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**Responsible Redlands Initiative continues to push back against alcohol-related crime**

***By Sandra Emerson, Redlands Daily Facts***

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**A minor approaches an establishment with the intent of purchasing alcohol during  a minor decoy operation by Redlands police on Aug. 11. The operation was part of the department’s Responsible Redlands initiative which focuses on curbing underage and binge drinking.
Photo by Frank Perez**

**REDLANDS >> Three years after launching the** [**Responsible Redlands initiative**](http://www.redlandsdailyfacts.com/government-and-politics/20150827/redlands-police-see-results-in-first-two-years-of-responsible-redlands)**, the Police Department continues to use evidence-based enforcement strategies and education to fight alcohol-related crime in the city.**

**“We believe that it’s been very successful and are happy with the results, happy with the partnerships with the business community and the community at large to help drive down this negative activity associated with binge and underage drinking,” said Redlands police Cmdr. Chris Catren.**

**The department launched the initiative in 2013 to curb drunken driving and the sale of alcohol to minors, and to hold irresponsible alcohol retailers accountable.**

**Through the initiative, Redlands police officers enforce the city’s “social host” ordinance, which authorizes police to cite adults who host parties where minors consume alcohol, and the “deemed approved” ordinance, which set performance standards for alcohol establishments to meet or risk losing their licenses.**

**“The big thing with the Responsible Redlands Initiative was getting the ordinances in place,” Catren said, “those things really seem to make a big difference.”**

**Since January 2015, the department has responded to 1,305 calls for parties or loud music. Catren said these are the types of calls impacted by the social host ordinance, which the department rarely has to enforce because community members have changed their behavior regarding allowing minors to drink at parties in their homes.**

**Mario Saucedo, chairman of the** [**Common Vision Coalition**](http://www.redlandsdailyfacts.com/government-and-politics/20150828/responsible-redlands-initiative-targeting-underage-drinking)**, said since the city’s adoption of the social host, deemed approved and synthetic drug ordinances, his group has seen a downward trend in all areas of concern.**

**“That’s great news that our informational and educational campaigns have been working,” Saucedo said.**

**The coalition, a community group that assisted in the passage of the ordinances and supports the initiative, continues to lead discussions with Redlands Unified School District and University of Redlands officials on the concerns as well as letting residents know about the ordinances and resources in place.**

**“Each year, it’s just a reiteration of those kinds of safeguards and the positive downward trend that we see really shows that we’re being successful,” Saucedo said.**

**Also under the Responsible Redlands Initiative umbrella, the Police Department conducts DUI checkpoints and saturation patrols — funded by the state Office of Traffic and Safety — to target drunken drivers. The department conducts minor decoy shoulder-tap operations — funded by the state Department of Alcoholic Beverage Control — to target the sale of alcohol to minors.**

**Responsible Redlands was supported with funding from the Strategic Prevention Framework State Incentive Grant by the Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention.**

**The grant funding ran out in May, Catren said.**

**“The grant we were working under through the county ended,” Catren said, “but it didn’t end our efforts under the program.”**

**The Police Department has kept the initiative going with the support of other grant funding, he said.**

**The department recently received a $24,491 grant from the California Alcoholic Beverage Control to fund its minor decoy operations and provide training for bar owners and employees.**

**The grant from the Office of Traffic Safety still funds DUI checkpoints and operations downtown, Catren said.**

**In March, Redlands police and students from Citrus Valley High School’s Friday Night Live, with support from the Community Vision Coalition, gave free movie tickets to 20 sober motorists passing through a DUI/driver’s license checkpoint.**

**It was a way to do something positive for motorists following the law, Saucedo said.**

**“The response we got from the motorists were like ‘Oh, wow, this is cool, thank you so much,’ ” he added.**

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