|  |
| --- |
| **Alcohol-Related Motor Vehicle Crashes Logic Model** |
| Focus Area: Downtown bars and restaurants – **Components with asterisk \* are recommended SPF SIG interventions** |
| Existing Policies: Alcohol use permits\*; Entertainment permit;  |
| **Retail Access Components** | **Current and New Actions** | **Visibility** | **Next Steps** |
| **Audience and Message Development** | **Placement and Timing** |
| **DUI Enforcement\*** | Current activity: OTS DUI grant* Roadside Checkpoints (12)
* Saturation patrols (28)
* Visibility by VPD

New Action: * Set up DUI operations for high volume drinking occasions Downtown
* Expand visibility with focus DUI deterrent
 | Audience: Downtown bar patrons, Licensees, Businesses and CommunityMessage development:* DUI stats, POLD (data)
* Align enforcement with Safe community message for businesses/tourism (Peter)
* Marketing firm
 | Placement: * DUI trailer
* ADS in newspaper, Radio and cable re: DUI ops
* Electronic sign boards
* Designated driver program
* News release, Social media

Timing: Focus on high risk/holiday times* Visibility aligned with DUI operations
 | * Select dates of DUI operations
* Obtain cost to purchase electronic sign board 15K
* Explore option for DUI enforcement for times not covered by OTS (cost)
* Explore **cost** of hiring marketing firm
 |
| **Compliance Checks** | Current activity: Alcohol Enforcement Officer (AEO) is the liaison with licensees and coordinates all alcohol impact inspections and compliance checks* ABC inspects bars with problems identified in POLD surveys

New action:* Project coordinator will assist AEO
* Project trapdoor operations by ABC
* Rejuvenate Responsible Retailer Program (RRP)
* Downtown foot patrols
* Deemed approved enforcement
* Increase impact inspections (300)
 | Audience: Alcohol licenseesMessage development:* Expectation of alcohol retailers
* RRP messages
* Highlight security standards at bars
* Develop downtown safety message (including enforcement) with Peter
* Marketing firm
 | Placement:* Responsible retailer materials posted on site
* Safety / DUI messages posted in bars/ websites
* Newspaper posting of compliance check violations
* Press releases post operation)

Timing: * Publicity of compliance checks is post operation
* AEO visit problem bars
* Foot patrols can monitor bars compliance
 | * AEO trains project coordinator and foot patrol officers
* Align the DUI enforcement message with bars publicity
* Work with city downtown coordinator (Peter) to develop safety message with businesses
* Recruit ABC for operation Trapdoor
 |
| **Alcohol-Related Motor Vehicle Crashes Logic Model** |
| **Retail Access Components** | **Current and new Actions** | **Audience and Message Development** | **Placement and Timing** | **Next Steps** |
| **Responsible Beverage Service\*** | Current activity:* Provide retailers with info Re: alcohol laws, requirements and results of impact inspections
* PSO training mandatory for bouncers
* Bars participating in Designated Driver program
* RBS training available through project Safer
* RBS mandated for special events

New action:* Develop database to monitor RBS and PSO training
* Propose including RBS as part of entertainment ord.
* Officer training re: dealing with intox. Patrons, fake ID monitoring and enforcement (foot patrol)
* Use existing CUP and work with city attny. To enforce language and enforcement
* Invite Downtown businesses and associations to join RRP
* Use ABC LEAD trng for businesses with existing permits
* Suggestion; owner/manager training by Gregg Hanour former bar owner.
 | Audience: Businesses, bar owners and staffMessage development:* Expectation of alcohol retailers
* RRP messages
* Highlight security standards at bars
* Develop downtown safety message (including enforcement) with Peter
* Marketing firm
 | Placement:* Responsible retailer materials posted on site
* Safety / DUI messages posted in bars/ websites
* Newspaper posting of compliance check violations

Timing: * Publicity of compliance checks is post operation
* AEO visit problem bars

Foot patrols can monitor bars compliance | * Promote RRP and include downtown businesses and associations
* Develop plan to create database to monitor RBS and PSO training
* Work with city attny. To include RBS in entertainment permit
* Develop officer training on alcohol license compliance issues (foot patrol)
* Work with city attny. To develop language to enhance the Alcohol CUP
* Organize regular RBS training opportunities using ABC – LEADS, Project Safer and other independent trainers
* Consider having Gregg Hanour conduct his alcohol management training for owners and managers
 |

|  |
| --- |
| **Alcohol-Related Motor Vehicle Crashes Logic Model** |
| **Retail Outlet Policy** | **Current and new Actions** | **Audience and Message Development** | **Placement and Timing** | **Next Steps** |
| **Alcohol Use Permits (AUP)\***1. **General provisions**
2. **New establishments**
3. **Existing establishments**
4. **Operation standards**
5. **Annual permit fee**
6. **Enforcement**
 | Description:2. Requires conditions on new alcohol licenses3. Provides a deemed approved components for problem licenses4. Required standards 5. Requires licensees to pay annual fee to fund an alcohol enforcement officer position6. Outlines enforcement standardsNew action:* Review language of ordinance for possible enhancements such as increased fee, RBS condition
* Increase use of deemed approved sanction for problem licenses
 | Audience: Retail alcohol licenses, City Council, City Attorney, businesses and communityMessage development:* Review data on effective use and build case for what can be enhanced
* Develop talking points to support changes in the Alcohol Use permit
 | Placement:TBDTiming:Aligned with City Council action on ordinance change | * Develop a report on the data review of the AUP
* Meet with the City Attorney on the changes in the AUP
 |
| **Entertainment Permit** | Description: Requires on-site alcohol license to apply of a permit to provide entertainment (e.g. live music, DJ etc.). The permit is for six monthsNew action:Work with the City Attorney to add RBS training as a condition for obtaining an entertainment permit | Audience:Retail alcohol outlets providing entertainment, City Council, CommunityMessage devilment:Develop messages to support change in permit conditions to include RBS training | Placement:TBDTiming:TBD | Meet with the City Attorney to determine the feasibility of including RBS training as a condition of obtaining an entertainment permit. |

|  |
| --- |
| **Underage Drinking Logic Model** |
| Focus Area: Underage drinking / parties - **Components with asterisk \* are recommended SPF SIG interventions** |
| Existing Policies: Disturbances caused by parties; Social host liability (SHO)\* |
| **Social Availability Components** | **Current and New Actions** | **Visibility** | **Next Steps** |
| **Audience and Message Development** | **Placement and Timing** |
| **Nuisance and Party Enforcement\*** | Current activity: complaint driven with limited number of officers and limited visibilityNew Action: How can party response and visibility be coordinated?* Assign party response team of SRO (officers) for specific party times such as graduation and holidays
* Publicize nuisance and party enforcement
 | Audience: Youth, parents and communityMessages developed for specific audiences.* SROs educate high schools, youth groups and parent groups
* VPD may use Marketing company to develop specific messaging for each group
 | Placement: Use existing VPD options for broader community e.g. news advisory* Youth – Social media, SROs presentations, Multi-media
* Parents – newsletters, email blast, ad school newspaper
* Use command vehicle for visibility
* Flyers and bulletin boards

Timing: focus around specific party times | * Determine how many party response team operations with 2 officers (SROs)
* Identify the cost for two officers per specific party date
* Seek bids form marketing company
* Begin upfront work with High schools and parents groups
 |
| **DUI Enforcement\*** | Current activity: OTS DUI grant* Roadside Checkpoints (12)
* Saturation patrols (28)
* Visibility by VPD

New Action: * Set up DUI operations around specific party times
* Promote “Zero Tolerance law” enforcement
* Expand visibility with focus on underage youth and parents
 | Audience: Youth, parents and communityMessaging: * Create “zero tolerance” message
* Message for electronic sign
* VPD may use Marketing consultant to develop specific messaging for each group
 | Placement: Same as aboveTiming: Promote timely DUI enforcement to create a deterrent effect  | * Determine how many roadside checkpoints and saturation patrols
* Select specific dates/times and locations for DUI enforcement operations
* Begin upfront work on visibility components
* Explore option for DUI enforcement for times not covered by OTS (cost)
 |
| **Retail Availability**  |  |  |  |  |
| **Compliance Checks\*** **(Minor decoy operations)** | Current Activity: OTS Grant funds 4 Minor Decoy operations and impact inspections (300)New Action:* Conduct 1 per quarter
* Promote ABC compliance with Responsible Retailer Program
* Shoulders tap operations?
 | Audience: Youth , adults and retail licenseesMessage: Number of citations and alcohol license revocation | Placement: * Press releases,
* informing businesses about impact inspections and compliance checks
* Follow up with non-compliant businesses

Timing: Publicize stats post operation | * Conduct Responsible Retailer Program visits and distribute materials (all licenses)
* Promote RBS training to retail merchants
 |
| **Underage Drinking Logic Model** |
| **Policy** | **Current and New Actions** | **Visibility** | **Next Steps** |
| **Audience and Message Development** | **Placement and Timing** |
| **Social Host Ordinance (SHO)\*** | Current activity: SHO has been on the books for a few years. * Officers trained on issuing SHO citations (civil based)

New Action:* Inform new students and parents about the SHO
* Increase citations using the SHO
* Consider enhancing SHO to include party buses
 | Audience: Students and parentsMessage development: * Create a one page fact sheet on the SHO
* Couple the SHO message with enforcement messaging
* RSOs educated youth and parents on SHO
* multi-media messaging
* Use EVALCORPS SHO citation data
 | Placement: Social media, High school message boards, Mobile DUI Command vehicle, flyers on bulletin boards, newsletters to parents, Ad in HS paper, message to parents from superintendent. Timing: Provide SHO information ongoing and align with specific dates for enforcement | * RSOs develop and distribute SHO message
* Rejuvenate the use of the SHO through publicity and enforcement
 |