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| **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 Community  Message 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 licensees  Message 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 staff  Message 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 |

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| **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 licenses  3. Provides a deemed approved components for problem licenses  4. Required standards  5. Requires licensees to pay annual fee to fund an alcohol enforcement officer position  6. Outlines enforcement standards  New 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 community  Message 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:  TBD  Timing:  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 months  New 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, Community  Message devilment:  Develop messages to support change in permit conditions to include RBS training | Placement:  TBD  Timing:  TBD | Meet with the City Attorney to determine the feasibility of including RBS training as a condition of obtaining an entertainment permit. |

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| **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 visibility  New 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 community  Messages 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 community  Messaging:   * Create “zero tolerance” message * Message for electronic sign * VPD may use Marketing consultant to develop specific messaging for each group | Placement: Same as above  Timing: 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 licensees  Message: 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 parents  Message 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 |