



What is Place Of Last Drink ? POLD

When an individual arrested for an OWI/DUI they are asked to name the last location that served them alcohol – the place of last drink.

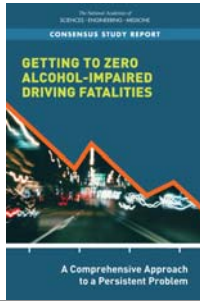
“An essential part of any arrest or accident investigation involving an alcohol-impaired driver should include an assertive effort by law enforcement officers to determine the local where the impaired driver had been served alcohol”. [NTSB, 2012]

Goal: Use data collected during an OWI to determine **patterns** of over-serving at licensed establishments.

Alcohol-related problems aren't limited to drunk driving.

- Domestic violence
- Vandalism
- Sexual assault
- Assaults
- Homicide
- Suicide

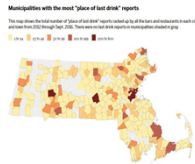
Effective & Endorsed



Horizontal lines for notes.

Some States Use POLD:

- New Jersey
- Massachusetts
- Washington State
- Iowa, pending



Horizontal lines for notes.

Twin Cities POLD

- Originally SPF-SIG funded in 2013
- Data on POLD shared on separate, shared data base.
- Entry takes <1-minute, drop-down menus created
- Originally 9 jurisdictions in Twin City area, now 38 Minnesota and 1 Wisconsin jurisdiction.
- POLD entered for all alcohol-related offenses.
- Sexual assault, domestic violence, disorderly conduct, underage drinking.



Horizontal lines for notes.

CONSEQUENCES FOR MINNESOTA LICENSEES:

Never listed as a Place of Last Drink: Offering public recognition

Seldom listed: Conducting an informational meeting with the manager and recommending training for servers.

Frequently listed: Requiring server training; establishing a timeline for improvement; making undercover observations; issuing alcohol license sanctions.



Wisconsin is Different

Meaningful patterns often require data from multiple jurisdictions over a period of months.

Different data storage systems require multiple collection methods.

Response is determined and administered locally.



Wisconsin Collects POL.D Data

ALCOHOLIC DRINKING INCIDENT REPORT			
Wisconsin Department of Transportation			
Report Number	_____	Date	_____
Reported By	_____	Officer ID	_____
Location	_____	City	_____
Time	_____	Day	_____
Vehicle Make	_____	Year	_____
Vehicle Model	_____	Color	_____
License Number	_____	Class	_____
Alcohol Level	_____	Notes	_____
Officer Signature	_____	Officer Title	_____
Supervisor Signature	_____	Supervisor Title	_____



Two Pilot Projects

City of Madison 2014

- See if useable data was developed
- No grant, in-kind support from UW Pop Health, WAPP
- Used off the shelf software -Excel
- Student intern
- Final data reviewed by PD & Assistant City Attorney.
- Determined that patterns were useable.

City of Waukesha 2015

- Experiment
- No grant, used excel template used in Madison
- Student intern & limited duty officers entered data.
- Original plan, pattern could support investigation
- Data – unexpected results

Dane County Multi-Jurisdictional Project

Data compilation on Excel with data entry by CJP interns.

Reporting Periods:

- October 1, 2016-March 30, 2017,
- August 1, 2017- January 31, 2018
- Ongoing – February 1- July 31, 2018

Participants:

- All local police departments
- Dane County Sheriff
- UW Police Department

Natural Breaks in Dane County POLD Pattern

82% of Dane County Off-Premises licensees were not named in first compilation.

- 1 licensee was named 7 occasions
- 5 licensees were named 6 occasions
- 2 licensees were named on 4 occasions
- Named 4-7 times, total of 1%

14 licensees were named on 3 occasions, 2%
33 licensees were named on 2 occasions, 4%

97 licensees were named once, 12%

The Pattern Holds & Statistics Improve in the Second Compilation

3 licensees were named on 5 occasions
 4 licensees were named on 4 occasions
 4 licensees were named on 3 occasions
 14 licensees were named on 2 occasions
 72 licensees we named on 1 occasion
 Decreases in Every Category

The difference is in the data:

SP 4005 only

64% refusal rate
 33% POLD
 3% No data

Arrest Report & SP 4005

48% Refusal rate 62%
 POLD SP4005 & arrest
 report
 4% No data

Less entry time, fewer
 POLD ID

Slower entry but better
 data

DATA IN THE DANE COUNTY POLD DATA BASE

1. Agency case number
2. Arresting agency
3. Time 0-24
4. Age
5. Gender
6. Time of stop
7. Where were you drinking & jurisdiction
8. Have you been using drugs? If yes, type
9. BAC from arrest report



A Pattern of Overserving May Result in:

Example #1: A location is named on six occasions in six months. An officer meets with the licensee, presents the list of POLD arrests with dates and times. A remediation plan is required within 14 days prior to license renewal.





Example #2: A licensee is named multiple times in subsequent reports, a total of 10 occasions in 12 months. Local law enforcement may request a meeting or initiate an investigation to determine the cause.

Example #3: A licensee is named on multiple occasions within a six-month period. Local law enforcement meets with the licensee and reviews promotional practices including Ladies Nite and Thirsty Thursdays that promote over-consumption. The licensee agrees to revise promotional strategy that used low-cost alcohol.



Lessons from Dane County POLD results:

1. Most licensees will not be named, approximately 80% are not named in any specific report.
2. Bad actors are evident, patterns are clear.
3. **Having solid data in hand changes the discussion with problem licensees.**
4. Data supports discussion or investigation, used alone data does not result in sanctions.
5. Chains and multiple locations require specific approach.

Independent POLD Compilations in:

- Brown
- Dane
- Dodge
- Green
- Rock



What's next?

- Working toward a sustainable multi-jurisdictional compilation system in Dane County.
- Working with law enforcement to improve the consistency of data collected.
- Securing access to all case report & SP4005 information.

Reviewing how municipalities use the data:

- Examining how municipalities use POLD data.
- Asking if interventions change over-serving patterns?
- What training, sanctions or combination of them are effective?



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