



Madison Police Department

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Comprehensive Alcohol Risk Reduction (CARD) Project 2012

Problem Identification:

- High degree of underage alcohol availability and consumption in the City of Madison.
- High number of High School and Post High School locations in the City of Madison.
 - 7 formal High Schools and many alternative learning programs.
 - UW Madison, Edgewood College, Madison College and many other satellite programs.
- High influence of Wisconsin customs related to underage drinking.
- High number of outlets in City of Madison making Madison a regional destination.

Goals for Card grant project for City of Madison Police:

- Provide educational opportunities targeting the 16-20 year old age group, parents and licensed establishments.
 - Public Safety Announcements related to targeted National Mobilization programs
 - December 9th -13th 2011 (Booze and Belts Campaign)
 - March 5th -21st 2012 (St. Patrick's Day Campaign)
 - May 21st – 27th 2012 (National Mobilization)
 - July 2nd – 18th 2012 (Summer Heat Campaign)
 - August 16th – September 3rd 2012 (Alcohol Crackdown)
 - Outreach opportunities on Alcohol issues via:
 - MPD ERO Program in High Schools
 - MPD Safety Education Program
 - MPD Traffic Enforcement Safety Team Projects
 - MPD Neighborhood Officers
- To reduce sales of alcohol to minors by checking for compliance with Licensed Establishments in Madison
 - Utilize grant resources to complete comprehensive check of all retail outlets in Madison
 - Utilize grant resources to complete compliance checks at all restaurants in Madison >2 times.
 - Utilize grant resources to complete compliance checks at all bars/taverns in Madison >4 times.
 - Utilize grant resources to target known time periods related to house party/drinking party behavior. This activity will rely on information provided by the public, schools, calls for service and observation by police officers. (Holiday breaks, proms, dances, graduations, sporting events)
- Partner agencies
 - Dane County Sherriff Department
 - UW Police Department
 - DCCRA – Dane County Coalition to reduce alcohol abuse.
 - City Staff – Clerks office, City Attorney's office, Alcohol Policy Coordinator –Mayor's office.

December 21, 2011

Page 2

Work Plan:

- 1) Attached document
- 2) Adjustments will need to be made with the grant administrator as the approval process both with the State and the City has passed originally projected work dates.
- 3) Central District will coordinate the administration of the grant with a City wide focus.
- 4) Key goal for Compliance Investigation/Checks is to provide a consistent model for officers to use across the city.
 - Compliance Investigation/Checks
 - a) Frequency of contacts (compliance vs. non-compliance)
 - b) Review of license conditions
 - c) Review of operating practices
 - d) Review of calls for service
 - e) Base line data for future
 - f) Opportunity for greater regular communication with establishments
- 5) Key goal for Party Patrol projects is to provide a consistent model for officers to use across the city and a consistent message to the community in regards to issues and enforcement outcomes.
 - Party Patrol Projects
 - a) Public Service Messages on dangers and risks of underage drinking targeted for unsupervised drinking parties.
 - b) Educational opportunities and local schools and events to keep messages in public view with risks and consequences related to violations.
 - c) Consistent model of Party Patrol projects with focus on
 1. Safety
 2. Personnel Accountability
 3. Reduction in repeat behavior/incidents.

Carl Gloede
Captain of Police: Central District
Madison Police Department