What is *Place Of Last Drink*?

When an individual arrested for an OWI/DUI they are asked to name the last location that served them alcohol – the place of last drink.

“An essential part of any arrest or accident investigation involving an alcohol-impaired driver should include an assertive effort by law enforcement officers to determine the local where the impaired driver had been served alcohol”.

POLD, The Theory

Most OWI are coming from bars

- 1982, Group Dynamics in Madison
- 2012, Alcohol Consumption Patterns in North Dakota: Survey of DUI Offenders

POLD seeks to reduce negative consequences by reducing over-serving.

Licensee likely served the driver, suggesting others were also over-served, possibly with negative consequences.
OTHER STATES USE POLD:

**Massachusetts:** Drivers convicted of OWI must name the POLD in open court. 1,700 reports filed in 2004. Since 2010, 20 establishments have had their license suspended based on POLD. Program has led to a 95% decrease in bar related OWI arrests.

**New Jersey:** New Jersey ABC collects POLD from arrest reports and on-line PD information. Data is used to identify “problem locations.” In 2006, 15 licensees were told to sell their businesses based on POLD.

**Washington State:** Any licensee named as the POLD is offered additional training, receives unannounced visit by state ABC agents, further investigation and sanctions possible if “progress is not made.”

Twin Cities POLD

- Originally SPF-SIG funded
- Data on POLD shared on separate shared data base.
- Entry takes <1-minute.
- Originally 9 jurisdictions in Twin City area, now 39 Minnesota and 1 Wisconsin jurisdiction.
- POLD entered for all alcohol-related offenses.
- Sexual assault, domestic violence, disorderly conduct, underage drinking.

CONSEQUENCES FOR LICENSEES:

- Never listed as a Place of Last Drink: Offering public recognition
- Seldom listed: Conducting an informational meeting with the manager and recommending training for servers.
- Frequently listed: Requiring server training; establishing a timeline for improvement; making undercover observations; issuing alcohol license sanctions.
Wisconsin Collects POLD Data

DATA IN THE DANE COUNTY POLD DATA BASE

1. Agency case number
2. Incident place & time - 0-24
3. Department (jurisdiction)
4. Where are you coming from?
5. Have you been drinking Y/N
6. How much? (a couple of beers)
7. Time started, time stopped drinking
8. Where were you drinking?
9. Have you been using drugs.
10. BAC from arrest report
11. Location of arrest

Two Pilot projects

City of Madison 2014

City of Waukesha 2015

- See if usable data was developed
- No grant, in-kind support from UW Pop Health, WAP
- Used off the shelf software - Excel
- Student intern & limited duty officers
- Final data reviewed by PD & City Attorney
- Determined that patterns were usable.

- Experiment
- No grant, used excel template used in Madison
- Student intern & limited duty officers entered data.
- Original plan, pattern could support investigation
- Data - unexpected results

- 6/9/2017

3
The difference is in the data

<table>
<thead>
<tr>
<th>SP 4005 only</th>
<th>Arrest Report &amp; SP 4005</th>
</tr>
</thead>
<tbody>
<tr>
<td>64% refusal rate</td>
<td>48% Refusal rate</td>
</tr>
<tr>
<td>33% POLD</td>
<td>62% POLD SP4005 &amp; arrest report</td>
</tr>
<tr>
<td>3% No data</td>
<td>4% No data</td>
</tr>
</tbody>
</table>

Less entry time, fewer POLD ID

Slower entry but better data

DATA IS MORE USEFUL WHEN IT IS BROAD & DEEP

Citations from all law enforcement agencies:

- Individual police departments
- Campus PD
- State patrol
- Sheriff's deputies
- Standard interview & note procedures useful.
- Data consortiums can help.
POLD IDENTIFIES PATTERNS

POLD Data is used for diagnosis, not prosecution.
Where people are over-served.
How over-served.
When they over-served.
Data provides reasonable cause for additional investigation.

Results

Dane County 6-months

- On-Premises Licensees:
  - Not named - 81%
  - Named once - 12%
  - Named twice - 4%
  - Named three times - 2%
  - Named 4-7 times - 1%

Waukesha 12-months

- On-Premises Licensees:
  - Not named - 81%
  - Named once - 12%
  - Named twice - 4%
  - Named three times - 2%
  - Named 4-7 times - 1%
Consequences Are Determined Locally

- Graduated responses:
  - Named 2-3 times: letter offering or suggesting training
  - Named 3-4 times, called before committee to “discuss”
  - Named 4+ times, surveillance, undercover investigation
  - Named 5+ times, or more than 3 times in two years - suspension

- Include POLD data in annual renewal process as a precautionary warning.

What we learned:
From building the file

- Use both arrest report & SP4005 to compile data. Current manual complete form “when appropriate”.
- Allow as much or even more time to collect data than compilation & analysis.
- In some communities data consortia or time sharing agreements may consolidate data collection.

What we learned from:
Reviewing POLD results:

- Not a good bar vs. bad bar issue.
- Most licensees will not be named
- Bad actors are evident, patterns emerge.
- Chains and multiple locations require specific approach.
- Solid data in hand supports a firm response.
- Instincts alone are not reliable indicators.
What’s next?

- Working with law enforcement to improve the consistency of data collection.
- Securing access to all case report/SP4005 information.
- Working toward a sustainable compilation system.
- Reviewing how municipalities use the data:
  - Examining how municipalities use POLD data
  - Asking if interventions change over-serving patterns?
  - What training, sanctions or combination of them are effective?

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