

APD PARTY PATROL Final Narrative Report 2009

Introduction

The Albuquerque Police Department's Party Patrol Units uses a multi-pronged approach to combat underage drinking. The unit not only enforces underage drinking laws but also provides education about the dangers of underage drinking and helps prevent the availability of alcohol to minors in several ways. The following is a recap of the efforts targeting underage drinking in 2009.

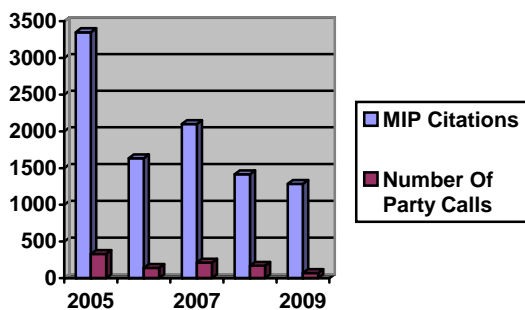
Underage Drinking Enforcement

During the course of the year it was recognized that there was a decrease in the amount of MIP citations Party Patrol Teams were issuing. In the past year we saw a 33% decrease from the previous year (2008). In order to save monies and extend our grants, it was determined that we could cut the number of enforcement teams we had working on the weekends from three to two and still accomplish our goals.

APD Party Patrol Unit was able to accomplish our goal of providing enforcement needed on weekend along with expanding enforcement in various ways.

1. The first method was to expand enforcement during the summer months (Wednesday and Thursday nights). These nights seemed to be just as productive as weekend nights and several minors remarked that they had a weekday parties under the impression that party patrol did not work weekdays. In the future when funding allows we will continue these weekday operations
2. The second way we increased enforcement efforts was to expand the venues where enforcement takes place. Enforcement took place at several different major events throughout the city. Isotope Games, Albuquerque Journal Pavilion in conjunction with State SID and for the first time ever Lobo tailgate parties, which took place prior to Lobo Football games at University Stadium.

Comparison of Misdemeanor MIP Citations issued in the Past five years. In the past year we saw a decrease of citations issued by 9%. This decrease was followed by the 33% decrease seen in 2008.

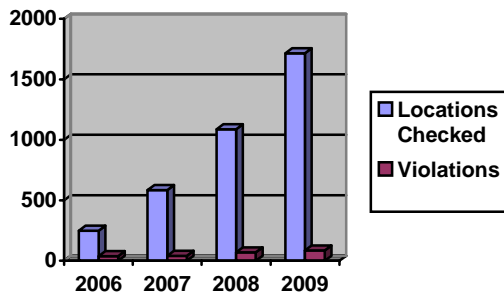


Compliance Checks

During the course of the year APD Party Patrol set a benchmark of a compliance rate of 90%.

During the course of the year APD Party Patrol conducted several major and small operations at various times and days of the week that lead to a record number of locations to be checked. Of the 1715 locations checked only 86 sold alcohol to our minor's, which resulted in a 95% compliance rate. This is the best year ever since we started doing compliance checks four years ago.

Compliance Checks from 2006, 2007, 2008 and 2009

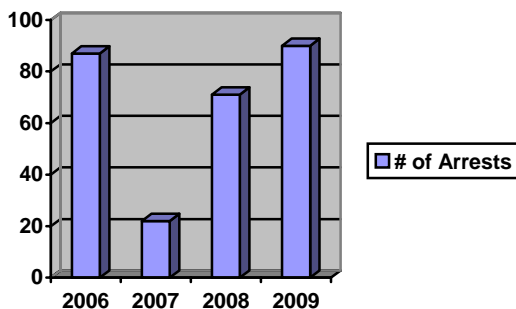


Shoulder taps

During the course of the year APD Party Patrol continued to target third party sales of alcohol to minors.

During the course of the year APD Party Patrol conducted several Shoulder Tap operations. These operations took place at several different establishments throughout the city. The end result was 3,486 individuals were contacted of which 90 agreed and did purchase alcohol for the minor. This resulted in felony arrests and a rate of compliance of about 97.50%. This is one area that increased enforcement efforts over the past several years, has improved compliance and each operation seems to yield a reduction in arrests.

Shoulder Tap Arrests from 2006, 2007, 2008 and 2009



Although we have seen an increase in arrest we have taken into account the increase in these types of activities. It is also unfortunate that data was not collected in the past on the number of subjects contacted.

Prevention/Education

During the course of the year APD Party Patrol along with the advisory board used a comprehensive media advertisement campaign that focused on educating minors and adults of the consequences associated with underage drinking.

During the Lobo Football games a joint effort with University Of New Mexico officials allowed for Party Patrol to send e-mails to UNM students warning them of upcoming enforcement at Lobo tailgate parties. These preventive measures lead to a great deal of success as very few problems we experienced during the tailgates. During the beginning of tailgate events we also had volunteers from our advisory board volunteer to hand out fliers to guests as they arrived at the Stadium. This partnership with the community, without a doubt also helped lead to our great success at these games.

School Presentations

One of the ongoing components of the Party Patrol program has to do with prevention and education. APD Party Patrol sends officers into both public and private local high schools to educate kids about underage drinking. The presentation is about 50 minutes long and during the course of the year the APD Party Patrol has made presentations to over 4,500 students in the metropolitan area.

Parents Academy

APD Party Patrol also realized through citizen contact that parents struggle to find information on several issues that they encounter with raising teenage kids in today's society. For this reason an educational presentation was created which covers the topics of alcohol/drug abuse, school violence, gangs, teenage depression and suicide. The program continues to grow and several presentations were given through the year at various schools in the Albuquerque area.

Merchant Training

APD Party Patrol also begun to provide training to local liquor establishments to help their employees see the importance of obeying state alcohol laws. APD Party Patrol took advantage of the opportunity to speak to these employees and covered not only sales to minors but also sales to intoxicated subjects and to educate the employees on the administrative portion of liquor law violations and also the potential civil liability. Tips were given on how to handle a variety of situations, which may arise during the sale of alcoholic beverages. Over twenty establishments asked for our assistance and well over 300 employees were given this presentation. Feedback was very good from business owners and employees were grateful for the information

Media and Advertising

During the course of the year monies were appropriated for the use in an advertising/media campaign. The following is a recap on how the monies were invested:

During the course of the year APD Party Patrol used the assistance of the community advisory board to generate a comprehensive summer media campaign that used several advertising methods to educate the community on the consequences associated to all aspects of underage

drinking and as a reminder to the community that APD Party patrol is working to make the community safer and remind minors of our existence. The following is a listing of the advertising that was purchased during the course of the year.

1. Clear Channel Communication radio spots.
2. Com Cast TV commercial spots.
3. City bus outside billboards.

Although Johnny Boards were not purchased this year, one of our community partners, The Partnership On Underage Drinking, was able to provide funds and purchased Johnny Boards on our behaves. Media coverage was also generated in the terms of news coverage, which covered either operations or programs offered by APD Party Patrol. The following is a list of what we will refer to as earned media via local news coverage:

Earned media during the course of the year (Small sample)

During the course of the year APD Party Patrol conducted an underage operation at which time several news stations and newspapers did stories on our successes. Listed is a sample of media we experienced through the year.

Other earned media coverage

MEDIA SOURCE	DATE	ARTICLE
Albuquerque Journal	August 2009	Party Patrol
Several TV News Stations and News Papers	Several stories throughout the year	Coverage: Ref Major Compliance Operation
News 13 and FOX 2 Casa	August 2009	Story on success of program
Daily Lobo	September 2009	Story on enforcement at Lobo Football Games
News 13 and News 4	September 2009	Story on enforcement at Lobo Football Games

Equipment and Materials

During the course of the year APD Party Patrol purchased materials to help enhance the APD Party Patrol Program.

During the course of the grant APD Party Patrol made purchases, which will assist the unit to improve our education to the community. The following is a list of the equipment and a short explanation how it is used in the program. Many of these items were handed out during large community events, which had the potential for underage drinking.

1. Program Awareness Material: Material that will serve as a preventive measure and advertise the program to the youth and adults from the community. This includes items such as water bottles, footballs, pencils, etc. all, which have the party patrols symbol placed on them.

Training

During the course of the year APD Party Patrol was required by the TSB Grant to send officers to be trained at the Underage Drinking Enforcement Training Leadership Conference. APD Party Patrol fulfilled this activity as follows.

APD Party Patrol sent 3 members of the program to the National Underage Drinking Enforcement Conference in Dallas Texas. These three members were able to bring the training they received back to the unit and pass this training on to the rest of the unit. If one point was found to be key in the conference, it was working and providing training to local liquor establishments.

Further more APD Party Patrol was also able to give additional training to adequate number of officers from our department. These officers were able to help ensure adequate staffing levels for the increased enforcement that occurred during this funding period.

Community Partnerships

APD Party Patrol continued to partner with several organizational entities from throughout the community, which included the following

- Worked with State SID and BCSO during several Compliance Checks/ Shoulder Tap operations.
- Worker with State SID during major public events at Journal Pavilion in order to enforce underage drinking laws.
- Use the assistance of civilian community stakeholders to complete a very well rounded media campaign.

During the course of the year APD Party Patrol Advisory Board conducted meeting in order to continue are partnerships with the community in the fight against underage drinking.

Funding: This will be a calculation of funds spent in 2009 although some funding actually carried over from 2008 as they were for FY2009.

- CYFD: \$20,000
- Traffic Safety Bureau (TSB): \$200,000
- City Of Albuquerque Funding: \$125,000
- Bernalillo County DWI Counsel: \$52,000
- **Total: \$397,000**

Conclusion

The Albuquerque Police Department's *Party Patrol* program continued to expand and provide one of the most efficient and effective means of addressing the problem of underage drinking in our community. Once again it proved to be equitable and accountable to the needs of all residents affected by this problem in our city. The core components continued with an emphasis

on prevention, education, enforcement and intervention. The result was a comprehensive, full-service and community based effort.

We appreciate the support of the State of New Mexico and the Traffic Safety Bureau and look forward to an on-going working relationship in future projects. Together, we are making a difference and are saving lives.