

Alcohol Education and Enforcement in Ames and Iowa State University



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Population of Ames and Iowa State University

- Ames – 63,000
- Iowa State University students – 36,001
- 30,034 undergraduates
- Students from over 100 foreign countries
- Student body increase from 26,160 in 2007
- Greek Community – 4,200 students
- 40 fraternity and sorority houses



How Do We Educate the Students on Safe Alcohol Consumption?

- Alcohol talks at fraternities and sororities
- Work with Iowa State University staff and faculty
- Door to door education
- Develop good relationships with students



Alcohol Talks

- Work with the Greek Affairs office to promote alcohol talks at the beginning of each school year.
 - Meet with one or a few Greek chapters at a time
 - Talk about responsible partying
 - City ordinances – sound, nuisance party, keg registration and requirements
 - Possession of alcohol under age citations
 - Possession of fake ID's
 - OWI's
 - Hazing
 - Sexual assault
 - Fines, jail time, and life consequences
 - Talk about alcohol related deaths that occurred in Ames – usually about one every other year
 - Interactive and interesting
 - Use Fatal Vision goggles



Alcohol Talks

- Teamed with ISU Student Health Center during presentations
 - Social norms of drinking, the criminal consequences and fines
- Promotional items purchased with department and GTSB funds



Door to Door Education

- VEISHEA 1922-2014
- Drunken riots
- Work with property managers and owners on nuisance party houses
- Nuisance Party education



VEISHEA

- Concentrated education and enforcement leading up to and around spring
- Community Resource Officer works closely with the property managers
- Safe Neighborhoods Team works with educating students on nuisance parties
- Door-to-door education



Nuisance Party

- Gathering of three or more people where one of the following occurs:
 - Public intoxication; unlawful consumption of beer, wine or alcoholic beverages in a public place; outdoor urination or defecation in a public place; the unlawful sale, furnishing, dispensing or consumption of beer, wine or alcoholic beverages; underage or unlawful possession of beer, wine, or alcoholic beverages; the unlawful deposit of litter or refuse; the damage or destruction of property without the consent of the property owner; unlawful pedestrian or vehicular traffic; standing or parking of vehicles that obstructs the free flow of traffic on the public streets and sidewalks or that impedes the ability to render emergency services; unlawfully loud noise; fighting; or, any other conduct or condition that threatens injury to persons or damage to property is hereby declared to be an unlawful public nuisance.
- Fine of \$100 first offense and \$200 second offense
- Landlord notified of violation



Nuisance Party Regulations (Or Potential Charges to Avoid)

Hosting or attending a party should be fun, right? It's all about having a good time. It's not about posing a fine, going to jail or having to admit to a criminal offense on a job application.

Here is a list of some of the things that can happen when good parties go bad:

- Public intoxication
- Outdoor urination or defecation in a public place
- Unlawful sale, furnishing or dispensing of beer, wine or alcoholic beverages
- Unlawful consumption of beer, wine or alcoholic beverages in public
- Underage possession of beer, wine or alcoholic beverages
- Littering
- Damage or destruction of property without the consent of the property owner
- Illegal parking
- Noise violations
- Fighting or any other conduct or condition that threatens injury to persons or damage to property



Noise Ordinance

The maximum noise level for the hours of 7 a.m. to midnight is 60 decibels and for the hours of midnight to 7 a.m. is 55 decibels. The sound may be measured from many locations including the edge of the street or alley or from inside an apartment. The volume of a normal conversation is typically between 50 and 60 decibels. If you are standing outside and still need to talk louder than normal to be heard, the party is probably too loud.

According to Section 16.9 of the City Code, if you are charged with violating the noise ordinance, the penalty is \$75 for the first violation and \$100 for each repeat violation. There may be additional court costs.

If an officer is available and conditions permit, it may be possible to measure the sound levels before the party. If you live off campus and intend to exceed the maximum levels of sound, you must submit an application at the Ames Police Department for a noise permit. Your request must be received at least 24 hours in advance. There is no charge.

Important Phone Numbers

Ames Police	515.238.5123
Non-emergency number	515.238.5123
Safe Neighborhoods Team	515.231.4661
Utility Customer Service	515.238.5150
Power Outage	515.238.5240
Housing Inspections	515.238.5153
City Manager's Office	515.238.5101
Water Problems	515.238.5150
Report a Streetlight or Out	515.238.5500
Citizen Tip Hotline	515.238.5533

How to Party in Ames!

The very short guide on how to have fun with your friends and not get into any trouble with your neighbors or the police.



@AmesPolice
facebook.com/amespolice

Want More Information?

Read more about laws and ordinances of the City of Ames at www.cityofames.org/trafficcode.

It's Party Time!

People have parties for many reasons. Whatever the reason for your party, two basic rules apply:

1. It should be a pleasant experience for those in attendance.
2. It should not be an unpleasant experience for your neighbors.



Want to have a Great Party? Start Here.

Don't have "open" parties. Make attendance by invitation only and don't invite too many guests. Consider parking and the amount of room you have to accommodate your guests without having them spill out into your neighborhood.

Tell your neighbors you are having a party, when it will start and when it should end. Give them your phone number and encourage them to call you first if they have a complaint.

Basic rule: Keep noise to a minimum! See the Noise Ordinance section for more information.

Be Your Own Party Police

Don't wait for your party to get out of hand, stay actively engaged. Police your own party by stepping outside occasionally and walking a short distance away. What you hear is what your neighbors hear. Make adjustments as necessary.



If you serve alcohol, make it part of the event and not the event itself. Do not sell or furnish alcohol to minors!

Stay sober yourself. It's hard to be a good host when you are impaired. You never know when you might have to handle an emergency. Don't allow people at your party to leave the premises with open alcohol containers.

If party crashes appear, call the police immediately at 515.259.5133.

If police officers show up at your residence in response to a complaint, listen and follow their suggestions or directions. They have a responsibility to investigate the complaint and bring it to a resolution.

Do not assault or interfere in any way with the responding officers and do not allow your guests to do so. Any of these actions can result in criminal prosecution.

Serving Alcohol? Size Matters!

Before holding an event where more than one beer keg tapset is to be used at the same time, you must first obtain a permit from the Ames Police Department.

Permits may be obtained by only an individual, not corporations, associations or groups of people. The permit must be obtained at least 24 hours before the event. Applications are available through the Chief's Office at the Ames Police Department.

To obtain a keg permit, you must attend a brief session conducted by the Ames Police Department concerning lines, open liquor containers, parking, noise, and serving beer or liquor to underage or intoxicated persons.

You are bound by applicable ordinances of the city and state statutes, including state law requiring a permit or license for the sale of beer.



Display your permit in a prominent place at the event site. Failure to obtain a keg tapset permit is punishable by fines of up to \$100 and court costs. The purpose of the briefing is to provide you with information relating to your legal obligations when making alcohol available to others, and to help you plan for a successful, socially responsible party. There is no charge for a permit.

Bootlegging. It's a Real Thing. It is illegal to sell alcohol without a license (bootlegging). This means it's illegal to charge guests for alcohol, empty cups, or admission to the party. You can get arrested and charged with bootlegging if you are caught selling alcohol at your party. Seriously.

Once the Party is Over After everyone has left or early the next morning, be a good neighbor and clean up after your guests. This means going around the neighborhood and picking up any trash or cans that may have been left behind.

Why not leave the area around your party even better than you found it?



What Do Students Say About Our Alcohol Education Efforts?

- Journalism class:
 - Presented Alcohol Talk for the last three semesters
 - Students research alcohol education for the entire semester
 - Complete several focus groups to obtain results
 - Looked at other programs at other colleges throughout the nation



What Do Students Say About Our Alcohol Education Efforts?

- Students liked how we educated them on the monetary and legal consequences of binge and under age drinking.
- Presented the information in a way that they could relate.
- Hearing the alcohol death stories help drive the point.
- Promotional items were useful and helped them see how alcohol can effect their body and were reminders about how to stay safe.



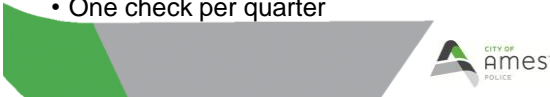
Alcohol Compliance Checks

- Selling alcohol to underage people
- Selling alcohol to intoxicated people
- Providing alcohol to under to minors
- Grants for paying officers, CI's, and buy money



Alcohol Compliance Checks

- Selling alcohol to minors
 - Grant money from Youth and Shelter Services
- ISU or high school students to buy alcohol
- Attempt to purchase alcohol from all alcohol license holders including restaurants
- One check per quarter



Alcohol Compliance Checks

- Selling alcohol to intoxicated people
 - Mainly check bars
 - Have the intoxicated person play up intoxication
 - Fall down when entering the bar, fall off bar stools, yell, talk about being drunk



Alcohol Compliance Checks

- Send out letters to businesses notifying them of the check and if they passed or failed
- Press release with names of businesses and employees who sold
- Bars often give rewards to employees for passing compliance checks
- Recheck businesses that sold



Alcohol Compliance Checks

- Shoulder taps
- Officers work in plain clothes and watch grocery stores and liquor stores
- Fall and the spring



Compliance Checks Trial and Reports

- Write detailed reports
- Work with City and County Attorney
- Work with Alcohol Beverage Division on administrative fines and license revocations on businesses that sell



How Do You Educate Bars?

- Foster good working relationships with the bars
- Hold quarterly bar meetings to go over problems and up coming changes
- Host monthly ID Trainings for employees who sell alcohol



How Do You Educate Bars?

- ID Trainings
 - One hour once a month
 - Educate on local ordinances
 - Over occupancy, minor on premise
 - Educate on signs of intoxication
 - Educate how to compare an ID to the person presenting ID



How Do You Educate Bars?

- Consequences to employee and business
- Selling to intoxicated people
- Knowingly sell to underage people
- Serving alcohol after hours



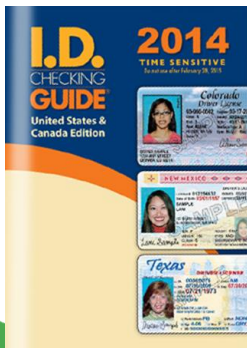
How Do You Educate Bars?

- How to determine if an ID is fake
- Keep up to date on new fake ID's being used
- Encourage purchase of ID Guide each year



How Do You Educate Bars?

- Scanners are not a catch all
- Some fake ID's scan
- Just because it scans does not mean the person presenting it is the person pictured in the ID



NORTH CAROLINA

DESCRIPTION: Current license has a rectangular shape with white "Photo ID" in black, vertical text on the right edge. The word "NORTH CAROLINA" is printed in black, bold, capital letters at the top. The word "LICENSE" is printed in black, bold, capital letters at the bottom. The word "EXPIRES" is printed in black, bold, capital letters at the bottom right. The word "ISSUE" is printed in black, bold, capital letters at the bottom left. The word "SEX" is printed in black, bold, capital letters at the bottom center. The word "HAIR" is printed in black, bold, capital letters at the bottom center. The word "EYES" is printed in black, bold, capital letters at the bottom center. The word "DOB" is printed in black, bold, capital letters at the bottom center. The word "SEX" is printed in black, bold, capital letters at the bottom center. The word "HAIR" is printed in black, bold, capital letters at the bottom center. The word "EYES" is printed in black, bold, capital letters at the bottom center. The word "DOB" is printed in black, bold, capital letters at the bottom center.

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How Do You Educate Bars?

- Look at facial features, eye color, distance between eyes, distance between nose and mouth, ear position
- Ask specific questions about ID



Relationship with Iowa State University

- Develop good working relationships with Dean of Students office and Greek Affairs
- Ride alongs
- Calls for service



Social Media

- Keep an active presence on Facebook and Twitter
- More college students use Twitter
- Tweet-a-thons on Halloween



Questions?



Facebook.com/AmesPolice



@AmesPolice

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