

RESPONSIBLE RETAILER PROGRAM

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Ventura Police Department

June 14, 2010





*A Community
Partnership for
Responsible Alcohol
Policies & Practices*

OUTLINE

- City of Ventura Alcoholic Beverage Establishments
 - Use Permit Ordinance
- Alcohol Enforcement Officer - Duties
- Explanation of RRP
- What we have learned / Statistics



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RESPONSIBLE RETAILER PROGRAM

GOAL:

- Improve public health and safety in our community by increasing compliance from alcoholic beverage establishments.



ALCOHOLIC BEVERAGE ESTABLISHMENT – USE PERMIT ORDINANCE

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- Conditional Use Permit (CUP) required of all new or modified businesses
- Deemed Approved – Existing Locations
- Local restrictions and Ordinances
- Annual Alcohol Use Permit
- Fees to fund an officer
- Alcohol Enforcement Officer

MANAGING ALCOHOL OUTLETS

- One officer for 300 Alcohol Licenses
- Increase officer presence
- Increase awareness of local enforcement
- Develop relationship with owners/managers

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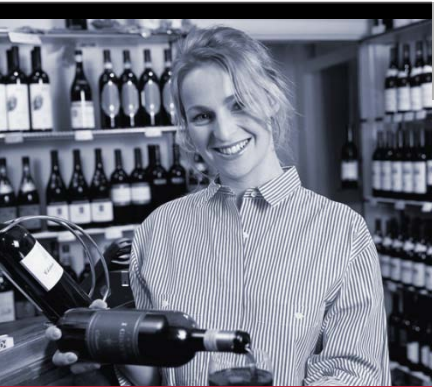




DUTIES OF AN ALCOHOL ENFORCEMENT OFFICER

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- **Licensing** (*set conditions on ABC license and CUP*)
- **Inspections** (*bar checks, target problem locations*)
- **Education** (*businesses and public*)
- **Enforcement** (*arrests, citations, ABC complaints*)
- **Programs** (*minor decoys, shoulder taps, IMPACT*)
- **Training** (*department training in rules and laws changes*)
- **Entertainment Permits** (*reviewing and enforcing EP's*)



PARTNERSHIP

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PROGRAM PARTNERSHIP

- City of Ventura
- Ventura Police Department
- Ventura County Behavioral Health
(Ventura County Limits)
- Ventura Unified School District (Adult Ed)
- California Department of Alcoholic Beverage Control
- Retailers
- Community





RETAILER SUPPORT

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- Working relationship with local law enforcement
- Tools to limit liability
- Education about the risks of sales to underage and intoxicated persons
- Information about the local ordinance
- Recognition for retailers' commitment to a safer community

STEPS TO RESPONSIBLE RETAILING

- Re-examine alcohol policies
- Utilize information given through the RRP
- Participate in an ABC inspection
- Attend RBS Training
- Put policies into practice



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Practicing Safe Alcohol Sales and Service

INSPECTIONS

- ABC officer and VPD officer conduct on-site inspections at all ABE's
- Use the ABC IMPACT inspection form
- Use the city inspection form (local ordinance)



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RESPONSIBLE BEVERAGE SALES AND SERVICE TRAINING

- Ventura Adult Education provides training for State and Local laws
- ABC provides Licensee Education on Alcohol and Drugs (LEAD) training
- **Training includes:**
 - Alcohol laws and your responsibility
 - Recognizing and preventing intoxication
 - Checking identification
 - Handling difficult situations



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PLACE OF LAST DRINK

- The 2009 results show that 4 cities in accounted for 70% of all retail on-sale licensees in the county.
- Ventura was number one with 228
- Thousand Oaks had 147
- Oxnard had 165
- Simi Valley had 140



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WHAT'S IN A LOGO?



PROGRAM MATERIALS

A COMMUNITY PARTNERSHIP
A collaboration to improve public health and safety by increasing ABE compliance.

ABOUT THE PROGRAM
The Ventura Police Department (VPD) has collaborated with other local agencies to design and implement a new Responsible Retailer Program for Alcoholic Beverage Establishments (ABEs). The goal of the program is to improve public health and safety by increasing ABE compliance.

THE PROGRAM OFFERS

- A working relationship with law enforcement
- Tools to limit your liability
- Education about the risks of sales to underage and intoxicated persons
- Information about the local ABE Use Permit Ordinance
- Recognition of your commitment for a safer community

HOW TO PARTICIPATE

Participate Follow These Steps

- Learn About Local Alcohol Policies**
Review your current policies regarding alcohol sales and service and ensure all your employees are aware of the policies.
- Obtain Responsible Retailer Program Information and Materials**
Request a copy of the program materials, including the local ordinance, enforcement and common violations, and get training for you and your employees on the program's details and poster.
- Get an Inspection by Ventura Police Department (VPD) Public Beverage Control (ABC) Officers**
An ABC officer will visit your establishment to provide recommendations specific to your business.
- Complete Responsible Beverage Sales and Service (RBSS) Training**
All employees must successfully complete a certified RBSS training program within 30 days of the issuance of the City's Conditional Use Permit. Training that can help limit your liability for you and your business.
- Post the Program Materials**
Post the program materials in your establishment to help your employees complete the training.
- Follow Local Policies into Practice**
Be aware of local and state regulations and common violations to be smart about sales and service practices. Be safe by limiting liability for you, your customers, and our community.

RESOURCES

- Alcoholic Beverage Control (ABC) Officers
- Responsible Beverage Sales and Service (RBSS) Training
- Local Alcohol Policies
- Program Materials

CONTACT

For more information about your permit and other questions, call (805) 646-3333.

VENTURA COUNTY BEHAVIORAL HEALTH

The Alcoholic Beverage Establishment (ABE) – Use Permit Ordinance

The City Council passed that temporarily establishment, temporary and related conditions that constitute maintenance on site and on adjacent sites, and that alcoholic beverage sales are often important to the operation of these businesses. The City Council resolved local control and enforcement issues relating to public health and safety. The regulations and standards of this ordinance are intended to address problems arising out of the operation of businesses engaged in the sale of alcoholic beverages.

Conditions that must be followed:

- Maximum Capacity with the Alcoholic Beverage Control Act
- Prevent Nuisances: Discourage and correct objectionable conditions that constitute maintenance on site and on adjacent sites.
- Manage Open and Spillage: Maintain a litter-free area within 50 feet of the premises and remove any graffiti within all hours.
- Make of Alcoholic Beverage Sales: Drive-up or walk-up service vehicles are prohibited.
- Signage: All signs required by the Alcoholic Beverage Control Act will be posted as required by the ABC.

Conditions that Must be Followed by Every ABE

On Sale
Conditions that must be followed:
The selling of alcoholic beverages for consumption off the premises is prohibited except where alcoholic beverages are sold for consumption on an adjoining public sidewalk.
Any entertainment will be carried out in a manner authorized by any dance hall or entertainment permit and will not be audible more than 50 feet from the boundaries of the property.
Training Requirements:
Owners or employees must successfully complete a certified Responsible Beverage Sales and Service (RBSS) Training program within 30 days of the issuance of the City's Conditional Use Permit.

Off Sale
Conditions that must be followed:
The placement of a temporary sign on a window or the temporary portion of an awning requires a detection permit and is allowed on the first floor only and can not cover more than 25% of the window or be used for more than 30 days each calendar year. Permanent signs require design review.
No consumption of alcoholic beverages on site or on adjacent areas.
May not sell beer or malt beverage products in containers greater than 16 ounces.
Training Requirements:
Owners or employees must successfully complete a certified RBSS Training program within 30 days of the issuance of the City's Conditional Use Permit.

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QUESTIONNAIRE

- Before our project, had you become about a responsible retailing program other than this one?
 - Yes
 - No
- Have you ever been part of one?
 - Yes
 - No
- If yes, was it sponsored by an alcoholic beverage company?
 - Yes
 - No
- If not, what was the sponsor? (Organization name)
 - None at all
 - Somewhat
 - Equal
 - Very Confident
- Before today, how confident were you that you could get accurate information about alcohol sales laws?
 - None at all
 - Somewhat
 - Equal
 - Very Confident
- How confident are you right now that you could give a tour about alcoholic beverage establishment regulations on Ventura?
 - None at all
 - Somewhat
 - Equal
 - Very Confident

SIGN-IN

I, _____ (please print name) agree to participate in the Responsible Retailer Program by using the materials in my business. As part of the participation in the program, I commit to be aware of local and state regulations and common violations, be smart about sales and service practices and be safe by limiting liability for my business, my employees, my customers and our community.

(signature) (date)

Please print your business name as you would like it to appear in the newspaper and on the program website. _____ (business name)

THIS PROGRAM IS BROUGHT TO YOU BY:

VENTURA COUNTY BEHAVIORAL HEALTH

Materials development and printing funded by VC/ Ventura County Limits grant

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VENTURA COUNTY LIMITS

VENTURA COUNTY BEHAVIORAL HEALTH

IMPLEMENTATION

- **Marketing and Advertising**
 - The more contacts, the more it sticks
 - Media can be your friend
 - No one wants something sloppy (professional)
- **Strategize your approach**
 - Identify needs of retailers
 - Focus group
 - Identify what community wants



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WEBSITE



- ▶ LIVING IN VENTURA
- ▶ BUSINESS IN VENTURA
- ▶ VISITING VENTURA
- ▶ CITY GOVERNMENT
- JOB OPPORTUNITIES ▶
- PUBLIC MEETINGS ▶
- CITY DEPARTMENTS ▶
- eRECREATION ▶
- PRESS ROOM ▶
- MAPS ▶




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Public Safety | Police

POLICE OPERATIONS

Responsible Retailer Program (RRP)



Links to RRP sections on this page:

[Welcome Message](#) | [What is the RRP](#) | [ABC Officer Patrick Lindsay](#) | [The Goal of the RRP](#) | [RRP Program Components](#) | [RRP Documents and Websites](#) | [Contact](#)

Welcome

Thank you for visiting our Department's Responsible Retailer Program (RRP) webpage. This webpage was developed to provide our community, and in particular alcohol retailers within the City of Ventura, the information, resources, and materials necessary to help make your business a success as it pertains to the safe and responsible sales and service of alcohol beverages.

Please be sure to check this page frequently. As the RRP advances we anticipate adding additional information, links, documents, and resources as they become available.

What is the RRP?

The Responsible Retailer Program, otherwise known as RRP, is a collaborative program which was developed in cooperation with Ventura County Behavioral Health Department (Ventura County Limits), Ventura Adult/Continuing Education (VUSD) and the California Department of Alcoholic Beverage Control (ABC). The RRP is designed to provide Alcohol Beverage Establishments (ABEs) with valuable information in order to maintain a safe and responsible business as it pertains to the sale and service of alcoholic beverages.

POLICE OPERATIONS

- ABC Officer
- Crisis Intervention Team
- Community Oriented Policing
- K - 9
- Special Enforcement / Gangs
- SWAT
- Traffic
- Police Home

– Quick Links –

HOW DID WE DO IT?

- **Gain knowledge** from retailers
- **Develop program** that offers benefits for retailers and the community
- **Create materials** that look professional
- **Train** support staff and volunteers
- **Be persistent** with retailers
- **Maintain** progress with a dedicated officer



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PROCESS EVALUATION

- Responses from retailers
- Impact on minor decoy operations
- Impact on shoulder tap operations
- Reduction of calls for service involving alcohol
- Reduction of calls for service at ABC establishments



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WHAT HAVE WE LEARNED?

- Begins with collaboration
- Understand the political environment
- The program is a process
- Community involvement is important
- Media market is small (use wisely)
- Corporate contacts (start from the bottom)
- Emphasize to retailers the importance of sharing info with employees



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ALCOHOL USE FEE STRUCTURE

RISK	HOURS OF OPERATION	WHOLESALE
LOW \$100	CLOSE BEFORE 10PM \$50	\$0-\$50,000 \$100
MEDIUM	CLOSE BEFORE MIDNIGHT \$100	\$50,000-\$100,000 \$300
HIGH \$400	CLOSE AFTER MIDNIGHT \$300	OVER \$100,000 \$700



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ENTERTAINMENT PERMIT +\$300

Fiscal Impact

FY07-10

-Officer Salary/Benefits	\$154,321
-Supplies	\$ 13,300
-Vehicle	<u>\$ 19,702</u>
	\$187,323

Total Estimated Revenue **\$173,285**



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Problem Locations

- Determine when and what type of problems (fights, beer runs, etc)
- Meet with owner of business
- Excessive calls for service ordinance (6 or more calls in a 12 month period)
- Deemed Approved Violations (Any B&P violation)
- Modify Entertainment permit (Hours/Dancing)



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Conditions Off-Sale

- No single beer sales
- Coolers locked (hours of beer runs)
- No sales of mini liquor bottles
- Outside alcohol advertisement limitations (no more than 2)
- Video surveillance must be available for police



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Conditions On-Sale

- Alcoholic beverages shall be served in standard size amounts, no pitcher, “bucket” or similar high capacity amounts.
- No games which would encourage excessive drinking (beer pong, beer bong, etc)
- Employees not allowed to consume alcohol
- Video surveillance must be available for police

Calls for Service for person crimes at ABC locations



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- 2005 - 7172
- 2006 - 6348
- 2007 - 4424
- 2008 - 4164

Number of Arrests at ABC Locations

- 2006 – 624
- 2007 – 205
- 2008 – 257
- 2009 - 233



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DUI Related Crashes

2006 - 72

2007 - 64

2008 - 135

2009 - 50



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QUESTIONS

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