

From: Dan Nordstrom
To: ajtoy@wisc.edu; [Cano Ospina Fernando](#); [Reyes, Gloria](#); [Freedman, Jason](#); [Verbick, Jim](#); [Hill, Kathryn](#); [Orrantia, Leslie](#); [Verveer, Michael](#); [Michael Donnelly](#); [Grady, Patrick](#); [Skidmore, Paul](#); [Allen, Roger](#); [Bidar-Sielaff, Shiva](#); [Fletcher, Stefan](#); tlc@mailbag.com
Subject: Saturation of Alcohol Outlets, Unsupervised Minors and I/O Arcade Bar
Date: Tuesday, March 20, 2018 5:01:44 PM
Attachments: [Alcohol Outlet Density Facts and Recommendations March 2018.pdf](#)

Dear ALRC Member,

I believe tonight you will be discussing a proposal for a new bar, called I/O Arcade, located at 720 Williamson St.

My research shows that Alcohol Outlet Density in District 6 is approximately 1 outlet per 150 residents, far exceeding city, state and national averages. For more information on why saturation/Alcohol Outlet Density is a problem see my attached letter sent to the Marquette Neighborhood Association.

The I/O project at 150 capacity is far larger than any other existing bar or tavern in District. The closest bar would be the Crystal Corner, Ideal or Wisco - all of which have a capacity of 99.

Also it is alarming that the bar is proposing to have two days a month where alcohol will be served and unaccompanied minors will be able to be present.

Please do not approve the I/O Arcade project in this neighborhood. Large new bars like this should not be rushed through the permitting process, especially when there are already so many other bars nearby.

Sincerely,

Dan Nordstrom, MSSW, CAPSW

--

Dan Nordstrom, MSSW, CAPSW
www.addictionmadison.com

March 12, 2018

To the Marquette Neighborhood Association Board of Directors,

I'm a parent of two school-age children and have lived in the Marquette-Williamson neighborhood in Madison, Wisconsin, since 2007. I received a Master of Science degree in Social Work from the University of Wisconsin-Madison, with a concentration in healthcare policy and administration. My professional background is in disability policy, corrections, healthcare, higher education and mental health counseling with an emphasis on addictions and behavioral health. In addition to working as a volunteer facilitator with SMART Recovery of Madison at the Wil-Mar Neighborhood Center, I have worked at both the Dane County Jail as a Mental Health Professional and as a Social Worker at Oakhill Correctional Institution, as well as an addiction counselor in private practice. My goal in this letter is to provide the Marquette Neighborhood Association with current, useful and understandable information about alcohol use and why I believe the sale and use of alcohol should be well regulated in terms of whether or not to expand seating or hours at existing outlets (ie. Gib's, Working Draft, State Line Distillery, Bos Meadery) or support new licenses (ie. I/O Arcade Bar).

Overview of the Problem

Our City and State's approach to alcohol consumption is problematic and alarming. Wisconsin citizens have higher rates of excessive drinking as well as risk factors and outcomes affecting individuals, families and communities throughout the state. A 2016 report found that Madison residents have the 4th highest percentage of residents who report drinking heavily or engaging in binge drinking.¹ Nationwide, Wisconsin is 2nd place in residents who engage in chronic and heavy drinking.^{2 3} Heavy and binge drinking is associated with a wide number of health, safety, economic and social impacts. While chronic alcohol abuse gets more attention by the public, it is estimated that 90% of people who drink excessively do not meet the definition of meeting the diagnostic criteria for having a severe alcohol use disorder.⁴

Excessive and chronic drinking contributes to a national epidemic of alcohol abuse, including causing 88,000 alcohol related fatalities per year and high rates of alcohol dependence. Alcohol use is the 4th highest cause of preventable death.⁵ Alcohol is involved in one quarter of suicides,⁶ as well as deaths, illnesses and injuries from fires, drowning, sexual assaults and other violence, alcohol poisoning, fetal alcohol syndrome, miscarriage, risky sexual behaviors, high blood pressure, heart disease, stroke, liver disease, digestive problems, cancer (breast, mouth, throat, esophagus, liver, and colon), depression,

¹ Elbow, Stephen. (2016) "Wisconsin takes 12 spots in top 20 for drunkest cities; Madison comes in at No. 4." Wisconsin State Journal website, May 19, 2016. http://host.madison.com/ct/news/local/city-life/wisconsin-takes-spots-in-top-for-drunkest-cities-madison-comes/article_7452c79c-c500-5cd3-8b4f-1a8ffb019149.html

² America's 2016 Health Rankings. United Health Foundation website. Retrieved from the web on December 20, 2017 at <https://www.americashealthrankings.org/>

³ Wisconsin Epidemiological Profile on Alcohol and Other Drug Use (2014). State of Wisconsin Department of Health Services Division of Mental Health and Substance Abuse Services, Office of Health Informatics, Division of (cont.) Public Health and the the University of Wisconsin Population Health Institute. Retrieved from the web on December 20, 2017 at <https://www.dhs.wisconsin.gov/publications/p4/p45718-14.pdf>

⁴ Esser MB, Hedden SL, Kanny D, Brewer RD, Gfroerer JC, Naimi TS. (2014) Prevalence of alcohol dependence among US adult drinkers, 2009–2011. *Prev Chronic Dis.* 2014;11:140329. Retrieved from the web on March 7, 2018 at <http://dx.doi.org/10.5888/pcd11.140329>

⁵ Health Impacts of Alcohol Use. (2017) National Institute on Alcohol Abuse and Alcoholism. Retrieved from the web on December 20, 2017 at <https://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/alcohol-facts-and-statistics>

⁶ Rabin, Roni Caryn (2009) Alcohol a Common Factor in Suicides. New York Times. Retrieved from the web on December 20, 2017 at <http://www.nytimes.com/2009/06/19/health/19suicide.html>

anxiety, learning and memory problems, and dementia.⁷ Dementia is found to be twice as high among those diagnosed with alcohol use disorder.⁸ Emergency room visits due to heavy drinking are also on the rise. A recent article in the New York Times found that alcohol related ER visits have increased 50% since 2000, as well as finding that cirrhosis of the liver cases in the U.S. have increased after having decreased for decades.⁹ Falls are an additional serious problem, mostly affecting citizens over the age of 65.¹⁰

Injuries from motor vehicle accidents and violence can be largely attributed to alcohol use, representing approximately one-third of all traffic fatalities involving automobiles, motorcycles and pedestrians.¹¹ Children and the elderly pedestrians are especially at risk of injury or death due to drunk drivers. Half of all pedestrians killed by cars were killed when either the pedestrian or driver had been drinking. One in every five children under age 15 killed in traffic accidents were pedestrians. People 65 or older were 19% of all pedestrians killed in traffic accidents in 2015.¹² Wisconsin has higher arrest rates than the nation overall for operating a motor vehicle while intoxicated and more than three times the national rate of arrests for other liquor law violations. Wisconsin's citizens also have the highest rate of self-reported drinking and driving in the country.¹³ Nationally, "There are more alcohol-impaired driving deaths per year than deaths attributable to certain cancers, HIV/AIDS, and drownings."¹⁴

A meta-study found, "Neighborhoods where bars, restaurants and liquor and other stores that sell alcohol are close together suffer more frequent incidences of violence and other alcohol-related problems."¹⁵ Another study from Atlanta showed, "Approximately 2 in 5 violent deaths and 1 in 4 emergency department visits for violence-related injuries are due to excessive alcohol use."^{16 17} Alcohol is also the most frequently used substance involved in sexual assault, and is found to be used by the survivor, the perpetrator or both in half of all reported cases of sexual assault.¹⁸

Studies have also found an economic burden on states, counties and cities as public safety, human services, legal and medical resources are impacted. A report issued by the Wisconsin Population Health Institute in 2013 found that the cost of alcohol policies in Wisconsin cost taxpayers approximately \$6.8

⁷ Fact Sheets - Alcohol Use and Your Health (2016) Centers for Disease Control. Retrieved on December 20, 2017 at <https://www.cdc.gov/alcohol/fact-sheets/alcohol-use.htm>

⁸ Schwarzinger, et al. (2018) Contribution of alcohol use disorders to the burden of dementia in France 2008–13: a nationwide retrospective cohort study. The Lancet. Retrieved from the web on Feb. 24, 2018 at <http://cdn.cnn.com/cnn/2018/images/02/20/dementiaalcohol.pdf>

⁹ Glasser, Gabrielle. (2017) "America, Can we Talk About Your Drinking?" New York Times. Retrieved on December 31, 2017 at <https://www.nytimes.com/2017/12/29/opinion/sunday/alcohol-binge-drinking.html>

¹⁰ Coutu, Peter (2017). Losing their footing: More Wisconsin seniors are drinking, falling and dying. Cap Times retrieved from the web on March 7, 2017 at http://host.madison.com/ct/news/local/health-med-fit/losing-their-footing-more-wisconsin-seniors-are-drinking-falling-and/article_35c6584e-8c2e-11e7-9f44-9f4244b5c44a.html

¹¹ Drunk driving crashes, fatalities and injuries (2015). State of Wisconsin, Department of Transportation. Retrieved from the web on December 20, 2017 at <http://wisconsin.gov/Pages/safety/education/drunk-driv/ddcrash.aspx>

¹² Pedestrian Safety. (2015) Centers for Disease Control. Retrieved from the CDC Website on March 4, 2018 at https://www.cdc.gov/motorvehiclesafety/pedestrian_safety/index.html

¹³ Wisconsin Epidemiological Profile on Alcohol and Other Drug Use (2014). State of Wisconsin Department of Health Services Division of Mental Health and Substance Abuse Services, Office of Health Informatics, Division of Public Health and the the University of Wisconsin Population Health Institute. Retrieved from the web on December 20, 2017 at <https://www.dhs.wisconsin.gov/publications/p4/p45718-14.pdf>

¹⁴ National Academy of Sciences, Engineering and Medicine (2018). Key Facts and Recommendations: Getting to Zero Alcohol-Impaired Driving Fatalities. Retrieved from the web on Jan. 30, 2018 at <https://www.nap.edu/resource/24951/011718AlcoholImpairedDrivingfacts.pdf>

¹⁵ Stewart, Kathryn. (2008). How Alcohol Outlets Affect Neighborhood Violence. Pacific Institute for Research and Evaluation, Prevention Research Center, UC-Berkeley. Retrieved from the web on December 20, 2017 at <http://resources.prev.org/documents/AlcoholViolenceGruenewald.pdf>

¹⁶ Brewer, Robert (MD) (2015) Reducing Alcohol Outlet Density Can Reduce Violent Crime (2015).

Centers for Disease Control and Prevention National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health, Excessive Alcohol Use Prevention Team. Retrieved from the web on December 20, 2017 at <http://blogs.cdc.gov/pcd/2015/05/28/reducing-alcohol-outlet-density-can-reduce-violent-crime/>

¹⁷ Zhang X, Hatcher B, Clarkson L, et al. (2015) Changes in density of on-premises alcohol outlets and impact on violent crime, Atlanta, Georgia, 1997-2007. Retrieved from the web on December 20, 2017 at <http://www.preventviolence.info/EvidenceBase?ID=1039>

¹⁸ University of Michigan Sexual Assault Prevention and Awareness Center. Retrieved from the web on December 31, 2017. <https://sapac.umich.edu/article/50>

billion.¹⁹ Nationally, a report released in 2016 by the US Surgeon General found that social costs of alcohol misuse to be \$249 billion.²⁰ As a comparison, the opioid epidemic causes \$78.5 billion in social costs per year to the country.²¹ These costs include the financial impact that communities, states and society in general bear including missed days at work, health and law enforcement costs and deaths. Homelessness is also exacerbated by alcohol use.²²

The economic health of cities and neighborhoods are adversely affected by higher alcohol outlet density because bars and restaurants crowd out other types of businesses. While bars and restaurants do employ many people in our economy, workers are often not paid as well as in other types of businesses.²³

Community development is also be diminished as nonprofits, grocery stores, affordable housing and other needed public offerings as landlords are able to ask for higher rents from restaurants and bars. The city of Madison is currently studying the impact of alcohol outlets on surrounding businesses.²⁴

Evidence Based Recommendations

According to the Wisconsin Alcohol Policy Project, the state's higher drinking rates and negative outcomes are not due to Wisconsin's culture, but rather, are affected by a strong business lobby that opposes limiting the availability of alcohol or by increasing its costs. Wisconsin's problem is caused by the, "4 A's:" of Availability, Attractiveness, Affordability, and Acceptance."²⁵

Numerous organizations (see list below) agree that limiting the use of alcohol and its associated impacts by reducing alcohol outlet density and reducing the attractiveness of drinking are two of the best ways for communities to address the issue, although cities and states should also play a role in looking into increasing the price of alcohol and through the limiting of advertising.

Alcohol availability can be measured by comparing Alcohol Outlet Density by population. Alcohol outlets include all, "gas stations, bars, liquor stores, tasting rooms and restaurants."²⁶ Dane county has a rate of 1 alcohol outlet for every 440 residents. While this rate is lower than the state average of one outlet per 330 residents, it is higher than the national average of one outlet per 1,400 residents.²⁷ In Aldermanic District 6 I found there to be one outlet per approximately 150 residents per outlet (approximately 90 outlets

¹⁹ Herzog, Karen (2013) Wisconsin binge drinking exacts \$6.8 billion toll, new report says. Wisconsin State Journal Website. Retrieved on December 20, 2017 at <http://archive.jsonline.com/news/health/wisconsin-binge-drinking-exacts-68-billion-toll-new-report-says-4194g4u-197362241.html>

²⁰ Surgeon General Issues Landmark Report on Alcohol, Drugs, and Health (2016). Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services. Retrieved from the web on December 20, 2017 at <https://newsletter.samhsa.gov/2016/11/29/surgeon-general-report-on-alcohol-drugs-health/>

²¹ Costs of US prescription opioid epidemic estimated at \$78. 5 billion (2016). Science Daily website. Retrieved from the web on December 20, 2017. <https://www.sciencedaily.com/releases/2016/09/160914105756.htm>

²² Substance Abuse and Mental Health Services Administration. Homelessness and Housing. Retrieved from the web on December 31, 2017. <https://www.samhsa.gov/homelessness-housing>

²³ Thompson, Derek. (2017) Restaurants Are the New Factories. The Atlantic. Retrieved from the web on February 19, 2018 at <https://www.theatlantic.com/business/archive/2017/08/restaurant-jobs-boom/536244/>

²⁴ Shelver, Matthew. (2016). Eating, drinking establishments crowding out retail on State Street, mayor tells committee. Badger Herald. Retrieved from the web on February 19, 2018 at <https://badgerherald.com/news/2016/03/16/eating-drinking-establishments-crowding-out-retail-on-state-street-mayor-tells-committee/>

²⁵ Druke, Galen.(2014) "Wisconsin's Drinking Problem Doesn't Stem From Cultural Heritage, Expert Says" Wisconsin Public Radio website. Retrieved on December 20, 2017 at <http://www.wpr.org/wisconsins-drinking-problem-doesnt-stem-cultural-heritage-expert-says>

²⁶ Alcohol License Overview for Dane County (2012) State of Wisconsin Department of Health Services, Division of Mental Health and Substance Abuse Services, Bureau of Prevention Treatment and Recovery and the University of Wisconsin Law School, the Resource Center on Impaired Driving, and the Wisconsin Alcohol Policy Project. Retrieved on December 20, 2017 at <https://www.dhs.wisconsin.gov/publications/p0/p00778-dane.pdf>

²⁷ Alcohol, Culture and Environment Workgroup Recommendations (2010) Wisconsin State Council on Alcohol and Other Drug Abuse, Prevention Committee, Alcohol, Culture and Environment Workgroup. Retrieved on December 20, 2017 at https://media.law.wisc.edu/s/c_903/9n2zm/changing_wisconsins_alcohol_environment.pdf

for 13,500 residents).²⁸ A Google Map of all the alcohol outlets in Aldermanic District 6 is available on my personal website.²⁹

Madison imposed a moratorium on new taverns in the downtown area from 2007-2014, but failed to include restaurants in the ordinance.³⁰ A proposal in Madison that is currently being considered would restrict alcohol sales at all types of alcohol outlets in the downtown area.³¹

The Marquette Neighborhood Association should oppose new alcohol licenses in District 6 in addition to supporting the Mayor's proposal for a moratorium on new alcohol outlet licenses in neighborhoods in excess of 1 per 400 residents in each aldermanic district. Alcohol and outdoor seating should be limited in locations adjacent to places where children are present including schools, parks, churches, community centers and other public places.

Thank you for reading this letter and please let me know if you have any questions about the information and recommendations that I am presenting.

Sincerely,



Dan Nordstrom, MSSW, CAPSW
Madison, WI 53703
dan@addictionmadison.com

CC: Marsha Rummel, District 6 Alder

²⁸ City of Madison list of Alcohol License recipients in District 6. Population data is an estimate based on 2010 census data. Information gathered by the author of this paper. Retrieved from the web on December 20, 2017 at <http://www.cityofmadison.com/>

²⁹ Map of alcohol outlets in Madison's 6th Aldermanic Ward. Data compiled from the City of Madison website at <http://www.cityofmadison.com/> Map created by the author of this paper. Retrieved from the web on Feb. 5, 2018 at <http://www.addictionmadison.com/blog/current-alcohol-outlet-licenses-in-madisons-6th-aldermanic-district>

³⁰ Kliese, Jennifer. (2014) Madison adopts new alcohol licensing policy. WKOW Television News website. Retrieved from the web on December 20, 2017 at <http://www.wkow.com/story/25203762/2014/04/Wednesday/madison-adopts-new-alcohol-licensing-policy>

³¹ Rickert, Chris. (2017) Soglin to propose moratorium on new liquor licenses for Downtown restaurants. Madison.com. Retrieved from the web on February 19, 2018 at http://host.madison.com/wsj/news/local/govt-and-politics/soglin-to-propose-moratorium-on-new-liquor-licenses-for-downtown/article_83488d0d-03b8-5ff1-b5db-5ead011fc5ae.html

Organizations that support limiting Alcohol Outlet Density

Academic Research Centers

- University of Wisconsin School of Medicine and Public Health - Population Health Institute ³² “What Works for Health: Policies and Programs to Improve Wisconsin’s Health”
<http://whatworksforhealth.wisc.edu/program.php?t1=21&t2=13&t3=38&id=74>
- University of Wisconsin Law School Wisconsin Alcohol Policy Project ³³
- Temple University Center for Public Health Law Research ³⁴
- Johns Hopkins Bloomberg School of Public Health, Center on Alcohol Marketing and Youth (CAMY) & Community Anti-Drug Coalitions of America (CADCA) “Regulating Alcohol Outlet Density: An Action Guide”
http://www.camy.org/_docs/research-to-practice/place/alcohol-outlet-density/outlet-density-strategizer-nov-2011.pdf

Professional Associations

- American College of Preventive Medicine ³⁵
- Association for Prevention Teaching and Research ³⁶
- American Society of Clinical Oncology ³⁷
- National Academy of Sciences Institute of Medicine; Board on Population Health and Public Health Practice; Committee on Public Health Strategies to Improve Health ³⁸
- National Academies of Sciences, Engineering, and Medicine ³⁹

Government

- State of Wisconsin Department of Health Services, Division of Mental Health and Substance Abuse Services, Bureau of Prevention Treatment and Recovery (<https://www.dhs.wisconsin.gov/aoda/sitemap.htm>)
- Wisconsin State Council on Alcohol and Other Drug Abuse (<https://scaoda.wisconsin.gov/>)
- State of Wisconsin Department of Health Services, Division of Public Health (<https://www.dhs.wisconsin.gov/dph/index.htm>)
- World Health Organization ⁴⁰
- Wisconsin State Council on Alcohol and Other Drug Abuse, Prevention Committee: Alcohol, Culture and Environment Workgroup Recommendations
https://media.law.wisc.edu/s/c_903/9n2zm/changing_wisconsins_alcohol_environment.pdf
- The Centers for Disease Control (CDC) Community Preventive Task Force Recommendations and Guide for Measuring Alcohol Outlet Density <http://www.thecommunityguide.org/alcohol/index.html> and <https://www.cdc.gov/alcohol/pdfs/CDC-Guide-for-Measuring-Alcohol-Outlet-Density.pdf>

³² Wisconsin Dept. of Health Services (2014) “Wisconsin Epidemiological Profile on Alcohol and Other Drug Use” retrieved from the web on March 7, 2018 at <https://www.dhs.wisconsin.gov/publications/p4/p45718-14.pdf>

³³ Wisconsin Dept. of Health Services (2012) “Alcohol License Overview for Dane County” retrieved from the web on March 7, 2018 at <https://www.dhs.wisconsin.gov/publications/p0/p00778-dane.pdf>

³⁴ Temple University Center for Public Health Law Research (2012) “The Effect Of Laws Reducing Alcohol Outlet Density On Alcohol Related Harms” retrieved from the web on March 7, 2018 at <http://publichealthlawresearch.org/product/effect-laws-reducing-alcohol-outlet-density-alcohol-related-harms>

³⁵ Campbell, CA, et. al. The effectiveness of limiting alcohol outlet density as a means of reducing excessive alcohol consumption and alcohol-related harms (2009) Published by the American Journal of Preventive Medicine and retrieved from the web on March 7, 2018 at <https://www.ncbi.nlm.nih.gov/pubmed/19944925>

³⁶ Romney, Martha. (2014) Public Health Learning Module 6 - Substance Use: Addressing Addiction and Emerging Issues. The Assoc. For Prevention Teaching and Research. Retrieved from the web on March 7, 2018 at http://www.aptrweb.org/?PHLM_06

³⁷ LoConte, Noelle. (2018) Alcohol and Cancer: A Statement of the American Society of Clinical Oncology retrieved from the web on March 7, 2018 at <http://ascopubs.org/doi/full/10.1200/JCO.2017.76.1155>

³⁸ For the Public’s Health: Revitalizing Law and Policy to Meet New Challenges (2011)
<https://www.nap.edu/catalog/13093/for-the-publics-health-revitalizing-law-and-policy-to-meet>

³⁹ Getting to Zero Alcohol-Impaired Driving Fatalities: A Comprehensive Approach to a Persistent Problem
<http://www.nationalacademies.org/hmd/reports/2018/getting-to-zero-alcohol-impaired-driving-fatalities.aspx>

⁴⁰ Preventing violence by reducing the availability and harmful use of alcohol (2009) <http://apps.who.int/iris/handle/10665/44173>