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Spotlight

2014 CATI/CAAT "Puffer Week": Putting Auto Theft on Lockdown January 27 - January 31

With a little help from Old Man Winter, "Puffer Week" kicked off with below freezing temperatures, helping us catch some media attention right from the chilly start. The CATI/CAAT "Puffer Week" news release was distributed statewide by the Colorado State Patrol Monday morning. TV and radio weather and traffic reporters repeatedly warned drivers that "puffing" is illegal and that law enforcement would be out in force targeting "puffers" during the week-long statewide awareness and enforcement effort.

Task forces from across the state tapped into local resources, utilized the power of social media and hit the streets to ensure a successful week of "puffer" activities. They engaged with the public directly and even caught the media's eye.

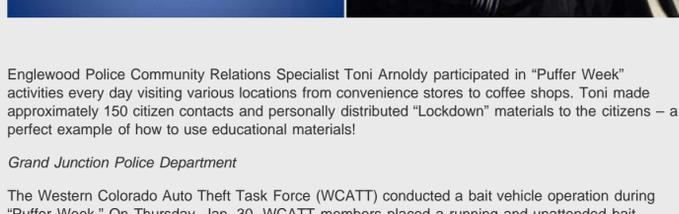
KUDOS for your extra efforts and partnership on this important auto theft prevention initiative! Please continue to send us updates on "Puffer Week" and other enforcement/education activities, so we can highlight all of the great work being done across the state!

"Puffer Week" MVPs

East Metro Auto Theft Team (EMATT)

Law enforcement focused on "puffer" operations from 5:00 a.m. to 9:00 a.m., Tuesday through Friday, in Aurora, Commerce City, Englewood and Arapahoe County. The operations involved uniformed officers detecting "puffers," writing summonses or issuing verbal warnings, and handing out educational materials. Plainclothes EMATT investigators assisted uniformed officers conducting surveillance on hot spots.

On Tuesday, Jan. 28, Aurora PIOs invited the world of Twitter to join them in their tweet-along, live tweeting images and capturing public engagement in real-time.



Englewood Police Community Relations Specialist Toni Arnoldy participated in "Puffer Week" activities every day visiting various locations from convenience stores to coffee shops. Toni made approximately 150 citizen contacts and personally distributed "Lockdown" materials to the citizens – a perfect example of how to use educational materials!

Grand Junction Police Department

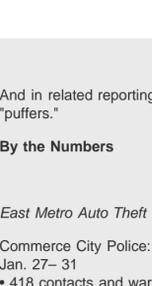
The Western Colorado Auto Theft Task Force (WCATT) conducted a bait vehicle operation during "Puffer Week." On Thursday, Jan. 30, WCATT members placed a running and unattended bait vehicle at several locations.

Metropolitan Auto Theft Task Force (MATT)

During "Puffer Week," MATT continued its already existing educational, enforcement and media initiative by leveraging its "puffer bait car" in Denver, Lakewood and Wheat Ridge, engaging with the community through social media, and conducting public, neighborhood and media outreach.



Many thanks go out to MATT and its partners for getting the word out to the community and media by leveraging the Lockdown "puffer" message and campaign materials, not only during "Puffer Week," but throughout the year.



NEIGHBORHOOD WATCH

LAKESWOOD POLICE DEPARTMENT

COLORADO PUFFER AUTO THEFT INFORMATION

<ul style="list-style-type: none"> • Puffers accounted for 15% of all auto thefts in 2013 • 15% amounts to seven stolen vehicles per day or 35 per week • 26% of Coloradans are concerned their car might be stolen 	<ul style="list-style-type: none"> • 70% of Coloradans indicate that they believe a running, unattended auto is a top way to have a car stolen • Almost 25% indicate that they have left their car running and unattended 	<ul style="list-style-type: none"> • 50% of all stolen cars have the keys inside at the time of the theft • A stolen car is not the only hazard associated with puffers. Stolen cars result in Police pursuits and a danger to all of the public.
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And in related reporting, Longmont PD shared that 50% of its reported auto thefts in 2014 were "puffers."

By the Numbers

<p><i>East Metro Auto Theft Team (EMATT)</i></p> <p>Commerce City Police: Jan. 27– 31</p> <ul style="list-style-type: none"> • 418 contacts and warnings <p>Aurora: Jan. 28</p> <ul style="list-style-type: none"> • 213 summonses • 154 crime prevention warnings/notices • 1 impound, 1 warrant arrest <p>Englewood Police: Jan. 30</p> <ul style="list-style-type: none"> • 21 summonses • 38 crime prevention warnings/notices <p>Arapahoe County: Jan. 31</p> <ul style="list-style-type: none"> • 25 summonses • 71 crime prevention warnings/notices 	<p><i>Beat Auto Theft Through Law Enforcement (BATTLE)</i></p> <p>Broomfield Police:</p> <ul style="list-style-type: none"> • 113 contacts • 113
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Total #s reported for the operations:

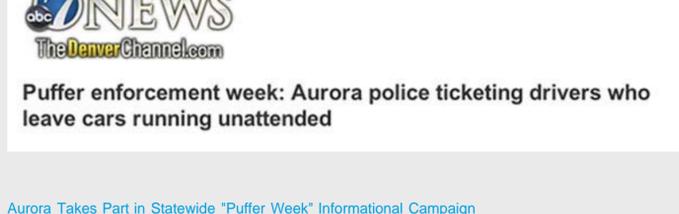
- 259 summonses
- 1,944 warnings
- 1,053 contacts
- 1 impound
- 1 warrant arrest

Thank you all for your efforts during "Puffer Week" and especially to those of you who reported information to CATI! Please continue to submit data to [Dana Chavez](#) to help in our own reporting efforts.

Media Outreach Efforts Win Key Headlines

On air and online, local TV and radio stations helped spread the word by educating the public about the risks, dangers and heightened crime associated with auto theft, specifically "puffers." Take a peek at a couple of the published stories below to read the rich content this year's efforts landed locally.

Kudos to Aurora PD and PIOs for organically engaging the media with their innovative tweet-along!



[Aurora Takes Part in Statewide "Puffer Week" Informational Campaign](#)
[Aurora Channel 8](#)

[Stop Puffing](#)
[Looking@Lakewood](#)

Public Perception vs. Cold Hard Facts

Coloradans Against Auto Theft (CAAT) commissioned Talmey-Drake Research to conduct a follow-up poll to the baseline 2011 survey. The goal was to analyze current public perception of auto theft and measure the progress of our educational outreach.

Poll results indicate many Coloradans are aware that "puffing" is illegal, but they're still guilty of it, thinking that auto theft won't happen to them. Many Coloradans also perceive auto theft as a crime enabling joyriding and the stripping down and selling of car parts, not one that leads to more dangerous activities. The data offers up a great reminder of the need to continue our education and outreach efforts.

- Over half of respondents say they know someone who has had their car stolen; yet only 26% expressed concern that their own car might be stolen.
- 70% of Coloradans think a running car left unattended is a top way cars get stolen; though nearly a quarter say they've never done it.
- Only 18% of those who "almost never" or "never" leave their car running unattended say it's because they're afraid it will get stolen; 70% simply believe it's not a good thing to do.
- The sheer fact that each year more than 10,000 vehicles are stolen statewide has little or no affect on 70% of Coloradans.

Our efforts are increasing awareness surrounding the legal issue – 66% know that leaving a car running while unattended is illegal; only 53% were aware in 2011 – but a disconnect between public perception and reality is still rampant statewide.

Let's continue our year around education efforts by using hard data to reinforce the notion that auto theft is not only dangerous in and of itself, but is also a gateway crime leading to greater risk and danger in our communities.

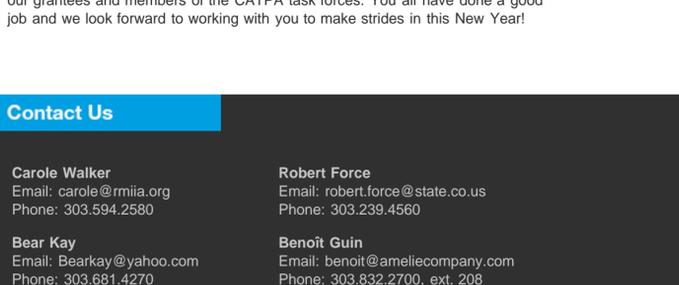
Monthly Lockdown Tip

LockDownYourCar.org

Help create awareness in high risk areas, generate ideas for your region, pull compelling statistics, stay up-to-date on all things "puffer," and direct media, community resource officers and the general population to this easy-to-navigate information hub.

LockDownYourCar.org is not only a great resource for task forces, it provides a wealth of information for media and the public. The hot spot feature is a great way to combat the perception versus reality conundrum uncovered by the poll.

Deliver fresh content and resources to the community by using lockdownyourcar.org as the call to action in your communications.

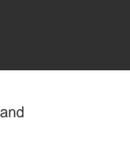


2014 CATPA Grant Funding Opportunity
On January 14, 2014, the CATPA office launched the application for the 2014 CATPA Grant Funding Opportunity in the Colorado Grant Management System (COGMS). The grant will run from July 1, 2014, through June 30, 2015. There is approximately \$4 million dollars available for funding auto theft prevention activities this year, with a slight reduction from last year.

Applications are due on February 20, 2014. At that point, the CATPA Board will move quickly to review the grant applications before presentations in April. Applicants will be notified of approval and funding amount within a couple days of the presentations.

If you have any questions about the 2014 CATPA Grant Funding Opportunity, please feel free to contact Gina Salazar at 303-239-4572.

As we look forward into 2014, we want to extend our heartfelt "Thanks" to all of our grantees and members of the CATPA task forces. You all have done a good job and we look forward to working with you to make strides in this New Year!



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