

# AOD Impaired Driving



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## Fiscal Year 09/10 Evaluation Report July 2010

Prepared for Community Service Programs, Inc.  
by EVALCORP Research & Consulting

**EVALCORP**  
Research & Consulting

Funded by the County of Orange Health Care Agency  
Alcohol Drug Education Prevention Team

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## **I. Introduction**

Funded by the County of Orange Health Care Agency’s Alcohol and Drug Education Prevention Team (ADEPT), Community Service Programs, Inc. (CSP) Project Positive Action Toward Health (PATH) is a non-profit, community-based alcohol, and other drug (AOD) prevention program. In this initiative, Project PATH serves Orange County, and the Cities of Anaheim, Huntington Beach, Orange, and Santa Ana in particular, with a mission of creating safe and healthy communities by eliminating problems associated with AOD impaired driving through education, training, technical assistance, and a media campaign. The project achieves its mission by: collaborating with local law enforcement to develop education and media campaigns based on increasing awareness of DUI enforcement operations; incorporating alcohol, tobacco, and other drug (ATOD) education and prevention strategies in schools, colleges/universities, faith-based organizations and retail establishments; promoting responsible alcohol sales and service practices in restaurants, bars, liquor stores, and grocery stores; and, by creating working partnerships to address and act on AOD impaired driving issues.

As part of the AOD Impaired Driving initiative, Project PATH offers free trainings and education on DUI enforcement operations, the reduction of AOD impaired driving, and responsible alcohol service. Additionally, PATH offers educational presentations and brochures free of charge on topics such as: club drugs, methamphetamine and other drugs, alcohol use, media literacy, and youth development.

Serving Orange County, the project provided education regarding AOD impaired driving and Responsible Beverage Service (RBS) trainings in the Cities of Anaheim, Huntington Beach, Orange, and Santa Ana during the 09-10 fiscal year. In each of these targeted cities, Project PATH implemented a campaign to increase awareness of DUI enforcement operations conducted by local police, facilitated presentations to increase community members’ and key stakeholders’ knowledge of strategies to reduce AOD impaired driving, and provided RBS trainings to alcohol outlet owner/operators and other community stakeholders to develop and implement standards of practice for local retail alcohol establishments.

## **II. Evaluation Methods**

CSP Project PATH contracted an independent consulting firm, EVALCORP Research & Consulting, to create an evaluation framework for and conduct an overall evaluation of the three performance objectives and three performance measures that were established by ADEPT for the AOD Impaired Driving initiative. The three objectives were to: (1) increase awareness of DUI enforcement operations conducted by local police of at least 25% of licensed drivers surveyed within each of the selected four cities (Anaheim, Huntington Beach, Orange, and Santa Ana); (2) provide education to a minimum of 125 community members and key stakeholders within each of the four selected cities, 70% of whom will demonstrate increased knowledge of evidenced-based strategies to reduce alcohol and other drug-impaired driving; and, (3) provide responsible beverage service training to at least 200 persons involved in serving or selling alcoholic beverages across all four selected cities, of whom 75% will achieve a passing score on the post-training exam.

The three performance measures were to: (1) conduct at least three educational workshops on effective strategies to reduce alcohol and other drug-impaired driving within each of the four selected cities; (2) participate in at least eight DUI enforcement operations across the four selected cities to demonstrate community support for and increase the public visibility of law enforcement efforts to prevent AOD-impaired driving; and, (3) provide 12 technical assistance sessions to a minimum of 16

owners/operators of on-sale alcohol outlets and other community stakeholders in developing and implementing responsible beverage service standards of practice for local retail alcohol establishments.

As a means of determining whether Project PATH attained its goals for this initiative, the following primary research questions guided the evaluation:

- 1) To what extent did the AOD Impaired Driving initiative achieve its proposed performance objectives?
- 2) What, if any, challenges or barriers were encountered during the project's implementation? If so, how were they overcome?
- 3) What were the primary lessons learned and what are recommendations for similar initiatives in the future?

The evaluation framework was participatory and included input from staff and other key stakeholders throughout the evaluation process. For instance, EVALCORP worked collaboratively with Project PATH staff to develop all data collection tools and provided consultation on the data collection procedures to support the evaluation. Project PATH staff were primarily responsible for data collection (e.g., survey administration, tracking mechanisms, etc.) and related activities. The evaluators provided ongoing evaluation related technical assistance and conducted staff interviews to gain a greater understanding of how Project PATH staff achieved the various performance objectives and measures, as well as to learn about any challenges/barriers that were experienced. EVALCORP also conducted data analysis on all project surveys and reviewed all project materials describing activities conducted by Project PATH staff throughout the 09-10 fiscal year (e.g., tracking materials, quarterly progress reports, presentation slides, brochures, advertisements).

### **III. Progress Made Towards Objectives and Measures**

As stated above, the AOD Impaired Driving initiative had three performance objectives and three performance measures to be accomplished during the 09-10 fiscal year. This section evaluates the extent to which the AOD Impaired Driving achieved each of its performance objectives. It should be noted that Project PATH experienced a challenge that required the originally selected City of Irvine to be replaced with the City of Orange. Due to pre-existing relationships in the City of Irvine between other AOD prevention providers, law enforcement and community organizations, Project PATH was limited in its ability to implement prevention strategies within this city. In conjunction with ADEPT, Project PATH decided to discontinue AOD impaired driving prevention work in the City of Irvine and instead to focus its efforts in the City of Orange as it was more feasible and had greater need. Thus, as of December 15, 2009, the City of Orange replaced the City of Irvine as the fourth selected city for the AOD Impaired Driving initiative. Therefore, this report evaluates the project's efforts during the 09-10 fiscal year in the Cities of Anaheim, Huntington Beach, Orange, and Santa Ana, even though prevention activities also took place in Irvine in the first few months of the initiative.

#### **A. Performance Objective 1**

- By June 30, 2010, at least 25% of licensed drivers surveyed within each of the four selected cities will report increased awareness of DUI enforcement operations conducted by local police.

To meet this performance objective, Project PATH staff collaborated with a variety of agencies and organizations to increase awareness of DUI enforcement operations among the general public in each of the four selected cities. This included collaborations with: police departments, schools, colleges/universities, printing companies, cable television networks, restaurants, bars, hotel chains, organizers of a street fair, a District Representative for Senator Lou Correa, Mothers Against Drunk Driving (MADD), neighborhood associations, and sports arenas. Through these collaborations, the general public was exposed to various forms of marketing materials and media advertisements for the DUI enforcement operations media campaign, including the advertisements entitled, “Choose Your Ride Wisely,” “Drink. Drive. Jail.” and “Keep Roads Safe this Holiday Season.” Marketing materials that were distributed included: flyers, brochures, stickers, magnets, post cards, tip cards, flagpole banners, and articles in local newspapers. In addition, Project PATH also used mass media outlets such as Facebook and collaborated with cable television networks to present the “Choose Your Ride Wisely” campaign to an even greater audience.

***Data Collection***

To measure the impact of the media campaign on licensed drivers’ perception of DUI enforcement operations conducted by local police, the DUI Enforcement Operations Survey was developed by project staff in collaboration with the evaluation team and was administered by project staff in each of the four selected cities. The DUI Enforcement Operations Survey consisted of 4 demographic questions and 3 multi-part questions asking about respondents’ familiarity with newspaper articles or advertisements from the DUI enforcement operations media campaign. If the respondents had seen the articles or advertisements mentioned, they were asked to complete follow up questions on where they had seen the articles or ads, how often they had seen them, and if the articles or ads influenced their thoughts about DUI enforcement operations. In addition, the last survey item asked respondents to indicate to what extent they agreed or disagreed with three statements about DUI enforcement operations by local police as a result of the articles and/or advertisements mentioned, using a 4-point Likert scale with the following definitions: 1 = strongly disagree; 2 = disagree; 3 = agree; and, 4 = strongly agree.

Between the months January and June 2010, Project PATH staff administered DUI Enforcement Operations surveys in each of the four selected cities at numerous locations such as high schools, colleges/universities, shopping centers, restaurants, hotels, health and cultural fairs, and a senior center.

***Data Collection Challenges***

Project PATH staff reported experiencing some difficulty gaining access to the target population in the Cities of Anaheim and Orange due to the large number of people from other cities visiting shopping centers and establishments in those communities. Thus, it proved challenging to find residents or others who often frequented these selected Cities in which the media campaign was conducted. Another barrier was the limited access to potential respondents, as experienced when project staff administered surveys in the Main Place Mall. Project PATH staff was only allowed to conduct surveys in a remote location of the mall that did not have many shoppers. However, project staff overcame these barriers through persistence and by asking permission to collect data in more populated locations.

In an attempt to overcome the challenge of collecting a sufficient number of surveys, an online version of the DUI Enforcement Operations Survey was developed by EVALCORP, in collaboration with project staff, and piloted in April 2010. Project PATH staff posted a link to the online survey on the project’s Facebook page and emailed the link to numerous potential respondents on several separate occasions.

Because only 4 individuals completed the online version of the survey, data from this version of the DUI Enforcement Operations Survey were not analyzed and are not included in this report.

***Data Analysis***

Response frequencies were calculated for each survey item on the DUI Enforcement Operations Survey by each of the four selected cities. The analysis only included data from licensed drivers as this was the population indicated in the performance objective.

***Findings from DUI Enforcement Operations Survey***

Across the four selected cities, a total of 973 DUI Enforcement Operations Surveys were collected, of which 913 respondents were licensed drivers. Demographic data and key findings from the DUI Enforcement Operations Survey are discussed below for the Cities of Anaheim, Huntington Beach, Orange and Santa Ana. In addition, tables providing the frequencies of responses to the DUI Enforcement Operations Survey items by city are provided in Appendix A.

**Anaheim**

DUI Enforcement Operations Survey data was collected from 223 individuals in Anaheim between January and June 2010, of which 208 were licensed drivers. The majority (64%) of respondents were either between the ages of 21 and 30 (34%) or 16 and 20 (30%). There was almost an equal distribution of female (52%) and male (48%) survey respondents. Additionally, respondents most frequently (62%) indicated that they are typically in the City of Anaheim 7 days a week.

Overall, 46% of the people surveyed in Anaheim indicated that they had recently seen and/or read articles in local newspapers or magazines about DUI enforcement operations conducted by local police. Respondents most frequently (64%) indicated seeing and/or reading these articles in the Orange County Register. When asked if the articles had influenced their thoughts about DUI enforcement operations conducted by local police departments, 94% of the respondents reported that the articles and/or ads had at least “somewhat” influenced their thoughts (36% indicated “somewhat” and 58% indicated “yes”). More specifically, 91% of respondents had seen the advertisements for the media campaign “Choose Your Ride Wisely” and/or “Drink. Drive. Jail.,” with 92% who had seen the ads indicating that the ads had at least “somewhat” influenced their thoughts about DUI enforcement operations by local police departments (40% indicated “somewhat” and 52% indicated “yes”). However, fewer (17%) respondents had seen the advertisement for the “Can You Pay the Price?” campaign, with 91% who had seen the ad indicating that viewing it had at least “somewhat” influenced their thoughts about DUI enforcement operations by local police departments (29% indicated “somewhat” and 62% indicated “yes”).

Respondents were also asked whether they agreed or disagreed with a series of questions regarding the influence the articles and/or advertisements had on their beliefs regarding DUI enforcement operations. As shown in Table 1, 87% of the respondents agreed that local police make a great effort to catch drunk drivers; 79% agreed that if someone in this community drives after having too much to drink, they are likely to be arrested for DUI; and 72% agreed that the level of DUI enforcement by local police is higher than in other communities.

**Table 1. Impact of Articles/Advertisements on Beliefs Regarding DUI Enforcement Operations for the City of Anaheim**

<i>As a result of the articles and/or advertisements mentioned above...</i>	Agree	Strongly Agree	Total Agree
I think that local police make a great effort to catch drunk drivers. (N=202)	63%	24%	87%
I think that if someone in this community drives after having too much to drink, they are likely to be arrested for DUI. (N=201)	58%	21%	79%
I think that the level of DUI enforcement by local police is higher than in other communities. (N=200)	54%	18%	72%

**Huntington Beach**

In the City of Huntington Beach, 254 individuals were surveyed between February and May 2010, of which 231 were licensed drivers. The majority (60%) of respondents were between the ages of 16 and 20, with many (30%) respondents between the ages of 21 to 30. There was an almost equal distribution of female (52%) and male (48%) survey respondents. In addition, the majority (65%) of the respondents indicated that they are in the City of Huntington Beach 7 days a week.

Overall, 44% of the people surveyed in Huntington Beach had recently seen and/or read articles in local newspapers or magazines about DUI enforcement operations conducted by local police, with most (90%) of the respondents indicating that these articles have at least “somewhat” influenced their thoughts about DUI enforcement operations conducted by local police (24% indicated “somewhat” and 66% indicated “yes”). Most (71%) of these respondents indicated that they had seen and/or read articles about DUI enforcement operations in the Orange County Register. When asked if they had seen the “Choose Your Ride Wisely” and/or “Drink. Drive. Jail.” advertisements, 54% of the respondents reported that they had, with 89% indicating that the advertisements had at least “somewhat” influenced their thoughts about DUI enforcement operations conducted by local police departments (34% indicated “somewhat” and 55% indicated “yes”). When asked specifically about the “Can You Pay the Price” campaign, 15% of respondents said that they had seen the advertisement, with 86% of those who saw this campaign indicating that the advertisement had at least “somewhat” impacted their thoughts about DUI enforcement operations conducted by local police departments (17% indicated “somewhat” and 69% indicated “yes”).

Finally, respondents were asked whether agreed or disagreed with a series of questions regarding the influence the mentioned articles and/or advertisements had on their beliefs regarding DUI enforcement operations. As shown in Table 2, 81% of respondents agreed that local police make a great effort to catch drunk drivers; 74% agreed that if someone in the community drives after having too much to drink, they are likely to be arrested for DUI; and, 66% agreed that the level of DUI enforcement by local police is higher than in other communities.

**Table 2. Impact of Articles/Advertisements on Beliefs Regarding DUI Enforcement Operations for the City of Huntington Beach**

<i>As a result of the articles and/or advertisements mentioned above...</i>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total Agree</b>
I think that local police make a great effort to catch drunk drivers. (N=215)	53%	28%	81%
I think that if someone in this community drives after having too much to drink, they are likely to be arrested for DUI. (N=213)	48%	26%	74%
I think that the level of DUI enforcement by local police is higher than in other communities. (N=213)	53%	13%	66%

**Orange**

Between March and April 2010, a total of 220 individuals in the City of Orange were surveyed, of which 209 were licensed drivers. Similar to the previous two cities, the gender distribution was almost equal, with 49% female and 51% male respondents. The majority (64%) of respondents were either between the ages of 21 and 30 (39%) or 31 and 40 (25%). Half (50%) of the respondents reported that they spend 7 days a week in the City of Orange, while 21% of respondents indicated spending less than one day week in the City of Orange.

Overall, 40% of the licensed drivers surveyed in the City of Orange had recently seen and/or read articles in local newspapers or magazines about DUI enforcement operations conducted by local police, with 94% of these respondents reporting that the ads/articles had influenced their thoughts about DUI enforcement operations conducted by local police departments (29% selected “somewhat” and 65% selected “yes”). The majority (68%) of these respondents indicated that they have seen and/or read articles about DUI enforcement operations in the Orange County Register. When all survey respondents were asked if they had specifically seen the advertisements titled, “Choose Your Ride Wisely” and/or “Drink. Drive. Jail.,” 63% of the respondents indicated that they had, with 94% of those who had seen the ads reporting that viewing the ads had at least “somewhat” influenced their thoughts about DUI enforcement operations by local police departments (29% selected “somewhat” and 65% selected “yes”). Additionally, 11% of all survey respondents had seen the advertisement titled, “Can You Pay the Price?,” with 95% of those respondents seeing the ad agreeing that it had at least “somewhat” influenced their thoughts about DUI enforcement operations conducted by local police departments (54% selected “somewhat” and 41% selected “yes”).

Respondents were also asked to indicate whether or not they agreed with a series of items regarding the impact the mentioned articles and/or advertisements had on their beliefs regarding DUI enforcement operations. As indicated in Table 3, 82% agreed that local police make a great effort to catch drunk drivers; 78% agreed that if someone in the community drives after having too much to drink, they are likely to be arrested for DUI; and, 72% agreed that the level of DUI enforcement by local police is higher than in other communities.

**Table 3. Impact of Articles/Advertisements on Beliefs Regarding DUI Enforcement Operations for the City of Orange**

<i>As a result of the articles and/or advertisements mentioned above...</i>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total Agree</b>
I think that local police make a great effort to catch drunk drivers. (N=205)	58%	24%	82%
I think that if someone in this community drives after having too much to drink, they are likely to be arrested for DUI. (N=203)	43%	35%	78%
I think that the level of DUI enforcement by local police is higher than in other communities. (N=203)	58%	14%	72%

**Santa Ana**

A total of 276 people in Santa Ana were surveyed between March and April 2010, of which 263 were licensed drivers. The gender distribution, again, was almost equal (51% female and 49% male respondents). The majority (67%) of respondents were either between the ages of 21 and 30 (41%) or 31 and 40 (26%). A little over half (54%) of the respondents reported spending 7 days a week in the City of Santa Ana, while 27% reported spending 4-6 days a week in the City of Santa Ana.

Overall, 41% of the licensed drivers surveyed indicated that they had recently seen and/or read articles in local newspapers or magazines about DUI enforcement operations conducted by local police, with 87% of these respondents indicating that the ads/articles have at least “somewhat” influenced their thoughts about DUI enforcement operations conducted by local police departments (24% indicated “somewhat” and 63% indicated “yes”). Similar to the other three selected cities, most (69%) of these respondents indicated that they had seen and/or read articles about DUI enforcement operations in the Orange County Register. When all survey respondents were asked if they had specifically seen advertisements for “Choose Your Ride Wisely” and/or “Drink. Drive. Jail.,” 93% had, with 96% of the those who had seen the ads indicating that the ads influenced their thoughts about DUI enforcement operations conducted by local police departments (35% indicated “somewhat” and 61% indicated “yes”). Fewer respondents (13%) reported seeing the “Can You Pay the Price?” ad, with 88% of those who had seen the ad indicating that it had at least “somewhat” influenced their thoughts about DUI enforcement operations conducted by local police departments (30% indicated “somewhat” and 58% indicated “yes”).

All respondents were asked to indicate whether or not they agreed with a series of items regarding the impact the mentioned articles and/or advertisements had on their beliefs regarding DUI enforcement operations. As shown in Table 4, 95% agreed that local police make a great effort to catch drunk drivers; 89% agreed that if someone in the community drives after having too much to drink, they are likely to be arrested for DUI; and, 81% agreed that the level of DUI enforcement by local police is higher than in other communities.

**Table 4. Impact of Articles/Advertisements on Beliefs Regarding DUI Enforcement Operations for the City of Santa Ana**

<i>As a result of the articles and/or advertisements mentioned above...</i>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total Agree</b>
I think that local police make a great effort to catch drunk drivers. (N=263)	61%	34%	95%
I think that if someone in this community drives after having too much to drink, they are likely to be arrested for DUI. (N=263)	55%	34%	89%
I think that the level of DUI enforcement by local police is higher than in other communities. (N=263)	53%	28%	81%

**Summary of Findings**

As indicated by the data presented above and in Appendix A, Project PATH met and exceeded the objective to increase the awareness of DUI enforcement operations conducted by local police of at least 25% of licensed drivers in each of the four selected cities. Across the four cities, an average of 43% of respondents have seen and/or read articles in local newspapers or magazines about DUI enforcement operations, with 46% in Anaheim, 44% in Huntington Beach, 41% in Santa Ana, and 40% in Orange responding “yes.” Of the respondents who have seen the articles, an average of 91% across the four cities indicated that the articles/ads have influenced their thoughts about DUI enforcement operations conducted by local police, with 94% in Anaheim and Orange, 90% in Huntington Beach, and 87% in Santa Ana responding “yes” or “somewhat.” As a result of DUI enforcement operations articles and advertisements, 80% of the respondents across the four cities agreed that if someone in the community drives after having too much to drink, they are likely to be arrested for DUI, with 89% in Santa Ana, 79% in Anaheim, 78% in Orange, and 74% in Huntington Beach responding “agree” or “strongly agree.”

**B. Performance Objective 2**

- By June 30, 2010, provide education to a minimum of 125 community members and key stakeholders within each of the four selected cities, 70% of whom will demonstrate increased knowledge of evidence-based strategies to reduce alcohol and other drug-impaired driving.

In order to meet this objective, Project PATH staff members communicated with leaders and managers of a number of agencies and organizations to discuss working collaboratively in their efforts to provide educational workshops to community members and key stakeholders. As described in further detail in the Performance Measure 1 section, Project PATH conducted the following number of education workshops on effective strategies to reduce alcohol and other drug-impaired driving: 23 in the City of Anaheim, 5 in the City of Huntington Beach, 5 in the City of Orange, and 14 in the City of Santa Ana. Through these workshops, Project PATH met and exceeded the objective of providing education to more than 125 community members and key stakeholders within each of the four selected cities. Based on the number of AOD Impaired Driving Knowledge Pre-Surveys conducted at the beginning of each workshop, a total of 1,036 people across the four cities attended workshops, with 505 in Anaheim, 264 in Santa Ana, 138 in Orange, and 127 in Huntington Beach.

### ***Data Collection***

To determine whether participants of educational workshops demonstrated increased knowledge of evidenced-based strategies to reduce alcohol and other drug-impaired driving, Project PATH developed and administered the AOD Impaired Driving Knowledge Pre- and Post-Surveys at all educational workshops to participants in attendance at the beginning and conclusion of the workshops. The pre-survey contained a total of 12 closed-ended items, 8 of which asked about AOD impaired driving laws and regulations. The other 4 items were related to various strategies to reduce impaired driving. Response options varied for each type of question, using either multiple choice or true-false formats. The post-survey included all items on the pre-survey and 5 additional closed-ended items which asked respondents the extent to which they agreed or disagreed with statements relating to changes in their knowledge and behavior as a result of the workshop, using a 4-point Likert scale with the following definitions: 1 = strongly agree; 2 = agree; 3 = disagree; and, 4 = strongly disagree.

### ***Data Collection Challenges***

Project PATH reported several challenges while implementing strategies pertaining to this objective. The first challenge to achieving this goal was the initial resistance of community agencies to allow project staff to facilitate workshops at their sites. However, project staff was able to overcome this barrier with persistence and outreach to additional agencies and educational institutions. The second challenge experienced was specific to the City of Orange as prevention efforts began later in that city after it was selected to replace the City of Irvine. Project staff had difficulty scheduling and conducting educational workshops in this city as many colleges and community-based organizations had already planned educational workshops there at the beginning of the fiscal year. Staff overcame this challenge by providing short presentations on the “Choose Your Ride Wisely” media campaign. In addition, Project PATH staff members contacted additional community organizations in order to reach the required number of participants. Finally, the third challenge experienced related to the design of the pre- and post-surveys. Over the course of the year, staff realized that the surveys seemed too long and time consuming for the respondents. Additionally, Spanish-speaking workshop participants had a difficult time completing the surveys as they could not understand some of the concepts used. Project staff suggested using shorter surveys and having surveys available in Spanish in order to prevent similar barriers in the future.

### ***Data Analysis***

A sufficient number of AOD Impaired Driving Knowledge Pre- and Post-Surveys were able to be matched within each of the four cities, allowing for statistical analysis. Paired samples t-tests were conducted to determine whether there was a statistically significant increase from the pre- to the post-survey mean scores. The number of matched pre- and post-surveys varied by each selected city and are as follows: Anaheim = 418; Huntington Beach = 106; Orange = 103; and, Santa Ana = 182. Additionally, response frequencies were calculated for the 5 additional closed-ended items that were only included on the post-survey. Results for each city are provided below.

### ***Findings from AOD Impaired Driving Knowledge Surveys***

Based on analysis of AOD Impaired Driving Knowledge Pre- and Post-Survey data, educational workshop participants showed statistically significant gains in knowledge about impaired driving laws and

strategies ( $p < .05$ ) across all four selected cities, as well as in each of the target cities of Anaheim, Santa Ana, Huntington Beach and Orange. Findings from each selected city are presented below.

### **Anaheim**

In the City of Anaheim, a total of 23 educational workshops were conducted and pre-post-surveys were administered to youth and adults who attended educational workshops at the following locations: Independencia Community Center; Colette’s Children’s Home; Loara High School; OC Conservation Corp, San Diego Office of Education; Savannah High School; and, Western High School. A total of 505 pre-surveys and 512 post-surveys were collected in Anaheim between the months of November 2009 and March 2010.

Results from the paired samples t-test indicated that educational workshop participants demonstrated increased knowledge of evidence-based strategies to reduce AOD impaired-driving. Participants’ means scores showed a statistically significant ( $t(417) = 24.98, p = .00$ ) increase from the pre-survey (mean = 6.52) to the post-survey (mean = 9.46). Additionally, as indicated in Table 5, 95% of all respondents indicated that they either “agree” or “strongly agree” that as a result of the workshop, they are more knowledgeable about evidence-based strategies to reduce alcohol and other drug-impaired driving. Furthermore, 95% of respondents also indicated that as a result of the workshop, they are more supportive of strategies to reduce alcohol and other drug-impaired driving. Three quarters (75%) of respondents indicated that they are more likely to participate in local activities intended to reduce alcohol and other drug-impaired driving.

**Table 5. Post-Survey Items Relating to Knowledge/Behavioral Changes as a Result of the Workshop for the City of Anaheim**

<i>As a result of this workshop...</i>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total Agree</b>
I am more knowledgeable about evidenced-based strategies to reduce alcohol and other drug-impaired driving.	47%	48%	95%
I am more supportive of strategies to reduce alcohol and other drug-impaired driving.	51%	44%	95%
I am more likely to participate in local activities intended to reduce alcohol and other drug-impaired driving.	54%	21%	75%

Nearly all (94%) of the participants indicated that they “agree” or “strongly agree” that the information provided from the workshop was valuable and would recommend this workshop to others.

### **Huntington Beach**

Five educational workshops were provided in the City of Huntington Beach to students attending Golden West College and staff members of Huntington Youth Shelter. Between the months of March and June 2010, a total of 127 pre-surveys and 128 post-surveys were collected.

Educational workshop participants in the City of Huntington Beach showed gains in knowledge of evidence-based strategies to reduce alcohol and other drug-impaired driving. Results from the paired samples t-test indicated a statistically significant ( $t(105) = 16.33, p = .00$ ) increase from the pre-survey (mean = 7.08) to the post-survey (mean = 10.15). In addition to increased mean scores from the pre- to

the post-survey, 100% of respondents indicated that they “agree” or “strongly agree” that as a result of the workshop, they are more knowledgeable about evidence-based strategies to reduce alcohol and other drug-impaired driving. The majority (92%) of respondents also indicated that as a result of the workshop, they are more supportive of strategies to reduce alcohol and other drug-impaired driving. While just over three quarters (76%) of respondents indicated that they are more likely to participate in local activities intended to reduce alcohol and other drug-impaired driving (see Table 6 below).

**Table 6. Post-Survey Items Relating to Knowledge/Behavioral Changes as a Result of the Workshop for the City of Huntington Beach**

<i>As a result of this workshop...</i>	Agree	Strongly Agree	Total Agree
I am more knowledgeable about evidenced-based strategies to reduce alcohol and other drug-impaired driving.	41%	59%	100%
I am more supportive of strategies to reduce alcohol and other drug-impaired driving.	40%	52%	92%
I am more likely to participate in local activities intended to reduce alcohol and other drug-impaired driving.	46%	30%	76%

Almost all participants indicated that they “agree” or “strongly agree” that information from the workshop was valuable (99%) and would recommend this workshop to others (97%).

### **Orange**

In the City of Orange, educational workshops were provided at the following locations: AmeriCorps Service Club, Saint Verena and the Three Holy Youth Coptic Orthodox Church, Santiago Canyon College, and Wraparound Orange County. Between January and May 2010, 138 pre-surveys and 135 post-surveys were collected.

Participants of the educational workshops showed increased knowledge in evidence-based strategies to reduce alcohol and other drug-impaired driving. Participants’ means scores showed a statistically significant ( $t(102) = 16.96, p = .00$ ) increase from the pre-survey (mean = 6.85) to the post-survey (mean = 10.10). Furthermore, almost all (99%) respondents indicated that they either “agree” or “strongly agree” that as a result of the workshop, they were more knowledgeable about evidenced-based strategies to reduce alcohol and other drug-impaired driving. Almost all (98%) respondents indicated that as a result of the workshop, they are more supportive of strategies to reduce alcohol and other drug-impaired driving; while 82% of respondents indicated that they are more likely to participate in local activities intended to reduce alcohol and other drug-impaired driving (see Table 7 below).

**Table 7. Post-Survey Items Relating to Knowledge/Behavioral Changes as a Result of the Workshop for the City of Orange**

<i>As a result of this workshop...</i>	Agree	Strongly Agree	Total Agree
I am more knowledgeable about evidenced-based strategies to reduce alcohol and other drug-impaired driving.	48%	51%	99%
I am more supportive of strategies to reduce alcohol and other drug-impaired driving.	38%	60%	98%
I am more likely to participate in local activities intended to reduce alcohol and other drug-impaired driving.	59%	23%	82%

All (100%) participants indicated that they either “agree” or “strongly agree” that information from the workshop was valuable, and 98% would recommend this workshop to others.

**Santa Ana**

A total of 14 workshops were conducted in the City of Santa Ana to youth and adults from the following organizations: Catholic Charities; Mexican-American Women’s National Association de Orange County; Santa Ana Boys & Girls Club, Teen Leadership Program; Santa Ana North Rotary Club; Santa Ana Middle College, PAL and English students; Santa Ana Unified School District Immigrant Program; The Art Institute of California-Orange County; and, Villa Fundamental, Friday Night Live Chapter. Between October 2009 and March 2010, a total of 264 pre-surveys and 250 post-surveys were collected.

Similar to the previous three cities, educational workshop participants within the City of Santa Ana also demonstrated statistically significant ( $t(181) = 34.64, p = .00$ ) gains in knowledge of evidence-based strategies to reduce alcohol and other drug-impaired driving from the pre-survey (mean = 5.55) to the post-survey (11.10). Additionally, 98% of respondents indicated that they “agree” or “strongly agree” that as a result of the workshop, they are more knowledgeable about evidenced-based strategies to reduce alcohol and other drug-impaired driving. Furthermore, 95% of respondents agreed that as a result of the program they are more supportive of strategies to reduce alcohol and other drug-impaired driving; while 86% agreed that they are more likely to participate in local activities intended to reduce alcohol and other drug-impaired driving (see Table 8).

**Table 8. Post-Survey Items Relating to Behavioral Changes as a Result of the Workshop for the City of Santa Ana**

<i>As a result of this workshop...</i>	Agree	Strongly Agree	Total Agree
I am more knowledgeable about evidence-based strategies to reduce alcohol and other drug-impaired driving.	37%	61%	98%
I am more supportive of strategies to reduce alcohol and other drug-impaired driving.	37%	58%	95%
I am more likely to participate in local activities intended to reduce alcohol and other drug-impaired driving.	49%	37%	86%

Nearly all (97%) of the respondents indicated that they either “agree” or “strongly agree” that information from the workshop was found to be valuable. Additionally, 98% of respondents indicated that they “agree” or “strongly agree” that they would recommend this workshop to others.

### **Summary of Findings**

As discussed above, this objective was met and exceeded as education was provided through workshops and pre-post-surveys were collected in excess of the required number of 125 community members and key stakeholders within in each of the four selected cities. Furthermore, participants in each of the four cities demonstrated significant increased knowledge of evidence-based strategies to reduce alcohol and other drug-impaired driving.

### **C. Performance Objective 3**

- By June 30, 2010, and across the four selected cities in aggregate, provide responsible beverage service (RBS) training to at least 200 persons involved in serving or selling alcoholic beverages, 75% of whom shall achieve a passing score on the post-training exam.

As indicated by AOD Impaired Driving tracking tools, quarterly progress reports, and RBS training exam results provided by Project PATH staff members, this objective was met and exceeded. Project PATH staff successfully provided RBS trainings entitled “Training for Intervention Procedures” (TIPS) to over 200 people involved in serving or selling alcoholic beverages.

Demographic+ data was provided to the Evaluation Team in aggregate form across all cities. The majority (60%) of TIPS training participants identified themselves to be “White not Hispanic” and were between the ages of 26 and 44 (60%). There was almost an equal number of female (52%) and male (48%) participants in TIPS training. The training was provided to management and staff working in various types of establishments serving alcohol; and, students attending the National Bartending School. In total, RBS trainings were provided to 406 individuals across each of the four selected cities (Anaheim, Huntington Beach, Orange, and Santa Ana), out of which 97% received a passing score on the post-training exam.

In their efforts to meet this objective, Project PATH staff members developed and distributed flyers of upcoming TIPS trainings, newsletters, informative brochures regarding TIPS, and DUI campaign materials to colleges, law enforcement officials, establishments selling alcohol, and the general population. In addition, Project Path staff developed informational packets that were distributed to all TIPS training participants and included: a TIPS participation manual, Blood Alcohol Content (BAC) descriptions, state-specific laws/penalties, and DUI media campaign materials.

Challenges were experienced specifically in the Cities of Orange and Santa Ana. In both cities, Project PATH staff experienced some “difficulty in providing technical assistance in developing and implementing responsible beverage services standards of practice for local alcohol retail establishments” attributed to a lack of interest in these trainings within these two communities. This barrier was overcome due to the diligence of staff members who made additional site visits in their efforts to promote the free TIPS trainings as well as available technical assistance sessions.

#### **D. Performance Measure 1**

- By June 30, 2010, and within each of the four selected cities, conduct a minimum of three (3) educational workshops on effective strategies to reduce alcohol and other drug-impaired driving.

All AOD Impaired Driving tracking tools, quarterly progress reports, training presentations, and supplemental materials were reviewed to determine whether this performance measure was met. As discussed in the Performance Objective 2 section, Project PATH staff met and exceeded the required amount of three educational workshops within each of the four selected cities. In total, 47 educational workshops on effective strategies to reduce alcohol and other drug-impaired driving were conducted across the four selected cities. The number of workshops conducted in each city is as follows: 23 in the City of Anaheim between November 2009 and March 2010, 5 in the City of Huntington Beach between March and June 2010, 5 in the City of Orange between February and June 2010, and 14 in the City of Santa Ana between October 2009 and March 2010.

Also discussed in the Performance Objective 2 section, were the challenges that Project PATH staff encountered when trying to schedule and conduct educational workshops in the four selected cities. Because AOD impaired driving prevention efforts began later in the City of Orange, staff encountered scheduling difficulties, as many colleges and community-based organizations had already planned for similar workshops earlier in the year. Project PATH staff overcame these challenges by conducting additional site visits and shortening presentations in order to accommodate time slots available for educational workshops.

#### **E. Performance Measure 2**

- By June 30, 2010, and across the four selected cities in aggregate, participate in a minimum of eight (8) DUI enforcement operations to demonstrate community support for and increase the public visibility of law enforcement efforts to prevent AOD-impaired driving.

As indicated by all Project PATH tracking documents and quarterly progress reports reviewed, this objective was met and exceeded. Between the months of August 2009 and June 2010, Project PATH staff participated in a total of 17 DUI enforcement operations across all four selected Cities of Anaheim, Huntington Beach, Orange, and Santa Ana.

To meet this objective, Project PATH staff members participated in DUI checkpoints conducted by law enforcement officers in each of the four selected cities. Additionally, within the Cities of Huntington Beach, Orange, and Santa Ana, Project PATH staff passed out flyers and brochures that included information from the media campaign, "Choose Your Ride Wisely" to all drivers and passengers that passed through the checkpoints.

No challenges were encountered by Project PATH staff in their efforts to achieve this objective. In fact, staff members reported that all police departments involved in this partnership were supportive of Project PATH's efforts.

### **F. Performance Measure 3**

- By June 30, 2010, and across the four selected cities in aggregate, provide twelve (12) technical assistance sessions to a minimum of sixteen (16) owners/operators of on-sale alcohol outlet and other community stakeholders in developing and implementing responsible beverage service standards of practice for local retail alcohol establishments.

Project PATH AOD Impaired Driving tracking materials and quarterly progress reports indicated that this performance measure was met. A total of 76 technical assistance sessions were provided to 20 owners and/or operators of on-sale alcohol outlets and other community stakeholders across each of the four cities.

During the technical assistance sessions, Project PATH staff addressed and discussed the various alcohol related problems occurring at each on-sale outlet. In addition to discussing site-specific alcohol related problems, staff shared various resources Project PATH provides to help alleviate those problems. TIPS trainings were also conducted and participants were provided with results of the TIPS certification exam. Furthermore, Incident Logs were provided to certain on-sale alcohol outlets.

Project PATH staff members reported one challenge in their efforts to achieve this objective. Although staff members were able to provide the technical assistance sessions with ease, they found it difficult to schedule meetings with the owners/operators of on-sale alcohol outlets due to the busy schedules of the owners and/or operators. However, once staff was able to meet with the owners and/or operators they were receptive to the materials presented to them and were “on board” with the information provided.

## **IV. Project PATH AOD Impaired Driving Staff Interviews**

In addition to reviewing all AOD Impaired Driving documents and conducting data analysis of surveys received, staff interviews were also conducted to inform the year-end evaluation. Project PATH staff were asked to describe the most significant accomplishments achieved throughout the fiscal year, any surprising or unexpected outcomes that occurred, any challenges/barriers faced in implementing the project, how those challenges/barriers were overcome, lessons learned through the implementation of the project, and any recommendations for improvement.

### **A. Major Accomplishments**

Project PATH staff described various accomplishments experienced throughout the year that included collaboration efforts, establishment of relationships within communities, and training community members on DUI prevention strategies. The ability to collaborate with various companies and establish relationships within the community made it easier for staff members to effectively reach the desired population. As one staff member stated, “We were able to collaborate with Time Warner and Ripple TV on our media campaign across the four cities of Anaheim, Huntington Beach, Orange, and Santa Ana.” Building strong relationship within the various communities provided Project PATH staff with “more opportunities to actually survey and provide education within the community.” The ability of Project PATH staff to train over 625 community members in the Cities of Anaheim and Huntington Beach on DUI prevention strategies was also seen as a significant accomplishment.

## **B. Unexpected Outcomes**

When asked to describe unexpected outcomes that occurred during the 09-10 fiscal year, Project PATH staff indicated that several of the collaborations that took place were rather unexpected but aided staff members in accomplishing project goals. For instance, a staff member described the positive collaborations between Ripple TV and Time Warner as unexpected but allowed for “the implementation of our media campaign across the four selected cities.” Also mentioned was the collaboration with ROP classes in high schools, which allowed staff to “reach a large number of youth leaders for our educational workshops.” It was also surprising to project staff that establishments within Huntington Beach were cooperative and willing to partake in RBS training. Because there were no pre-existing relationships in that city, it was unexpected that so many bars and restaurants would be willing to participate in the program.

## **C. Challenges**

Project PATH staff identified two main challenges/barriers experienced during the 09-10 fiscal year. First, prevention work in the City of Irvine needed to be discontinued due to a lack of support for AOD impaired driving efforts in that community, making it difficult for the initiative to meet all of its goals. This challenge was overcome by switching prevention efforts in Irvine to another city that had a greater need for prevention services. Thus, “as of December, 15, 2009, the City of Orange replaced Irvine as our fourth contracted city in which we will provide AOD impaired driving prevention services.”

The second challenge that was experienced was in the Spanish translation of technical AOD terms, which often could not be directly translated. Project PATH staff overcame this barrier by being cognizant that it was an issue that need to be worked on. Accordingly, staff members were able to learn from bilingual participants in training programs who offered suggestions for more accurate translation of the terminology.

## **D. Lessons Learned and Recommendations**

Both the lessons learned and recommendations provided by staff members were nearly identical. The need to shorten pre- and post-surveys was described as a lesson learned. Staff believed that by shortening the surveys, it would be easier for workshop participants to complete them, particularly for the Spanish speaking community.

Similarly, when asked about recommendations for improvement, Project PATH staff suggested shortening the pre- and post-surveys for the educational workshops and also recommended reducing the DUI Enforcement Operations Survey to a single-sided page. Staff also suggested that the wording on the surveys be simplified and be more similar to wording in the presentations so that the surveys would be more easily understood. Staff believed that keeping the terminology consistent would decrease participants’ confusion on survey items.

## **V. Summary**

During the 09-10 fiscal year, Project PATH conducted various activities to increase AOD impaired driving awareness across each of the four selected cities. For instance, Project PATH implemented campaigns to increase awareness of DUI enforcement operations conducted by local police; facilitated workshops to

increase community members and key stakeholders knowledge of strategies to reduce AOD impaired driving; and provided RBS trainings to alcohol outlet owner/operators and other community stakeholders to develop and implement standards of practice for local retail alcohol establishments. A thorough evaluation of all AOD Impaired Driving quarterly progress reports, tracking documents, presentations, media campaign advertisements, marketing materials, and surveys indicated that all performance objectives and performance measures were met and exceeded.

### **A. Meeting Performance Objectives and Measures**

The AOD Impaired Driving initiative was able to meet and exceed all of the three performance objectives. As indicated by data presented in this report, well over 25% of licensed drivers that were surveyed within each of the four selected cities demonstrated an increased awareness of DUI enforcement operations conducted by local police, exceeding the requirement for performance objective 1. Additionally, Project PATH was able to provide education to more than the required minimum of 125 community members and key stakeholders within each of the four selected cities. Analysis of pre- and post-surveys conducted at the workshops revealed that over 70% of the participants demonstrated increased knowledge of evidenced-based strategies to reduce alcohol and other drug-impaired driving, exceeding the requirement for performance objective 2. Furthermore, Project PATH was able to provide RBS trainings to well over 200 persons involved in serving or selling alcoholic beverages, of which, 97% achieved a passing score on the post-training exam, exceeding the required passing rate for performance objective 3.

However, some challenges were experienced. The largest challenge encountered was that it became necessary to replace the originally selected City of Irvine with the City of Orange. As Project PATH indicated, the City of Irvine already had a strong presence of AOD prevention providers who were working with law enforcement and community organizations. Thus, as of December 15, 2009, Project PATH began providing AOD impaired-driving awareness and prevention within the City of Orange instead of the City of Irvine.

While implementing strategies to measure performance objective 1, Project PATH staff reported some difficulty gaining access to the right audience/population in the Cities of Anaheim and Orange due to the large number of people from other cities visiting shopping centers and establishments in the Anaheim and Orange area. Similarly, another barrier described was limited access to potential respondents, as experienced when Project PATH staff was only permitted to distribute surveys in a remote location of one particular shopping mall that did not have many people passing through. These challenges were overcome through the persistence and diligence of Project PATH staff who requested access to locations with higher amounts of pedestrian traffic.

Challenges were also experienced when trying to implement educational workshops critical to achieving the second performance objective. Project PATH experienced some difficulty gaining access to sites to conduct educational workshops. Additionally, since AOD prevention efforts began later in the City of Orange, staff encountered scheduling difficulties, as many colleges and community-based organizations had already scheduled similar educational workshops earlier in the year. Project PATH staff members overcame these challenges by conducting additional site visits and shortening presentations in their efforts to accommodate time slots available for educational workshops.

Challenges experienced pertaining to the third performance objective were specific to the Cities of Orange and Santa Ana. Staff indicated a lack of interest for the TIPS trainings was encountered within

these cities. Through the persistence and diligence of the Project PATH staff, this challenge was overcome and TIPS training was provided to more than the required amount of individuals selling or serving alcoholic beverages.

Additionally, Project PATH was able to meet and exceed each of the three performance measures as well. As described earlier in this report, staff exceeded the required amount of 3 educational workshops within each of the four selected cities as delineated in performance measure 1 by conducting 5 workshops in both Huntington Beach and Orange, 14 workshops in Santa Ana, and 23 in Anaheim. Furthermore, Project PATH participated in 16 DUI enforcement operations to demonstrate support for and increase the public visibility of law enforcement efforts to prevent AOD-impaired driving, exceeding the requirements for performance measure 2. Finally, Project PATH met and exceeded performance measure 3, as 75 technical assistance sessions were provided to 20 owners/operators of on-sale alcohol outlets and other community stakeholders in developing and implementing responsible beverage service standards of practice for local retail alcohol establishments.

A minor challenge was experienced when implementing performance measure 3. Staff found it difficult to schedule time to meet with the owners/operators of on-sale alcohol outlets due to the busy schedules of the owners and/or operators. However, once staff members were able to meet with the owners and/or operators they were receptive to the materials presented to them and were “on board” with the information provided.

## **B. Staff Interviews**

Project PATH staff members were interviewed to gain a greater understanding of the implementation process of the AOD Impaired Driving initiative during the 09-10 fiscal year. Staff identified various accomplishments experienced throughout the year and indicated that the strong collaborative relationships established with various organizations within the four selected communities aided Project PATH’s efforts to increase AOD impaired driving awareness to many community members within each of the four cities. Similarly, staff members indicated surprise in the number of collaborative relationships that were developed, for instance with Time Warner and Ripple TV. Furthermore, project staff was pleasantly surprised with the participation and collaboration specific to the RBS training found in Huntington Beach, as there was no pre-existing relationship within this City and resistance to AOD training was expected.

Project PATH experienced two major barriers during the 09-10 fiscal year. The first was the need to discontinue AOD impaired driving prevention activities in the City of Irvine, due to established presence of other AOD prevention providers in that City. It was decided that efforts would be better spent in a city with a greater need for AOD impaired driving prevention. Thus, as of December 15, 2010, the City of Irvine was replaced with the City of Orange as the fourth selected city. The second challenge experienced was in the translation of surveys from English into Spanish, as many of the technical AOD terminology was difficult to translate. This barrier was overcome by obtaining feedback from workshop participants who provided suggestions for more accurate and easy to understand terminology.

The lessons learned and recommendations provided by Project PATH staff revolved around the same topic. Staff members learned that the surveys they developed and administered were too long and thus,

suggested shortening them in the future. Specifically, staff members suggested shortening the AOD Impaired Driving Knowledge Pre- and Post-Surveys distributed during the educational workshops and also suggesting reducing the DUI Enforcement Operations Survey to a single one-sided page.

Overall, project staff members successfully persisted to overcome data collection challenges in order to meet and exceed all of the AOD Impaired Driving initiative performance objectives and performance measures. They provided suggestions for improving data collection tools to facilitate a smoother data collection process in the future.

**Appendix A: DUI Enforcement Operations Survey Findings by Survey Item for Licensed Drivers Only**

**Q1. Are you a licensed driver in California?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
Yes	N=913	N=208	N=231	N=209	N=263

Note: Two respondents did not indicate a community.

**Q2. What is your gender?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=908	N=206	N=229	N=209	N=262
Female	51%	52%	52%	49%	51%
Male	49%	48%	48%	51%	49%

**Q3. What is your age?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=912	N=207	N=231	N=209	N=263
16-20	30%	30%	60%	17%	12%
21-30	36%	34%	30%	39%	41%
31-40	19%	19%	5%	25%	26%
41-50	9%	11%	4%	12%	11%
51-60	4%	5%	1%	5%	7%
61 or Older	2%	1%	0%	2%	3%

**Q4. How often are you in this city [Anaheim, Huntington Beach, Orange or Santa Ana] during a typical one-week period?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=911	N=208	N=230	N=209	N=262
Less than once a week	10%	7%	8%	21%	5%
1-3 Times a week	11%	8%	8%	14%	14%
4-6 Times a week	21%	23%	19%	15%	27%
7 Days a week	58%	62%	65%	50%	54%

**Q5. In recent months, have you seen and/or read articles in local newspapers or magazines about DUI enforcement operations conducted by local police?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=909	N=208	N=229	N=207	N=263
Yes	43%	46%	44%	40%	41%
No	57%	54%	56%	60%	59%

**Q5a. If yes, in which local newspapers or magazines have you seen and/or read articles about DUI enforcement operations conducted by local police?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=390	N=96	N=100	N=83	N=109
Orange County Register	68%	64%	71%	68%	69%
OC Family	4%	1%	5%	4%	7%
OC Weekly	15%	10%	17%	16%	17%
Other	23%	31%	14%	27%	19%

Note: Percentages do not add to 100% as respondents were asked to check all that apply.

**Q5b. If yes, have the ads/articles influenced your thoughts about DUI enforcement operations conducted by local police departments?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=376	N=92	N=97	N=79	N=106
Yes	63%	58%	66%	65%	63%
Somewhat	28%	36%	24%	29%	24%
No	9%	6%	10%	6%	13%

**Q6. Have you seen the “Choose You’re Ride Wisely” and/or “Drink. Drive. Jail.” advertisements pictured below?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=896	N=207	N=222	N=202	N=263
Yes	76%	91%	54%	63%	93%
No	24%	9%	46%	37%	7%

**Q6a. If yes, where have you seen the ad(s)?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=682	N=188	N=121	N=127	N=245
Bus Shelter	6%	7%	12%	6%	2%
Billboard/Marquee	23%	19%	18%	34%	22%
Flyer	30%	37%	24%	18%	33%
Brochure	23%	29%	16%	16%	26%
Poster	44%	18%	23%	50%	72%
Sticker	8%	8%	5%	6%	11%
Newspaper	12%	13%	8%	9%	14%
Website	6%	10%	12%	6%	0%
Magnet	8%	2%	3%	6%	16%
Facebook	19%	11%	16%	28%	22%
Other	21%	31%	13%	28%	14%

Note: Percentages do not add to 100% as respondents were asked to check all that apply.

**Q6b. If yes, approximately how many times have you seen the advertisement(s)?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=665	N=187	N=114	N=120	N=243
1-10 Times	82%	88%	90%	77%	78%
11-20 Times	8%	6%	5%	14%	9%
21-30 Times	3%	2%	2%	2%	4%
31-80 Times	3%	2%	0%	4%	4%
81-100 Times	2%	2%	2%	1%	2%
101 or More	2%	1%	1%	2%	3%

**Q6c. If yes, have viewing these ads influenced your thoughts about DUI enforcement operations by local police departments?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=653	N=171	N=112	N=124	N=245
Yes	59%	52%	55%	65%	61%
Somewhat	35%	40%	34%	29%	35%
No	6%	8%	11%	6%	4%

**Q7. Have you seen the “Can You Play the Price?” advertisement pictured below?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=894	N=205	N=224	N=203	N=260
Yes	14%	17%	15%	11%	13%
No	86%	83%	85%	89%	87%

**Q7a. If yes, where have you seen this ad?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=125	N=35	N=33	N=23	N=34
Bus Shelter/ Ad	30%	20%	21%	30%	50%
Poster/Flyer	28%	37%	42%	22%	9%
Postcard	17%	9%	12%	13%	32%
Tipcart	5%	6%	3%	9%	3%
Newspaper	18%	14%	21%	13%	21%
Other	15%	23%	18%	22%	0%

Note: Percentages do not add to 100% as respondents were asked to check all that apply.

**Q7b. If yes, approximately how many times have you seen the advertisement?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=111	N=27	N=30	N=22	N=32
1-10 Times	90%	89%	90%	91%	91%
11-20 Times	5%	7%	3%	4%	6%
21-30 Times	2%	4%	0%	5%	0%
31-80 Times	2%	0%	3%	0%	3%
81-100 Times	1%	0%	3%	0%	0%

**Q7c. If yes, has viewing this ad influenced your thoughts about DUI enforcement operations by local police departments?**

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=118	N=34	N=29	N=22	N=33
Yes	59%	62%	69%	41%	58%
Somewhat	31%	29%	17%	54%	30%
No	10%	9%	14%	5%	12%

**Q8a. Please indicate whether or not you agree or disagree with the following statement: *I think that local police make a great effort to catch drunk drivers.***

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=887	N=202	N=215	N=205	N=263
Strongly Disagree	4%	4%	10%	4%	1%
Disagree	9%	9%	9%	14%	4%
Agree	59%	63%	53%	58%	61%
Strongly Agree	28%	24%	28%	24%	34%

**Q8b. Please indicate whether or not you agree or disagree with the following statement: *I think that the level of DUI enforcement by local police is higher than in other communities.***

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=881	N=200	N=213	N=203	N=263
Strongly Disagree	3%	5%	8%	1%	1%
Disagree	23%	23%	26%	27%	18%
Agree	55%	54%	53%	58%	53%
Strongly Agree	19%	18%	13%	14%	28%

**Q8c. Please indicate whether or not you agree or disagree with the following statement: *I think that if someone in this community drives after having too much to drink, they are likely to be arrested for DUI.***

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=882	N=201	N=213	N=203	N=263
Strongly Disagree	5%	5%	9%	4%	0%
Disagree	15%	16%	17%	18%	11%
Agree	51%	58%	48%	43%	55%
Strongly Agree	29%	21%	26%	35%	34%