

# South Bay Community Change Project (SBCCP)



## Imperial Beach Responsible Retailer Program (RRP) Year 1 Evaluation Report June 2010

Prepared for Institute for Public Strategies  
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Funded by the County of San Diego  
Health and Human Services Agency, Alcohol and Drug Services

## **ACKNOWLEDGEMENTS**

We would like to thank and acknowledge all the various parties who have made this report possible. We begin by thanking Kim Herbstritt and the SBCCP staff for their collaborative efforts throughout this entire process. They have provided countless resources, continuous support and cooperation. We would also like to thank Deputy Lori Bird of the Responsible Retailer Program in Imperial Beach for taking the time to speak with us and for providing us with valuable information and insights about the program. Finally, we would like to thank the County of San Diego Health and Human Services Agency, Alcohol and Drug Services, who have made the SBCCP and its evaluation possible.

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## SECTION 1: INTRODUCTION

In early 2008, EVALCORP Research and Consulting was contracted by the Institute for Public Strategies (IPS) to design and conduct an evaluation of the South Bay Community Change Project (SBCCP), funded by the County of San Diego Health and Human Services Agency, Alcohol and Drug Services and administered by IPS. This report serves as the Year 1 Evaluation Report for the Imperial Beach Responsible Retailer Program (RRP), one of the key accomplishments of the SBCCP achieved to date, and is supplementary to the overall SBCCP Year 2 Evaluation Report<sup>1</sup>. The purpose of this report is to document the accomplishments and initial outcomes realized during the first year of implementation of the Imperial Beach RRP.

### Imperial Beach Responsible Retailer Program (RRP)

#### Program Overview

During the first year of the SBCCP, the Captain of the Imperial Beach Sheriff's Station attended a meeting in Chula Vista in which an officer from the City of Ventura came to speak about the City's RRP. Based on Imperial Beach statistics related to drinking and driving, and the number of accidents and problems associated with alcohol outlets, the Sheriff's Station decided that responsible retail policies and practices were important topics to be addressed in their City. They found the RRP to be an especially attractive option given its dual focus on building relationships with alcohol establishments and enforcement (e.g., decoy operations, shoulder taps). The RRP proposal, developed by the Public Safety Department and Sheriff's Station, was approved by the City Council in May 2009.

The SBCCP staff has played a major role in both the development and implementation of the RRP in Imperial Beach. Initially, staff collected data and conducted media advocacy to increase community awareness of the effects of over service of alcohol. Then, they partnered with the Sheriff's Station and Public Safety Department to identify solutions to the over-service problem, and effectively engaged and mobilized community members to advance the RRP. Additionally, the SBCCP supported the development and implementation of the RRP by employing risk assessments, shoulder taps, minor decoy operations, and business and community outreach, as well as by forming partnerships with and between law enforcement agencies. Furthermore, the SBCCP formed an educational partnership with a local adult education program and collaboratively developed the curriculum for the License Education on Alcohol and Drugs (LEAD) trainings.

**Goals and Objectives.** The purpose of the RRP in Imperial Beach is to improve public health and safety in the community by increasing awareness of the dangers that result from improper sales and service, particularly to minors and those who may already be intoxicated. The goal of the program is to reduce binge and underage drinking and, thereby, reduce traffic collisions, violence and other crime, and the general degradation of the quality of life in the community. Specific program objectives aimed to increase responsible retailer practices and improve public health and safety are to:

- Reduce sales to intoxicated customers;
- Reduce sales to minors;
- Reduce DUIs;
- Reduce other alcohol-related crimes (e.g., domestic violence, assaults, robberies, bar fights);

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<sup>1</sup> See "South Bay Community Change Project Year 2 Evaluation Report," June 2010. Prepared by EVALCORP for the Institute for Public Strategies.

- Reduce calls for service; and,
- Reduce drunk in public citations.

As further emphasized by the Alcohol Enforcement Officer, the point of the RRP is to decrease the number of people negatively impacted by alcohol-related situations in Imperial Beach. That is, “the overall goal is to make a safer community and better place for people to live.”

**Program Components.** The Imperial Beach RRP is comprised of three main components designed to:

1. Provide alcohol establishments with responsible beverage sale and service information (e.g., Responsible Beverage Sales and Service [RBSS]/LEAD trainings, Informed Merchants Prevention Alcohol-related Crime Tendencies [IMPACT] Booklets);
2. Support a part-time alcohol enforcement officer to work directly with establishments to ensure compliance with alcohol laws and regulations, making regular visits and inspections to on-sale and off-sale alcohol businesses (i.e., the officer’s role is to educate and partner with alcohol beverage establishments, including bars, restaurants, grocery and liquor stores); and,
3. Develop ordinances which establish the regulatory process and fees to support program activities (e.g., Conditional Use Permit [CUP], annual fees).

## **SECTION 2: EVALUATION METHODOLOGY**

EVALCORP worked with the SBCCP staff to develop an evaluation methodology for the RRP to help the project track process and outcome indicators related to current and future RRP strategies (see **Appendix A**). Given that the implementation of the program did not begin until late 2009, only short-term indicators are discussed in the current report. These include indicators such as:

- Number of LEAD trainings and retailer outlets trained;
- Number and types of local media of retail sales enforcement;
- Number and percentage of retailer consultations by Alcohol Enforcement Officer;
- Number of ABC IMPACT inspections by alcohol enforcement officer;
- Number of enforcement operations;
- Number of citations, license loss and warnings;
- Findings from LEAD training surveys;
- Findings from ABC IMPACT inspections;
- Findings from enforcement operations; and,
- Findings from the Key Informant Interview with the Alcohol Enforcement Officer.

### **Evaluation Research Questions**

The primary research questions investigated through this evaluation of the Imperial Beach RRP include:

1. To what extent did the RRP achieve its proposed objectives in the first year of implementation?
2. What, if any, challenges/barriers were encountered during the program’s first year of implementation? If so, how were they overcome?
3. What were the primary lessons learned and what are recommendations for the second year of RRP implementation?

The Findings section of this report presents data that address and respond to the evaluation research questions posed above.

### **Data Collection Strategies**

The Evaluation Team used multiple data collection strategies to inform this evaluation and address the research questions. The evaluation methodology included: document reviews, analyses of pertinent data, and a key informant interview with the Imperial Beach Alcohol Enforcement Officer.

#### **Document Reviews**

EVALCORP reviewed numerous documents specific to the RRP in Imperial Beach, including Environmental Scans, Imperial Beach Ordinance No. 2010-1098 requiring mandatory LEAD or RBSS training for Department of Alcoholic Beverage Control (ABC) establishments, CUP Amendments for Responsible Retailer Establishments, GAP Grant Requirements for Year 1 of the RRP, IMPACT Inspection Results, IMPACT On-sale and Off-sale Packets distributed to licensees, On-sale and Off-sale ABC Inspection Sheets, and City of Imperial Beach RRP Booklets.

#### **Data Analyses**

To ensure the successful roll out of the SBCCP and RRP, formative data analyses and technical assistance have been provided as needed since the onset of the project. During the past year, EVALCORP has continued to support SBCCP staff in developing, implementing, and analyzing results from a variety of data collection instruments and strategies. For example, on behalf of the SBCCP, EVALCORP analyzed RRP LEAD training survey data and developed a presentation of findings to be used to increase community awareness, determine the usefulness of the training, document any resulting changes in retailer behavior, and inform future trainings.

#### **Key Informant Interview**

A Key Informant Interview Protocol was developed for a structured interview with the Imperial Beach Alcohol Enforcement Officer. The protocol included questions related to the: (1) Need/Intended Purpose of the RRP, (2) Role of the Alcohol Enforcement Officer, (3) Implementation of the RRP, (4) Challenges/Barriers, (5) Lessons Learned, (6) Emerging Program Impacts, (7) Summary and Recommendations.

The in-depth interview was conducted in May 2010 with Lori Bird, the Deputy hired and assigned part-time to serve as the Imperial Beach Alcohol Enforcement Officer. The interview was conducted in person at the Imperial Beach Sheriff's Department. The protocol consisted of 21 open-ended items and took about two hours to complete. The purpose of the interview was to document the implementation of the RRP during its first year, identify emerging outcomes, and develop recommendations for its successful continuation. See **Appendix B** for the Alcohol Enforcement Officer Key Informant Interview Protocol.

## **SECTION 3: FINDINGS**

### **Implementation Process**

Collaborative partnerships among key stakeholders in Imperial Beach, such as the Institute for Public Strategies' SBCCP, City of Imperial Beach Law Enforcement, the Department of Public Safety, and 46 Imperial Beach alcohol beverage establishments (i.e., 24 on-sale and 22 off-sale establishments) has played a key role in the implementation of the RRP. The SBCCP staff began working closely with the new Alcohol Enforcement Officer in Imperial Beach shortly after the position was filled in mid-September 2009. Collaboratively developed plans for the implementation of the RRP included media advocacy, enforcement operations, LEAD trainings, and data collection for its two year grant period. The Imperial Beach Sheriff's Station also helped plan a community meeting held in November 2009 to raise awareness of the program and its purpose among residents. SBCCP staff provided technical assistance throughout October to the Sheriff's Station in preparation for the community meeting.

Showing further support of the Imperial Beach RRP, the SBCCP worked with the Sheriff's Station on enforcement operations and created various media opportunities around these efforts. The SBCCP staff also excelled at engaging youth in the RRP activities. For example, SBCCP staff developed a youth research project to measure the physical impact of alcohol in three communities, including Imperial Beach. Working with Mar Vista High School youth (the only high school in the area), the RRP conducted monthly 'morning after' Environmental Scans of areas with high alcohol outlet density. Environmental Scans have been conducted on the second Sunday of each month by the SBCCP staff and volunteer youth. SBCCP staff also developed a Neighborhood Survey to assess public perception of the impact of alcohol consumption on the community. Both scans have helped document evidence of intoxication in areas surrounding alcohol establishments the 'morning after'; and provided data useful to the implementation of the RRP.

#### **Alcohol Enforcement Officer**

The Alcohol Enforcement Officer, Deputy Lori Bird, was hired in mid-September 2009, three months after the program start date. The process of establishing the Alcohol Enforcement Officer position, as well as recruiting and hiring someone to fill the position took approximately three months. As such, the number of hours per week dedicated to the position has varied from the start. During the first three months of the grant, the hours per week allotted to the Alcohol Enforcement Officer accumulated unused, which allowed Deputy Bird to start-off spending two ten-hour days per week, rather than one ten-hour day per week, in the field. During the interview, she mentioned that it was good to have the extra hours when she was first hired in order to "get everything up and running." Recently, her RRP hours have decreased to one ten-hour day per week.

Since the Alcohol Enforcement Officer started in September she has:

- Conducted initial ABC IMPACT Inspections and follow-up visits with the 24 on- and 22 off-sale alcohol establishments in Imperial Beach;
- Provided one-on-one education and IMPACT booklets to every establishment;
- Developed and distributed a RRP booklet to all of the alcohol establishments;
- Provided establishments in "good" standing Responsible Retailer stickers to post in their front window;
- Coordinated the LEAD trainings and notified the licensees of the trainings;

- Set up and tracked all of the RRP enforcement operations (e.g., minor decoy, shoulder tap, DUI saturation, undercover, and general alcohol enforcement operations);
- Provided educational opportunities to the community (e.g., facilitated forums, attended and spoke at various events);
- Engaged in media advocacy by publicizing the efforts of the RRP through local and national news programs;
- Kept detailed files on each licensee to record RRP activities and alcohol-related incidents;
- Acted as a liaison to other law enforcement agencies interested in the RRP;
- Helped get City approval for amendments/ordinances supporting the RRP; and,
- Completed grant reports.

The most significant of these activities are discussed in further detail below as they relate to (1) enforcement strategies such as the development and passage of ordinances supporting the RRP and compliance visits and inspections, (2) retailer education, and (3) community education and media advocacy.

## **Enforcement Strategies**

### **Development and Passage of Ordinances Supporting the RRP**

The Imperial Beach Sheriff's Station and the RRP were successful in getting City approval for the CUP amendment for those licensees under review and up for renewal. At the start of the program, City officials were hesitant to add any amendments to the CUPs, but as the program has progressed they have sought the Alcohol Enforcement Officer's assistance in doing so. To date, five businesses up for renewal as part of the ABC license are inserting the following language to amend their CUPs. The language of this CUP amendment can be applied to both on-sale and off-sale establishments.

*Responsible Retailer Establishment will:*

1. *Know and comply with the law;*
2. *Have written policies to prevent sales to underage and intoxicated persons;*
3. *Train employees in responsible sales and service - attend classes such as Licensee Education on Alcohol and Drugs (LEAD); and, the Responsible Beverage Sales and Service Training (RBSS);*
4. *Actively participate in establishment inspections by Imperial Sheriff's Station and Alcoholic Beverage Control (ABC) personnel; and,*
5. *Support alcohol policies and insure they are put to practice.*

Aside from the approval of the CUP amendment, the City adopted a RBSS mandate requiring all of the alcohol establishments to attend LEAD training, and is now working on passing a Social Host Ordinance—both as a result of the RRP's efforts.

### **Compliance Inspections**

ABC IMPACT Inspections were conducted at all 24 on-sale and 22 off-sale alcohol establishments. It took a total of 48 hours to do both the initial and follow-up inspections: 24 hours to do the initial visits, and 24 hours to follow-up and see if the outlets had responded and addressed the inspections' findings.

The inspections were conducted using two Checklists, one for on-sale establishments and one for off-sale establishments. The On-sale (see **Appendix C**) and Off-sale (see **Appendix D**) Checklists used for the inspections were supplied by ABC and are available online (<http://www.abc.ca.gov/forms/pdfall.asp>). Initially, the Alcohol Enforcement Officer conducted the inspections in conjunction with an ABC Officer. The Sheriff's Station would later be involved in the inspections, but at the time of the first series of inspections, the Sheriff Station deputies had not yet been trained by the Alcohol Enforcement Officer to conduct them.

The first step of each inspection was to review all of the items that applied to that particular alcohol establishment; and, then outline any violations identified, including a discussion of the steps to address and resolve them. Typically, the retailers accompanied the officers during the inspection. The officers always asked to speak to a manager upon arrival, but were comfortable conducting the inspection with whoever was there at the time. Each alcohol establishment was asked to sign the inspection sheet and provided a copy for their records. Each establishment also was notified that the Alcohol Enforcement Officer would be back in 60 days to check that the violations or other issues identified during the inspection had been corrected. Some of the establishments had minor signage violations such as no pregnancy warning signage. However, the Alcohol Enforcement Officer discovered that, even though retailers had requested the required signage, ABC had not been able to adequately supply them to the establishments in Imperial Beach. Violations of greater concern were detected as well. For example, some establishments had incorrect types of bottles, or pornography was displayed in the wrong place.

No citations were issued to any of the alcohol establishments as a result of the inspections. The Alcohol Enforcement Officer explained that all establishments receive two warnings before being cited for a violation, which means that establishments will not be cited until at least the third round of visits; and, only at that point if the officer thinks it is necessary to ensure their compliance. All establishments have the option to fix the identified violations and/or other issues detected, and are given a copy of the completed inspection checklist indicating any violations to be addressed.

Of the 86 violations identified in the initial IMPACT Inspections, only 35 violations remained by the time of the follow-up inspections. The remaining violations were primarily due to the establishments' inability to obtain the required signs from ABC. As explained by Deputy Bird, "On something like that, it's not an issue. We don't want to get hate or discontentment toward us or bad relationships for something like that." She further explained that the goal is to make this a collaborative effort. She said, "I want them to feel like they can come [and] talk to me if they have a problem. That's the goal here."

The Alcohol Enforcement Officer's approach to the compliance inspections is to make every effort to work with the alcohol establishments on the areas in which they are not in compliance as well as on other compliance related issues. For example, one establishment had been over-serving alcohol, and Deputy Bird suggested that they hire a new bouncer for the front door. This suggestion prompted the owner to send all of his staff to the first LEAD training, where they learned their role and responsibility in preventing their establishment from over-serving alcohol. Deputy Bird emphasized, "We don't want to run him out of business, just help him."

As part of her duties, the Alcohol Enforcement Officer keeps accurate records. All information collected during the compliance inspections is recorded on an activity log in each establishment's file. She also tracks which establishments have received an IMPACT Book and any violations that result from the inspections. The files for each establishment are made available to all Imperial Beach deputies so that

they can access a history and develop a better understanding of the types of issues certain establishments have had over time.

### **Enforcement Operations**

In addition to compliance inspections, the Alcohol Enforcement Officer coordinates and tracks enforcement operations conducted by Imperial Beach deputies to assess responsible beverage sales and service in Imperial Beach. Deputy Bird does not conduct the operations herself as she is likely to be recognized by personnel at local establishments. However, she works with SBCCP to involve youth to participate in the operations with deputies. The following enforcement operations have been conducted as part of the RRP to date:

- Three minor decoy operations have been completed, resulting in a total of 8 citations. Establishments which had received citations in the first and second decoy operations were targeted in the third decoy operation. Only one previously cited establishment continued to provide alcohol to minors when tested in the third decoy operation.
- Four shoulder tap operations have been conducted, resulting in 12 citations and one arrest.
- Four DUI/saturation operations took place, resulting in two citations and five arrests.
- Three undercover operations have been completed.
- One DUI was made by patrol.
- One general alcohol enforcement operation was completed, resulting in 6 arrests.

Records of all enforcement operations and their resulting citations are kept by the Alcohol Enforcement Officer, with information on applicable alcohol establishments placed in files alongside their compliance inspection records.

### **Retailer Education**

The aim of the retailer education component of the RRP is to increase awareness of RBSS policies and practices among those who own and work at alcohol establishments in Imperial Beach. The Alcohol Enforcement Officer plays a significant role in this effort. Deputy Bird explained that an important part of being an Alcohol Enforcement Officer is to make contact with the owners and/or personnel, educate them, and become a “known face.” As part of her initial visits to the alcohol establishments, the Alcohol Enforcement Officer distributed the IMPACT Book and provided one-on-one education to all of the on- and off-sale licensees. Rather than just delivering the IMPACT book, she highlighted the areas that the alcohol establishments may not be aware of, familiar with, or understand. She also took time to explain the importance of complying with ordinances articulated in the book, especially when the establishment was in violation of one or more of the laws. During the first nine months of the RRP’s implementation, the Alcohol Enforcement Officer had visited each establishment three to five times.

In addition to individual-level retailer education, the Alcohol Enforcement Officer provides various RBSS-related group trainings. To date, Deputy Bird has conducted two False ID trainings to a total of 26 attendees, an ABC Overview Training to 9 attendees, two LEAD trainings to a total of 94 attendees, and multiple TRACE<sup>2</sup> program trainings. The LEAD trainings are discussed in further detail below.

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<sup>2</sup> Target Responsibility for Alcohol Connected Emergencies

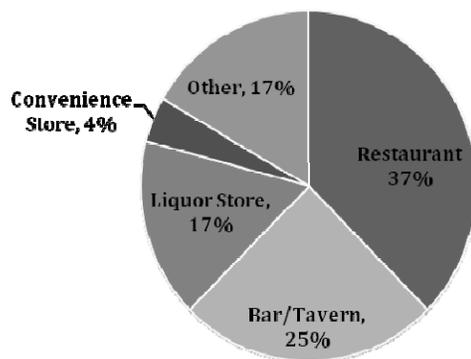
## LEAD Trainings and Survey Findings

The first LEAD training was held January 19, 2010 in Imperial Beach with 33 attendees affiliated with alcohol outlets in Imperial Beach. The second LEAD training was conducted June 8, 2010 with 61 attendees. The majority of attendees at the second LEAD training were from Imperial Beach establishments, however there were also some retailers from Chula Vista in attendance. The SBCCP staff helped ABC facilitate the trainings and evaluate its impact using the LEAD Survey (see **Appendix E**). The Alcohol Enforcement Officer was involved with scheduling and setting up the trainings. She hand delivered an announcement inviting every alcohol establishment to the trainings before ABC sent out its official invitation to the trainings. She also attended the trainings and introduced herself to those who did not already know her. She felt it was important to explain that her role as the Alcohol Enforcement Officer is to provide alcohol establishments with useful information. She made it clear that the RRP is a resource for them—not a strategy used to “get them in trouble.” The Alcohol Enforcement Officer’s role supporting the LEAD trainings will continue into the second year of the RRP.

Findings from the first LEAD Survey are presented below. Because the second LEAD training was recently conducted, survey findings from that training were not yet available to be included in this report.

A total of 24 surveys were collected at the first LEAD training, yielding a 73% response rate. All of the respondents reported working at alcohol establishments in Imperial Beach as either bartenders (33%), managers (26%), owners (18%), waiters/waitresses (4%), sales clerks (4%) or other positions (e.g., security) (15%). As seen below in **Figure 1**, the majority of respondents worked at on-sale establishments such as restaurants (37%) and bars/taverns (25%).

**Figure 1. Types of Establishments**



Prior to the LEAD training, 42% of the participants said they had attended a responsible beverage training in the past. Previous trainings included other ABC LEAD trainings (29%); San Diego Food and Beverage Association RABS<sup>3</sup> Program (4%); California Restaurant Association BADD<sup>4</sup> Program (4%); In-house/internet training program (4%); and Louisiana Responsible Handlers (4%).

When asked how their establishment contributes to the neighborhood in which they are located, 91% of the respondents believe that the establishment they work for positively contributes to the general

<sup>3</sup> Responsible Alcohol Beverage Service (RABS)

<sup>4</sup> Bikers Against Drunk Drivers (BADD)

quality of life of the neighborhood. However, when asked to describe how their establishment has participated in the neighborhood, many respondents were not sure (30%). Others said that their establishment was part of a business association (25%), neighborhood town council or community association (21%), Business Improvement District/Community Development Corporation (17%), or other neighborhood groups such as the Chamber of Commerce (4%) and Little League baseball sponsor (4%). Respondents were also asked to indicate the degree of concern that local alcohol establishments should have in their community. Most respondents indicated that social/safety concerns should be “very concerning” or “somewhat concerning” to them. Among respondents, the greatest social/safety concern was underage drinking and driving under the influence (DUI) (see **Table 1**).

**Table 1. Social and Safety Concerns for Local Alcohol Establishments**

Concerns	Very Concerning	Somewhat Concerning	Not Concerning	Not Sure
Underage drinking	78%	22%	0%	0%
Driving under the influence (DUI)	77%	23%	0%	0%
Pedestrian safety and street assaults	70%	13%	13%	4%
Adult binge drinking/public intoxication	68%	14%	18%	0%
Neighborhood compatibility and quality of life	68%	18%	14%	0%
Meth/club drugs activity and links with HIV	65%	26%	9%	0%

When asked about the impacts of the LEAD training, all of the respondents (100%) indicated that they would recommend the training to other alcohol handlers. About half said they would recommend the training to others because the material presented was informative and provided useful tools and techniques. For example, one respondent commented that he/she would recommend the training because it provides “good ways to spot fake/true IDs.” Likewise, 95% of the respondents reported that checking IDs was a “very useful” topic covered during the training. As seen below, the majority of respondents believed that all of the training topics were “very useful” (see **Table 2**).

**Table 2. Frequency of Responses for Each Topic Discussed**

Training Topics	Very Useful	Somewhat Useful	Somewhat Un-Useful
Checking IDs	95%	5%	0%
Alcohol laws & liability	90%	10%	0%
Ways to slow down or refuse alcohol service	90%	5%	5%
Responsible service and sales policies	80%	20%	0%
Recognizing the signs of intoxication	75%	25%	0%
Alcohol’s effects on the body and behavior	74%	21%	5%

The respondents also were asked about their intentions to change their behavior as a result of the training; 91% reported that they are “very likely” or “likely” to change the way they do their job as a result of the LEAD training. Some respondents provided specific ways in which they plan to change their behavior. For example, they said they will:

- Be more careful or stringent when checking IDs (n=5) - “I am more comfortable about checking ID's for underage kids.”

- Increase their awareness of intoxicated patrons and refuse to sell alcohol to them (n=4) - “Most of my personnel follows already established guidelines for safety, but [now they feel] further empowered [because of] the right of refusal.”
- Apply the new tips that have been learned (n=1).

When given the opportunity to provide additional feedback or suggestions about the training, respondents had mainly positive comments about the program and its content. For example, one respondent said, “Great course – it should be a mandatory training for all businesses engaged in over the counter sales of alcohol beverages.” Expressing a need for the content provided in the training, one respondent thought that the topics were covered too quickly and suggested having more time allotted to each topic.

### **Community Education and Media Advocacy**

In addition to retailer education, the Alcohol Enforcement Officer provides education to the community about the RRP and other alcohol-related issues in Imperial Beach. Deputy Bird has facilitated presentations to numerous groups such as: Imperial Beach Chamber of Commerce, City Staff Meeting, Kiwanis Meeting, Partnership for Prevention Meeting, Community Forums, Parent Forums, and various IPS events. Deputy Bird has also served as a liaison, sharing the experiences and initial outcomes of the RRP in Imperial Beach with law enforcement in other cities.

In conjunction with SBCCP and other partners, the Alcohol Enforcement Officer had engaged in media advocacy regarding the RRP and alcohol- and drug-related (AOD) issues. Deputy Bird has written news stories that have been published and she has been interviewed for local and national news. She has contributed to news stories for the following local and national sources:

- Imperial Beach Eagle & Times newspaper (October, 29, 2009)
- San Diego Union-Tribune newspaper (November 5, 2009)
- Imperial Beach Eagle & Times newspaper (December 2, 2009)
- 10 News.com website (March 26, 2010)
- Good Morning America (filmed on April 23, 2010).

### **Challenges**

The Alcohol Enforcement Officer acknowledged a few specific challenges experienced by Imperial Beach in its efforts to implement the RRP.

#### **Late Start**

Once the RRP program was approved and the grants were awarded, it took some time to figure out how to implement the program and its various components. Deputy Bird’s prior grant experience was an invaluable asset. She knew what steps to take to get the program off the ground and move it forward. She trained cohorts of deputies that were less familiar with grant programs like this one, and this helped her overcome most challenges, and as a result, she was able to bring everyone together to work toward common goals. Fortunately, the late start also spurred everyone involved to put extra effort and hours into widely advertising and promoting the program in the community. In fact, now that the RRP is up and running, Deputy Bird and the other deputies have time to branch out and carry out additional RRP-

related efforts. They also have time to address areas that were not originally envisioned, like the Parent Forum that was recently held at a local high school informing parents about AOD-related issues.

### **Limited Deputy Funding**

A current major challenge is limited funding for the enforcement component of the RRP. The grant funds supporting deputy involvement is limited to the RRP's first year, whereas the Alcohol Enforcement Officer position is funded for two years. Although the Sheriff's Station has been awarded additional funds from ABC, these funds are not earmarked specifically for the RRP enforcement operations. An upcoming challenge will be how to incorporate RRP enforcement operations into the Sheriff's Station scope of services without affecting the program's enforcement component and the RRP's success in the community.

### **Youth Involvement in Decoy Operations**

Involving youth in the RRP's decoy operations this year has had its challenges. It can be difficult to find youth to participate due to age restrictions, school night curfews, and assigning youth to operations outside their own neighborhood in order to protect their identity. Other challenges involving youth in decoy operations is that they are not always reliable; sometimes they do not show up to operations or even call.

### **Lessons Learned**

The Alcohol Enforcement Officer discussed three key lessons she learned from the implementation of the RRP in Imperial Beach thus far. These lessons are provided below, along with quotes from Deputy Bird.

1. Having SBCCP staff assist in the coordination of partnerships with other cities, and connecting the program to the media and other resources and materials was critical.

“IPS was critical in helping us roll it out. They convinced Ventura to help us with materials. They also made contact with the media – they already had someone interested which was critical.”

2. The Alcohol Enforcement Officer position requires someone with an outgoing personality.

“The person in this role has to want to do the speaking and education part of this. It has to be somebody willing and interested in doing it. Someone has to want to do that role.”

3. Extra effort, follow-through, and focusing on the goal rather than on politics will help get the City to respond and follow-through on its commitment.

“Although it can be frustrating to go down a path expecting support and then see it fizzle away, it is important to remind people what their role is, and to keep pushing forward.”

## **Emerging Program Impacts**

The findings presented above illustrate the progress the RRP has made and the success of its efforts in enforcement (including advancing regulatory processes), education, and media advocacy. Other results expressed by the Alcohol Enforcement Officer go beyond these initial outcomes and reflect the emerging impact of the program on retailers, community members, youth, law enforcement, and traffic collisions, violence and other crime. The emerging impacts identified by Deputy Bird are more anecdotal in nature, but are noteworthy and supported by the findings presented throughout this report.

### **Retailer Response and Awareness**

The most significant impacts observed by the Alcohol Enforcement Officer to date concern the alcohol retailers. According to Deputy Bird, retailer response to the RRP has been positive and there is evidence of an increase in the retailers' understanding and awareness of the establishments' role in and responsibility to the community in which the business is located. Prior to the RRP retailers seemed to accept the alcohol-related issues that were occurring in the community. "It appeared that they cleaned up violations and areas around their places," but nothing more. On her visits and inspections, some of the retailers commented that they did not know about their right of refusal which gives them the right to "say no" to intoxicated patrons.

According to Deputy Bird, once the RRP program was in place, and the first LEAD training conducted, the retailers began to understand their specific liabilities. She has observed that many retail establishments who, in the past, would not have considered attending any type of training session, now are attending LEAD trainings. Deputy Bird's interaction with the alcohol retailers coupled with their attendance at LEAD trainings has given them a better understanding of the ABC requirements and laws, which in turn will give these establishments a "leg to stand on" when they run into issues with patrons.

Moreover, Deputy Bird has observed that the alcohol retailers' newfound knowledge and awareness has given them a voice in the community. Some retailers are becoming more vocal, resulting in greater compliance as evidenced by a decrease in the number of violations detected during follow-up inspections. Deputy Bird stated that alcohol retailers are beginning to realize that "putting their head under the sand is not going to protect them. They understand what they need to do. Should these businesses have a violation and go to their ABC hearing, it's going to be very hard [for them] to claim that they didn't know."

### **Community Education**

Another significant impact of the RRP is the many opportunities provided to community members—adults and youth—to learn about the RRP and the alcohol-and drug-related issues in the community that the program is intended to affect. Over the last year, the Alcohol Enforcement Officer has facilitated many presentations about AOD-use among youth, the consequences of AOD-use, other AOD-related problems, and the RRP. In addition she has engaged in media advocacy regarding the RRP and AOD-related issues through news stories, interviews, and contributions to news articles at the local and national levels.

During her presentations, she teaches participants about AOD-use, the dangers of AOD-use, impact of AOD on the public health and safety of the community, involvement in crime and other AOD-related problems, as well as about the RRP and why its importance to the community. For the Parent Forum at a

local high school in May, she discussed how alcohol can affect youth's driver licenses, that hosting parties at home does not work, not to get a hotel room for students to go after prom, and the dangers of prescription drugs. For this particular Parent Forum, she engaged three San Diego Charger football players and the District Attorney to speak about AOD-related issues, sharing their experiences. The presentations she gives are well advertised on traffic signs and announced in the local newspapers.

The breadth and scope of community education efforts by the Alcohol Enforcement Officer represent significant progress toward raising awareness about alcohol-and drug-related issues among community members. As with the retailers, Deputy Bird already has observed the effect of community education and media advocacy on community member voice and action in advancing RRP efforts to reduce the number of people negatively impacted by alcohol-related situations. She reported greater community awareness of and support for the RRP and other AOD-related prevention efforts.

### **Youth Involvement**

Youth are an integral focus of the RRP. The program expects to reduce the number of youth who actively drink alcohol and/or are at-risk of becoming entangled in alcohol-related situations or crimes by involving them in the solution to the problem. To this end, the Alcohol Enforcement Officer has used different strategies to reach youth and influence their behavior. For example, she has encouraged SBCCP youth involvement in the RRP enforcement operations, and recruited youth to administer community surveys. At school events, such as Health Day, she uses Alcohol Impairment Goggles to vividly demonstrate how alcohol distorts visions and impairs driving. These efforts are designed to impress upon youth the dangers of alcohol and its effects on public health and safety. From her school events and discussions with youth, Deputy Bird reported an increased awareness among youth about the consequences of AOD-use, especially from the impairment goggles activity.

### **Calls for Service**

The true effects of the RRP program on calls for service involving alcohol or calls for service at alcohol establishments are not yet evident. The Alcohol Enforcement Officer made it clear that when discussing the impact of the RRP, it will be important to take into consideration that the quantitative data collected during this first year may not be predictive of data in coming years. For example, the number of calls for service involving alcohol or at alcohol establishments has spiked since the implementation of the RRP. Deputy Bird hypothesized that the spike in call for service is partially due to an increased emphasis among retailers and community members to report alcohol and drug-related incidents. She said, "We are pushing it more than before."

Another reason for the spike in calls for service may be due to an increased effort to educate patrol deputies about all the ABC laws and requirements. With their increased knowledge in this area, the deputies are more likely to pay attention to and act on alcohol and drug-related issues as they patrol the community.

Even though the impact of the program is not directly evident with respect to calls for service, Deputy Bird was not disheartened. She advises SBCCP not to expect a noticeable drop in alcohol-related problems in Imperial Beach for approximately three years. She also advises to consider seasonal differences among alcohol-related incidents when reviewing future data. For example, one might expect to see more violations and citations during the summer over the next three years before seeing lower numbers of alcohol-related issues during the same months.

## **Collisions and Crime Statistics**

The statistics collected on traffic collisions, violence or other crime in Imperial Beach showed an increase similar to that of the statistics collected on the calls for service. The same rationale used to explain the calls for service increase was used to explain the increase in collisions and crime statistics. “We are actually encouraging them [retailers] to call us. Now they are being supportive instead of just not dealing with issues. It is a positive increase. They are identifying that they know it is part of their job to work with us,” explained Deputy Bird.

As with the calls for service, the increase in traffic collision and crime statistics should not be seen as a discouraging indicator of impact, but rather a positive indicator of impact during the first year of the RRP program.

## **SECTION 4: SUMMARY AND RECOMMENDATIONS**

The overall goal of the RRP is to make the community a safer and better place for people to live by decreasing the number of people negatively impacted by alcohol-related situations. With the support of the SBCCP and other entities, the Alcohol Enforcement Officer, a key component of the RRP, has been instrumental in moving toward this goal. During the first year of the program she has played multiple roles by: conducting inspections; raising awareness; educating and training alcohol retailers as well as community members, and patrol deputies; building bridges among alcohol retailers, city officials, the Sheriff’s Station, community members, ABC, and youth; implementing and documenting enforcement strategies; and, interviewing and writing for the media. The combined efforts of the SBCCP, its various stakeholders, and the Alcohol Enforcement Officer have contributed greatly to the RRP’s successful implementation. Although not without its challenges, the RRP program is establishing itself as an agent of change in the community.

### **Key Successes**

The RRP has achieved a number of successes in its first year. These successes are listed below by each major RRP activity.

### **Enforcement Strategies**

- The RRP, in collaboration with the Imperial Beach Sheriff’s Station, shepherded the approval of the CUP amendment and the passage of an RBSS mandate requiring all alcohol retailers to attend LEAD training.
- The Alcohol Enforcement Officer conducted ABC IMPACT Inspections at all 24 on-sale and 22 off-sale alcohol establishments. Of 86 violations identified during the first inspection, only 35 remained at the time of the follow-up inspection (all of which were due to ABC’s inability to provide the required signage).
- Sixteen enforcement operations were conducted throughout the first year: three minor decoy operations, four shoulder tap operations, four DUI/saturation operations, three undercover operations, one DUI, and one general alcohol enforcement operation. These enforcement operations resulted in a total of 20 citations and 12 arrests.

## **Retailer Education**

- The Alcohol Enforcement Officer conducted individual-level retailer education at all the on-sale and off-sale establishments. She also facilitated numerous group trainings on several topics, including False Ids, ABC requirements, LEAD, and TRACE trainings.
- Almost all retailers (91%) attending the first LEAD training in January 2010 reported that they would change the way they do their job in the following ways:
  - Refuse to sell alcohol to intoxicated patrons
  - Check IDs more carefully

## **Community Education and Media Advocacy**

- The RRP Alcohol Enforcement Officer facilitated presentations to numerous IPS, City, Prevention, Community, Parent, Youth, Volunteer, and other non-profit and neighborhood groups in Imperial Beach.
- The RRP also shared program experiences and outcomes with law enforcement in other cities.
- In conjunction with SBCCP and other partners, the Alcohol Enforcement Officer engaged in various forms of media advocacy to promote the RRP and its experiences and successes addressing AOD-related issues in the Imperial Beach community.

## **Emerging Impact Areas**

In addition to key successes, several potential impacts of the RRP on retailer establishments, community, youth, service calls, and collisions and crime were observed by the Alcohol Enforcement Officer, appearing in the quantitative statistics collected, and/or reflected in the general findings. Emerging program impacts fell under the follow areas:

### **Retailer Response and Awareness**

- Alcohol retailers have responded positively to the RRP and have learned a lot about their role in and responsibility to the community through one-on-one contact with the Alcohol Enforcement Officer and attendance at LEAD trainings. Retailers show a greater understanding and awareness of the ABC requirements and laws, resulting in a decrease in the number of violations detected during inspections.

### **Community Education**

- The breadth and scope of community education and media efforts by the Alcohol Enforcement Officer speak to the significant progress Imperial Beach has made toward raising awareness about alcohol-and drug-related issues among community members.

### **Youth Involvement**

- Outreach to involve youth in the enforcement component of the RRP and to raise awareness among youth about the dangers of alcohol and its effects on public health and safety are integral to the program and engage youth in the solution to problem.

## **Calls for Service/Collisions and Crime Statistics**

- The statistics on calls for service and collisions and crime have increased over the past year, yet are hypothesized to represent a positive impact on the program during its first year. As explained by the Alcohol Enforcement Officer, “We are actually encouraging them [retailers] to call us. Now they are being supportive instead of just not dealing with issues. It is a positive increase. They are identifying that they know it is part of their job to work with us.”

## **Recommendations**

As evidenced in this report, the SBCCP and Imperial Beach Sheriff’s Station has made great strides implementing the RRP this year. Upon her hire, the Alcohol Enforcement Officer effectively collaborated and partnered with key community stakeholders and strategically initiated and developed successful enforcement, educational, and outreach activities. As the first year comes to a close, the successes and impacts of the RRP provide evidence that the program has taken root and is ready to move forward and further reduce the negative impacts of alcohol-related issues in the community. Recommendations for the successful continuation of the RRP in Imperial Beach are based on the findings presented in this report and input from the Alcohol Enforcement Officer.

- Based on program challenges and lessons learned, the Alcohol Enforcement Officer emphasized the importance of maintaining specific strategies that contributed to the program’s success in its first year.
  - Stay in contact with the owners of alcohol establishments;
  - Be very positive with the alcohol establishment owners so that they understand that law enforcement is there to help them and can work with them when issues arise;
  - Update and use the ABC files developed by the Alcohol Enforcement Officer;
  - Place a greater emphasis on educating parents and youth; and,
  - Have a “good face for the program;” select individuals to represent and run the program who have the personality to carry out the program’s goals.
- Recognizing that funding limitations are difficult to control, it is recommended that SBCCP, the Sheriff’s Station, and other partners collaborate and think creatively about how to continue funding for the patrol deputies. Given that enforcement is a key component of the program and that initial enforcement outcomes are very positive, to lose the patrol deputies is likely to have a negative impact on the program progress and success.
- While program implementation has been successful and initial outcomes and impacts are emerging, the program could benefit from continued evaluation, with specific attention to the effects of the program on meeting its goals and objectives of reduced sales to intoxicated customers and minors, reduced DUIs, reduced alcohol-related crimes, calls for service and drunk in public citations.
- The strategies and approaches taken to implement the RRP in Imperial Beach were successful and worth sharing with existing and new RRP in other cities.
  - As a corollary, the Alcohol Enforcement Officer offered some words of wisdom for the successful implementation of similar programs in other cities or counties. She recommended that modification of the RRP be allowed to fit the specific needs of the

area interested in implementing the program. She noted that although it is important to ensure that the RRP is designed to include the components of the original Ventura RRP, it also needs to fit the needs of the region so that it is accepted by both the alcohol retailers and community members. One example may be the hours per week allocated to the Alcohol Enforcement Officer. In certain cases it might be best to hire the Alcohol Enforcement Officer to work two or three days a week. Regardless, each city should assess its needs depending on the size of the city, number of high schools, and number of alcohol establishments. The key to successful implementation, Deputy Bird noted, is “If you are successful you will have less demand on you.”

Overall, the accomplishments of the RRP during its first year reflect the collaborative commitment and dedication of the SBCCP staff, the Alcohol Enforcement Officer, the Imperial Beach Sheriff’s Station, and other community partners and stakeholders to implementing the program. In the coming year, it will be important to maintain the momentum that drove program implementation and begin the process of shifting it toward a focus on achieving its goals and measuring outcomes and the impact of the RRP on reducing binge and underage drinking, thereby reducing collisions, violence, crime, and improving the quality of life in the community.

## APPENDIX A

### Responsible Retailer Evaluation Methodology Overview

Objectives	Strategies	Measurement Indicators	Key Staff
<p>Increase responsible retailer practices</p> <ul style="list-style-type: none"> <li>• Reduce sales to intoxicated customers</li> <li>• Reduce sales to minors</li> </ul> <p>Improve public health and safety</p> <ul style="list-style-type: none"> <li>• Reduce DUIs</li> <li>• Reduce other alcohol-related crimes (i.e., domestic violence, assaults, robberies, bar fights and other violence)</li> <li>• Reduce calls for service</li> <li>• Reduce drunk in public citations</li> </ul>	<p><b>Current</b></p> <ul style="list-style-type: none"> <li>• Develop RRP implementation strategy with community partners</li> <li>• Youth Research Project                             <ul style="list-style-type: none"> <li>○ Environmental Scans</li> <li>○ Neighborhood Survey</li> </ul> </li> <li>• Neighborhood Reports on impacts on noise, quality of life</li> <li>• Media advocacy</li> <li>• LEADS Trainings</li> <li>• Decoy operations with law enforcement                             <ul style="list-style-type: none"> <li>○ Shoulder taps</li> <li>○ Alcohol purchase surveys</li> <li>○ Minor decoy operations</li> </ul> </li> <li>• Alcohol enforcement officer IMPACT inspections</li> <li>• Alcohol enforcement officer consultations with retailers</li> <li>• RRP marketing (signage, etc.)</li> <li>• Enactment of RBSS Ordinance</li> </ul> <p><b>Future</b></p> <ul style="list-style-type: none"> <li>• Risk Assessments</li> <li>• Pseudo-patron Refusals</li> <li>• Rewards/certificates for refusing alcohol sales to intoxicated pseudo-patrons or minors</li> <li>• Enactment of Model House Policy</li> <li>• Implementation of RRP fee structure</li> </ul>	<p><b>Process Indicators</b></p> <ul style="list-style-type: none"> <li>• Number of Environmental Scans</li> </ul>	SBCCP
		<ul style="list-style-type: none"> <li>• Number of Neighborhood Reports on outlets' impacts on community</li> </ul>	SBCCP
		<ul style="list-style-type: none"> <li>• Number and types of local media of retail sales enforcement</li> </ul>	SBCCP
		<ul style="list-style-type: none"> <li>• Number of LEAD trainings, number and percentage of alcohol outlets with owners/managers/staff trained</li> </ul>	LE/SBCCP/EVC
		<ul style="list-style-type: none"> <li>• Number and types of law enforcement decoy operations, number of citations as a result of decoy operations</li> </ul>	LE/SBCCP
		<ul style="list-style-type: none"> <li>• Number and percentage of retailer IMPACT Inspections by alcohol enforcement officer, including times per establishment</li> </ul>	LE
		<ul style="list-style-type: none"> <li>• Number of citations, license loss and warnings as a result of IMPACT Inspections by alcohol enforcement officer</li> </ul>	LE
		<ul style="list-style-type: none"> <li>• Evidence of RRP marketing materials</li> </ul>	SBCCP
		<ul style="list-style-type: none"> <li>• Enactment of RBSS Ordinance</li> </ul>	All
		<ul style="list-style-type: none"> <li>• Number of Risk Assessments</li> </ul>	SBCCP
		<ul style="list-style-type: none"> <li>• Number of Pseudo-patron Rewards given out</li> </ul>	SBCCP
		<ul style="list-style-type: none"> <li>• Enactment of Model House Policy</li> </ul>	All
		<ul style="list-style-type: none"> <li>• Implementation of RRP fee structure</li> </ul>	All
		<p><b>Outcome Indicators</b></p> <ul style="list-style-type: none"> <li>• Findings from analysis of law enforcement data</li> </ul>	LE/SBCCP
		<ul style="list-style-type: none"> <li>• Findings from decoy operations</li> </ul>	LE/SBCCP
		<ul style="list-style-type: none"> <li>• Findings from alcohol enforcement officer IMPACT Inspections and consultations with retailers</li> </ul>	LE
		<ul style="list-style-type: none"> <li>• Findings from Neighborhood Survey</li> </ul>	SBCCP/EVC
		<ul style="list-style-type: none"> <li>• Findings from Environmental Scans</li> </ul>	SBCCP/EVC
		<ul style="list-style-type: none"> <li>• Findings from LEAD Surveys</li> </ul>	LE/SBCCP/EVC
		<ul style="list-style-type: none"> <li>• Findings from Neighborhood Reports</li> </ul>	SBCCP
<ul style="list-style-type: none"> <li>• Findings from Risk Assessments</li> </ul>	SBCCP		
<ul style="list-style-type: none"> <li>• Findings from Pseudo-patron Refusals</li> </ul>	SBCCP		
<ul style="list-style-type: none"> <li>• Findings from POLD data</li> </ul>	EVC		
<ul style="list-style-type: none"> <li>• Findings from Key Informant Interviews with alcohol enforcement officer and SBCCP staff</li> </ul>	EVC		

**APPENDIX B**  
**Alcohol Enforcement Officer Interview Protocol**

**IPS South Bay Community Change Project**  
**Year 2 Outcome Evaluation - Imperial Beach Responsible Retailer Program**  
**Alcohol Enforcement Officer Overview and Informed Consent**

**[THE FOLLOWING IS TO BE READ AT THE START OF EACH INTERVIEW]**

As you may know, the Institute for Public Strategies was funded by the County of San Diego Health and Human Services Agency, Alcohol and Drug Services to carry out the South Bay Community Change Project. The goals of this project are to reduce problems associated with the accessibility, sales and use of alcohol, methamphetamine and marijuana by youth. To accomplish these goals, one of the project objectives is to enact policies or increase enforcement of policies to require responsible beverage service and sales. As such, the Responsible Retailer Program has been a major focus of the project during the last year.

The IPS South Bay Project staff recommended that we speak with you to obtain your perceptions and experiences regarding the Responsible Retailer Program being conducted in Imperial Beach.

The interviews are one component of an overall comprehensive evaluation of the South Bay Community Change Project. The evaluation is being carried out by EVALCORP Research & Consulting, an independent research firm contracted by the Institute for Public Strategies to measure the implementation and resulting outcomes of the initiative.

The purpose of this interview is to determine the impact the Responsible Retailer Program has made in Imperial Beach during its first year of implementation and to identify next steps for moving forward.

Please know that your participation is voluntary. With your permission, we would like to record our conversation for transcription purposes to ensure that we capture everything as said. Each recording will be held in the strictest confidence and will not be shared with anyone outside of the Evalcorp research staff. Do we have your permission to record your interview?

The interview is expected to take approximately 45-55 minutes to complete.

Thank you in advance for your participation -- your time and input are greatly appreciated.

Do you have any questions of me before we begin?

Proceed to begin interview →

**IPS South Bay Community Change Project  
Year 2 Outcome Evaluation -- Imperial Beach Responsible Retailer Program  
Alcohol Enforcement Officer Interview Protocol**

**Date:** \_\_\_\_\_ **Interviewer Initials:** \_\_\_\_\_  
**Respondent:** \_\_\_\_\_ **Police Department:** \_\_\_\_\_

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**Need/Intended Purpose of the Responsible Retailer Program**

1. From your perspective, why was there a need for a Responsible Retailer Program in Imperial Beach?
2. As you understand it, what is the intended purpose of the Responsible Retailer Program?
3. How much time do you think it will take to achieve that purpose in Imperial Beach?

**Role of the Alcohol Enforcement Officer**

4. When did you begin working as the Alcohol Enforcement Officer?
  - a. How many hours per week is your position?
5. What are your primary responsibilities as the Alcohol Enforcement Officer?

**Implementation of the RRP**

***Compliance Visits and Inspections***

6. How much of your time is devoted to the ABC IMPACT Inspections for on-sale and off-sale alcohol establishments?
7. Please describe your process for a typical inspection.
  - a. Do you use the ABC On-Sale and Off-Sale Premises Inspection Sheets or another checklist? If another checklist is used, may we have a copy of it?
8. When did you do the initial round of ABC IMPACT Inspections?
  - a. For the initial round of inspections, how many establishments did you inspect?
  - b. How many follow-up inspections were completed? When were they completed?
  - c. When will the second round of ABC IMPACT Inspections begin?
9. How many warnings and citations have you issued to alcohol establishments since the implementation of the RRP?

- a. For what were these warnings or citations issued (e.g., selling to intoxicated customers and minors)?
  - b. Were any licenses revoked? If so, how many and why?
10. Is the information collected in the inspections entered into a database so that changes in compliance can be tracked over time? If so, can we access this data?
11. Please describe what the retailer education component consists of (e.g., providing materials, instructions to on-sale and off-sale alcohol establishments)?
- a. When did you begin the retailer education component?
  - b. How many establishments have received the education component to date?
  - c. When might you expect to see changes resulting from the education component?

### ***LEAD Trainings***

12. To what extent have you been involved with the LEAD trainings to date?
13. Will your role and involvement with LEAD trainings remain the same in the future?

### ***Development and Passage of Ordinances***

14. What role have you played in the development and passage of ordinances that support the Responsible Retailer Program in Imperial Beach? (e.g. Responsible Beverage Sales and Service Ordinance, future CUP or Deemed-Approved Ordinances, etc.)

### **Outcomes**

15. What is the most significant impact of the Responsible Retailer Program so far?
16. What other outcomes were realized as part of your efforts related to the Responsible Retailer Program?
- a. In your opinion, has the Responsible Retailer Program reduced binge and underage drinking in Imperial Beach?
  - b. Has there been a reduction of calls for service involving alcohol or calls for service at alcohol establishments?
  - c. Has there been an impact on minor decoy or shoulder tap operations?
  - d. Have there been any changes in traffic collisions, violence or other crime resulting from the Responsible Retailer Program so far?
17. What has been the response to the Responsible Retailer Program from retailers?

### **Challengers/Barriers**

18. What obstacles or challenges have you experienced in your efforts to implement the Responsible Retailer Program in Imperial Beach?
  - a. How were these challenges dealt with or overcome? (For example, what steps were taken to resolve the challenges?)
  - b. Looking ahead, what might be some potential barriers to effective implementation of the Responsible Retailer Program in the upcoming year?

### **Lessons Learned/Recommendations**

19. What lessons have you learned from the implementation of the Responsible Retailer Program in Imperial Beach?
20. What recommendations do you have for the successful continuation of the Responsible Retailer Program in Imperial Beach?
21. What recommendations do you have for the successful implementation of similar programs in other cities or other counties?

**ON-SALE PREMISES INSPECTION SHEET-APPENDIX C**

		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
DATE AND TIME OF VISIT		DBA
LICENSEE		LICENSE POSTED (Section 24046 B&P) <input type="checkbox"/> Yes <input type="checkbox"/> No
ABC LICENSE NUMBER	PREMISES PHONE NUMBER	CONDITIONS AVAILABLE (Sections 23800 - 23805 B&P) <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
PREMISES ADDRESS		MAILING ADDRESS
PERSON CONTACTED		MANAGER'S NAME
DAYS/HOURS OF OPERATION		MANAGER HAS BEEN QUALIFIED BY ABC (Rule 57.6 CCR) <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown
NUMBER OF EMPLOYEES ON PAYROLL		WEAPONS

**Compliance Check**

DRUG PARAPHERNALIA (Section 11364.7[b] H&S) <input type="checkbox"/> Notice Given (ABC-546-A) <input type="checkbox"/> None Observed	RETAIL-TO-RETAIL (Section 23402 B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation
FOOD SERVICE (Section 23038 B&P) (T-41 & 47 Only) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation <input type="checkbox"/> N/A	SLOT MACHINES (Section 330[a] PC) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation
GRAFFITI (Section 25612.5[c][6] B&P) (T-40, 42, 48 & 61 Only) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation <input type="checkbox"/> N/A	LITTER (Section 25612.5[c][5] B&P) (T-40, 42, 48 & 61 Only) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation <input type="checkbox"/> N/A
"NO PERSON UNDER 21 ALLOWED" SIGNS (Rule 107 CCR) (T-42, 48 & 61 Only) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation <input type="checkbox"/> N/A	EXTERIOR LIGHTING (Section 25612.5[c][4] B&P) (T-40, 42, 48 & 61 Only) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation
OPERATING STANDARDS COPY ON PREMISES (Section 25612.5[c][10] B&P) (T-40, 42, 48 & 61 Only) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation <input type="checkbox"/> N/A	"CANCER/PREGNANCY WARNING" SIGNS (Sections 12601[b][1][D][1] and 12601[b][4][E] CCR) <input type="checkbox"/> Posted <input type="checkbox"/> Not Posted
"NO OPEN CONTAINER" SIGNS (Section 25612.5[c][2] B&P) (T-40, 42, 48 & 61 Only) (Violation only if licensee received prior notice from ABC to comply) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation <input type="checkbox"/> N/A	"NO LOITERING" SIGNS (Section 25612.5[c][1] B&P) (T-40, 42, 48 & 61 Only) (Violation only if licensee received prior notice from ABC to comply) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation <input type="checkbox"/> N/A
INDOOR WORKPLACE SMOKING (Section 6404.5 LC)* <input type="checkbox"/> Violation-Employee <input type="checkbox"/> Violation-Patron <input type="checkbox"/> No Violation	
SUBJECTS DISCUSSED WITH LICENSEE OR EMPLOYEE	

ABC INVESTIGATOR	OFFICER
OFFICE	AGENCY

THE FOLLOWING INFORMATION WAS PROVIDED:

<input type="checkbox"/> 23038 B&P	<input type="checkbox"/> 25612.5 ____ B&P	<input type="checkbox"/> Rule 143.2, 143.3 & 143.5 CCR	<input type="checkbox"/> 313.1 PC	<input type="checkbox"/> LEAD Training Schedule
<input type="checkbox"/> 23402 B&P	<input type="checkbox"/> 25752/53/55 & 25616 B&P	<input type="checkbox"/> 11364.7(b) H&S	<input type="checkbox"/> 330(a) PC	<input type="checkbox"/> Rule 107 CCR
<input type="checkbox"/> 24046/23804 B&P			<input type="checkbox"/> 12020 PC	<input type="checkbox"/> Other _____

I, \_\_\_\_\_, received the above information.

Signature of Licensee or Agent X \_\_\_\_\_

RECOMMENDATION:  
 Letter of Warning     24200(e) Letter     Other Follow-up

\*Notify DHS if violation found

ABC-531 (5/04)



**OFF-SALE PREMISES INSPECTION SHEET-APPENDIX D**

		TYPE OF INSPECTION <input type="checkbox"/> IMPACT <input type="checkbox"/> ROSTF <input type="checkbox"/> Other	
DATE AND TIME OF VISIT		DBA	
LICENSEE		LICENSE POSTED (Section 24046 B&P) <input type="checkbox"/> Yes <input type="checkbox"/> No	
ABC LICENSE NUMBER	PREMISES PHONE NUMBER	CONDITIONS AVAILABLE (Sections 23800 - 23805 B&P) <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	
PREMISES ADDRESS		MAILING ADDRESS	
PERSON CONTACTED			
DAYS/HOURS OF OPERATION		WEAPONS	
NUMBER OF EMPLOYEES ON PAYROLL			

**Compliance Check**

BEER KEG REGISTRATION (Section 25659.5 B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation <input type="checkbox"/> N/A	RETAIL-TO-RETAIL (Section 23402 B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation
CLERK AFFIDAVITS (Section 25658.4[a] B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation	GRAFFITI (Section 25612.5[c][6] B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation
CONCURRENT SALES GAS/ALCOHOL (Section 23790.5 B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation <input type="checkbox"/> N/A	LITTER (Section 25612.5[c][5] B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation
DRUG PARAPHERNALIA (Section 11364.7[b] H&S) <input type="checkbox"/> Notice Given (ABC-546-A) <input type="checkbox"/> None Observed	"NOTICE TO CUSTOMERS" SIGN (Section 25658.4[b] B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation
EXTERIOR LIGHTING (Section 25612.5[c][4] B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation	EXCESSIVE SIGNS (Section 25612.5[c][7] B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation
HARMFUL MATTER (Sections 313.1 PC and 25612.5[c][9] B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation <input type="checkbox"/> N/A	TOBACCO WARNING SIGN (Section 22952 B&P)* <input type="checkbox"/> Posted <input type="checkbox"/> Not Posted
OPERATING STANDARDS COPY ON PREMISES (Section 25612.5[c][10] B&P) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation	"NO OPEN CONTAINER" SIGNS (Section 25612.5[c][2] B&P) (Violation only if licensee received prior notice from ABC to comply) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation
"NO LOITERING" SIGNS (Section 25612.5[c][1] B&P) (Violation only if licensee received prior notice from ABC to comply) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation	"CANCER/PREGNANCY WARNING" SIGNS (Sections 12601[b][1][D][1] and 12601[b][4][E] CCR) <input type="checkbox"/> Posted <input type="checkbox"/> Not Posted
TELEPHONE: NO INCOMING CALLS (Section 25612.5[c][8] B&P) (Violation only if licensee received prior notice from PD/SO to comply) <input type="checkbox"/> Violation <input type="checkbox"/> No Violation	
SUBJECTS DISCUSSED WITH LICENSEE OR EMPLOYEE	

ABC INVESTIGATOR	OFFICER
OFFICE	AGENCY

INFORMATION PROVIDED:

<input type="checkbox"/> 23402 B&P	<input type="checkbox"/> 25612.5_____ B&P	<input type="checkbox"/> 25752/53/55 & 25616 B&P	<input type="checkbox"/> 12020 PC
<input type="checkbox"/> 23790.5 B&P	<input type="checkbox"/> 25658.4 B&P (ABC-299)	<input type="checkbox"/> 11364.7(b) H&S	<input type="checkbox"/> LEAD Training Schedule
<input type="checkbox"/> 24046/23804 B&P	<input type="checkbox"/> 25659.5 B&P	<input type="checkbox"/> 313.1 PC	<input type="checkbox"/> Other _____

I, \_\_\_\_\_, received the above information.

Signature of Licensee or Agent X \_\_\_\_\_

RECOMMENDATION:  
 Letter of Warning     24200(e) Letter     Other Follow-up

\*Notify DHS if violation found



## APPENDIX E

### L.E.A.D. (Licensee Education on Alcohol and Drugs) Survey

*This survey is anonymous and confidential.*

Your establishment's zip code: \_\_\_\_\_

**1. What type of establishment do you work at or own? (circle answer)**

- |                         |                           |
|-------------------------|---------------------------|
| a. Restaurant, with bar | e. Liquor Store           |
| b. Restaurant, no bar   | f. Convenience Store      |
| c. Bar / Tavern         | g. Grocery Store          |
| d. Wine bar             | h. Other (specify): _____ |

**2. What is your position? (circle all that apply)**

- |                     |                           |
|---------------------|---------------------------|
| a. Owner            | d. Bartender              |
| b. Manager          | e. Sales clerk            |
| c. Waiter/ Waitress | f. Other (specify): _____ |

**3. Would you recommend this training to other alcohol handlers?**

- a. Yes
- b. No

Why or why not?

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**4. Have you attended responsible beverage service training in the past?**

- a. Yes
- b. No

**If yes, what training(s)? (circle all that apply)**

- a. ABC (Alcoholic Beverage Control) LEAD Training
- b. SD Food & Beverage Association RABS Program
- c. TIPS Program
- d. CA Restaurant Association BADD Program
- e. In-house/ internet training program
- f. Other (specify): \_\_\_\_\_

**5. How useful will the following topics be to you and your job?**

	Very Useful	Somewhat Useful	Somewhat Un-useful At All	Not Useful	Not Sure
Alcohol's effects on the body and behavior					
Checking I.D.'s					
Alcohol laws & liability					
Responsible service and sales policies					
Recognizing the signs of intoxication					
Ways to slow down or refuse alcohol service					

**SURVEY CONTINUES ON REVERSE**

**6. After this training, how likely are you to change the way you do your job?**

- a. Very Likely
- b. Likely
- c. Not Sure
- d. Unlikely
- e. Very Unlikely

Please explain:

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**7. Do you think that your establishment contributes positively to the general quality of life of the neighborhood in which it is located?**

- a. Yes
- b. Maybe
- c. Not Sure
- d. No

**8. What neighborhood participation does your establishment have? (circle all that apply)**

- a. Business association
- b. Neighborhood town council or community association
- c. Neighborhood planning committee
- d. Business Improvement District/ Community Development Corporation
- e. Other: \_\_\_\_\_
- f. None
- g. Don't know

**9. To what degree should the following be concerns of local alcohol licensed establishment?**

	Very Concerning	Somewhat concerning	Not concerning	Not sure
Underage drinking				
Adult binge drinking/ public intoxication				
Driving Under the Influence (DUI)				
Meth/ club drugs activity and links with HIV				
Pedestrian safety & street assaults				
Neighborhood compatibility & quality of life				

**10. Please offer any feedback, suggestions, or comments regarding any aspect of this training or subject matter:**

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**11. Optional: If you would like further information or would like to join other community stakeholders in contributing to the quality of life and safety in your neighborhood, please provide the following information. All information provided will be kept confidential.**

Name: \_\_\_\_\_ Establishment: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

**THANK YOU FOR COMPLETING THIS SURVEY!**