



June 27, 2011

Major Paul Soglin and members of the Common Council,

I am writing in support of an extension to the Alcohol License Density Ordinance (ALDO). As an outpatient alcohol and other drug abuse (AODA) and mental health treatment agency, we see firsthand the effects of alcohol use on individuals, their families, and the community. While there are many factors that we cannot effectively impact to change substance use, these types of ordinances have been researched and demonstrated to be effective tools in decreasing binge drinking and alcohol related harm.

We are deeply aware of the effects of alcohol and other drug abuse on the college - aged population as approximately 40% of our clientele are 18 - 25 years of age. Young adults with alcohol use issues put themselves at risk for poor performance at school or work, risky behaviors, physical health consequences, depression, anxiety, legal issues ranging from underage drinking tickets, operating while intoxicated, disorderly conduct, accidental death or injury, and increased risk of long term dependence issues. They are also the number one age bracket at risk for binge drinking and Wisconsin currently rates #1 in the nation in this category.

Those that seek support and treatment face other challenges like finding sober support networks and activities. One of the major relapse triggers for students is the social environment as bars are seen as a major social outlet. Here at Connections Counseling, we work with each individual to develop a relapse prevention plan including establishing fun, sober activities. However, for individuals that live in the downtown area, in particular, this is acutely difficult because of the high rates of alcohol outlets.

We urge you to continue the Alcohol License Density Ordinance. We believe continued support and research on the effects of this ordinance will improve conditions and effect change in alcohol related incidents. We also know that it takes time to see the effects of any system wide change and hope the Common Council and Mayor will have the foresight to continue supporting this measure.

Sincerely,

Tami Bahr, LCSW/CSAC/ICS
Assistant Director

June 29, 2011

The Honorable Lauren Cnare
President, Madison Common Council
City-County Building
210 MLK Jr. Blvd, Rm 417
Madison WI 53703-3345

Dear Alder Cnare:

During your July 5, 2011, meeting, the Madison Common Council will be considering extending the Alcohol Licensing Density Ordinance (ALDO) for a minimum of two additional years. I am writing to encourage the alders within the Madison City Council to give thoughtful and positive consideration toward extending the ordinance. We all are aware of the costs associated with excessive alcohol consumption – costs to our community in terms of alcohol related violence and the required investment in policing and crime prevention as well as the unfortunate toll high risk drinking imposes on individuals and families.

As Prevention Director with the University Health Services, I am very concerned about the impacts of high risk drinking on our students' health and academic success. We are taking important steps to address these concerns within the University. It is critical also that the University works closely with our Madison community partners to address this important issue. That is why I am pleased to serve as the UW -Madison Chancellor's designee on the Alcohol License Review Committee (ALRC). In my brief tenure on the ALRC, it has become obvious that ADLO is a critical tool for the committee in addressing alcohol related concerns in our central business district. Furthermore, reducing alcohol outlet density – the purpose and original intent of ALDO – has been shown by a number of organizations, including the UW School of Medicine and Public Health, to be an effective intervention to reduce alcohol related harms. If the Council fails to extend ALDO, you are taking away a critical prevention tool for our community.

In 2002, the National Institute of Alcohol Abuse and Alcoholism released a series of groundbreaking reports on addressing the negative cultures around drinking within college communities. These reports were aimed at university administrators, community leaders and policy makers such as yourselves. Central to their recommendations was the need for the campus to work closely with the community if we are to be successful in addressing a negative alcohol culture. Applying an ordinance to reduce alcohol outlet density, i.e. ALDO – an evidence based tool to reduce alcohol related harms - is a critical policy tool that the City can and should use to promote the improved health and wellbeing of our community. I urge you to do the right thing on July 5 and vote to extend the alcohol density ordinance.

Sincerely,



Thomas Sieger, MS
Director, Campus Health Initiatives and Prevention

An important issue is in front of the common council on July 5th - the continuation of the Alcohol License Density Ordinance, also known as ALDO. The main objective of ALDO is to reduce or maintain the number of bars in the downtown area. And the main question to consider by the common council is whether to continue to grow our city's downtown mainly by adding and expanding more bars or whether we already have enough?

A large group of people got together in the last two years to review this ordinance and make recommendations to our local government. This group included members of the Alcohol License Review Committee (ALRC), the Madison Police, the Tavern League, UW officials, the Alcohol Policy Coordinator and several members of the public. During these meetings, it became clear that the Madison Police strongly supported ALDO because since its implementation there has been a decrease in the number of batteries and fights in the ALDO area. The President of the tavern league supported ALDO because tough competition is already driving bars out of business in downtown Madison. And, the UW supported ALDO because a high density of bars contributes to binge drinking and risky behaviors among college students.

After 16 meetings and much debate, last April, the ALRC finally approved an amended version of ALDO which represents a fair compromise of all parties involved.

For the last 13 years, I have served as the Executive Director of Scientific Research at Rogers Memorial Hospital (the largest provider of mental health services in southeast Wisconsin) developing best practices to measure treatment outcomes in programs that treat alcohol addiction and mental illnesses. I am also the owner of a consulting firm whose focus is to help companies develop new laboratory procedures to diagnose and monitor alcohol use. I have been a voting member of the ALRC since 2008 and more recently a member of the Planning and Funding committee advising the influential State Council on Alcohol and Other Drugs of Abuse.

In the four years that I have served at the ALRC this is the first time that the ALRC, the police, the tavern league and the university are all united in their message – ALDO should stay. And more recently, our new major has said he would not oppose a 2-year extension as well. For ALDO to be effective, members of the council should pay close attention to these voices of support and approve what's in front of them without any additional changes that may jeopardize the numerous compromises reached by this devoted group.

Why do we need ALDO? We need ALDO because it is one more tool helping the city to reduce the overconsumption and alcohol related violence in an already troubled area. Best practices in Austin, San Antonio, Cincinnati, Cook County and New Jersey, all suggest that regulating the density of bars and to some extent their management, can be readily addressed by policies like ALDO. Allowing an unlimited number of bars not only contributes to

*Kathleen M. Poi, MS, RN
3906 Nakoma Rd.
Madison, WI 53711
kathypoi@charter.net*

June 27, 2011

Ald. Brian Solomon
Common Council Office
City-County Building
210 MLK Jr. Blvd., Rm 417
Madison, WI 53703-3345

Dear Alderman Solomon:

As a constituent, I am contacting you to urge your support of the proposal to renew/continue the Alcohol License Density Ordinance (ALDO) when it is considered at the July 5th meeting of the Common Council. As you know, ALDO was scheduled to sunset in October 2010. The sunset date was extended to allow for sufficient review and debate regarding the future of this important ordinance.

In contacting you, I bring the perspective of a long time (50+ years) city resident and a now retired registered nurse. I spent most of my professional career providing services to the students at the University of Wisconsin-Madison with the last seven years of that career spent as the executive director of University Health Service. One of most significant health problems facing today's college student is binge drinking and the unfortunate consequences of this activity. The high density of alcohol outlets in the campus area (State Street, University Ave. and Downtown) makes addressing the problem all the more costly and challenging.

As I know you are aware, ALDO was created to reduce the number and capacity of alcohol outlets in the areas of the city with the greatest concentration of such outlets. Data from Madison and other areas of the country are clear that alcohol outlet density is clearly related to the occurrence of alcohol fueled crimes such as sexual assault and aggravated assault. It is quite clear that if we can reduce the number of outlets in alcohol outlet dense areas, we can reduce the incidence and prevalence of such crimes.

In its relatively brief existence (3 years), ALDO has begun to have a positive impact on our community. Even without a decrease in the number of outlets, police data reveal some decrease in occurrence of alcohol fueled crimes and perhaps more importantly, there has been no increase. It is important that this progress continue.

The proposal coming to the Common Council represents a modification of the original ALDO. I applaud the work of the Alcohol Licensing and Review Committee in attempting to address the concerns of all who met with the Committee over the past year. However, I am concerned that the ordinance is now weakened and will be less effective in beginning to prevent some of the

DATE: June 29, 2011

TO: Steve King

FROM: Patricia Frazak
6125 Waterford Road
Madison, WI 53719

CC: Mayor Paul Soglin

Hello, Steve. I'm writing to request your support for the continuance of Madison's Alcohol License Density Ordinance (ALDO) at the July 5th Common Council meeting and ongoing. As a Public Health professional and a resident of Madison, WI since 1993, I care deeply about health, health equity, and well being of all who live, work and play in our beautiful city and our state. I believe that ALDO is one of a number of evidence-based strategies that prevents harm related to alcohol abuse.

A basic public health principle is that all people have a right to health and to live in a healthy community. Everyone should have opportunities to make choices that allow them to have a long, healthy life regardless of their education, income or ethnic and racial background. These opportunities are created in the places people live, work and go to school. When neighborhoods are blighted by an oversaturation of liquor stores and bars, poor housing, limited access to affordable healthy foods, limited transportation, etc., residents lack opportunities to make choices that will allow them to live long and healthy lives.

Research has consistently associated a variety of risk factors with the abuse of alcohol: family history; cultural influence; social environment; race/ethnicity; gender; age; psychological vulnerability (e.g., low self-esteem; insecurity; impulsive or aggressive behavior) and psychiatric disorders. Because there is a relationship between people and their environment, behavior change and health outcomes require a combination of strategies that focus on things like the individual, the social and environmental aspects of the community, and policies. Numerous studies done in the United States and multiple countries around the world demonstrate a strong association between alcohol density and crime and violence. In addition, there are two references I encourage you to review:

1. "What Works for Health – Programs and Policies To Improve Wisconsin's Health": UW Population Health Institute. This is a Robert Wood Johnson sponsored project conducted by the UW Population Health Institute. It contains a summary of evidence related to the relationship between restricting alcohol outlet density and reducing alcohol consumption and alcohol-related harm. The web link is: <http://whatworksforhealth.wisc.edu/>
2. "The Guide To Preventive Services": CDC Prevention Task Force. This work provides evidence for community-based prevention practices. It does identify the "applying of regulatory authority to reduce alcoholic beverage outlet density as an evidence-based policy to reduce alcohol-related harm." The web link is: <http://www.thecomunityguide.org/index.html>

Kent Craig
Centro Hispano of Dane County
810 W. Badger Rd
Madison, WI 53713

Dear Alderman Rummel,

My name is Kent Craig, executive director of Centro Hispano of Dane County. On July 5th, the Common Council will be voting on the Alcohol License Density Ordinance, a key component in combating the alcohol related crime and violence in our downtown area.

As a community center dedicated to serving the Latino community of Madison, Centro Hispano has a commitment to work towards reducing alcohol abuse among Latinos, a problem that continues to rise within the community. Our New Routes for Adults and New Routes for Adolescents programs' client data show that alcohol abuse is a severe issue among this population. For the New Routes Adults program, about 75% of participants have been referred to the program for alcohol related offenses. For the New Routes Adolescents program, more than 20% of participants are referred to our programming for alcohol related offenses each year. These rates should not only be alarming to the Latino community, but to the community at large.

The statistics for alcohol abuse among young Latinos is already alarming, and many are already growing up in a community where alcohol abuse is common. Our youth are already receiving enough messages about why they should consume alcohol. In a town with a culture of a growing culture of alcohol consumption and corresponding growing rates of alcohol abuse, it is more crucial than ever to pass legislation such as ALDO.

Numerous studies from around the U.S. and across the globe show a strong correlation between alcohol outlet density and crime and violence. Extending the ordinance will allow the city's Alcohol Policy Coordinator to gather the information needed to produce a comprehensive analysis of ALDO.

Aside from the health and safety issues, rents for downtown licensed establishments are 3 times higher than rents for other types of retail businesses, which generates an incentive for property owners to create more bars. Higher costs and lower safety drive other retail ventures out, lowering economic diversity. The property owners are the only ones who benefit if ALDO fails. ALDO gives other retail businesses a chance to succeed in downtown-keeping Madison diverse!

Please support ALDO. The University along with the President of the Tavern League, Madison Police Department, the Dane County Coalition to Reduce Alcohol Abuse and downtown business owners, among many others, all support ALDO.

To : Mayor Paul Soglin and members of the Madison Common Council
From : Chet Gerlach
Re: ALDO
Date : June 26, 2011

From 2008 to 2011, I served as a member of the ALRC. During that time, I learned that Madison, like many other communities, has a serious problem relating to alcohol abuse. Let me be clear that I am not a prohibitionist. However, as a resident and taxpayer in the city of Madison, I remain very concerned about the impact that alcohol abuse has on the health, safety, and finances of the city. There is hardly a week that goes by that I don't read about an alcohol related incident that causes great harm to Madison citizens and great cost to our community.

Numerous studies indicate that the density of alcohol establishments plays a major role in contributing to the prevalence of alcohol abuse in a community. In addition, the Madison Police Department has consistently reported to the ALRC that ALDO is having a positive impact. I believe that the city took a step forward when it adopted ALDO and I would encourage Madison policy makers to renew ALDO as recommended by the ALDO Review Committee.

The main reason I resigned from the ALRC earlier this year, was to accept an appointment to the Monona Terrace Board. Having been involved in tourism for the past 26 years, I felt my experience could be better used to promote the hospitality industry in Madison. Madison is already a great tourist destination, but it also has a great potential to grow and further contribute to the vibrancy of our community. However, public drunkenness, litter, and violence often associated with alcohol abuse does not lead to the kind of growth we want to encourage.

I am grateful for the opportunity to serve on both the ALRC and the Monona Terrace Board and hope that my service has helped to improve the quality of life in the city of Madison. As a former state legislator, I also realize how difficult your job is as you attempt to balance the diverse concerns of Madison citizens. However, I can assure you that members of the ALDO Review Committee have worked long and hard to balance those concerns and I would encourage you to renew the ordinance with the committee's recommendations.

Chet Gerlach
100 Wisconsin Avenue, #700
Madison WI 53703
chetgerlach@gmail.com
255-9337

Center for Conscious Living

849 E. Washington Ave. #118 / Madison, Wisconsin 53703

608-843-7740

revgenef@gmail.com

www.livingonpurpose.org

June 29, 2011

Alder Lauren Cnare
210 Martin Luther King Jr. Blvd.
Room 417, City-County Building
Madison, WI, 53703-3345

Dear Ms. Cnare,

It has come to my attention that there is currently legislation pending in the Common Council that would allow for more liquor licenses to be issued to businesses in the downtown area. As a non-profit community center, our mission is to promote healthy lifestyles and choices. We realize that we are currently in an economic downturn that is causing pain for many of our citizens. Creating more opportunities to medicate that pain with alcohol is not the answer. Let's set our sites higher. Let's turn the energies of city government toward creating a sustainable culture of health, vitality and life affirming choices and activities. I'm hoping you will use all the persuasive power of your office to help re-focus this agenda.

Thanks for all you do.

Peace,

Rev. Gene J. Ferrara
Board President



Wisconsin Association on Alcohol and Other Drug Abuse

WAAODA, Inc.

To: Mayor Paul Soglin
Members of the Madison Common Council

From: Angela McAlister, Executive Director
WI Association on Alcohol & Other Drug Abuse (WAAODA, Inc.)

Date: June 30, 2011

Re: ALDO

I am writing on behalf of WAAODA and its Board of Directors in support of the continuation of ALDO. I urge you to support ALDO and by that support, make it as strong as possible.

Our mission is to assure that the people of Wisconsin know and believe that alcohol and drug addiction prevention, treatment and recovery work. We implement our mission through programs for education, training, advocacy and collaboration to overcome alcohol and other drug abuse (AODA).

According to the Focus Area Strategic Team, Healthiest Wisconsin 2020, Alcohol-related deaths are the fourth leading cause of death in Wisconsin behind heart disease, cancer, and stroke. Wisconsin tops the nation in wasted lives, harm, and death associated with its drinking culture. We find ourselves in a culture that in some ways is tolerant of excessive, dangerous, unhealthy, and illegal drinking, which results in a host of societal problems..... We must achieve a culture free of harm from drinking. Wisconsin's drinking culture is not intentionally harmful, and most Wisconsin residents drink responsibly, safely and legally. Wisconsin ranks extraordinarily high compared to other states on the nation's leading indicators of problem drinking. It costs state citizens roughly \$5 billion annually.

Numerous studies have shown a strong relationship between alcohol density and overconsumption by college students. An study by Henry Wechsler, Director of the College Alcohol Studies Program at Harvard University shows *that the level of drinking, drinking participation and participation in binge drinking are all significantly higher among all college students when a greater number of outlets licensed to sell alcoholic beverages exist near campus, particularly true for underage drinking.*

A related study in Cook County, Illinois shows that over concentration of alcohol outlets is part of a neighborhood's economic and social disintegration. *The area's economic base loses it diversity and becomes less attractive to both residents and potential retail customers. The proliferation of alcohol outlets is thus both a symptom of economic decline and a factor the worsens the decline.*

But we don't have to look outside our state for studies, just look at the ACE report by the Prevention Committee, Alcohol Culture and Environment Workgroup, April, 2010; and the study that was conducted by Aaron Brower, PhD, Professor of Social Work and Vice Provost for Teaching and Learning at UW-Madison, on location and Times of Crime in Relation to Student High Risk Binge Drinking, looking at crime data overlaid with the density and locations of bars, restaurants and student residences.

Our students are our future leaders, we need to protect them, even if they don't want protection. For the above stated reasons, We recommend ALDO continues to be in effect for as long as it takes!

TO: Mayor Paul Soglin and
Members of the Madison City Council

FROM: Kathleen Falk

RE: ALDO

I write to urge you to adopt as strong an ALDO as possible.

There are many ways we can make our city stronger. And you all are working hard to do so!

The one thing that won't make our city better is more bars downtown.

Data shows that greater bar density means greater criminal problems which means greater safety fears and more police costs. While I was county executive, I saw first-hand the violence, the pain, the suffering, the lives hurt by abuse of alcohol at midnight from those leaving the bars.....none of us are safe when others abuse alcohol.

The ALDO limit on the number of new bars should not end; this needs to continue and needs to be made stronger.

For those who argue ALDO prevents new entertainment venues from arising downtown, as one of the rare downtown homeowners myself for about 25 years, I welcome a thoughtful plan and revision in the future – but not at the expense now of undoing ALDO. For those who argue that a worse problem than bar density is home parties, I believe BOTH need attention and regulation; work on one of these two problems should not preclude work on both.

Please keep us moving in the right direction and not slide back. Our safety depends upon you. Thank you so much for all your hard work and for listening to my views.

Sincerely,

Kathleen Falk
Downtown Madison resident and former Dane County Executive
420 S. Blount St.
Madison, WI 53703
251-2903

From: Steve Saunders [mailto:rssaunders@earthlink.net]

Sent: Sunday, June 26, 2011 11:01 AM

To: allalders@cityofmadison.com

Subject: Keep ALDO in place

We strongly urge you to keep ALDO in place. There is no need for more bars around the Capitol and State Street. We believe that increasing the number of bars will decrease the number of other types of businesses. Diversity of business types is good for the area. We have no problem with restaurants, but as it is there is a lot of loud drunken behavior at bar closing time and later.

We are residents of the Baskerville.

Steve and Susan Saunders

Unit 304

The Baskerville

121 S. Hamilton St.

From: Wisdorf, Leah [mailto:leah.wisdorf@tdstelecom.com]

Sent: Monday, June 27, 2011 7:54 AM

To: 'allalders@cityofmadison.com'

Subject: ALDO SUNSET OPPOSITION

I am an owner at The Baskerville Condominiums. I have been a resident since 2006. I am writing today to show support of continuation of the ALDO.

Leah Wisdorf

Analyst - Production

Billing Operations

Phone: (608) 664-6243

Fax: (608) 664-6284

Email: leah.wisdorf@tdstelecom.com

June 27, 2011

Common Council
City Of Madison
Room 403
210 M.L King Jr. Blvd.
Madison, WI 53703

Dear Friends:

First, thank you for serving as our representatives. As neighbors as well as citizens, we wish you the best, given these very difficult times.

We are writing today to indicate our strong support for continuing the Alcohol License Density Ordinance (ALDO), which is scheduled to sunset soon. Our understanding is that this question will be debated and perhaps decided at the July 5 Common Council Meeting.

Why support ALDO? Very simply, from our experience living downtown at The Baskerville. We, as condominium owners, decided to live down here, in an historic building, with the traffic and hustle and bustle of city living. We all enjoy it immensely. However, as you know, we are living within one block of eight establishments with liquor licenses and at least two entertainment permits, which allow alcohol to be served until 2:30 AM. The capacity adds up to a total of about 1,420 people (100 Block of W. Main, Capitol Square, and S. Hamilton).

It is true, many of us enjoy some of these establishments ourselves. We can even live with the current noisy weekend nights and resulting trash on our sidewalks (trash that we pick up in the morning). But to continue to add liquor licenses in a neighborhood that already has a high percentage of alcohol-serving establishments is both asking for trouble and signaling that downtown residents, as opposed to bar goers, are no longer the priority welcome.

In short, our residential building has existed for 98 years. We are not looking for special treatment, just a reasonable balance between living and entertainment, between safety and enjoyment. Thus, in our neighborhood as well as the entire city, NO to more bars and YES to more restaurants and other retail firms is what we support. YES to the continuation of ALDO.

Why change a sensible policy that IS working? Thank you very much for your consideration.

Sincerely,

The owners: The Baskerville Condominium Association

Steve Saunders, Chair

Samantha Crownover, Manager

Dave Baskerville