



Learning Objectives

- Identify a framework for evaluating market forces
- Identify a framework for evaluating governance systems



A new paradigm for safety and vibrancy

CITY AND TOWN CENTERS continue to evolve from daytime commercial and retail shopping driven economies to expanded schedules of more concentrated social activity, catering to changing demographics and lifestyles.

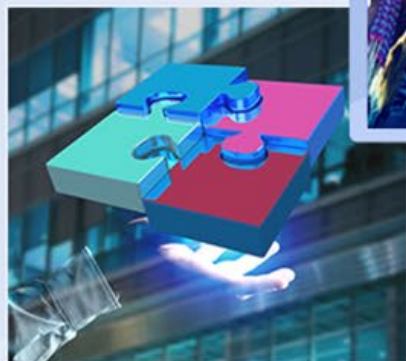
This presentation is an introduction to a new paradigm in addressing risk while building a foundation to better plan and expand new social experiences for people to gather and dine, drink, listen to music, dance and enjoy cultural experiences.



PLANNING



VIBRANCY



GOVERNANCE



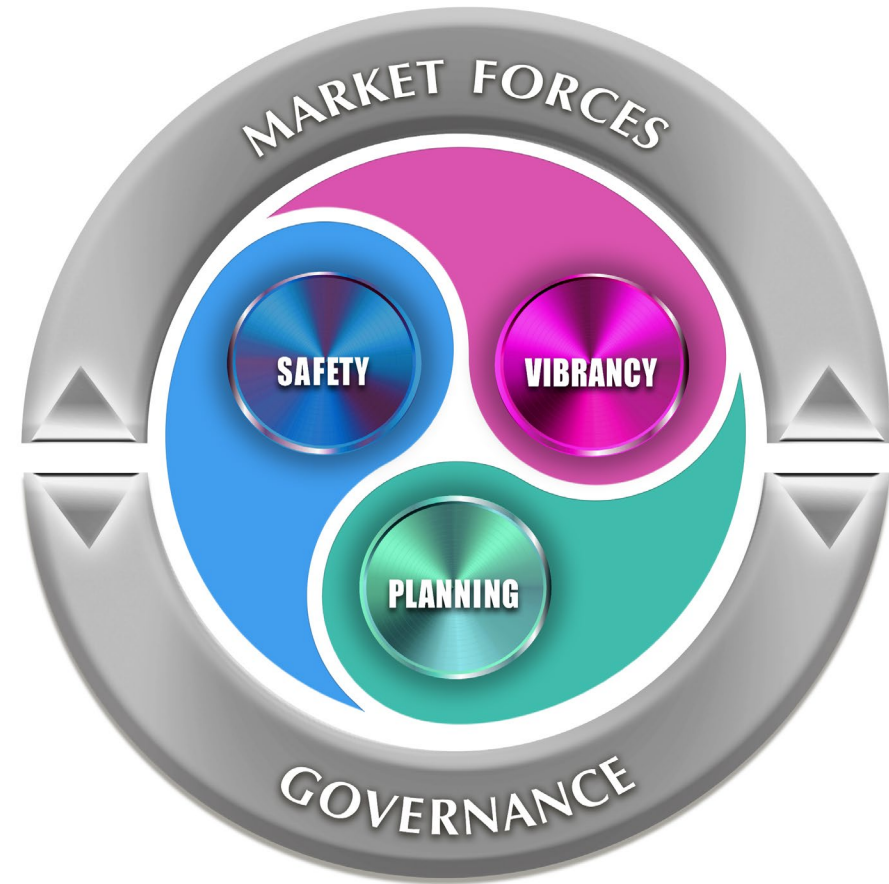
SAFETY



BUILDING BLOCKS

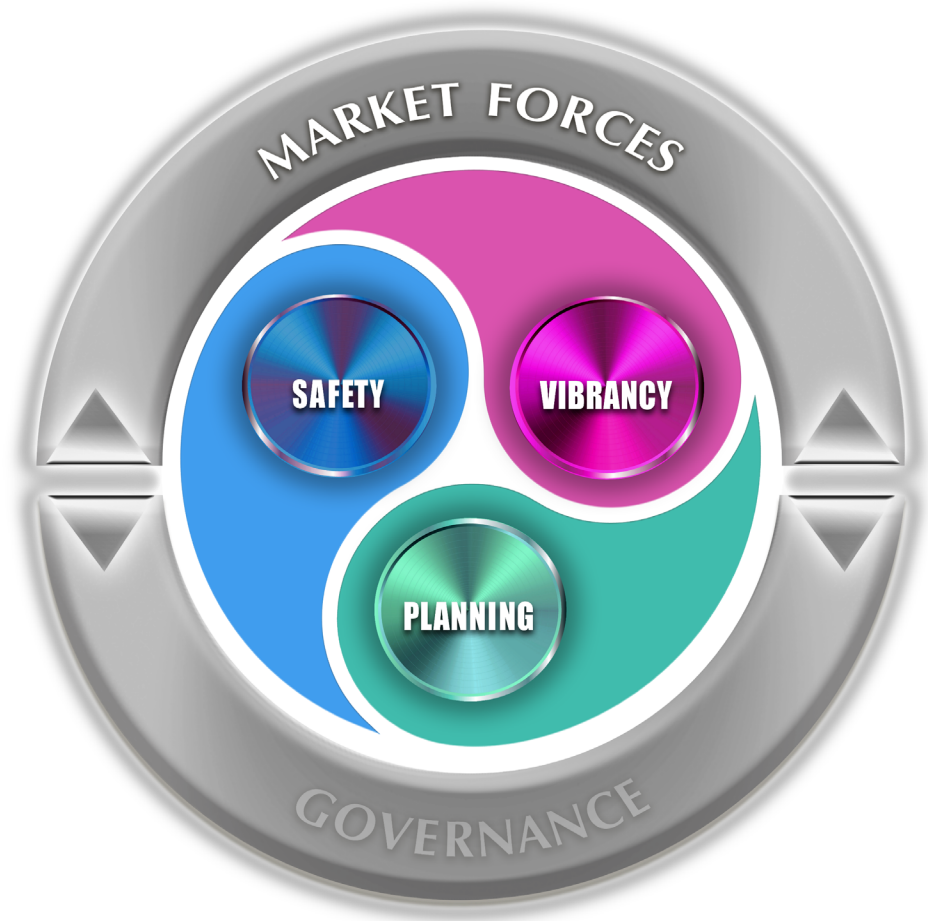
SOCIABLE CITY PLAN

Evaluating Sociability and Risk



Market Forces

Identify current trends driving change in your city and opportunities for innovation to match trends



Demand-Side Factors:

1. Demographics
2. Foot Traffic | Commercial Offices
3. Trends and Tastes
4. Tourism and Events
5. Economic Conditions
6. Proximity of college campus and student housing

Supply-Side Factors:

1. Location and Accessibility
2. Labor Market
3. Rising Costs

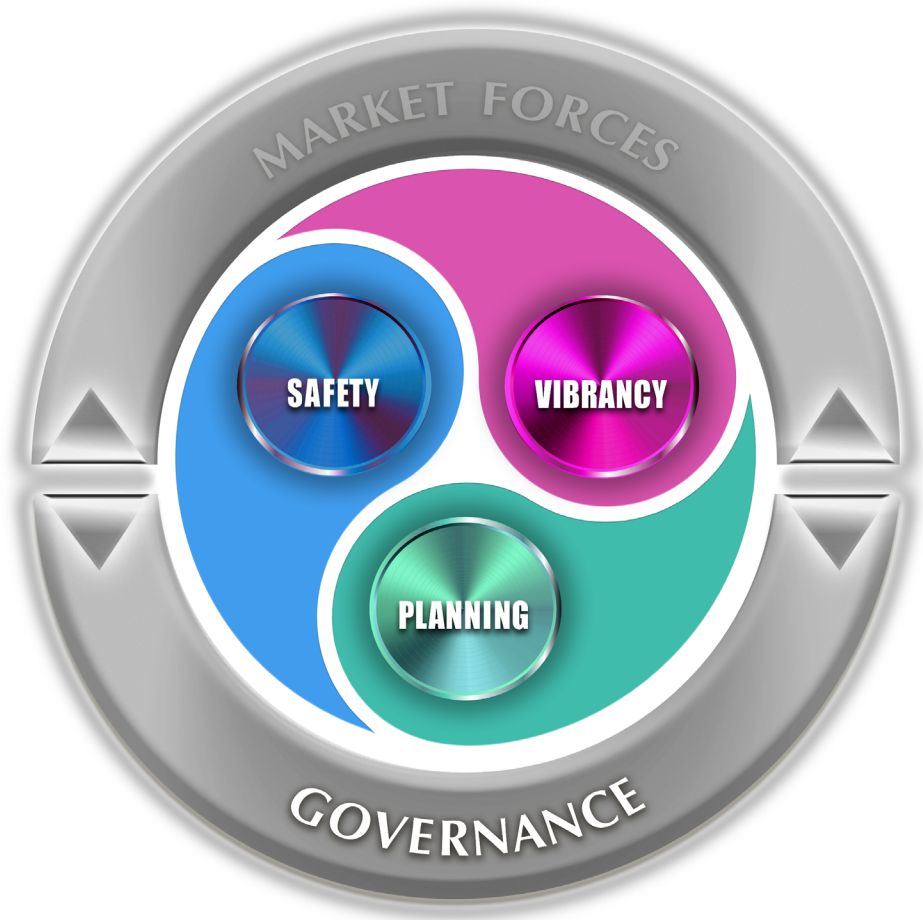
Competitive Forces:

1. Density of Competitors
2. Differentiation
3. Reputation and Reviews



Governance

Provide framework for updating current permit and license process including collaboration with hospitality leaders to establish voluntary compliance training and monitoring.



Licensing and Permits:

1. Alcohol Licensing
2. Health Permits
3. Entertainment Permits
4. Zoning Laws

Regulations and Compliance:

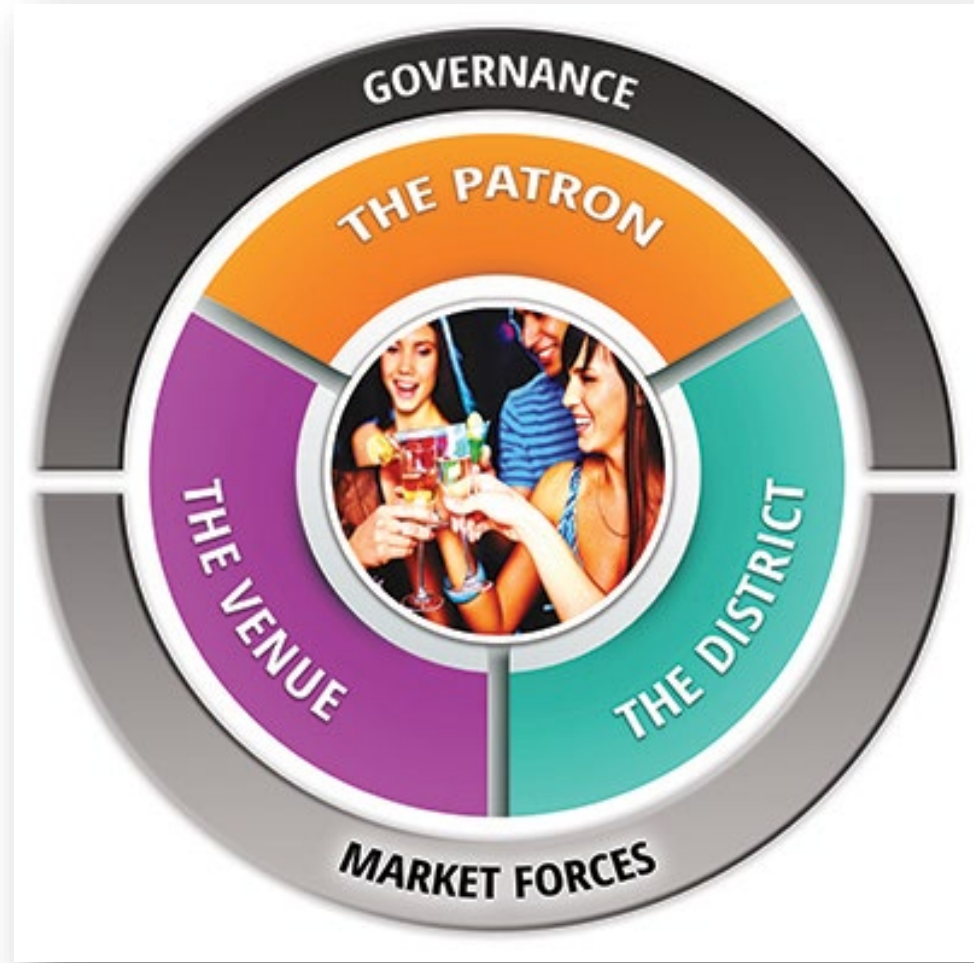
1. Labor Laws
2. Food Safety Standards
3. Alcohol and Entertainment Regulations

Public Infrastructure and Investment:

1. Urban Development
2. Public Safety
3. Tax Policy
4. Transportation

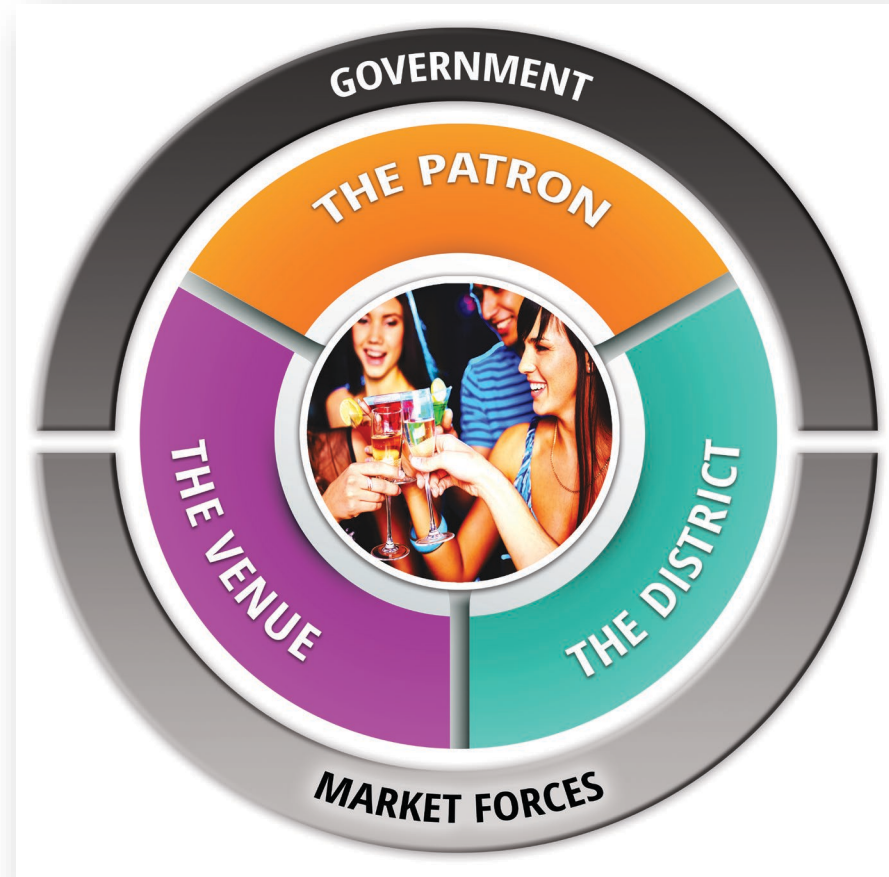


Evaluating Sociability and Risk



Categories for Analysis

1. **The Patron:** Gather information about tools to monitor risk and recommendations for improvements in communication on patron responsibility for risk management
2. **The Venue:** Review status of voluntary compliance programs and training with recommendations for new areas for development
3. **The District:** Observe status of district mix, management and recommendations for improvements



Evaluating a Holistic Approach



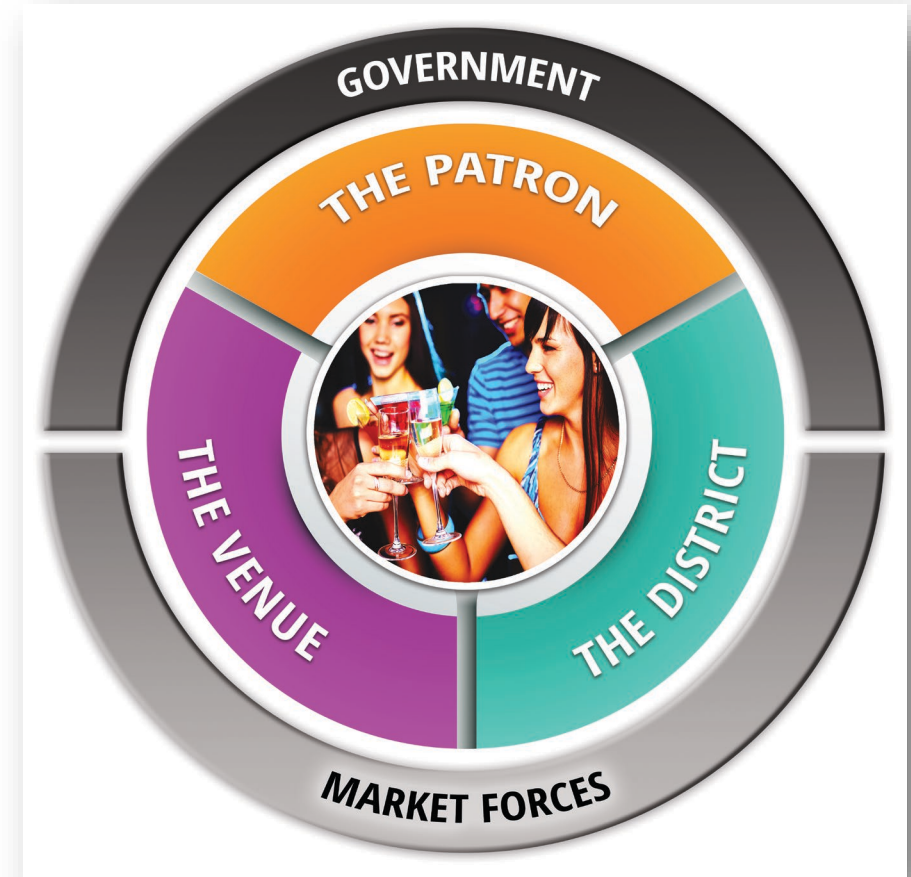
Why is a Holistic Model Needed?

- Identification of risk factors
- Not just one data source
- Multiple sources of data are required
- To get the data, partnerships and trust-building is necessary
- Broad context is needed to paint the full picture



The Evaluation Method

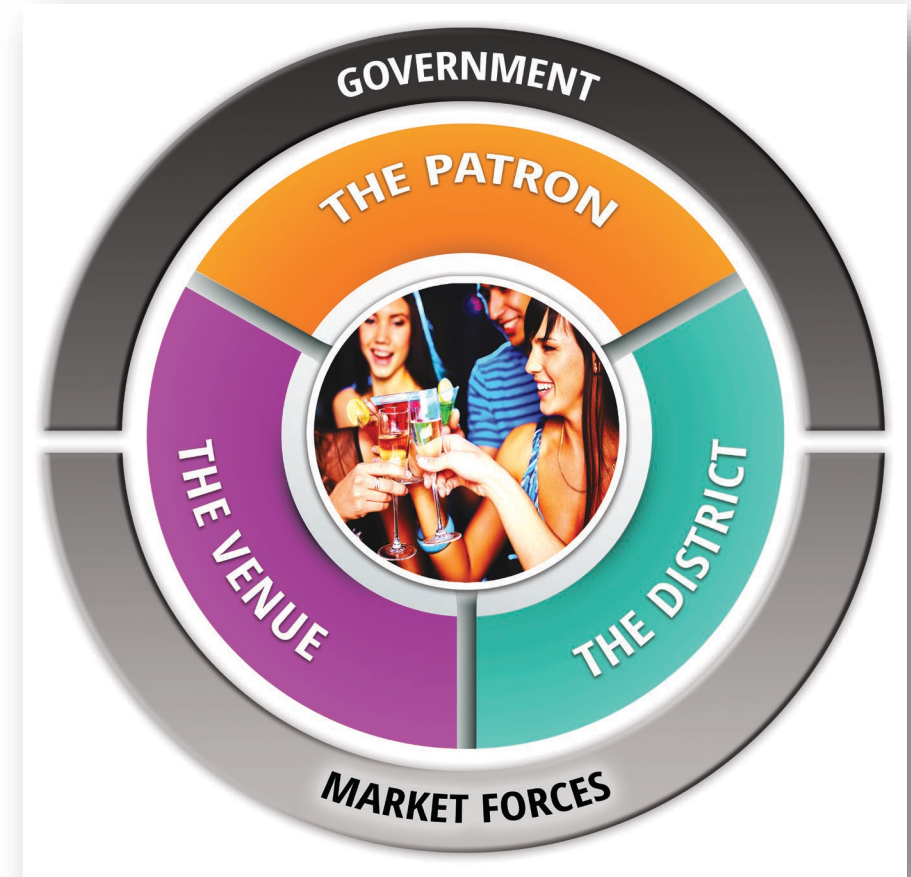
1. Define and develop **baseline measurement protocols**
2. Determine **current data collection and data management systems** for risk analysis. This can include:
 - a. Crime, harm and disorder
 - b. Venue compliance to regulations
 - c. Venue participation in an alliance
 - d. Venue training and policy
3. **Establish a uniform approach** to data collection for district/zone to district/zone and city to city comparison.
4. **Document the economic, employment and potential social activity** (as defined by the number of venues, occupancy, hours of operation, entertainment options, etc.)
5. Establish a **centralized clearinghouse of data for comparative study** of the economic cost and value of nightlife and sociability.
6. Provide an **annual forum for information and strategy exchange**.



The Evaluation Method: Hospitality

Patron

- Who are your social district's patrons? Does this contribute to risk?
- What are the trends in social preferences at night with your patrons?
- What high-risk behaviors do patrons engage in?
- What safety issues do patrons perceive or experience?



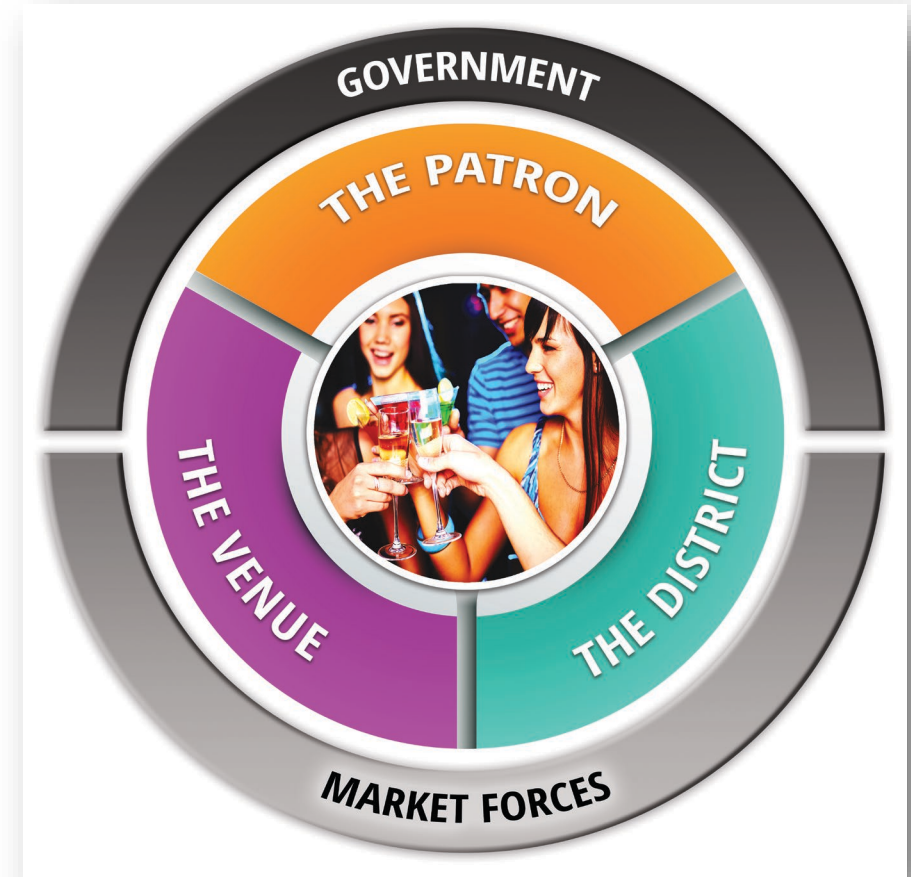
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Venue

- What social options exist for dining and entertainment?
- How do social activities differ by time of day?
- How are fairs, festivals and celebrations planned and managed?
- What is the percentage of local vs. chain ownership in social venues?
- How efficient is the process for opening and operating a dining, entertainment or event business?



The Evaluation Method: Hospitality

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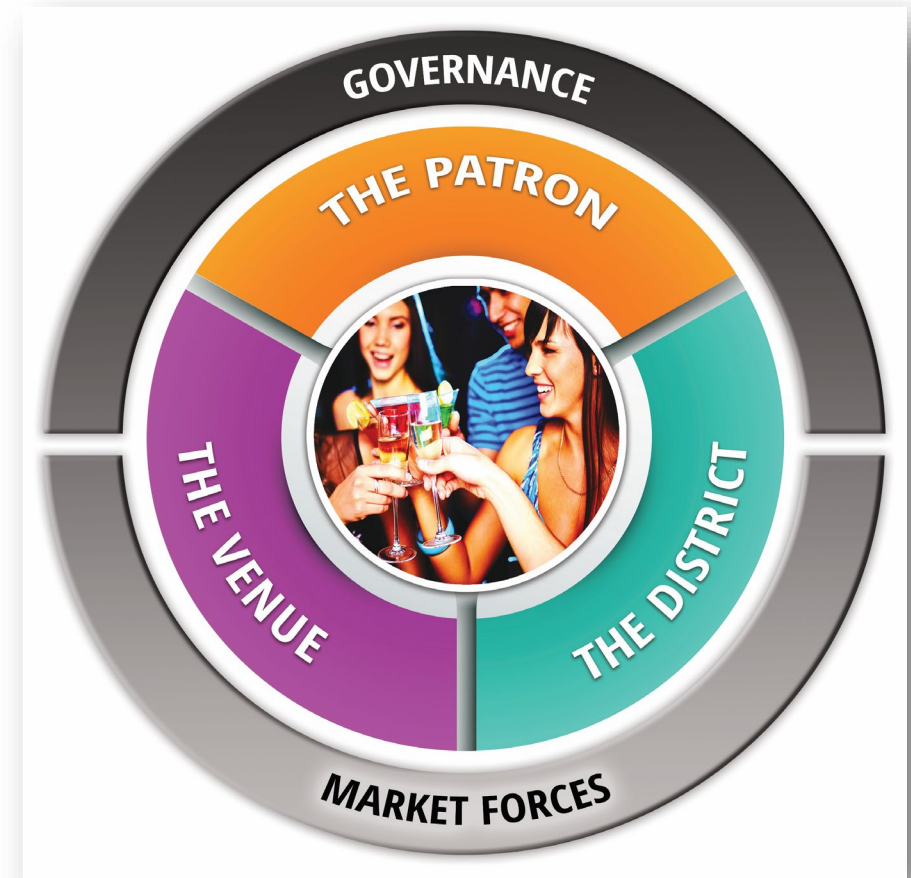
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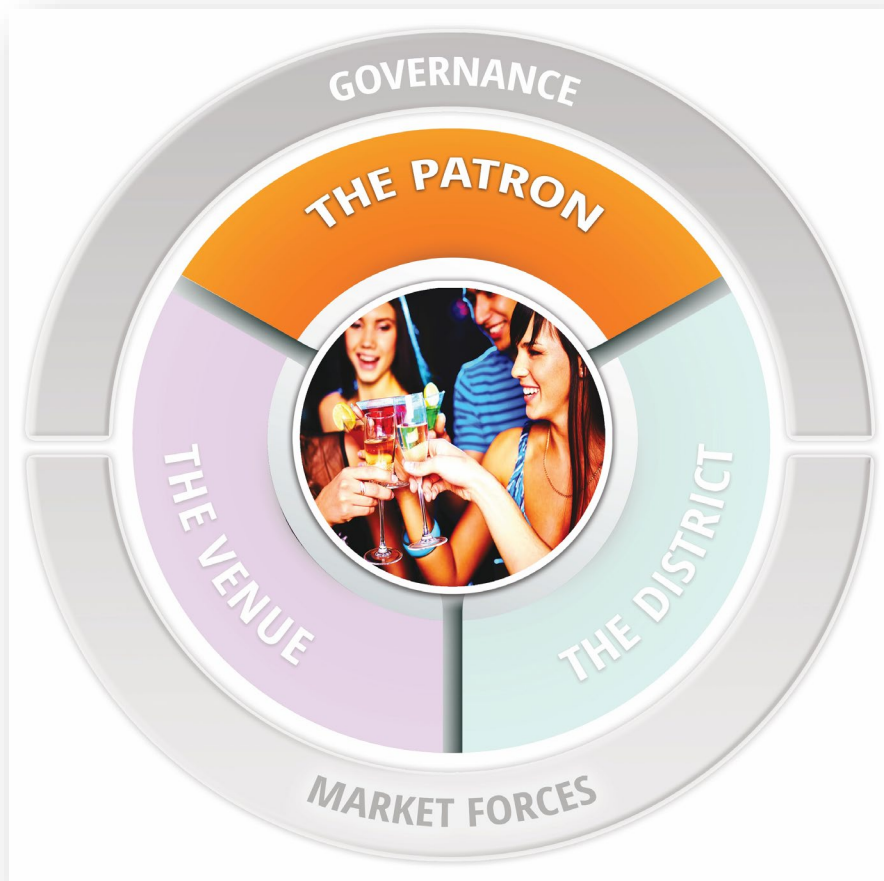
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District

- How is the district planned and managed?
- Is there a process to monitor the mix of social experiences?
- Is the economic, employment and fiscal impact of life at night tracked and measured?



Evidence Based Risk Management

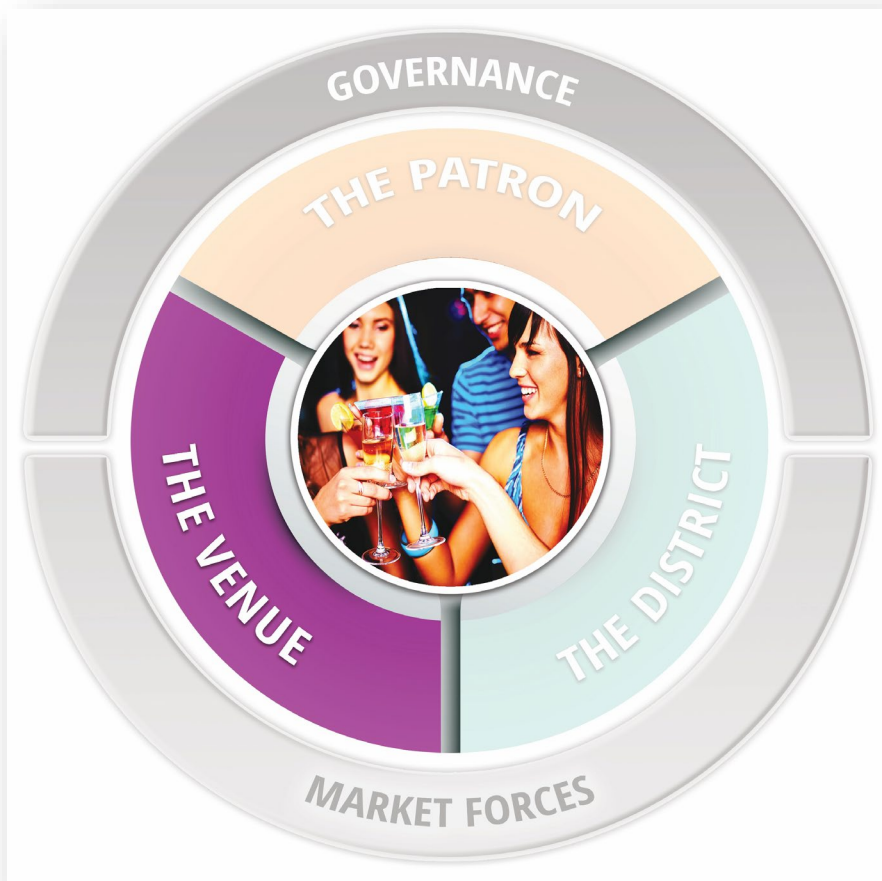


Patron

- Patron to Patron: Fights, Assaults, Gender Violence
- By Patrons: Vandalism, Public Urination, Robbery
- Against Patrons: Assault, Robbery, Car Break-in



Evidence Based Risk Management



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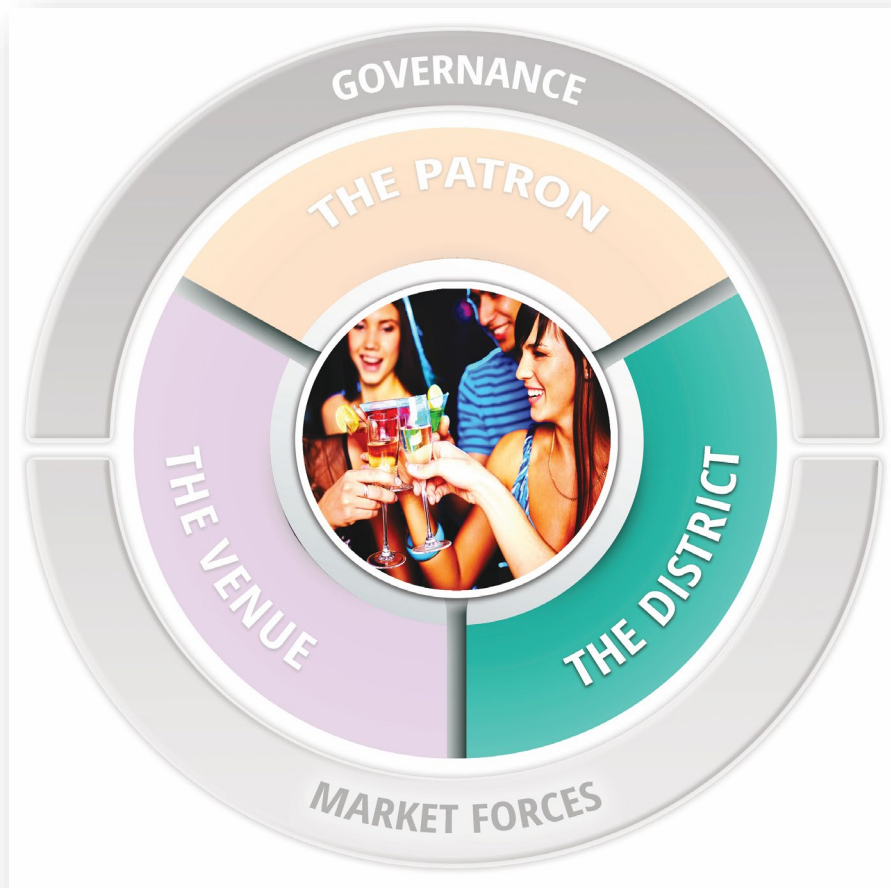
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Venue

- Formal Policies and Training
- Entry Access Control Procedures
- Occupancy Management: Interior and Exterior
- Age Control (to prevent underage access to alcohol)
- Intoxication Control (responsible beverage service training)
- Sound Management



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District

- Social occupancy of the district i.e. combined seating capacity
- Level of collaborative alliances among agencies, venues, residents
- Compliance levels district-wide
- Storefront Snapshot: mix of uses by time of day
- Infrastructure for seating, trash, litter, pedestrians, parking, traffic, lighting



Evaluating Sociability and Risk

