

12-2020

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Any is Too Many: Impaired Driving in Santa Cruz County

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September 13, 2020

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Abstract

Too many people operate vehicles under the influence in Santa Cruz County (SCC) because of recidivism. DUIs cost dearly in human and financial terms. Financial difficulties and stigma pose barriers to providing DUI services. Community Prevention Partners (CPP) resides under the Public Health umbrella of SCC's Health Services Agency. This Capstone Project represents an integrated effort to increase CPP's DUI secondary prevention efforts through its Alcohol Initiative workgroup. Through the Alcohol Initiative, CPP administers the DUI Resource Center (DUIRC), a community space to support DUI offenders around completion of their sentencing components. This project proposes to decrease the recidivism of DUI offenders through promotion of services offered at the DUIRC. Bi-lingual printed and digital promotional materials were created and disseminated to DUI related businesses and institutions throughout Santa Cruz County and through social media. The earliest numbers indicated a 41% increase in DUIRC contacts overall from June - November 2020 and that 23% of the contacts in October and November 2020 were a direct result of Capstone promotion, with a possibility that 51% of the Oct/Nov contacts were auxiliary capstone outreach related referrals through word of mouth, google searches, and outside referrals. Many opportunities for data analysis presented themselves during the capstone process. This project recommends further exploration of arrestee demographics and DUIRC client information and perhaps an expansion of the services available at the DUIRC into a hub for primary AND secondary DUI prevention.

Keywords: Collaborative Secondary Prevention, DUI, DUI Program Promotion

Community Prevention Partners of Santa Cruz County

“Santa Cruz Community Prevention Partners are dedicated to building a diverse community that promotes health and well being, and enhances youth and community safety through sustainable alcohol and drug prevention efforts.” (Community Prevention Partners, 2019)

Description and Purpose

Community Prevention Partners (CPP) serves Santa Cruz County, in its entirety, through Cannabis, Alcohol, Prescription Drugs and Tobacco Initiatives and Coalitions. As a division of the Health Services Agency of Santa Cruz County’s Public Health Department, CPP collects, analyzes, and operationalizes data regarding substance use prevention, with a focus on, but not limited to, initial prevention. Community members, contractors and County Employees of CPP convene monthly at the Executive Committee (EC) and Strategy Team (ST) meetings to collaborate mostly on planning and also: sustainability, capacity, publications, partnerships, evaluation, events, innovations, implementation, etc. Some current Cannabis Initiative activities include: producing cannabis impaired driving educational materials, devising advertising guidelines, assisting in compliance efficiency, and deciding zoning recommendations.

Throughout the planning, implementation, evaluation, and revision process of the programs offered by CPP, data from all sources is considered. When local data is unavailable, CPP partners with community programs to procure it or create the method of acquisition. For example, CPP’s Driving Under the Influence: Place of Last Drink (DUIPOLD) survey resulted from the need to know a DUI offender’s starting-to-drive intoxicated location. This data, collected in partnership with Janus of Santa Cruz, Encompass Community Services, and Applied Survey Research (ASR) from offenders sentenced to DUI education program, assists CPP in

identifying problem vendors, geographies, or circumstances from which impaired drivers originate:

Places Where Last Drink Was Taken

In 2019, 408² people convicted of DUI reported where they took their last drinks...

- In private residences – 41%
- At bars or restaurants – 44%
- Other locations – 15%

This information provides multiple “problem areas” and highlights service gaps to address with preventative measures.

The California Healthy Kids Survey (CHKS) informs a great portion of CPP’s Office of Traffic Safety grant application and implementation process. The trends of vape, tobacco and binge alcohol use among 5th, 7th, 9th, and 11th graders in SCC elementary, middle and high schools are of special focus, along with riding with an intoxicated driver or driving a car intoxicated. CHKS data regarding the perception status of risk, harm and accessibility reflects the atmosphere of the County’s laid-back attitude around substance use in general, leading to circumstances such as substance impaired driving.

Demographics/Community Served

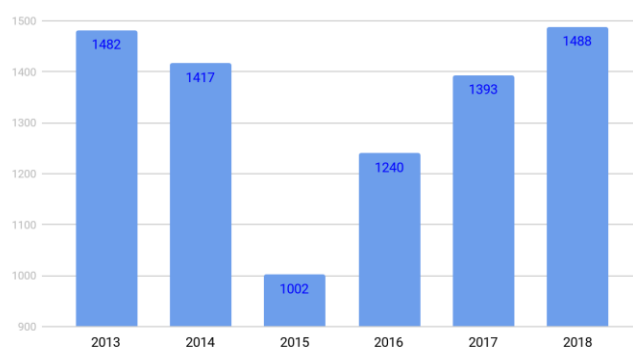
Community Prevention Partners (CPP) strives to serve the public health interests of the entire County. Metropolitan areas are impacted by impaired drivers and alcohol selling practices. Rural areas are affected by cannabis farming and less dense police enforcement. The medical community receives support around opioid prescribing practices and safe syringe exchange programs. Impaired driving remains a concern for senior citizens who likely have driving impairments such as prescriptions and physical disabilities, etc. The demographic for CPP’s work is Santa Cruz County, with various concentrations regarding age, race, and gender groups depending on the initiative in question. Tourism also contributes economically and in terms of population fluctuations.

Santa Cruz County is home to 274,255 people dominated by unincorporated area residents (48.8%) and white people (56.6%), with a median annual household income of \$107,117 (United Way & ASR, 2019). The Community Assessment Project (CAP) puts the under 35 population at 46.4% and households with languages spoken at home other than English at 34.4% (United Way & Applied Survey Research (UW & ASR), 2020). The well-documented economic disparities in Santa Cruz County play into the types of work CPP focuses on to some extent, but not to the extent where it will receive spotlight for the purposes of this paper.

Impaired Driving in Santa Cruz County

California law section 23152 (a) and (f) prohibits driving a vehicle under the influence of *any* alcohol or drug (California Legislative Information (CLI), 2016), a fact that's lost in translation of the magical 0.08% Blood Alcohol Content (BAC) cut off. Yes, the 0.08% exists and makes a conviction easier to get, however a DUI arrest is possible for sitting behind the wheel of a parked car (Supreme Court of California, 1991), and riding on personal transportation (bike, skateboard, scooter, etc.) under the influence of *any* alcohol or drug (CLI, 1999). According to the 2019 CAP, there were 1,488 adult DUI arrests in 2018, the highest it has been in 5 years and indicating 48.5% increase since 2015:

Santa Cruz County Adult DUI Arrests (UW & ASR, 2020)



This data includes DUI arrest for ages 18-69; the 18-21-year olds still considered minors for this purpose, with a zero-tolerance position required for conviction.

Once an offender has been convicted of DUI, their sentences vary by severity of circumstance, but most receive the order to participate in DUI education. The 2019 DUI/POLD survey included responses from 455 such DUI offenders, 66% of which were male, 38% were 21-29 years old, and 31% of which resided in Watsonville/Freedom.

Problem Description

Too many people operate vehicles under the influence of drugs and/or alcohol. Of those tested, 42% of all drivers killed in car crashes in 2018, tested positive for legal and/or illegal drugs (Office of Traffic Safety, 2020). Santa Cruz County (SCC) is the second worst in the state for deaths and injuries caused by drivers under the age of 21 and one third of the DUI convictions in SCC are the second or third for the recipients (Gumz, 2018). These and other facts make continued DUI prevention efforts necessary.

Contributing Factors:

Operating a vehicle in a chemically altered state impairs the ability to react to situations that arise during regular conduction. The National Institute for Drug Abuse (NIDA) proclaimed alcohol to be the #1 contributor to impaired crashes and that drivers' cannabis and opioid use double the likelihood of being in a crash (2019). Driving under the combined influence of alcohol and cannabis makes a fatal crash 14 times more likely than driving sober (Anderssen, 2018). Differentiating between alcohol and drug impaired driving could be construed as a contributing factor to rationalizing that drugged driving is separate from, or somehow less dangerous, than alcohol impaired driving. For the purposes of this paper, they are almost interchangeable, especially cannabis and alcohol because they are both legal and easy to obtain in Santa Cruz County. People do not start their day with the thought "Today's the day I drink/drug and drive." The conditions which lead to DUI are as varied as the offenders, however

over-serving, low risk perception and recidivism contribute greatly to California and Santa Cruz County DUI statistics.

Over Serving

Over-serving or providing alcohol to people who are already intoxicated happens at on- and off-sale alcohol serving establishments (bars/restaurants and liquor stores) and at social gatherings in homes. California’s Business and Professional Code 25602(a) makes the provision of alcohol to an obviously intoxicated person a misdemeanor (CLI, 1978). From 2018 to 2019, the DUIPOLD showed a 3% increase in the percentage of DUI offenders originating from bars or restaurants, as opposed to a 5% decrease in those drinking/using at private residences. Of the “other locations” for last drink before being arrested for DUI, “vehicle” and “state/local park” have topped the list, year after year (Applied Survey Research (ASR), 2019 & 2020). The DUIPOLD provides insight as to where the need for prevention efforts lie.

Year after year, bars in downtown Santa Cruz provide DUI offenders with their last drink before being arrested. Specifically, The Red Room, Blue Lagoon and MOTIV, according to ASR’s 2020 DUIPOLD survey results (see table at right), indicating a great need for outreach or training to said establishments, or other prevention efforts. People tend to walk from bar to bar

downtown, which adds to the difficulty of determining whether someone has had enough or too much to drink. Ultimately, it is up to the individual to monitor, plan and take appropriate precautions around drinking/using away from their ultimate post-imbibition destination.

	2017 DUI'S	2018 DUI'S	2019 DUI'S	TOTAL
The Red Room*	10	14	10	34
Blue Lagoon	7	1	7	15
MOTIV	1	2	5	8
Villager	0	1	5	6
Surf City Billiards Bar & Cafe	0	1	5	6
Rush Inn	1	2	3	6
Parish Publick House	2	2	2	6

Low risk perception

One's perception that they are going to be caught for operating a vehicle under chemical influence (which may dramatically lessen after imbibing) might be the most important indicator as to whether an individual actually does it. MacLeod et al. found that people arrested for driving while under the influence (DWI) in the United States represent only 1% of alcohol-impaired driving episode and went on to state: "Low exposure may be a limitation for impacting risk perceptions that one can be detected for drinking and driving;" in other words: "Nationally and at county-levels, only a quarter to a third perceive a risk of being caught for drinking and driving" (2017). The risk of being caught might even serve as an incentive in the minds of people likely to drink to excess, or otherwise engage in high-risk behavior.

Another problematic perception deals with people's view of self. Perceptions such as "being OK" to drive, or only imbibing a "little bit" before driving or some popular stereotypes around driving under the influence, while exaggerated, display popularly held beliefs: "I drive better when I'm loaded," "Beer before liquor, never been sicker; liquor before beer and you're in the clear," "Marijuana doesn't affect driving," "If I eat when I'm drinking, I'm fine," etc. *Of those US survey respondents who used cannabis*, 48% stated that driving under the influence of cannabis is "somewhat" or "very safe," 55% said they'd be comfortable as a passenger of a stoned driver, numbers which vary considerably from those of non-users (PSB, 2019). Low risk perception also applies to rationalizing or calculating one's body weight, timing of drinks/use, food eaten and tolerance, even though these are recommendations to drive safer. There are so many alternatives to operating a vehicle under the influence and so few reasons to do it.

Pairing these adult centric perceptions with youth specific perceptions provides clarity as to how the cycle of impaired driving perpetuates. Children learn how to be from adults. Data

trends from the Community Assessment Project (CAP) and the California Healthy Kids Survey (CHKS) show a county with an increasingly relaxed attitude around youth access and acceptability. The 2018 and 2020 CAP put community acceptance of providing alcohol and marijuana to persons under the age of 21 in their homes at 28.5% and 30.1%, and 19.6% and 21.9% respectively, showing a general upward trend over the 1st two years of this question's existence in the survey (UW & ASR).

In addition, youth perception of harm and numbers related to their DUI experiences numerically represent negative social role modeling in Santa Cruz County. Some data points from the 2018 CHKS report showed alarming amounts of youth engaging in or perceiving low risk associated with marijuana and alcohol related activities:

Activity	7th	9th	11th	NT
Driven after drinking/Ridden with a drinking driver	34%	10%	14%	25%
Marijuana fairly or very easy to obtain	31%	61%	72%	67%
Alcohol fairly or very easy to obtain	34%	57%	66%	58%
Current alcohol or drug use	11%	22%	30%	52%
Slight to no harm in smoking marijuana 1-2x/week	22%	36%	46%	64%

Youth and adult DUI related data indicates necessary perception shifts if Santa Cruz County hopes to reduce their DUI rates to the desirable 0.

Recidivism

In addition to overserving and perception, people who offend once are likely to offend again. Twenty-six-point three percent of SCC’s 2014 DUI convictions were 2nd, 3rd and 4th offenses (DMV, 2017). In California, 23%, 27% and 34% of 1st, 2nd and 3rd offenders, reoffended, also indicating an increasing likelihood of reoffending as the number of prior

offenses increased (DMV, 2017). In the 1st year post conviction, 3.4% and 4.1% of 1st and 2nd time SCC offenders, respectively, were arrested for another DUI and 6% of 1st offenders and 4.5% of 2nd SCC offenders were involved in subsequent DUI crashes (DMV, 2017). The consequences increase with each conviction and the likelihood of harm exponentially increases with each instance of DUI. A second time offender is 52.8% less likely to complete their court ordered education (DMV, 2017), indicating a sort of loss of hope or increased apathy towards consequences and possibly reflecting an increased likelihood of alcoholism in the repeat offender who does not alter their behavior in the light of continued negative results.

Consequences

Getting arrested is a consequence in and of itself. It is a shameful and traumatic event where the car is probably towed, someone might have gotten hurt or killed, property damage is the most likely outcome and the offender comes to in a jail cell, rehab facility (such as the Janus Sobering Center), or the hospital with the realization of their possibly lifelong legal, health, and emotional consequences. Costs associated with DUI are not limited to the impaired individual; they radiate out from the decision to imbibe and drive to the general population by way of economic and human cost.

Legal/Financial

An arrest, even without conviction, goes on an offender's criminal record forever, depending on which type of background check is performed. After a certain number of years, expungement of a conviction is possible, but all that does is place the sentence "this charge has been expunged by the courts," after the conviction is listed. Insurance rates go up as the offender is required to file an SR-22 form and undergo a somewhat humiliating "licensure hearing" with the DMV which results in driver's license suspension for a given amount of time. While the DUI

charge is “active” on the offender’s license (up to 10 years), they cannot get clearance for driving jobs, work with youth, school field trip chaperonage, certain volunteer organizations, etc.

Consequences of A First Time DUI Conviction in Santa Cruz:

- Fine of Approximately \$2,500
- License Suspension (6-10 Months)
- California SR22 Insurance Required for Restricted License
- Must Complete a Driving Under the Influence Program (3 Months or Longer For Higher BAC)
- 48 Hours To 6 Months in Jail Or In A Custody Alternative Program
(Gazipura, n.d.)

In addition to these types of legal censure, DUIs are EXPENSIVE. They can cost an offender jail/prison time (which the offender pays money for, to some extent), education costs,

PROGRAM	PROGRAM FEE	lawyer fees, unlimited restitution according to how much damage occurred, restitution to the city/county for emergency services rendered and so on and so forth. Janus 2020 DUI education costs (at left) vary with the level of offense, Blood Alcohol Content (BAC), judge’s order, etc.
Wet Reckless 6-Week	\$328	
3-Month	\$714	
6-Month	\$862	
9-Month	\$1075	
18-Month	\$1842	The physical or financial costs to an individual could

serve as great deterrents to offending and dollar amounts have been used as anti-DUI advertising campaigns.

Meta Impact

The general population absorbs some of the cost of DUIs. Mothers Against Drunk Driving (MADD) estimates that drunk drivers cost every American \$500 every year via medical costs, property damage, emergency medical services, legal expenses, lost productivity, congestion costs, and insurance administration (2020); “alcohol-involved crashes resulted in \$52.5 billion in economic costs in 2010, accounting for 22 percent of all crash costs... and accounted for 14 percent of property-damage-only crash costs, 17 percent of nonfatal injury

crash costs; and 48 percent of fatal injury crash costs (NHTSA, 2015). Whether directly or indirectly involved, DUI costs every American.

Human cost

Human cost refers not only to fatalities, but to the attempt to put a dollar amount on what a certain circumstance takes away from the human experience. Social grief, loss of life and quality of life years roughly fit into the National Highway Traffic Safety Administration (NHTSA) QALYs category which they put at an \$8,495,097 loss due to alcohol related crashes in their 2015 economic and social cost report. The NHTSA also calculated the entire social cost of alcohol related crashes to be \$593.56 billion, including the costs associated with 13,323 fatalities and 430,000 nonfatal injuries (2015). MADD reports that 29 people die, and 800 people are injured each day due to drunk driving (2020). There is no way to quantify the cost of fear, or grief or other emotional tolls that affect not only the people close to impaired driving consequences, but the people and institutions that those people encounter, and so on and so forth.

Barriers to Service Delivery

Driving under the Influence is 100% avoidable. Some of the things that contribute to the occurrence of DUI (or stand in the way of primary prevention), also make it hard to receive treatment once the DUI has occurred (secondary prevention). Cost, public complacency and stigma and/or denial stand between the people who need treatment and education and getting it.

Cost

Cost, discussed earlier as a consequence of impaired driving, also constitutes a significant barrier to participating in the completion of court ordered education programs as Santa Cruz Superior Court Judge Denine Guy stated: “Most folks do not have the money. When they don’t follow through, then what? It’s more fines or jail. To sanction poor people with fines and jail doesn’t make sense” (Gumz, 2018). Please see Janus education fees above, in the

Consequences: *Legal/Financial* section. In total, a DUI in Santa Cruz costs individuals an average of \$13,500, which includes vehicle impound fees, fines, attorney fees, auto insurance hikes and other penalties (McAllister, 2019). If people do not have the money to pay their tuition or fees, their driver's license remains suspended, and 50-75% of convicted drunk drivers continue to drive on suspended licenses (MADD, 2020). Thus deepening the pit and lengthening the ramp out of the pit.

Community perception

Just as adult and youth perceptions contribute to the DUI rates, does community perception constitute a barrier to lessening the amount of DUIs and keeping people from seeking help for their potential alcohol and/or drug problem increasing the likelihood of 1st offenses and recidivism. The national percentage of alcohol related crash fatalities has remained around 21% since 1997, a fact which has led experts to name public complacency as a barrier to breaking the stagnation (Fell, et al., 2016). Revitalized and innovative prevention efforts are needed to break the barrier of community perceived low priority or "low enough" prevalence of DUI.

Stigma/Denial

The stigma of attending an education group, counseling center or a 12 step meeting could keep offenders from fulfilling these court ordered obligations. Another aspect of this barrier has to do with the nature of addiction and alcoholism, which need not be such a scientific discussion. Experiencing consequences such as jail time around alcohol and/or drug use *could* indicate that someone might not be able to stop themselves from drinking or using more after they have taken the first drink or hit; one definition of having a Substance Use Disorder (SUD). This attitude of denial does not necessarily mean that offender is an addict/alcoholic, but also extends to people

experiencing arrogance, sitting in class, not paying attention, thinking “this is stupid,” or “I don’t need to be here, I just messed up,” etc.

Problem Model

Capstone Project Description and Justification

Capstone Project

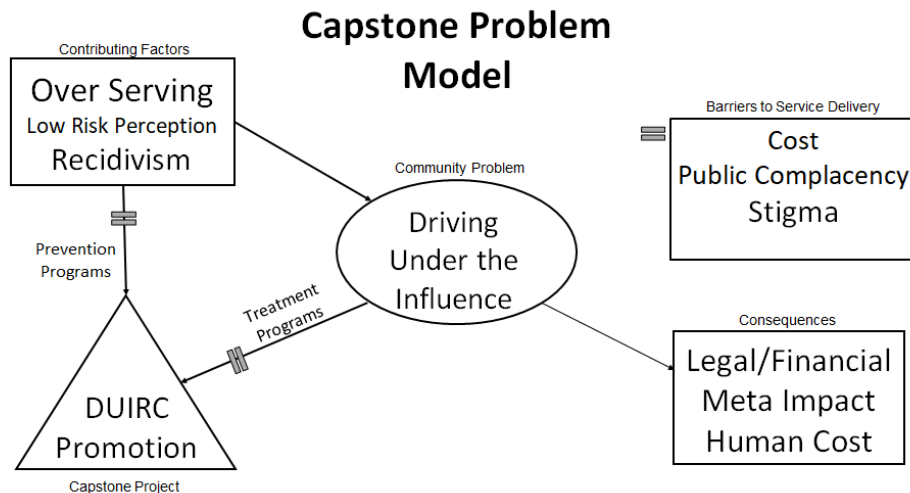
In order to break the cycle of recidivism, facilitate the healing of human cost, and mitigate the social grief caused by people driving under the influence, I propose to participate in the program promotion of the DUI Resource Center, in partnership with Janus of Santa Cruz and Breathe Easy Insurance. This project entails assessing the community for appropriate points of DUIRC promotion, creating partnerships with and conducting outreach to community DUI service providers, construction of multiple formats and types of advertising materials, and research around innovative outreach techniques. This collaborative effort required personal awareness, self-care, and time management in order to maintain the types of networking relationships necessary for efficacy.

Project Purpose

The Janus DUI Resource Center (DUIRC) resides between each DUI offender and their next offense,

offering

a



secondary prevention waystation. Participating in outreach and promotion of its services provides an opportunity to influence the perception of people who, for whatever reason, thought driving after imbibing a mind-altering chemical was a good, necessary, or low-risk idea. The DUIRC proposes to support offenders in the process of completing the tasks associated with DUI conviction, such as Ignition Interlock Device (IID) installation, education program enrollment, insurance requirements, etc., thereby decreasing recidivism of 2nd, 3rd and 4th time offenders.

Project Implementation

The DUIRC has yet to offer its services to a large percentage of Santa Cruz County (SCC) DUI offenders. This project conducted outreach and promotion, during the pandemic, to increase the reach of the recidivism reduction services offered by the DUIRC. Printed materials such as business cards, tear away flyers and postcards, and digital content such as social media posts and ads constituted the promotional materials created by this project and were printed by Invincible Youth, a contractor of SCC HSA. In order to effectively gauge the impact of program promotion and outreach, DUIRC staff agreed to notify this capstone project of how many offenders sought their services because of its printed and digital materials. A list of possible dissemination partners in the categories of Law Enforcement, Social Services, DUI Attorneys, Transportation, Government, CPP, Media and Healthcare (Appendix D) was formulated and contacted to determine those willing to provide DUIRC promotion materials to their clients.

The main stated purpose of the DUIRC, thus far, is to assist offenders in signing up for DUI programs, supporting offender navigation of post-DUI insurance coverage, providing information about drivers' license reinstatement, interlock ignition devices (Janus, 2020). The efficacy of the DUIRC in connecting offenders to these services needs to be closely monitored. This capstone proposes to increase community awareness of the services offered at the DUIRC

and utilize pertinent data to create effective partnerships and media campaigns to reduce DUI recidivism.

In order to implement efficacious monitoring and promotion, this Capstone will collaborate with CPP's program manager and program specialist, the CEO and advertising contractor of Janus, Health Service Agency professionals, Breathe Easy insurance, and the lone Janus employee manning the desk of the DUIRC, Bruce (Appendix B & C). The findings of this committee determined the steps and guidelines for program materials such as brochures, impact and quality assessments, and advertising directions, themes, branding types, effective layout, and outreach modalities. Data collected uncovered service gaps and provided an opportunity for the program to flex with its population. Funding for the Resource Center comes from Janus of Santa Cruz, Breathe Easy Insurance, and an Office of Traffic Safety grant, administered by the Health Service Agency of Santa Cruz County. The Scope of Work in Appendix A details the activities and timeline of this project.

Assessment Plan

This capstone received contact information and rates of DUI offenders from Janus and determined the current number of offenders who completed pre-enrollment with Janus through the DUIRC. The method of referral cited by each contact indicated the efficacy of the outreach and promotion conducted by this capstone. Tracking the services offered by and contacts of the DUIRC, assessment methods developed in accordance with funding requirements and with the evidence-based research this project hopes to expand.

The multitude of printed and digital materials created and disseminated by this project will increase utilization of the DUIRC's services. More offenders will become aware of the DUIRC as a "Free License Reinstatement Support" resource. Hopefully, in the small amount of

time before the end of this semester, the DUIRC will receive 20% more clientele due to the material created by this project. Bruce has already forwarded June, July, August and September 2020's numbers. October and November's numbers will reflect the initial impact of this campaign.

Expected Outcomes

Offenders who utilize the DUIRC's offerings will experience higher education enrollment rates and lower recidivism rates and experience a higher rate of court order compliance. Printed and digital promotion will increase community and DUI offender awareness of the DUIRC, which connects offenders to the resources deemed necessary by the courts. In order to prove the efficacy of printed materials created by this Capstone, referral type will be tracked. Clients indicating that they heard about the DUIRC due to materials printed by Community Prevention Partners will constitute the outcomes of the efforts detailed in the Project Implementation and Appendix A of this paper.

In June 2020, the DUIRC received 17 contacts from DUI offenders. If this Capstone can be considered successful (20% increase in contacts), there will be 21 contacts in November. The DUIRC did not track referral type until halfway through July 2020, however, after the initial team meetings in July, Bruce started to track client referral origination. After outreach begins, an increase in referral types associated with those outreach efforts (attorney referrals, word of mouth, and google searches) is expected to increase from 3 referrals in July to 7 referrals in November. When printed materials begin to circulate, at least 5% of the DUIRC contacts will be due to printed promotion in the 1st month and 10% in the 2nd month. The opportunities for collaboration and integration of services that are revealed through program implementation will also increase capacity and highlight areas of further service provision opportunities.

Project Results

COVID and the Santa Cruz County (SCC) wildfires created a large detour in many Community Prevention Partner (CPP) timelines, including the DUIRC objective and its supporting agencies' endeavors. Despite these major disasters and the limitations upon outreach endeavors they created, DUIRC service promotion efforts persisted. Printing of materials through the County contractor, Invincible Youth, was initiated early October. CPP staff is confident that the efforts of the partnership collaboration thus far have already increased the intake of DUIRC clientele by activating the imagination of the all the individuals involved and those agencies that the Capstone has reached out to already, and although they haven't responded with full participation (handing out printed materials), they have all agreed to refer clients to the DUIRC.

A total of 33% of all DUIRC contacts from June - November 2020 were made in October and November and 23% of these were a direct result of promotion created and disseminated by this Capstone Project. If the referral categories possibly affected by this Capstone (word of mouth, attorney referral, outside entity, and google search) are added to the definite referral by printed materials, this Capstone was potentially responsible for 74% of the DUIRC contacts in October and November (see Appendix F for raw contact data). DUIRC Facebook posts reached 83 people, and although no one indicated that they reached out to the DUIRC because of Facebook, these posts have the potential to increase community awareness in a difficult to measure way. This project's very early numbers indicate that printed promotional materials disseminated through the jail produced the most effective results.

Conclusion & Recommendations

The early results of this project indicate a very high rate of success in increasing the number of DUI offenders who receive support at the DUI Resource Center (DUIRC) through printed material dissemination and perhaps also through community outreach. I conclude that through continued efforts to increase the number of clients reaching out to the DUIRC, Community Prevention Partners and Janus of Santa Cruz have the potential to not only decrease DUI recidivism, but to expand to primary DUI prevention through deeper exploration of the data available. If the partners prioritize collection and analysis of information from agency partners and DUI offenders, expansion in any DUI prevention direction could happen: new surveys, actual education enrollment and provision, further collaboration with law enforcement in primary prevention, targeted community outreach, etc.

Personal Reflections

When I first read the Office of Traffic Safety (OTS) grant objective regarding the DUI Resource Center (DUIRC), I did not give it much thought; it was another working of Community Prevention Partners that I either would or would not eventually work on. The timing fell into place with an agency need and I stepped into a role that I was not completely comfortable with because the expectations changed several times, without warning, and defining my capstone project met with resistance at first. I immediately began conducting in depth research around Santa Cruz County DUI data (aided by the framework of this paper) and innovative outreach opportunities because of the pandemic's restrictions. I immediately learned that low risk perception around a multitude of DUI related behaviors turns the cycle which leads to recidivism; and that recidivism increases the likelihood of DUI related injuries exponentially.

This information excited me greatly because I had the opportunity to indirectly serve a very high-risk population through DUIRC promotion.

Almost at once, I set up a team planning meeting with the primary stakeholders of the DUIRC and got the opportunity to observe their collaboration, organization and how their interactions made up the population's service provision framework. Their open mindedness, professionalism, and confidence made a big impression and we all left that first meeting with optimism and task lists. That meeting took place on the 2nd of July and I didn't go to print until October 6th. During the interim period, I learned so much about what collaboration truly looks like in practice, how to hold space for collaborators, and the amount of preparation and research necessary to effectively coordinate resources.

Implementing the team wrought plans did not take very long, it was the back-and-forth revisions and editing that took time. Once I got the final draft approved, I printed and began implementing telephone outreach the same day. I also added the DUIRC's information to the County Drinking Driver programs website which is directly linked to the Superior Court's DUI information page, and coordinated the DUIRC's addition to 211's online database of County resources. The timeline of implementation taught me to thoroughly prepare for team meetings so as not to waste time, to actively listen during team meetings and to proactively utilize the information shared by implementation partners before reaching back out with questions.

Janus's CEO's main stated need was to increase the traffic through the DUIRC. The OTS grant objective required 100 people/year receive DUIRC services. Breathe Easy Insurance stated their stance as education disseminators, or insurance social workers. I needed to get something going so that I could gather data before my CSUMB deadlines. Through our collaborative

process, printed material dissemination stood out as the most plausible and big picture option to meet the most quantity of needs.

Watching the materials created from a successful collaboration, noticeably increase the number of DUI offenders seeking resources to deal with their circumstances tied so many educational and experiential experiences together. It truly boosted my self-confidence and skill level to participate in this process with so many professionals in my field. I contributed my passion, organizational and digital material creation skills, critical thinking, and sometimes leadership (which includes knowing when to step back) skills. Participating in the partnership between Janus and the Jail to reach more DUI offenders stands out as a major strength of all of the work we put into this project.

Collaboration with Janus proved extremely difficult in the earliest stages. Their HIPAA restrictions are very tight, their DUI Program Manager severely understaffed and almost impossible to get ahold of. Determination of DUIRC client compliance (actual enrollment in or completion of an education program) did not happen. Bruce requested access to, and still awaits, access to Janus' enrollment data in order to analyze what works and what does not, as far as his contact with DUIRC clients. Every obstacle we encountered paired nicely with solutions, through teamwork and shared resources including brainstorming activities.

This project seeks to address community perception of acceptability of driving under the influence. With printed material, social media and phone outreach, DUI prevention partners' awareness of inclusive support services, and the framework that underlies the DUIRC's approach, has the potential to leak out into their practices and thus, into the perception of those they serve and the people they touch, and so on. Participating in a holistic support structure creates ripples into how people conceptualize not only themselves, but their method of

interaction. With continued research utilizing the experiences and demographics of our service population, keeping in mind their social systems, the DUIRC could become a model institution towards inclusive service provision and community support. Curriculums based on the successes experienced here could contribute to the overall decrease in impaired driving and related fatalities.

For those of us who endeavor to positively impact our communities and the service structures supporting at risk populations, I implore you to re-envision your approach to people experiencing struggles. I ask that compassion and perseverance towards yourself represent a large portion of your practice in contribution. If we work to maintain our respectful self-awareness, our presence in the field of social service professes the culmination of systemic revolution and informed care. Self-doubt becomes a springboard for exploration and adventure. We heal a wounded society. We stand at the intersection of purpose and fulfillment. What we do matters.

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Appendix A

Scope of Work

Activities	Deliverables	Timeline/Deadlines	Supporting Agencies
DUIRC Partner Meeting (Appendix B)	Agenda, Introductions and Roles, Research, Grant Objective Review, Set Timeline, Distribute Tasks, Identify Partner Resources & Support	7/2/2020	Santa Cruz County (SCC), Janus, Breathe Easy Insurance, California Office of Traffic Safety (OTS)
DUIRC Partner Meeting (Appendix C)	DUIRC Check In, OTS Grant, Outreach Formats, Outreach Methodology, To Do	7/21/2020	Santa Cruz County (SCC), Janus, Breathe Easy Insurance
CADTP Webinar Series - Barriers to Driver’s License Reinstatement During COVID 19	Research for DUIRC service delivery strategy	7/22/2020	California Association of DUI Treatment Programs, Breathe Easy Insurance, Janus, SCC
Dissemination Partner Contact List (Appendix D)	Research, categorize, list, and contact possible dissemination partners	➔ Start: 8/19/20 ➔ Ongoing	SCC
Project Introduction Letter (Appendix E)	➔ Draft ➔ 2nd Draft ➔ Finalize ➔ Email out	➔ 8/21/20 ➔ 9/22/20 ➔ 10/6/20 ➔ 10/6//20	SCC
Online Outreach	➔ Get DUIRC on 211 ➔ Get DUIRC on SCC DUI Program Page	➔ 8/12/20 Done * ➔ 10/7/20 Done **	SCC, DUIRC, Janus, United Way, OTS,
Printed Material Design (Appendix E)	➔ 1st Draft ➔ 2nd Draft	➔ 8/17/20 ➔ 9/22/2020	SCC, Breathe Easy Insurance

	<ul style="list-style-type: none"> ➤ 3rd Draft ➤ Final ➤ Spanish Translation 	<ul style="list-style-type: none"> ➤ 10/5/20 ➤ 10/6/20 ➤ 10/6/20 	
Printed Material Dissemination (Physical)	<ul style="list-style-type: none"> ➤ Palo Alto Medical Foundation ➤ SCC Main Jail ➤ Community Outreach 	<ul style="list-style-type: none"> ➤ 10/14/20 ➤ 10/28/20 ➤ Ongoing 	Invincible Youth, SCC
Social Media Dissemination	Met w/County SM coordinator to calendar bi-weekly posts	➤ 10/19/20	SCC, Facebook, Instagram, Twitter
Digital Dissemination	<ul style="list-style-type: none"> ➤ Emailed Public Defender's Office ➤ Emailed Attorney Mike Rehm & Ben Rice's office 	<ul style="list-style-type: none"> ➤ 10/6/20 ➤ 10/6/20 	SCC
USPS Dissemination	<ul style="list-style-type: none"> ➤ Obtain access to DUI Arrestees' Mailing Addresses ➤ Send postcards to DUI arrestees 	<ul style="list-style-type: none"> ➤ 10/27/20 ➤ 11/2, 11/9, 11/16, 11/23, 11/30, and ongoing weekly on Mondays 	SCC, Janus of Santa Cruz, SCC Sherriff
OTS grant reporting	Obtain, organize and format grant deliverable data for state reporting	Quarterly	OTS, SCC

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Appendix B

Janus DUI Resource Center (DUIRC) Team Meeting 7/2/2020

Agenda

1. Introductions and Role at DUI Resource Center

- a. Tony Leyva - tony@breatheeasyins.com - Breathe Easy Insurance - SR22s and Ignition Interlock Device coordination
 - i. Part of DUIRC launch team
- b. Damon Jennings - Breathe Easy Insurance, damon@breatheeasyins.com
 - i. Public Safety
- c. Nora Villa - Nora_Villa@janussc.org - Janus DUI Program Manager
- d. Bruce Cline - bruce_cline@janussc.org - Janus DUI Resource Center
 - i. Enrollment Packets to walk ins and e-requests (email and website)
- e. Rudy Escalante Rudy_Escalante@janussc.org - CEO of Janus
- f. Mary Mason - Mary.Mason@santacruzcounty.us - SCC Prevention Program Specialist
- g. Brenda Armstrong - Brenda.Armstrong@santacruzcounty.us - SCC Prevention Program Manager
- h. Karena Brewington - karena.brewington@santacruzcounty.us - SCC Prevention Student Worker

2. OTS Grant & Support

- a. DUI Resource Center objective: “Implement Impaired Driving Resource Center, serving 200 clients, providing DUI System Navigator, Restricted Driver’s license education, pre enrollment to Drinking Driver Program, SR22 High Risk Driver Insurance, Ignition Interlock device education and scheduling for installment.
 - i. Mary - the # was reduced to 100.
- b. OTS Strategy: “Alcohol Screening and Brief Interventions and Ignition Interlocks will be implemented through the DUI Resource Center to reduce recidivism in repeat DUI offenders. This will be accomplished by engaging clients immediately after their DUI arrest. Strategies will include conducting a referral for alcohol screening, DUI education to change behaviors contributing to the problem, promotion and installation of Ignition Interlock devices, education to acquire SR22 insurance and restricted driver’s license requirements.”
- c. Requests for County support:
 - i. Method of tracking
 - ii. Help increasing referrals
 - iii. Assistance in remote services
 - iv. Solid plan on what needs to be done

- v. How to increase likelihood of referrals becoming enrollment
- vi. How to speed up offering of DUIRC services to offenders (closer to time of arrest)?
- vii. Support Bruce in outreach based on ODYSSEY report

3. Outreach and enrollment strategies

- a. Barriers:
 - i. Janus - 0 Marketing Budget
 - ii. Offenders: transportation
 - iii. Court can't refer one agency over another
- b. Advertising opportunities
 - i. Breathe Easy has an in-house marketing department
 - ii. Janus cannot advertise in official settings because the courts/attorneys cannot show favoritism for specific programs
 - iii. Search Engine Optimization (SEO)
 - iv. Promotional support from the State
 - 1. Link with OTS PIO
- c. Permission to enter the jail? - Rudy
- d. Social Media
 - i. Paid pushes
- e. Possible Partners:
 - i. CHP
 - ii. Sherriff (jails)
 - 1. Rudy to reach out to Paul Ramos
 - iii. Probation (Fernando)
 - iv. Friends Outside
 - v. Santa Cruz Neighbor
 - vi. Nextdoor
 - vii. Michael Rehm & Rick Gazipura
 - viii. DMV
 - 1. Good relationship here
 - 2. They run a DUIRC ad
 - ix. Attorneys (DA, Public Defender, etc.)
 - x. Santa Cruz County Superior Court
 - 1. Nora - have not reached out to SCCSC
- f. Innovative Outreach ideas?
 - i. City Council or virtual town hall
 - ii. Partner Trainings
 - 1. DMV
 - 2. Probation
 - 3. Law Enforcement

iii. PSA

1. Showcasing grant award/DUIRC

- g. Add DUIRC and hyperlinks to County DUI resource Page
- h. Alter existing advertising postcard to have the 3 available DUI education programs under the umbrella of the DUIRC as a resource hub

4. Tracking and Reporting numbers.

- a. DUIRC has been operating for 5 weeks.
 - i. Bruce tracks enrollment packets sent out
- b. Need to track IID installed
 - i. IID installation and recidivism rates
- c. Service tracking method?
 - i. Nora - courts send daily ODDYSEY report with previous day's DUI arrests
- d. Breathe Easy tracks SR22 insurance and IID installation

Appendix C

Janus DUI Resource Center (DUIRC) Team Meeting 7/21/2020

Attendance: Brenda (SCC), Bruce (Janus), Tony (Breathe Easy - video chat), & Karena (SCC)

DUI Resource Center – Bruce and Tony

1. Both rooms are Resource Center (One of the offices used to be Tony's Hub)
2. DUIRC Procedure (requests/referrals come through the phone, the Janus website and walk in):
 - a. Connect with clients and assess which services they need
 - b. Send out pre-enrollment packet, via docuSign,
 - c. Provide Breathe Easy's info if IID/SR22/Insurance needs are revealed (Breathe Easy discounts available to clients enrolled in Janus education program)
 - d. Janus completes the enrollment process (need access to these #'s, i.e. how many people who receive services through the DUIRC)
3. Three service centers in Santa Cruz for IID. Janus to provide the parking lot for install.
4. Nora is sending convictions w/DUI Education as a sentence as reported by Odyssey.

OTS Grant:

- "Serving" means people reached in any way - postcards sent, cards handed out, people who call in, reach on Social Media
 - Tracking: Enrollment packets/postcards/cards/flyers sent out, how to track after clients' interaction with the DUIRC is done.
 - Data: How many people who use the DUIRC's services complete their sentences/enrollment packets resulting in enrollment, recidivism rates of DUIRC participants as compared to non DUIRC participants in SCC

Outreach formats:

- Paid Google push (counts as social media push?)
- Radio/TV PSA spot
 - KPIG, KSCO, SCTV, etc.
- Jail
 - Poster w/cards
 - Sandwich board with cards
 - Bulletin/Cork board announcement
- Social Media
 - Karena to research social media efficacy and influencer training
 - Increase partnership with law enforcement and city social media sites
- Jail mail
 - Postcards
 - Karena to combine and distill existing postcard with DUIRC messaging in multiple versions palatable to differing audiences/venues
 - Cannabis Dispensaries
 - SCCSC
 - Probation
 - Alcohol Enforcement Officers
 - Sherriff, etc.

Outreach methodology:

- United Reporting provides the list/addresses of everyone arrested.
 - Tony believes DUI Resource Center has subscription to United Reporting, and will follow up with possible log in for the paid portions of this service
 - Bruce currently using Sheriff's arrest log
- Unofficial reporting from the DMV (Tony)

Possible Partners:

- Alcohol Enforcement Officers
- SCC Court, Sheriff, Public Health, SUD Treatment,
- Cannabis Dispensaries
- Defense Attorneys

To Do:

- Intake form – Create intake half sheet/add questions to Janus website ***where people are requesting information from, and how they have acquired the requirements they have already met** to get base numbers (where the majority of DUIRC clients are hearing about the DUIRC and where they are looking for and finding resources to meet their sentencing requirements).
 - Maybe a google sheet/for/survey monkey with the specific information we need to track? Is there a way for us to access Janus's information if they agreed to include these questions in their intake packet? Some people who call the DUIRC will not enroll, this is a gap. Is Bruce willing to notate in some way where the clients he is in contact with hear about the DUIRC/get services on their own?
 - Brenda - organic in the intake conversation to ask this question
- Excel spreadsheet to track both Are you aware of the following info and where did you find it? Added to intake info. - Bruce to request access to pertinent information from Janus and track this information through their system
- Nora and Rudy email DUIPOLD – Brenda, Access to share point to access database. Paul Ramos conversation, Bruce needs access to all databases that Nora has access to.
- Social Media push on Monday and Friday
- Interview SUD dept supervisor regarding outreach partnership with their service providers, how to connect with the Health Services Department and ideas around how/when to outreach to offenders. (Karena)
- Request a fillable version of the DUIPOLD from ASR. (Brenda)
- Call 211 to get the DUIRC on their list of services (Karena)
- Program promotion material creation (Karena)
 - Multiple versions for various outlets (court version and lay version)
 - One version will have OTS, Janus, Breathe Easy, OTS & SCC logos
 - IID = Breathalyzer
 - Basic info
 - Flyer, bulletin with tear away phone #s, sandwich board, etc.
- Reach out to Nora (Karena)
 - Is there a DUI counselor who visits the ER?
 - Tracking: what's being done now, what has been done in the past, which counties feed Janus's DUI program, is there any way to track which clients have been referred through the DUIRC?

Appendix D

Possible Dissemination Partner Contact List

Agency Type/Name	Street	City, State, Zip	Phone	Email	
Law Enforcement					
Sheriff (Administration)	5200 Soquel Avenue	Santa Cruz, CA 95062	(831) 454-7682	Dalissa.Escobar@santacruzcounty.us	
Sherriff (Jail)	259 Water Street	Santa Cruz, CA. 95060	(831) 454-7800	SHF.JailReceptionMB@santacruzcounty.us	
CHP (?) - PR Officer			Office of Community Outreach and Media Relations		
Alcohol Enforcement Officers	need more information		17		
Social Services					
Friends Outside	6116 Hwy 9	Felton, CA 95018	(831) 336-9387		
County Drunk Driving Program (SUDS)			(831) 454-4110		
Volunteer Center of Santa Cruz	1740 17th Ave	Santa Cruz, CA 95062	831-427-5070	volunteer@scvolunteercenter.org	

	349 Main St. Suite 208	Watsonville, CA 95076	831-722-6708	wats@scvolunteercenter.org	
Homeless Person's Health Project	115-A Coral St	Santa Cruz, CA 95060	(831) 454-2080	hphpreferral@santacruzcounty.us	
Diversity Center	1117 Soquel Ave.	Santa Cruz, CA 95062	(831) 425-5422	info@diversitycenter.org	
	P.O. Box 8280	P.O. Box 8280			
New Life Community Services	707 Fair Ave.	Santa Cruz, CA 95060	831-427-1007	office@newlifesc.org	
EDD	2045 40th Ave Ste B	Capitola, CA 95010	(831) 464-6286		
Lighthouse Counseling	200 7th Ave STE 150	Santa Cruz, CA 95062	(831) 621-2700	info@janussc.org	
Social Media					
Facebook					
Twitter					
Nextdoor					
IG					
DUI Attorneys					
Michael Rehm	101	Santa	(831) 431-	michaelrehm@	

	Cooper St	Cruz, CA 95060	0986	gmail.com	
John W. Thornton	303 Potrero Street, Suite 30	Santa Cruz, CA 95060	831-426-5800 or 831-566-4357	thorntonlaw@me.com	
Rick Gazipura, Attorney	4665 Scotts Valley Dr	Scotts Valley, CA 95066	(831) 515-8806	info@duisantacruz.org	
	101 Cooper St #309	Santa Cruz, CA 95060	(831) 226-1398		
Ben Rice	331 Soquel Ave #201	Santa Cruz, CA 95062	(831) 425-0555	benricelaw@gmail.com, tdluxon@gmail.com	
Stephen LaBerge	303 Water St Suite 10	Santa Cruz, CA 95060	(831) 426-9232	https://www.labergelaw.net/contact-us	
David Fox	331 Soquel Ave	Santa Cruz, CA 95060	(831) 423-6100	https://www.felonydefenders.com/contact/#contact-form	
Paul Meltzer	740 Front St, Unit 325	Santa Cruz, CA 95060	(831) 426-6000	paul@paulmeltzerlaw.com	
Page, Salisbury & Dudley	605 Center St	Santa Cruz, CA 95060	(831) 429-9966	mbassano@psdlaw.com	
Alternative Transportation					

Santa Cruz METRO Administrative Offices	110 Vernon Street	Santa Cruz, CA 95060	(831) 420-2550	https://www.scmtd.com/en/far/es/customer-service/customer-service-report	
Downtown Metro Station	920 Pacific Ave	Santa Cruz, CA 95060	(831) 425-8600	outreach@scmtd.com	
Cavallaro Transit Center (Scotts Valley)	246 Kings Village Rd	Scotts Valley, CA 95066	(831) 425-8601	busads@scmtd.com	
Capitola Mall Transit Center	1855 41st. Avenue	Capitola, CA 95010	(831) 425-8601		
Watsonville Transit Center	475 Rodriguez Street	Watsonville, CA 95076	(831) 425-8601		
Spokesmans	231 Cathcart St	Santa Cruz, CA 95060	(831) 429-6061	https://www.spokesmanbicycles.com/about/contact-us-pg200.htm	
A Bicycle Trip	1001 Soquel Ave	Santa Cruz, CA 95062	831-427-2580	info@bicyclertrip.com	
	3555 Clares St, Suite T	Capitola, CA 95010	831-226-5050	info@bicyclertripcapitola.com	
Bicycle Church	703 Pacific Ave	Santa Cruz, CA 95060	(831) 425-2453	thebikechurch@gmail.com	
Watsonville Cyclery	25 E 5th St # 101,	Watsonville, CA	(831) 724-1646	http://www.watsonvillecyclery.com	

		95076		com/contact.html	
Epicenter Cycling	8035 Soquel Dr	Aptos, CA 95003	(831) 662-8100	contact@epicentercycling.com	
	1730 Mission St.	Santa Cruz, CA 95060	(831) 423-9000		
Lyft					
Uber					
Village Taxi and Transportation			(831) 685-8294		
Capitola Taxi Cab Co.			(831) 475-3232		
Government					
Probation	303 Water Street	Santa Cruz, CA 95060	831-454-2150	prb.info@santacruzcounty.us	
	Post Office Box 1812	Santa Cruz, CA 95061-1812			
San Jose DMV Driver Safety Office (Handles SC License Enforcement)	90 Great Oaks Blvd.	San Jose, CA 95119	(408) 229-7129	info video: https://youtu.be/6mJWQetiMn0	
Capitola DMV	4200 Capitola	Capitola, CA	(800) 777-0133		

	Road	95010			
District Attorney	701 Ocean Street, Rm. 200	Santa Cruz, CA 95060	(831) 454-2400	dao@co.santa-cruz.ca.us	
Public Defenders	2103 North Pacific Avenue	Santa Cruz, CA 95060	(831) 429-1311	https://www.scddefenders.com/contact	
	315 Main Street Suite 203	Watsonville, CA 95076	(831) 426-2656		
City Council/Town Hall	809 Center Street, Room 10	Santa Cruz, CA 95060	831-420-5020	citycouncil@cityofsantacruz.com	
SCC Superior Court	701 Ocean Street	Santa Cruz, CA 95060	(831) 420-2200	criminalinfo@santacruzcourt.org	
	1 Second Street	Watsonville, CA 95076	(831) 786-7200	trafficinfo@santacruzcourt.org	
Partners					
PVPSA		Santa Cruz, CA 95062	(831) 454-7682	Dalissa.Escobar@santacruzcounty.us	
United Way		Santa Cruz, CA. 95060	(831) 454-7800	SHF.JailReceptionMB@santacruzcounty.us	
Alcohol Initiative Members	Various	Various	At Right	At Right	

Treehouse (Benjamin Almillo)	3651 Soquel Drive	Soquel, CA 95073	(831) 471-8289 or (831) 419-0363	balamillo@santacruzcoe.org	
Media					
KPIG	1110 Main St. Sweet 16	Watsonville, CA 95076	831-722-9000	LRoberts@radiomontereybay.com	
KSCO	2300 Portola Dr.	Santa Cruz, CA 95062	831-475-1080	Rosemary Chalmers: rosie@ksco.com; or Michael Olson: mo@ksco.com	
CTV	325 Soquel Ave.	Santa Cruz, CA 95062	831 425 8848	info@communitytv.org	
Boulder Creek Community Radio	13200 Hwy 9	Boulder Creek, CA 95006	(831) 703-4420	https://kbcz.org/contact-us/	
KZSC	1156 High St.	Santa Cruz, CA 95064	(831) 459-2811	promotions@kzsc.org; program@kzsc.org;	
Santa Cruz Sentinel	324 Encinal St.	Santa Cruz, CA 95060	831-423-4242 or 831-706-3201	ivance@santacruzsentinel.com	
Healthcare					
Dignity Health ED	1555 Soquel Dr.	Santa Cruz, CA	(855) 399-8824	https://www.dignityhealth.org/c	

		95065		ontact-us	
Dignity Urgent Care	1820 41st Ave., Suite C	Santa Cruz, CA 95010	(831) 684-7611		
PAMF - Main					
Emeline Clinic	1080 Emeline Ave.	Santa Cruz, CA 95060	(831) 454 - 4100		
Integrated Behavioral Health					
	1430 Freedom Blvd.	Watsonville, CA 95076			
Santa Cruz Women's Health Center	250 Locust Street	Santa Cruz, CA 95060	(831) 427-3500		
East Cliff Family Health Center	21507 E Cliff Dr.	Santa Cruz, CA 95062	(831) 427-3500		
Watsonville Hospital	75 Nielson Street	Watsonville, CA 95076	831-724-4741	info@watsonvillehospital.com	
Drs on Duty	615 Ocean Street	Santa Cruz, CA 95060	(831) 425-7991	https://doctorsonduty.com/contact/	
	6800 Soquel Drive	Aptos, CA 95003	(831) 662-3611		
	1505 Main Street	Watsonville, CA	(831) 722-1444		

		95076			
Santa Cruz Women's Health Center		Street	City, State, Zip	Phone	Email

Appendix E
Janus DUI Resource Center (DUIRC)
Promotional Materials:
Program Introduction Letter

Dear Santa Cruz County DUI Prevention Partner:

Thank you for all the work you do to keep our community safe! This year has been especially trying for those of us in the public service sector. Life seems so uncertain right now, and priorities shift on a minute-to-minute basis as our community faces each new challenge with unity and fortitude. One outcome of uncertain times is the rise of liquor sales and DUIs. After a DUI arrest occurs, offenders are responsible for completing a multitude of tasks in order to safely get back on the road. Public health can depend on the percentage of court ordered tasks completed by DUI offenders.

Santa Cruz County's partnership with the California Office of Traffic Safety strives to continue public safety work through promotion of the services offered to help DUI offenders complete their court ordered tasks at the DUI Resource Center (DUIRC), located at 4245 Capitola Road, Suite 202. Our current efforts take the form of printed and digital material with the DUIRC's contact and location information, with the services offered, to distribute through your various outlets (branches, offices, busses, ad screens, bulletin boards, forums, etc.).

We ask that you join us in our efforts to get the message out so that DUI offenders are able to take advantage of these services by posting these outreach materials in highly visible public places at your business. Together, we can positively impact public safety in Santa Cruz County while helping DUI offenders get the support they need to get back on the road.

We will be delivering printed materials in the form of bi-lingual flyers, business cards, and postcards to all dissemination partners in the coming month.

Thank you for all that you do,
Karena Brewington

Appendix E
Janus DUI Resource Center (DUIRC)
Promotional Materials:
Print and Digital Materials

Santa Cruz Community TV Ad



Postcard



Courtroom Ad



Appendix F
Janus DUI Resource Center (DUIRC)
Raw Contact Data

Date of Contact	Initials	Pre-Enrollment Sent?	Pre-Enrollment Completed ?	How heard about DUIRC?		
6/10	R.I.	Yes	Yes	NA		
6/10	J.S.C.	Yes		NA		
6/10	E.B.	Yes		NA		
6/10	K.W.	Yes	Yes	NA		
6/12	C.S.	Yes		NA		
6/12	C.M.	Yes		NA		
6/15	C.W.	Yes		NA		
6/15	B.L.	Yes		NA		
6/18	R.R.	Yes	Yes	NA		
6/23	J.F.	Yes	Yes	NA		
6/24	R.G.	Yes - bad email		NA		
6/24	K.R.	No - duplication		NA		
6/24	R.O.	Yes		NA		
6/24	L.D.	Yes	Yes	NA		
6/25	E.M.	Yes	Yes	NA	Pre-Enrollments completed:	7
6/29	D.L.	Yes	Yes	NA	Pre-Enrollments sent:	16
6/29	C.B.	Yes		NA	June Total Clients:	17
7/1	L.E.	Yes	Yes	NA		
7/1	J.S.	Yes	Yes	NA		
7/6	A.D.	Yes	Yes	NA		
7/9	L.H.	Yes	Yes	NA		
7/15	J.S.	Yes		NA		

7/20	V.M.	Yes	Yes	NA		
7/20	K.W.	Yes	Yes	NA		
7/20	R.L.	Yes	Yes	Website		
7/20	P.P.	Yes	Yes	Website		
7/20	E.T.	Yes		Website		
7/20	A.W.	Yes	Yes	Website		
7/22	R.G.	Yes	Yes	Website		
7/27	Q.S.	Yes		Website		
7/27	R.R.	Yes	Yes	Website	DMV:	1
7/28	N.R.	Yes	Yes	Website	Word of Mouth:	1
7/28	A.M.	Yes	Yes	Website	Google:	1
7/29	D.R.	Yes	Yes	WOM	Janus Website:	10
7/29	J.B.	Yes		Website	Pre-Enrollments Completed:	14
7/29	C.W.	Yes		Google	Pre-Enrollments Sent:	20
7/29	L.L.	Yes		DMV	July Total Contacts:	20
8/3	R.S.	Yes	Yes	WOM		
8/3	C.R.	Yes	Yes	Website		
8/4	K.B.	Yes	Yes	WOM		
8/4	D.J.	Yes		Google		
8/5	C.E.	Yes	Yes	Google		
8/6	C.R.	Yes	Yes	Prior Client		
8/10	S.R.	Yes		WOM		
8/10	D.G.	Yes	Yes	Google		
8/13	P.M.	Yes	Yes	WOM		
8/17	B.T.	Yes	Yes	Google		
8/17	V.M.	Yes		DMV		
8/18	M.H.	Yes	Yes	Google		
8/20	B.B.	Yes	Yes	Google		
8/20	E.S.	Yes	Yes	Prior Client	Prior Client:	4

8/24	F.C.	Yes		Atty Referral	Atty Referral:	1
8/24	S.G.	Yes		Website	DMV:	1
8/26	C.W.	Yes	Yes	Website	Word of Mouth:	4
8/26	G.G.	Yes		Google	Google:	9
8/31	J.R.	Yes		Google	Janus Website:	3
8/31	E.Z.	Yes		Google	Pre-Enrollments Completed:	12
8/31	J.B.	Yes		Prior Client	Pre-Enrollments Sent:	22
8/31	M.P.	Yes		Prior Client	August Total Contacts	22
9/2	T.M.	Yes	Yes	Atty Referral		
9/2	M.M.	Yes	Yes	Google		
9/3	K.B.	Yes		Court Form	Prior client:	2
9/8	G.H.	Yes	Yes	WOM	Court Form:	1
9/9	J.W.	Yes	Yes	WOM	Atty Referral:	1
9/14	M.C.	Yes	Yes	WOM	Outside Referral:	1
9/15	J.B.	Yes		Google	DMV:	0
9/16	R.A.	Yes	Yes	Outside Referral	Word of Mouth:	4
9/21	N.G.	Yes		Prior Client	Google:	4
9/21	J.A.	Yes		Google	Janus Website:	0
9/23	W.L.	Yes	Yes	WOM	Pre-Enrollments Completed:	8
9/28	M.B.	Yes	Yes	Google	Pre-Enrollments Sent:	13
9/30	K.S.	Yes		Court Form	September Total Contacts	13
10/5	R.A.	Yes	Yes	Atty Referral		
10/6	S.B.	Yes	Yes	Google		
10/6	K.L.	Yes		WOM	Atty Referral:	2
10/7	C.R.	Yes		Website	Court Form:	2
10/8	T.L.	Yes	Yes	Website	DMV:	1

10/12	M.L.	Yes	Yes	DMV	Word of Mouth:	2
10/13	A.B.	Yes		Court Form	Google:	2
10/13	E.G.	Yes	Yes	Court Form	Janus Website:	2
10/14	A.J.	Yes		Atty Referral	Pre-Enrollments Completed:	6
10/27	M.O.	Yes	Yes	Google	Pre-Enrollments Sent:	11
10/28	S.I.	Yes		WOM	October Total Contacts	11
11/2	D.B.	Yes	Yes	Outside Referral		
11/3	D.U.	Yes		Google		
11/3	L.O.	Yes	Yes	WOM		
11/3	G.B.	Yes		Prior Client		
11/4	K.N.	Yes	Yes	Jail Card		
11/9	C.L.	Yes		Atty Referral		
11/9	D.C.	Yes	Yes	Jail Card		
11/9	A.S.	Yes	Yes	Court Website		
11/13	K.O.	Yes		WOM		
11/19	M.C.	Yes	Yes	Jail Card		
11/19	A.O.	Yes	Yes	Court Form		
11/19	H.D.	Yes	Yes	DMV	Atty Referral:	1
11/23	K.S.	Yes	Yes	Court Form	Prior Client:	2
11/23	C.M.	Yes		Court Form	Court Form:	1
11/23	J.A.	Yes	Yes	Google	Outside Referral:	3
11/24	H.B.	Yes		WOM	Court Website (Capstone):	1
11/24	I.M.	Yes		Jail Card	Jail Card (Capstone):	7
11/25	C.D.	Yes		Google	DMV:	1
11/25	C.L.	Yes		Google	Word of Mouth:	4
11/30	J.S.	Yes		Jail Card	Google:	4

11/30	M.H.	Yes		Outside Referral	Janus Website:	0
11/30	E.M.	Yes		Jail Card	Pre-Enrollments Completed:	10
11/30	C.D.	Yes		Jail Card	Pre-Enrollments Sent:	24
11/30	A.D.	Yes		WOM	November Total Contacts	24