



RPCGB Regional Safety Coalition
 Impaired Driving Emphasis Area Action Plan
 Team Leader:

Goal: The goal of the RPCGB Regional Safety Action Plan is to reduce impaired driving fatal and serious injury crashes by at least XX% by 20XX.

Objective 1: Enhance DUI enforcement, training, and tools for improved detection and enforcement of impaired driving.

Strategy 1.1: Increase the number and exposure of impaired driving checkpoints.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
Ex.	John Doe/ Birmingham PD	Determine number of impaired driving checkpoints conducted in last three years in the region.	Report to coalition on number of checkpoints conducted.	6 months	In progress. John Doe on agenda for next meeting to report to the group.
1.1.1		Identify regional sobriety checkpoint champion to promote the benefits and success of sobriety checkpoints.			
1.1.2		Conduct outreach to agencies not currently running sobriety checkpoints and provide information on funding, benefits, etc.			
1.1.3		Increase overtime DWI enforcement patrols during holiday weekends.			

Strategy 1.2: Increase DUI enforcement training for law enforcement.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
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1.2.1		Utilize state TSRP personnel to conduct ARIDE and DRE training for law enforcement agencies in the Birmingham area.			
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Objective 2: Conduct education and outreach programs and campaigns to Increase awareness of impaired driving issues.

Strategy 2.1: Target messages and campaigns to 18-24 year old drivers and college students.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
2.1.1		Determine what college and university programs exist relating to impaired driving safety and education.			
2.1.2		Work with local colleges and universities to include impaired driving education into student orientation materials/curriculum.			
2.1.3		Work to expand "Your Keys to Drive" into more local colleges and universities.			
2.1.4		Leverage existing impaired driving messages towards college aged drivers through social media.			
2.1.5		Identify university Public Relations Society of America (PRSA) chapters in the region to partner with students for both experience and input.			

Strategy 2.2: Leverage and promote existing safe ride options.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
2.2.1		Promote AAA "Tow for Life" campaign during active holidays.			
2.2.2		Research and promote local taxi services offering free rides for specific holidays/ events.			

2.2.3		Research local college and university safe ride programs.			
2.2.4		Explore the options for connecting local bar/ restaurants with Uber or taxi services for safe rides.			

Objective 3*: Improve consistent, timely DUI adjudication and enhance the utilization of DUI treatment programs.

Strategy 3.1*: Improve consistent, timely DUI adjudication.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
3.1.1					
3.1.2					
3.1.3					

Strategy 3.2*: Enhance the utilization of DUI treatment programs.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
3.2.1					
3.2.2					
3.2.3					

* Strategies or action steps suggested by project team for consideration.

Output measures generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

Timeline

- 3 to 6 months
- 6 months to a year
- 1 year
- 2 years
- 3 years +
- Ongoing

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