

**CALIFORNIA HIGHWAY PATROL
IMPAIRED DRIVING TASK FORCE
EDUCATION AND PREVENTION SUBCOMMITTEE
MEETING MINUTES**

**January 24, 2019
4920 Lang Avenue
McClellan, CA 95652**

MEMBERS PRESENT

American Automobile Association – Anita Lorz
Bureau of Cannabis Control – Lori Ajax
Ceres Strategies – Elizabeth Ashford
Department of Motor Vehicles – Veronica Bowie
Office of Traffic Safety – Camille Travis
Rocker’s Against Drunk Driving – Erin Meluso
Ventura County Behavioral Health – David Tovar

MEMBERS ABSENT

Friday Night Live – Jim Kooler

GUESTS

Rocker’s Against Drunk Driving – Lindsey Peters

CALIFORNIA HIGHWAY PATROL STAFF ASSIGNED TO ASSIST

California Highway Patrol – Sergeant Glen Glaser, Officer Eric Stayer, Associate Governmental Program Analyst (AGPA) Rhonda Myers, AGPA Vanessa Martinez

INTRODUCTIONS

The group began with introductions including who they are, what they do and why they choose the Education and Prevention Subcommittee.

Public Comment

No members of the public attended.

GENERAL ROUND TABLE DISCUSSION

The group discussion started with an interest in what was happening at the Office of Traffic Safety (OTS). Ms. Camille Travis expressed that OTS found a lot of grants were Impaired Driving Task Force
Education and Prevention Subcommittee

overlapping and/or duplicating another one making OTS take a harder look at the grants that are being awarded. There is a new campaign Go Safely California which includes distracted driving; impaired driving; and pedestrian and bicycle safety. The OTS is also looking at how to make a better impact using social media to convey messages. The major obstacle is funding.

Ms. Lindsey Peters brought up the California Blue Print Report. Ms. Travis reported it has not yet been approved and is currently with the new governor.

Ms. Peters brought up the topic of education for the dispensaries. Ms. Travis informed the group that dispensaries are being educated. Ms. Travis spoke about looking at the State Highway Safety Plan (SHSP), Challenge Area One; the Driving Under the Influence (DUI) of Drugs; and what assessment has Colorado done, including what worked and what did not work. For the most part, states are waiting on what will happen in California.

Ms. Elizabeth Ashford spoke about the importance of education for the travel and tourism industry, and what is being done to educated visitors; and educating parents to teens.

Ms. Erin Meluso inquired about if cannabis rules vary from city and counties. Ms. Anita Lorz explained they are state laws that all counties and cities follow, unless they pass their own ordinances.

Mr. David Tovar informed the group that Ventura is about to pass a city ordinance for home delivery services for cannabis, including informational material so consumers understand the risks of driving while impaired, youth access, and an education component.

Ms. Ashford spoke about making sure the right audience and forum are used to educate the people of California. Mr. Tovar spoke about the importance to find what works well for educating the public and reduces impaired driving. The Responsible Beverage Sales Training reduces the number of occurrence and could possible work with cannabis.

The group spoke about disseminating responsible and consistent messaging to the public so they do not vary from city to county, and making sure the target audience is being reached.

Mr. Tovar inquired about what else is being done to prevent drunk driving that is not funded by California Highway Patrol (CHP) or the OTS. Mr. Tovar also wanted to find out what has been presented, whether passed or failed, through legislation.

The subcommittee agreed the first topic to discuss is the current work being done by the SHSP Challenge Area One and the DUI Drugs Blueprint. Followed by what other states are doing to prevent DUI's and what programs exist; what has gone through legislation

past and present; who is the target audience; what funding source is available for marketing and research; and partnership with private entities.

Public Comment

No members of the public attended.

CHAIR AND CO-CHAIR SELECTION

Ms. Travis was selected as the subcommittee chair.
Ms. Lorz was selected as the subcommittee co-chair.

Public Comment

No members of the public attended.

ACTION ITEMS

- Reviewing the California Blueprint once released and additional documents.
- Review what the State Highway Safety Plan is working on.
- Additionally, the group asked the CHP to determine if Bagley-Keene teleconference requirements.

Public Comment

No members of the public attended.

MEETING INFORMATION

The meeting began at approximately 10:35 a.m. and was adjourned at approximately 11:50 a.m.

The next meeting is scheduled for March 26 from 9:00 a.m. to 11 a.m. Members will be e-mailed meeting notifications and a public posting will be uploaded to the CHP public Web site.