

LOCKDOWN WN LOWDOWN

COLORADANS AGAINST AUTO THEFT

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GEARING UP FOR PUFFER ENFORCEMENT WEEK

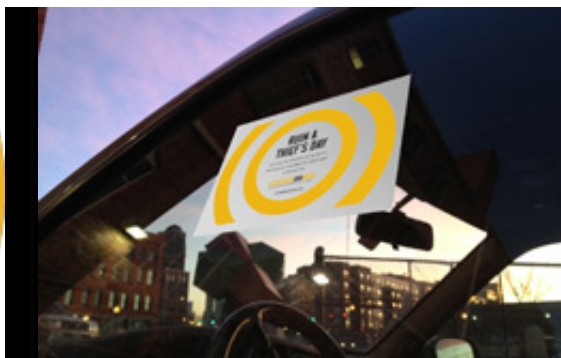
This year Colorado Auto Theft Investigators designates the week of January 15-21 as “Puffer Week.” During this stepped-up enforcement period, local law enforcement agencies throughout the state will give warnings and/or citations to motorists that leave their cars running unattended. CAAT is teaming up with CATI to provide educational materials and PR/media support for your “puffer” outreach efforts.

Stay tuned for an email this week with more information and details on how your agency can get involved.

NEW AUTO THEFT PREVENTION MATERIALS!

Thanks to all of the CATPA task force members who have been distributing co-branded flyers around their local communities. Due to the positive response, we are printing additional flyers (with different creative) for you to share with citizens to inform them about the risk of auto theft during puffer season. Flyers can be posted on community bulletins or handed directly to citizens to help educate the public about auto theft prevention. We also encourage you to bring stacks of flyers to partners to raise awareness throughout your communities.

We are also excited to share NEW window clings with you! These easy-to-peel window clings stick to the driver side window of parked cars to send an impactful message about taking proper preventative measures. If you would like to receive additional flyers and/or new window clings, please contact Courtney@ameliecompany.com.



Place window clings on driver side window to make a meaningful impact on Colorado drivers



Distribute flyers to citizens and leave on cars to inform Coloradans of the dangers of leaving your car running unattended.

TASK FORCE TOUCH BASE

CAAT media relations specialists will conduct conference calls with each task force throughout January and February. Don't miss out on this opportunity to learn more about how your agency can leverage the Lockdown campaign with local media, as well as how to use Lockdown materials for ongoing awareness and to publicize our seasonal public education campaigns. Stay tuned for more information and scheduling details.

LOCKDOWN SPOTLIGHT

Greeley Tribune Praises the Regional Auto Theft Team of Northern Colorado

CAAT media relations specialists have been working with local media representatives around the state to secure coverage of the puffer campaign along with stories that uncover the positive impact of the task forces in local communities.

Our PR team worked with the Greeley Tribune on a puffer story. The reporter interviewed Sgt. Greg McComas with the Regional Auto Theft Team of Northern Colorado (NRATT) to examine the effective results of the local law enforcement's crackdown on car thieves. Special thanks to Sgt. Greg McComas for contributing to the report. The first write-up resulted in a glowing editorial in support of NRATT. This is a great example of how we can work together for positive CATPA PR!

If your agency has a news story to share or if you need PR support, please contact Annie Coghill, Amelie Company, 303-832-2700, ext. 202 / annie@ameliecompany.com.

Tribune Opinion: Coalition cracks down on 'puffer' season to decrease auto thefts

Police, sheriff's office team up to decrease auto thefts

It's nice to see regional law enforcement authorities put their mind to something and have an impact on crime rates.

That's what has happened with the Regional Auto Theft Team of Northern Colorado. The multi-jurisdictional effort began in 2005 — Greeley joined last August — and last year it was able to report a 42 percent decrease in auto theft in the region since its inception.

Several local law enforcement agencies have joined the coalition: the Colorado State Patrol, Weld and Larimer sheriff's offices, and the Loveland, Fort Collins, Longmont, Johnstown and Greeley police departments, to name a few.

The effort was started after law officers noticed a rather dramatic increase in auto thefts in northern Colorado in the early part of last decade. From 2000-05, auto thefts rose from 175 to 448 annually.

By working together and with an increased focus, the agencies reported 117 auto thefts last year.

During the winter, which could be called "puffer" season for car thieves, Greeley reports that only two cars have been stolen by thieves who look for exhaust coming from a car left unattended while it is warming up in the morning.

Those numbers represent a major success for the Regional Auto Theft Team.

Sgt. Greg McComas of the Colorado State Patrol, who oversees the coalition, said focusing on prolific criminals and organized crime — code words for gang activity — has been a major reason for the success of the effort.

Greeley police spokesman Sgt. Joe Tymkowych echoed McComas' thoughts as a high priority for city police.

"Career criminals are the ones we're really emphasizing to our guys to pay a lot of attention to and prioritize in their patrolling of the city," Tymkowych said.

We say "Bravo!" to the Regional Auto Theft Team of Northern Colorado and all of its participating agencies. By working together, improving communication among agencies, pooling their resources and with increased focus on the issue, a significant crime problem has been greatly reduced. That's worth celebrating as we enter a new year.

ADD LOCKDOWN LOGO TO YOUR WEBSITE

Thanks to Randy Moody of the Aurora Police Department for using the new Lockdown web graphic on the [Aurora Police website](#). We encourage you to feature the Lockdown web graphic on your site to provide Coloradans with a direct link to lockdownyourcar.org for auto theft prevention tips, tools and resources. Visit our [Link to Us](#) page for our web button and a code snippet to make adding a link to our site easy.



If you need assistance, please contact Courtney@ameliecompany.com.

MONTHLY LOCKDOWN TIP

Mark Your Calendars for Community Events

Community events calendars fill up fast! It's never too early to make plans to have a visible presence at local farmers markets, festivals, concerts and other popular local attractions. Check your local community newspapers and city government websites for a list of community happenings and reserve a place at key events. If you know of opportunities we should share in an upcoming newsletter—or if you need assistance finding events—please let us know!

CATPA CORNER

A thank you is in order! 2011 was another successful year in the reduction of auto theft. These successes can be directly attributed to the strong commitment of the CATPA Teams and Task Forces, the CATPA Board, the Colorado Auto Theft Investigators, law enforcement and insurance partners. These stakeholders have worked together to provide input, define Colorado's needs and identify the best resources to confront auto theft. Congratulations to work well done.

Don't forget that CATPA grant applications are due February 1st, 2012 at 2 pm. [Click here](#) for more Information on CATPA grants.

The next CATPA Board meeting is January 19th from 1:30-3:30 pm. Please contact Diana Pratt Wilson at diana.prattwilson@cdps.state.co.us if you have any grant modifications, supplementals or wish to attend the Board meeting. The meeting is located at the CATPA office, 710 Kipling Street, Lakewood, CO 80215.

Lastly, please keep Randy Moody, EMATT, and Stan Ancell, WCATT, in your thoughts in their recovery!

CAAT IN THE NEWS

The puffer campaign continues to capture media interest. Warnings against puffers appeared in several community newspapers in December.

The [Cortez Journal](#) and [Durango Herald](#) wrote about the launch of the new puffer campaign.

The [Gazette](#) reminded Colorado Springs residents that puffing is illegal.

The [Coloradoan](#) reported on the \$25 puffer fines issued by Fort Collins police during the campaign.

Loveland [Reporter-Herald](#) issued a reminder and warning about puffing after a local woman was victimized on a cold winter morning.

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▶ FORWARD TO A FRIEND

▶ LOCKDOWNYOURCAR.ORG

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