



**City of Seattle**

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**March 2008**

**Report on Mandatory Compliance  
Efforts in the  
Seattle Alcohol Impact Areas**

City of Seattle  
Department of Neighborhoods  
Seattle Police Department  
Seattle Fire Department  
Office of Policy Management

Prepared for the  
**Washington State Liquor Control Board**  
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## **Executive Summary**

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Since Alcohol Impact Areas (AIAs) have been instituted in the City of Seattle, community members have felt that the ability to control public safety issues arising from inebriation through AIAs has improved their neighborhoods. Food retail businesses have not voiced negative impacts that they originally warned about. Residents feel that AIAs with police support have made improvements in public safety issues.

The Washington State Liquor Control Board (WSLCB) passed a resolution on August 30, 2006 that supports the City of Seattle Ordinances 121487 and 121999, establishing Alcohol Impact Areas in the Central Core and in Northeast Seattle. A pre-assessment study and report on AIAs that was commissioned by the WSLCB from Dr. John Tarnai provided information about the initial phase of AIA implementation from August 2006 to May 2007.

This progress report provides an evaluation of the impact of the AIA strategy for January through December 2007, with the understanding that it is embedded within a larger universe of initiatives designed to address concerns related to Chronic Public Inebriation. Our evaluation uses available data from the Seattle Police Department (SPD) and the Seattle Fire Department (SFD), including data from SPD on-call responses for the sobering unit van (SUV) pick-ups to transport individuals to a detoxification center. Qualitative data from community litter pickups and testimonials from community members is balanced with the call data from SPD and SFD.

An analysis of the potential impacts of the AIAs on alcohol related calls for police and medic services shows mixed results. Medic calls have increased during the implementation of the AIAs while police calls have decreased. However, the decrease in police calls was found to the same degree both inside and outside the AIAs suggesting that there may be other factors responsible and/or AIAs possible impact outside their specified areas. For example, the establishment of "Housing First" residences and intensive case management services, and an overall crime decrease in Seattle are possible contributing factors. While community groups consistently report success with AIAs in reducing neighborhood impacts of public inebriation and voice strong support for AIAs, new high alcohol content products regularly emerge, circumventing the AIA banned products list and the regulatory intent of the AIA. In community litter pickups, new products accounted for nearly 32% of high-alcohol content product litter. Community members have requested that these new products be added to the AIA ban list.

The City recommends adding these new products to the ban list as an immediate and short-term response. For a longer term solution, we will analyze a formula-based definition of banned products to more effectively implement the intent of the AIA. This longer term action could reduce administrative reviews and allow more accurate evaluation of the impact of the AIA.

## Background

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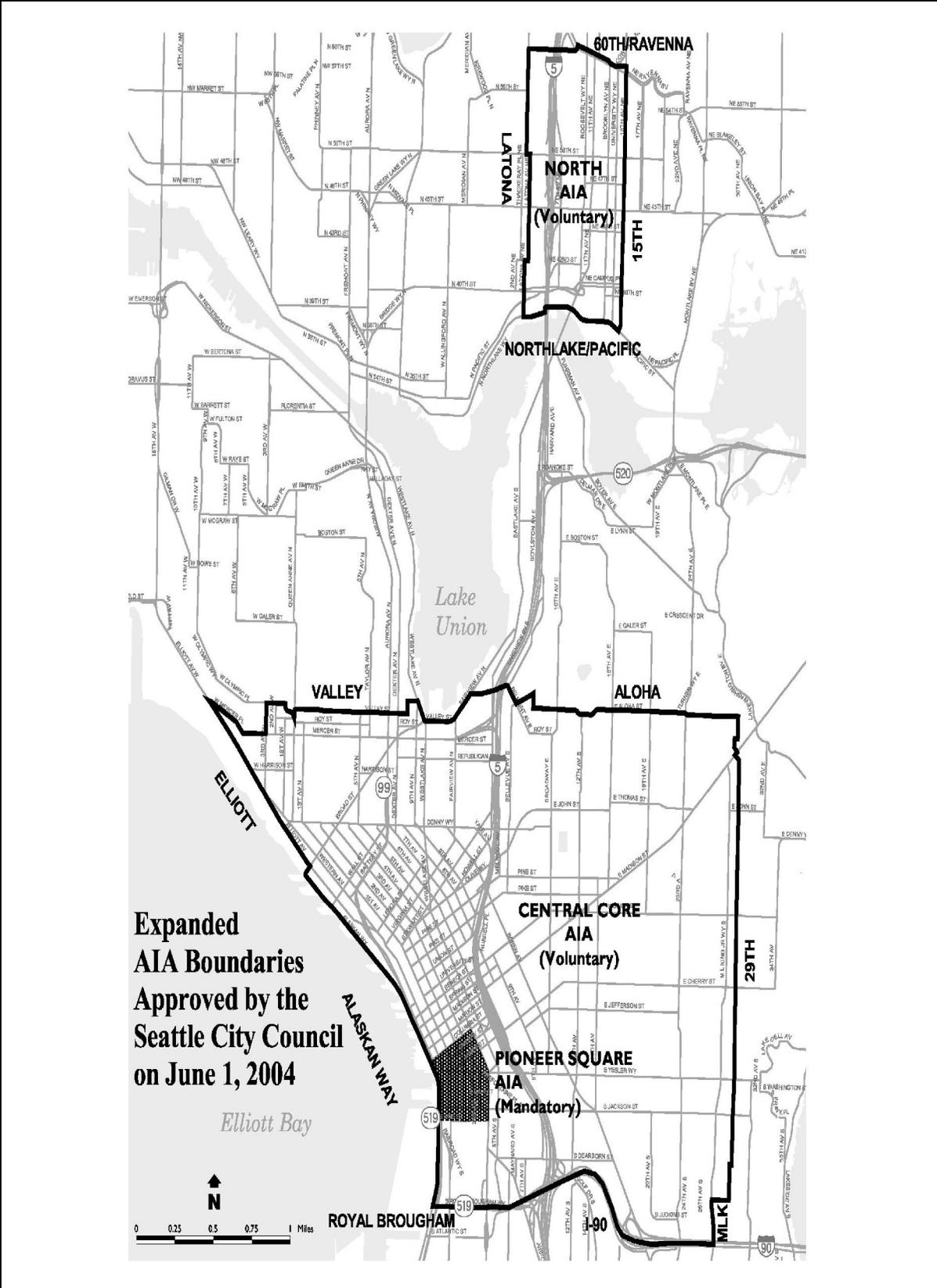
The Alcohol Impact Area Rules, Washington Administrative Code (WAC 314-12-210 and WAC 314-12-215) establish a framework under which the Washington State Liquor Control Board (WSLCB), in partnership with local government and community organizations, can act to mitigate the negative impacts on a community that result from the presence of public inebriation. Under the Rules, chronic public inebriation exists when the effects of the public consumption of alcohol and/or public intoxication occur in concentrations that endanger the welfare, health, peace, or safety of a community. The AIA is a policy and enforcement tool available to improve public safety, public health, and overall community well-being.

Per WSLCB Rules, a local jurisdiction must attempt to secure voluntary compliance on the part of off premises liquor licensees within the AIA with a request to limit the sale of relevant alcohol products. If the voluntary compliance effort is deemed unsuccessful, then the city may request that the WSLCB impose mandatory restrictions on off-premises liquor licensees within an AIA.

City Ordinance 120067 approved the voluntary program for the Pioneer Square neighborhood in August, 2000. Two years later via Ordinance 120878, the City Council found that “chronic public inebriation and illegal activity associated with alcohol sales and consumption within the Pioneer Square Alcohol Impact Area...continue to contribute to the deterioration of the general quality of life within the area and threatens the welfare, health, peace and safety of the area's visitors and occupants.” In doing so, the Council requested the WSLCB to establish the Pioneer Square mandatory AIA. The WSLCB agreed to establish the AIA effective September 15, 2003

In June, 2004, City Council enacted Ordinance 121487, creating voluntary AIAs for the central core, which expanded coverage beyond Pioneer Square, and for the city's north area in the University District. In December, 2005, Ordinance 121999 was enacted, finding that the required conditions persisted in these neighborhoods and requesting the WSLCB to designate these areas as mandatory AIAs. The WSLCB approved the City's request and established November 1, 2006 as the effective date.

The City of Seattle 2004 map on the following page indicates the original AIA labeled “mandatory” and the expanded two additional AIAs that were subsequently established in 2004 (labeled “voluntary” ). These expanded AIAs were made mandatory in November 2006.



These areas have the following boundaries:

The Central Core Area (5.71 square miles):

The Central Core Alcohol Impact Area is that area circumscribed by the intersection of the following boundaries, including in all instances both sides of each boundary street. This area includes Belltown, Capitol Hill, Lower Queen Anne, Chinatown-International District, First Hill, Central Area, and South Lake Union. The Pioneer Square AIA is also located in the Central Core Area.

West Boundary: Elliot Avenue to Broad Street to Alaskan Way/Alaskan Way South

South Boundary: South Royal Brougham Way to I-90 to Martin Luther King Way Jr. to South Norman Street to 29<sup>th</sup> Avenue South.

East Boundary: 29<sup>th</sup> Avenue South to South Dearborn Street to 29<sup>th</sup> Avenue East to East Madison Street to 29<sup>th</sup> Avenue East to West Roy Street to 29<sup>th</sup> Avenue East.

North Boundary: East Aloha Street to Boylston Avenue East to Bellevue Place East to Belmont Avenue East to Lakeview Boulevard East, crossing over Eastlake Avenue East right-of-way and Fred Hutchinson campus to Ward Street, to Fairview Avenue North to Valley Street/Westlake Avenue North to Aloha Street to 8<sup>th</sup> Avenue North to Valley Street to Queen Anne Avenue North to West Queen Anne Driveway to West Olympic Place to 3<sup>rd</sup> Avenue West to West Mercer Street to West Mercer Place.

North Core (.78 square miles)

The North Core Alcohol Impact Area is that area circumscribed by the intersection of the following boundaries, including in all instances both sides of each boundary street. This area consists of the University District.

West Boundary: Latona Avenue NE (connecting via NE 42<sup>nd</sup> Street and NE 50<sup>th</sup> Street along the way)

South Boundary: NE Pacific Street to NE Northlake Way

East Boundary: 15<sup>th</sup> Avenue NE

North Boundary: NE 60<sup>th</sup> Street (on both sides of I-5 (should this be I-5?) and across the I-5 right-of way) to NE Ravenna Boulevard.

The AIA designation banned the sale of the following 29 brands of high alcohol content, low-priced beer and wine products by liquor retailers located inside the designated Alcohol Impact Area:

Beer and Malt Products – 23	Wine Products - 6
Bull Ice Busch Ice Colt 45 Ice Colt 45 Malt Liquor Hurricane Ice Malt Liquor Keystone Ice Lucky Ice Ale Premium Mickey's Iced Brewed Ale Mickey's Malt Liquor Miller High Life Ice Milwaukee Best Ice Milwaukee Best Premium Ice Beer Natural Ice Old Milwaukee Ice Olde English 800 Olympia Ice Pabst Ice Rainier Ale Red Bull Malt Liquor Red Dog * Schmidt's Ice Special 800 Reserve St. Ide's Liquor and Special Brews Steel Reserve 211 High Gravity	Cisco Gino's Premium Blend MD 20/20 Night Train Express Richard's Wild Irish Rose Thunderbird

\* This product was not listed in Ordinance 121999 and was added by 8/30/06 Resolution

# Community Based Evidence Summary

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## Community Perception and Litter Pickups

The attached pictures, spread sheets, public testimonies and articles present some evidence of alcohol-related litter that was collected and AIA impact feedback provided by community members. This does not represent all of the outcomes from this type of data collection activity within the community, but is a sample of what is being collected on a regular basis. The Colman Neighborhood Association and the Chinatown - International District Business Improvement Area are key community-based groups which have been instrumental in working with their respective neighborhoods and the City to track the effectiveness of the AIA. These community data help track whether mandatory AIA rules reduce the number of alcohol-related incidents and the number of littered bottles and cans in their neighborhoods. The community data report that AIA has had a positive impact in both designated areas. These organizations, along with other community members, have expressed concerns about the availability of high alcohol content beers in neighboring communities and the ease with which CPs are able to go outside the AIAs to get these products. The North Beacon Hill Neighborhood, not in the AIA, has included a report that indicates a push of banned products into the North Beacon Hill area.

The following community organizations have expressed support for the AIA: University BIA, the University Chamber of Commerce, First Hill BIA, Capitol Hill Chamber of Commerce, the Broadway BIA, the Colman Neighborhood Association, the Madison Capitol Hill residents, [Is this really the name of a “community organization” in which case Residents should be capitalized or is this just letting them know that people who live in the Madison-Capitol Hill neighborhood expressed support?] the Downtown Seattle Association, the Downtown Metropolitan Improvement District, the Uptown Alliance, the Queen Anne Chamber of Commerce, Pioneer Square Business Association, and the Chinatown-International District BIA. Names, organizations, dates and comments from groups that strongly support the AIA are included in the appendix.

## New Product Concerns

Business and Community groups in the Alcohol Impact Area have identified the following new products as problematic:

Camo Black Ice	Joose
Evil Eye	Maximum Ice
Icehouse	Tilt
Johnny Bootlegger	Sparks

New products accounted for nearly 32% of alcohol containers in litter pickups. Several of the groups listed above and individuals from communities around Seattle have requested these new products be placed on the ban list and be removed from the shelves of retailers in the AIAs. These groups will continue to identify new product brands that contain high alcohol content.

## **Police and Fire Data and GIS**

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### Analysis of Police and Fire Alcohol Related Incidents

#### **Data Sources:**

Data on alcohol related incidents was obtained from the Seattle Police Department's Computer Aided Dispatch (CAD) system and the Seattle Fire Department.

#### **Detox Incidents (SPD):**

Incidents where the sobering unit van was called and the suspect was taken to a detoxification center. These incidents have a Miscellaneous Incident Report (MIR) code of 177.

#### **Other Liquor Violations (SPD):**

All adult liquor violations (e.g. drinking in public). These incidents have a Miscellaneous Incident Report (MIR) code of 176.

#### **On-views and 911 Calls (SPD):**

Police data for detox incidents and liquor violations may be generated from citizen calls to 911 or by police initiated on-views where the officer observes the offending behavior and initiates the contact.

#### **ETOH Medical Incidents (SFD):**

Ethyl alcohol (ETOH) incidents as reported on SFD's F20b Medical Incident Report form.

## Citywide Alcohol Related Incidents

Since the implementation of the AIA's in Seattle, the number of police related alcohol incidents has declined while the number of medic ETOH incidents has increased.

Figure 1

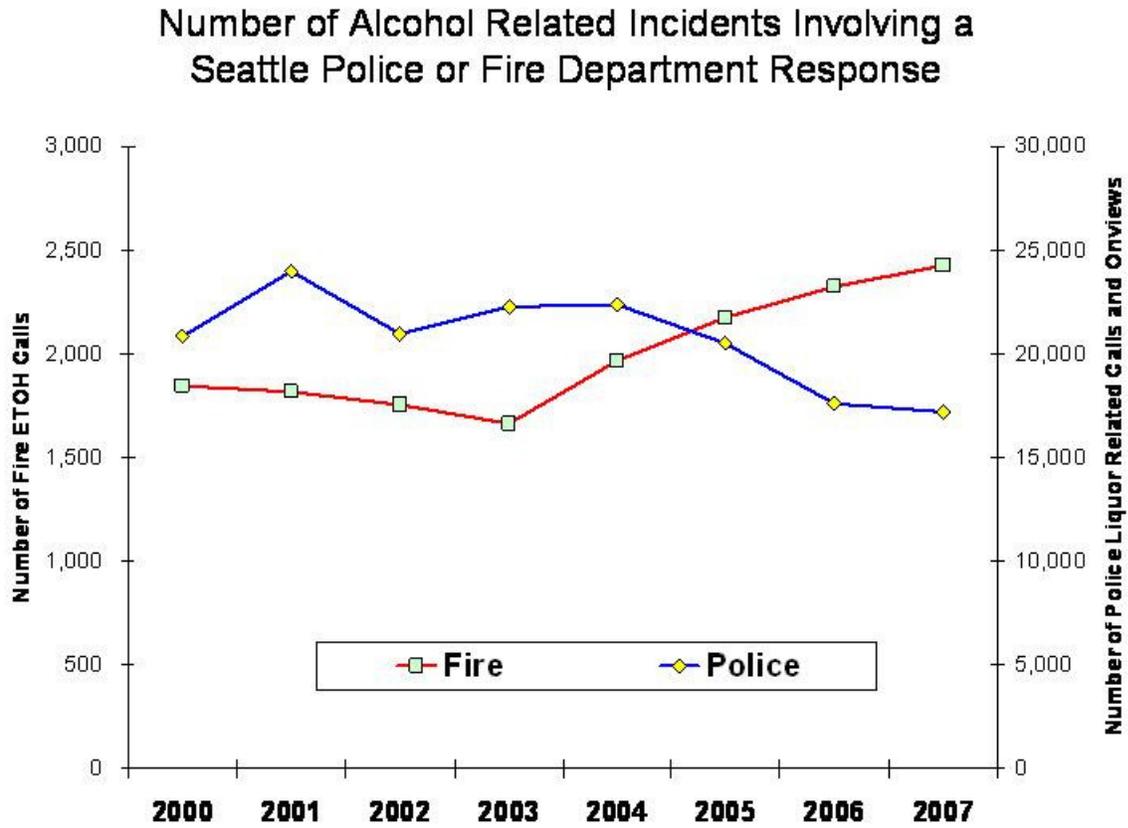


Figure 2

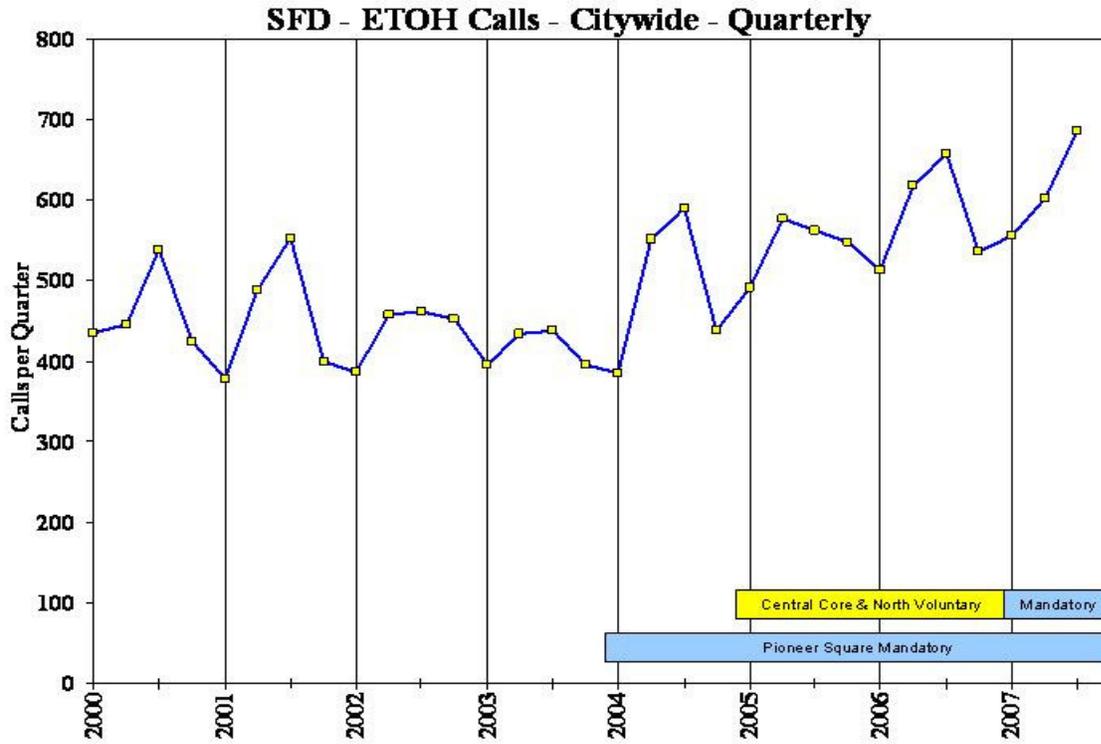
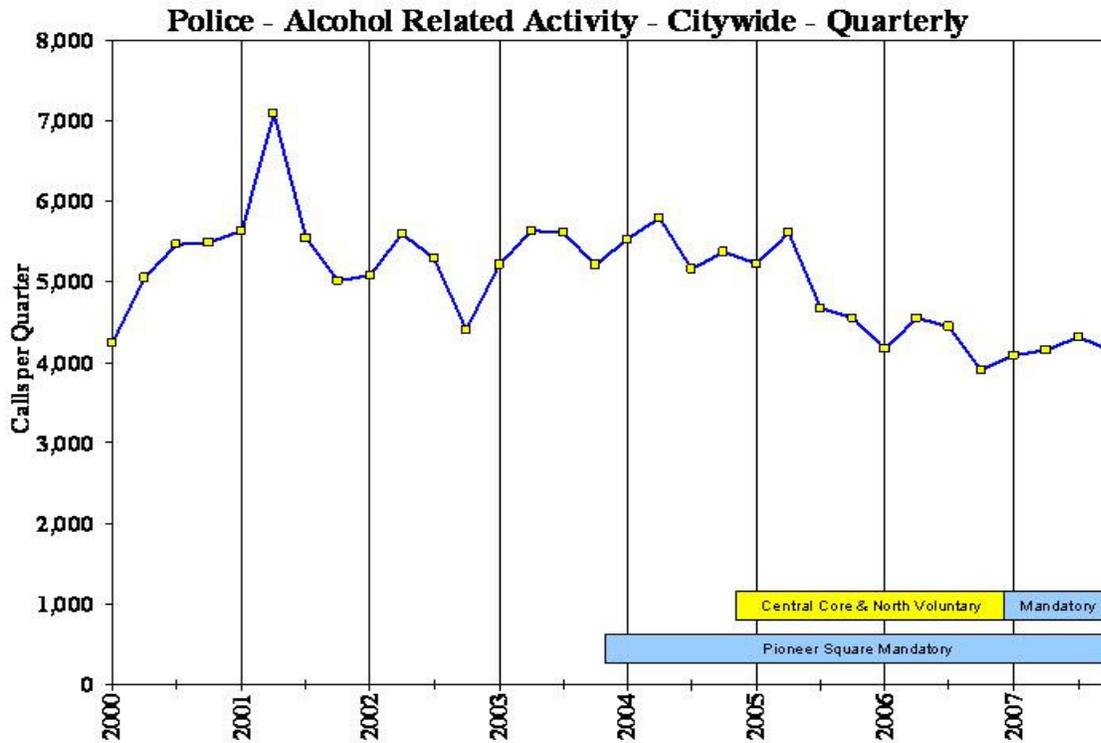


Figure 3



Alcohol Related Incidents by AIA

During the voluntary period of the Central Core AIA the number of ETOH calls fell in 2005 but that was matched by a rise in calls in the Pioneer Square AIA and North AIA and outside the AIA boundaries.

Figure 4

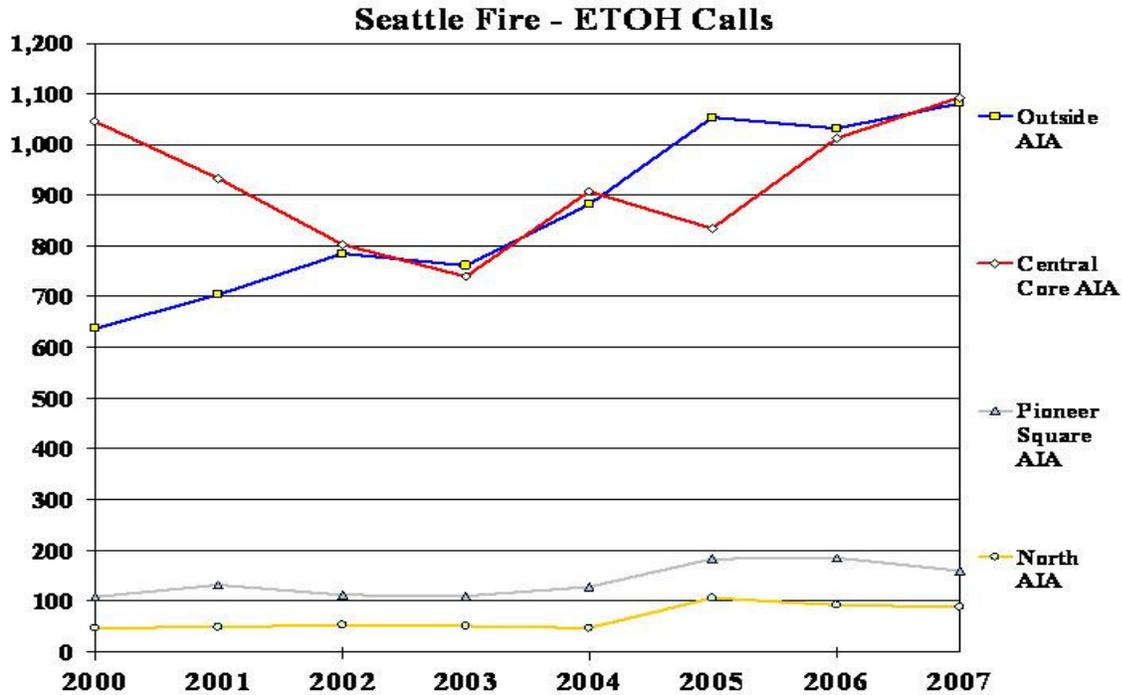
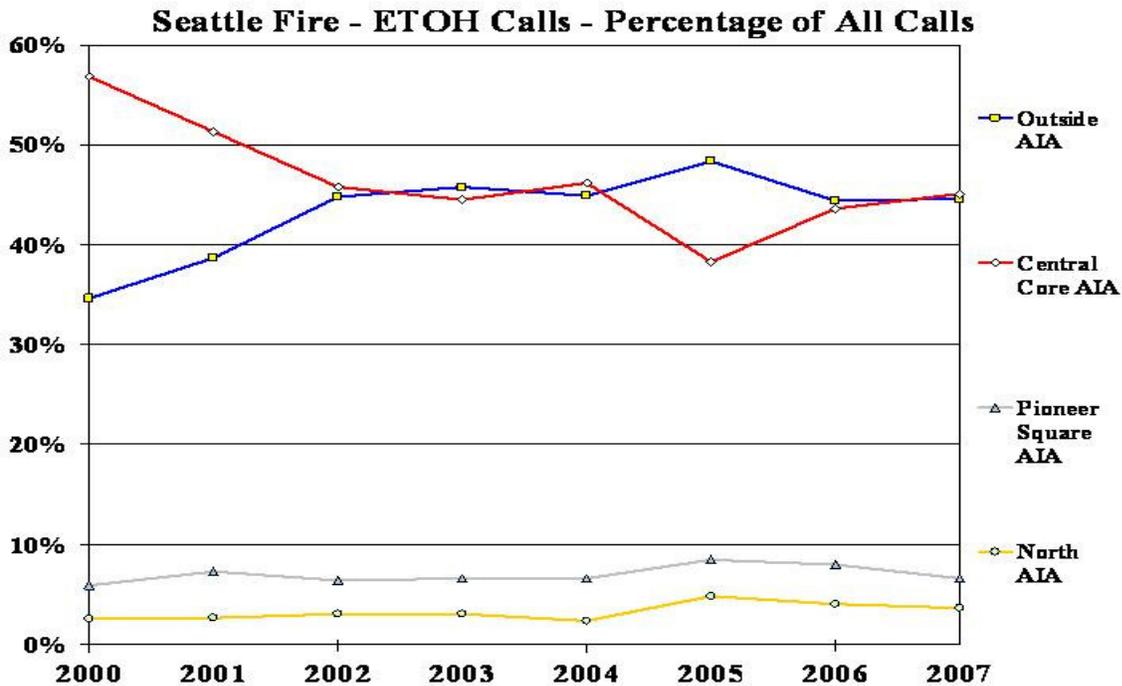


Figure 5



Liquor related police incidents fell in the Central Core AIA during the voluntary period but then increased when the AIA became mandatory. It appears as if some of these changes are due to a migration of incidents between the Central Core AIA and the Pioneer Square AIA. When those two areas are aggregated together there is a clear drop in incidents in the middle of the voluntary period and the lower level is sustained through the mandatory period in 2007. However, there were also similar decreases outside the AIAs. Therefore there has been very little change in the percentage of incidents inside the Central Core and Pioneer Square boundaries over the last 8 years with these areas holding about 87% of the city's police liquor incidents.

Figure 6

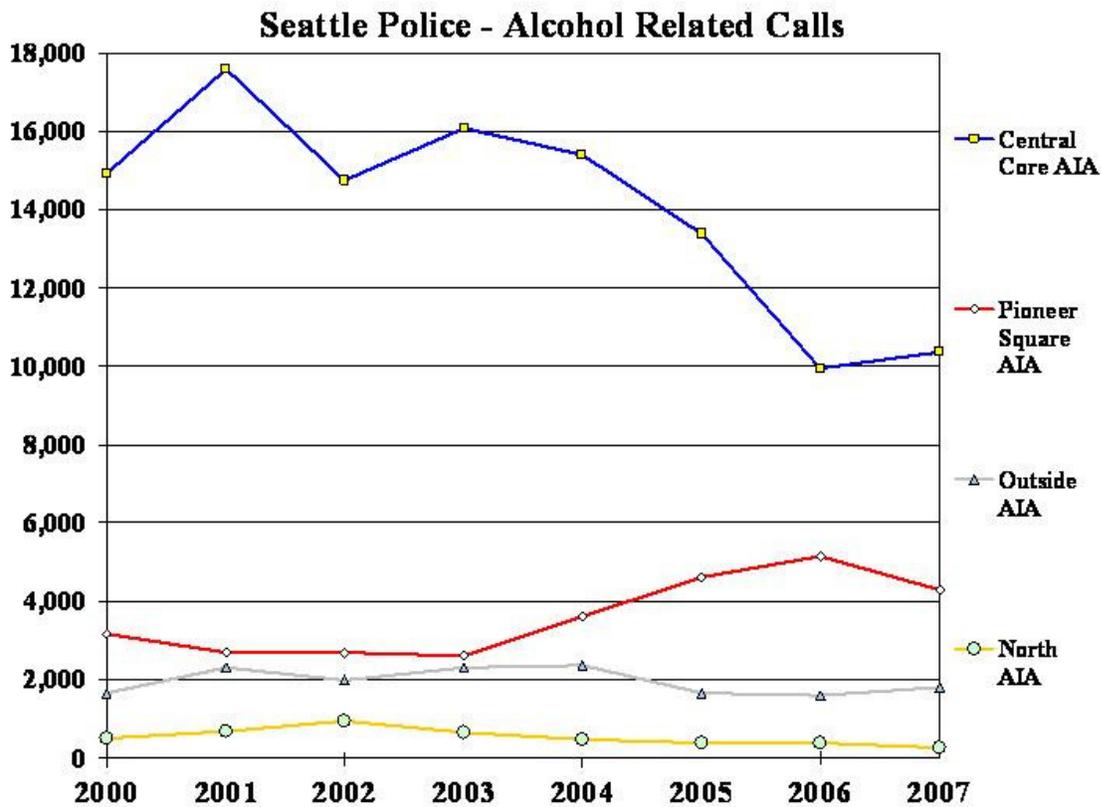


Figure 7

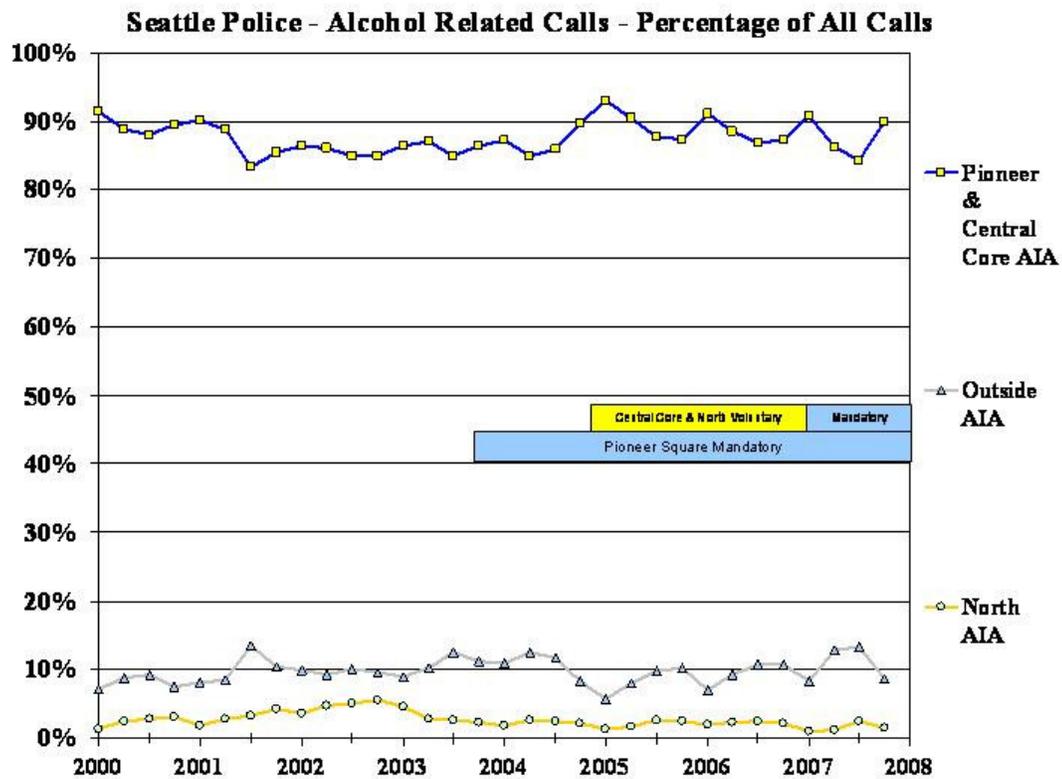
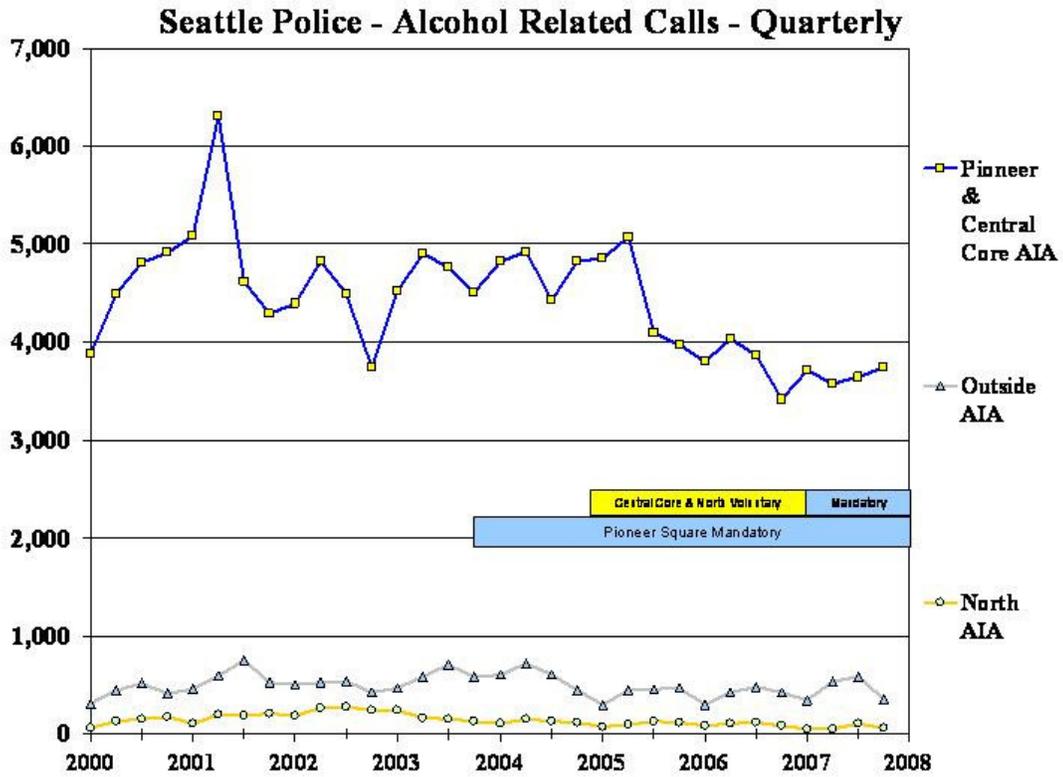
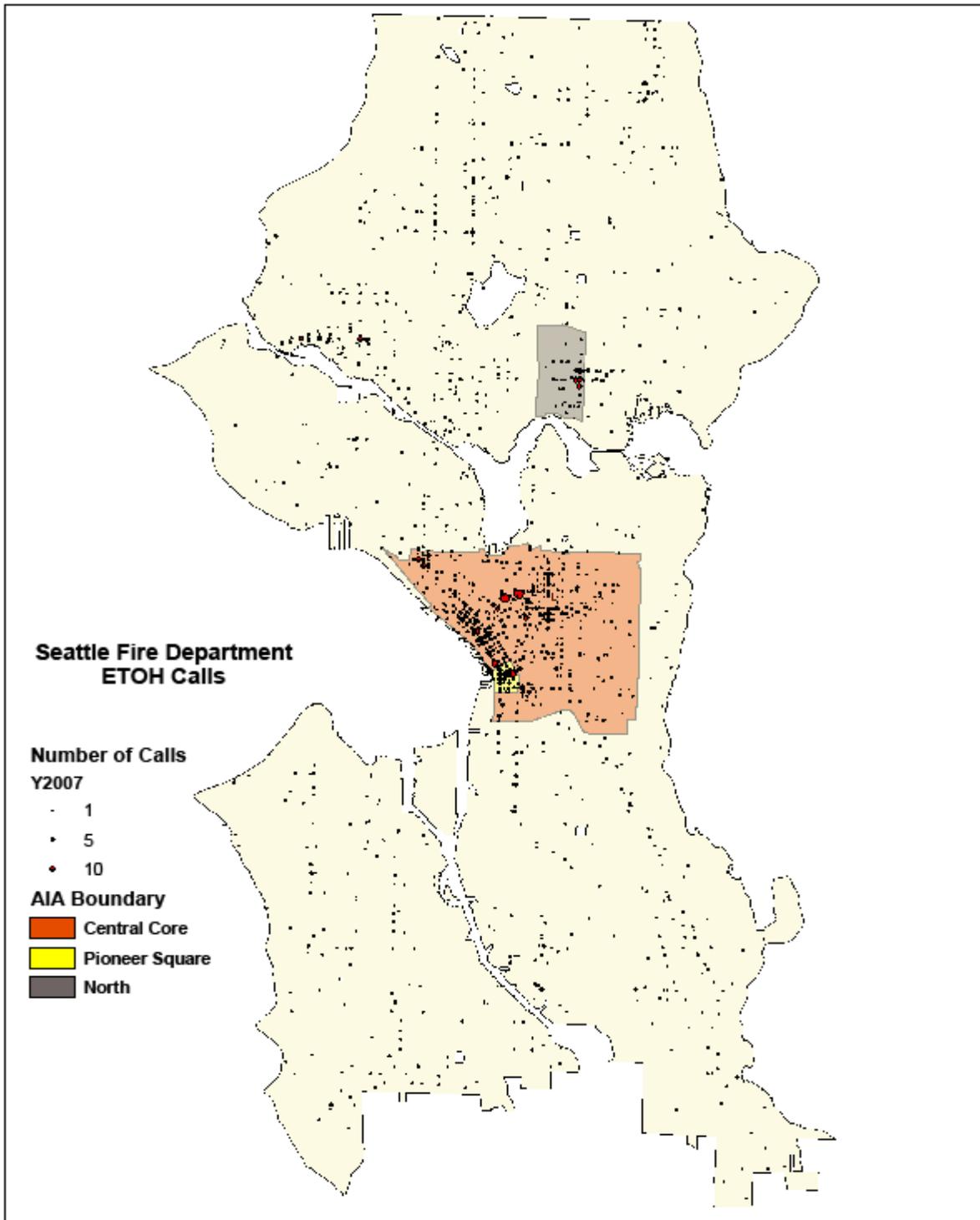
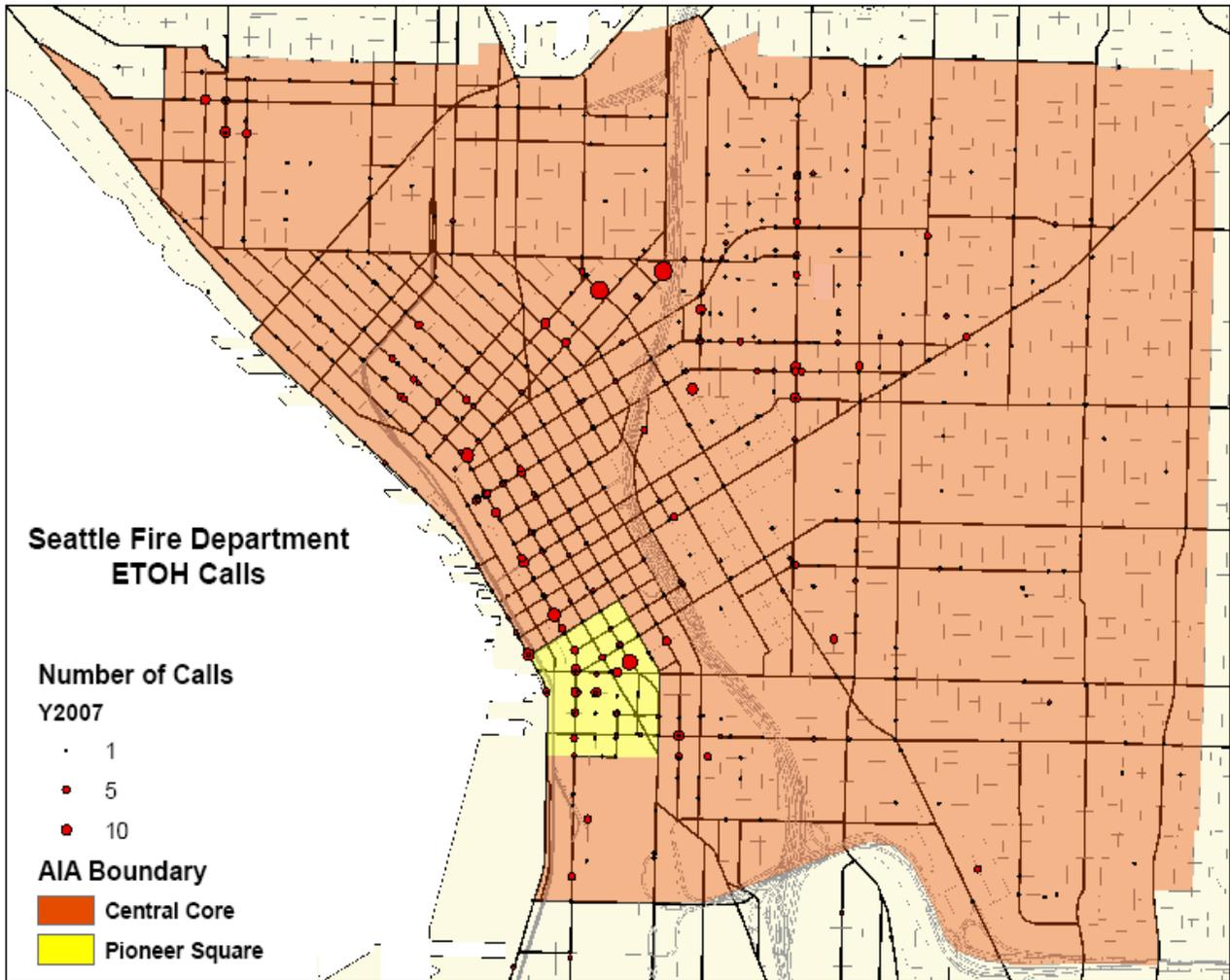
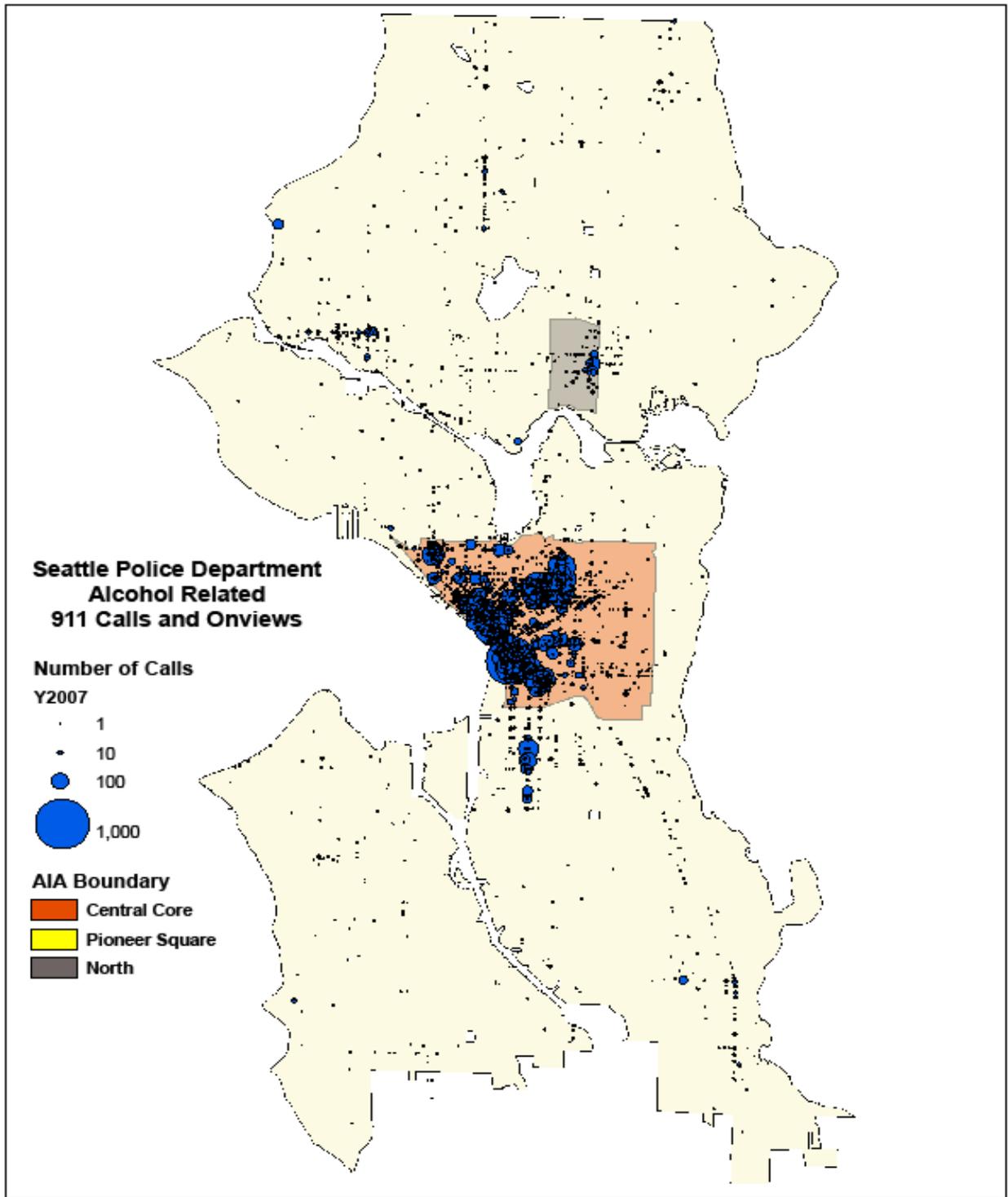
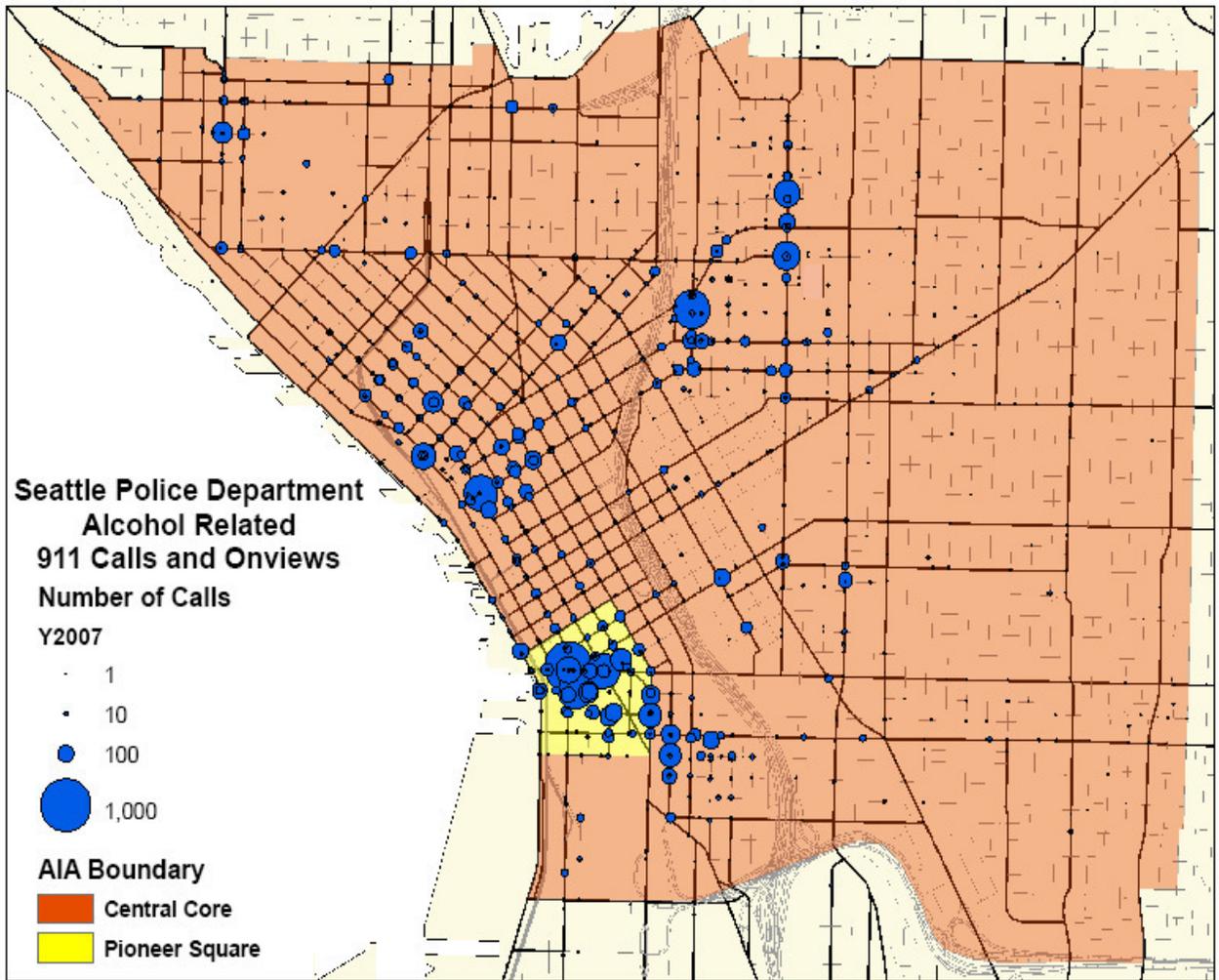


Figure 8









## Implementation Data Analysis & Alcohol Impact Area Comparisons

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### Alcohol Related Incidents by AIA and Implementation Period

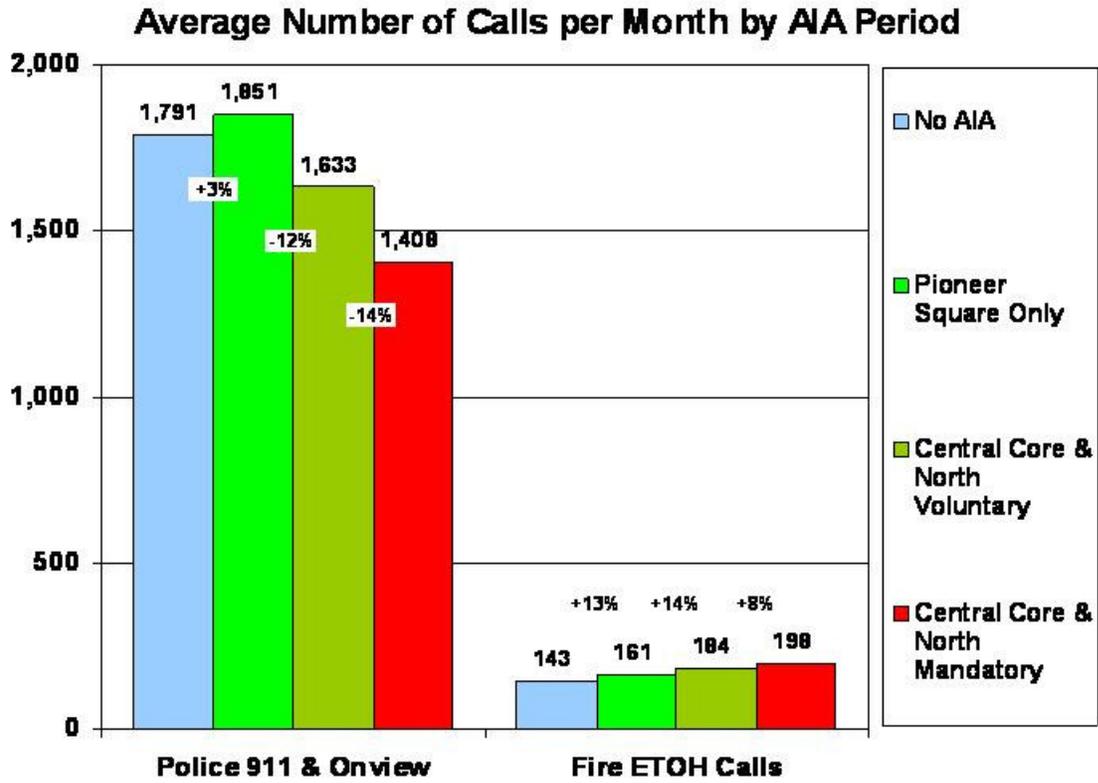
Police and Fire alcohol related incidents were examined by AIA area as well as the implementation period for the AIAs. Four time periods were examined: 1) the 24 months immediately preceding the mandatory Pioneer Square AIA, 2) the 13 month period when only the Pioneer Square AIA was in effect, 3) the 24 month period when only voluntary restrictions were in place in the Central Core AIA and North AIA, 4) the first 14 months when the mandatory Central core AIA and North AIA were in effect.

## AIA Implementation Periods

Period	From	To	Number of Months
No AIA	10/1/01	9/30/03	24
Pioneer Square AIA Only	10/1/03	10/31/04	13
Central Core & North AIA Voluntary	11/1/04	10/31/06	24
Central Core & North AIA Mandatory	11/1/06	12/31/07	14

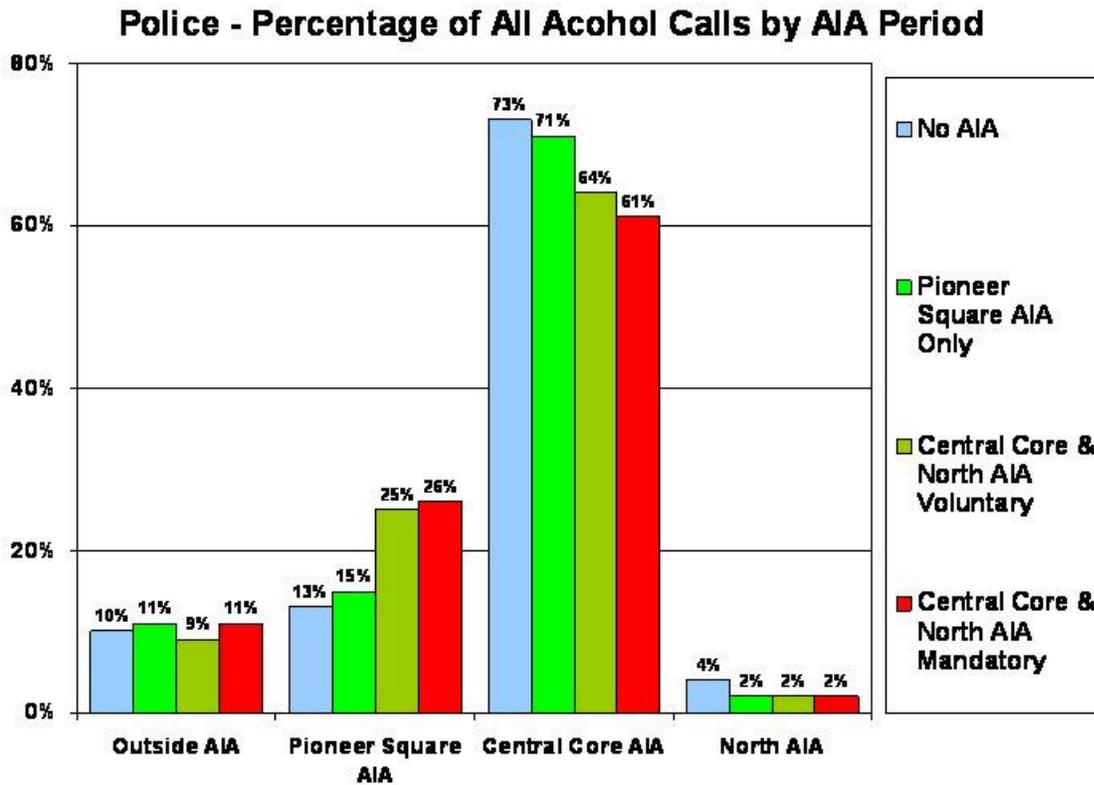
As noted earlier there has been a citywide reduction in police alcohol related incidents as the Central Core AIA and North AIA restrictions were implemented and an increase in fire ETOH calls.

Figure 9



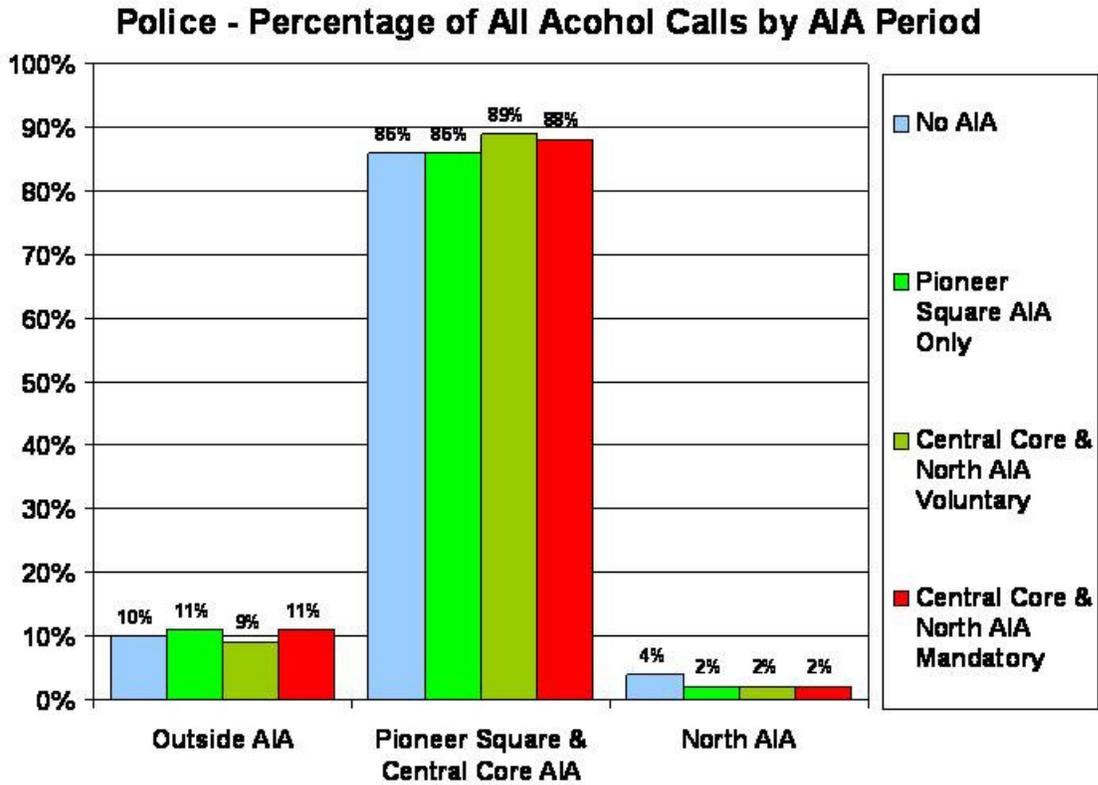
The percentage of alcohol police incidents in the Pioneer Square AIA increased slightly when this was the only AIA in the city. When the Central Core AIA was a voluntary program there was a large increase in the percentage of incidents in Pioneer Square AIA. As more restrictions took place in areas around Pioneer Square it may have resulted in a migration back to Pioneer Square as the restrictions inside and outside were similar. The North AIA and areas outside the AIAs have not seen any significant changes in their percentage of incidents during any implementation period. The decline in the percentage of incidents in the North AIA from the “No AIA” period to the “Pioneer Square AIA Only” period is unlikely due to any impacts of the AIA since these areas are far apart.

Figure 10



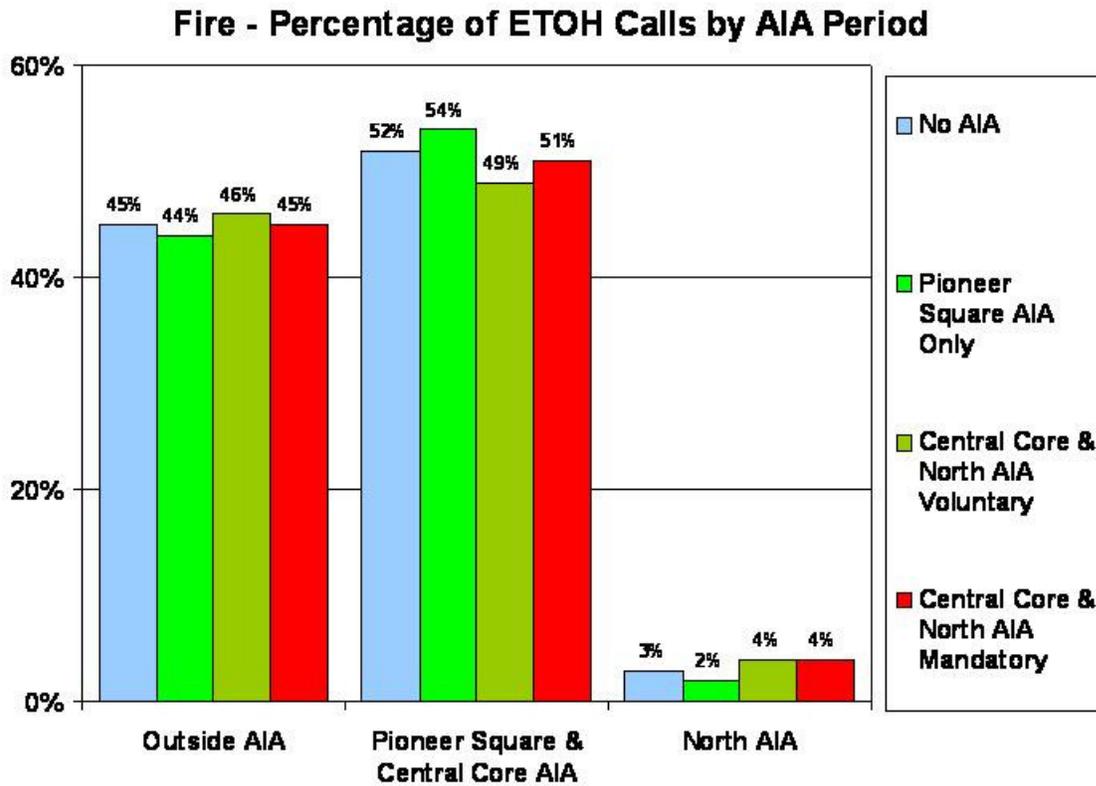
When the Pioneer Square AIA and Central Core AIA boundaries are aggregated, there is no significant change in the percentage of police incidents in this area during any AIA implementation period.

Figure 11



The percentage of Fire ETOH calls in the Pioneer Square AIA and Central Core AIA did decrease slightly during the Central Core voluntary period but then increased during the mandatory period. The percentage of calls in the North AIA was higher in the voluntary and mandatory periods than before the AIA. There was essentially no change in the percentage of calls outside the AIAs during any of the implementation periods.

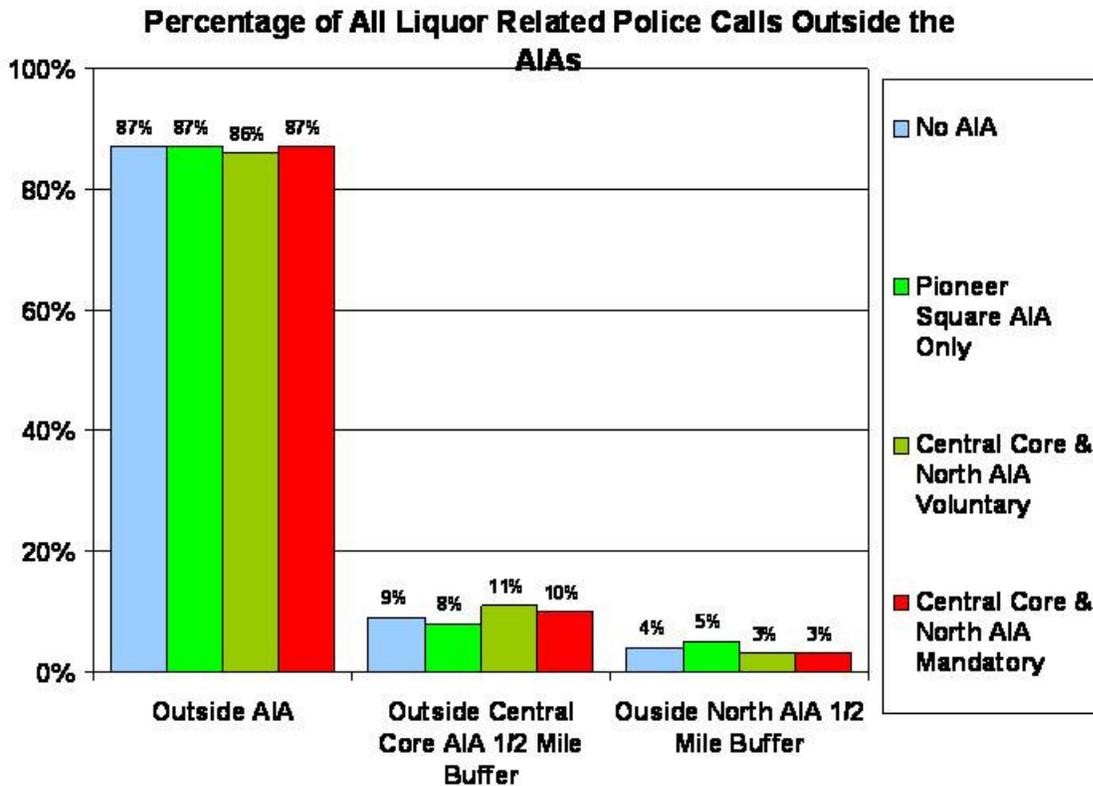
Figure12



## Displacement

The number of liquor related police calls was examined in a ½ mile buffer around the Central Core AIA and the North AIA to see if there was any displacement of incidents as the AIAs were being implemented. There was actually a slight decrease in the North AIA buffer when the AIA was implemented and a slight increase in buffer around the Central Core AIA. However, these fluctuations are similar to normal changes between years when no AIAs were in effect so it is unlikely that these changes are due to the AIA.

Figure 13



## Conclusion and Recommendations

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The City of Seattle has implemented several strategies to address public safety and human services. Many of these strategies have an impact on reducing chronic public inebriation and its resulting neighborhood safety issues. These strategies include implementation of Alcohol Impact Areas as well as increases in low-income housing units, especially “Housing First” apartments for individuals with mental health and substance abuse challenges, other on-going social service case management and service coordination improvements, policing strategies such as emphasis patrols, and collaborative efforts with community-based groups. Community members have also implemented neighborhood-based strategies that have impacts, such as neighborhood walking groups, litter pickup groups, community events, and revitalization capital improvements to parks and street right of ways. The quantitative data are not able to distinguish the successes of any singular prevention or intervention activity, or prove a direct causative effect of those activities. The data collected give an overview of trends in CPI-related public safety issues.

There is an overall reduction in CPI-related public safety calls in neighborhoods around Seattle. This trend is not limited to the geographic areas of the AIAs, but extends into non-AIA neighborhoods. It is possible that AIAs have had an impact on this general trend, in concert with the other strategies. Community-based reports and perceptions overwhelmingly support the premise that AIAs are working to reduce chronic public inebriation.

Those groups who are monitoring AIA impact in their neighborhoods have expressed concern and frustration about the emergence of new brands of high-alcohol content products which are similar or identical to products on lists of banned products in AIAs, but are not banned themselves. There have been several requests to add these new products to a ban list. There is also concern that new products will again emerge on retailer’s shelves soon after the new ban list is adopted. In community litter pickups, new products accounted for nearly 32% of high-alcohol content product litter.

### Recommended Action:

1. The City of Seattle supports and requests the addition of the following products to the banned products list for Seattle’s AIAs:

Joose	Camo Black Ice
Sparks	Maximum Ice
Tilt	Evil Eye
Icehouse	Johnny Bootlegger

### Recommended Action:

2. The City of Seattle will analyze the option of developing and adopting a banned product list that is based on a formula defined by alcohol content, size and price. The private sector will continue to market new products, therefore, the use of a formula could more effectively address the intent of the AIA, allowing for adaptability and consistency in the enforcement of AIAs and improving the evaluation of the AIAs’ effectiveness.

Recommended Action:

3. The SPD will continue to provide emphasis patrols in specific areas within the AIAs, such as parking lots in close proximity to licensed establishments to reduce public consumption of alcohol with the goal of reducing public inebriation. The Community Police Teams will work with Washington State Liquor Control on a pro-active basis to educate and take enforcement action on neighborhood markets. Outreach will include educating local residents on reporting sales to WSLCB for follow-up.

Recommended Action:

4. The City of Seattle will improve coordination and partnership among the Police Department, Department of Neighborhoods and community-based groups monitoring AIA compliance in their neighborhoods. Actions may include increasing Good Neighbor Agreements with retailers, additional block watches, and additional litter patrol clean ups by neighborhood groups.

The City of Seattle requests that the WSLCB work in partnership to allow additional time during a liquor license application by a retailer located within the AIA to develop a relationship with the community and work toward a Good Neighbor Agreement. The City will work together with WSLCB to establish that timeline.

# Appendices

## I. Community-Based Data

### Litter Pickup Log

Colman Neighborhood Association										
Product Name	Size	Material	Quantity							TOTAL
			July '07	Aug '07	Sep '07	Nov. '07	Dec. '07	SUB TOTAL 2007	Jan. '08	
Absolut Vodka	50 ml.	Glass					1	1		1
Absolut Vodka	750 ml.	Glass		1			1	2		2
Bacardi	750 ml.	Glass					1	1		1
Bacardi Gold	50 ml.	Plastic					1	1	1	2
Bartles & James malt cooler	12 oz.	Glass			1			1		1
Bartles & James wine cooler	12 oz.	Glass		2				2		2
Beck's	12 oz.	Glass					1	1		1
Big Bear	40 oz.	Glass		1	1	1		3		3
Bud Ice	24 oz.	Can					1	1		1
Bud Light	12 oz.	Can				2	1	3		3
Bud Light	24 oz.	Can				1		1		1
Bud Light	12 oz.	Glass		1				1		1
Budweiser	12 oz.	Can		1		3	1	5		5
Budweiser	16 oz.	Can					1	1	1	2
Budweiser	24 oz.	Can				2		2		2
Budweiser	12 oz.	Glass		4		2	5	11		11
Busch	16 oz.	Can				1	1	2		2
Busch Lite	12 oz.	Can					2	2		2
Busch Lite	16 oz.	Can					1	1		1
Camo Black Ice*	24 oz.	Can	1			1		2		2
Captain Morgan's Rum	750 ml.	Glass			1			1		1
Charge	16 oz.	Can					1	1		1
Christian Brothers brandy	750 ml.	Glass	1					1		1
Christian Brothers brandy	50 ml.	Plastic				2		2		2
Cisco	375 ml.	Glass			1		2	3		3
Core Lager	24 oz.	Can						0	1	1
Coors	12 oz.	Glass				1		1		1
Coors Lite	12 oz.	Can					1	1		1
Corona Extra	12 oz.	Glass	3	1	1	1	2	8	1	9
Courvouisier	50 ml.	Glass				1	1	2		2
Evil Eye*	16 oz.	Can					1	1		1
Evil Eye	24 oz.	Can					1	1		1
Fat Tire	12 oz.	Glass					1	1		1
Freixenet	187 ml.	Glass				1		1		1
Full Sail IPA	12 oz.	Glass				2		2		2
Gallo Chardonnay	187 ml.	Glass	1			1	1	3		3

Gallo Whie Zinfandel	8 oz.	Glass						0	1	1
Gordon's Dry Gin	50 ml.	Plastic						0	1	1
Gordon's Vodka	50 ml.	Plastic	6					6		6
Grey Goose Vodka	375 ml.	Glass		1				1		1
Grey Goose Vodka	750 ml.	Glass					1	1		1
Guinness	22 oz.	Glass				1		1		1
Heineken	12 oz.	Can		1		1	1	3		3
Heineken	12 oz.	Glass		3	1	1		5	2	7
Heineken	22 oz.	Glass	1					1		1
Hennessey	50 ml.	Glass			1			1		1
Hennessey	375 ml.	Glass	2			1		3		3
Hennessey	750 ml.	Glass					1	1		1
Henry Reinhardt	12 oz.	Glass					2	2		2
Hpnotiq	750 ml.	Glass					1	1		1
Hurricane HG Lager	24 oz.	Can				1		1		1
Icehouse*	16 oz.	Can				6	2	8		8
Icehouse*	24 oz.	Can	3	3		9	10	25	4	29
Jack Daniels	16 oz.	Plastic				1		1		1
Johnny Bootlegger*	6.8 oz.	Glass				1		1		1
Johnny Walker Black	50 ml.	Plastic					1	1		1
Joose*	22.5 oz.	Can		2		2	3	7		7
Jose Cuervo	50 ml.	Plastic		1				1		1
Kahlua	50 ml.	Plastic						0	1	1
Killian's Irish	12 oz.	Glass					2	2		2
McNaughton's	50 ml.	Plastic		1				1		1
Michelob Lager	12 oz.	Glass						0	1	1
Mickey's Malt Liquor	12 oz.	Glass						0	1	1
Mickey's Malt Liquor	24 oz.	Can				2		2		2
Mickey's Malt Liquor	22 oz.	Glass	1			2		3		3
Mickey's Malt Liquor	40 oz.	Glass					1	1		1
Mike's Hard Lemonade	11.2 oz.	Glass	1				1	2		2
Mike's Hard Lemonade	24 oz.	Glass		1				1		1
Miller Chill	12 oz.	Glass				1		1		1
Miller Genuine Draft	12 oz.	Can				1		1		1
Miller Genuine Draft	16 oz.	Can				1		1		1
Miller Genuine Draft	24 oz.	Can		1		1	2	4		4
Miller Genuine Draft	12 oz.	Glass	1			3	3	7	2	9
Miller High Life	12 oz.	Can					2	2		2
Miller High Life	16 oz.	Can		3			1	4		4
Miller High Life	24 oz.	Can			1			1	1	2
Miller High Life	32 oz.	Glass				1		1		1
Modello Especial	12 oz.	Glass						0	1	1
Natural Ice	12 oz.	Can				1		1		1
Old English 800*	16 oz.	Can					1	1		1
Old English 800*	24 oz.	Can				1	2	3		3
Old English 800*	40 oz.	Glass				1		1		1
Old English HG 800*	24 oz.	Can	1					1	1	2
Pabst Blue Ribbon	12 oz.	Can			1	2	1	4		4
Pabst Blue Ribbon	16 oz.	Can					1	1		1
Paul Macbrand	375 ml.	Glass					1	1		1
Pepperwood 97 cabernet	187 ml.	Glass				1		1		1
Potter's Vodka	375 ml.	Glass		1				1		1

Potter's Vodka	750 ml.	Glass					2	2		2
R&R whiskey	375 ml.	Glass					1	1		1
Seagram's Gin	750 ml.	Glass			1	2		3		3
Seagram's Wild Berry	12 oz.	Glass		1				1		1
Sierra Pale Ale	12 oz.	Glass					1	1		1
Smirnoff Citrus	16 oz.	Glass						0	1	1
Smirnoff Ice	11.2 oz.	Glass				1		1		1
Smirnoff Ice	22 oz.	Glass			3	2		5		5
Smirnoff Twisted	12 oz.	Glass				1		1		1
Smirnoff vodka	50 ml.	Plastic		1				1		1
Sparks*	16 oz.	Can			1	3		4		4
Southern Comfort	50 ml.	Plastic						0	1	1
Steel Reserve 211*	12 oz.	Can				2		2		2
Steel Reserve 211*	16 oz.	Can		1				1		1
Steel Reserve 211*	24 oz.	Can	1				1	2		2
Steel Reserve 211*	22 oz.	Glass					1	1		1
Stoli's vodka	750 ml.	Glass					1	1		1
St. Pauli Girl	12 oz.	Glass	1					1		1
Tamari Reserve Wine	750 ml.	Glass	1					1		1
Tarantula	50 ml.	Plastic		4				4		4
Tilt 6.6*	16 oz.	Can	2					2		2
Tilt 8.0*	16 oz.	Can	4	7	5	5	18	39	5	44
Yukon Jack	50 ml.	Plastic	1	2				3	1	4
TOTAL Pickups			32	45	19	80	94	270	28	298

<b>Chinatown ID BIA</b>										
<b>Product Name</b>	<b>Size</b>	<b>Material</b>	<b>Quantity</b>							
			<b>Late Dec 07-Early Jan 08</b>							
0alc			5							5
9alc										0
Apple	12oz		1							1
Beer										0
Blue Ribbin	24oz		1							1
Bootlegger										0
Budweiser	24oz		1							1
Busch Ice										0
Busch	24oz		1							1
Camo 24 8.7% *	24oz									0
Camo Black Ice 10.5% *	24oz									0
Flagenmiter										0
Icehouse *	16oz		1							1
Icehouse *	24oz		1							1
Jack Daniels	22oz		1							1
Joose *	24oz									0
Labbatts Ice 7.0% *	24oz									0
Madelo	16oz		1							1
Mickey's										0
Mickey's Ice										0
Miller High Life	16oz									0
Miller High Life	24oz									0

Natural Ice										0
Red Bear										0
rum/small bottle			1							1
Slitz High Gravity 7.0%+ *										0
Smirnoff Ice										0
Sparks *	16oz									0
Steel Reserve *	22oz		1							1
Tilt *	16oz									0
whisky/small bottles			2							2
Wild Horse										0
<b>TOTAL Pickups</b>										<b>17</b>

<b>* Indicates new products</b>										
Joose								7		7
Sparks								4		4
Tilt								41	5	46
Icehouse								35	4	39
Camo Black Ice								2		2
Maximum Ice										
Evil Eye								2		2
Johnny Bootlegger								0		
<b>SUBTOTAL NEW PRODUCTS</b>								<b>91</b>	<b>9</b>	<b>100</b>
<b>Percentage of All Products Picked Up</b>								<b>0.2888</b>		<b>0.3174</b>

Litter Pickup Photos



## **II. Community Testimonials**

On 01/29/2008, Grace Reamer and Meg Olsen from the Colman Neighborhood Association report a reduction of litter as a result of the Alcohol Impact Area. However, the following products have become apparent problems, Joose, Tilt and Ice House. Ms. Reamer and Ms. Olsen requested that the City ask the Liquor Control Board to place the three products on the ban list. The Colman Neighbors have supported the AIA since day one and have been consistent in turning in litter logs.

On 01/29/08, the Department of Neighborhoods received communications from Jon Vandemoortel from the Madison Capitol group and Andrew Taylor from the Miller Park Community Council. The groups indicated a lower number of public inebriation and a decrease in litter in their neighborhood. These groups are strong supporters of the Alcohol Impact Area and historically have weathered the negative impacts alcohol issues.

On 01/28/08, Jean Sunborg, Vice President for the Outreach of the Uptown Alliance reports no indication that liquor vendors are selling products from the banned products list. However, reports the new products of concern are Joose, Sparks and Tilt. Overall, Uptown Alliance members comment is, yes to supporting the Alcohol Impact Area. And yes, the AIA has improved public inebriation in the lower Queen Anne area. The Alliance also reports a significant improvement in safety, cleanliness and aesthetics of the Uptown area.

On 01/29/08, Margaret Ivine, Executive Director of the Greater Queen Anne Chamber of Commerce communicated, the Alcohol Impact Area has had a positive effect in the Business District. Further, the number of intoxicated street people has decreased and the Chamber has received positive comments from local business people. One major concern is the Queen Anne Chamber office is located across from the Washington State Liquor Control Store at 515 1<sup>st</sup> Avenue North. The Chamber has witnessed intoxicated individuals going into the liquor store, buying alcohol and sitting outside the store drinking. The Chamber does not think the liquor store abides by the AIA rules.

On 01/29/08, Maribeth Ellis, Executive Director of the Chinatown International District Business Improvement Area (CIDBIA) states the AIA has reduced and held at bay the issues that surround the consumption of the "high volume" beverages.

On 01/29/08, Peggy Dreisinger from the Downtown Metropolitan Improvement District (MID) reports a reduction in litter due to the AIA. The MID is requesting the following products be banned from stores with liquor licenses: Camo Black Ice, Joose, Ice House, Max Ice and High Gravity.

On 01/29/08, Craig Thompson from North Beacon Hill Community Council reports the Central Core AIA pushes inebriants into the woods on North Beacon and results in generating litter. Beacon Hill neighbors tallied brands and containers in the summer of 2007. 868 beverage containers were found. 502 (60%) were banned products from the AIA. The North Beacon Neighbors plan seasonal clean ups.

01/29/08, Teresa Lord Hugel from the University Chamber and Scott Soules from the Business Improvement District expressed a support for the AIA along the University Avenue. The businesses will request the Clean-up Vendor to initiate litter logs and pictures of beer and wine containers.

02/08/08, Bob Knudson contacted the Mayor's office with the following message:  
Hi Mayor, Your initiative to get the Alcohol Impact Areas established is much appreciated. Since the AIA has been in effect (November, 2006), I have noticed a dramatic difference in the alcohol-related problems in my neighborhood (Capitol Hill). However, a serious threat to the AIAs has recently surfaced. It appears that the beer industry is subverting the legislation by introducing new products which are not on the banned list. At my local convenience store, there are 4 new products available at a low price and as single, 24oz cans, and these range in alcohol content from 7.1% to 10.5%, which is even higher than the banned products! Unless the City moves quickly to get these new products added to the banned list, we will soon be back at square one in the effort to minimize alcohol-related problems on our streets within the AIA. I urge you to give this your highest priority. Please reply, either by phone or email, with what can be done about this threat to the AIAs. Thank you, Bob Knudson

On 2/20/2008, Seattle Weekly Article by Aimee Curl, *High-Octane Hooch Returns to Alcohol Impact Areas. All they did was change their names.*

Bob Knudson knew something was amiss when he started finding tall, empty cans on the street with curious names like Camo, Max Ice, and Joose, each containing alcohol levels of up to 10.5 percent. In 2006, Knudson, who's lived on Capitol Hill for 28 years, fought to make his neighborhood what the State Liquor Control Board calls an Alcohol Impact Area, where sales of specific high-alcohol-content beverages are banned. That year, the City Council voted to make most of Downtown, Belltown, the Central District, the International District, Capitol Hill, and the University District free from a handful of cheap, potent favorites like Colt 45 Ice, Red Dog, and Special 800 Reserve. (Pioneer Square was established as the city's first AIA in 2000.) The goal of AIAs is to help diminish public inebriation, and the list of banned products includes 29 malt beverages, ice beers, and fortified wines. But less than 18 months later, beer barons have done the predictable by creating products that aren't currently prohibited. Though most of the new names showing up in corner-store coolers aren't made by companies that currently have products banned, the result is the same: The list that took the city years to create is no longer worth the paper it's written on. "There was the occasional mention that this could happen," says Knudson. "But there wasn't as much talk as there should've have been. Maybe the legislation could've been written in a different way. I guess people were hoping for the best."

Jordan Royer, a former staffer for Mayor Greg Nickels who served as the city's AIA point person, says the pitfalls of outlawing specific products were part of the discussion. "We went back and forth between whether it should be a formula-based approach or a product-based approach, and, frankly, a formula-based just got too complicated," he says, adding that no one could agree on parameters for cost, size, or alcohol content. The concern was that the net cast would be too wide and could include, for example, specialty shops that sell imported beer.

So Seattle officials did an inventory of empties on the street to determine the most popular high-octane tallboys. In the end, they basically copied Tacoma, Royer says, banning the same list of beverages the city to the south outlawed in 2001. But the list was never meant to be "written in stone," Royer insists. Indeed, there is a process for expanding it. The city can make a formal request to the Liquor Control Board, which then must vote to approve the addition of new beverages. Seattle has yet to file such a proposal, although it likely will in the next few weeks as part of a report, due in March, that's required by statute to evaluate AIA effectiveness.

Doug Carey, the head of the mayor's public safety team, says he's received requests from five neighborhood groups to have various new products added to the list. This also happened in Tacoma early on, says Tacoma police officer Greg Hopkins. The city had to add new brand

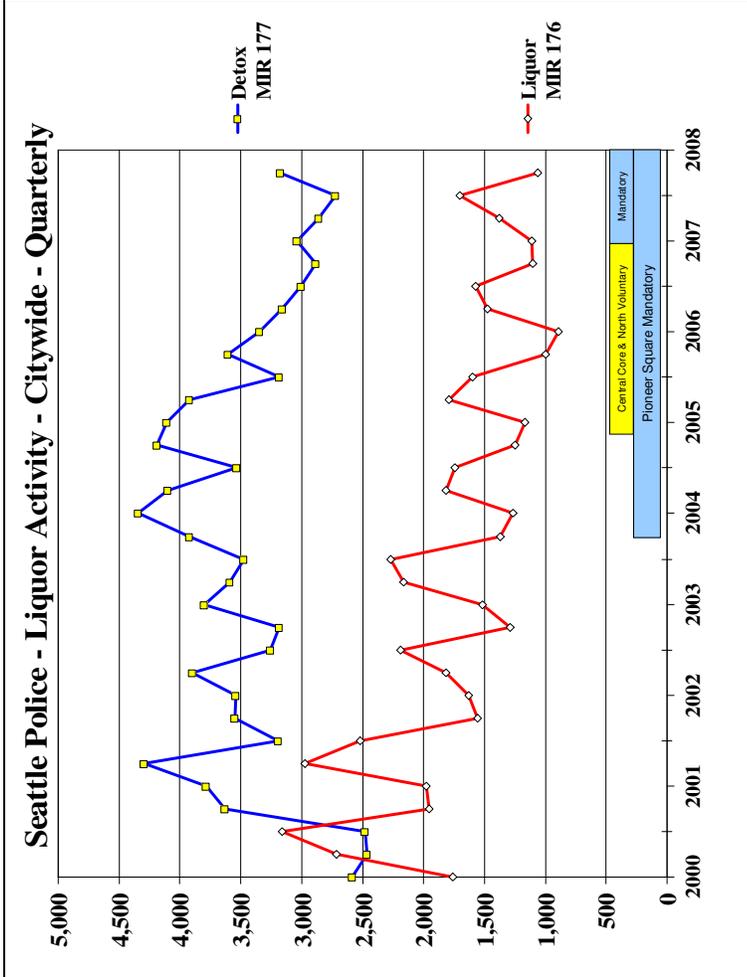
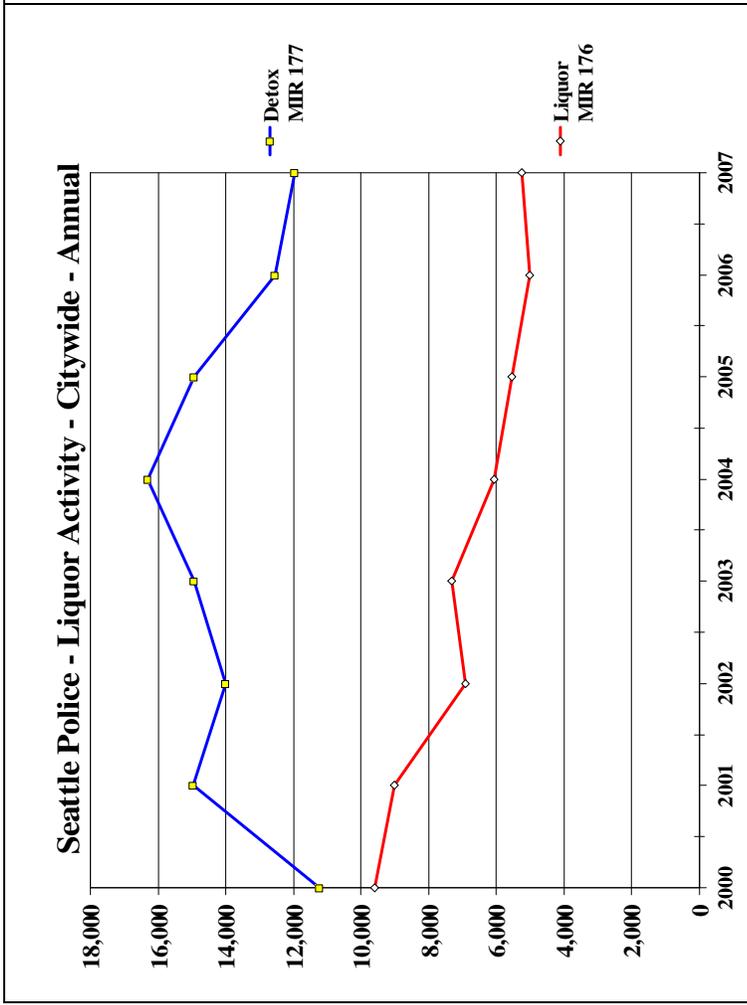
names to its list shortly after its ban was approved. After that, Hopkins says, they had a sit-down with distributors. "What I'd tell Seattle is that you need to find out who your distributors are and explain to them what they need to do," he says. "We realized we would keep having to go back over and over again if we didn't go back to them and explain the intent. You can't just ban products and walk away from it." Still, at least one of the new products, Joose, is now being sold in Tacoma too. Bob Stevens, senior vice president of sales at Alaska Distributors Co. (the company that handles the Joose account in both Seattle and Tacoma), says banning products by name was a bad idea from the start. "It simply provides opportunity for innovation. As long as you go brand by brand, the list is always going to be out of date." Joose has been around for the better part of a year, Stevens says, adding that he won't deny its appeal to the "target audience" (i.e., transient drunks). However, he says it's also popular with "young, preppy students" as a party starter. Nonetheless, he won't be surprised if it's soon forbidden: "The minute it hits the list, we'll take it out of the accounts that are in the Alcohol Impact Area."

**At City Market** on Capitol Hill one morning, Cain Morehead unpacks dry goods in the shadow of a cooler stocked full of row upon row of the new malt liquor brands. Morehead, who's managed the popular neighborhood grocery for seven years, is resigned to the fact that, with or without a banned list, companies are going to make high-alcohol beverages and people are going to buy them. After he took the old-school buzz-inducers off the shelves, Morehead says, his homeless customers "switched to Bud....Now they've switched back." Morehead says City Market sells the stuff because otherwise they would lose business to stores that do, but he adds that they try to be a "good neighbor" by only allowing people to purchase one can at a time and by not letting them loiter in front of the store. Up the street, another store owner, who declined to give her name for fear of upsetting distributors, says she's disturbed by the appearance of the new beverages: "The ban got rid of them, then the companies made new ones, and they're stronger. It's ridiculous. A lot of homeless people just look at the percentage of alcohol. If it's higher, they buy it." One new product, "Bootlegger," actually comes in a small, glass, flask-shaped bottle with 12 percent alcohol content—and in flavors like grape and green apple. But not everyone sells it. At Dan's Belltown Grocery on Third Avenue and Blanchard Street, you can buy a single tallboy, but you won't find any that contain more than 7 percent alcohol; those were pulled off the shelves years before the city council passed the 2006 ban. "We've tried to do everything we can to deter that element," says manager Ed Peters. Dan's is located next to what was once called "Crack Park" by the locals. It's now an off-leash dog area that attracts canines and their owners from surrounding condos, but a nearby bus stop still serves as a gathering place for addicts.

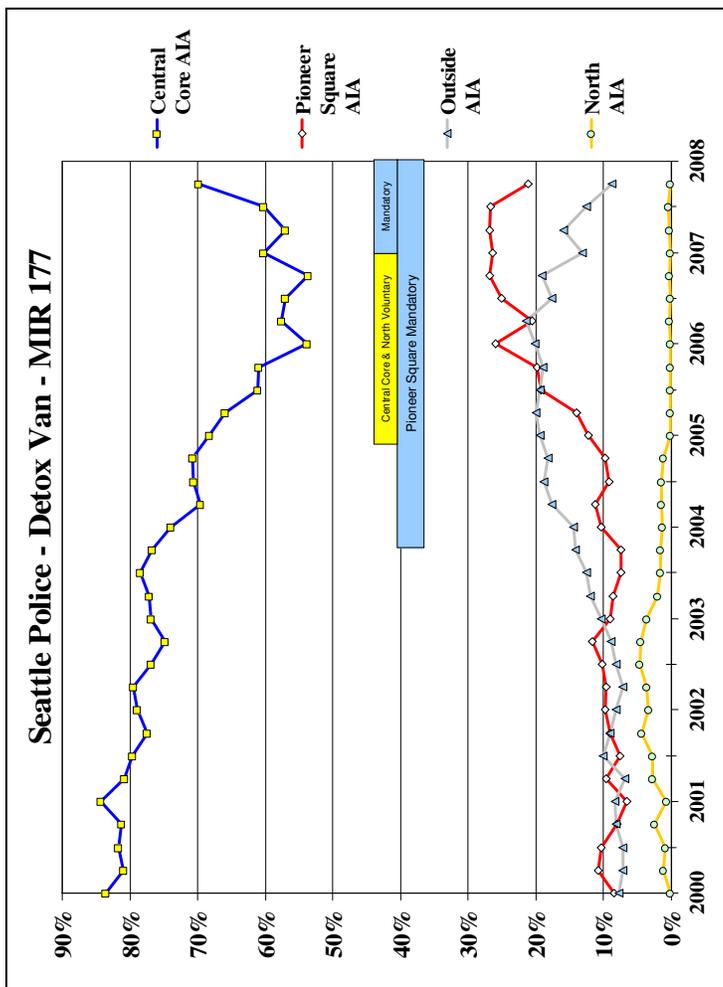
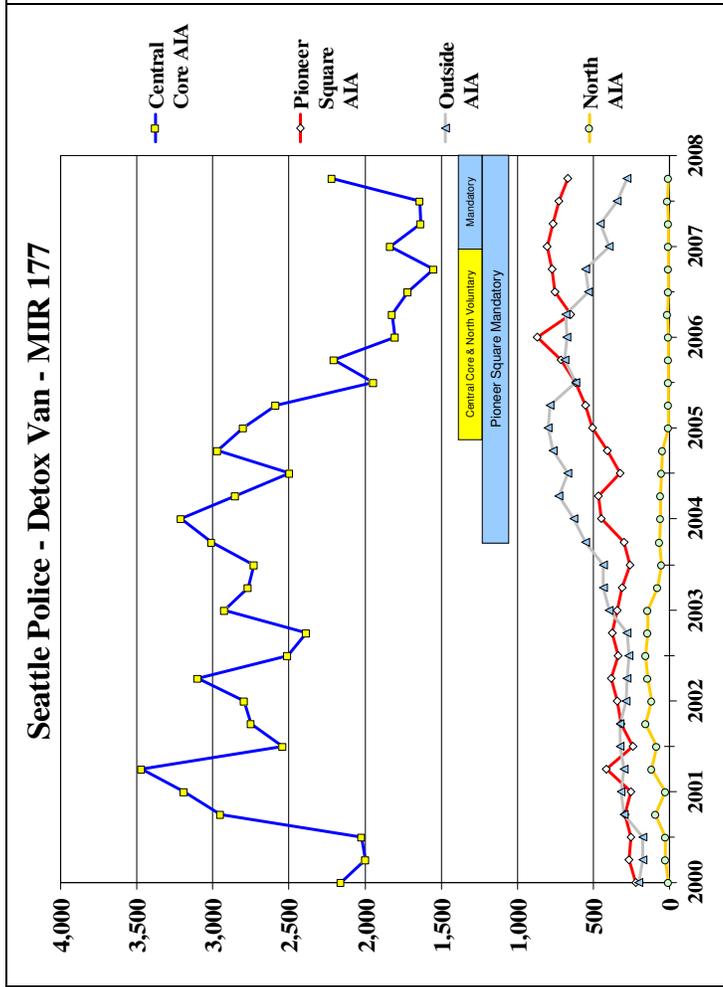
Peters may not sell beers like Joose, but he's well aware of the new generation of high-alcohol products—he calls it the "under-the-radar resurgence"—and sympathizes with the smaller, independent stores that have to sell the fortified stuff to compete. But Royer, now the government affairs manager at the Pacific Merchant Shipping Association, scoffs at the notion that owners are somehow powerless. "At some point it becomes a personal choice," he says.

### III. Graphs

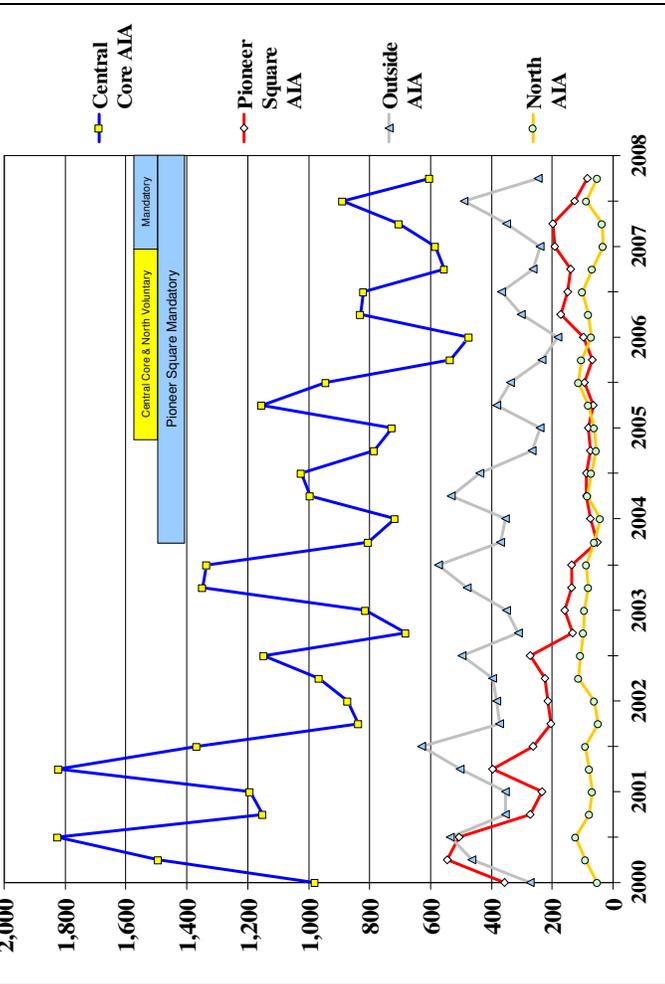
#### Sobering Unit Van Call Responses



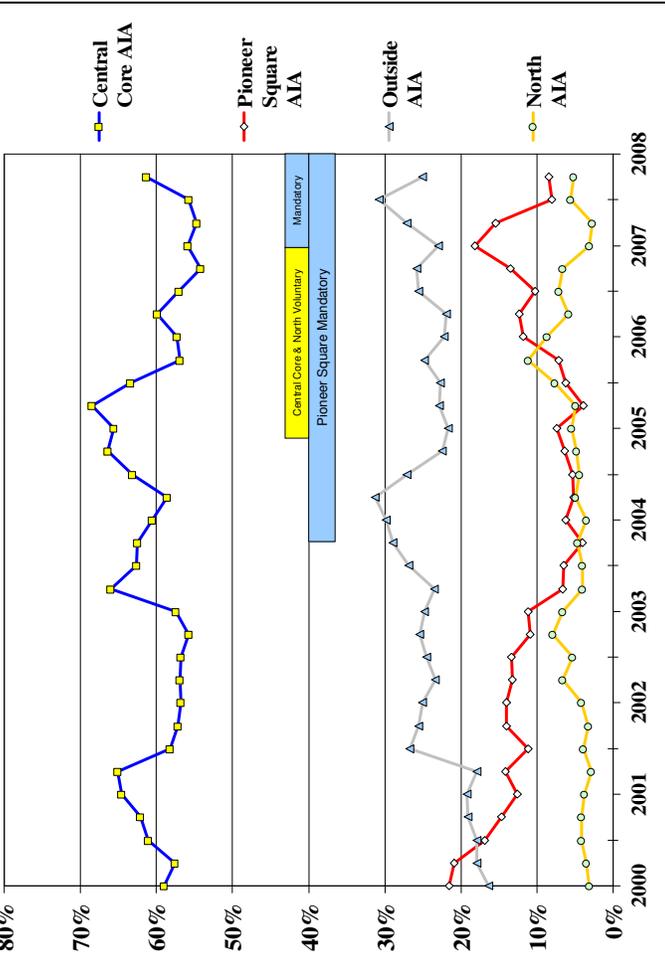
**Detox Call Responses for Sobering Unit Van**



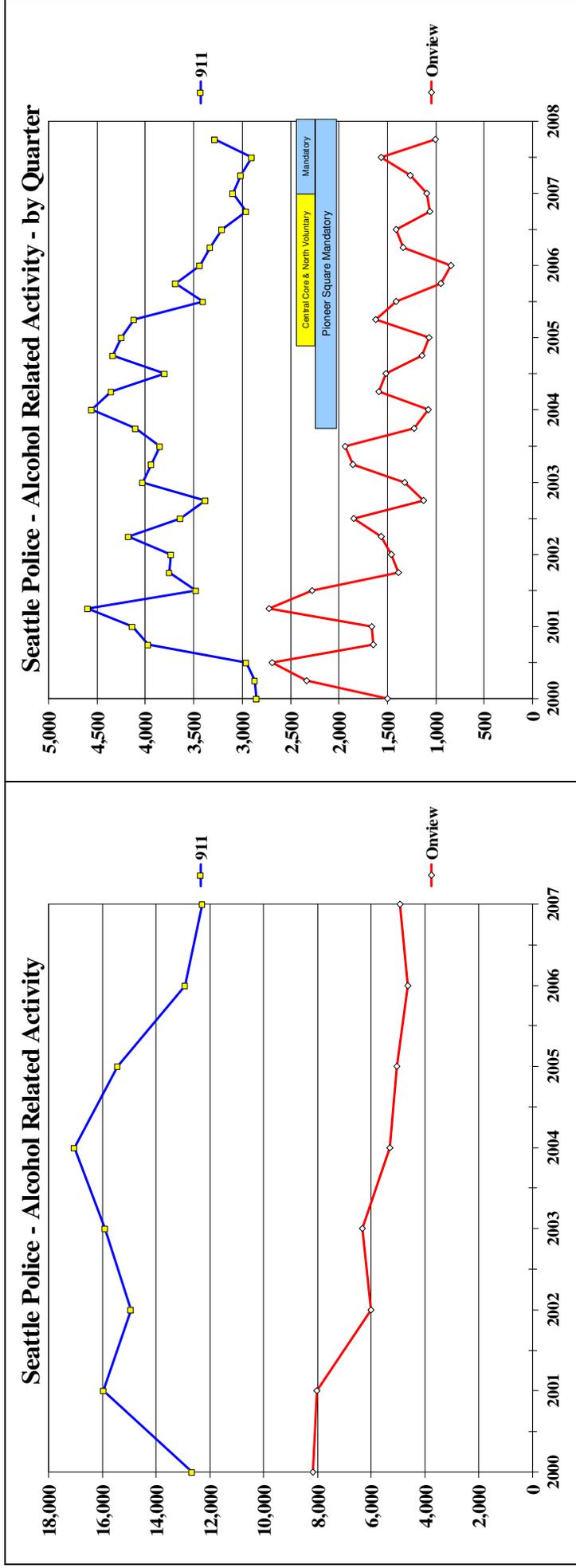
Seattle Police - Adult Liquor - MIR 176



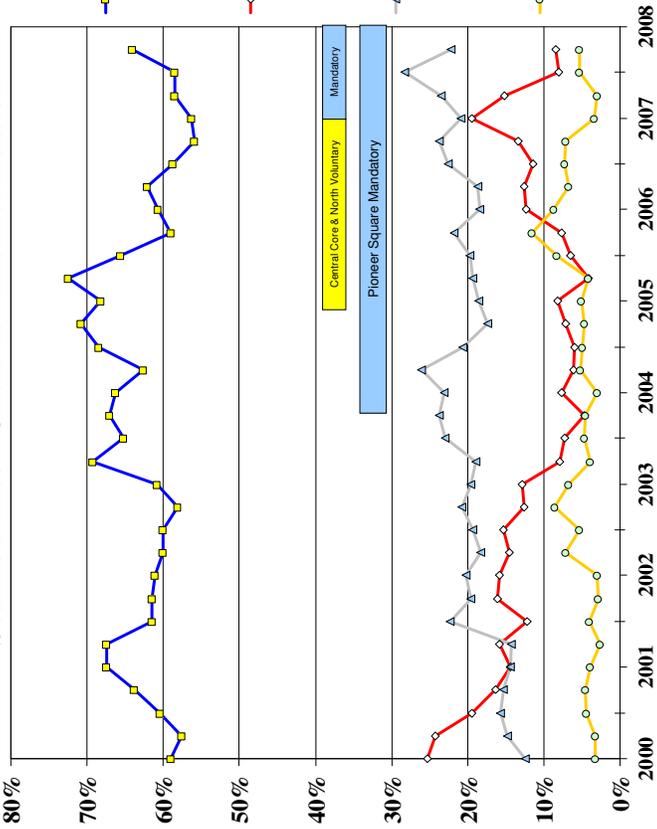
Seattle Police - Adult Liquor - MIR 176



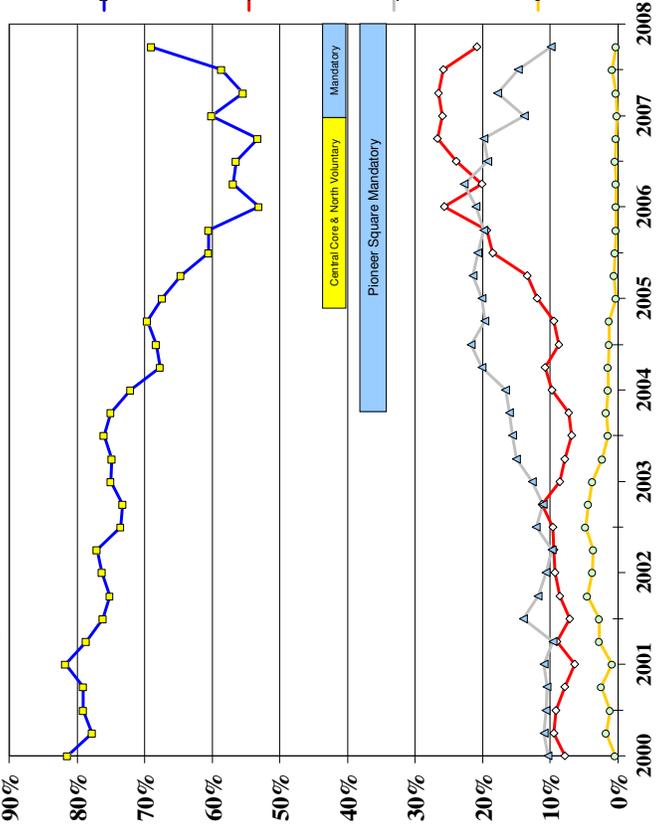
Liquor Calls and On-Views



Seattle Police - Onviews - Alcohol Related



Seattle Police - 911 - Alcohol Related Calls



#### IV. Summary of Tarnai pre-assessment report

The Washington State Liquor Control Board commissioned Dr. John Tarnai of Washington State University to conduct pre-assessment research on the implementation of Alcohol Impact Areas. The pre-assessment reviewed neighborhoods after the initial stages of implementation but before the AIA became mandatory in North and Central Core.

Following are the study conclusions:

- The number of emergency medical services (EMS) incidents is increasing in the city, with the majority occurring within the AIAs.
- The vast majority of citywide police service calls for alcohol related incidents occur within the AIAs
- People living within the AIAs are more likely to see chronic public inebriation as a problem in their neighborhoods, and to be in favor of placing restrictions on the sale of alcohol products.
- Retailers are willing to go along with the restrictions, but are not convinced that they are fair or effective.
- People who provide services to indigents and to chronic public inebriants are skeptical of the effectiveness of the AIA restrictions, and worry about unforeseen consequences.
- Despite substantial growth in the number of single store retailers that sell alcohol products in the central core AIA and the surrounding area, there has been much lower growth in average annual taxable retail sales from these retailers, in comparison to the growth in the north AIA and the surrounding area.<sup>1</sup>

#### V. WSLCB Resolution Establishing Seattle AIAs

attached

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<sup>1</sup> John Tarnai, Ph.D. and Thom Allen *Pre-Assessment Seattle, Washington Alcohol Impact Areas (AIA) Data Report 06-055* (Pullman, WA: Social & Economic Sciences Research Center, Washington State University, July 2007) 6.