



RHC

RESPONSIBLE HOSPITALITY COALITION
"Healthier Businesses and Safer Communities"

Place of Last Drink Surveys (POLD):

Incorporating RBS Principles and POLD to Reduce Alcohol Related Problems in Communities

***Marian Novak, Project Director
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RHC Mission Statement

Responsible Hospitality Coalition (RHC), established in 1991, is dedicated to fostering responsible principles and practices in the sale and service of alcohol beverages through collaborative efforts between prevention groups, law enforcement, government, hospitality, and business improvement districts in order to promote a safe community.

RHC Activities

- RBS Trainings-ABC LEAD
- Place of Last Drink (POLD)
- Risk Assessments
- Special Event Volunteer Trainings
- Designated Driver Programs – RADD®

LEAD Training Activities

Since implementation of the San Diego County LEAD tracking system in October 2011 through the end of FY 2015/16, a total of 10,794 people were trained across 243 RBSS LEAD Trainings, countywide.

During FY 2015/16, a total of 2,362 persons were trained across 56 LEAD Trainings, countywide.

Responsible Beverage Service

Table 2. LEAD Training Survey Respondents' Likelihood of Recommending Training and Perceptions Regarding Training as a Requirement for Licensed Establishments

	<i>"Yes"</i> All Respondents	<i>"Yes"</i> Business Owners
Would you recommend this training to other alcohol handlers? (n=2,393)	99%	100%
Do you think cities should require LEAD Training for all alcohol licensed establishments? (n=2,028)	97%	97%

Mandatory RBS Ordinances in San Diego County



1. Carlsbad
2. Chula Vista
3. El Cajon
4. Encinitas
5. Imperial Beach
6. La Mesa
7. National City
8. Oceanside
9. Poway
10. San Marcos
11. Solana Beach
12. Vista

POLD/Risk Assessments


Place of Last Drink Survey (POLD)

- A. Collected monthly at San Diego County DUI Programs
- B. Quarterly Evaluation Reports
- C. Utilized as a tool to advance the Environmental Prevention Campaigns
- D. Used as a tool to educate and implement best practices for businesses
- E. On Sale & Off Sale Risk Assessments

Place of Last Drink



1502

Last Drink Survey
This is a voluntary and anonymous survey. No name is necessary. The information you provide will be used for research purposes and to help create safer communities. Please answer the questions below to the best of your recollection. Thank you for your time!



Shade Circles Like This--> ●
Not Like This--> ⊗

1. Date
 / /

2. Gender
☐ Male ☐ Female

3. Age

4. Zipcode

5. What is your racial/ethnic background? (check all that apply)
☐ White ☐ Asian ☐ American Indian
☐ African American ☐ Latino/Latina ☐ Other (specify)

6. Are you currently attending a college or university? ☐ No ☐ Yes (specify)

7. Are you in the...
☐ First Offender Program
☐ Multiple Offender Program

8. Date of your DUI
 / /

9. Community of DUI arrest

10. What was your BAC when you were arrested?

11. Location of your last drink? (name of city or neighborhood)

12. Prior to your arrest, where did you have your LAST drink? (mark only one)
☐ Private Residence ☐ Private Club
☐ Vehicle ☐ Stadium, Ballpark, or Arena
☐ Bar ☐ Park or Beach
☐ Restaurant ☐ Other

13. If your LAST drink was at a BAR OR RESTAURANT, please list the name of the establishment

14. If your LAST drink was at a PRIVATE RESIDENCE, were 3 or more people drinking? ☐ Yes ☐ No

15. If your LAST drink was at a PRIVATE RESIDENCE, were people under 21 drinking? ☐ Yes ☐ No ☐ Don't know

16. Prior to your arrest, how many hours were you drinking?

17. How many drinks did you drink?

18. Had you been using other drugs before your arrest? ☐ No ☐ Yes
If yes, which drugs? ☐ Marijuana ☐ Methamphetamine ☐ Heroin ☐ Cocaine ☐ Other (please specify):



19. In the past month, have you ever become intoxicated or drunk at a bar or restaurant? ☐ Yes ☐ No

20. In the past month, have you ever been "cut off" or refused alcohol at a bar or restaurant? ☐ Yes ☐ No

How often do you see servers (waiters, bartenders, etc.) do the following at bars and/or restaurants:

21. Checking ID to make sure customers are at least 21? ☐ Always ☐ Usually ☐ Sometimes ☐ Rarely ☐ Never

22. Refusing to sell alcohol to an intoxicated (drunk) customer? ☐ Always ☐ Usually ☐ Sometimes ☐ Rarely ☐ Never


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RHC

Responsible Hospitality Coalition
www.responsiblehospitalitycoalition.com

Date
Name of Business
Business Address

Dear Owner/Manager:

This letter is to inform you that you are one of the businesses named most frequently at the place of last drink by people arrested for driving under the influence (DUI). This information is of great concern to the Responsible Hospitality Coalition, as we are sure it is to you.

During the past few years the DUI schools, which are court ordered programs, have been asking people arrested for DUI's where they had their last drink. When a licensed business is named, this information is recorded and when a business is named repeatedly, it may indicate a problem in the alcohol beverage service practices of the business.

The following information lists the number of times your establishment has been reported as a place of last drink in a DUI class this quarter:

Bar	Location	DUI Date	BAC	Hours	# Drinks	Gender	Age
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The Responsible Hospitality Coalition wants to reduce the harm caused by the abuse of alcohol, without restricting the rights of those who enjoy responsible use, or interfering with the rights of those licensed to sell alcohol beverages. In order to assist you in complying with the law and the standards of our community, we are offering you an opportunity to receive a free risk assessment of your business, free responsible beverage service training for all your employees, by the ABC and the opportunity to meet with a member of the Responsible Hospitality Coalition to discuss strategies you could use to reduce practices in your business contributing to alcohol problems in our community.

Please contact the Responsible Hospitality Coalition and take advantage of our responsible beverage service training and to discuss further policy development for your establishment.

Sincerely,

Marian Novak
Project Director
858.354.2217

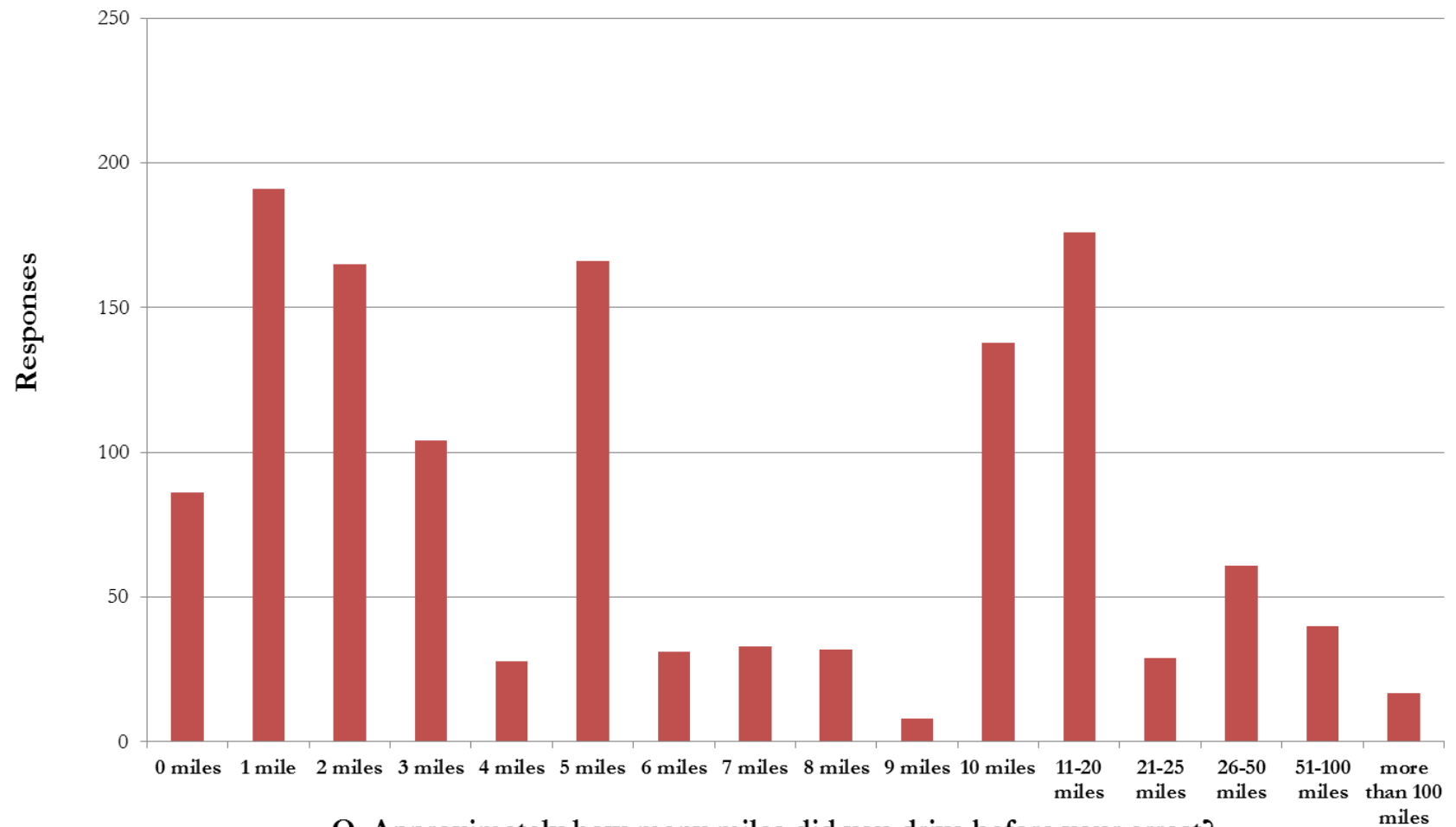
Janine Watts
Project Coordinator
760.579.1389

Sample POLD Letter

POLD 1st Quarter 2016

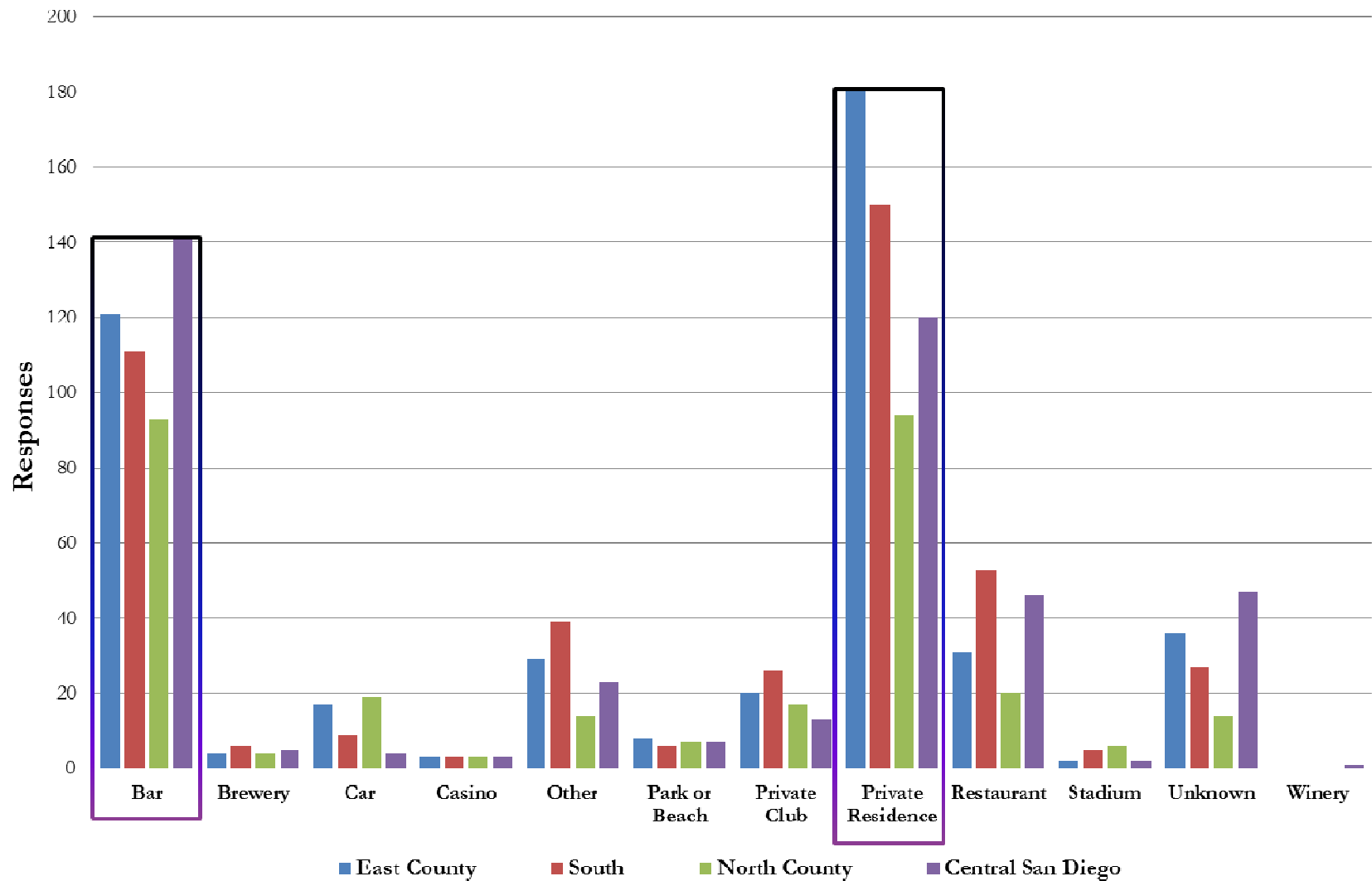
Miles driven prior to arrest

n = 1305



Q. Approximately how many miles did you drive before your arrest?

POLD 1st Quarter 2016 Place of Last Drink by Region



PB Shore Club

- From 2013 to 2014, PB Shore Club was identified 19 times as the Place of Last Drink before DUI arrest.
- A Risk Assessment was conducted and the following Model House Alcohol Policies were suggested:
 - RBS
 - Implementation of a Designated Driver program
 - Avoidance of promotions, advertisements and practices that encourage over consumption
 - Extended kitchen hours
 - Use of extra staff and security at peak times
 - Promotion of the use of taxis and other alternative transportation options (pay if needed).
- Results: In the last 18 months, 2015 – 2016, PB Shore Club was identified 6 times.

Players Sports Grill

During the last reporting period of 2016, Players Sports Grill, in San Marcos, was identified 10 times as the Place of Last Drink before DUI arrest

Reported Date, BAC, Gender and Age of Arrestee:

• N/A	0.08	Male	27 years old
• 11/23/16	0.15	Male	24 years old
• N/A	0.07	Female	21 years old
• 10/12/16	0.02	Male	22 years old
• 9/15/17	0.15	Male	47 years old
• 11/5/16	0.16	Male	23 years old
• 8/20/16	0.13	Female	22 years old
• 11/10/16	0.16	Male	22 years old
• 8/29/16	0.14	Male	24 years old
• N/A	0.07	Male	21 years old

Special Events Trainings in San Diego

- Since July 2010 through the end of FY 2015/16, a total of 16,725 volunteers were trained across 557 Special Event Trainings facilitated by RHC, countywide.

During FY 2015/16, a total of 4,183 volunteers were trained across 134 Special Event Trainings, countywide.

Over 420 RADD Rewards Partners

Local bars and restaurants promote the RADD message and honor DDs by offering special “RADD Rewards” such as free sodas, discounted food, gift cards, and even preferred parking spaces.



SDPD Licensee Letter



THE CITY OF SAN DIEGO

May 11, 2012

1914141113

Re: ***" I Don't Let My Friends Drive Drunk ... Do You? "***
RADD (Recording Artists, Actors, and Athletes against Drunk Driving)

Dear Community Partner:

The San Diego Police Department is teaming up with RADD California Coalition (RCC) in our on-going efforts to aggressively combat drunk driving in San Diego. RADD is funded by the Office of Traffic Safety and is an internationally recognized non-profit corporation whose goal is to reduce injuries and fatalities by promoting sober driving and road safety. RADD's local contact is Marian Novak, Project Manager, and she can be reached at (858) 354-2217, marian@radd.org.

Motor vehicle crashes, often alcohol related, are the number one killer of children, teens and young adults, ages 1-33. Crashes aren't accidents; they are predictable and preventable. In its local, national, and international campaigns, RADD uses hip, positive and market-driven messages to impact target audiences. More information about RADD can be found on both their national website, www.radd.org, and their local website, www.CollegelsRADD.org.

Businesses holding SDPD Entertainment Permits are **required** to develop and maintain a comprehensive "Designated Driver/Taxi Program" and, upon request, **must be able to produce** a copy of their written program criteria to the San Diego Police Department. You are welcome to develop your own program or participate in one of several available outreach programs such as RADD. In partnership with participating businesses, RADD uses a retail incentive program to promote Designated Drivers and taxi usage. Designated Drivers are always entitled to free non-alcoholic beverages and additional RADD Rewards may include free cover charge, VIP entrance, and discounts on food and merchandise.

New businesses participating in RADD incur no promotional costs and partner with more than 70 other prominent San Diego establishments promoting sober driving. As a socially conscious sponsor, you join with the entertainment industry, athletes, celebrities, media and law enforcement to combat drunk driving and promote road safety. To obtain the Designated Driver Rewards Cards known as "**RADD CARDS**", along with other free promotional materials, please contact RADD's local Project Manager, Marian Novak. Help Marian continue to build the RADD Army by contacting her at (858) 354-2217 or marian@radd.org.

Join Now!

Be part of the solution!

Save lives!

Sincerely,
SAN DIEGO POLICE DEPARTMENT
Vice, Permits & Licensing


Bruce Getz, POII
(619) 531-2435
bgetz@pd.sandiego.gov





THANK YOU!

***Marian Novak, Project Director
Responsible Hospitality Coalition***

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