



**CATPA**

**Colorado Auto Theft  
Prevention Authority**

Department of Public Safety

## Rural Messaging Document

This document includes messaging specific to rural areas of Colorado, with options for different headlines and message length, as well as the ability to tailor these messages to your specific region.

To find auto theft data related to your jurisdiction, view the [2021 ATICC Report](#).

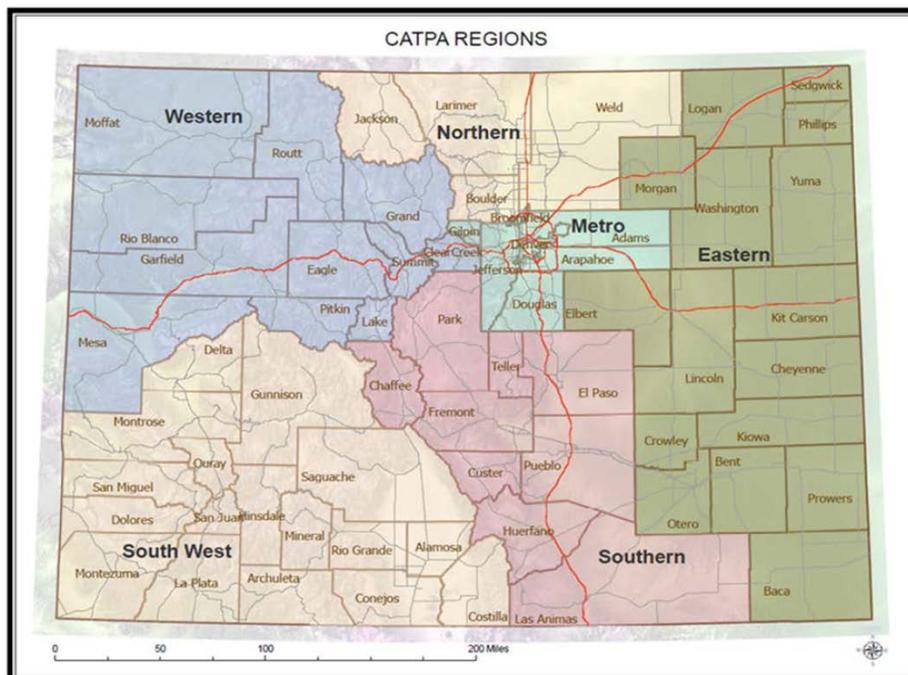
### LONG MESSAGE

Title options for web copy, email subject line, etc.

- Auto Theft: Not Only an Urban Issue
- Rise in Auto Theft Raises Unique Concerns for Rural Colorado
- (Rural Coloradans Can) Stay a Step Ahead of Thieves

In rural areas, the problem is more pronounced than in larger towns and cities. The data tells the story of auto theft in rural Colorado (source: Colorado's Auto Theft Intelligence Coordination Center (ATICC)):

- From 2020 to 2021 thefts in CATPA regions outside of the Metro Area experienced the following percentage changes
  - Eastern Colorado - Decrease by 3%
  - Northern Colorado - Increase by 21%
  - Southwest - Decrease by 12%
  - Southern Colorado - Increase by 25%
  - Western Colorado - Increase by 13%





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Trucks, trailers, tractors, and expensive equipment related to farming, ranching and construction are high value targets for thieves.

Did you know...

- Nearly half of all thefts occur when doors are unlocked or keys are left in the vehicle.

### How can you stay a step ahead of thieves?

Lock your car doors.

- It takes one second to secure your car.
- It's the number one thing you can do to protect your investment.
- Remember to roll up windows all the way.

Take your keys with you.

- Treat your keys like cash. Don't leave them on your dashboard or seat, or even in your center console. Your keys essentially have the same value as your vehicle.
- Establish a "key" routine:
  - Put your keys in your pocket or purse when you exit your vehicle.
  - Designate a place inside your home for keys (kitchen, mud room).
- Don't leave keys in your vehicle, even in a locked garage.

Turn off the engine when you're not in your car.

- Auto theft is often a crime of opportunity.
- Don't offer your truck for the taking.

Secure your property.

- Make sure your garage or storage area is securely locked.
- Install bright outdoor lights, preferably motion-triggered.

Protect personal and financial information.

- Keep the half of the registration receipt that does not contain your address in your vehicle
- Remove checkbooks, receipts or other personal information

For more information and access to the most up-to-date auto theft statistics for Colorado, please visit [LockdownYourCar.org](http://LockdownYourCar.org).



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## SHORT MESSAGES (3 OPTIONS)

1)

Auto theft is not just a big city problem. It's a quickly growing concern for rural Colorado. Thieves target trucks, trailers, tractors, and equipment. What can you do? Pocket your keys, lock your car, and don't ever leave your vehicle running unattended.

2)

Auto theft is on the rise in Colorado, and XXXX area is no exception with an XXX% increase. Stay one step ahead of thieves. Lock your vehicle doors, take the keys with you, and don't ever leave your vehicle running unattended.

3)

Thieves target rural areas for high-value trucks, trailers, and equipment.