

# New York S.T.O.P. DWI Foundation

S.T.O.P  
Collaborate  
&  
Listen

# Today's Recipe Card:

- SWOT Analysis
- Tactics
- Opportunities
- Preparation

# Learning Goal:

- Provide you, the targeted audience, with a deeper understanding of the simple, yet complex issues that affect the New York STOP DWI Program

# Our Intent:

- We are not here to sell you beans to a magic bean stalk
- We are here to present an outsider's perspective that helps you develop the seed for your organization to grow out of near extinction and develop resiliency

# Objectives:

- Using the SWOT Analysis Method – Look at the Strengths, Weaknesses, Opportunities, & Threats of the NY STOP model
- Discuss a series of tactics for combatting issues affecting the SWOT of the NY STOP DWI Model
- Discuss potential opportunities the program can use for continued success
- Discuss futureproofing the program

# SWOT Analysis

- Let's examine some of the following relating to the NY STOP DWI Program
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats

# SWOT Analysis – Strengths

- Strengths are internal factors
  - What do you do well?
  - What do your partners & stakeholders like about you?
  - What is unique about your organization?

# SWOT Analysis - Strengths

- Created by the New York Legislature
  - Partnerships – What lawmakers are on your side?
- Enacted in 1981 (42+ years in existence)
  - The first of a kind government response
  - Only a year younger than MADD!
- The first self-sustaining program of its kind!
  - Paid for by the offenders not the tax-payers!



# SWOT Analysis - Strengths

- From an insider's perspective – What other strengths does organization have?
  - Technical expertise
  - Brand

# SWOT Analysis - Weaknesses

- Weaknesses are internal factors
  - What can we improve?
  - What are our partners & stakeholders dissatisfied with?
  - Where are we lacking in knowledge & resources?

# SWOT Analysis - Weaknesses

- Created by the New York Legislature
  - Partnerships – What lawmakers are NOT on your side?
  - They created the program – can they end it?
  - As an elected body, are ideologies slowly eliminating the program without the newsprint attention?
- What resources are you lacking?
  - Fiscal changes cause a need for “do more with less” culture/environment
  - With lack of resources – What are you sacrificing to pay the bills?
  - Personnel shrinkage?

# SWOT Analysis - Weaknesses

- From an insider's perspective – What other weaknesses does your organization have?
  - Lack of partnerships
  - No “buy-in” from the judiciary to levy fines
  - No follow through by those responsible for collecting the fines

# SWOT Analysis - Opportunities

- Opportunities are external possibilities that, if recognized and capitalized upon, may move your organization forward
- Can turn weaknesses into strengths
- Can make strengths stronger
- Could, if left alone, become threats

# SWOT Analysis - Opportunities

- Created by the New York Legislature
  - Partnerships – what can you do to get more lawmakers on your side?
  - Partnerships – who can assist or take up your cause?
    - Law enforcement (Police Unions, Traffic Safety Units)
    - Other non-profits or civic organizations? (MADD, Rotary, Kiwanis, etc.)
    - Corporate entities with mutual vested interest? (AAA, trucking industry, insurance)
- Resources
  - Your partnerships can bring resources such as people, materials, and funding
    - Do More – With Less = allowing others to handle some of the burden
    - Where can they pick up the slack?

# SWOT Analysis - Opportunities

- From an insider's perspective – What other opportunities does your organization have?
  - What advertisement strategy can you develop?
  - How can you appeal to the community to take up your cause?
  - What types of overwatch methodologies can you develop?
    - Legislative support development
    - Law Enforcement support
    - Judiciary support

# SWOT Analysis - Threats

- Threats are external possibilities that, if unrecognized and not capitalized upon, may move your organization backward.
- Can turn strengths into weaknesses
- Can make weaknesses grater in magnitude
- Could, if identified and acted upon, become opportunities & develop into strengths



# SWOT Analysis - Threats

- Created by the New York Legislature
  - Partnerships – Do you have lawmakers that want to eliminate your program?
  - Partnerships – who is taking up a cause against you?
    - Organizations who seek to hinder/eliminate government action not directly at you but at those candidates that support you. (Lobbyists & PACs)
    - Corporate entities with not-so mutual vested interest? (Defense attorneys)
- Resources
  - Your lack of partnerships can bring resources such as people, materials, and funding against you.
    - Who or what is taking pieces from your chess board?

# SWOT Analysis - Threats

- Law Enforcement issues
  - Evidentiary rules & procedure changes
    - Breath testing rules
    - Speedy trial constraints
  - Complex DWI requirements by the courts (what differs by region/county?)
    - Example- Florida has 67 counties = 67 versions of how to prosecute an impaired driver
  - Administrative issues
    - Do More with Less = More work & less resources – No time for proactive enforcement

# SWOT Analysis - Threats

- From an insider's perspective – What other threats does your organization have?
  - Your legislative body comprised of elected officials with their own agenda
    - Their PACs & Lobbyists have competitive ideas
  - Your judicial system isn't onboard with prescribed fines & costs that support the program
    - Can legislative oversight intervene?

# Tactics

- Statewide requirements require prosecution ready cases within 15 days. Collaborate with the prosecution/court to ensure the following:
  - Evidentiary Breath Testing Instruments – Substantial Compliance with inspection records
  - Training & Certification of those involved in the various stages of the DUI investigation – think agency inspectors, breath test operators, speed measurement device and vehicle records.

# Tactics

- Statewide requirements require prosecution ready cases within 15 days.
  - Collaboration with non-profits and other watchdog organizations to establish and use victim advocates
  - Use these advocates to speak to the media – get the message out

# Tactics

- Collaborate with the TSRP to understand & communicate the problems around the state
  - Consistent practices for prosecution around the state
  - Develop training for the law enforcement partners in the process
  - Communicate problems to the Governor's office for highway safety

# Tactics

- Involve your local elected officials – checkpoints, car stops, training!
  - Use the media to empower those that support your cause
  - Your stakeholders & partners can leverage their support for your cause

# Tactics

- Partnerships
  - Law enforcement – unions & agencies can pressure candidates to put traffic safety as a priority
  - Media – holds the legislators & judges accountable for their decisions
    - Can ask the tough questions why administrative agencies are not collecting fines needed
  - Non-profits – can assist with the victim advocacy and ask the tougher questions of the candidates



# Opportunities for Success

- New York sits in the top 5 for US Population by state
- Total number of DWI related deaths average 300-500 annually (various news sources)
- 25,000+ DWI arrests in 2019 (NHTSA)
- Nearly 50% of all vehicular assault deaths of NEW YORK Law Enforcement Officers were by an impaired driver (ODMP.org)

# Opportunities for Success

- Data supports the belief that the problem is not going away
  - Law enforcement – develop training opportunities to put more resources on the street
  - Non-profits – create or reinforce partnerships that assist in success multipliers
  - Media – create opportunities for your partners to bask in the limelight
  - Legislative – create an understanding for the need to impose sanctions to sustain the program

# Preparation

- Kobayashi Maru – prepare for an unwinnable situation.
- What if the funding continues to decline?
- What gets cut?
- What continues?
- What is important now?

# Preparation

- Legislative support seems strong as of March 2023 – USE IT!
- Seek & secure alternative funding sources – Highway Safety funding seems to get scarcer – Imagine if this was School Safety, Homeland Security, or any number of other more attractive programs
- Make yourself attractive again