

CALIFORNIA HIGHWAY PATROL

GENERAL ORDER 90.2

SEPTEMBER 2023

DESIGNATED DRIVER PROGRAM

1. PURPOSE. Driving under the influence (DUI) continues to be a major concern for the California Highway Patrol (CHP). Therefore, the CHP is dedicated to removing impaired drivers from the roadway. The Department directs significant resources toward this goal, which includes the continued development of public information and education campaigns designed to raise awareness about the dangers of impaired driving, for the purpose of changing social norms related to DUI. Ultimately, the goal of the CHP is to reduce the number of DUI drivers on California's roadways through a combination of enforcement and public education strategies. These strategies include the implementation of the Designated Driver Program (DDP). The DDP focuses on:

- a. Providing a highly effective public information and education campaign warning the public about the dangers of impaired driving.
- b. Encouraging the use of a designated sober driver, or another safe transportation alternative.
- c. Encouraging establishments licensed to sell alcohol, to incentivize the use of designated sober drivers or other safe transportation alternatives.

2. BACKGROUND. Funds are provided to the Department for DDP activities as part of the Motor Vehicle Account, State Transportation Fund.

- a. In 1990, the California State Legislature enacted Assembly Bill 3620, which added a \$5 surcharge to all on-sale liquor licensees (refer to Annex A).
- b. In 2018, Senate Bill 973 increased the licensing surcharge from \$5 to \$10 (refer to Annex B).

3. PROGRAM OVERVIEW.

- a. Office of Primary Interest. Impaired Driving Section (IDS) is the Office of Primary Interest for DDP activities statewide, which includes media strategies, community outreach activities, and program reporting.

b. Spending Authority. The Department has specific spending authority related to DDP activities. This funding is divided between a media contract and allocations for Division public outreach activities.

c. Media Contact. The media contract is administered by IDS and selected through a request for proposal process. Once selected, IDS and the contractor work together to develop DDP messaging concepts and place DDP media buys.

d. Field Activities/Operational Plan. Impaired Driving Section develops an operational plan each state fiscal year to provide commands with DDP related activity objectives. Once approved by the Office of Assistant Commissioner, Field, the plan is distributed to participating Divisions.

4. RESPONSIBILITIES.

a. Program Administrator. The IDS Commander serves as the Department's DDP administrator and is responsible for the overall planning and implementation of program activities.

b. Program Coordinator. The IDS program coordinator is responsible for DDP planning, budgeting, and reporting. The program coordinator acts as a liaison between participating Division/Area coordinators. Additionally, the program coordinator works with the Contract Services Unit to procure and administer the DDP media contract.

c. Division Commanders. Division Commanders are responsible for DDP program implementation and reporting at the Division level. Divisions shall select a DDP coordinator.

d. Division Coordinators. The Division coordinator has the responsibility to ensure appropriate departmental participation in community events that may benefit from DDP messaging and outreach activities. This includes assisting Area/Section coordinators with conducting outreach activities. This position is also responsible for collecting information from Division commands and reporting to the program coordinator in IDS.

e. Area/Section Commanders. The Area/Section commander is responsible for selecting Area/Section DDP coordinator and for promoting the DDP within their command and community.

f. Area/Section Coordinators. Area/Section coordinators are responsible for administering a local DDP program and participating in events that may benefit

from DDP outreach and messaging to meet the DDP objectives described in the operational plan. Area/Section coordinators are responsible for:

- (1) Establishing good rapport with local community groups.
- (2) Participating in local community and other appropriate events to promote DDP messaging.
- (3) Creating outreach materials and social media posts promoting DDP.
- (4) Reporting DDP activities to the DDP Division coordinator.

5. INFORMATION AND SUPPLIES. Division Coordinators may request supplies and other DDP-related materials from the Program Coordinator in IDS to support their program. For additional information please contact IDS, at (916) 843-4360.

OFFICE OF THE COMMISSIONER

ANNEXES A, B, C

OPI: 066

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ANNEX A

ASSEMBLY BILL 3620—DESIGNATED DRIVER PROGRAM LEGISLATION

AB 3620

CHAPTER

An act to add Sections 23056 and 23320.5 to the Business and Professions Code, and to add Section 2426 to the Vehicle Code, relating to drivers.

LEGISLATIVE COUNSEL'S DIGEST

AB 2620, O'Connell. Designated Driver Program: information.

The Department of the California Highway Patrol currently operates a Designated Driver Program. This bill would require the Department of the California Highway Patrol to prepare a one-page information sheet describing the Designated Diver Program, including information concerning the person or entity an alcoholic beverage licensee may contact for assistance in establishing a Designated Driver Program. The bill would require the Department of Alcoholic Beverage Control to send a copy of the information sheet to all on-sale licensees with the annual renewal notice.

The bill would also require the Department of Alcoholic Beverage Control to collect a surcharge of \$5 from licensees, in addition to the annual fees, thereby imposing a state tax for the purpose of Article XIII A of the California Constitution. All money collected from the surcharge would be deposited in the Motor Vehicle Account in the State Transportation Fund and used for the Department of the California Highway Patrol's Designated Driver Program, when appropriated to the Department of the California Highway Patrol for that purpose.

The people of the State of California do enact as follows:

SECTION 1. Section 23056 is added to the Business and Professions Code, to read:

23056. The department shall send a copy of the information sheet prepared by the Department of the California Highway Patrol pursuant to Section 2426 of the Vehicle Code with the annual renewal notice to all on-sale licensees.

SECTION 2. 23320.5 is added to the Business and Professions Code, to read:

(a) In addition to the annual fees provided for in Section 23320, the department shall collect a surcharge of five dollars (5).

(b) All money collected from the surcharge shall be deposited in the Motor Vehicle Account in the State Transportation Fund, and shall be used for the Department of the California Highway Patrol's Designated Driver Program, when appropriated to the Department of the California Highway Patrol for that purpose.

SECTION 3. Section 2426 is added to the Vehicle Code, to read:

2426. The department shall prepare a one-page information sheet describing its Designated Driver Program. The sheet shall include information concerning the person or entity an alcoholic beverage licensee may contact for assistance in establishing a Designated Driver Program.

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ANNEX B

SENATE BILL 973—DESIGNATED DRIVER PROGRAM LEGISLATION

SECTION 1. Section 23320.5 of the Business and Professions Code is amended to read:

23320.5. (a) In addition to the annual fees provided for in Section 23320, the department shall collect a surcharge of ten dollars (\$10).

(b) (1) All money collected from the surcharge described in subdivision (a) shall be deposited in the Motor Vehicle Account in the State Transportation Fund and shall be used for the Department of the California Highway Patrol's Designated Driver Program, when appropriated to the Department of the California Highway Patrol for that purpose.

(2) The Department of California Highway Patrol shall prioritize the expenditure of funds received pursuant to this subdivision for the Designated Driver Program's outreach and education activities in, and adjacent to, individual events or venues, including, but not limited to, stadiums, parks, entertainment complexes, and arenas.

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ANNEX C

COMMISSIONER'S DESIGNATED DRIVER PROGRAM LETTER TO ALCOHOL VENDORS

State of California – Transportation Agency

GAVIN NEWSOM, Governor

DEPARTMENT OF CALIFORNIA HIGHWAY PATROL
P.O. Box 942898
Sacramento, CA 94298-0001
(800) 735-2929 (TT/TDD)
(800) 735-2922 (Voice)



July 5, 2023

File No: 1.13187.A17962.066

THE CALIFORNIA HIGHWAY PATROL
DESIGNATED DRIVER PROGRAM
A Purveyor's Guide to Customer Protection

Driving under the influence (DUI) has always been, and continues to be, a major concern of the California Highway Patrol (CHP). Departmental resources directed toward detecting and apprehending DUI violators represent a significant portion of the Department's efforts. The CHP continues to develop public awareness campaigns designed to counter the DUI problem.

The Designated Driver Program (DDP) is an anti-DUI effort that works. It is a program that takes a proactive approach to prevent impaired driving. The goal of the program is to encourage one individual in a group to abstain from consuming alcoholic beverages during an outing to be responsible for transporting other members of the group safely. Licensed eating and drinking establishments are encouraged to furnish nonalcoholic beverages, or other incentives, without charge to the "designated driver" in the group as long as that individual abstains from consuming alcoholic beverages.

In 2018, the California Legislature enacted Senate Bill 973 (Dodd), which increased the alcoholic beverage license surcharge fee of an on-sale liquor license or renewal to ten dollars to fund the CHP's statewide DDP. Here is how the program will work for you:

1. As an active participant in the DDP, your establishment is entitled to all educational and implementation materials associated with the program.
2. At your invitation, experienced CHP personnel are available for a DDP presentation and may assist with establishing the program in your place of business.

The DDP is already working for the state's motoring public, and it can also work for your establishment. It is good for your patrons, and it is good for you.

For more information, contact your local CHP Area office. Location and contact information for the local CHP Area offices can be found on the CHP Web site at www.chp.ca.gov. The revised statewide program material is available through our Area offices.

S. A. DURYEE
Commissioner



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