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**3RD ANNUAL CALIFORNIA ALCOHOL POLICY ALLIANCE**

**SUMMIT**

Center for Healthy Communities, Los Angeles



California **Alcohol Policy Alliance**



# Senator Wiener Announces Reintroducing 4 a.m. Bar Bill. 11/28/2017



# It came back as SB 905! 2004, 2014, 2017, 2018...

NINE TRIAL CITIES – 17% OF THE POPULATION OF CALIFORNIA  
SPLASH ZONES of 80% of California population

San Francisco

West Hollywood

Oakland

Los Angeles

Sacramento

Long Beach



Palm Springs – Cathedral City – Coachella



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**ALCOHOL JUSTICE**  
The Industry Watchdog

## Senate Bill

**No. 905**

Introduced by Senator Wiener

(Principal coauthor: Assembly Member Santiago) (Coauthors: Senators Allen and Lara)

(Coauthors: Assembly Members Jones-Sawyer and Obernolte)

This bill, beginning January 1, 2020, and before January 1, 2025, would require the Department of Alcoholic Beverage Control to conduct a pilot program that would authorize the department to issue an additional hours license to an on-sale licensee located in a qualified city which would authorize, with or without conditions, the selling, giving, or purchasing of alcoholic beverages at the licensed premises between the hours of 2 a.m. and 4 a.m., upon completion of specified requirements by the qualified city in which the licensee is located. The bill would impose specified fees related to the license to be deposited in the Alcohol Beverage Control Fund. The bill would require the applicant to notify specified persons of the application for an additional hours license and would provide a procedure for protest and hearing regarding the application. The bill would require the Department of the California Highway Patrol and the qualified city to submit reports to the Legislature regarding the regional impact of the additional service hours areas. The bill would provide that any person under 21 years of age who enters and remains in the licensed public premises during the additional serving hours without lawful business therein is guilty of a misdemeanor, as provided.



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# TIMELINE OF THIS CAMPAIGN

**January** Senator Wiener violates Senate Rules & reintroduces SB 905. (Announced Nov. 28, 2017)

**All Year** Wiener amends bill adding total of 9 CITIES.

3/13 Sen. GO passes 8-2-2

4/16 Sen. Approps 8-2-0

5/30 Sen. Floor 27-9-3

6/20 CAPA Rally Sacramento

6/28 Asm. GO 11-6-4

8/5 CAPA LA Press Conference

8/16 Asm. Approps 12-0-5

**Final Passage** – Assembly 8/29 51-22-7

– Senate 8/30 28-8-4

**All Total** – 66 organizations oppose bill!



**Sept. 28** Jerry Brown VETOES SB 905

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# Sen. Wiener Called this Weird Spreadsheet Scientific PROOF

Last Call before 2am = [redacted]  
 Last Call at 2am = [redacted]  
 Last Call after 2am = [redacted]

STATE	AUTHORITY	Saturday Last Call	Sunday Last Call	% of Drivers Involved in Fatal Crashes BAC .08+ 2015
Rhode Island	State Statute	6am - 1am	6am - 1am	29
Maine	Maine State Statute	5am - 1am	9am - 1am	27
Wyoming	Hours set in statute ma	6am - 2am	6am - 2am	27
Connecticut	State Law	M-Th 9am - 1am, F 11am - 1am		27
North Dakota	Attorney General	8am - 2am	12pm - 2am	27
Alaska	State Law	8am - 5am	8am - 5am	26
Montana	State Statute	8am - 2am	8am - 2am	26
Texas	State Legislature	7am - 2am	7am - 2am	26
Oregon	OLCC	7am - 2:30am	7am - 2:30am	25
Hawaii	Liquor Commission	6am - 4am	6am - 4am	24
Idaho	State Legislature & Stat	10am - 1am, 2am	Local Control	23
New Mexico	State Legislature	7am - 2am	7am - 2am	23
South Dakota	State Legislature	7am - 2am	7am - 2am	23
Louisiana	No Rules	24 hrs	24 hrs	23
Massachusetts		2am	2am	23
Wisconsin		Sun - Th 2am, Fri-Sat 2:30am		23
New Hampshire	State Legislature	6am - 1am	6am - 1am	22
Delaware	General Assembly	9am - 1am	9am - 1am	22
Illinois	Local Control	Sun - Fri 4am, Sat 5am		21
Nevada	No Rules	24hrs	24hrs	21
South Carolina	Local Control	2am	2am	21
Alabama	State Legislature	State Legislature	State Legislature	20
Pennsylvania	PLCB & State Legislature	7am - 3am	7am - 3am	20
Vermont	Vermont Department o	8am - 2am	8am - 2am	20
Arizona	State Legislature	6am - 2am (unfini	6am - 2am (unfinish	20
D.C.		Sun - Th 2am, Fri-Sat 3am		20
Maryland	State Legislature	2am	2am	20
New York	Local Control	4am	4am	20
North Carolina	State Legislature & Loca	7am - 2:30am	12pm - Local Option	19



# We Showed the Science of Harms *Never Heard the Anti-Science Argument Again*

## THE LATE NIGHT THREAT

SCIENCE, HARMS, AND COSTS OF EXTENDING BAR SERVICE HOURS



A report from California Alcohol Policy Alliance and Alcohol Justice

June 2018



**ALCOHOL  
JUSTICE**  
The Industry Watchdog



# LA Press Conference with Kurtwood and Koretz



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# Press Conference/Rally in Sacramento



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# Effective Post Card Campaign

Governor Brown:

# VETO SB 905



SB 905 benefits bar and restaurant owners at taxpayer expense. It will cause early morning highway deaths, street violence & public health harm.

 California Alcohol Policy Alliance  
[alcoholpolicyalliance.org](http://alcoholpolicyalliance.org)



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# Op-Eds and New Allies

## THE SACRAMENTO BEE

### Why a 4 a.m. last call at California bars would be a really bad move



BY SCOTT SUCKOW, FARRAH DOUGLAS AND VERONICA LABEAU  
*Special to The Sacramento Bee*



August 30, 2018 01:50 PM  
Updated 8 hours 57 minutes ago



In case you haven't heard, [Senate Bill 905](#) – which could allow some bars in California to stay open until 4 a.m. – is still alive and kicking. As residents of communities that would be directly affected, we're pleading with Gov. Jerry Brown to consider the well-being of his constituents before signing any such bill.

Under the bill approved Wednesday by the state Assembly and Thursday by the state Senate, nine cities – including Los Angeles, Sacramento, San Francisco, Oakland, Long Beach and West Hollywood – would be allowed to extend alcohol sales at bars, nightclubs and restaurants to as late as 4 a.m.

We believe this five-year pilot program would eventually be extended statewide. Those of us who live in bustling neighborhoods would feel the impact of this bill first-hand. Instead of loud music, traffic, screaming and fighting until 2 a.m., our families would be subjected to this behavior until 4 or 5 a.m. just because we live within shouting distance of a restaurant or bar.





# What worked?

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## LEGISLATURE

- **Presence in Sacramento and in districts**, before and during hearings
- We let Committee members know that **people in their districts cared and were watching this**
- **Over 61 letters** from community organizations across the state, including MADD and CARA
- Provided **valuable data** to decision makers to give them an “out”
- Press conference in LA and Rally in Sacramento



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# What worked?

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## MEDIA

- Messages: **This is NOT local control.**
- Splash Zones Idea: **The harms will impact all cities, even those who do not go until 4 a.m.**
- **Stories that describe ugly realities of closing time** – from law enforcement and neighbors
- **Engaged media throughout the state**
- **Blew up his lie "there is no science" and showed data that debunked his claims.**



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# What worked against us

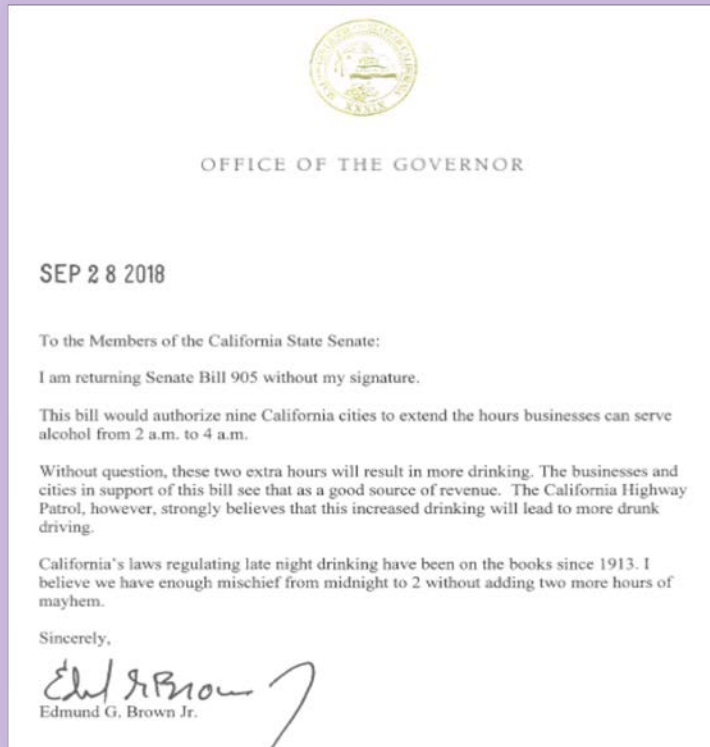
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- **Being right is not enough** – Wiener often cited his bogus data
- We did not challenge Labor's support
- **We did not get law enforcement, EMT and other first responders on our side.**
- **LGBT Caucus of Legislature is loudly in support**
- **9 mayors, lots of donations worked against us**
- **Not enough statewide groups with lobbying capacity supported us**



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# Governor Jerry Brown's Veto Message



***“I believe we have enough mischief from midnight to 2 without adding two more hours of mayhem.”***



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**ALCOHOL JUSTICE**  
The Industry Watchdog



## Bust a Hole in these Arguments:

- It is good for local control. One size should not fit all.
- It is harm reduction
- Millennials need to celebrate
- It will save the gay bars
- It's good for the Olympics
- Local governments support this
- Outmoded regulations
- Its good for economic development
- Its good for tourism -- hotels, conventions
- Its good for hotel, bar, restaurant workers



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# Wine Industry Gavin Newsom Might Sign

**What Can We Do Starting NOW?**



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