

South Bay Community Change Project (SBCCP)



Year 2 Evaluation Report June 2010

Prepared for Institute for Public Strategies
by Kristen Donovan, Ph.D., Lisa Garbrecht, Ph.D.,
Shanelle Boyle, Ph.D., & Erica Pachmann, M.A.

EVALCORP
Research & Consulting

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 all of the Key Informant Interview participants for taking the time to speak with us and for providing us with valuable 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.

TABLE OF CONTENTS

| | |
|--------------------------------------------------------------------------------------------|----|
| SECTION 1: INTRODUCTION | 1 |
| Overview of the SBCCP | 1 |
| Project Background..... | 1 |
| Purpose | 2 |
| Initiatives and Objectives..... | 2 |
| Binge and Underage Drinking Initiative (BUDI) | 2 |
| Methamphetamine Strike Force and Marijuana Initiative (MSF/MJI). | 3 |
| SECTION 2: EVALUATION METHODOLOGY | 3 |
| Evaluation Research Questions | 3 |
| Data Collection Strategies | 3 |
| Document Reviews | 4 |
| Data Analyses..... | 4 |
| Key Informant Interviews | 5 |
| Community Partners..... | 5 |
| Project Staff | 6 |
| Alcohol Enforcement Officer | 6 |
| Youth Survey..... | 6 |
| SECTION 3: FINDINGS..... | 7 |
| Binge and Underage Drinking Initiative (BUDI) | 7 |
| Responsible Retailer Programs in Imperial Beach, Chula Vista, and National City | 7 |
| Imperial Beach Responsible Retailer Program (RRP)..... | 7 |
| Chula Vista Responsible Retailer Program | 8 |
| RRP Efforts in National City | 9 |
| Community Event Policies/Assessments | 9 |
| Alcohol Marketing and Advertising Campaign | 10 |
| Summary of BUDI Accomplishments | 10 |
| Methamphetamine Strike Force and Marijuana Initiative (MSF/MJI) | 11 |
| Drug Paraphernalia Abatement and Drug Perception Campaign..... | 11 |
| Safe Passages and Responsible Property Management (including Crime-Free Multi-Housing) ... | 12 |
| Safe Streets and Nuisance Abatement | 12 |
| Summary of MSF/MJI Accomplishments | 12 |
| Overarching Initiatives | 13 |
| South Bay Youth 4 Change..... | 13 |
| Youth 4 Change Survey Findings..... | 14 |
| Media Advocacy..... | 15 |
| Most Significant Accomplishments | 16 |

| | |
|--------------------------------------------------------------------------|----|
| Challenges | 17 |
| Challenges with the RRP in Chula Vista | 17 |
| Challenges with Alcohol Marketing | 18 |
| General Challenges | 18 |
| Lessons Learned | 18 |
| Connecting the Community with Law Enforcement..... | 18 |
| Patience and Readiness | 18 |
| Continuous Learning and Making it Work | 19 |
| Team Work..... | 19 |
| Future Directions..... | 19 |
| Community Partner Needs | 19 |
| Staff Suggestions | 20 |
| Additional Comments from Interviewees..... | 20 |
| SECTION 4: SUMMARY AND RECOMMENDATIONS..... | 21 |
| Major Year 2 Accomplishments | 21 |
| Recommendations..... | 22 |
| APPENDIX A..... | 24 |
| SBCCP Media Advocacy Tracking Sheet: July 01, 2009 - June 11, 2010 | 24 |
| APPENDIX B..... | 27 |
| Community Partner Key Informant Interview Protocol | 27 |
| APPENDIX C..... | 30 |
| Staff Interview Protocol..... | 30 |
| APPENDIX D..... | 33 |
| Alcohol Enforcement Officer Interview Protocol | 33 |
| APPENDIX E | 37 |
| Youth for Change Survey | 37 |
| APPENDIX F | 39 |
| Responsible Retailer Evaluation Methodology Overview | 39 |

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. The following report serves as the Year 2 Evaluation Report, summarizing project progress, accomplishments and evaluation findings realized for the SBCCP during the second year of implementation (i.e., July 2009 through June 2010). The current report is intended to complement the Interim Evaluation Report prepared by EVALCORP for IPS at the end of Year 1, which provided a broader overview of the implementation of the Environmental Prevention Model and individual project initiatives across the South Bay region.¹ In addition to this Year 2 Evaluation Report that addresses evaluation findings for the overall project, a separate Imperial Beach Responsible Retailer Program (RRP) Year 1 Evaluation Report was prepared by EVALCORP. The RRP Year 1 Evaluation Report documents accomplishments and initial outcomes achieved during the first year of RRP implementation in Imperial Beach (i.e., July 2009 through June 2010).²

Overview of the SBCCP

Project Background

The South Bay area is one of the fastest growing regions in San Diego County with a projected change in growth of 66% between 2008 and 2050.³ It is home to the cities of Chula Vista, Imperial Beach, National City, Otay Mesa, and San Ysidro. Approximately 80% of the South Bay population is classified as minority, with over 60% of the population in this area of Latino or Hispanic origin. In addition, SANDAG estimates that youth under the age of 18 constitute approximately 29% of the total population. The South Bay region is a diverse community, not only in its multilingual and multicultural composition, but also economically and socially as well. There is wide variation in income and poverty levels and educational attainment among the region's residents.

Tremendous growth in the South Bay has resulted in increased traffic and public safety problems, especially youth drinking and driving, and other problems related to underage drinking. Community members and community groups have expressed concerns about the over concentration of alcohol licenses in the region, increased crime and violence, gang activity, and drug use in the area. Related to the high number of establishments selling alcohol in the region, is the density of alcohol advertisements in youth-sensitive locations such as near schools and parks. This exposes young people to alcohol advertising when they walk to and from school, play in the park, or enjoy recreational activities. The density of alcohol outlets also makes it easy for minors to access alcohol by asking strangers to purchase it for them at nearby liquor stores, markets, convenience stores, or other retailers.

¹ See *"South Bay Community Change Project Interim Evaluation Report,"* June 2009. Prepared by EVALCORP for the Institute for Public Strategies. This report summarized project progress, accomplishments and findings for the first year and a half of the project (i.e., February 2008 through June 2009).

² See *"South Bay Community Change Project Imperial Beach Responsible Retailer Program Year 1 Evaluation Report,"* June 2010. Prepared by EVALCORP for the Institute for Public Strategies.

³ SANDAG, Current Estimates (2010), www.sandag.org.

Purpose

Since the SBCCP began in early 2008, IPS has engaged in numerous activities to support community change in the South Bay. Using multiple strategies, the project strives to reduce the negative impacts of alcohol and other drugs (AOD) in the community by identifying and implementing solutions to the availability and marketing of alcohol to underage youth, the over service of alcohol to adults, and the prevalence of illicit drug-related activity on public and private property. The SBCCP employs a community-based and policy-driven approach to bring about sustainable change in health, safety, and quality of life throughout the South Bay region. Toward that end, the project staff works with community leaders and residents to identify the underlying physical, social, economic, and political conditions that sustain AOD-related problems such as public drunkenness, drinking and driving, underage and binge drinking, and neighborhoods held hostage by drug houses and drug dealers. The SBCCP focuses on the following key areas:

- Responsible beverage service and sales policies and practices;
- Community event policies and assessments;
- Reduction of alcohol marketing and advertising;
- Family-friendly community development and policing (i.e., drug paraphernalia abatement, drug perception campaign, safe passages, responsible property management); and,
- South Bay Youth 4 Change.

Related to these areas, the overall goal of the SBCCP is to reduce problems associated with the accessibility, sales, and use of alcohol, methamphetamine, and marijuana by youth in the South Bay region. In order to accomplish this goal the SBCCP utilizes an environmental prevention approach to policy development and change. The SBCCP Environmental Prevention Model includes the following five components to guide community change: applied data and research, intentional organizing, media advocacy, policy development, and policy enforcement. The project focuses its efforts in specific areas within the County's Binge and Underage Drinking Initiative (BUDI), Marijuana Initiative (MJI) and the Methamphetamine Strike Force in order to ensure the greatest impact and outcomes for the South Bay community.

Initiatives and Objectives

The specific goals and objectives of the SBCCP are listed below by each of the main initiatives.

Binge and Underage Drinking Initiative (BUDI). In order to reduce problems associated with the accessibility, sales and use of alcohol by youth, the operational objectives of BUDI include:

1. Enact policies and/or increase enforcement of existing policies and practices requiring responsible beverage service and sales training by owners and staff of retail outlets selling alcoholic beverages, as measured by enacting ordinances and/or increased enforcement including citation, minor decoy operations, and other compliance activities.
2. Expansion of alcohol-free community events, public parks, beaches, and other recreational areas, as measured by enacted and/or expanded local ordinances and/or other policies.
3. Reduction in outdoor alcohol advertising within a specified distance as defined in the work plan near schools and youth centers, as measured by local surveys.
4. Participation by youth in prevention planning, development and implementation, as measured by number of active youth members in formal collaborations.

Methamphetamine Strike Force and Marijuana Initiative (MSF/MJI). The objectives related to the MSF/MJI goal are to reduce problems associated with the accessibility, sales, and use of methamphetamine and other illegal drugs and the use of marijuana by youth and include:

1. Improved opportunities for family-friendly community development, including new or expanded park and recreational facilities, especially in neighborhoods with poor economic opportunities for residents, as measured by local government actions, business policies and/or practices.
2. Improved local support and advocacy for community oriented policing, as measured by local policy and/or law enforcement procedure decisions.

SECTION 2: EVALUATION METHODOLOGY

A comprehensive formative evaluation design was used to assess the implementation and corresponding outcomes of the SBCCP. The purpose of formative evaluation is to help shape the project's development and strengthen the implementation through the use of evaluative data fed back to project staff and stakeholders at regular intervals. Using a participatory evaluation approach, SBCCP staff was involved throughout the process and took an active role in shaping data collection instruments, conducting surveys and assessments, collecting process and outcome indicator data, identifying key informants, and interpreting evaluative findings.

Evaluation Research Questions

The primary research questions investigated through the evaluation included:

1. To what extent did SBCCP achieve its proposed objectives for BUDI?
2. To what extent did SBCCP achieve its proposed objectives for MSF/MJI?
3. What, if any, challenges/barriers were encountered during the project's implementation? If so, how were they overcome?
4. What were the primary lessons learned and what are recommendations for replication of similar initiatives in the future?

Data are presented in the Findings section of this report to address the four evaluation research questions posed above.

Data Collection Strategies

The Evaluation Team used a variety of data collection strategies to inform and guide the project's prevention efforts, collect evaluative data, and address the research questions during the second year of the SBCCP. The evaluation methodology included: document reviews; data analyses; key informant interviews with Community Partners, Project Staff, and the Alcohol Enforcement Officer for the RRP in Imperial Beach; and surveys administered to SBCCP Youth 4 Change participants. As a supplemental evaluation component, formative data analyses and technical assistance were provided by EVALCORP as needed to SBCCP staff for the following: to assist in the development of data collection tools and strategies in order to assess community perceptions, engage and mobilize community support, and gather data to measure changes in the community over time.

Document Reviews

During the second year of the evaluation, EVALCORP continued to conduct comprehensive reviews of all project-related documents and relevant research studies. Selected examples of the types of documents and research studies that have been used to inform the evaluation and the development of data collection instruments and strategies included: the SBCCP contract proposal and work plan, Binge Drinking Logic Model developed by PIRE, and Neighborhood Survey Forms for Chula Vista and Imperial Beach. The Evaluation Team has also conducted extensive reviews of project-related media pieces and project-produced media and documents that were developed and executed in the second year of the evaluation (see **Appendix A** for the SBCCP Media Advocacy Tracking Sheet). Additionally, numerous IPS Project Briefings, Project Summaries, Fact Sheets, promotional postcards, community presentations, news releases, and meeting notes have all informed and contributed to the evaluation of project outcomes for this interim reporting period.

In addition to the documents and media pieces mentioned above, the Evaluation Team has reviewed numerous documents specific to the RRP in Imperial Beach, including Environmental Scans, Imperial Beach Ordinance No. 2010-1098 requiring mandatory License Education on Alcohol and Drugs (LEAD) training or Responsible Beverage Sale and Service (RBSS) training for Alcoholic Beverage Control (ABC) establishments, Conditional use Permit (CUP) Amendments for Responsible Retailer Establishments, GAP Grant Requirements for Year 1 of the RRP, Impact Inspection Results, City of Imperial Beach RRP Booklet, On-sale and off-sale ABC Inspection Sheets, and Informed Merchants Preventing Alcohol-related Crime Tendencies (IMPACT) On-sale and Off-sale Packets distributed to licensees.

Data Analyses

To ensure the successful roll out of the SBCCP, formative data analyses and technical assistance have been provided as needed since the onset of the project as a supplemental evaluation component. 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. Below is a selected list of formative analyses and support provided by the Evaluation Team on behalf of the SBCCP during the past year:

- The San Diego County Last Drink Survey data were analyzed and reports were developed summarizing survey findings for data collected between April 2008 and December 2009; findings were presented for Chula Vista, Coronado, Imperial Beach, and National City based on zip codes, in addition to persons who reported consuming their last drink in a bar or restaurant in each of these South Bay cities, regardless of their city of residence. These findings were used by SBCCP staff to refine current prevention strategies and plan future prevention efforts.
- LEAD training survey data were analyzed and a presentation was developed for future trainings. Findings were used to determine the usefulness of the training, document any resulting changes, and inform future trainings.
- California Highway Patrol (CHP) – Statewide Integrated Traffic Record System (SWITRS) data were analyzed to determine trends from 2002-2008 in the number, percentage and rate per 1,000 persons of alcohol-involved collisions for each of the South Bay cities. Individual graphs were developed for alcohol-involved collisions overall, those where a fatal injury occurred, those where only property damage occurred, those where victims were killed, and those where victims were injured.

- California Office of Traffic Safety (OTS) data were provided by the Evaluation Team for 2002-2008 showing fatal and injury crash rankings for Chula Vista, Coronado, Imperial Beach, and National City, based on average city population size.

Key Informant Interviews

Three Key Informant Interview Protocols were developed for structured interviews with three groups of stakeholders to help determine the progress and accomplishments of the SBCCP during the past year of project implementation and to identify next steps for moving forward. The three groups of interviewees included: (1) Community Partners, (2) Project Staff, and (3) the Imperial Beach Alcohol Enforcement Officer. Although the questions varied for each group of interviewees, the Community Partner and Project Staff interview protocols covered the following content areas: (1) Background Information, (2) Project Impacts/Progress and Accomplishments, (3) Challenges/Lessons Learned, (4) Looking Ahead, and (5) Other. The Alcohol Enforcement Officer protocol was specific to the RRP in Imperial Beach and 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) RRP Outcomes, (5) Challenges/Barriers, (6) Lessons Learned, and (7) Recommendations. Details related to each of three types of Key Informant Interviews are provided below.

Community Partners. A total of 12 Community Partner telephone interviews were conducted by the Evaluation Team during April and May of 2010. A 75% response rate was achieved (i.e., 12 out of 16 interviews were completed) by allowing a four-week timeframe for participation. In addition, multiple attempts by telephone and email were made by the Evaluation Team and IPS to encourage participation and accommodate the Community Partners' busy schedules. The purpose of the interviews was to determine the impact the SBCCP has made during its second year of implementation and to identify next steps for moving forward. The interviews consisted of 8 items and took an average of 15 to 20 minutes to complete. A copy of the Community Partner Key Informant Interview Protocol is included in **Appendix B**.

The Community Partner interviewees represented a variety of regions and sectors across the South Bay, and had participated in numerous SBCCP initiatives and activities. These interviewees primarily work in Chula Vista (n=6), National City (n=4), Imperial Beach (n=1), Otay Mesa (n=1), or Region-wide (n=1). They represented a variety of sectors/agencies, such as law enforcement (n=5), city government (n=5), education (n=3), health (n=2), a family resource center (n=1), housing/property management (n=1), or were a local resident (n=1).⁴

When asked about their involvement with the SBCCP initiatives and activities during the past year, the majority of Community Partner interviewees discussed their participation related to the Responsible Beverage Service and Sales Policies/Practices initiative (n=10), as well as Family-Friendly Community Development and Policing (n=10). Other SBCCP initiatives included the Alcohol Marketing and Advertising Campaign (n=4), South Bay Youth 4 Change (n=4), Community Event Policies/Assessments (n=4) and other initiatives (e.g., Partners for Prevention) (n=1).

It was clear from the interviews that these Community Partners had participated in a variety of activities related to the SBCCP initiatives. They said they had attended/presented at meetings with city officials,

⁴ Some respondents represented multiple areas and/or sectors; therefore the total exceeds the number of interviews conducted for these items.

law enforcement, community members, etc. (n=12), heard a presentation from South Bay staff (n=9), worked directly with South Bay staff on a specific initiative/issue (n=9), received technical assistance/information from the South Bay staff (n=8), provided or helped collect data or information for the South Bay project (n=8), and/or served on a committee (n=4).

Project Staff. Key informant interviews also took place with five SBCCP staff members in May 2010. That is, with three IPS employees on the project full-time (100% FTEs) and two part-time (10-15% of FTE) staff members in supervisory roles. All five staff members who were asked to participate in the interview agreed, yielding a response rate of 100%. The two hour interview was conducted in a group format allowing for the staff to expand on and refine their responses through interaction with other members of the group. The interviewer ensured that all staff members' voices were heard during the interview by asking each person to individually respond to selected items. This process worked well for this group and lead to more detailed information than may have been captured otherwise. The Project Staff protocol included eight items designed to examine the staffs' perceptions of the project's impact during its second year of implementation. A copy of the Project Staff Key Informant Interview Protocol is included in **Appendix C**.

The SBCCP staff works in regions across the South Bay. The areas the staff members primarily work in varies by project role. During the past year, the Executive Director's activities spanned across all five South Bay Regions (i.e., Chula Vista, Imperial Beach, National City, Otay Mesa, and San Ysidro). Although the others said they also work across all of the regions, the Operations Coordinator and Media Advocacy Specialist have focused their attention on Chula Vista and Imperial Beach, whereas the Preventionist and Community Organizer have been doing more work in National City.

Alcohol Enforcement Officer. The third type of key informant interview also took place in May 2010 with the Imperial Beach Alcohol Enforcement Officer who is on the RRP part time, currently at 10 hours per week. 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. This interview was more focused than the Community Partner and Staff interviews. The purpose was to determine the impact the RRP has made in Imperial Beach during its first year of implementation and to identify next steps for moving forward. See **Appendix D** for the Alcohol Enforcement Officer Key Informant Interview Protocol. Findings from this interview will briefly be discussed in the RRP section of this report, with more detailed findings presented in the *"South Bay Community Change Project Imperial Beach Responsible Retailer Program Year 1 Evaluation Report."*

Youth Survey

The Youth 4 Change Survey was developed to help determine the types of initiatives and activities the youth have been involved with, as well as the impacts the SBCCP has made on the youth and what they have learned from their participation. The two-page survey consisted of nine items (seven close-ended and two open-ended items). A paper version of the survey was administered to 11 SBCCP Youth 4 Change Participants at a group meeting in April 2010. See **Appendix E** for a copy of the Youth 4 Change Survey. All 11 youth attending the meeting agreed to complete the survey yielding a 100% response rate. There are eight active youth engaged in this program; however, 12 youth have helped with various activities throughout the year. About half of the respondents are female and all indicated that they are Hispanic/Latino. The average age of the respondents is 17, with ages ranging between 13 and 23 years old.

SECTION 3: FINDINGS

This section of the report addresses SBCCP findings related to the (1) Binge and Underage Drinking Initiative (BUDI), (2) Methamphetamine Strike Force and Marijuana Initiative (MSF/MJI), and (3) Other Overarching Initiatives (i.e., Youth 4 Change Initiative and Media Advocacy), in addition to (4) Challenges (5) Lessons Learned and (6) Future Directions. Results from the document reviews, data analyses, key informant interviews, and surveys are incorporated throughout the findings section.

Binge and Underage Drinking Initiative (BUDI)

During the second year of program implementation, the SBCCP addressed BUDI objectives through: Responsible Retailer Programs in Imperial Beach, Chula Vista and other cities; Special Event Assessments; and, an Alcohol Marketing and Advertising Campaign. Each of these projects is discussed in detail below.

Responsible Retailer Programs in Imperial Beach, Chula Vista, and National City

The RRP findings are presented separately for the three South Bay cities that have developed and implemented the RRP in their respective communities.

Imperial Beach Responsible Retailer Program (RRP). The SBCCP has supported the development and implementation of the RBSS policies and practices in several cities in the South Bay region. During the past year, the accomplishments made in Imperial Beach have been particularly notable. Given that a major focus of the SBCCP during the previous year was the RRP in Imperial Beach, a separate evaluation report was developed which provides more extensive background and program implementation information.⁵

As a key collaborative partner with the City of Imperial Beach Law Enforcement and the Department of Public Safety, the SBCCP staff has played a major role this past year in the implementation and initial evaluation of the RRP in Imperial Beach. For example, SBCCP staff began working closely with the new Alcohol Enforcement Officer in Imperial Beach shortly after the position was filled in mid-September 2009 to plan for the implementation of the program. Their plans included media advocacy, enforcement operations, LEAD trainings, and data collection for the two year time period of the RRP. In addition, 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 over time (see **Appendix F**).

Highlights of the progress and major accomplishments achieved during the RRP's first year of implementation by the Alcohol Enforcement Officer in conjunction with the SBCCP, Imperial Beach Sheriff's Station, and other key partners are as follows:

- Conducted the first round of ABC IMPACT Inspections, including initial and follow-up visits with the 24 on- and 22 off-sale alcohol establishments in Imperial Beach;
 - Of the 86 total violations found in the initial inspections, only 35 violations remained at the time of the follow-up inspections (all of which were due to unavoidable signage issues as the required signs were not available).

⁵ See "South Bay Community Change Project Imperial Beach Responsible Retailer Program Year 1 Evaluation Report," June 2010. Prepared by EVALCORP for the Institute for Public Strategies.

- Provided one-on-one retailer education and IMPACT booklets to every establishment;
 - All establishments have been visited three to five times since the RRP started.
- Developed and distributed a RRP booklet to all of the alcohol establishments;
- Provided Responsible Retailer stickers to establishments in “good” standing;
- Conducted two LEAD trainings for alcohol establishments in Imperial Beach, with a total of 94 attendees;
- Facilitated a total of 16 RRP enforcement operations (e.g., minor decoy, shoulder tap, DUI saturation, undercover and general alcohol enforcement operations), resulting in 20 citations and 12 arrests;
- Provided RRP and AOD-related education to the community (e.g., facilitated forums, presented at various meetings and events);
- Developed detailed files on each Imperial Beach licensee to record RRP activities and alcohol-related incidents;
- Served as a liaison to other law enforcement agencies interested in the RRP; and,
- Obtained City approval of an RBSS Ordinance and CUP amendment supporting the RRP.

Chula Vista Responsible Retailer Program. During the SBCCP’s first year of implementation, the Chula Vista Police Department participated in meetings with the SBCCP and showed interest in developing a RBSS program; however, they were waiting for the right timing. In January 2010, the SBCCP team met with the new Chula Vista Chief of Police. Since then strategy meetings have been held with the Special Investigation Unit, and the SBCCP staff has conducted key informant interviews with community members and officers to help plan for the passage and implementation of the RRP in Chula Vista. They have developed an interview protocol to help collect systematic data about public safety concerns, the quality of life in Chula Vista, and to solicit specific feedback about the passage and implementation of the RRP in this region.

Additionally, the SBCCP team has worked with the Chula Vista Finance Department to collect and analyze data on taxable sales for various types of alcohol licenses in Chula Vista. These data will be used to determine an appropriate fee structure for the alcohol establishments to support the RRP. SBCCP staff understands that it is important for the businesses and city officials to understand the rationale behind the fee structure amount, and they continue to work with law enforcement to determine appropriate RRP components such as the fee structure and to develop support for the program.

The SBCCP staff said that community organizing has also been a big part of their RRP efforts in Chula Vista. There have been “problem bars” in Chula Vista in which the SBCCP has met with community members/neighbors, bar owners, the Chula Vista Police Department, and City Council to discuss ways to reduce the problems associated with these outlets and decrease negative impacts on the community. During the key informant interviews, staff emphasized that although they have helped with individual Safe Street cases with “problem bars” they have also worked to raise community awareness that it is not just one bar in Chula Vista that is a problem. As one staff member put it, “The problem is broader and needs attention.”

The SBCCP team has collected surveillance data in Chula Vista and gathered underage drinking data to help move the RRP forward in this city. For example, the staff shared that recent data indicate that “Chula Vista teens are three times more likely to be involved in a binge drinking incident than any other area in the South Bay.” The SBCCP has used these types of alarming data to increase the awareness of drinking issues in Chula Vista and to set the stage for support and passage of the program. The SBCCP

has also identified six “problem bar” areas or zones in Chula Vista to work with and will be doing Environmental Scans in those areas. During the April Partners for Prevention meeting, the Alcohol Enforcement Officer from Imperial Beach gave a presentation on the RRP efforts in Imperial Beach. Key Chula Vista players attended this meeting and were able to obtain the officer’s input and ideas for making the RRP a reality in Chula Vista.

The main outcome for the RRP in Chula Vista so far was the LEAD training conducted in Chula Vista in January. This training also included people from National City and had a large turnout. As mentioned previously, other major milestones included progress in gathering data and community support to forward the passage of the ordinance.

RRP Efforts in National City. The SBCCP team has also done RBSS-related work in National City. A RBSS ordinance is already in place in National City; however, it is for on-sale establishments only and does not include off-sale outlets like the RBSS ordinance in Imperial Beach. The National City ordinance requires law enforcement to do compliance checks which is difficult given limited police resources stretched in many different directions. At some point the SBCCP would like to work with National City officials and help them modify their ordinance, but are currently focused more on the efforts in Imperial Beach and Chula Vista.

Nevertheless, the SBCCP has continued to work with establishments in National City during the past year. They have helped demonstrate how problem establishments are impacting the community and have worked with business owners to limit marketing directed at youth. Also, earlier in the year, the SBCCP staff helped coordinate youth involvement in a Compliance Survey in National City. The SBCCP youth participants went to all of the National City establishments to see who was trained in responsible beverage sales and service and who still needed training. The youth brought their results to City Council and advocated for greater support and compliance. Also, the Fire Department was sent to the alcohol outlets and checked for a wide range of potential violations, and Code Enforcement is currently in the process of trying to do more compliance checks in National City. Although there have not been as many RRP specific outcomes in National City during the past year as in Imperial Beach and Chula Vista, it is clear that the SBCCP continues to support the city’s efforts in this area and hopes to be able to do more in the future.

Community Event Policies/Assessments

During the past year, the SBCCP also moved forward with supporting and advocating for safe and responsible community events. They developed packages of information providing suggestions and guidelines for reducing underage and binge drinking at local events. The SBCCP expanded their list of contacts in this area and continued meeting with people coordinating these events across the South Bay region. In fact, they were able to “reach out” and supply information for all major South Bay events during the past year. Most recently, the SBCCP staff attended the Cinco de Mayo event in Chula Vista formally observing for instances of underage or binge drinking. More formal assessments will be conducted this summer at events such as the Sand Castle Contest in Imperial Beach. The team is currently exploring the option of using a new technology—passive alcohol sensor flashlights—as part of future assessments at community events.

Two outcomes related to community event policies and assessments were identified by the Community Partner interviewees. They reported that the project’s work in this area increased information sharing and motivated community members to take action in their community. For example, a Community

Partner said that the SBCCP staff “had police come and talk to people, and as a result people wanted to do community watches and the police followed up with that.”

Alcohol Marketing and Advertising Campaign

The SBCCP staff conducted Retail Marketing Assessments in October, December, March and May of the past fiscal year in which they documented alcohol marketing levels in Chula Vista and Imperial Beach. An initial report was developed and can be used as a baseline when examining future impacts of this campaign. In May, SBCCP Youth 4 Change participants went to various stores with SBCCP staff and asked businesses to not display holiday alcohol advertising for Cinco de Mayo. As a result, a new market opening in National City made an agreement not to display Cinco de Mayo marketing. The alcohol marketing campaign has been an annual, countywide effort and this past year the SBCCP staff said they had seen an increase in stores agreeing to reduce their holiday alcohol advertisements.

Also related to the alcohol marketing and advertising campaign were the SBCCP efforts to increase awareness of related issues and recruit volunteers from South Western Community College. Professors invited SBCCP staff to give presentations on alcohol marketing and ways students could get involved. Three presentations were given at the community college; however, no new college volunteers have been recruited to date.

The SBCCP also continued to track billboards across the South Bay on a monthly basis. Recently, they have been discussing the prospect of moving this component forward and reducing alcohol billboards, especially those that target youth and specific cultures. They are discussing the option of potentially “buying out” certain billboards that are continually an issue. They have also kept the billboard issue on the table as a topic of ongoing conversation at the Partners for Prevention meetings, and hope to move forward with more strategies in the upcoming year.

Related to the alcohol marketing and advertising campaign, the Community Partner interviewees discussed outcomes such as increased awareness of the issues and increased enforcement. The quotes below help illustrate the interviewees’ responses.

- "They brought advertising issues to the attention of City Council and worked with Code Enforcement."
- "They make sure kids are not exposed to signage."

Summary of BUDI Accomplishments

During the interviews with Community Partners, they summarized the following accomplishments related to RRP efforts made in the South Bay. Selected quotes are provided to help illustrate the themes.

- Increased awareness/information - "SBCCP staff helped bring the idea [of the RRP] to the community."
- Increased knowledge about laws and how to take appropriate action - “We are more able to advise people about liquor licensing problems and situations and what they can do to be proactive in our communities about that."

- Helped drive interest and support for the implementation of the RRP - "The most important outcome is that [the police department] is totally onboard with that program [RRP] and we want to see it implemented in our cities."
- Assisted with trainings for alcohol establishments - "SBCCP staff has been to all LEAD trainings ... to support us and further our goals."
- Aided with enforcement efforts - "Increased enforcement and monitoring."

With respect to policies and assessments, the SBCCP developed information packets on reducing underage and binge drinking and expanded its list of event coordinator contacts, resulting in greater outreach at South Bay events compared to last year. In addition, Community Partner interviewees noted that these accomplishments resulted in increased information sharing and increased community member interest in and motivation to help with community watches and other efforts.

The Retail Marketing Assessments conducted this year will provide a baseline measure of the extent to which retail outlets market alcoholic beverages. The results from the Assessments can be used to assess the impact of the Alcohol Marketing and Advertising Campaign on alcohol sales. In addition, SBCCP also tracked billboards and is interested in reducing them, or "buying them out," as a means of addressing the marketing and advertising issues in the near future. In relation to the above, Community Partner interviewees observed an overall increase in awareness of the effects of marketing and advertising along with a simultaneous increase in enforcement.

Methamphetamine Strike Force and Marijuana Initiative (MSF/MJI)

Related to the MSF/MJI objectives, the SBCCP has been engaged in family-friendly community development and community oriented policing during the past year. The main areas include the (1) drug paraphernalia abatement and drug perception campaign, (2) safe passages, and (3) Safe Streets. Each is discussed below.

Drug Paraphernalia Abatement and Drug Perception Campaign

During the past year, city officials turned to the SBCCP staff for advice when the numerous applications for marijuana dispensaries were received in the South Bay. In August, the SBCCP put together packets of information and met with elected officials to discuss the issue. For example, the project staff met with the City Attorney and provided information and feedback. They also worked with law enforcement to arrange a summit on regulating dispensaries and whether or not it was possible to keep South Bay cities free of them. The major outcome from these efforts was the enactment of an initial 40-day memorandum on dispensaries, and then a 10 month memorandum in Imperial Beach, Chula Vista and National City. Currently there is a related case in Anaheim being closely followed for its outcome. Meanwhile, the memorandum helped keep these South Bay cities free from marijuana dispensaries to date. As reported by the SBCCP staff, "To our knowledge we do not have any dispensaries that we are aware of."

Another major accomplishment during the past project year, is the development of an ordinance prohibiting the sale of salvia, a hallucinogen sold in some smoke shops in National City. This ordinance is likely to be passed in upcoming months and is a direct result of increased awareness of this emerging issue. SBCCP youth brought the salvia concern to the City Council, who was previously unaware of the problem.

In addition, the SBCCP staff helped develop and pilot a Drug Perception Survey to assess community knowledge and perceptions regarding drug use and its consequences. The survey was shortened based on feedback from the pilot test and the SBCCP is currently in the process of training community members to help collect the data. A total of 250 Drug Perceptions Surveys will be collected in the South Bay region by the end of the year.

Lastly, regarding Smoke Shops, no new stores have opened in Imperial Beach since the SBCCP helped pass the ordinance last year. It seems that the project's previous prevention efforts and media advocacy have made a lasting impact.

Safe Passages and Responsible Property Management (including Crime-Free Multi-Housing)

The Safe Passages Program is being conducted in the Nestor/San Ysidro area in conjunction with the San Diego Police Department. A survey was conducted last year in which apartment communities identified problem areas. The SBCCP met with apartment managers and discussed crime-free multi-housing. They also held meetings with law enforcement and the Parks and Recreation Department to talk about assessments of local parks. The SBCCP was not involved with the school component of Safe Passages during the past year; however, the team has become a Safe Passages resource for other areas. For example, in Santee the SBCCP did a presentation and provided technical assistance to Safe Boarder Project Partners.

The primary outcomes of Safe Passages during the last year include presentations on crime-free multi-housing, trainings for apartment managers, working with City Officials and the Parks and Recreation Department, and lastly, sharing expertise in this area with other groups. The SBCCP staff said the goal moving forward is to continue to "train real community members who can advocate for crime-free multi-housing all across the board to make the community safer."

Safe Streets and Nuisance Abatement

Through the Safe Streets initiative the SBCCP staff is able to help community members with problems that law enforcement may be unable to address. The staff meets with community members, educating them on how to systematically document neighborhood concerns and activities that negatively impact the health and safety of neighborhoods. The South Bay staff gives the documentation collected by community members to the project's attorney, who puts together letters to the property manager regarding the issues. During the past year, the SBCCP staff has met with the Police Department and Chula Vista residents related to the Safe Streets initiative. They have worked on two cases in Chula Vista and have another two cases that will be starting in the near future. In addition, they have held an initial meeting with property managers in Imperial Beach, but have not yet reached the documentation stage. The major outcomes of these efforts during the past year include bringing community members together in Chula Vista and building their capacity to document concerns and work with the police to address neighborhood issues.

Summary of MSF/MJI Accomplishments

The Community Partners discussed numerous outcomes related to the MSF/MJI objectives and family-friendly community development and policing initiatives during the key informant interviews. They said the SBCCP has: (1) increased accessibility of safe neighborhoods for families; (2) improved training efforts and rule enforcement; (3) increased awareness of the program; (4) helped increase community

knowledge about marijuana dispensaries; and, (5) increased harmony within the community. Selected quotes from Community Partners are provided below for each theme.

- Increased accessibility of safe neighborhoods for families
 - “They helped us with family access to the parks.”
- Improved training efforts and rule enforcement
 - "They got new management staff to make sure they were enforcing the rules and it reduced calls for service for that area."
- Increased awareness of the program
 - "Someone came and shared how successful it [crime-free multi-housing] has been in Chula Vista and that got my attention because they have the same issues."
- Helped increase community knowledge about marijuana dispensaries
 - "SBCCP staff researched what other cities are doing related to ordinances ... they helped organize a community meeting in Chula Vista ... and get a memorandum passed."
- Increased harmony within the community
 - "We have seen successful outcomes in getting the nuisance house renters to move out of that area."

Overarching Initiatives

Across BUDI and MSF/MJI are overarching initiatives related to youth involvement and media advocacy. Youth accomplishments and findings from the South Bay Youth 4 Change Survey are provided below, followed by media advocacy milestones from the second year of implementation.

South Bay Youth 4 Change

As discussed in relationship to the other initiatives, the SBCCP team has involved youth in many of their prevention activities and data collection efforts. Throughout the past year, participants in the South Bay Youth 4 Change initiative have taken part in retail assessments and other activities. Many of the youth have participated in decoy operations and DUI checkpoints in collaboration with local law enforcement officers. For example, youth distributed ribbons and information on the consequences of impaired driving at DUI checkpoints. They also held up letter “A” report card signs for those who passed the DUI checkpoint without being sent on to be checked further for more specific evidence of alcohol and/or drug consumption.

Furthermore, the SBCCP held trainings for youth on topics such as media literacy and how to conduct research projects. Three of the SBCCP youth attended a conference in Sacramento this year. These youth participated in workshops on AOD-related policies and learned how to engage in the civic process. In addition, the SBCCP has been doing a lot of work with High Tech High School and was selected as an intern site during the past year. In fact, a High Tech High student will soon start a three-week internship with the SBCCP. The SBCCP team plans to work with the student to coordinate a Town Council Meeting about AOD-related prom policies.

The SBCCP staff emphasized that the youth’s involvement in the SBCCP was positive not only in terms of increasing their knowledge and awareness of strategies and policies that can enhance community safety and well-being, but also in terms of impacting significant project outcomes. For example, the SBCCP youth have played a role in making the RRP effective in Imperial Beach through their participation in decoy operations. They have also been hugely successful with media advocacy efforts. Recently, a youth

was interviewed for a national story on Good Morning America. This teen shared about her experiences participating in shoulder tap and decoy operations. The SBCCP staff said she had a significant role in developing talking points and did an outstanding job in the Good Morning America interview.

The Community Partner interviewees also acknowledged the role the youth played in some of the project's accomplishments. For example, an interviewee said, "Because of Youth 4 Change efforts, restrictions have been put on people trying to get alcohol licenses." Other related SBCCP outcomes discussed by the Community Partners were increased youth involvement and youth knowledge during the past year. A Community Partner interviewee explained that SBCCP "youth went and got Chamber of Commerce support and it made [his/her] role easier."

Youth 4 Change Survey Findings. Additional insights were gleaned from the Youth 4 Change survey administered to 11 SBCCP youth participants. The youth indicated that they were either "very involved" or "somewhat involved" in the work of the SBCCP, with the majority of the respondents (64%) indicating that they were "very involved." On average, the youth reported that they have been involved with the project for about 20 months, with length of involvement ranging from 6 to 36 months.

The youth said they have been involved with numerous SBCCP initiatives, such as the:

- Alcohol Marketing and Advertising Campaign (n=11);
- Family-Friendly Community Development and Policing (e.g., Drug Paraphernalia Abatement/Drug Perception Campaign, Safe Passage, Responsible Property Management Campaign) (n=8);
- Community Event Policies/Assessments (n=9);
- Responsible Beverage Service and Sales Policies/Practices (n=5); and/or,
- Other SBCCP activities (e.g., DUI and Undercover Decoy Operations) (n=3).

Related to these initiatives, the youth indicated that they have participated in South Bay trainings (n=11), helped collect data or information for the South Bay project (n=10), attended a South Bay presentation or meeting (n=10), participated in a presentation (n=9), worked directly with South Bay staff on a specific initiative or issue (n=5), served on a committee (n=4), and/or helped develop data collection tools (n=1).

When asked to describe what activities have made the biggest impact on them and why, four main activities were mentioned by the youth including: (1) Media/advertising events, (2) Working with law enforcement, (3) Survey data collection, and (4) Store assessments. Below are examples of responses related to each of these activities:

1. Media/advertising events
 - Cinco de Mayo campaign
 - Working with the media and being a spokesperson
 - Public speaking
2. Working with law enforcement
 - Working on the DUI nights with law enforcement
 - The DUI checkpoint
 - Alcohol purchase surveys with law enforcement
3. Survey data collection

- Surveys
 - Doing surveys and finding out how people feel about alcohol and drugs
4. Store assessments
- Detailed assessments of stores
 - Store assessments

The youth were also asked to indicate what they have learned through their involvement in the SBCCP. A variety of lessons learned emerged from the respondents' answers. They learned about: (1) alcohol signage and advertisements in the community; (2) the importance of data collection; (3) the benefits of collaboration among various agencies/groups; (4) personal growth/development; and, (5) information about IPS and alcohol advertising. Below are quotes from the youth that help illustrate each theme.

1. Alcohol signage and advertisements
 - "The alcohol industry targets youth, our Latino communities and our holidays inappropriately."
 - "That there is a law that states ... [stores cannot] have more than 33% of advertisements on their windows."
 - "The need for signage, no selling to minors, stores have too many alcohol advertisements where I live."
2. Importance of data collection
 - "Collecting data is important."
 - "[We are] able to get a lot of information from people who fill out surveys."
3. Benefits of collaboration with different agencies
 - "Team work! Working with law enforcement and the TV stations sends the message out to so many people."
 - "I've learned that partnering with police and working with them on decoy operations can help get people off the streets and not buy alcohol for youth."
4. Personal growth
 - "That youth do have a voice and can make a difference."
 - "I learned how not to be shy and speak to people in big groups."
5. General information
 - "IPS wants better communities."

Media Advocacy

The SBCCP continued to obtain print and television coverage of issues related to their work during the second year of the project. The SBCCP Media Advocacy Tracking Sheet included in **Appendix A** lists the 38 project-related or supported media outputs and project-generated or supported inputs from July 2009 through June 2010. For 9 of these items, the project provided technical assistance and support. However, 21 media outputs and 8 media inputs were directly attributed to the SBCCP. Since the project began, there have been over 200 project-related media items (see the 2009 SBCCP Interim Report for the February 2008 through May 2009 media tracking sheet). Some examples of the types of items/titles covered in the media during the past year include:

- Chula Vista Medical Marijuana Forum (KUSI);
- City stops issuing medical marijuana permits (Voiceofsandiego.org);
- Imperial Beach officials host community meeting on life and safety (Media Advisory);

- Chula Vista Neighbors say bar is big problem (San Diego Union-Tribune);
- Training required for alcohol retailers in I.B. (signonsandiego.org);
- Imperial Beach Operation Shoulder Tap (KGTV);
- Reducing the impacts of alcohol, drugs in the South Bay—the project honors officials, residents committed to healthier, sustainable communities (JNR);
- Lives are worth more than Prom: Time to take a look at what we’re doing to prevent underage drinking; and,
- Media ride along with Good Morning America during a shoulder tap operation in Imperial Beach (Good Morning America).

Most Significant Accomplishments

In addition to the findings discussed in the previous section, the Community Partner and Staff interviewees were asked to discuss what they thought were the most significant accomplishments of the SBCCP during the previous year. Examples of the most common responses from the Community Partners are listed below. The responses are ordered from most to least frequently mentioned. The Community Partners said the SBCCP:

- Developed partnerships and enhanced collaborations;
- Provided information and increased awareness of issues ;
- Reduced alcohol signage within the community;
- Helped increase the well-being of the community and reduce crimes;
- Supported passage of the RBSS ordinance in Imperial Beach;
- Increased training for alcohol establishments (e.g., helped set up LEAD trainings);
- Provided solutions and courses of action;
- Shared information to help maximize resources;
- Helped standardize the way cities evaluate new businesses;
- Helped pass the medical marijuana memorandum;
- Increased youth involvement in advocacy efforts; and,
- Created a sense of empowerment in the community.

The SBCCP staff said that the most significant accomplishment achieved by the South Bay project during the past year was passing the RBSS ordinance for on-sale and off-sale alcohol establishments in Imperial Beach, and the RRP Alcohol Enforcement Officer in Imperial Beach getting on the ground and actively working with the alcohol establishments. Also related to the RRP, another major accomplishment was working with Adult Education to implement LEAD trainings using SBCCP facilities in Chula Vista. The trainings are about to become realized as SBCCP staff finish recruiting certified instructors trained in hospitality and alcohol and set the fee structure.

Another accomplishment that stood out to the SBCCP staff was their research on the Neighborhood Market Association. The SBCCP staff began meeting with other prevention providers to find ways to relate to the Neighborhood Market Association and bring them into the process by sharing the purpose and goals of the SBCCP with them. The SBCCP also worked with the media to expose the Neighborhood Market Association on a global scale. “It’s not just us who come up against this,” explained the SBCCP staff. The SBCCP plans to continue to expose the influence of the Neighborhood Market Association and make people more aware of their role in promoting and marketing alcohol in the community.

The last major accomplishment mentioned during the staff interviews deals with an internal piece of the project – that is, the success of SBCCP staff in conducting environmental prevention work. As one staff member said:

“The accomplishments don’t happen without everyone staying connected and knowing the strategy ... we put a lot of time and effort into making sure this happens. It is really hard to do this work without good training and structure. I have seen such a huge shift and change in being able to do this work with everyone. The Strategic Prevention Framework Model required training, technical assistance and strategy meetings, but once people get that then you can do it. The team has knowledge and skills and is able to take on more now and advance. They can become mentors for some of the newer staff.”

Challenges

The Community Partner and Staff interviewees were also asked, “What obstacles or challenges have you experienced this past year in your efforts with the South Bay project to make positive changes in the South Bay region and how were these challenges overcome?” The main challenges discussed by the Community Partners included: lack of time; the political atmosphere; financial issues; getting community residents to follow through; and, staffing the RRP.

The Community Partners offered a number of strategies they have used to deal with and even overcome these challenges. Overall, they said they were persistent in encouraging residents to follow through with alcohol- and drug-related issues in their communities and suggested increasing community support and collaborations during these difficult economic times to bring more resources together for common goals. Regarding a lack of time, one interviewee discussed the importance of determining which issues are most pertinent at that particular point in time. Political challenges, on the other hand, have been dealt with by taking a “fact gathering” approach (i.e., knowing the data and facts), and by supporting community members in expressing and voicing their concerns.

When the SBCCP staff were asked about the challenges they faced in their efforts to implement the South Bay project, they first talked about barriers related to specific initiatives (i.e., RRP, alcohol marketing) and then mentioned more general issues as discussed below.

Challenges with the RRP in Chula Vista

One challenge anticipated by the SBCCP is politics that may hamper the passage of RRP in Chula Vista. It is an election year and with a recently defeated tobacco ordinance, “the political environment has heated up.” Also, the state of the economy provides an easy excuse for rejecting fees to support the RRP, which could make it difficult to move the program forward. Politics, upcoming city elections, and the “economy excuse” were the main RRP challenges mentioned by the SBCCP staff.

In an effort to resolve these issues, the SBCCP is conducting key informant interviews in Chula Vista with elected officials and associations to assess what other challenges they may come up against when the RRP goes to City Council. The SBCCP staff is trying to determine what concerns there are with the fees so that they can have a valid counter argument prepared, if necessary. The SBCCP also mentioned that the key informant interviews have served to raise awareness and understanding among the interviewees about the challenges facing Chula Vista and how the RRP can address those challenges. The key informant interviews also have been able to increase the interviewees understanding of the Police

Department's resources. The SBCCP staff explained that sometimes there is a perception that the Police Department does not care, yet that is not true. The SBCCP staff suggests that these types of beliefs stem from a lack of understanding of police resources.

Challenges with Alcohol Marketing

The SBCCP staff stated that the alcohol marketing initiative presents a challenge: "The challenge is getting others outside of IPS to be involved in the project." The SBCCP has had difficulties finding a group of community members or students to take on alcohol marketing and possibly develop an ordinance. They found some resistance from the community to take on this project; however, they are trying to tackle this challenge by giving presentations at local colleges and providing concrete examples of how people can become involved. For example, the SBCCP staff talked about narrowing the alcohol marketing focus and asking community members to help IPS organize people to buy a "problem" billboard or obtain a grant allowing the SBCCP to dominate the message on that particular billboard.

General Challenges

The SBCCP staff also discussed a more general challenge related to "getting community members to care as much about this" as they do. To address community member apathy, the staff has been trying to make bigger picture connections between the project's prevention activities and the ways in which communities and their residents are directly impacted. The staff provided the following example, emphasizing that the focus is "making it about having a 'walkable' neighborhood rather than specific to alcohol." The SBCCP staff also is working to resolve this issue by "coming together with other organizations to move forward." Most recently the team has joined forces with the Healthy Eating Act Commission (HEAC).

Another general challenge the SBCCP staff faces across initiatives concerns the limitations inherent to their mission. Although the SBCCP aims to be very transparent, staff feel inherent limitations of the project can sometimes seem suspect to others. For example, community members may not understand that lobbying laws prohibit the project from doing some activities.

Lessons Learned

When asked "What is the biggest lesson you have learned from your work in the South Bay region?" the SBCCP staff discussed the importance of (1) connecting the community with law enforcement; (2) patience and readiness; (3) continuous learning; and, (4) team work.

Connecting the Community with Law Enforcement

As the staff explained, "One of the biggest things we have learned is that we can't always be talking to people ourselves. Having law enforcement talk to people has been effective. The law enforcement agencies respect our ability to connect them with others ... [we have] recognized that the community needs to hear from Law Enforcement."

Patience and Readiness

The SBCCP staff emphasized the need to understand and be patient with the political processes when doing this type of work. They said, "People can have agendas and vested interests and you have to be

cognizant of that and others' priorities." They also talked about the need to be patient with community members saying, "You can't rush it. You have to work where the community is at." They said it is important to be able to take a step back when necessary in order to meet the communities' level of readiness for change and action.

Continuous Learning and Making it Work

The staff commented on the importance of continuing to learn new things. As one staff member stated, "Every day is a learning opportunity for me." Related to this is learning to make things work, even when they do not turn out the way the team originally planned. For example, the SBCCP staff explained that, "The scans didn't turn out to be feasible but [they] did have two to three kids that had attended regularly; therefore, at the end of the year [they] can still work with them to put together a presentation of the years findings from the scans for City Council."

Team Work

The SBCCP staff also discussed that working together and having everyone involved in the moving pieces has helped them be successful in their work. As one staff member commented, "All of us doing everything together make us stronger. We all pitch in." Another highlighted the commitment the team shares saying, "We all have a stake in what happens in each community."

Future Directions

During the Key Informant Interviews, the Community Partners and Project Staff were asked about their future needs. The responses for each group are summarized below.

Community Partner Needs

When asked what the Community Partners need from the SBCCP to make positive changes in the South Bay, many of the interviewees noted that the project's current approach is working well, and said they would like to see a continuation of the current efforts and practices. The comments below reflect this statement:

- "I have been really pleased. They [the SBCCP staff] are very successful and constantly bring forth information that highlights the issues of alcohol, and it really gets more of the cities and government officials to implement what they suggest."
- "The information sharing needs to be continued."
- "Their approach is moderated, not so confrontational or extreme, and I would like to see them continue to do that."

Suggestions for moving forward are presented below. The most common responses are listed first and selected quotes are provided to help illustrate the Community Partners thoughts about the project's future direction:

- Increase outreach to youth - "I think what could help us is if they could engage more youth specifically in Chula Vista."
- Work with parents - "Get parents more involved and knowledgeable about the signs [of alcohol and drug use] ... kids are getting drunk and high at home and a lot of parents aren't aware of it."

- Educate policy makers - "The committee must work to educate their elected officials. We are going to get a whole new council this year. It will be important to not lose contacts and maintain those relationships with elected officials and staff."
- Partner with other funding sources and agencies - "If there are any other funding sources we can partner with to help educate the community, then I think that is really important especially with these tough budget situations."
- Increase public campaigning - "I think public campaigning is helpful to get council people to do some things."

Staff Suggestions

The SBCCP staff was asked what types of things would help the South Bay Project, or similar future projects, be effective in reducing problems associated with the accessibility, sales and use of alcohol, methamphetamine, and marijuana by youth. They suggested that the South Bay or similar projects: (1) continue to increase awareness in the community about the political influences of groups such as the Neighborhood Marketing Association; (2) boost resources including "time and bodies"; (3) find more ways to involve youth; and, (4) create sustained community involvement in the implementation of activities. With respect to creating sustained community involvement, the SBCCP staff explained, "The goal is to have the community invested ... our goal for the upcoming year is to identify key community members willing to do neighborhood scans and have IPS be more of a facilitator, bringing all of the neighborhood scan data together." SBCCP staff also would like to share future findings of the scans with community members as a means of increasing community involvement overall. They want to increase awareness and recruit more community members to participate in the SBCCP initiatives. Up to this point, they "tapped into individual community members or businesses as issues came up" but, in the future they would like to have a community association or group of community members who are knowledgeable about and regularly engaged in the SBCCP work.

Additional Comments from Interviewees

Lastly, the Community Partners were given an opportunity to share any additional comments about the SBCCP. The interviewees were thankful for the opportunity to work with the SBCCP staff and shared the following positive feedback:

- "They have been really great to work with. I am hoping we continue to have this partnership in the future because they are a needed asset here."
- "They are flexible and jump right in. I have really enjoyed my partnership with all of the members of the staff. I can't say enough good things about them."
- "I hope that the county continues to fund them. All of the work that has been done in Chula Vista is because of IPS. We need more partners like them. "
- "They are doing a good job. Continue the information sharing. The fact that they provide the information bilingually is important."
- "They have been very open about what they do. They keep us in the loop."
- "Have the project continue. One or two years will make some impact, but it needs to be continuous ... to always be there because there is always going to be the temptation [of alcohol and drugs] and there will always be kids who take that temptation."

Likewise, when the SBCCP staff was asked for any additional comments they expressed their hopes to be renewed for additional years and talked about the importance of the work they do in the community. As

one staff member put it, “I find the work being done is important and the people who work here are committed.”

SECTION 4: SUMMARY AND RECOMMENDATIONS

At the end of the second year of the project, the SBCCP has made tremendous progress towards achieving its goals and objectives on the BUDI and MSF/MJI initiatives, having enacted and/or increased enforcement of numerous policies and practices regarding: responsible beverage service and sales training, safe and responsible community events, alcohol marketing and advertising, marijuana dispensary and drug paraphernalia abatement, responsible property management, and nuisance abatement. In addition, the SBCCP has met the objectives of its overarching initiatives regarding media advocacy and youth involvement in prevention planning, development, and implementation.

Detailed findings have been presented on the policies that were enacted and/or enforced towards reducing the accessibility, sales and use of alcohol and other drugs as a result of the SBCCP’s efforts. The remaining section of this report will highlight the major accomplishments of the project during its second year of implementation, as well as discuss recommendations for moving forward.

Major Year 2 Accomplishments

Several significant accomplishments were achieved by the project during the past year that have supported community change around AOD-related problems affecting the health, safety and quality of life in the South Bay region. The most significant accomplishments of the SBCCP during its second year of implementation included:

- **Implementing the RRP in Imperial Beach:** SBCCP supported the Imperial Beach Sheriff’s Station, Alcohol Enforcement Officer, and other key partners to implement the RRP in Imperial Beach. During its first year of implementation, the RRP has completed IMPACT inspections on all alcohol establishments, reducing the number of violations seen from the initial to follow-up inspection, educated retail establishments, provided LEAD trainings, and resulted in an enacted RBSS Ordinance and CUP Amendment in Imperial Beach.
- **Building Support for RRP in Other Cities:** The project team has made significant progress in the development of an RRP in Chula Vista, including gathering data, building community support, and partnering to provide LEAD trainings. Although to a lesser extent, similar efforts have been made to develop an RRP in National City resulting in increased awareness and support for greater RBSS compliance.
- **Enacting Marijuana Dispensary Memorandums:** Project staff worked with law enforcement to address the high number of applications for medical marijuana dispensaries. Initially, a 40-day memorandum on medical marijuana dispensaries was passed. Then a 10-month memorandum was enacted in the Cities of Imperial Beach, Chula Vista, and National City.
- **Promoting Safe and Responsible Community Events:** This year the project developed information packages with guidelines for reducing underage and binge drinking at local events. The packages were distributed to people coordinating all major events in the South Bay region.

- **Limiting Alcohol Marketing and Advertising:** Primarily due to efforts by the SBCCP youth, there was an increase in the retailers this year who agreed not to display holiday-related marketing and advertising of alcohol, particularly around Cinco de Mayo.
- **Developing an Ordinance to Prohibit Sales of Salvia:** As a result of the SBCCP increasing awareness of salvia, a hallucinogen sold in some smoke shops in National City, an ordinance was developed prohibiting its sale. It is expected that the ordinance will pass in the coming months.
- **Promoting Crime Free Multi-Housing:** Through the Safe Passages Program, SBCCP staff facilitated presentations and met with apartment managers, law enforcement, city officials and the Parks and Recreation Department to increase awareness about crime-free multi-housing.
- **Increasing Neighborhood Safety:** This year, the SBCCP helped community members address problems that negatively impact the health and safety of their neighborhoods through the Safe Streets initiative, working with law enforcement and residents in Chula Vista, and meeting with property managers in Imperial Beach.

Recommendations

As this Year 2 Evaluation Report has substantiated, the SBCCP has strategically and successfully implemented numerous strategies this past year in order to reduce the negative impacts of AOD in the South Bay region due to the availability and marketing of alcohol to underage youth, the over-service of alcohol to adults, and the prevalence of illicit drug-related activity on public and private property. Based upon findings from key informant interviews with Community Partners and Project Staff, it is recommended that as the project moves forward it reaches out to educate and involve youth, parents, community members, and policy makers in future prevention efforts.

There is a need for more youth involvement on initiative-specific activities, which may be obtained through targeted outreach and increased education. Findings from the Youth 4 Change Survey revealed that youth benefit from their involvement as much as they contribute to project impacts. One SBCCP youth learned “that youth do have a voice and can make a difference.”

In addition to reaching out to youth, it is recommended that the SBCCP work with parents to increase their awareness of AOD use among youth and its consequences. It would also be beneficial to educate and increase the awareness of AOD-related impacts on the community at large in order to sustain community support and involvement in the implementation of project activities.

Finally, it is recommended that the project staff continue to educate and partner with city officials in order to overcome challenges related to the increasingly political climate in the coming year. As one interviewee stated, “The committee must work to educate its elected officials. We are going to get a whole new council this year. It will be important to not lose contacts and maintain those relationships with elected officials on staff.”

As most of the project’s accomplishments to date have attested to the ability of the SBCCP staff to engage and build partnerships with community partners and community members, it is clear that the SBCCP has the knowledge, skill and capacity required to increase involvement of youth, parents, community members, and public officials as recommended. With the increasingly political environment,

sustained community involvement will be critical to obtaining and maintaining the project's overall goal of reducing problems associated with the accessibility, sales and use of alcohol and other drugs in the South Bay region.

APPENDIX A
SBCCP Media Advocacy Tracking Sheet: July 01, 2009 - June 11, 2010

| # | Input/ Output/TA | Date | Initiative | Publication/Media Outlet | Author | Section/Time | Title/Description |
|----|---------------------|----------|------------|------------------------------|----------------------------|---------------------------|---------------------------------------------------------------------------------------------------------------------|
| 1 | TA | 07/01/09 | MJI | Story Pitch | Catherine Hockmuth | NA | Pitch to voiceofsandiego.org about dispensary problems and solutions, including surge in dispensaries |
| 2 | TA | 07/31/09 | MJI | Media Advisory | Councilmember Rudy Ramirez | NA | Councilman Ramirez to hold Public Office Hours on August 10; seeks public input on Medical Marijuana Dispensaries |
| 3 | TA | 08/10/09 | MJI | KUSI | None | NA | Chula Vista Medical Marijuana Forum |
| 4 | TA | 08/14/09 | MJI | Chula Vista Star-News | Rhonda Adato | | Cannabis and Chula Vista |
| 5 | TA | 08/24/09 | MJI | San Diego 6 | None | NA | Chula Vista Medical Marijuana Forum |
| 6 | Input | 08/25/09 | MJI | JNR | Catherine Hockmuth | NA | Summit to address Surge in Medical Marijuana Dispensary Applications (Note: Summit canceled following JNR approval) |
| 7 | TA | 09/02/09 | MJI | Voiceofsandiego.org | Liam Dillon | NA | City stops issuing medical marijuana permits |
| 8 | TA | 09/04/09 | MJI | Chula Vista Star News | Jon Campbell | | Study continues as mayor says no to medical pot dispensary |
| 9 | TA | 09/09/09 | MJI | Voiceofsandiego.org | Liam Dillon | NA | San Diego has a medical marijuana problem |
| 10 | TA | 09/11/09 | MJI | Voiceofsandiego.org | Liam Dillon | NA | San Diego marijuana crackdown |
| 11 | Output | 10/29/09 | BUDI, MPI | Imperial Beach Eagle & Times | None | Page 1 | Quality of Life & Safety Forum Nov.10 |
| 12 | Output | 11/05/09 | BUDI, MPI | San Diego Union-Tribune | Janine Zuniga | Our South County - Page 2 | Imperial Beach to hold forum on safety issues |
| 13 | Input | 11/10/09 | BUDI, MPI | Media Advisory | Margaret Sanfilippo | NA | Imperial Beach officials host community meeting on life and safety |
| 14 | Output | 11/14/09 | BUDI | San Diego Union-Tribune | Tanya Sierra | Our South County - Page 1 | Chula Vista-Neighbors say bar is big problem |

| # | Input/ Output/TA | Date | Initiative | Publication/Media Outlet | Author | Section/Time | Title/Description |
|----|---------------------|----------|-------------------|--------------------------|--------------------|---------------------------|------------------------------------------------------------------------------------------------------------------|
| 15 | Output | 11/23/09 | BUDI, MJI, MPI | KBNT | Adriana Rodriguez | 11:00PM - 1:59 | Alcohol and Drugs in Video Games Event |
| 16 | Output | 11/23/09 | BUDI, MJI, MPI | KBNT | Adriana Rodriguez | 6:00PM - 1:59 | Alcohol and Drugs in Video Games Event |
| 17 | Output | 11/23/09 | BUDI, MJI, MPI | KBNT | Teaser | 6:00PM - 0:11 | Alcohol and Drugs in Video Games Event |
| 18 | Output | 11/23/09 | MPI | signonsandiego.com | None | Online | Secret-shopper teens try to buy M-rated games |
| 19 | Output | 11/26/09 | BUDI | Eagle & Times | None | Page 5 | Responsible Retailer Program |
| 20 | Output | 03/12/10 | BUDI | KGTV | Teaser | 5:00pm - 0:09 | Imperial Beach Responsible Retailer Program |
| 21 | Output | 03/12/10 | BUDI | KGTV | Joe Little | 5:00PM - 2:03 | Imperial Beach Responsible Retailer Program |
| 22 | Input | 03/15/10 | BUDI | JNR | Catherine Hockmuth | NA | South Bay youth group tackles St. Patrick's Day alcohol ads |
| 23 | Output | 03/18/10 | BUDI | San Diego Union-Tribune | Janine Zuniga | Our South County - Page 1 | Training required for alcohol sales |
| 24 | Output | 03/18/10 | BUDI | San Diego Union-Tribune | Janine Zuniga | Our South County - Page 1 | Imperial Beach-Training required for alcohol retailers |
| 25 | Output | 03/18/10 | BUDI | signonsandiego.org | Janine Zuniga | Online | Training required for alcohol retailers in I.B. |
| 26 | Input | 03/18/10 | BUDI | Story pitch | Catherine Hockmuth | NA | Pitch to voiceofsandiego.org for 1 or 2-part story on alcohol licensing and impact of neighborhood liquor stores |
| 27 | Output | 03/29/10 | BUDI | KGTV | Teaser | 7:00PM - 0:20 | Imperial Beach Operation Shoulder Tap |
| 28 | Output | 03/29/10 | BUDI | KGTV | Joe Little | 11:00PM - 2:16 | Imperial Beach Operation Shoulder Tap |
| 29 | Output | 03/29/10 | BUDI | KGTV | Teaser | 7:00PM - 0:12 | Imperial Beach Operation Shoulder Tap |
| 30 | Output | 03/29/10 | BUDI | KGTV | Joe Little | 7:00PM - 5:26 | Imperial Beach Operation Shoulder Tap |
| 31 | Output | 03/29/10 | BUDI | KGTV | Teaser | 11:00PM - 0:05 | Imperial Beach Operation Shoulder |

| # | Input/ Output/TA | Date | Initiative | Publication/Media Outlet | Author | Section/Time | Title/Description |
|----|---------------------|----------|------------|--------------------------|--------------------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | | | | Tap |
| 32 | Output | 03/29/10 | BUDI | 10news.com | None | Online | Teens go undercover to bust adults who buy beer for minors |
| 33 | Output | 03/29/10 | BUDI | KGTV | Teaser | 11:00PM - 0:09 | Imperial Beach Operation Shoulder Tap |
| 34 | Input | 04/23/10 | BUDI | Good Morning America | None | NA | Media ride along with GMA during shoulder tap operation in I.B. |
| 35 | Input | 05/27/10 | BUDI | JNR | Catherine Hockmuth | NA | Reducing the impacts of alcohol, drugs in the South Bay. Project honors officials, residents committed to healthier, sustainable communities |
| 36 | Output | 06/04/10 | BUDI | El Latino | Horacio Renteria | 17 | Reconocen su contribucion |
| 37 | Input | 06/07/10 | BUDI | Story Pitch | Catherine Hockmuth | NA | Star-News, U-T South County on Youth Town Council meeting |
| 38 | Input | 06/11/10 | BUDI | Youth Essay | Joelle Osorio | NA | Lives are worth More than Prom. Time to take a look at what we're doing to prevent underage drinking |

APPENDIX B

IPS South Bay Community Change Project Year 2 Outcome Evaluation Community Partner Overview and Informed Consent Community Partner Key Informant Interview Protocol

[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, the project objectives are to enact policies or increase enforcement of policies to require responsible beverage service and sales, expand alcohol free community events, reduce outdoor alcohol advertising near places where youth congregate, and improve opportunities for family-friendly community development and community-oriented policing.

The IPS South Bay Project staff recommended that we speak with you to obtain your perceptions and experiences regarding the project being conducted in South Bay region, including the cities and areas of Chula Vista, Imperial Beach, National City, Otay Mesa and San Ysidro.

The interviews are one component of an overall comprehensive evaluation of 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 the interviews is to determine the impact the project has made during its second 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. Also – all of the information collected through the interviews will be reported in aggregate form – that is, nothing you say will be quoted or attributed to you directly without your express permission. The South Bay Community Change Project staff will not know which interviewee provided the information collected. Do we have your permission to record your interview?

The interview is expected to take approximately 15-20 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
Community Partner Key Informant Interview Protocol**

Date: _____ **Interviewer Initials:** _____
Respondent: _____ **Agency:** _____
Title: _____ **Department:** _____

I. Background Information

1. Which region of the South Bay do you work in or have representation in?
 - Chula Vista Imperial Beach National City
 - Otay Mesa San Ysidro Region wide

2. What types of services do you or your agency provide? (For example, which of the following fields do you work in?)
 - Law Enforcement
 - Family Resource Center
 - Health
 - Education
 - City Government
 - Faith-based Community
 - Housing/Property Management
 - None – I am a resident.
 - Other (please describe): _____.

3. In the past year, what initiatives or community issues have you been involved with related to the South Bay Community Change Project? (Select all that apply.)
 - Responsible Beverage Service and Sales Policies/Practices
 - Imperial Beach Responsible Retailer Program
 - Chula Vista Responsible Retailer Program
 - Related work in other cities: (please describe): _____
 - Community Event Policies/Assessments
 - Alcohol Marketing and Advertising Campaign
 - Family-friendly Community Development and Policing
 - Drug Paraphernalia Abatement/Drug Perception Campaign
 - Safe Passage
 - Responsible Property Management Campaign (including Crime Free Multihousing and nuisance abatement)
 - South Bay Youth 4 Change (including youth involvement in data collection and other prevention efforts)
 - Other (please describe): _____

- a. What specific activities did you engage in to address or advocate for these initiatives and/or issues? (Select all that apply.)

- Heard a presentation from South Bay staff
 - Participated in meetings or presentations (i.e., with city officials, law enforcement, community members, etc.)
 - Worked directly with South Bay staff on a specific initiative/issue
 - Served on a committee
 - Received technical assistance/information from South Bay staff
 - Provided or helped collect data or information for the South Bay project
 - Other (please describe):
-

4. What, if anything, were the outcomes of your activities and/or advocacy efforts for each of the initiatives/issues that you were involved with (i.e., initiatives/issues selected in item 3)?

II. Impacts of the South Bay Community Project

5. Overall, what would you say were the most significant accomplishments of the South Bay Community Change Project in your community? (For example, what changes have taken place?)

III. Challenges/Lessons Learned

6. What obstacles or challenges have you experienced this past year in your efforts with the South Bay project to make positive changes in the South Bay region?
- 6a. How were these challenges dealt with or overcome? (For example, what steps were taken to resolve the challenges?)

IV. Looking Ahead

7. What do you need from the South Bay Community Change Project or similar projects to make positive changes in the South Bay? (For example, what strategies or activities would you recommend for this project or similar projects in the future to reduce youth access to and use of alcohol or other drugs?)

IV. Other

8. Is there anything else you would like us to know about the South Bay Community Change Project? We welcome any additional comments.

APPENDIX C

IPS South Bay Community Change Project Year 2 Outcome Evaluation -- Staff Overview and Informed Consent Staff Interview Protocol

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

As you already 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. Just to recap, 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, the project objectives are to enact policies or increase enforcement of policies that require responsible beverage service and sales, expand alcohol free community events, reduce outdoor alcohol advertising near places where youth congregate, and improve opportunities for family-friendly community development and community-oriented policing.

Given your role as a South Bay Project staff member, we would like to obtain your perceptions and experiences regarding the project being conducted in South Bay region.

The interviews are one component of an overall comprehensive evaluation of this project. The purpose of the interviews is to determine the impact the project has made during its second year of implementation.

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 other than our research team. Also – all of the information collected through the interviews will be reported in aggregate form – that is, nothing you say will be quoted or attributed to you directly without your express permission.

The interview is expected to take approximately 20-30 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
Staff Interview Protocol**

Date: _____ **Interviewer Initials:** _____
Respondent: _____ **Agency:** _____
Title: _____ **Department:** _____

I. Background Information

1. Which region/regions of the South Bay do you work in primarily?
 Chula Vista Imperial Beach National City
 Otay Mesa San Ysidro All/Region wide

2. In the past year, what initiatives have you been involved with related to the South Bay Community Change Project? (Select all that apply.)
 Responsible Beverage Service and Sales Policies/Practices
 Imperial Beach Responsible Retailer Program
 Chula Vista Responsible Retailer Program
 Related work in other cities: (please describe): _____
 Community Event Policies/Assessments
 Alcohol Marketing and Advertising Campaign
 Family-friendly Community Development and Policing
 Drug Paraphernalia Abatement/Drug Perception Campaign
 Safe Passage
 Responsible Property Management Campaign (including Crime Free
 Multihousing and nuisance abatement)
 South Bay Youth 4 Change (including youth involvement in data collection and other
 prevention efforts)
 Other (please describe): _____

3. What types of activities did you engage in related to each of these initiatives (e.g., held meetings, provided information/technical assistance, collected data, media advocacy)?

II. Progress and Accomplishments

4. What were the outcomes of your activities and/or advocacy efforts for each of the initiatives that you were involved with during the past year?

5. Overall, what would you say were the most significant accomplishments achieved by the South Bay project during the past year? (Probe: What changes have taken place?)
 - a. In which of the five regions did these accomplishments occur?

II. Challenges and Lessons Learned

6. Have you encountered any challenges or barriers in your efforts to implement the South Bay project? (Please specify if the challenges relate to specific initiatives/issues or if they relate to the project as a whole.)
 - a. If yes, please explain.
 - b. How were these challenges dealt with or overcome? (Probe: What steps were taken to resolve the challenges?)
7. What is the biggest lesson you have learned from your work in the South Bay region? (Please specify if the lessons learned relate to specific initiatives/issues or if they relate to the project as a whole.)

III. Looking Ahead

8. What types of things would help the South Bay Project or similar projects in the future be effective in reducing problems associated with the accessibility, sales and use of alcohol, methamphetamine, and marijuana by youth? (For example, more community involvement, greater support by city officials or law enforcement, more resources, etc.)
 - a. What strategies or activities would you recommend for this project or similar projects in the future to reduce youth access to and use of alcohol or other drugs?

IV. Other

9. Is there anything else you would like to share about the South Bay project? We welcome any additional comments.

APPENDIX D

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

[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:** _____

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?

APPENDIX E
Youth for Change Survey
South Bay Community Change Project
Youth 4 Change Survey

This is a voluntary and anonymous survey. No name is necessary. The information you provide will be used to help improve the South Bay Project. Please answer the questions below as honestly as possible.

1. How involved have you been in the work of the South Bay Community Change Project? (Select one.)

- Very involved
- Somewhat involved
- A little involved
- Not at all involved

2. How long have you been involved with the South Bay Community Change Project?

_____ Months

3. What initiatives or issues have you been involved with related to the South Bay Community Change Project? (Select all that apply.)

- Responsible Beverage Service and Sales Policies/Practices
- Community Event Policies/Assessments
- Alcohol Marketing and Advertising Campaign
- Family-friendly Community Development and Policing (e.g., Drug Paraphernalia Abatement/Drug Perception Campaign, Safe Passage, Responsible Property Management Campaign)
- Other (please describe): _____

4. What types of specific activities have you been involved with related to the South Bay Community Change Project? (Select all that apply.)

- Worked directly with South Bay staff on a specific initiative or issue
- Helped develop data collection tools
- Helped collect data or information for the South Bay Project
- Participated in a South Bay training
- Attended a South Bay presentation or meeting
- Participated in a presentation
- Served on a committee
- Other (please describe): _____

5. Which South Bay activity has made the biggest impact on you and why?

6. What have you learned from your involvement in the South Bay Community Change Project?

Background Information

7. Gender: Female Male

8. Age: _____

9. Race/Ethnicity (Mark all that apply):

- Hispanic/Latino
- Caucasian/White
- African American/Black
- Native American
- Asian/Pacific Islander
- Other (please specify): _____

Thank you for completing the survey!

APPENDIX F

Responsible Retailer Evaluation Methodology Overview

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