



MULTNOMAH COUNTY AGENDA PLACEMENT REQUEST NOTICE OF INTENT

(Revised: 5/24/13)

Board Clerk Use Only

Meeting Date: 9/19/13
Agenda Item #: C.5
Est. Start Time: 9:30 am
Date Submitted: 9/12/13

Agenda **NOTICE OF INTENT to apply for a \$4,500 Oregon Department of Title: Transportation grant for impaired driving prevention initiative**

Note: This APR is for NOI's only. APRs are available for other types of submittals. Title should not be more than 2 lines but be sufficient to describe the action requested.

Requested Meeting Date: September 19th – Consent Agenda **Time Needed:** N/A
Department: County Human Services **Division:** Mental Health and Addiction Services
Contact(s): Devarshi Bajpai
Phone: 503-988-6566 **Ext.** 86566 **I/O Address:** 167/5
Presenter Name(s) & Title(s): N/A Consent Agenda Item

General Information

1. What action are you requesting from the Board?

The Department of County Human Services is requesting approval to apply for a \$4,500 grant from the Oregon Department of Transportation (ODOT) to fund initiatives to prevent impaired driving in Portland's nightlife district. The grant will fund the development of a nightclub specific training for servers and impaired driving prevention messaging targeting nightclub patrons.

2. Please provide sufficient background information for the Board and the public to understand this issue. Please note which Program Offer this action affects and how it impacts the results.

In 2011, Multnomah County received the Strategic Prevention Framework State Incentive Grant (SPF-SIG) from the Oregon Health Authority to reduce high risk drinking among young adults 18-25 through coalition-based work. The SPF-SIG grant supported the formation of Safe Nightlife Advocacy Partnership (SNAP), a coalition of stakeholders including law enforcement, governmental agencies, businesses, non-profits and community members working together to increase

safety and reduce binge drinking in Portland's nightlife district. SNAP advocates for policies that promote prevention, works with bar-owners and community partners to reduce over-service and engages young adults to improve norms in Portland's nightlife.

While SNAP's primary focus is reducing binge drinking, impaired driving has become an increasing concern. There were 14 DUIs within the Entertainment District (a district established by the Portland Police) in 2013, up from 8 in 2011. A recent survey of nightclub patrons conducted by Portland State University students found that only 32% of patrons arranged for a designated driver or alternative transportation, yet 76% of patrons planned on drinking. When SNAP members learned of an immediate mini-grant opportunity, they seized on the opportunity to expand existing prevention initiatives to include impaired driving.

On a busy night in Portland's entertainment district 8,000 young adults come to Old Town Chinatown to participate in the nightlife. Young adults, ages 18-24, are most likely to drive impaired and the most common hours for impaired driving are late Friday night/early Saturday morning.

SNAP is uniquely positioned to reach this high risk group and will conduct the following activities:

- 1) Developing a nightclub-specific server and security training. Currently, servers can get their license to serve alcohol through an online course and only have to recertify every 5 years. SNAP is working with the Portland Police Bureau (PPB), Trauma Nurses Talk Tough and an experienced OLCC trainer to develop a nightclub specific training focused on recognizing Visibly Intoxicated Persons (VIPs), how to "cut them off", and how to prevent impaired driving once "cut off". The training will be proactively offered to bars and nightclubs and it will be required when nightclubs get a Time, Place, Manner violation from the City of Portland.
- 2) Provide awareness-building messaging to patrons in Portland's nightlife. There is a unique opportunity with the Street Closure Pilot Project (SCPP) to position messaging within the nightlife district. The SCPP is an initiative started by Portland Police to increase safety. As part of SCPP, several streets in the busiest part of the nightlife district are closed to vehicular traffic from 10 pm-3 am on weekend nights. The project has led to numerous community conversations and there is overwhelming agreement from stakeholders that more messaging in the district is needed, including prevention messaging. SNAP has been working with the Portland Business Alliance, the Old Town Chinatown Community Association, and the Mayor's Office to determine appropriate messaging. This grant will allow for more banners of a design that has already been approved by stakeholders and includes the message "Get Home Safely, Don't Drink and Drive, Cabs

available on 3rd and Davis”. Additionally, SNAP will work with Portland State Public Health Marketing students to hand out bottles of water with the message “Don’t Drink and Drive” along with informational cards about the consequences of DUI and how to intervene when a friend is at risk for driving impaired.

If this grant is received, it will impact the budget in program offer #25086 – Addiction Services Alcohol and Drug Prevention.

3. Explain the fiscal impact (current year and ongoing).

This grant will provide an additional one time only \$4,500 to the SPF-SIG’s annual \$180,000 budget. SNAP will leverage an additional \$4,214 in match including volunteer time and in-kind contributions. The project will allow SNAP to expand its partnership with ODOT and potentially nurture opportunities for future grants or collaborations.

4. Explain any legal and/or policy issues involved.

N/A

5. Explain any citizen and/or other government participation that has or will take place.

Community participation has been central to the development of SNAP; it motivates and informs all of SNAP’s initiatives including this grant proposal. SNAP members have engaged in a community assessment, capacity building and a strategic planning process to reduce high risk drinking in Portland’s nightlife district. Through this process, SNAP members learned of the ODOT funding opportunity and drafted a proposal based on knowledge gained and partnerships that have developed.

SNAP members involved in this project include: Portland Police Bureau, the City of Portland’s Office of Neighborhood Involvement, Oregon Liquor Control Commission, Lines for Life/Oregon Partnership, Old Town Chinatown Community Association, Portland Business Alliance, Legacy Emmanuel’s Trauma Nurses Talk Tough, Portland Bureau of Transportation and Portland State University. SNAP received input on the project from several bar owners and business owners through the Old Town Chinatown Community Association meetings and the Central Precinct Bar Summit.

The nightclub specific training is being developed by two PPB Officers assigned to the Entertainment Detail, a certified OLCC trainer, and two trauma nurses from the Legacy Emmanuel Trauma Nurses Talk Tough program. Input from bar owners was obtained through surveys and interviews.

SNAP sought input from ODOT on messaging. To carry out the messaging initiatives, SNAP is working with a PSU instructor and students, the Portland Business Alliance to coordinate the messaging with broader district messaging and Brink Info, a marketing firm that specialized in marketing to young adults. The messaging will be delivered by PSU students and the Oregon Partnership/Lines for Life Youth Advisory Council.

Grant Application/Notice of Intent

If the request is a Grant Application or Notice of Intent, please answer all of the following in detail:

- **Who is the granting agency?**
Oregon Department of Transportation
- **Specify grant (matching, reporting and other) requirements and goals.**
A 50% match is required, we can commit to a 94% match including volunteer hours and in-kind donations
- **Explain grant funding detail – is this a one time only or long term commitment?**
This is a one time grant
- **What are the estimated filing timelines?**
The grant evaluation reports and claims for reimbursement are due November 5th
- **If a grant, what period does the grant cover?**
Through September 30th, 2013
- **When the grant expires, what are funding plans?**
The nightlife specific training will be provided to bars free of charge during the grant period. After the training is developed, bars who receive a Time, Place, Manner violation from the city of Portland will be required to receive and pay for the training. The banners with prevention messaging purchased with grant funds will continue to be displayed beyond the grant cycle. SNAP coalition will continue to conduct outreach to nightlife patrons using SPF-SIG funds and may apply for future ODOT grants to increase impaired driving prevention messages.
- **Is 100% of the central and departmental indirect recovered? If not, please explain why.**
This grant did not allow for indirect expenses

Required Signatures

Elected Official or Department/ Agency Director:	Name/Title: Kathy Tinkle for Susan Myers /s/	Date: 09/12/13
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Budget Analyst:	Name/Title: Jennifer Unruh /s/	Date: 9/12/13
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Note: Please submit electronically. We are no longer using actual signatures. Insert names of your approvers followed by /s/. Please insert date approved