



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Draft

### LOS ALAMOS Los Alamos County DWI Planning Council

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Thursday, September 9, 2021

8:30 AM

Due to COVID concerns, meeting will be conducted remotely. Zoom:  
[https://us06web.zoom.us/webinar/register/WN\\_n5TQresSQzuLNQkxjTADVw](https://us06web.zoom.us/webinar/register/WN_n5TQresSQzuLNQkxjTADVw)  
Phone: US: +1 346 248 7799 or +1 720 707 2699  
Webinar ID: 874 2866 6357

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#### I CALL TO ORDER

#### II PUBLIC COMMENT

#### III BUSINESS

[14829-21](#) Approval of Minutes from the June 10, 2021 Meeting

**Presenters:** George Marsden

**Attachments:** [BCCMeetingMinutes June 2021](#)

[14835-21](#) FY LDWI close out

**Presenters:** Donna Casados

**Attachments:** [FY LDWI close out letter distribution](#)

[FY LDWI close out letter grant](#)

[14847-21](#) Reversion Funding

**Presenters:** Donna Casados

**Attachments:** [FY21 reversion funds application.](#)

[14830-21](#) DWI Prevention Efforts

**Presenters:** Donna Casados and Brandi Seekins

**Attachments:** [Be Above July 2021 Campaign](#)

[14831-21](#) DWI Law Enforcement Numbers

**Presenters:** Jaime Gonzales

[14832-21](#) DWI Compliance Numbers

[14833-21](#) DWI Treatment

**Presenters:** Donna Casados and Jordan Redmond

#### IV BOARD/STAFF COMMUNICATION

[14846-21](#) Chairman's Report

Presenters: George Marsden

[14834-21](#) Staff Report

Presenters: Donna Casados

#### V COUNCIL COMMUNICATIONS

#### VI PREVIEW OF NEXT MEETING

#### VII ADJOURNMENT



**County of Los Alamos**  
**BCC Meeting Minutes**  
**Los Alamos County DWI Planning**  
**Council**

1000 Central Avenue  
Los Alamos, NM 87544

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Thursday, June 10, 2021

8:30 AM

Municipal Building, Room 330

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**I. CALL TO ORDER**

Meeting was called to order at 8:35 a.m. by Chair George Marsden.

Present 5 - Councilor Marsden, Councilor Lovejoy, Councilor McNiel, Councilor Seekins, and Councilor Gonzales

Absent 3 - Councilor Griego, Councilor Redmond, and Councilor Zuhn

**II. PUBLIC COMMENT**

Attendees introduced themselves.

**III. BUSINESS**

[14348-21](#) Approval of Minutes from the May 13, 2021 Meeting

**Presenters:** George Marsden

A motion was made by Judy Lovejoy, seconded by Juanita McNiel that the Minutes be Approved as presented. The motion passed by a unanimous vote.

**I move that the Board approve the attached minutes.**

[14394-21](#) County Ordinance for Alcohol

**Presenters:** Donna Casados

Members discussed current County Ordinance and steps moving forward.

[14393-21](#) FY22 Funding

**Presenters:** Donna Casados

Donna Casados reported:  
FY22 Los Alamos County Allocation:  
Distribution - \$80,500  
Grant - \$15,000

[14350-21](#) DWI Prevention Efforts

**Presenters:** Donna Casados and Brandi Seekins

Donna Casados reported:  
Be Above the Influence Campaign May results.  
DWI Program events.

Brandi Seekins (LAPS) reported:  
LAPS programming, collaboration, and upcoming events.

14352-21 DWI Law Enforcement Numbers

Jaime Gonzales reported:  
DWI numbers for May- 3

Second half of DRE training complete.

Step Patrol and Click It or Ticket.

14353-21 DWI Compliance Numbers

Monica Schwiner Reported:  
May Municipal Pretrial Open Cases- 1  
May Regular Probation Open Cases- 0  
May Pretrial Magistrate Open Cases- 0  
May Probation Magistrate Open Cases- 0  
Active DWI Probation Magistrate Open Cases- 7  
Active DWI Pretrial Magistrate Open Cases- 1  
Active DWI Probation Municipal Open Cases- 17  
Active DWI Pretrial Municipal Open Cases- 8  
Probation Magistrate DWI Active Warrants- 0  
Pre-trial Magistrate DWI Active Warrants- 0  
Probation Municipal DWI Active Warrants- 1  
Pre-trial Municipal DWI Active Warrants- 1

14354-21 DWI Treatment

**Presenters:** Donna Casados and Jordan Redmond

Donna Casados reported:  
Pending contract amendment for treatment (RACSTOP).  
OpenBeds referrals.

#### IV. BOARD/STAFF COMMUNICATION

14355-21 Chairman's Report

**Presenters:** George Marsden

George Marsden reported:  
There has been more engagement at the Teen center.

14356-21 Staff Report

**Presenters:** Donna Casados

Donna Casados reported:  
Board updates.

**V. COUNCIL COMMUNICATIONS**

**VI. PREVIEW OF NEXT MEETING**

Next meeting will be held August 12, 2021 in-person.

**VII. ADJOURNMENT**

Meeting adjourned at 9:27 a.m.

**MICHELLE LUJAN GRISHAM**  
GOVERNOR



**DEBORAH K. ROMERO**  
CABINET SECRETARY

**DONNIE J. QUINTANA**  
DIRECTOR

STATE OF NEW MEXICO  
DEPARTMENT OF FINANCE AND ADMINISTRATION  
LOCAL GOVERNMENT DIVISION  
Bataan Memorial Building ♦ 407 Galisteo St. ♦ Suite 202 ♦ Santa Fe, NM 87501  
PHONE (505) 827-4950 ♦ FAX (505) 827-4948

August 13, 2021

*VIA EMAIL*

Harry Burgess  
Los Alamos County Manager  
1000 Central Ave, Suite 350  
Los Alamos, NM 87544  
[lacmanager@lacnm.us](mailto:lacmanager@lacnm.us)

Dear Mr. Burgess:

This letter serves as the **Distribution Invoice for Repayment** and to advise you that the Local Driving While Intoxicated (LDWI) Project No. 21-D-D-16 is hereby formally closed.

The LDWI Distribution closeout is based on the following:

- 1) Our review and approval of the final report and other related items required for closeout.
- 2) Our review and approval of the final distribution financial status report and the backup documentation.
- 3) The final Fiscal Year 2021 distribution total was **\$78,855.09**
- 4) The final Fiscal Year 2021 expenditure total was **\$58,399.95**

We request that you return the unused portion of the distribution in the amount of **\$20,455.14** to the attention of Julie Krupcale, LDWI Bureau Chief at the following address:

**Bataan Memorial Building  
Local Government Division Room 201  
407 Galisteo St.  
Santa Fe New Mexico 87501**

The check is to be made payable to the **Department of Finance and Administration LDWI Fund** and **must** be received in our office no later than **September 30, 2021**. A copy of this letter needs to be included with the check to ensure proper accounting of these funds. The County will **not** be eligible to receive the reverted funds in Fiscal Year 2022 if the reversion check is not received by September 30, 2021 and future distributions may be withheld.

All records related to these funds must adhere to the State Records Center and Archives Rule for Functional Retention and Disposition Schedule, 1.21.2 NMAC.

During the April 21, 2021 LDWI Grant Council Meeting, the DWI Grant Council gave approval to allow eligible fiscal agents to receive the reverted Fiscal Year 2021 LDWI distribution funds in the Fiscal Year 2022 LDWI Grant. Los Alamos County is eligible to receive \$20,455.14. To receive these funds, the county DWI Program must complete the Distribution Reversion Funding Application.

The application is included in this correspondence and is also posted on the DFA website at [http://www.nmdfa.state.nm.us/Special\\_Programs\\_Bureau.aspx](http://www.nmdfa.state.nm.us/Special_Programs_Bureau.aspx). The application, with digital or wet signatures, must be emailed or mailed to the LDWI Bureau Chief, Julie Krupcale, at the Department of Finance and Administration, Local Government Division (LGD) no later than **5:00 PM on Thursday, September 30, 2021**. If your application is not received by the due date, your reverted distribution will return to the LDWI Fund. Applications will be reviewed by LDWI Program Managers and recommendations will be prepared for the DWI Grant Council based on past performance and the proposed use of these reverted distribution funds.

If you have any questions regarding this matter, please contact April Marie Moya, LDWI Program Manager at [April.salazar2@state.nm.us](mailto:April.salazar2@state.nm.us).

Sincerely,



Julie M. Krupcale, Bureau Chief  
Local Government Division  
[Julie.Krupcale@state.nm.us](mailto:Julie.Krupcale@state.nm.us)

Enclosure

cc: Donna Casados, Los Alamos County DWI Coordinator

**MICHELLE LUJAN GRISHAM**  
GOVERNOR



**DEBORAH K. ROMERO**  
CABINET SECRETARY

**DONNIE J. QUINTANA**  
DIRECTOR

STATE OF NEW MEXICO  
DEPARTMENT OF FINANCE AND ADMINISTRATION  
LOCAL GOVERNMENT DIVISION  
Bataan Memorial Building ♦ 407 Galisteo St. ♦ Suite 202 ♦ Santa Fe, NM 87501  
PHONE (505) 827-4950 ♦ FAX (505) 827-4948

August 20, 2021

*VIA EMAIL*

Harry Burgess  
Los Alamos County Manager  
1000 Central Ave, Suite 350  
Los Alamos, NM 87544  
[lacmanager@lacnm.us](mailto:lacmanager@lacnm.us)

Dear Mr. Burgess:

This letter serves to advise you that the Local Driving While Intoxicated (LDWI) Grant Agreement No. 21-D-G-16 is hereby formally closed.

The closeout of this Grant Agreement is based on the following:

- 1) Our review and approval of the final report and other related items required for closeout.
- 2) Our review and approval of the final reimbursement request and financial status report.
- 3) Release of final ACH **3001076103** in the amount of **\$610.00**.

Our records indicate the Grant Agreement is complete and **\$0.00** reverted to the LDWI Grant Fund.

You are also reminded that all records related to this Grant Agreement must be held by following the retention rules.

If you have any questions regarding this matter, please contact April Marie Moya, LDWI Program Manager at [April.Salazar2@state.nm.us](mailto:April.Salazar2@state.nm.us).

Sincerely,

A handwritten signature in cursive script that reads "Julie M. Krupcale".

Julie M. Krupcale, Bureau Chief  
Local Government Division

cc: Donna Casados, Los Alamos County DWI Coordinator



**Department of Finance and Administration  
Local Government Division - DWI Grant Program  
Distribution Reversion Funding Application**

County / Municipality: \_\_\_\_\_

Program Coordinator: \_\_\_\_\_

**FY22 Grant Budget Overview:**

	<u>Current Grant Budget</u>	<u>Distribution Reversion Amount Request</u>	<u>Total Grant Budget with Request</u>
Prevention	_____	_____	_____
Enforcement	_____	_____	_____
Screening	_____	_____	_____
Treatment	_____	_____	_____
Compl. Mtr/track	_____	_____	_____
Coord/Plan& Eval.	_____	_____	_____
Alt. Sentencing	_____	_____	_____
Total	_____	_____	_____

*\*Complete the Exhibit J for each component with a reversion request.*

**Describe the circumstances that led to Distribution funds being reverted. Identify the gaps in services you intend to fill.**

**Certification:**

The resolution (see FY22 application) adopted by the governing body of \_\_\_\_\_ on \_\_\_\_\_  
(Applicant) (Date)

authorizes the applicant to file this application for assistance from the State of New Mexico.

**To the best of my knowledge, the information presented in this application is true and correct and the DWI distribution reversion check shall be submitted to Local Government Division by September 30, 2021.**

\_\_\_\_\_  
Printed Name/Title

\_\_\_\_\_  
Signature of County/City Manager

\_\_\_\_\_  
Date

<b>For DFA Use Only</b>	Is the county eligible? Y/N	Are the expenses appropriate and allowable, per guidelines? Y/N
Comments:		
Reviewed By: _____		

## Local DWI Grant Program - Reversion Funds Revenue/Expenditure Roll Up

County/Municipality \_\_\_\_\_

### Revenue Breakdown

Local DWI Reversion Funds \_\_\_\_\_

<b>In-Kind Match:</b>	
Program Generated Fees	
County	
City	
Judicial/Courts	
Other: _____	
Other: _____	

\*Minimum 10% in-kind match required

### Expenditure Breakdown

**LDWI Reversion Funds**

**Program**

Personnel Services \_\_\_\_\_

Employee Benefits \_\_\_\_\_

Travel (in-state) \_\_\_\_\_

Travel (out-of-state) \_\_\_\_\_

Supplies \_\_\_\_\_

Operating Costs \_\_\_\_\_

Contractual Services \_\_\_\_\_

Minor Equipment \_\_\_\_\_

Capital Purchases \_\_\_\_\_

**In-Kind Match**

**Administrative**

Personnel Services \_\_\_\_\_

Employee Benefits \_\_\_\_\_

**Program**

Personnel Services \_\_\_\_\_

Employee Benefits \_\_\_\_\_

Travel (in-state) \_\_\_\_\_

Travel (out-of-state) \_\_\_\_\_

Supplies \_\_\_\_\_

Operating Costs \_\_\_\_\_

Contractual Services \_\_\_\_\_

Minor Equipment \_\_\_\_\_

Capital Purchases \_\_\_\_\_

**Component**

Prevention \_\_\_\_\_

Enforcement \_\_\_\_\_

Screening \_\_\_\_\_

Treatment \_\_\_\_\_

Compl. Mtr/track \_\_\_\_\_

Coord/Plan & Eval. \_\_\_\_\_

Alt. Sentencing \_\_\_\_\_

**Component**

Prevention \_\_\_\_\_

Enforcement \_\_\_\_\_

Screening \_\_\_\_\_

Treatment \_\_\_\_\_

Compl. Mtr/track \_\_\_\_\_

Coord/Plan & Eval \_\_\_\_\_

Alt. Sentencing \_\_\_\_\_

**Reversion Funds Exhibit J1 - Prevention**

**Request Amount:** \_\_\_\_\_

**In-Kind Match:** \_\_\_\_\_

**If funding is requested or you are reporting in-kind match for Prevention, you must complete the following:**

Provide detailed cost explanation/justification for the amount requested in each line item.

**LDWI Reversion Funds**

Line Item	Amount	Explanation/Justification
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

Provide cost explanation/justification for the amount in each line item.

**In-Kind Match**

Line Item	Amount	Explanation/Justification
<i>ADMINISTRATIVE</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
<i>PROGRAM</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

**Reversion Funds Exhibit J2- Law Enforcement**

**Request Amount:** \_\_\_\_\_

**In-Kind Match:** \_\_\_\_\_

**If funding is requested or you are reporting in-kind match for Law Enforcement, you must complete the following:**

Provide detailed cost explanation/justification for the amount requested in each line item.

**LDWI Reversion Funds**

Line Item	Amount	Explanation/Justification
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

Provide cost explanation/justification for the amount in each line item.

**In-Kind Match**

Line Item	Amount	Explanation/Justification
<i>ADMINISTRATIVE</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
<i>PROGRAM</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

**Reverion Funds Exhibit J3 - Screening**

All spent screening fees must be reported as in-kind match.

**Request Amount:** \_\_\_\_\_

**In-Kind Match:** \_\_\_\_\_

**If funding is requested or you are reporting in-kind match for Screening, you must complete the following:**

Provide detailed cost explanation/justification for the amount requested in each line item.

**LDWI Reversion Funds**

Line Item	Amount	Explanation/Justification
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

Provide cost explanation/justification for the amount in each line item.

**In-Kind Match**

Line Item	Amount	Explanation/Justification
<i>ADMINISTRATIVE</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
<i>PROGRAM</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

**Reversion Funds Exhibit J4 - Treatment**

**Request Amount:** \_\_\_\_\_

**In-Kind Match:** \_\_\_\_\_

**If funding is requested or you are reporting in-kind match for Treatment, you must complete the following:**

Provide detailed cost explanation/justification for the amount requested in each line item.

**LDWI Reversion Funds**

Line Item	Amount	Explanation/Justification
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

Provide cost explanation/justification for the amount in each line item.

**In-Kind Match**

Line Item	Amount	Explanation/Justification
<i>ADMINISTRATIVE</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
<i>PROGRAM</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

**Reversion Funds Exhibit J5 - Compliance Monitoring/Tracking**

**Request Amount:** \_\_\_\_\_

**In-Kind Match:** \_\_\_\_\_

If funding is requested or you are reporting in-kind match for Compliance Monitoring/Tracking, you must complete the following:

Provide detailed cost explanation/justification for the amount requested in each line item.

**LDWI Reversion Funds**

Line Item	Amount	Explanation/Justification
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

Provide cost explanation/justification for the amount in each line item.

**In-Kind Match**

Line Item	Amount	Explanation/Justification
<i>ADMINISTRATIVE</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
<i>PROGRAM</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

**Reversion Funds Exhibit J6 - Coordination, Planning & Evaluation**

**Request Amount:** \_\_\_\_\_

**In-Kind Match:** \_\_\_\_\_

If funding is requested or you are reporting in-kind match for Coordination, Planning & Evaluation, you must complete the following

Provide detailed cost explanation/justification for the amount requested in each line item.

**LDWI Reversion Funds**

Line Item	Amount	Explanation/Justification
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

Provide cost explanation/justification for the amount in each line item.

**In-Kind Match**

Line Item	Amount	Explanation/Justification
<i>ADMINISTRATIVE</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
<i>PROGRAM</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____



**Reversion Funds Exhibit J7 - Alternative Sentencing**

**Request Amount:** \_\_\_\_\_

**In-Kind Match:** \_\_\_\_\_

If funding is requested or you are reporting in-kind match for Alternative Sentencing, you must complete the following:

Provide detailed cost explanation/justification for the amount requested in each line item.

**LDWI Reversion Funds**

Line Item	Amount	Explanation/Justification
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

Provide cost explanation/justification for the amount in each line item.

**In-Kind Match**

Line Item	Amount	Explanation/Justification
<i>ADMINISTRATIVE</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
<i>PROGRAM</i>		
Personnel Services	_____	_____
Employee Benefits	_____	_____
Travel (In-State)	_____	_____
Travel (Out-of-State)	_____	_____
Supplies	_____	_____
Operating Costs	_____	_____
Contractual Services	_____	_____
Minor Equipment	_____	_____
Capital Purchases	_____	_____

*Be Above the Influence*

LOS ALAMOS  
Social Services

August 2020 - July 2021

## **Be Above the Influence Campaign June 2021 Results**

In August 2020 the Los Alamos County Social Services Department launch the “Be Above the Influence” Campaign. A campaign to challenge teens to be above the influence of drugs and alcohol, and to encourage adults to talk to their kids and/or students about these negative influences. This campaign is scheduled to run August 2020 – July 2021.

Social media campaigns were created and launched for the month of July; results are below. Also show below are the complete year’s totals

No additional posters were created or placed in new locations.

## Be Above the Influence Campaign June 2021 Results

July 2021 Campaign: Ran July 6 - 31, 2021. Two ads on Facebook & Instagram were ran, for a total budget of \$250.

- 1) **Facebook & Instagram:** Have the Best Summer Ever, Don't jeopardize your future. Be Above the Influence image, \$125 budgeted, total add spend \$125.00
  - a. **Targeted audience:** Youth within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
  - b. **Total Impressions:** 28,339 (total amount of ad was displayed)
  - c. **Total Reach:** 15,113 (total amount of people who saw our content)

**Los Alamos County Community Services Department**  
Sponsored · 🌐

Don't jeopardize your Future and have a happy Summer!

**BEST SUMMER EVER!**

Tag your friends!

HANG OUT WITH FRIENDS ✓

SOAK UP THE SUN ✓

GO TO THE LAKE ✓

**BE ABOVE THE INFLUENCE OF DRUGS & ALCOHOL**

ATTEND A SUMMER CONCERT ✓

GO FOR BIKE RIDES ✓

HIKE TRAILS ✓

**DUI**

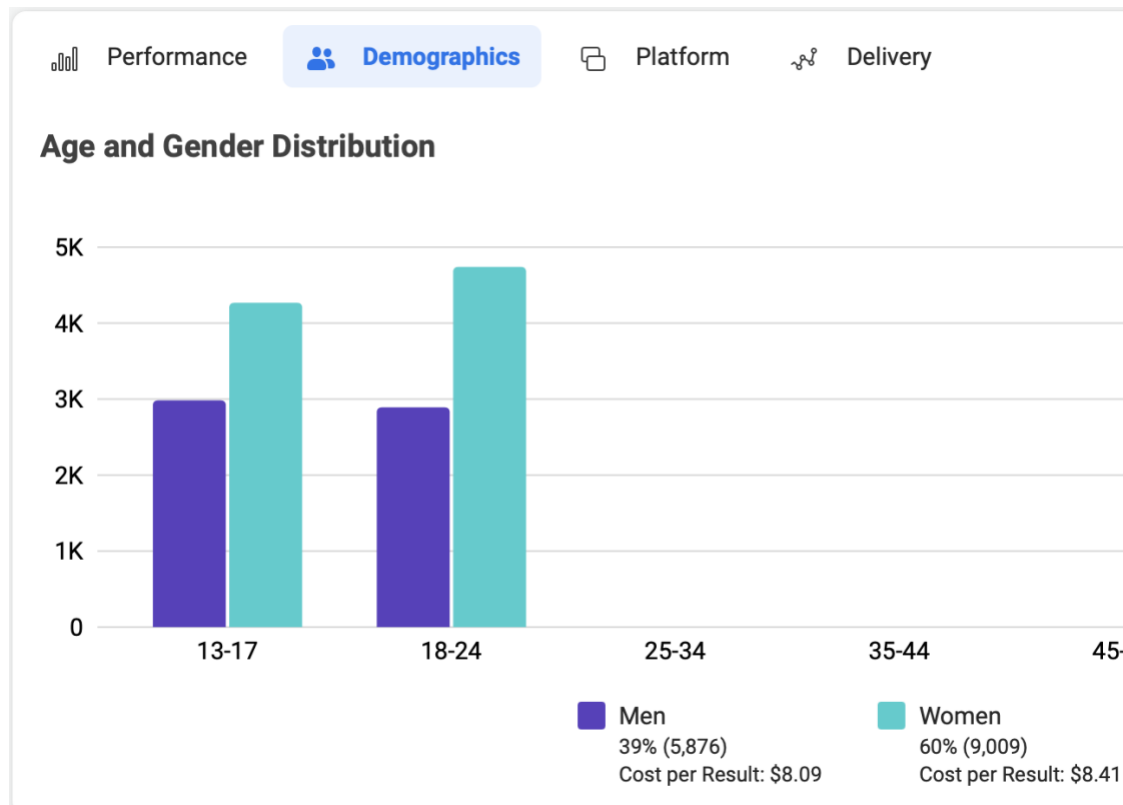
LOS ALAMOS where discoveries are made

TINYURL.COM  
**Be Above the Influence**

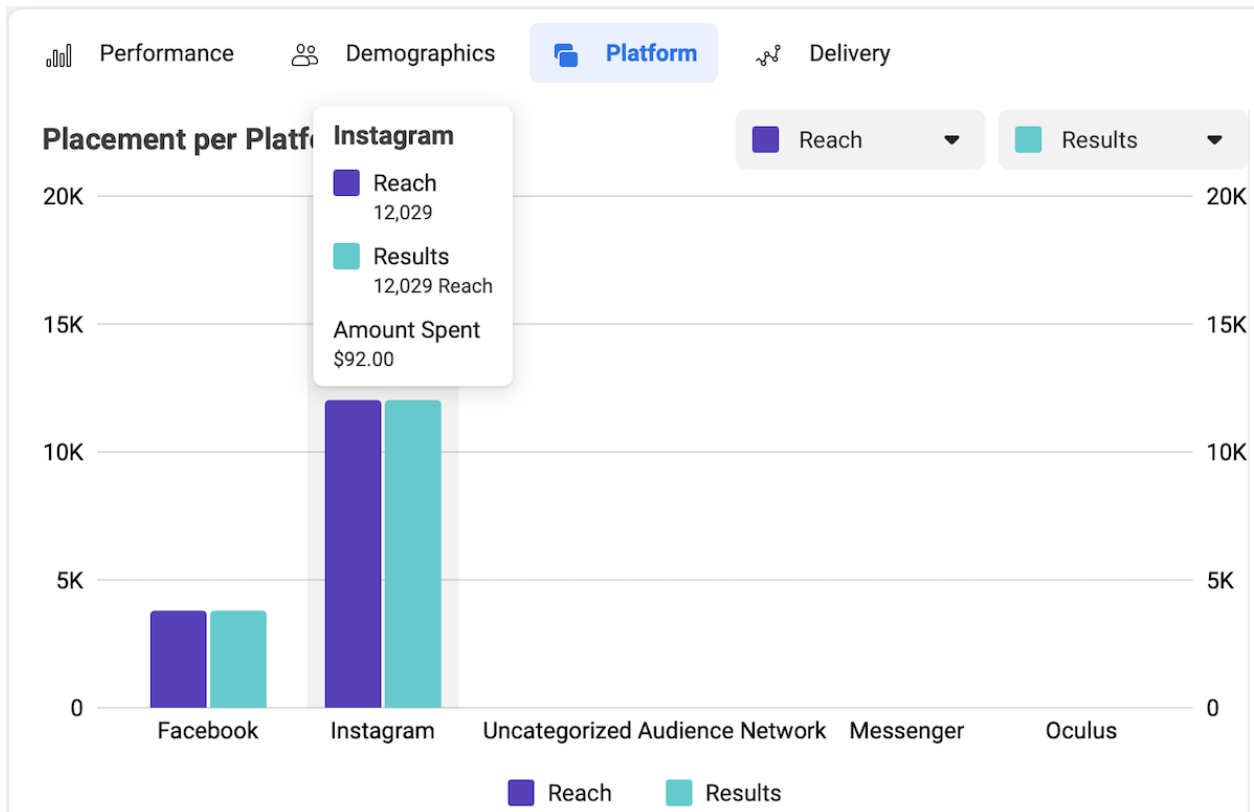
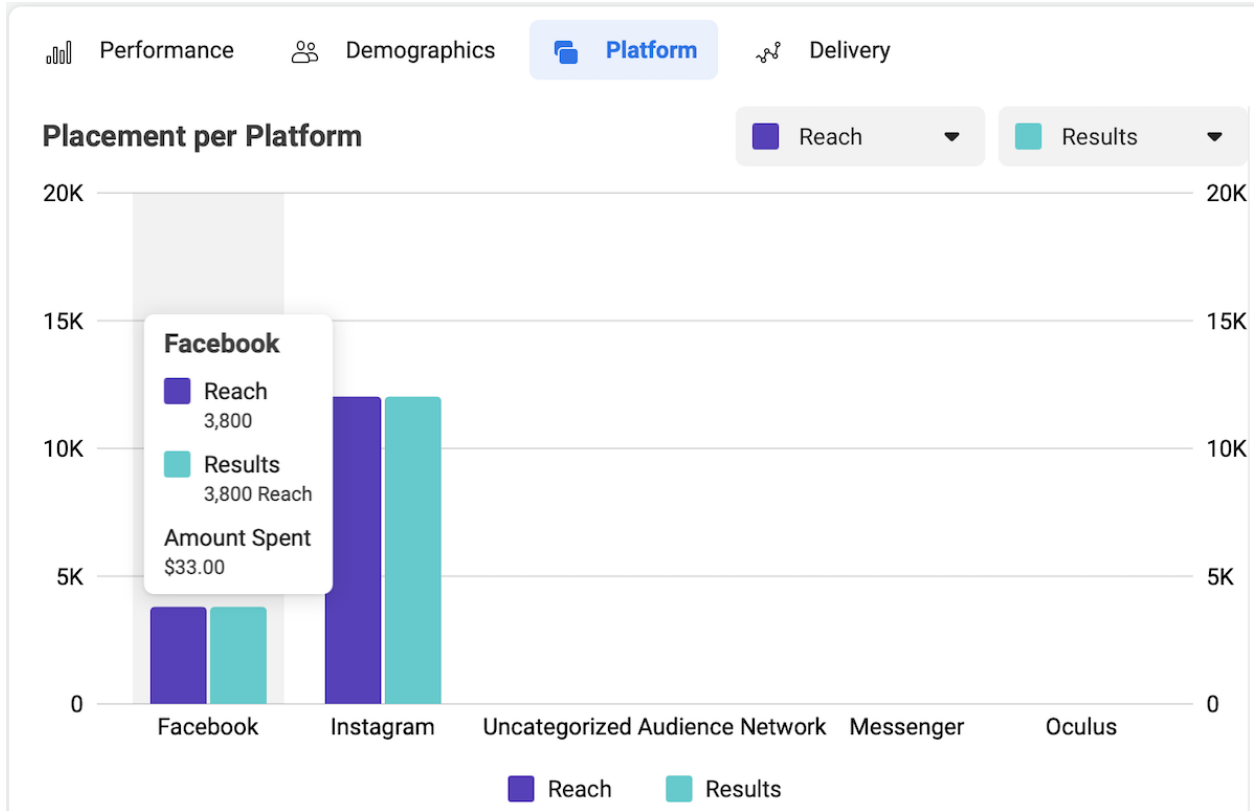
LEARN MORE

# Be Above the Influence Campaign June 2021 Results

Age	Gender	Campaign Name	Reach	Impressions
18-24	Female	July - Be Above Teen	4,740	8,744
13-17	Male	July - Be Above Teen	2,984	5,183
13-17	Female	July - Be Above Teen	4,268	8,482
18-24	Male	July - Be Above Teen	2,892	5,545
Uncategorized	Uncategorized	July - Be Above Teen	—	—
13-17	Uncategorized	July - Be Above Teen	116	233
18-24	Uncategorized	July - Be Above Teen	112	152
<b>Total Results</b> 7 / 7 rows displayed			<b>15,113</b> People	<b>28,339</b> Total



# Be Above the Influence Campaign June 2021 Results



## Be Above the Influence Campaign June 2021 Results

- 2) **Facebook & Instagram:** Be sure your kids have the best summer ever. Be Above the Influence image, \$125 budgeted, total add spend of \$125.
- a. **Targeted Audience:** Adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
  - b. **Total Impressions:** 36,157 (total amount of ad was displayed)
  - c. **Total Reach:** 19,450 (total amount of people who saw our content)

**Los Alamos County Community Services Department** Sponsored · 🌐

Make sure your kids have the best summer possible - by being above the influence of drugs and alcohol

**BEST SUMMER EVER!**

Tag your friends!

HANG OUT WITH FRIENDS ✓

SOAK UP THE SUN ✓

GO TO THE LAKE ✓

**BE ABOVE THE INFLUENCE OF DRUGS & ALCOHOL**

ATTEND A SUMMER CONCERT ✓

GO FOR BIKE RIDES ✓

HIKE TRAILS ✓

**LOS ALAMOS**  
where discoveries are made

**DWI** Los Alamos County PROGRAM

TINYURL.COM

**Be Above the Influence**

LEARN MORE

## Be Above the Influence Campaign June 2021 Results

Age ↑	Gender	Campaign Name	Reach	Impressions
18-24	Uncategorized ⓘ	Be Above - Adult	28	69
18-24	Male	Be Above - Adult	980	1,550
18-24	Female	Be Above - Adult	1,100	1,683
25-34	Female	Be Above - Adult	2,708	5,363
25-34	Male	Be Above - Adult	2,388	4,419
25-34	Uncategorized ⓘ	Be Above - Adult	40	69
35-44	Male	Be Above - Adult	2,408	4,477
35-44	Female	Be Above - Adult	2,828	5,734
35-44	Uncategorized ⓘ	Be Above - Adult	52	87
45-54	Uncategorized ⓘ	Be Above - Adult	16	36
45-54	Male	Be Above - Adult	1,444	2,951
45-54	Female	Be Above - Adult	1,860	3,694
55-64	Male	Be Above - Adult	812	1,384
55-64	Female	Be Above - Adult	1,352	2,212
55-64	Uncategorized ⓘ	Be Above - Adult	35	35
65+	Female	Be Above - Adult	852	1,450
65+	Male	Be Above - Adult	520	932
65+	Uncategorized ⓘ	Be Above - Adult	12	12
Uncategorized ⓘ	Uncategorized ⓘ	Be Above - Adult	—	—
<b>Total Results</b> 19 / 19 rows displayed			<b>19,450</b> People	<b>36,157</b> Total

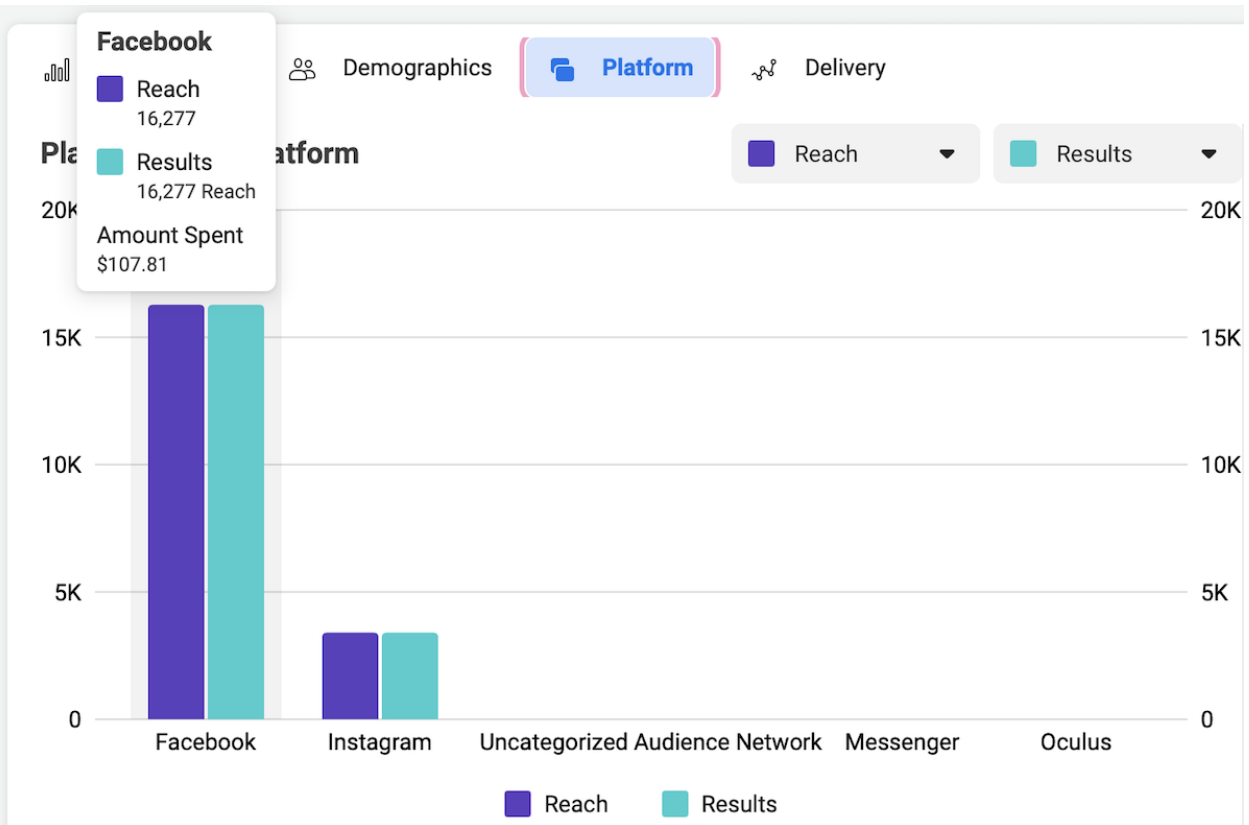
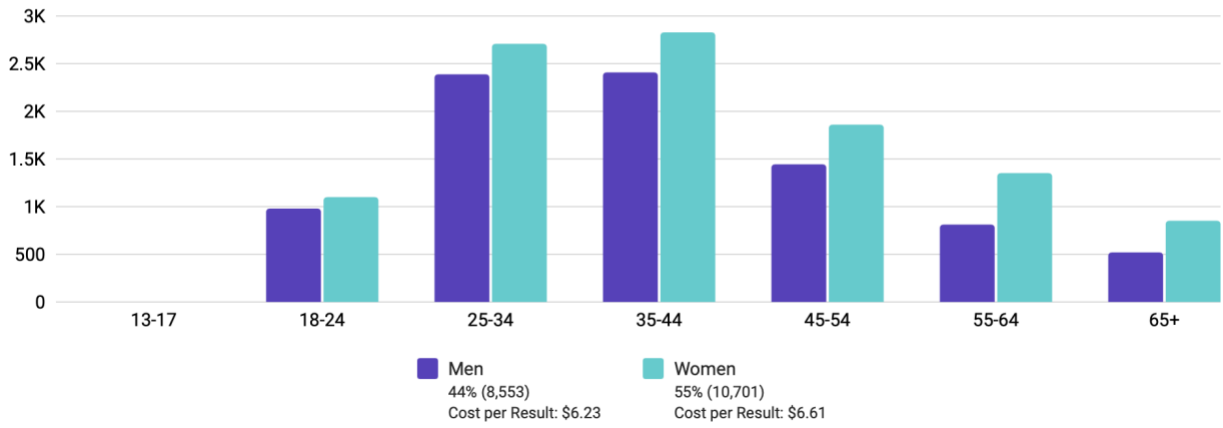


# Be Above the Influence Campaign June 2021 Results

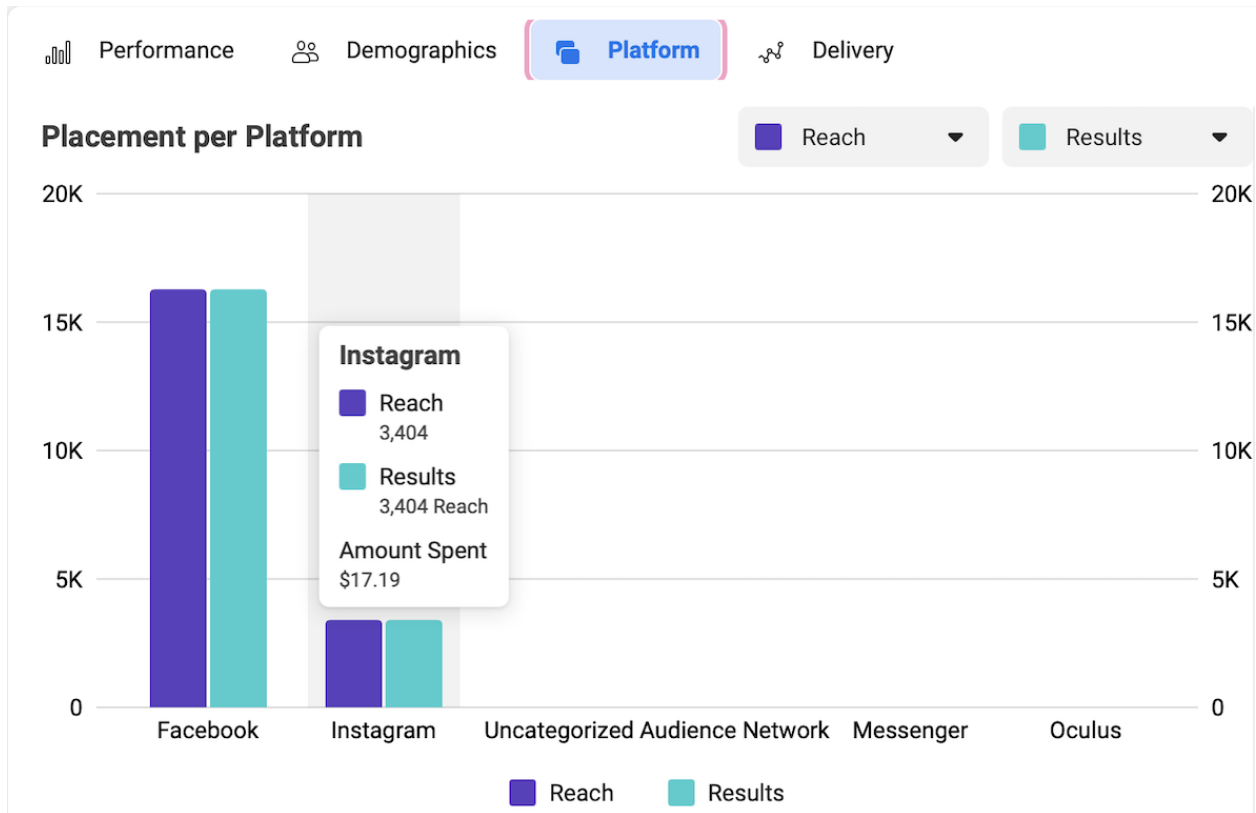
Performance Demographics Platform Delivery

## Age and Gender Distribution

All Results



## Be Above the Influence Campaign June 2021 Results



In Summary:

- 1) In the Month of July Social Services spent \$250 between four campaigns on social Media that ran for 20 days.
  - a. Two campaigns on Facebook
    - i. One targeting Teens within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
    - ii. One targeting adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
  - b. Two campaigns on Instagram
    - i. One targeting Teens within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
    - ii. One targeting adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
- 2) Between the 4 campaigns we had a total reach of 34,395
- 3) Between the four campaigns we had a total of 62 clicks on the link to our website and/or the images.

## **Be Above the Influence Campaign June 2021 Results**

Total summary for the 2020 – 2021 Year:

- Total Ad spend: \$2,435
- Total Reach: 157,323 people
- Total impressions: 737,071
- Total Clicks: 682