .01 g/dL or higher. To reduce alcohol-related fatal crashes among youth, all states have adopted a minimum legal drinking age of 21. NHTSA estimates that minimum-drinking-age laws have saved 31,959 lives from 1975 to 2017. Yet in 2018 the highest percentage of drunk drivers (with BACs of .08 g/dL or higher) were 21- to 24-year-olds at 27%.

**Impaired driving affects Yellowstone County & Montana.** Data from 2020 indicates that 66% of all fatalities in Montana were the result of impaired driving; up 8% from 2019.<sup>4</sup> A 2019 report, showed we had one of the highest fatality rates in the nation for number of deaths caused by impaired drivers per vehicle mile traveled.<sup>5</sup> In Yellowstone County, a young driver was involved in 21% of all crashes, with 15% involving a fatality and 12% involving a fatality and a serious injury.<sup>6</sup>

<sup>1</sup><https://www.nhtsa.gov/risky-driving/drunk-driving>

<sup>2</sup><http://www2.courtinfo.ca.gov/stopteendui/teens/facts/>

<sup>3</sup>FARS 2019 Annual Report

<sup>4</sup><https://www.mdt.mt.gov/visionzero/plans/impaired.aspx>;

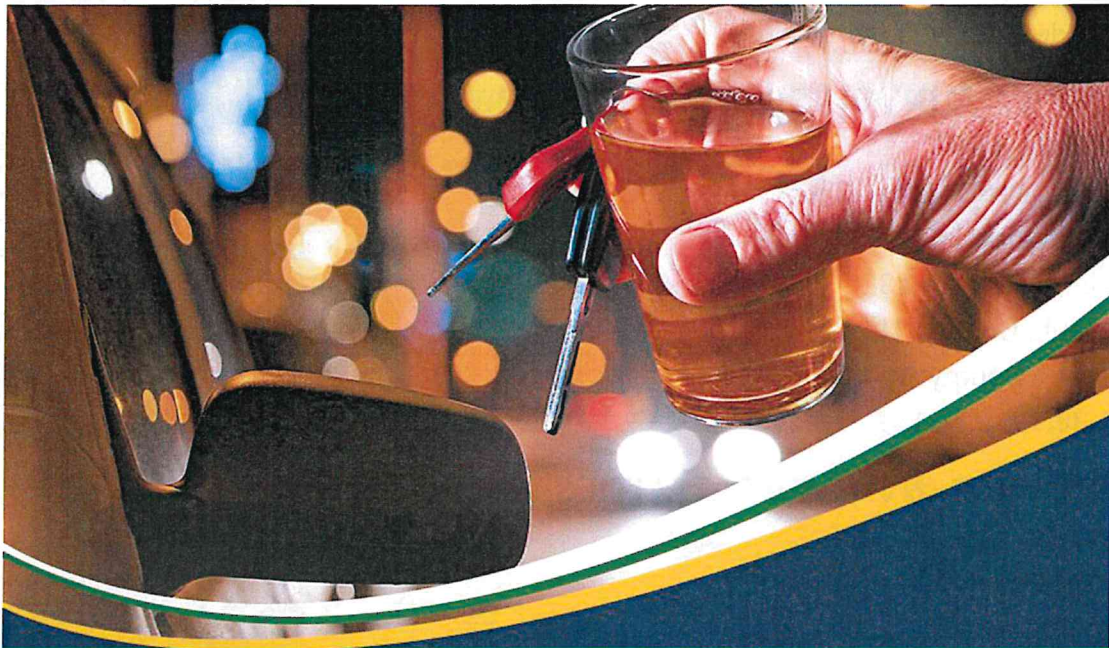
<sup>5</sup><https://www-fars.nhtsa.dot.gov/States/StatesFatalitiesFatalityRates.aspx>

<sup>6</sup><https://www.mdt.mt.gov/publications/datastats/crashdata.aspx> - young driver (14-20)



# DUI-RELATED OFFENSE STATISTICS FOR YELLOWSTONE COUNTY

Yellowstone County is the most populous county in Montana, with approximately 167,146 residents. It is estimated that 23.3% of the population is 18 or under and 17.4% are over 65.<sup>1</sup> The county is comprised of 2,633 square miles. It is traversed by 9 major highways, including I-90 and I-94.



**BETWEEN 2011 AND 2020 THERE WERE  
6,407 IMPAIRED DRIVER  
RELATED INJURIES (INCLUDING FATALITIES)  
IN YELLOWSTONE COUNTY.<sup>2</sup>**

The Yellowstone County DUI Task Force, in partnership with local law enforcement agencies began tracking DUI Arrest statistics beginning in the 4th Quarter of 2015. This effort will continue.

<sup>1</sup><https://www.census.gov/quickfacts/fact/table/yellowstonecountymontana,US/PST045221> (July 2021)

<sup>2</sup><https://www.mdt.mt.gov/publications/datastats/crashdata.aspx> (2011-2020)



Given its status as the most populous county in Montana, it is not surprising that between 2011-2020 Yellowstone County DUI remained statistically relevant when it came to DUI:

### PERCENT OF CRASHES BY COUNTY THAT WERE IMPAIRED DRIVER INVOLVED:

**Yellowstone County: 16.2%**

Missoula County: 10.7%

Flathead County: 10.4%

Gallatin County: 9.4%

Cascade County: 6.9%

### IMPAIRED DRIVER INVOLVED CRASHES (2020):

Montana: 1,983

**Yellowstone County: 326**

(10 less than 2019)

Flathead County: 232

Missoula County: 182

Cascade County: 154

Gallatin County: 147



**YELLOWSTONE COUNTY HAS THE  
HIGHEST AVERAGE (16.2%)  
IN THE STATE OF CRASHES CAUSED BY  
IMPAIRED DRIVERS.**

\*2011-2020

### IMPAIRED DRIVER INVOLVED FATALITIES (2020):

Montana: 124

Flathead County: 11

Lake County: 10

**Yellowstone County: 8**

Big Horn, Cascade, Missoula & Park Counties: 7

Jefferson County: 6



**YELLOWSTONE COUNTY HAS THE  
HIGHEST AVERAGE (8.02%) IN THE STATE  
OF FATAL CRASHES CAUSED BY  
IMPAIRED DRIVERS.**

\*2011-2020

### IMPAIRED DRIVER INVOLVED SERIOUS INJURY CRASHES (2020):

Montana: 208

Gallatin County: 17

Flathead County: 16

Missoula County: 14

**Yellowstone: 12**

Lake & Roosevelt Counties: 10

Lewis & Clark Counties: 9

All data based upon most recent crash data available from Montana Department of Transportation, online at <https://www.mdt.mt.gov/publications/datastats/crashdata.aspx> (2011-2020)



## Accomplishments of the Yellowstone County DUI Task Force 2023-2024

From July 2023 through May 2024, the Yellowstone County DUI Task Force implemented proposed programs in addition to adding a number of community events to increase public awareness regarding the prevalence of DUI.

### **2023-2024 ISSUE #1: AVAILABILITY AND COMMUNITY ACCEPTANCE OF DRUGS, ALCOHOL, MARIJUANA, AND PRESCRIPTION DRUG ABUSE**

- ✔ Increased presence at community events where significant drinking is expected, including Ales for Trails where we passed out water bottles with our logo and inquired about rides home as people left the event.
- ✔ Supported alcohol-free alternative activities such as Graduation parties and March Against Drugs and Violence.
- ✔ Financed seasonal ad campaigns targeted during “drinking” holidays such as St. Patrick’s Day, Memorial Day weekend, Fourth of July, Labor Day weekend and New Year’s Eve to raise awareness about the presence of DUI.
- ✔ Conducted Angel Tree and Award of Merit Ceremony to honor victims & law enforcement officers.
- ✔ Continued our Community 7 DUI Task Force show which highlights issues in drinking and driving and spotlights community members who work in prevention and enforcement.
- ✔ Supported informational campaigns demonstrating dangers of underage drinking and drinking and driving during high school through our social media presence.

### **2023-2024 ISSUE #2: HIGHER RATES OF UNDERAGE AND ADULT DRINKING, AS WELL AS ADDICTION WHEN COMPARED TO THE REST OF THE NATION**

- ✔ Supported peer-to-peer social-norming campaigns targeting the misconception of the acceptance of high-risk behavior in young adults by supporting MSU-B Heroes in their social norming campaign TGIT: Thank Goodness It’s Friday.
- ✔ Facilitated partnerships between youth and adults in preventing underage drinking and high-risk behavior through partnership with the MSU-B police department.

### **2023-2024 ISSUE #3: ENFORCEMENT AND PROSECUTION OF DUIS AND OTHER DRUG AND ALCOHOL-RELATED OFFENSES**

- ✔ Continued to dialogue with legislators regarding the limitations of current laws, and potential ways to strengthen laws with several members taking an active role in bringing the recently failed legislation to revise current DUI laws in the State of Montana.
- ✔ Supported law enforcement through training, funding for overtime DUI patrols and other high visibility law enforcement, and state-of-the-art equipment.

## 2023-2024 ISSUE #4: LACK OF GOOD DATA ON EFFECTIVENESS OF PSAs & OTHER PREVENTION MEASURES TO DETER SEVERE IMBIBING AND IMPAIRED DRIVING

- ✔ DUI Task Forces throughout the State continue to struggle with the lack of good data on the effectiveness of PSAs.
- ✔ Our task force partnered with Sylvestri Customization to track our reach on social media. See Appendix for social media reports.

## 2023-2024 ISSUE #5: IDENTIFY AND CONNECT WITH YELLOWSTONE COUNTY RESIDENTS ON A LOCAL, MORE IMPACTFUL LEVEL

- ✔ Continued a driving social media campaign to connect with the Yellowstone County community on a local level through partnership with Sylvestri Customization. Conducted a DUI Education media campaign that attacks the issue of drunk driving by delivering impactful messaging to increase the appearance of enforcement, stress embarrassment, feature local trends and stats, and build awareness around fines and penalties.

### THE YELLOWSTONE COUNTY DUI TASK FORCE'S COMMUNITY PRESENCE INCLUDED BOOTHS AND/OR PRESENTATIONS AT:

- ALES FOR TRAILS
- BLUE LIGHT CEREMONY
- ANGEL TREE CEREMONY
- HOLIDAY PARADE

For our participation at Ales for Trails this year, we elected to provide water (recycling included) for the event.





# SUMMARY OF RFP REPORTS FROM JULY TO DECEMBER 2023

Organization	Funded	Actual \$ Spent	Equipment	Citations/Warnings	OT/Other
Montana Highway Patrol	\$3,000.00	\$684.03 23% of approved	N/A	8 DUI arrests 7 alcohol only 1 Drugs and alcohol 6 Suspended Driver license 13 Safety Belt 12 Uninsured Driver 1 Non-DUI Felony Arrest 6 Speed 2 Fugitive apprehended 1 Reckless driving 14 Other traffic 52 Other warnings	8 Total Shifts 43.2 Hours 37 Total Stops 226.9% Officer Productivity Rate
Laurel PD	\$5,000.00	\$4,259.49 85% of approved	3 PBTs and associated supplies	2 DUI arrests (alcohol only) Non-DUI arrest 4 Suspended DL 6 Uninsured driver 6 Speed citations 15 Speed warnings 9 Other traffic 72 Warnings other traffic violations 5 Other arrests	66 Hours 81 Total Stops
Billings PD	\$400.00.00	\$0 0% of approved	N/A	N/A	N/A
HEROES	\$425.00	\$143.48 36% of approved	N/A		
Probation & Parole	4,500.00	\$0 0% of approved	N/A		
Yellowstone County Sheriff's Office	\$3,000.00	\$2999.75 100% approved	6 PBTs and supplies		
<b>TOTALS</b>	<b>\$16,325.00</b>	<b>\$8,086.75</b> <b>50% of funded</b>	<b>9 PBTs and associated supplies</b>	<b>10 DUI arrests</b>	<b>109.2 Hours OT DUI Patrol</b> <b>118 Total Stops</b> <b>Total Stops</b>



# SUMMARY OF RFP PROJECTS IN PROGRESS

- 1. YELLOWSTONE COUNTY SHERIFF'S OFFICE**  
Provided funding for overtime DUI patrols.
- 2. BILLINGS POLICE DEPARTMENT**  
Provided funding for overtime DUI patrols.
- 3. LAUREL POLICE DEPARTMENT**  
Provided funding for overtime DUI patrols and new portable breathalyzer equipment.

ORGANIZATION	REQUEST	FUNDED	NEXUS TO DUI	PROJECT/ACTIVITY
<b>YELLOWSTONE COUNTY SHERIFF'S OFFICE</b>	\$3,000	\$2,750	DUI INTERDICTION	6 PBTs & Supplies
<b>MONTANA HIGHWAY PATROL</b>	\$3,000	\$2,750	DUI INTERDICTION	OT DUI Shifts & DRE Callouts
<b>LAUREL PD</b>	\$5,000	\$4,000	DUI INTERDICTION	OT DUI Shifts and 4 PBTs & supplies
<b>TOTAL</b>	<b>\$15,000</b>			



# INTERVENTION ACTIVITIES 2024-2025

## Issue #1: Availability and community acceptance of drugs, alcohol, marijuana, and prescription drug abuse

### Intervention Activities

Increase presence at community events where significant drinking is expected, along with promotion of alternative transportation such as Designated Driver program and Taxis.

Support alcohol-free alternative activities such as Graduation parties, Treatment Court client activities, and March Against Drugs and Violence.

Seasonal ad campaigns targeted during “drinking” holidays such as St. Patrick’s Day, Memorial Day, Fourth of July, Labor Day, and New Year’s Eve.

Conduct Angel Tree and Award of Merit Ceremony to honor victims and law enforcement officers.

Community 7 DUI Task Force Show which highlights issues in drinking and driving and spotlights community members who work in prevention and enforcement.

Support alternative forms of transportation to prevent impaired driving.

Support peer to peer social-norming campaigns targeting the misconception of the acceptance of high-risk behavior in young adults.

Support informational campaign demonstrating dangers of underage drinking and drinking and driving during high school.

### RFPs and Projects to Address Issues

Continue to expand presence on social media and include boosts into budget to ensure the message reaches more users and supports alternative transportation through RFP process.

Continue to support alternative activities through RFP process.

Continue ad campaigns, including Labor Day, Holiday, Memorial Day/Graduation utilizing television, radio and print.

Continue to conduct Angel Tree/Award of Merit ceremony in December.

Continue to fund the community access television programming and look for new dynamic guests to interview.

Continue to support MSU-B HEROES in their social-norming campaigns and support the March Against Drug and Violence.

Continue to target social media presence to underage populations.



## Issue #2: Higher rates of underage and adult drinking, as well as addiction when compared to the rest of the nation

### Intervention Activities

Support programs which decrease youth access to drugs and alcohol, such as Prescription Drug Take-Back programs, and high visibility alcohol enforcement.

Provide support to families struggling with substance abuse and develop program for early intervention of children at high risk of substance abuse or future DUI.

Support peer-to-peer social-norming campaigns targeting the misconception of the acceptance of high-risk behavior in young adults.

Facilitate partnerships between youth and adults in preventing underage drinking and high-risk behavior.

Provide support for at risk youth.

### RFPs and Projects to Address Issues

Explore partnerships with Montana Crime Prevention Coalition, Billings/Yellowstone County Drug Prevention Planning Committee and Yellowstone County Consortium for Safe and Drug Free Schools.

Provide funding through RFP process for DUI courts and Family Drug Court.

Continue to support MSU-B HEROES in their social norming campaigns and reach out to similarly organized student group(s) at Rocky Mountain College.

Invite members of college groups to attend monthly meetings of the Yellowstone County DUI Task Force and invite a student representative to sit as a full-voting member of the Task Force.



### Issue #3: Enforcement and prosecution of DUIs and other drug and alcohol-related offenses

#### Intervention Activities

Continue to dialogue with legislators regarding the limitations of current laws, and potential ways to strengthen laws.

Support law enforcement through training, funding for overtime DUI patrols and other high visibility law enforcement, and state-of-the-art equipment.

Reward community participation in DUI enforcement.

#### RFPs and Projects to Address Issues

Reach out to local legislators and invite each to attend either a monthly meeting or attend public events.

Support law enforcement training through RFP process.

Support funding for OT patrols through RFP process.

Support purchase of state-of-the-art equipment through RFP process.

Explore the possibility of DUI Safety Spot Checks.

Continue the RAID (Report Any Impaired Driver) Coin program to acknowledge DUI reporters for making reports and testifying at trial by presenting them with an honorary DUI Task Force coin.

### Issue #4: Identify and connect with Yellowstone County residents on a local, more impactful level

#### Intervention Activities

Initiate a driving social-media campaign to connect with the Yellowstone County community on a local level.

Maintain current efforts to raise awareness of DUI around the rodeo culture.

#### RFPs and Projects to Address Issues

Continue contract with Sylvestri Customization to conduct a DUI Education media campaign that attacks the issue of drunk driving by delivering impactful messaging to increase the appearance of enforcement, stress embarrassment, feature local trends and stats, and build awareness around fines and penalties.

# MEETING SCHEDULE 2024-2025

The Yellowstone County DUI Task Force meets the third Thursday of each month in the County Commissioners Board Room on the third floor of the Stillwater Building. The meetings begin at noon. The exception to this, in the month of December, we do not hold a regular business meeting but instead conduct the Angel Tree/Award of Merit Ceremony in the Courthouse Lobby.

## MEETING DATES:

- July 18
- August 15
- September 19
- October 17
- November 21
- December 19 - Angel Tree & Award of Merit Ceremony
- January 16
- February 20
- March 20
- April 17
- May 15
- June 19

## MEETING INFORMATION IS POSTED:

Yellowstone County DUI Task Force website [www.co.yellowstone.mt.gov/dui](http://www.co.yellowstone.mt.gov/dui)

Billings Gazette Calendar website [www.billingsgazette.com/calendar](http://www.billingsgazette.com/calendar)

# YELLOWSTONE COUNTY DUI TASK FORCE MEMBERSHIP LIST 2024-2025

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# BUDGET & CASH REPORT FY 2023

Cash	\$ 10,258.82
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Pending Requisitions:

Pending Receivables:

Adjusted Cash	\$ 10,258.82
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## Budgeted Items:

Outstanding RFP's	(17,250.00)
Contractor Agreement (12.21-11.22)	(4,515.30)
Sylvestri Customization	(2,000.00)
Remaining Administration Services	(750.00)
<b>Estimated Expenses</b>	<b>(\$24,515.30)</b>

<b>Estimated Ending Cash Balance</b>	<b>(\$14,256.48)</b>
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Outstanding:

For the Period: 1/1/22-6/30/22	Awarded	Remaining
Montana Highway Patrol	\$2,750.00	\$2,750.00
YCSO	\$ -	\$ -
Laurel Police Dept	\$4,750.00	\$4,750.00
Billings Police Dept	\$3,750.00	\$3,750.00
STEER Drug Court	\$6,000.00	\$6,000.00
	\$17,250.00	\$17,250.00



# PRELIMINARY BUDGET FY 2024-2025

## PRELIMINARY FY25 BUDGET DUI Fund - Expenditure Budget

Account	AMENDED FY23 BUDGET	FY23 ACTUAL	BUDGET FY24 ORIG	BUDGET FY24 AMEND	Through 3/31/24 FY24 ACTUAL	Requested FY25	Supplemental Requested
<b>OPERATING</b>							
2950.000.470.420190.210 OFFICE SUPPLIES	500	252	250	250	-	250	-
2950.000.470.420190.220 OPERATING SUPPLIES	1,000	1,542	1,250	4,250	3,706	1,500	250
2950.000.470.420190.336 PUBLIC RELATIONS	25,000	21,971	25,000	22,000	12,668	19,500	(5,500)
2950.000.470.420190.347 ADMINISTRATION SERVICES	1,500	1,500	1,500	1,500	750	1,500	-
2950.000.470.420190.370 TRAVEL/MOVING	1,000	-	-	-	-	-	-
2950.000.470.420190.380 TRAINING	1,000	-	-	-	-	-	-
2950.000.470.420190.397 ADMIN CONTRACT	24,000	25,050	25,800	25,800	17,523	27,881	2,081
2950.000.470.420190.398 CONTRACT: DUI ENFORCEMENT	30,000	18,304	30,000	30,000	8,368	20,000	(10,000)
<b>OPERATING TOTAL</b>	<b>84,000</b>	<b>68,619</b>	<b>83,800</b>	<b>83,800</b>	<b>43,015</b>	<b>70,631</b>	
<b>TOTAL</b>	<b>84,000</b>	<b>68,619</b>	<b>83,800</b>	<b>83,800</b>	<b>43,015</b>	<b>70,631</b>	

### OPERATING

2950.000.470.420190.210	OFFICE SUPPLIES	250
2950.000.470.420190.220	OPERATING SUPPLIES	1500
2950.000.470.420190.336	PUBLIC RELATIONS	19,500
2950.000.470.420190.347	ADMINISTRATION SERVICES	1,500
2950.000.470.420190.370	TRAVEL/MOVING	-
2950.000.470.420190.380	TRAINING	-
2950.000.470.420190.397	ADMIN CONTRACT	27,881
2950.000.470.420190.398	CONTRACT: DUI ENFORCEMENT	20,000
<b>OPERATING TOTAL</b>		<b>70,631</b>

# EVALUATION

The purpose of evaluation is to: 1) measure progress towards goals, 2) ascertain whether a process or program is working, and 3) to adjust activities accordingly. Evaluation results can also be used to promote the work of the task force in the community. Location-specific projects will offer both positive and negative feedback to adopt and modify better policies before implementation on a countywide basis or further distribution across the state.

The Yellowstone County DUI Task Force will evaluate three levels of outcomes: process outcomes, intermediate outcomes, and long-term outcomes.

## PROCESS OUTCOMES

- DUI Task Force Coordinator will keep records of attendance at meetings and business conducted at task force meetings through minutes.
- Task Force will track process outcomes for activities such as:
  - Number and demographics of people participating or impacted
  - Frequency of activities
  - Equipment purchased
  - Training facilitated
  - Funding leveraged

## INTERMEDIATE OUTCOMES

Connect with the Yellowstone County community in a more impactful way.

- Through Sylvestri Customization, the Task Force will utilize a myriad of measurements to assess the impact and effectiveness of its social media campaigns. Some of these reporting tools include overall number of impressions, number of interactions, comments, cost per engagement, and application downloads. We will also ask social media users to actively pledge to not drink and drive and will measure responses. We will use arrest reports and public surveys to measure the amount of recognition of the campaign and dangers of DUI.

## LONG-TERM OUTCOMES

Long-term outcomes will be measured using Montana Department of Transportation reports and location-specific data on any pilot projects implemented and monitored by members or representatives of the Task Force. Progress towards long-term outcomes will be examined annually.



# SUBMISSION OF STRATEGIC PLAN

The Yellowstone County DUI Task Force submits this Strategic Plan in accordance with statute and as requested by the Montana Department of Transportation. Attached to this plan is a spreadsheet that contains the proposed budget for 2023 fiscal year.

Brandon Ihde

Brandon Ihde (Jun 6, 2024 14:07 MDT)

Brandon Ihde, Chairman, Yellowstone County DUI Task Force

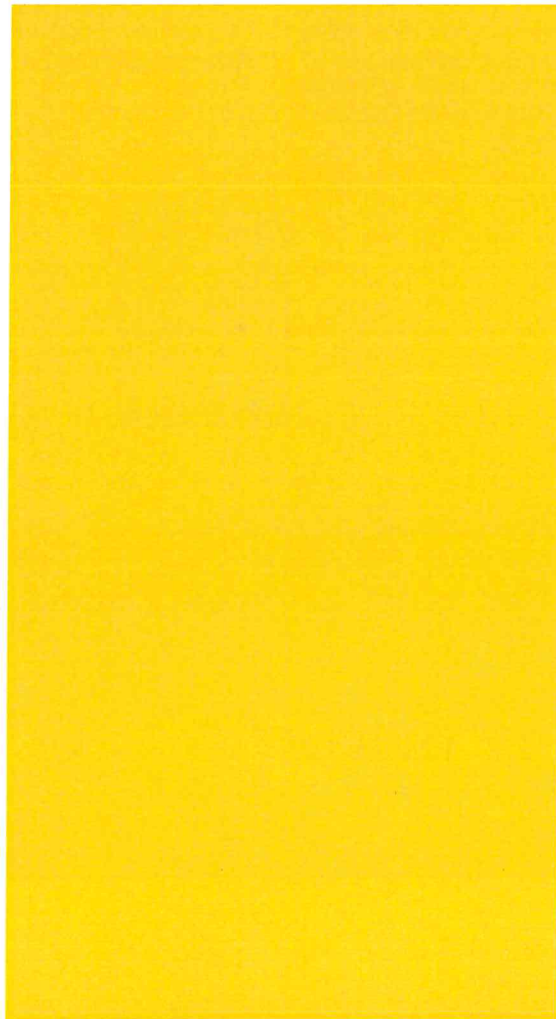
Darla Tyler-McSherry

Darla Tyler-McSherry (Jun 6, 2024 11:43 MDT)

Darla Tyler-McSherry, Coordinator, Yellowstone County DUI Task Force



# APPENDIX





# SOCIAL MEDIA REPORTS

## YELLOWSTONE COUNTY DUI TASK FORCE CASE STUDY



### Protecting Our Roads: Yellowstone County DUI Task Force Case Study

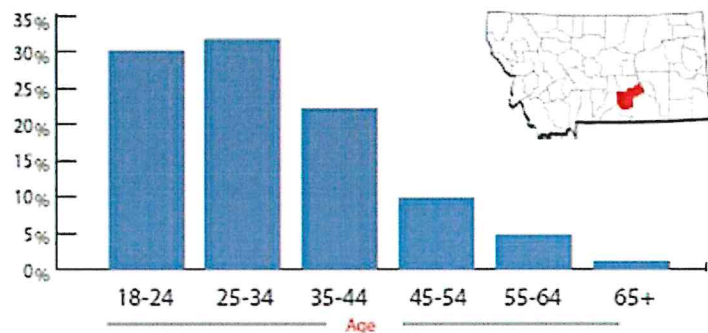
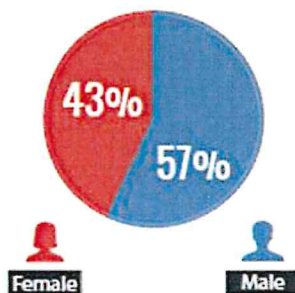
**Yellowstone County DUI Task Force** faces the daunting challenge of reducing impaired driving in the most populous county in Montana which has a notoriously high impaired driving rate. Many strategies have been implemented to curb the number of impaired drivers with great success. However, historically media and mass messaging has always had the inherent problem of tracking and realizing reach and true engagement of materials. That is when the Yellowstone County DUI Task Force jumped in with both feet and looked to harness social media marketing to improve Yellowstone County road safety.

#### Right Fit, Right Time, Right Message:

The Yellowstone County DUI Task Force partnered with Sylvestri Customization, a marketing firm specializing in impaired driving messaging and outreach. The goal was to increase the base of support, reach an audience who was at greater risk of impaired driving, and engage the audience with information that was both educational and behavior changing.

#### Audience and Demographic:

Not all drivers are created equal and our goal is to find, message, and engage with those individuals and demographics more likely to get behind the wheel impaired.



### Yellowstone County DUI Task Force Before and After Campaign Implementation

#### # of Messages:

27 VS 55

**105% Increase**

#### Before and After

#### # of reach :

12,715 VS 169,504

**1,233% Increase**

#### # of Engagements :

1,635 VS 11,109

**6,695% Increase**





# MORE THAN A COIN

## EFFECTIVE IMPAIRED DRIVING PREVENTION THROUGH COMMUNITY OUTREACH

**Overview:** Protecting our roads and eliminating impaired driving can't be done by one person, agency, or organization—it takes everyone working together. That was the sentiment that spurred the Yellowstone DUI Task Force to challenge and recognize citizens who help to do their part to keep impaired drivers off the road. That's how the RAID Challenge Coin Project started and has flourished in early implementation.

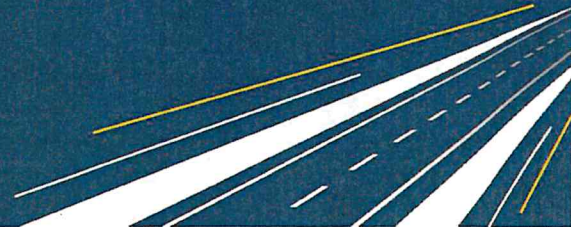
The program aims to highlight and recognize community members who take initiative to keep our roads free from impaired drivers by calling in a RAID Report (Report All Impaired Drivers). After a successful contact and citation, stemming from a RAID report, the DUI Task Force and Yellowstone County Law Enforcement recognize the individual with a custom DUI Task Force Challenge Coin.

### PROGRAM BENEFITS:

- Positive community relationship building
- Incentivize RAID reports
- Create community ownership of drunk driving prevention initiatives
- Increase community perception of patrol and the likelihood of being caught



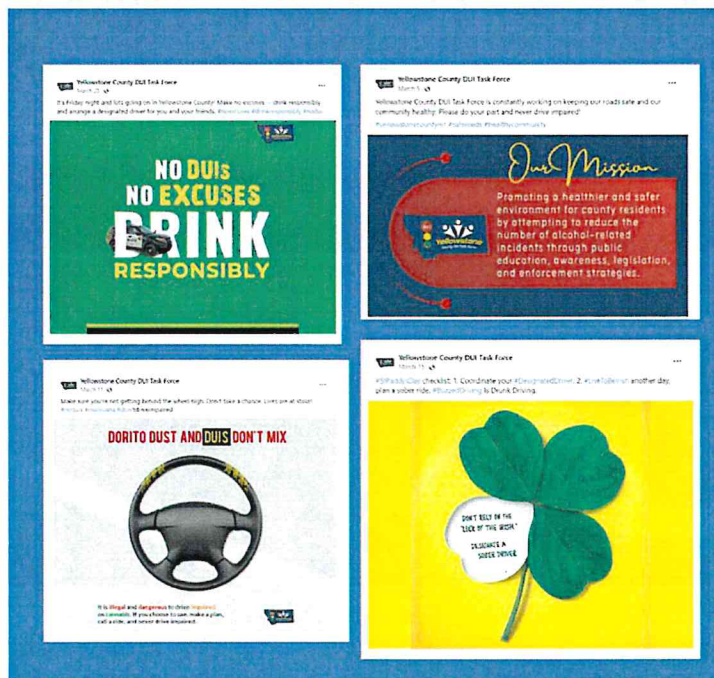
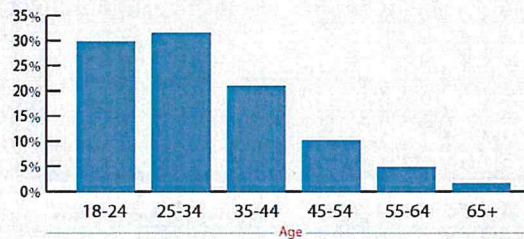
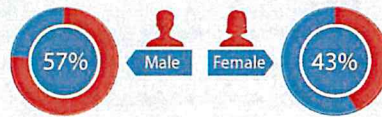
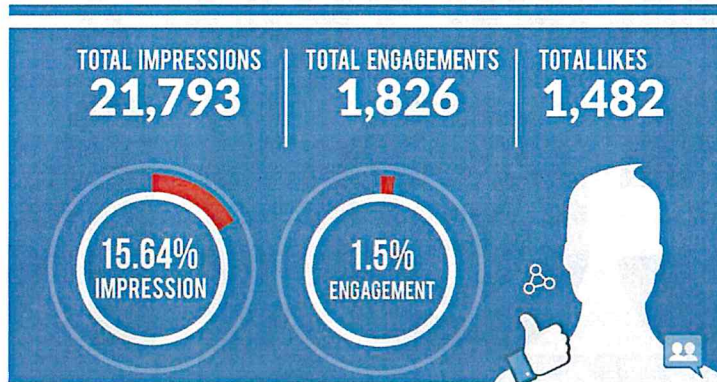
## "YOUR COMMUNITY, YOUR ROADS"





# YELLOWSTONE COUNTY DUI EDUCATION CAMPAIGN

3/1/2022 to 3/1/2022





# YELLOWSTONE COUNTY DUI EDUCATION CAMPAIGN

12/1/2021 to 12/31/2021

TOTAL IMPRESSIONS

25,024

TOTAL ENGAGEMENTS

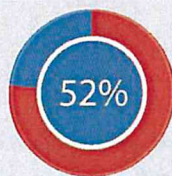
2,914

TOTAL LIKES

1,434

14.9%  
IMPRESSION

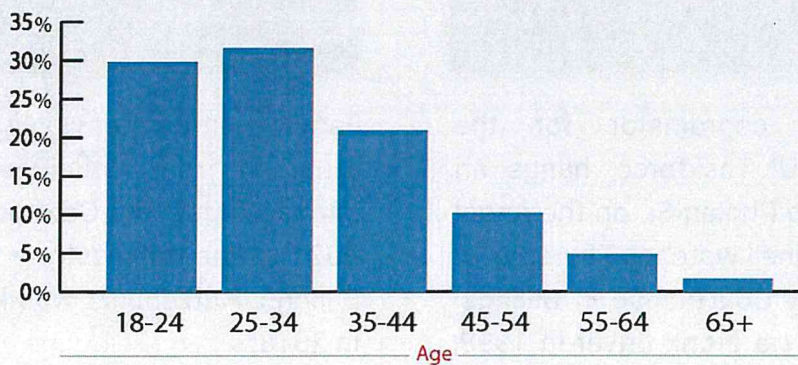
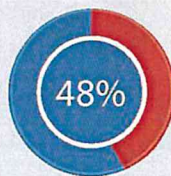
1.5%  
ENGAGEMENT



Male



Female





## IN THE NEWS

### PHOTOS: ANNUAL ANGEL TREE CEREMONY RECOGNIZES TWO DUI VICTIMS

Gazette Staff, Dec 18, 2020

The Yellowstone County DUI Task Force added two names to a plaque Thursday afternoon, recognizing people who have lost their lives to impaired drivers in the county.

The names of Haley Hutzenbiler and Gary Elmo Phelan, Sr. were added to the plaque in a small, limited-capacity ceremony at the Yellowstone County Courthouse. Hutzenbiler was killed by a drunk driver in 2018, and Phelan, who was killed by an impaired driver in 1998, was finally recognized in the ceremony after being listed as "unknown" until this year.

Following the Angel Tree Ceremony, awards of merit were handed out to law enforcement officers from multiple agencies in the county. Trooper Brennan Plucker of Montana Highway Patrol, county attorney Victoria Callender, Sgt. Harrison Gillen of the Yellowstone County Sheriff's Office, Officer Eric Schnelback of the Billings Police Department and Officer Jackson Booth of the Laurel Police Department were all recognized for their commitment and contributions to the task force.



Darla Tyler-McSherry, coordinator for the Yellowstone County DUI Taskforce, hangs an ornament for Gary Elmo Phelan Sr. on the Angel Tree as Cpt. Kent O'Donnell watches Thursday at the Yellowstone County Courthouse in Billings. Phelan Sr. was killed by a drunk driver in 1998, but his identity was listed as unknown by the Taskforce until this year.

RYAN BERRY, Billings Gazette



Family members of Haley Hutzenbiler accept an ornament from Darla Tyler-McSherry during the annual Angel Tree Ceremony Thursday, Dec. 17, 2020 at the Yellowstone County Courthouse in Billings. Hutzenbiler was killed by a drunk driver in 2018.

RYAN BERRY, Billings Gazette





Robert Lester of the Billings Police Department speaks during the annual Angel Tree and Award of Merit Ceremony in front of a limited audience Thursday, Dec. 17, 2020 at the Yellowstone County Courthouse in Billings.

RYAN BERRY, Billings Gazette



From left, Trooper Brennan Plucker, county attorney Victoria Callender, Sgt. Harrison Gillen, Officer Eric Schnelback and Officer Jackson Booth hold their awards of merit at the conclusion of a ceremony held by the Yellowstone County DUI Taskforce Thursday, Dec. 17, 2020 at the Yellowstone County Courthouse in Billings.

RYAN BERRY, Billings Gazette

## BILLINGS-AREA GROUP WORKING TO LOWER DUI CRASHES

Photo by: KTVQ

By: David Jay

Posted at 9:11 AM, May 22, 2021

and last updated 8:12 AM, May 22, 2021

It's a big problem that destroys lives in Montana.

According the Centers for Disease Control and Prevention, Montana ranks above the national average per capita for alcohol-impaired driving deaths.





The Yellowstone County DUI Task Force aims to change that for alcohol and drugs.

The group finished the first Big Sky Drug and Alcohol Symposium Friday at the DoubleTree by Hilton Hotel in Billings.

The plan was to have the symposium last year but because of COVID, it had to be canceled. So organizers brought it back this year.

And it was really important for the Yellowstone County DUI Task Force to bring this together and meet in person to talk about the issues for two days.

Lt. Robert Lester, Yellowstone County Sheriff's Office.

Photo by: KTVQ

"The focus that we put on was enforcement prevention and treatment," said Lt. Robert Lester of the Yellowstone County Sheriff's Office. "So the goal of the task force is to eliminate impaired driving incidents, specifically fatalities. The goal with this conference was to bring good training into Montana because you have to go to Washington, D.C., for national conferences, Nashville, things like that. But why not have one here in Billings, Montana, for our people."

Lester is also the chairman of the task force.

He said the symposium brought good information to the nearly 170 who attended.

"So this training here provides people with what to look for current drug trends," he said. "What's happening in our community and nationwide with the drug trends. Right now, (Dr. Karl) Citek is talking about how alcohol affects eye movements and why officers do the finger test. Things like that."







Dr. Karl Citek, Professor of Optometry at Pacific University.  
Photo by: KTVQ

And the lieutenant says dealing with DUIs is getting more challenging.

"Fighting impaired drivers is a challenge that we've been facing since the creation of alcohol and vehicles mixing together," Lester said. "I mean, we've already had people you know driving on the influence of methamphetamine, marijuana, alcohol but now with the legalization (of marijuana), we're planning to see a spike and impaired driving."

He said it's important to know how to plan ahead to avoid driving drunk.

"If you don't plan ahead, you go out, you start drinking, decision making changes," Lester said. "You decide to drive home. We want you to plan. If you know that you're going to do that and you have a plan in place, hey, my ride's here, it's 10 o'clock. I gotta go. It's time to go. We don't want you to get behind the wheel and drive it."

Lester said a lot depends on education, and that's the important part to teach people about the problems of drinking and driving under the influence.

He also says parents can be a big part of the teaching about impaired driving.

The symposium brought together those working in law enforcement, therapy and other professions dealing with drugs and alcohol.











# Yellowstone County DUI Task Force Strategic Plan\_24-25

Final Audit Report

2024-06-06

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