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|  | **Social Availability** | | **Retail Availability** | | **Policy Development** | **General** |
| **Quarter 1**  April - June | * 1. **Develop messages and a message distribution plan** to increase visibility around existing strategies:      1. Nuisance and party enforcement      2. DUI enforcement: check points, saturation patrols      3. Social Host Ordinance   2. Collaborate with HBPD to develop and schedule nuisance party enforcement team | | 1. **Develop messages and a message distribution plan** to increase visibility around existing strategies:    * 1. DUI enforcement: check points, saturation patrols      2. Foot patrols in the downtown area      3. Compliance checks (impact inspection, undercover operations) 2. Collaborate with HBPD to schedule SPF SIG funded saturation and foot patrols 3. Schedule RBS/manager training | | 1. Examine City Council Resolution (CCR) 2. Consider a Deemed Approved Ordinance (DOA) to:    * 1. Establish an annual fee to support expenses of monitoring, education and enforcement associated with the ordinance      2. Establish mandatory RBS training for all owners and employees | 1. Identify marketing contractor 2. Recruit partners for visibility |
| **Quarter 2**  July - September | Implement message distribution plan:   1. develop materials 2. distribute materials | Implement nuisance party enforcement team at identified party dates  (*See details on pg. 2.)* | Implement message distribution plan:   1. develop materials 2. distribute materials | Implement saturation and foot patrols at identified party dates  *(See details on pg. 2.)*  RBS/manager training conducted | 1. Propose DOA recommendations to HBPD 2. Propose DOA recommendations to the City Council | 1. Purchase electronic sign 2. Reserve large media space at identified outlets |
| **Quarter 3**  October - December | 1. Collaborate with HBPD and City Counsel to develop a DAO | 1. Place messages in electronic sign 2. Run large media in identified outlets |
| **Quarter 4**  January – March | 1. Present DAO to the City Council |

**Enhancing Law Enforcement Efforts**

The SPF SIG grant will leverage existing Huntington Beach Police Department efforts to improve their ability to reduce underage and excessive drinking among Youth and Young Adults (ages 12-25) in Huntington Beach.

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|  | **Activity** | **Current HBPD Efforts** | **SPF SIG Enhancement** |
| **Social Availability** | Nuisance and party enforcement | Complaint based | Nuisance Party Enforcement Team at identified party dates – **8** |
| **Social/Retail Availability** | DUI Check Points | 11 (OTS Safe TREC Grant) |  |
| Saturation Patrols | 15 DUI Saturation Details (OTS STEP Grant) | Saturation Patrols targeted at identified dates in downtown area – **8** |
| **Retail Availability** | Downtown Office Deployment | HBPD Typical Downtown Deployment of Officers  Sunday – 2 officers 0800-1600 and 2 officers 1505-0230  Monday – 2 officers 1505-0230  Tuesday – 2 officers 1505-0230  Wednesday- 1 sergeant and 4 officers 1505-0230  Thursday – 1 sergeant and 4 officers 1505-0230  Friday – 2 officers 0800-1600, 1 sergeant and 4 officers 1505-0230  Saturday – 2 officers 0800-1600, 1 sergeant and 4 officers 1505-0230 | Foot Patrols targeted at identified dates in downtown area – **8** |
| Impact Inspections | 10 (ABC Grant) |  |
| Under Cover and Other Operations | 10 (ABC Grant)   * 2 U/C operations in the Downtown Business District and beach focusing on alcohol related crimes * 2 U/C operations for sales to overly intoxicated customers * 2 Shoulder Tap operations * 2 Minor Decoy operations * 2 “Trap Door” operations |  |