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Spotlight

CAAT Summer Campaign Recap Another successful summer campaign for CAAT!

We are in the home stretch of our summer awareness campaign; it's been another successful campaign thanks to the support from our task forces and community partners! We kicked off the campaign on June 27 with the beautiful Garden of the Gods as the backdrop. Our campaign launch garnered media attention from [KRDO-TV](#), [KOAA](#) in Colorado Springs, and [KUSA](#) in Denver. The Western Colorado Auto Theft Task Force (WCATT) also coordinated a media event in Grand Junction on the same date, resulting in a news story from [KKCO](#).

Auto Theft Task Forces have been busy spreading the word in their communities. Officer Tom Poe of Commerce City has received great responses on the Lockdown shades from citizens (and canine friends too!)



Our street teams have also received good feedback from the beanbag toss game and Lockdown shades that were passed out before two concerts at Red Rocks Amphitheatre.



This summer's paid media campaign was focused in Colorado Springs. Between the campaign billboards along I-25 and throughout the city, bus shelters and an interactive media buy, the Colorado Springs community certainly got our message: unlocked cars get stolen. Sgt. Bill Burns says the campaign can be seen everywhere, there's no way citizens can miss it. He also added, "a thief won't be able to drive a hot wired car without seeing a billboard or bus sign."

CAAT has also taken the message to its [Facebook page](#). We ran a giveaway to reward loyal fans for helping us spread the message. Thanks to our partner, Red Rocks Amphitheatre, we gave away three sets of concert tickets. As you can imagine, these were quite popular among our target audience and resulted in the addition of nearly 1,000 new fans who will join our coalition of advocates in the community, taking our total fan base to over 2,000! Additionally, Red Rocks Amphitheatre posted two sponsored posts on its Facebook page, which was a great way to get our message out to over 330,000 Red Rocks fans!

As the summer campaign wraps up, we would love to hear your feedback on how the campaign materials worked for you. Send us your best photos to be showcased in the next Lockdown Lowdown! Please send your feedback and photos to [Elle Queen](#).

Partners

Thank You Community Partners! Red Rocks Amphitheatre and ESPN Denver help spread CAAT's message

Big thanks to our community partners, Red Rocks Amphitheatre and ESPN Denver, for enabling us to engage with our young male target audience in the moments right before they might make otherwise been tempted to make the mistake of leaving their cars unlocked.

This summer, we sent our street team out to Red Rocks Amphitheatre to join concert-goers as they headed into the venue to enjoy the show. CAAT's street team set up the Lockdown branded bean bag toss game and distributed Lockdown shades as a way to share the Lockdown message and remind concert goers to "lock before you rock." Red Rocks Amphitheatre displayed our signage in the parking lots and at the various entrances as well.



Our newly formed partnership with ESPN Radio, which ranks first in time spent listening among all Denver stations, helped us reach sports lovers this summer through 15 second radio messages, web banners and community outreach at ESPN events during July and August. We handed out Lockdown shades several of these events, including the Outlaws July 4th game, the Dexter Fowler Show, Denver Beer Fest and Bronco's Training Camp. This allowed us to reach approximately 75,000 people!

Community partnerships remain a very effective way for CAAT to reach people and gently remind them to lock their car doors to protect themselves. The relationship is mutually beneficial as it also acts as a way to position the partner as a strong safety advocate in the community. If you know of a partner that CAAT should approach, please share your idea with [Elle Queen](#); we are always looking for new ways to spread our message!

Website Update

New Lockdown Website Auto theft hot spot map is key new feature

As part of our summer campaign efforts, CAAT rebranded the [lockdownyourcar.org](#) website to enhance user experience and add a great new feature: the auto theft hot spot map! Visitors to the site can search their zip codes to see a map of auto theft "hot spots." This great new tool was made possible by Rich Smith and our friends at ATICC who provided up-to-date data on auto theft locations. [Visit the site](#) to interact with the hot spot map and other new features, including a blog featuring current auto theft stories and more.

Monthly Lockdown Tip

It's back to school time and before we know it, temperatures will cool off, which means we're about to enter puffer season. We will be running the "Winter to Forget" TV spot once again this winter season. Additionally, the CAAT steering committee has already started to brew some cool ideas for puffer season and we'd love to add your ideas to the mix too. What materials have worked for you in the past? What ideas do you have for improving the materials or creating additional resources? Please share your thoughts with [Elle Queen](#) and look out for more updates on the puffer campaign in the next issue!

CATPA CORNER

A message from Lori Malcolm, CATPA Director

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CATPA Director, Lori Malcolm has announced her retirement from the Colorado State Patrol and CATPA, effective September 30, 2013. Lori served the Federal government for 18 years and has been employed by the State of Colorado for 11 years. Her meticulous oversight since 2009 has made CATPA the success it is today. With the support of the Board, Lori has built CATPA from the ground up and has provided strong guidance and support to the task forces, teams and grantees. The CATPA Board is in the process of hiring a new Director. Lori made the decision to retire when her youngest son, Douglas, was recruited to play Junior A hockey in Whitefish, Montana. Lori and her husband Bob, who retired in early August, will join their residence in Montana allowing them the opportunity to enjoy time with Lori's mother and family that also reside in Montana. We are sad to see her go, but are excited for the opportunities that await her in retirement!

We also extend our warm well wishes to Carl "Bear" Kay, CAAT Co-Chair, who is retiring August 30th during the Colorado State Patrol. Bear was presented with an award for his service from the CATPA Board during last week's meeting. Bear has dedicated the past 17 years to making Colorado drivers safer on our roadways and his legacy will live on through the many statewide traffic safety initiatives he helped develop and implement including DUI/Heat is On, teen driving, motorcycle safety, CAAT, Buckle Up/seat belts, child passenger safety, aggressive driving and Watch out for Wildlife. Bear will remain involved with CAAT and several other traffic safety projects at least for the near future.

In other news, the Colorado Auto Theft Investigators (CATI) will be holding its annual conference/seminar September 16-19, 2013, at the Double Eagle Hotel and Casino in Cripple Creek, Colorado. If you are interested in attending please visit www.coloradoautotheft.org and click on the 2013 Seminar link on the webpage. Scholarships for attendance are still available; please see the CATI website.

Beginning in September 2013, Task Forces and Teams from around the state will participate in a facilitated meetings to discuss the issue of increased auto theft in Colorado. Using the Leadership in Police Organizations (LPO) Leader Thought Process, the participants will be provided the opportunity to discuss their thoughts on the increase and determine areas for improvement and work to implement best practices. Information on dates and times will be sent to those invited to participate.

Finally, the CATPA staff will begin on-site monitoring visits in those invited. Grant Manager Gina Salazar will be in contact with Project Directors to set dates. These on-site monitoring visits should only take a couple of hours of your time and after the visit you will be provided with a detailed report on the outcome of the visit. If you have any questions about any of these monitoring visits, please do not hesitate to contact Gina at 303-239-4572 or gina.salazar@state.co.us.

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