

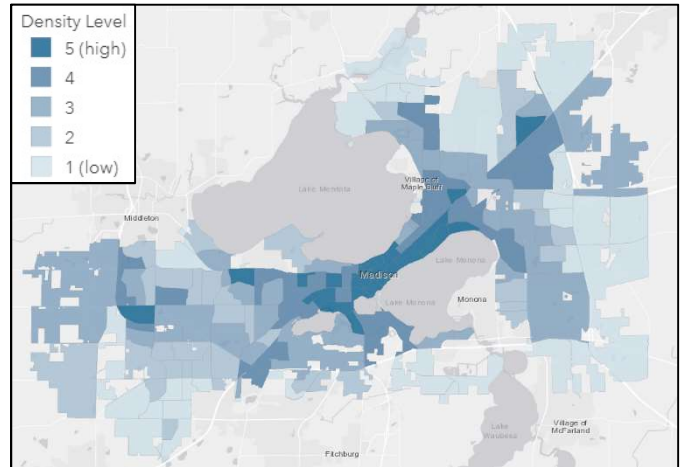
Executive Summary

Findings

- The City has a high density of alcohol outlets on the Isthmus, as well as by the two malls on the east and west sides. Density was determined using a Clerk’s Office dataset of Class A, Class B, and Class C alcohol licenses and the [methodology recommended by the CDC for measuring alcohol outlet density](#).
- A statistically significant relationship exists between increased services and density levels for Police (MPD) and Building Inspection, but not Fire and Emergency Medical Services (EMS). Higher density levels showed higher costs for MPD and BI, with MPD accounting for the majority of costs.
- Density of alcohol outlets appears to drive MPD calls during times of day when call volume would otherwise be low. Different types of MPD calls and cases, such as assisting K-9 or EMS and theft, are more likely to be associated with alcohol outlets. There is also a higher rate of Building Inspection Zoning cases at alcohol outlets compared with non-alcohol outlets.
- Populations of color are evenly distributed amongst the density levels, but poverty is more highly concentrated in areas with more alcohol outlets.
- The City does not possess capacity numbers for alcohol outlets that have continuously occupied their premises since before 1998 (45% of licensed alcohol outlets). There is also no single authoritative source of data. These factors combine to make it difficult to pursue analyses and policies that rely on total outlet capacity. Further, different bodies may set capacity limits without knowing about the limits set by the others, and conditions on alcohol licenses do not appear systematically within licenses. Data collection improvements related to alcohol licenses may help better understand the City’s alcohol climate and build a baseline regarding alcohol outlet capacity in the City.
- Many alcohol outlets have conditions placed on their licenses, which deal with capacity, operating hours, and outdoor accommodations like beer gardens and sidewalk cafes. Not all outlets have such conditions, but for those that do, the conditions vary widely. While this report does not provide recommendations, an analysis of licensing strategies in other municipalities found the following strategies as best practices for licensing and enforcement: (1) Geographic alcohol license restrictions; (2) population-level alcohol license restrictions; (3) commercial alcohol license restrictions; and (4) time/space alcohol license restrictions.

- Use this map to interactively view the report’s data and findings:

<https://cityofmadison.maps.arcgis.com/apps/Cascade/index.html?appid=a6563299db6940cfb96e9a9a8fa05215>



Why the Study was Performed

In early 2017, the City of Madison saw a dramatic increase in violent crimes in areas with high levels of alcohol consumption. In particular, the 600 block of University Avenue saw a tremendous increase in violence incidents requiring police intervention ([Arthur, “Violent crimes up on 600 block of University Avenue”, 2017](#)).

On January 10, 2018, Mayor Paul Soglin introduced a proposal to restrict new alcohol licenses in the downtown area. After several committee referrals, this Resolution did not pass. However, the Common Council introduced a response, Legislative File 52680, which directed a team of Public Health and Finance staff to analyze alcohol outlet density, identify issues that result in disproportionate calls for service, engage stakeholders, and propose steps to address such programs. This Resolution was adopted on November 8, 2018.

Research Questions

1. Are public safety services being disproportionately utilized in areas defined as having high alcohol outlet density throughout the City?
2. What are the costs associated with providing safety services that are disproportionately utilized across the City?