



Heads up, Texas

TALK / TEXT CRASH

Drive smart.
Keep kids safe.

IF YOU LOVE IT,

CLICK IT

BE SAFE. DRIVE SMART. 

Andrea's Project and Amarillo Partnerships

Grassroots
Community
Efforts to Improve
Safety



#EndTheStreakTX

End the streak of daily deaths
on Texas Roadways.

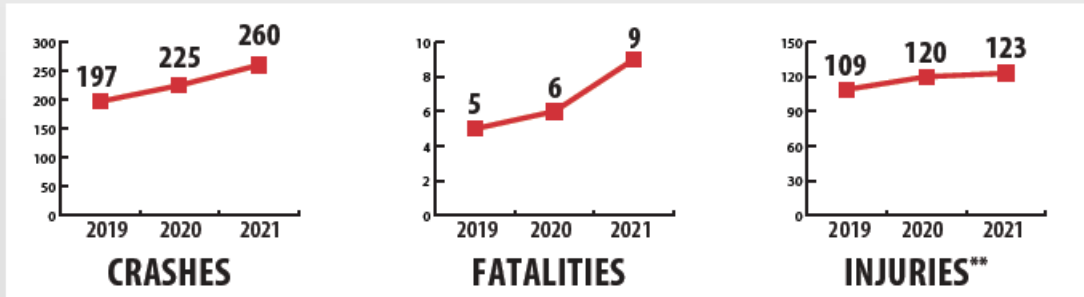


There is a huge drinking and Driving Problem in Amarillo



AMARILLO RANKS #4 IN THE STATE* **FOR THE MOST** **FATALITY AND SERIOUS** **INJURY CRASHES** CAUSED BY **ALCOHOL-IMPAIRED DRIVING.**

**Per 10,000 population, based on a 3-year average.*



***Injuries include Suspected Serious Injuries, Suspected Minor Injuries and Possible Injuries.*



-  Address Underage Drinking
-  Educate Retailers and Bars
-  Social Media Campaigns
-  Dedicated Enforcement Teams
-  Partnership with TXDOT and Andrea's Project



Dedicated Underage Drinking Enforcement

- 👮 Juvenile Offender Detectives
- 👮 Overtime Assignment
- 👮 Tips, social media, and citizen complaints
- 👮 Random checks of hot spots



Social Host Liability Ordinance

- 👮 Civil, not Criminal Penalty
- 👮 \$300.00 fine
- 👮 Cost of police and fire (city) response



Providing consistent messaging on traffic safety to reduce fatalities:



- Speed
- Seat Belts
- DWI





<https://www.facebook.com/AmarilloPolice/videos/395794541597874/>



Educate Retailers and Bars

-  Letters to the establishment if last place reported by DWI
-  Alcohol Sales Workshop (yearly)



-  STEP Grant
-  Underage Drinking Enforcement
-  Holiday patrols



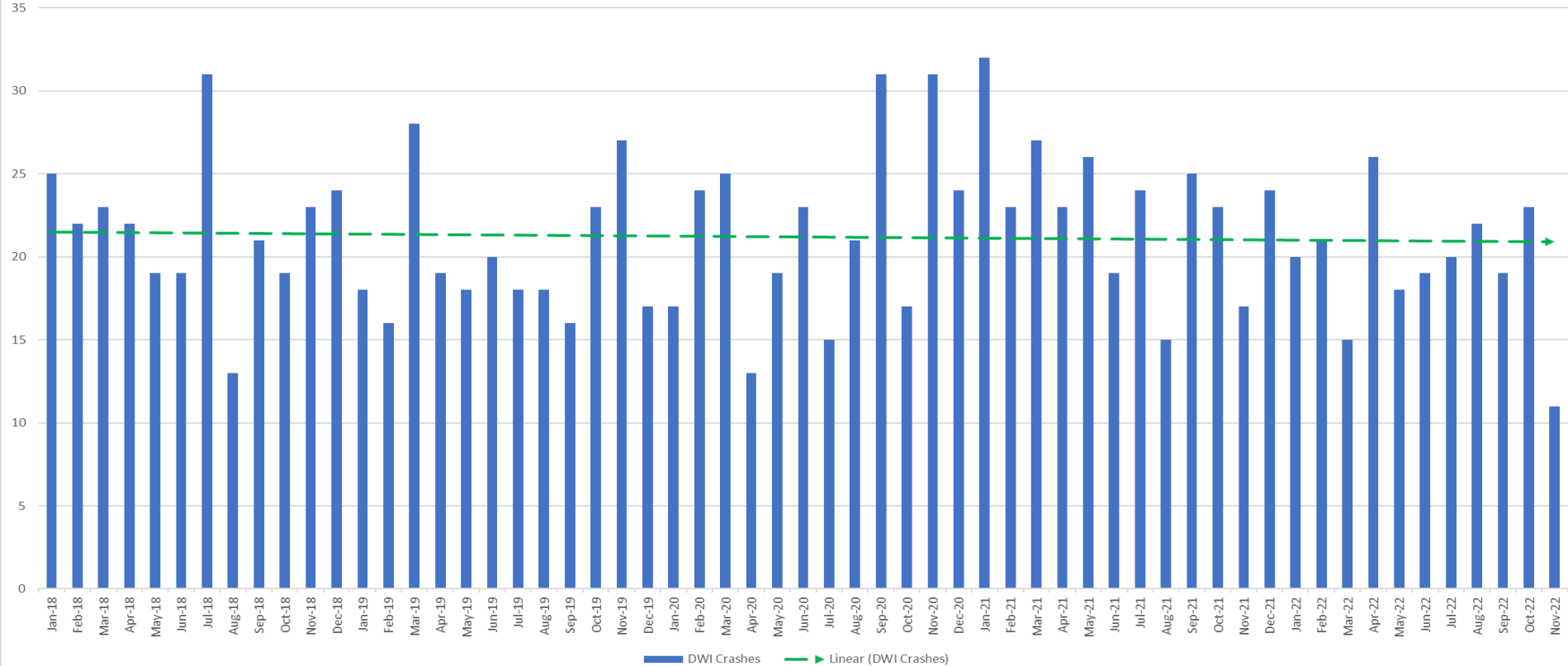
TXDOT



Andrea's Project

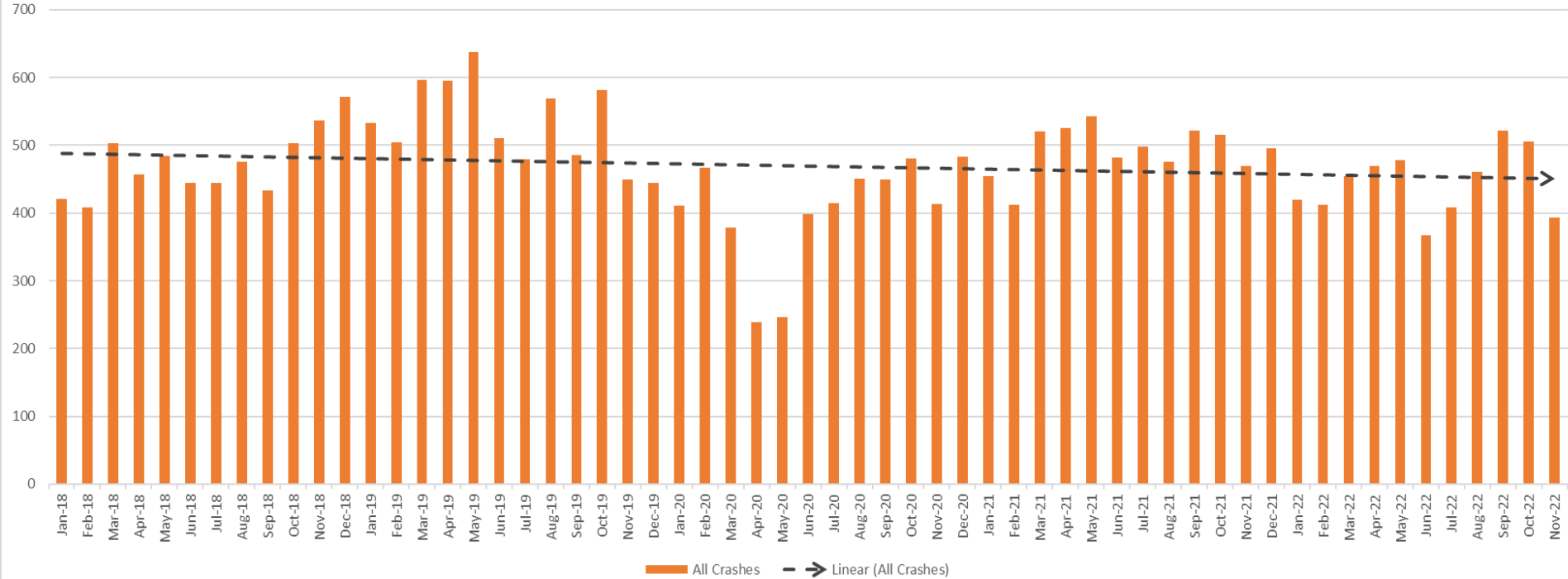


DWI Crashes



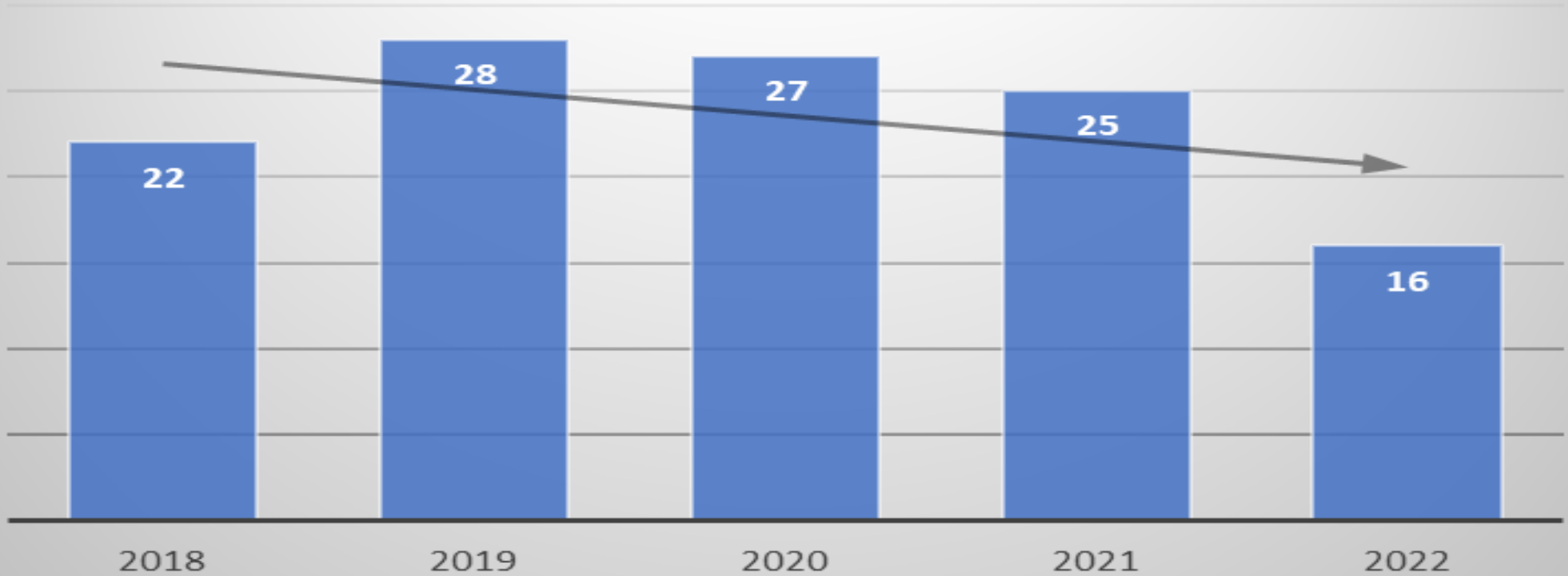


All Crashes Amarillo





Fatal Crashes

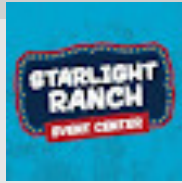
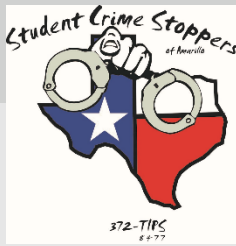


We had the basics of a Coalition, but we needed more





Forming a Strategic Vision



Vision of Andreas Project is to create a true cultural change and new mindset regarding drinking and driving choices, using education and all available resources.



Enlist our Army of Volunteers

7:47



Amarillo Police Department 47m · 🌐

TIME: 7:30PM
CASE NUMBER: 22-508769
INCIDENT TYPE: Furnishing Alcohol to minor
OFFICER SUBMITTING RELEASE: Sgt. Burr-PIO

DETAILS: On Friday, May 27, 2022, at 7:30PM, Amarillo Police Officers were spotted up at the Spirit Emporium located at 4617 Western. We have been receiving information the owner of this store was selling alcohol to persons under 21 years of age. Officers observed a female, who appeared to be under age 21, enter the store. A short time later she came back out with alcoholic beverages and placed them in the back seat of a vehicle. Officers followed the female in the vehicle and observed a traffic violation and made a traffic stop. The female was identified and found to be 18 years of age. She gave a statement in which she admitted to buying the alcohol. She then told officers she was never asked for identification by the clerk who is also the owner. Officers identified the owner as Bikram Singh, male, birthday 7-20-57. He was arrested and booked at the Randall County jail on the charge of purchase or furnishing alcohol to a minor, a Class A misdemeanor. TABC was also notified and responded to the store. This incident is still being investigated by TABC and the Amarillo Police Department.

You're commenting as a constituent



Write a comment...



Home



Watch



Feeds



Notifications



Menu

4:58



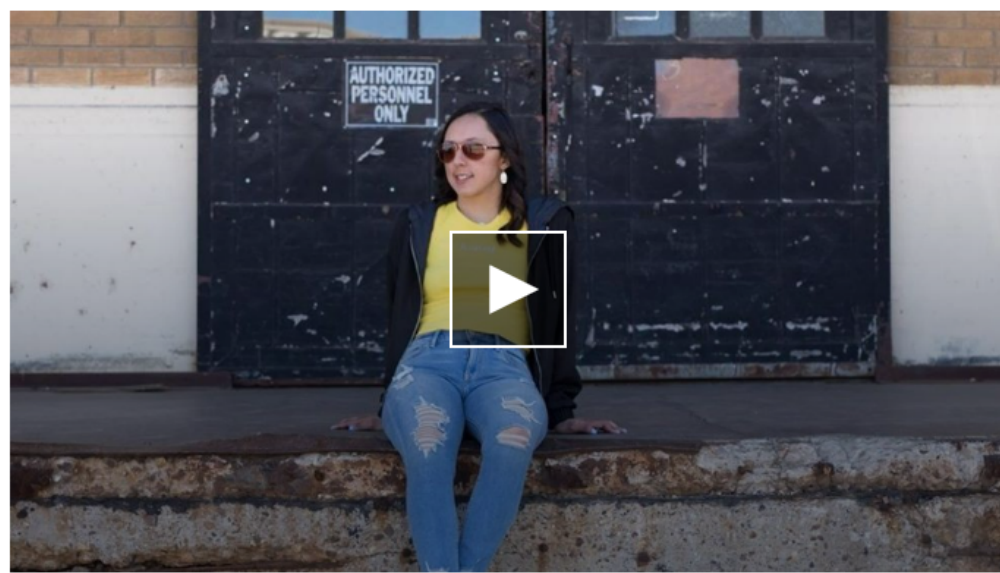
Following the actual crashes





Members of Andrea's Project to propose "Social Host Ordinance" to City Council

by LaMyiah Harvel | Tuesday, February 18th 2020



Saturday, March 7, 2020
9:00 am - 4:00 pm
David's Quality Electric
1751 SE 10th Avenue, Amarillo, TX 79102

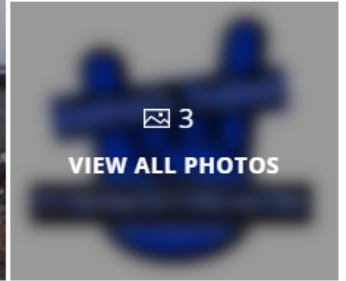
Together we CAN reduce alcohol use among OUR youth

Alcohol for Youth Academy?
For youth and adults to work together to tackle and prevent driving. Sessions are led by Texas Free Youth staff, Youth Leadership Council Leaders. This dry-ling event gives participants: training on underage drinking and Zero BOD, articles supporting effective partnerships between BOD in leadership and community engagement for creating change.

Who Should Attend?
You don't need to have a group or an accompanying adult at this event. This Academy is designed for any working collaboratively to prevent underage drink driving. This includes:
• Youth in grades 6-12 and college
• Adults working or wanting to work with youth
• Individuals (youth or adult) interested in the topic

Sustainable program, and more effective advice
youth and adults learn together how to educate table action and become part of the solution!

Schedule-at-a-Glance



Nine months since Andrea Elizalde was killed in a drunken-driving crash on Easter 2019 loved ones are pushing to change laws in the City of Amarillo. (Elizalde Family)

Another strategy, utilize out-side-the box resources

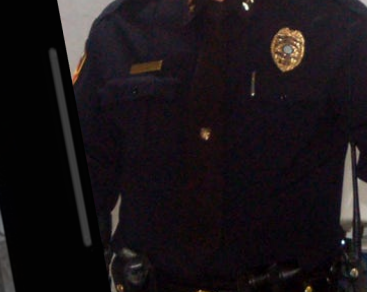




Sequential
Intercept Model
Mapping Report
for Potter County
& Randall County,
Texas

Prepared by: Policy Research Associates, Inc.

Sustain Acceleration



Create Cultural and Institutional CHANGE





Increase education for all road users on the impact of impaired driving and its prevention

We take this picture of Andrea and Andrea's crashed car to schools



Show the Consequences in an impactful way



Student Crime Stoppers
372-TIPS
8477

JUST ONE CHOICE CAN CHANGE YOUR LIFE FOREVER.

On April 21st, just a few days after taking her Senior photos with her new Corvette, Andrea Elizalde made the choice to let a drunk driver, drive that car. Tragically he lost control and her life was taken on that Easter night in Amarillo Texas. Andrea was a bright, beautiful, funny and kind young woman with her whole life ahead of her. She was about to graduate from Randall HS in just a month with plans to go to college and become a neurosurgeon. Her father and mother, David and America, started Andrea's Project to raise awareness that just one choice can change your life.
#ItsJustThatEasyToNotDrinkAndDrive
Get a rideshare and be responsible.
P.S. I Love You

Andrea's Project

It's That Easy Not 2 Drink and Drive

P.S. I love You

IT S THAT EASY NOT 2 DRINK AND DRIVE!

WE CAN MAKE A DIFFERENCE



Memorial signs with Media presence every time



**PLEASE
DON'T DRINK
AND DRIVE**

**IN MEMORY OF
Baby Laikken Mayfield
July 30, 2020**

Keep Speaking!



Partnering with people who love kids! Student Crimestoppers.



Andrea's Project

It's That Easy Not 2 Drink and Drive

P.S. I love You

PROUD PARTNERSHIP TO END UNDERAGE DRINKING

Student Crime Stoppers
of Amarillo



372-TIPS
8477



SCAN CODE TO REPORT

100% anonymous message?



thank you!

Community events “Be A Hero”



Talk to the people on the frontline



Engaging businesses through the human connection





Personal Partnerships across the State with anyone who will listen



Recruiting Law Enforcement Agencies and having a great relationship with them



LAWS AND CITY ORDINANCES RELATED TO UNDERAGE DRINKING




TEXAS ALCOHOL BEVERAGE CODE

- SEC 101.76 CONSUMPTION OF ALCOHOLIC BEVERAGE NEAR SCHOOL
- SEC 106.02 PURCHASE OF ALCOHOL BY MINOR
- SEC 106.04 CONSUMPTION OF ALCOHOL BY MINOR (MIC)
- SEC 106.025 ATTEMPT TO PURCHASE ALCOHOL BY MINOR
- SEC 106.05 POSSESSION OF ALCOHOL BY MINOR (MIP)
- SEC 106.06 PURCHASE OF ALCOHOL FOR MINOR. FURNISHING TO MINOR
- SEC 106.07 MISREPRESENTATION OF AGE BY A MINOR

CITY ORDINANCES:

- 10-3-72 - CURFEW VIOLATIONS (MINORS UNDER 17YOA, 12:01-4:00AM)
- 10-3-80 - HOST LIABILITY FOR UNDERAGE DRINKING



Andrea's Project
It's That Easy Not 2 Drink and Drive





- ✓ Less is more-
- ✓ Individuals Matter-
- ✓ Wield self interest with a sword of justice-
- ✓ Have long term plans- to build our strength and then exercise that power
- ✓ Multi-scaled coalitions-



P.S. I Love You