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| **Social Availability Strategy** | | | |
| **Components** | **Visibility** | **Actions** | |
| Social Host Ordinance (SHO)- new  Leader: IPS  Other policies: | Create messaging on components of the SHO that target parents, youth, college students and general population | 1. Publicize SHO – **Spring 2013** | 1. Press Releases 2. Quarterly Newsletters 3. Op-ed before graduation 4. Community Forum |
| 1. Provide training to PD – **March 2013** | 1. SHO enforcement training – **Scheduled 4-10-2013** 2. Develop Press Release on SHO enforcement training for PD to submit to media outlets – **Currently in development (3-20-2013)** |
| 1. Presentations to high schools – **May 2013** | 1. Meeting with Redlands USD – **Scheduled 3-25-2013** 2. SHO Presentation to parent groups and graduating students:    1. Citrus Valley HS *(TBD)*    2. East Valley HS *(TBD)*    3. Redlands HS *(TBD)*    4. Orangewood HS *(TBD)*    5. Redlands Adult School *(TBD)* 3. Outreach to Private High Schools |
| 1. Letters to parents of graduating students – **May/June 2013** | 1. SHO informational page – **To be discussed at meeting with RUSD (3-25-2013)** |
| 1. Promote SHO on college campus – **March 2013** | 1. Schedule key stakeholder meetings: 2. U of R Campus Safety Director – 3. U of R Student Life 4. Coordinate Conference with U of R 5. Train U of R Public Safety Department on SHO |
| 1. Develop media campaign targeted for U of R students | 1. Outreach to media outlets at U of R (radio and print) 2. Engage students to help develop campaign materials slogans etc.. 3. Develop flyers, brochure or other education materials to disseminate to targeted students, to include Student Clubs, Student Life, and Athletics Department etc… |
| Nuisance party enforcement  Leader: Redlands PD  Resources required for 10 party operations - Approximate cost: 8K | Provide general messaging about HS party enforcement around specific high risk times (a and b) and promote timely visibility prior to operations | 1. High school parties – 5 operations p/y    1. Graduation time (4) –**June 2013**    2. Homecoming (1) HS – **October 2013** | 1. Schedule meetings with Redlands PD representatives to discuss party patrol dates *(March 2013)* 2. Develop SHO enforcement media pieces prior to high risk times *(June 2013)*: 3. Press Release 4. Redlands PD to conduct party patrol dates *(TBD)* 5. Develop media pieces in support of operations following SHO enforcement patrol for coalition members to send to media outlets *(TBD)*:    1. Letters to the Editor |
| Develop visibility partners at U of R to reach college students with extra visibility efforts prior to nuisance patrols | 1. College parties – 5 operations p/y – **TBD**    1. Start of school (1)    2. Greek allowed alcohol (1)    3. Halloween (1)?    4. St. Patrick’s Day (1)?    5. Cinco de Mayo (1)? | 1. Schedule meetings with U of R Campus Safety and Redlands PD to discuss party patrol operations *(TBD)* 2. Develop media plan in collaborations with U of R and Redlands PD *(TBD)*: 3. Press Release 4. SHO informational page 5. Send media to target outlets: 6. Redlands Daily Facts 7. City of Redlands website 8. Redlands PD website 9. U of R Weekly Bulldog newspaper 10. Redlands PD to conduct party patrol dates *(TBD)* |
| DUI enforcement  Leader: Redlands PD  OTS Grant for 23 DUI operations | Use “Zero Tolerance” focus for underage drivers and promote timely high visibility surrounding all DUI operations aimed at specific targets audiences | 1. Highly visible DUI enforcement aligned with nuisance party enforcement 2. Roadside DUI check points (4) 3. Saturation patrols (6) | 1. Outreach to Redlands PIO to discuss potential partnership on this. |
| **Retail Availability Strategy** | | | |
| Deemed Approved Ordinance (DAO)  Leader: IPS  Other policies: | Implement a media campaign in support of DAO and organize community groups in support of the ordinance | 1. Support passage of DAO | 1. Meet with Development Director/PD to request update on status of DAO/CUP being proposed (March) 2. Attend planning commission hearing to speak in support of DAO (April) 3. Attend City Council meeting to speak in support of DAO (April) |
| 1. Develop media campaign – **April 2013** | 1. Develop newsletter that highlight information on DAO/CUP 2. Assist Coalition in the developing of Media Support Materials such as Letter to the Editors, Op-ed pieces etc. 3. Conduct spokesperson training to coalition members/volunteers |
| 1. Build community support for DAO – **April 2013** | 1. Outreach to community groups *(TBD)*:    1. Community groups/agencies    2. Chamber of Commerce    3. Local businesses    4. Community members 2. Schedule meetings with identified groups in order to discuss and build support for DAO 3. Community Forum/hearing in partnership with PD |
| 1. Provide training to PD when passed – **TBD** | 1. DAO enforcement training *(TBD)* 2. Develop Press Release on SHO enforcement training for PD to submit to media outlets *(TBD)* |
| 1. Engage Retailers in building support for DAO | 1. Develop DAO/CUP Issue Briefing highlighting ordinance being good for community and good for business.  Outreach to ABC/Chamber of Commerce/PD to discuss ways to engage retailers.  Outreach to on-sale and off-sale locations |
| 1. Educate city council – **May/June 2013** | 1. Conduct spokesperson training to volunteers/coalition in preparation to speak at city council meeting. *(May 2013)* 2. Coalition to schedule a DAO presentation o r meetings with planning commission *(May 2013)* 3. Coalition to schedule DAO presentation or individual meetings with city council member (May 2013) |
| DUI enforcement  Leader: Redlands PD  OTS grant for 23 DUI operations | Create DUI enforcement messages focused on the downtown bar area. Develop innovative ways to reach young adults from the campus and outside the City of Redlands aligned with the DUI enforcement | 1. Highly visible DUI enforcement in the vicinity of the downtown bar area | 1. Schedule Meetings with local bars downtown to discuss DUI enforcement visibility and methods to increase enforcement awareness 2. Develop media pieces on DUI enforcement 3. Social media 4. Phone applications 5. Print media 6. Online media 7. Collaborate with local bars downtown to include DUI enforcement information on their websites/social media |
| 1. Roadside DUI check points (6) |  |
| 1. Saturation patrols (6) |  |
| Responsible Beverage Service (RBS) training  Leader: IPS | Publicize RBS training to all on-site alcohol licenses in Redlands  Option: Develop a community / Downtown group (bars and businesses) to improve safety in the business district  Survey of downtown bars | 1. Build support with the downtown bars managers to send staff to RBS training | 1. Schedule meetings with local bars downtown to discuss RBS training and benefits 2. Schedule meetings with local businesses who serve alcohol to discuss RBS training and benefits 3. Develop a downtown community group with bars/businesses 4. Disseminate RBS training flyers to local bars/businesses downtown |
| 1. PD RBS training | Outreach to PD & ABC to learn what they are doing for LEAD Trainings |
| 1. IPS – RBS training | Attend ABC Lead training to become familiar material and identify who attends. |
| 1. SB Public health RBS training assistance | Meet with DPH to discuss potential partnership with assistance in delivering RBS. |
| Compliance checks  Leader: Redlands PD  ABC Grant $7500 | 1. Decoy operations 2. Other? | Post operation publicity opportunities | Meet with Police Department to learn about decoy operations and discuss possible assistance with media efforts. |