

The Partnership for Alcohol Safety



Annual Report 2012

Prepared by:
Kelly Bender
Campus-Community Harm Reduction Initiatives Coordinator
The University of Iowa

**The Partnership for Alcohol Safety (PAS) is a joint project of
the University of Iowa and the City of Iowa City that began in 2009.**

PAS Mission Statement

The Partnership for Alcohol Safety exists to identify and advocate for strategies that reduce high-risk drinking and promote a vibrant downtown.

PAS Membership

PAS is a campus-community coalition with membership representing diverse sectors from throughout the University of Iowa campus and the Iowa City community who share a commitment to the same mission. PAS is co-chaired by the Mayor of Iowa City and the University of Iowa Vice President for Student Life. PAS membership includes:

- City of Iowa City elected officials and administrators
- University of Iowa students, administrators, faculty and staff
- Bar & restaurant owners
- Law enforcement
- Downtown business owners
- Public health administrators
- Substance abuse professionals
- Ambulance and emergency room personnel
- K-12 school board members and administrators
- Iowa Alcoholic Beverages Division
- Community members

PAS Strategic Priorities

Together, PAS members developed a list of ten strategic priorities broken into four key areas of focus:

Diversified Downtown:

1. Advocate for diverse use of space in downtown Iowa City.
2. Act as a liaison between PAS and other existing groups working to support economic development and cultural vibrancy in downtown Iowa City.

Neighborhood Issues:

3. Conduct ongoing 360-degree information gathering with students, neighborhood associations, landlords, Iowa City officials and law enforcement to determine areas of need related to high-risk drinking and related problems in neighborhoods. Identify opportunities for collaboration to effectively address concerns.

4. Conduct educational efforts that support positive neighborhood relations and promote student safety and success living off-campus.

Legislative Policy Solutions:

5. Identify and advocate for policies and practices that reduce underage access and over-service of alcohol.
6. Support the development of a local responsible hospitality group to promote responsible alcohol sales and service practices throughout the industry. Cooperatively resolve problems that arise by opening lines of communication between bar owners, law enforcement, and the City.
7. Establish strong relationships with state and local policy makers through regular communication of PAS activities.

Communications, Membership, & Structure:

8. Monitor PAS membership to maintain membership diversity.
9. Monitor marketing and communication of PAS efforts and make recommendations as needed.
10. Create and distribute year-end reports documenting PAS activities and progress.

Progress toward the PAS Mission and Strategic Priorities in 2012

The issues contributing to high-risk drinking and its related problems are multiple and interrelated. This complexity requires input from community members representing diverse perspectives in order to fully understand the issues involved and to identify effective strategies to address the unique conditions in our community that contribute to the problems we see.

The strength of the PAS comes from a collaborative process where our members come together to listen to each other's perspectives and expertise, learn about the issues from all sides, and work together to identify strategies to address the problem. Perhaps the greatest strength of the PAS is that our members take the information they learn during coalition meetings into their individual spheres of influence where they are making large and small changes, often in collaboration with other PAS members. The result of multiple changes implemented by individual members is a large positive cumulative effect on the conditions in our community that contribute to the problem of high-risk drinking.

On the following pages is a list of community changes and coalition actions occurring during 2012 related to the PAS mission and strategic priorities. All of the listed changes and actions involved direct contributions and leadership by PAS coalition members.

Progress Related to a Diversified Downtown

- A downtown strategic assessment, conducted in 2011 by Divaris Real Estate for the City of Iowa City and the University of Iowa, was shared with PAS members in January 2012. The assessment demonstrated hidden potential for expanding retail, restaurant, office, and entertainment options in downtown Iowa City. The results of the assessment provided incentive for community leaders and developers to reimagine downtown and consider new possibilities for utilizing large spaces for purposes other than a night club. The assessment included significant input from community members who listed a movie theatre and bowling alley as top priorities.
- In 2012, the downtown took a leap forward with the formation of the Iowa City Downtown District (ICDD), a non-profit organization funded through contributions from property taxes assessed to properties in downtown Iowa City and the Northside Marketplace and financial support from the University of Iowa. The ICDD and the PAS share similar goals for promoting a welcoming, safe, vibrant and economically viable downtown business, entertainment, social and cultural center. The two groups, which have several members in common, will continue to work closely to support each other's missions.
- In 2012, the City of Iowa City, in partnership with the ICDD, took the following steps toward the goals of creating a cleaner, safer and more diversified downtown:
 - The City Council, in partnership with the ICDD, approved a new police officer walking beat position (paid in part by ICDD) that will start in 2013 and exclusively serve the district during afternoon and evening hours. The officer will be beneficial to the goals of ICDD and PAS by helping build relationships between downtown businesses and law enforcement as well as being a consistent point of contact to help businesses resolve problems.
 - The "Vito's" property is being rehabilitated to convert a ground floor drinking establishment with no upper floor uses into a retail and cinema entertainment center with second floor professional offices.
 - The single story "Wells Fargo" property on the Pedestrian Mall is being redeveloped to accommodate a 14-story retail, office and residential mixed-use building scheduled for completion in late 2013.
 - Small business grants and loans were given to several operations (to diversify downtown businesses) including the Iowa City Area Development Group (ICAD) Co-lab, Prairie Lights, Busy Co-Working, Molly's Cupcakes, Trumpet Blossom Café and Running Wild.
 - The City reviewed several mixed-use development proposals for a property on the northeast corner of College and Gilbert streets downtown. The winning proposal was selected in January 2013 and includes space for two movie theaters and a 12-lane bowling alley to diversify downtown entertainment options.
 - The City is currently negotiating a development agreement for the repurposing of the former "Fieldhouse" property that would convert the space from a large drinking establishment to retail and office use.
 - The City strongly supports the University of Iowa's continued investment in the downtown, including the planned School of Music project.
 - In addition to the specific projects mentioned above, the City Council created a density based zoning incentive that encourages the construction of Class A office space in the central business district. City staff members are currently working on a façade

improvement program that will further contribute to healthy building stock in the coming year.

- A recent legislative action to remove the ban on dogs in the Pedestrian Mall is intended to facilitate and meet a growing demand for residential uses in the downtown area.

Progress Related to Neighborhood Issues

- A strong downtown depends on diverse neighborhoods that promote living opportunities within walking and bicycling distance to the district and nearby employment centers. For this reason, the City Council identified neighborhood stabilization as one of their primary strategic plan goals. In 2012, the Council took steps toward ensuring that the city's core neighborhoods remain viable for all populations, including individuals, families, students, owners and renters. Examples of such efforts include:
 - Zoning code changes restricting the number of bedrooms per unit, providing incentives for 1-bedroom unit development and requiring additional off-street parking in a newly created University Impact Area.
 - Nuisance mitigation strategies including changes to the disorderly house ordinance and increased code enforcement efforts.
 - Investment in private housing stock that promotes home ownership including the UniverCity program (a partnership with the University), the City's General Rehabilitation Improvement Program (GRIP) and a newly created Targeted Neighborhood Investment program.
- As in past years, in 2012 PAS members gathered a variety of data to monitor trends in off-campus house and apartment parties including: Disorderly House arrests and City of Iowa City nuisance ordinance code compliance meetings between tenants and landlords.
- In addition to gathering data, PAS members gathered input from key stakeholders who shared their personal observations on the prevalence and severity of house and apartment parties including: students, property managers, law enforcement, neighborhood associations, and City of Iowa City staff involved in housing issues.
 - Consensus from stakeholders was that while house and apartment parties continue to occur, the number of disruptive parties has declined, resulting in less neighborhood disruption.
- In the fall of 2012, PAS members developed and implemented a high-visibility enforcement and education campaign called **Beware, Be Safe, Be Smart** to raise awareness among UI students about party patrols conducted by the Iowa City Police Department and provide students with tips for avoiding problems as a party host or guest. The intention behind the campaign was to reduce disruptive and dangerous house parties through a combination of deterrence and education. The campaign was well-received and will be expanded in 2013.

Progress Related to Legislative Policy Solutions

- In March 2012, the Iowa Alcoholic Beverages Division launched I-PACT (Iowa Program for Alcohol Compliance Training), a free online responsible beverage service training program.
 - In the summer of 2012, a UI student volunteered for PAS by conducting a survey with downtown alcohol licensees to determine their awareness of the new I-PACT program and the extent to which they were using it to train their employees. The process of conducting the survey increased awareness of and participation in I-PACT among downtown licensees and their employees. Completion of I-PACT by employees of Iowa City alcohol licensees was among the highest in the state with over 1300 employees from Johnson County completing the training in 2012.
- The University of Iowa Student Government created Safe Ride, an emergency taxicab service for UI students, to provide an additional safe transportation option for students; complementing Nite Ride provided by the UI Department of Public Safety.
- Several meetings were held during 2012 between Iowa City police officers, City officials, and downtown bar owners to continue opening lines of communication and facilitate greater collaborative problem solving.
- The PAS coordinator attended Iowa Alcoholic Beverages Division (ABD) commission meetings and the ABD Symposium in Sioux City to advocate for research-based policies at the state level that would benefit Iowa City in terms of reducing high-risk drinking and its negative consequences.

Progress Related to Communication, Membership, & Structure

- In early 2012, the first PAS Annual Report was created to document the history and progress of the PAS from its beginning in 2009 until the end of 2011. The 2011 Annual Report was utilized frequently to educate the media, community, and prospective coalition members about the history, mission, and activities of the PAS.
- In 2012, we increased use of the PAS website to post coalition information to improve communication about the PAS with current and new coalition members, media, and interested community members.
- In 2012, we saw PAS membership grow in several important areas, including:
 - The number of UI undergraduate and graduate students participating actively in coalition meetings increased from fewer than 5 to more than 10 in the past year.
 - Staff and students from UI Fraternity and Sorority Life
 - The Director of Johnson County Ambulance Service
 - The Executive Director of the Iowa City Downtown District

Campus and Community Data Indicating Progress

National College Health Assessment (NCHA) (2009-2012)

(NCHA is administered to a representative convenience sample of undergraduate students in the spring. The full report can be viewed online at <http://studenthealth.uiowa.edu/wellness/health-iowa-data>.)

- ↓ **9%** decline in the percent of students engaging in high-risk drinking at least once in the past two weeks (*70.3% in 2009, 64.1% in 2012*).
- ↓ **19%** decline in the percent of frequent high-risk drinkers (high-risk drinking on 3 or more occasions in past two weeks) (*41.1% in 2009, 33.3% in 2012*).
- ↓ **18%** decline in the percent of students drinking 10 or more days per month (*36.4% in 2009, 29.8% in 2012*).
- ↓ **16%** decline in the average number of drinks consumed per drinking occasion (*7.43 in 2009, 6.26 in 2012*).
- ↓ **10%** decline in the percent of students experiencing negative consequences as a result of drinking (*65.1% in 2009, 58.3% in 2012*).

Iowa City Police Calls for Service Downtown (2009-2012)

(Boundaries of ICPD downtown service area: Kirkwood, Dodge, Madison, and Jefferson).

- ↓ **64%** decline in calls for Disturbance/Loud Party (*668 in 2009, 241 in 2012*).
- ↓ **45%** decline in calls for Assault (*166 in 2009, 92 in 2012*).
- ↓ **37%** decline in calls for Criminal Mischief (*255 in 2009, 161 in 2012*).
- ↓ **26%** decline in calls for Fight in Progress (*437 in 2009, 323 in 2012*).
- ↓ **23%** decline in calls for Intoxicated Pedestrian (*226 in 2009, 173 in 2012*).

Law Enforcement Arrest Data (2010-2012*):

(*A change in enforcement in 2010 resulted in increased patrol by UIPD downtown and increased patrol by ICPD in the near-downtown residential areas. This change in enforcement practices accounts for significant differences in Disorderly House arrests and PAULA citations in 2010 compared to 2009. The enforcement change remained in place 2010-2012, allowing for consistent levels of enforcement and more accurate data comparisons during those years).

- ↓ **46%** decline in Possession of Alcohol Under the Legal Age citations-ICPD and UIPD combined (*901 in 2010, 485 in 2012*).
- ↓ **26%** decline in Disorderly House arrests-ICPD (*273 in 2010, 202 in 2012*).

We understand there is no single piece of data that can tell the full story about changes happening in our community related to alcohol safety. Therefore, in order to develop a more complete picture, we look at many different kinds of quantitative data combined with ongoing conversations with key stakeholders such as students, law enforcement, business owners, and community members.

Since the beginning of the PAS in 2009, the majority of the quantitative data and anecdotal reports from students, officials and community members point to positive changes in alcohol safety. We understand

that our work is just beginning and that in order to achieve long-term, sustained change we will need to remain committed to our mission for many years to come. That said, we are making clear progress. Additionally, the substantial number of environmental changes currently in the planning stages gives us reason to expect much more progress in the coming years. Cumulatively, these changes are leading us to a healthier, safer and even more vibrant community for all of us to live, learn, work and play.

For more information:

The Partnership for Alcohol Safety

www.alcoholpartnership.org

Kelly Bender
Campus-Community
Harm Reduction Initiatives Coordinator

The University of Iowa
249 IMU
Iowa City, IA 52242
319-353-0102

Kelly-bender@uiowa.edu