



Madison's Central Business Improvement District (BID)

April 2, 2010

TO: Members of the ALRC Downtown Alcohol Issues & Ordinances Subcommittee
Katherine Plominski, Alcohol Policy Coordinator
Joel Plant, Mayoral Aide

CC: Capt. Mary Schauf, Central District MPD
Alder Bryon Eagon

FROM: Board of Directors, Madison's Central Business Improvement District (BID)

RE: Amendments to the annual review/yearly report (on April 8 Subcommittee agenda)

In 2008 and 2009, the BID Board recommended improvements to the ALDO Annual Review to better understand the impacts of the ordinance. The Board continues to be concerned that the metrics and data currently being used do not illuminate the impacts of ALDO or measure its effects, or present a clear picture of problems so that policy-makers can recommend appropriately-targeted solutions.

The Board recommends that the Alcohol License Density Ordinance annual review requirements be revised to include the following (most of which were previously recommended in 2008 and 2009):

1. Compare relevant crime within density zone to the overall City crime rate. (Comparisons should be for the same time span.)
2. Filter calls for service data, separating out 9 p.m. to 4 a.m. calls from others (as is done in the Central District's Downtown Safety Initiative report). This will separate out the high volume of daytime calls more likely related to chronic inebriates and package alcohol consumption (documented in analysis done by Madison Police, the UW Law School and United Way in 2008)*. Calls for service for chronic inebriate issues are often clustered in certain locations in sector 403. Filtering this data will give policy makers and the public a better picture of what problems are related to chronic inebriate/package alcohol consumption vs. bar time and class B licensed establishments.
3. Include capacities of all licensed establishments and overall licensed capacity within plan area.
4. Map establishments and capacities within the plan area, and compare to mapping of crime area.
5. Be certain that house party tickets only include house party busts and not downtown wide underage violations.
6. Separate police call data for large "exceptional" events such as Halloween, Mifflin Street block party and U.W. football games into distinct, labeled categories.

7. Clearly label calls for service categories in the charts in the report with labels the public can understand.
8. In general, enhance the analysis of the data collected using recognized statistical tools and methods.

*See "Chronic pains: A handful of troublemakers are responsible for many of the problems in downtown Madison," *Isthmus*, 12/12/2008.

<http://www.thedailypage.com/isthmus/article.php?article=24564>

While the BID Board supported the intent of the Alcohol License Density Plan (to decrease the incidence of alcohol-related problems and to foster a business mix that contributes to economic vitality and quality of life in the central downtown), the BID Board continues to disagree that ALDO is an effective way to achieve these goals or target problems.

The Board is particularly concerned that the Annual Review does not present a clear picture of alcohol-related problems or impacts of the ALDO, and that ALDO has the unintended consequence of preventing entertainment concepts that would be beneficial to downtown (because they are not just "drinking focused") from being established or even proposed.

On behalf of the BID Board,

A handwritten signature in black ink, appearing to read "Mary Carbine". The signature is fluid and cursive, with a long vertical stroke at the end.

Mary Carbine
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