

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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ABC Awarded \$1.5 Million Grant
Grant comes from the California Office of Traffic Safety for Multiple Programs

SACRAMENTO –The California Alcoholic Beverage Control (ABC) today announced that it has been awarded a \$1.5 million grant that will help fund operations for a number of departmental programs that combat underage drinking and educate licensees about alcoholic beverage laws in California.

“Keeping alcohol out of the hands of youth is a huge priority for the ABC,” said ABC Director Timothy Gorsuch. “This grant will help reduce youth access to alcohol and also help businesses by providing free classes about California’s alcoholic beverage laws.”

The grant was awarded to the ABC by the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration (NHTSA).

The funds will be used for ABC’s Target Responsibility for Alcohol-Connected Emergencies (TRACE) program, Minor Decoy and Shoulder Tap Decoy operations, Trapdoor Operations, Informed Merchants Preventing Alcohol-Related Crime Tendency (IMPACT) taskforce and quarterly classes for licensees and their employees that are taught through ABC’s Licensee Education on Alcohol and Drugs (LEAD) program. The funds will also allow for approximately 15 mini-grants that can be awarded to local law enforcement agencies to combat underage drinking in their communities.

Minor Decoy operations are compliance checks in which teenagers, under the direct supervision of police officers, attempt to purchase alcohol from retail licensees. The Shoulder Tap program targets adults who purchase alcohol for minors on or around ABC licensed businesses. Minor decoys, under the direct supervision of police officers, approach and ask patrons of stores, bars or restaurants to buy them alcohol.

A portion of the grant funds will be used to administer the TRACE Program. It is a rapid response protocol for the investigation of crashes and other serious alcohol-related incidents involving minors.

Trapdoor Operations involve ABC Agents, local law enforcement officers and alcohol retailers working together to reduce underage access to alcohol by halting the use of false or stolen identifications.

The LEAD program provides practical information on serving alcoholic beverages safely and responsibly. It also helps teach methods of preventing illegal activity at ABC licensed establishments.

The goal of the grant is to reduce the availability of alcohol to minors through multiple enforcement, educational and prevention programs conducted by ABC Agents and local law enforcement officers.

ABC is a Department of the Business, Consumer Services and Housing Agency.