

SOCIABLE CITY PLAN

The Assessment Process

Introduction

Responsible Hospitality Institute

BEGIN WITH THE END IN MIND: LIFE AT NIGHT

PROJECT AIMS

- To preserve and advocate for the social, cultural and economic value of dining and entertainment
- To improve the allocation of resources and updates to legislation
- To ensure public safety to reduce crime, harm and disorder while minimizing quality of life impacts
- To maintain communication between government and businesses regarding policy and procedures



PROJECT OBJECTIVES

- Selection and training of dedicated staff to be leading advocates for a safe and vibrant nightlife
- Development of a citywide alliance to implement a consensus-driven action plan
- Data collection process to evaluate and monitor progress over time, particularly in regard to alcohol-related harm reduction

LIFE IS ABOUT RELATIONSHIPS

Sociability is sharing an experience with other people that stimulates the senses, intellect or emotions



A NEW PARADIGM FOR SAFETY AND VIBRANCY IN SOCIAL DISTRICTS



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.

RHI's proposes that a holistic approach is the most effective way to reduce high-risk drinking and related impacts on safety and disturbances.

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 share food, drink, music, dance and cultural experiences.



BUILDING BLOCKS OF A SOCIABLE CITY



LAY A FOUNDATION
RESOURCES | ACTION TEAMS



PLAN FOR PEOPLE
QUALITY OF LIFE | MOBILITY



ASSURE SAFETY
PUBLIC SAFETY | VENUE SAFETY

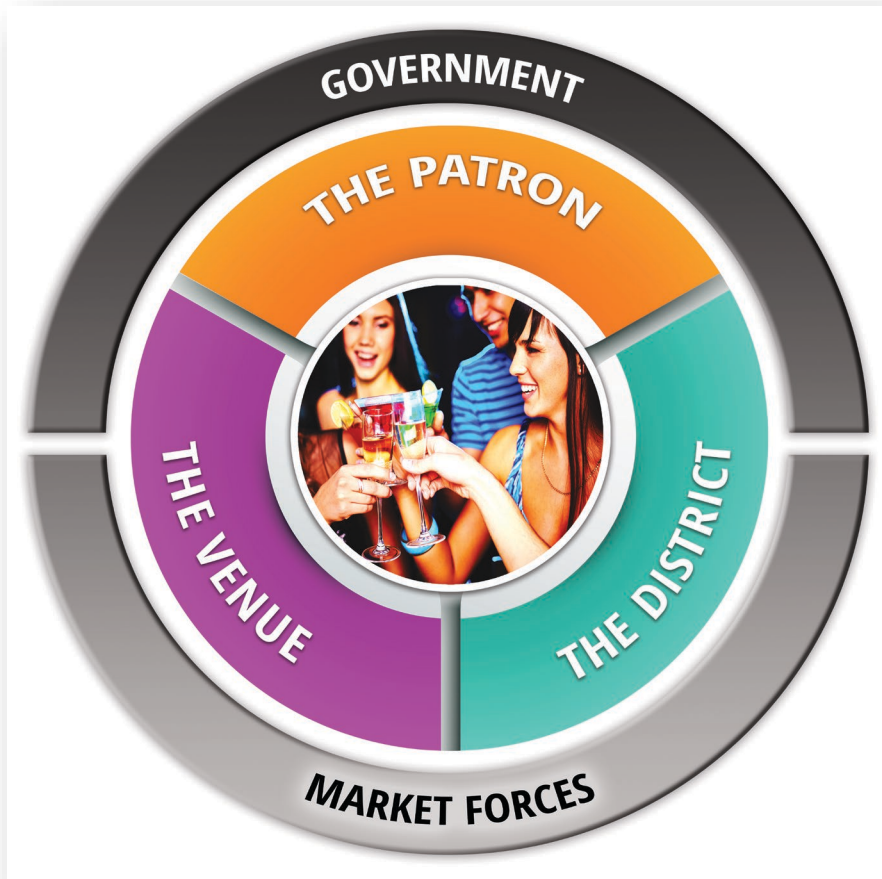


ENHANCE VIBRANCY
ENTERTAINMENT | PUBLIC SPACE

CORE MEASURES OF FACTORS CREATING A SAFE AND VIBRANT SOCIAL EXPERIENCE



WHAT FACTORS INFLUENCE VIBRANCY AND SAFETY?



RHI's Sociable City Plan

Seeks to prove that a holistic approach is the most effective way to reduce high risk drinking and related impacts on safety and disturbances while preserving continued growth and development of safe and vibrant social options.

A new, holistic paradigm is needed to:

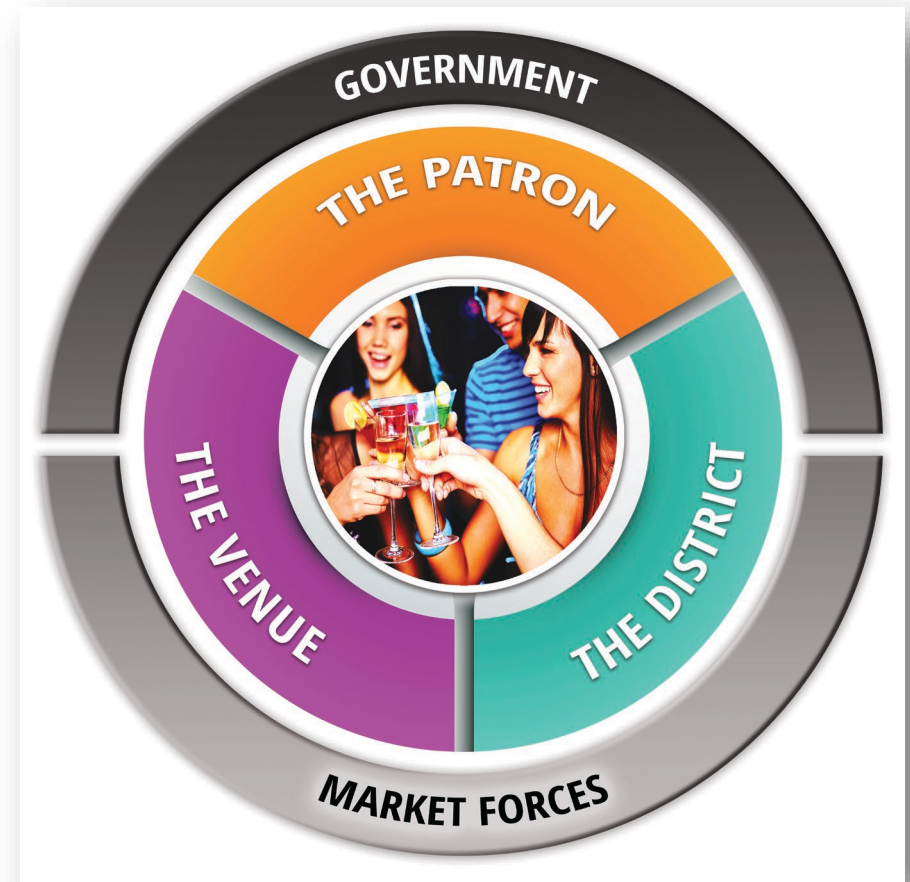
- Assess high risk in a district setting
- Evaluate a broad context in which public socializing takes place
- Monitor change over time

Organized factors into 5 categories:

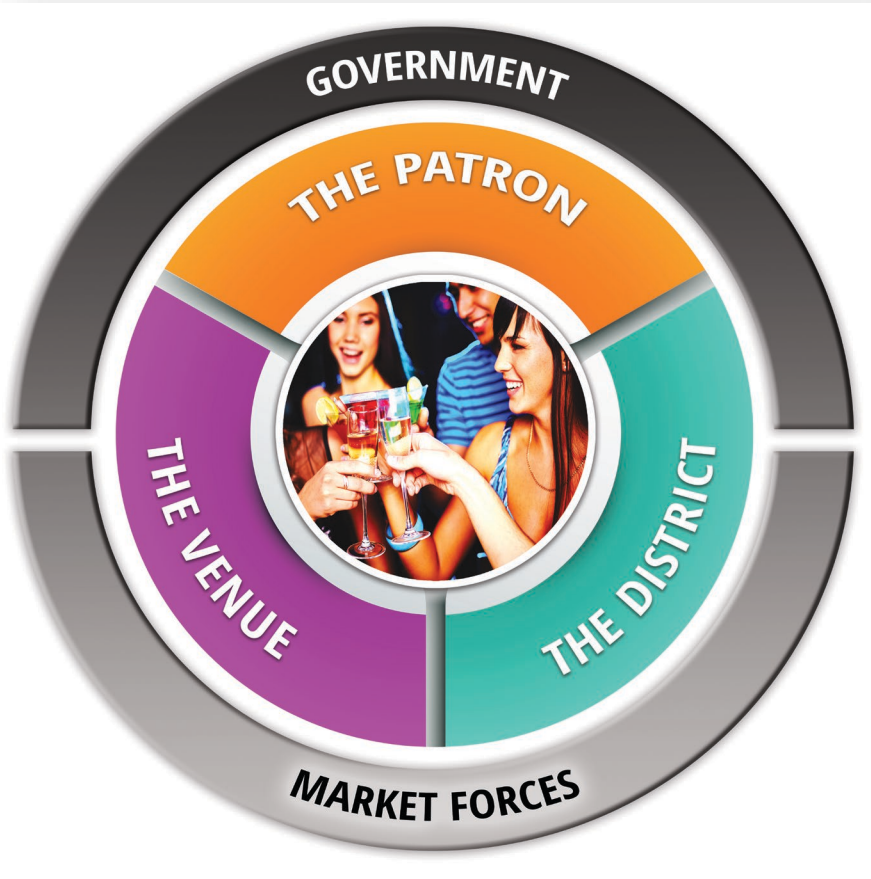
- Market Forces
- The Patron
- The Venue
- The District
- Government

FIVE CATEGORIES FOR PRELIMINARY ANALYSIS

- **Market:** Identify current market forces driving change in your city and opportunities for innovation to match trends
- **Patron:** Gather information about tools to monitor risk and recommendations for improvements in communication on patron responsibility for risk management
- **Venue:** Review status of voluntary compliance programs and training with recommendations for new areas for development
- **District:** Observe status of district mix, management and recommendations for improvements
- **Government:** Provide framework for updating current permit and license process to include appropriate use of space by time and day, operators' experience, as well as fit into existing district uses.



LONG TERM OUTCOMES FROM A SOCIABLE CITY PLAN



- **Evaluate** current status of social options, economic and employment impact of sociability
- **Centralize** inspection and service call data
- **Educate** new and existing businesses
- **Facilitate** more effective intervention with at-risk businesses
- **Provide cross-training** and collaboration opportunity for multiple city agencies
- Develop recommendations on **policy and resource allocation**
- Encourage **coordination and cooperation** among all departments
- Address the **complex issues** surrounding the nighttime economy
- **Solve problems** before they become chronic issues



ENGAGEMENT

ACHIEVE BUY-IN TO ENGAGE YOUR COMMUNITY'S LEADERSHIP, OBSERVE YOUR NIGHTLIFE THROUGH A NEW LENS, AND LEARN TO RECRUIT STAKEHOLDERS



- Select and train primary Coordinator
- Form Transformation Team as a steering group
- Meet with representatives from case study districts
- Define field research and data collection process

ORIENTATION

RHI ORIENTS PARTICIPANTS ON HOW TO EVALUATE NIGHTLIFE AND PRESENTS THREE SEMINARS ON NIGHTLIFE MANAGEMENT TRENDS, ISSUES AND BEST PRACTICES



PLAN FOR PEOPLE



ASSURE SAFETY



ENHANCE VIBRANCY

ROUNDTABLES

RHI FACILITATES SIX FOCUS GROUPS TO IDENTIFY GAPS, CHALLENGES AND SET PRIORITIES FOR ACTION, WHICH WILL BE CONSOLIDATED INTO A SUMMARY REPORT



SUMMIT

ALL HZA PARTICIPANTS WILL BE RECONVENED TO DISCUSS THE ACTION PLAN FOR YOUR CITY'S NIGHTLIFE AND FORM AN ALLIANCE TO OVERSEE IMPLEMENTATION



IMPLEMENTATION

RHI STAFF AND CONSULTANTS CAN HELP IMPLEMENT YOUR ACTION PLAN BY DESIGNING SEMINARS AND SKILLS TRAINING



- RHI staff provide one follow-up visit
- Additional visits can be arranged
- Creation of professional position to manage and coordinate Implementation Alliance and oversee resources and advocacy
- Consultants available at additional fee to assist with implementation

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TRANSFORMATION TEAM: Global and strategic thinkers with influence and access to resources to guide the process

HOSPITALITY AND EVENT TEAM: Business owners and managers providing dining, entertainment and events

PUBLIC SAFETY AND EVALUATION TEAM: Agencies and educators with access to data to evaluate trends in social options and risk

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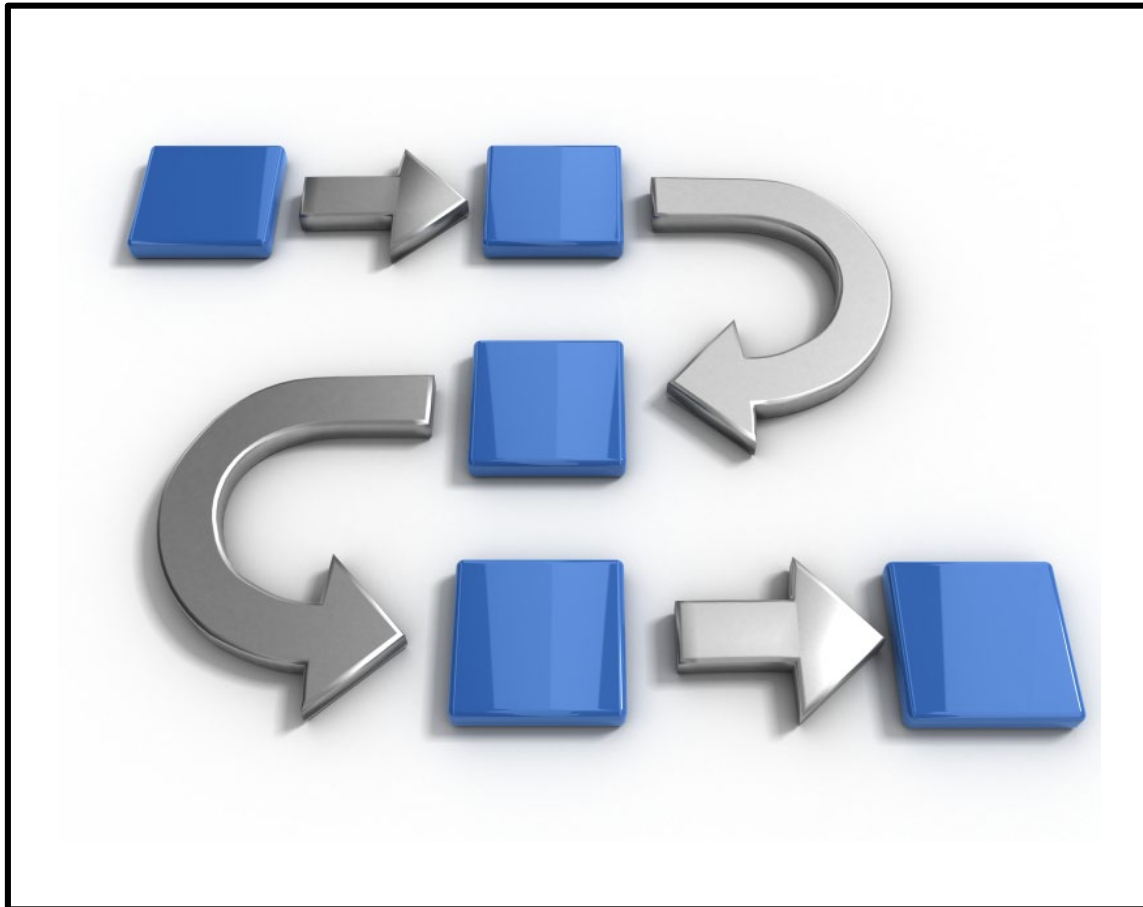
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SOCIABLE CITY ENGAGEMENT PROCESS



- **Review of Background Documents**
 - City and District Vision Reports
 - Licenses and Regulations: Venue, Alcohol, Public Space
 - News Reports
- **Pre-visit Interviews**
 - Six Key Stakeholders
- **Night Tour**
 - Police Ride Along
 - Local hospitality and safety reps as tour guides
- **Group Meetings**
 - Public Safety Team
 - Hospitality/Event Team
 - Transformation Team
 - Extra Focus Session (i.e. Music, Culinary, Women)

CREATE A PUBLIC SAFETY EVALUATION TEAM



Invitees

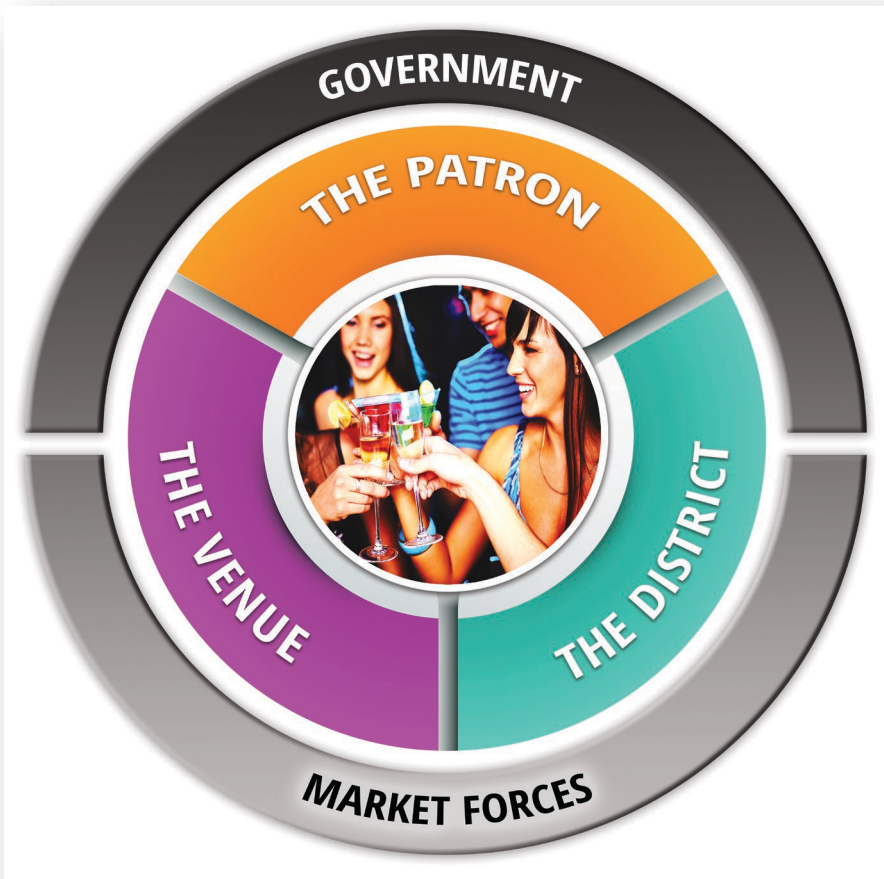
- License and Compliance: Alcohol
- License and Permit: Business, Food, Entertainment, Outdoor Seating
- Safety: Police, Fire, Code/By-law Compliance
- Transportation: Traffic, Parking, Shared Service (taxi, e-hail)
- Public Works: Trash Management – Outdoor Seating
- Planning and Zoning
- Health and Social Services

CREATE A PUBLIC SAFETY EVALUATION TEAM



- **Agenda:** Convene a working group to introduce an evaluation framework for the measuring trends and risk factors:
 - ❑ Overview of an evaluation process to measure current status and monitor change
 - ❑ Develop plan to measure current status of policy and regulations on opening, operating and managing a dining, entertainment or event business
 - ❑ Preliminary identification of existing challenges, risks and opportunities for improvement
 - ❑ Select Transformation Team representation for future collaboration and solution development

RISK DATA COLLECTION AND MANAGEMENT



Patron

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

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

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 and lighting

Phase 2 through 4 will provide in-depth discussion, information gathering and organization on these and other core measures

CREATE A HOSPITALITY/EVENTS TEAM

Invitees

- Hospitality Professionals
 - Management
 - Culinary
 - Bartender and Service
 - Security
 - Music and Performance
 - Event Planners and Promoters
- Associations and Professional Organizations
- Legal and Insurance
- Distributors: Food, Beverage, Supplies, Services
- Training Providers



CREATE A HOSPITALITY/EVENTS TEAM

- **Agenda:** Convene a working group to discuss active participation by hospitality and venue representatives to assist in gathering information for:
 - ❑ The current status and future vision of your city's social economy with focus on dining, entertainment, and events
 - ❑ Sources of information about trends and current status of social options
 - ❑ Surveys and data collection for defining the economic, employment and culture contributions of the industry
 - ❑ Availability of organized training and best practices for assuring safety and reducing quality of life conflicts
 - ❑ Opportunities and challenges in opening and operating in your city
 - ❑ Identify Transformation Team representation for future collaboration and solution development



DEVELOP THE EVALUATION METHOD: HOSPITALITY AND EVENTS

Patron

- Who are your social district’s customers? How does this contribute to risk?
- What social options do they seek? Dining, entertainment, dancing?
- What high-risk behaviors do they engage in?
- What safety issues do they perceive or experience?

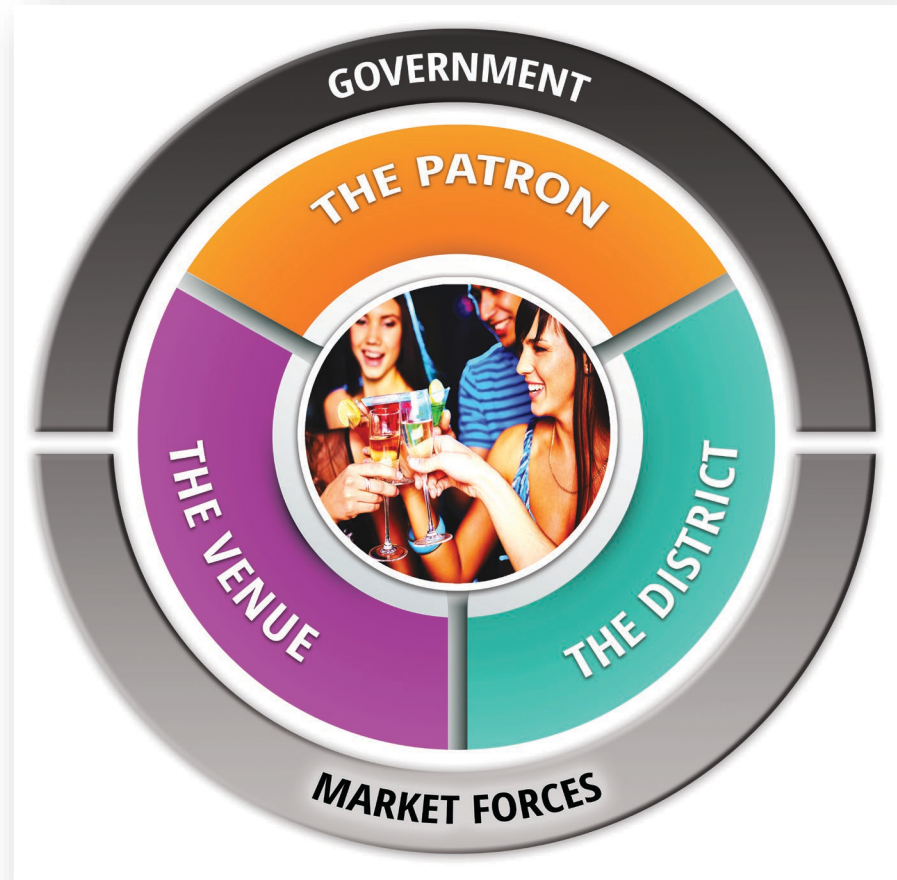
Venue

- What social experiences for dining and entertainment?
- What is the mix of day, evening and late-night social activities?
- How are fairs, festivals and celebrations coordinated?
- What is the local, regional, state and national venue mix?
- What are trends in business openings and operator experience?

District

- How is the district managed and planned for day, evening and late-night mix?
- Who coordinates schedule and venue inventory of social experiences?
- Is there active involvement of all stakeholders in developing a social vision?
- Is the economic, employment and fiscal impact of life at night measured?

Phase 2 through 4 will provide in-depth discussion, information gathering and organization on these and other core measures



CREATE A TRANSFORMATION TEAM

- Strategic and tactical thinkers
- In charge of recruitment of project participants
- Will feature representatives of safety and hospitality teams



BUILDING A FOUNDATION | STAKEHOLDER INTERVIEWS

Transformation Team



HOSPITALITY

Restaurant
 Café
 Bar/Pub/Tavern
 Entertainment
 Tourism
 Conventions
 Suppliers
 Trainers



SAFETY

Police – Fire
 City Manager
 Traffic Safety
 Regulatory
 Attorney
 Code Compliance
 Risk Management
 Security Training



DEVELOPMENT

Planning
 Developer
 Property Owner
 Bank/Finance
 Transportation
 Parking/Valet
 Sanitation/Trash
 Public Works



COMMUNITY

Residents
 Colleges
 Students
 Realtors
 Rental Agents
 Prevention
 Elected Officials
 Social Services



CULTURE

Musicians
 DJ's
 Promoters
 Arts/Culture
 Cinema/Theater
 Media
 Festivals/Events
 Commissions

Data Collection Team



RESEARCH

Data Collection
 Demographics
 Lifestyles
 Social Impacts
 Economic Impacts
 Employment
 Academics
 Marketing

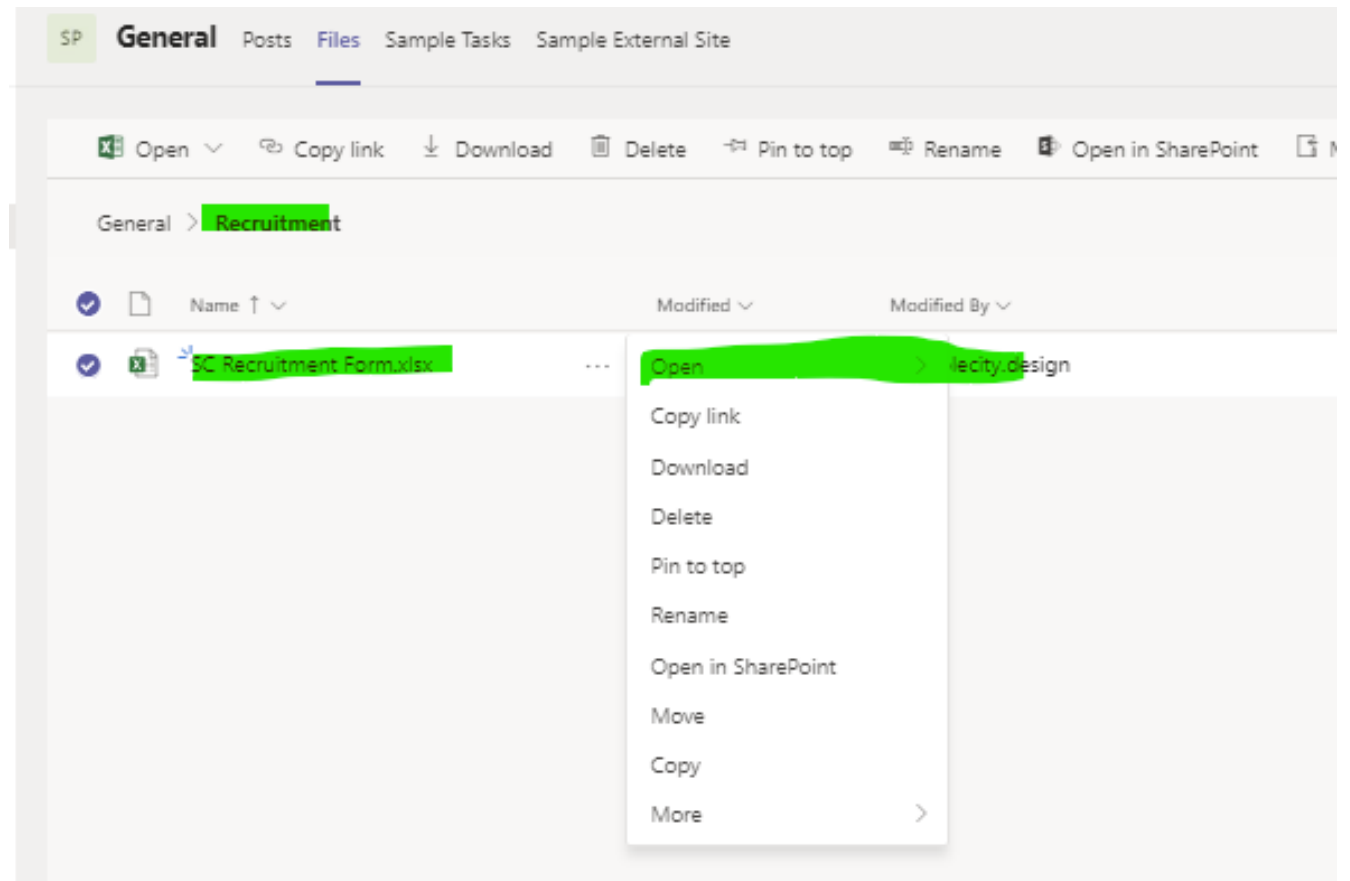
RECRUITMENT

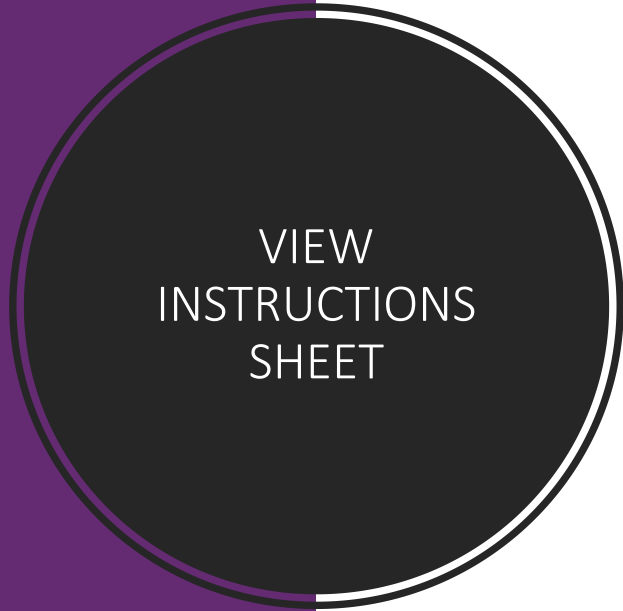
In the Team site, select Files and Recruitment sub-folder.

Three dots appear next to the file name.

Select Open and three options appear.

Open in Excel to have access to all features.





File Home Insert Draw Page Layout Formulas Data Review View Help DYMO Lab

445

A B C D E F G H I J K L M

Sociable City Plan Hospitality Zone Assessment Recruitment Form

Description:

Use this form to identify and organize the contact information of individuals you will invite to participate in the Hospitality Zone Assessment (HZA). Provide complete contact information to aid RHI in assisting with planning sessions and support materials. Using this form will assure a balance of perspectives and the maximum range of community input.

Recruitment Goals

Depending upon the level of service, this Excel Workbook is a tool for you to develop your Transformation and Action Teams

PHASE ONE: ENGAGEMENT AND LEADERSHIP DEVELOPMENT

The first step is to recruit a core Transformation Team totaling **18 individuals**, 3 per Core Measure Solution Session and representing primary perspectives (Hospitality, Culture, Research, Safety, Development and Community). These individuals will play a key role throughout the process and should therefore represent or have access to a large constituency in their stakeholder group.

Each of the 6 Solution Sessions (organized by core measures) will ideally have 10-15 representatives each (including members of Transformation Team), for a total of no more than **60 to 80 participants**. The Transformation Team is encouraged to participate in one of the Roundtables, not observe.

There are four forms to use. One for Strategic Leaders, one for an Safety Evaluation Team and one for Hospitality-Events. Use the lower half to identify potential candidates. Then move to the top individuals to be assigned to the Transformation Team. All are automatically added to the Master List for quick analysis.

PHASE TWO: ACTION TEAM DEVELOPMENT

If you have contracted for the Orientation and Seminar phase of the Assessment, the additional worksheets are used to identify and recruit individuals to serve as part of an Action Team for solution and strategy development.

Each of the 6 Solution Sessions (organized by core measures) will ideally have 10-15 representatives each (including members of Transformation Team), for a total of no more than **60 to 80 participants**. The Transformation Team is encouraged to participate in one of the

REVIEW PERSPECTIVES ON RECRUITMENT SHEET

A	B	C	D	E	F	G
	ENTERTAINMENT PUBLIC SPACE		PUBLIC SAFETY VENUE SAFETY		MOBILITY QUALITY OF LIFE	
Select	Select	Select	Select	Select	Select	Select
City Manager	Restaurant Owner or Association	Business District Management - Place Ma	Business Licensing and Regulatory	Venue Staff - Security	Transportation Planner	Public Works (Trash Litter)
Economic Development	Restaurant/Entertainment Writer	Street Vendors and Performers	Police (Commander/Sgt)	Private Safety Security Training	Public Works (Sidewalks, Street Vendors)	Planning and Zoning (Permit Rev
Hospitality Association (Restaurant/Bar)	Arts, Culture, Event Experts	Dining and Entertainment Marketing and	Fire Inspections	Private Safety Security Services	Planning and Zoning	Social Service Agencies
Public Safety - PD Chief	Musicians and Advocates	Social Service Agencies (Homeless/Panha	Health Permitting (Food Safety)	Technology (ID Scanner, Cameras, Audio)	Festival Event (Street Closure)	Waste Management Company (Tr
Film/Music Task Force/Commission	Promoter - DJ	Street Performer	Alcohol Regulatory	Sexual Harassment - Assault Prevention (Public Transportation	Public Safety Agencies (Communi
Public Safety--Commander	Nightlife Venue Owner or Association	Food Truck Representative	Traffic Control	Insurance Risk Management	Private Transport Taxi	BID Operations Mgr / Street Mair
Planning or Zoning Department Manager	Entertainment Underground (DIY)	Public Works - Sidewalk Café Permitting	Code Compliance (City Departments)	Server Training Provider	Private Transport (e-hail, TNC, Uber Lyft)	Health Department (Inspection, S
Business District Manager (BIA)	Museum - Gallery - Library	Special Events Permitting	City Attorney	Event Security - Festivals	Parking Management and Valet	University Reps (Off-campus Hou
District 1	Patron Representatives of Nightlife	Police Patrol - Public Right of Way	Emergency Services	Harm Reduction (Drugs)	Pedestrian/Bike Safety	Neighborhood Associations (resi
District 2	Diversity Advocacy (Race/Ethnicity, LGBT,	Festival Planner	Building Inspections		Impaired Driving Prevention/Enforcement	Hospitality Entertainment Repres
District 3	Conventions/Tourism	Accessibility (Wheelchairs, Baby Strollers	University Police		Pedicabs	Property Manager (Commercial/I
Elected Official Mayor	District Rep	District Rep	District Rep	District Rep	District Rep	District Rep
Elected Official Council						
CVB	District 1 Rep	District 1 Rep	District 1 Rep	District 1 Rep	District 1 Rep	District 1 Rep
University	District 2 Rep	District 2 Rep	District 2 Rep	District 2 Rep	District 2 Rep	District 2 Rep
	District 3 Rep	District 3 Rep	District 3 Rep	District 3 Rep	District 3 Rep	District 3 Rep

Convention and Visitors f
Instructions
Recruitment
Perspective
Sta

IDENTIFY TEAM MEMBERS AND SELECT TRANSFORMATION TEAM

	Roundtable	Interview			Engage	Sharepoint	Fullname	First	Last	Position	Organization	Email	Phone
Transformation	S-A Entertainment	Select	0	0	-	Select	Strategic						
	S-B Public Space	Select	0	0	-	Select	Strategic						
	S-C Public Safety	Select	0	0	-	Select	Strategic						
	S-S Venue Safety	Select	0	0	-	Select	Strategic						
	S-E Mobility	Select	0	0	-	Select	Strategic						
	S-F Quality of Life	Select	0	0	-	Select	Strategic						
Enter and move	S-01												
	S-02												
	S-03												
	S-04												
	S-05												
	S-06												
	S-07												
	S-08												
	S-09												
	S-10												

THEN COPY AND MOVE TO THIS SECTION

ENTER NAMES IN THIS SECTION FIRST

Strategic
Safety Evaluation
Hospitality-Events
Transformation

TRANSFORMATION TEAM

As you update the Strategic, Safety Evaluation and Hospitality-Events Sheets and move contacts to Transformation team they will appear on the Transformation Team Sheet. Update PERSPECTIVE, SHAREPOINT and INTERVIEW.

1	Roundtable	Perspective	Interview	Date	Time	Engage	SharePoint	Fullname	First	Last	Positi
2	Entertainment	Select	Select			-	Select	Strategic	0	0	0
3	Entertainment	Select	Select			-	Select	Safety Evlauation	0	0	0
4	Entertainment	Select	Select			-	Select	Hospitality-Events	0	0	0
5	Public Space	Select	Select			-	Select	Strategic	0	0	0
6	Public Space	Select	Select			-	Select	Safety Evlauation	0	0	0
7	Public Space	Select	Select			-	Select	Hospitality-Events	0	0	0
8	Public Safety	Select	Select			-	Select	Strategic	0	0	0
9	Public Safety	Select	Select			-	Select	Safety Evlauation	0	0	0
10	Public Safety	Select	Select			-	Select	Hospitality-Events	0	0	0
11	Venue Safety	Select	Select			-	Select	Strategic	0	0	0
12	Venue Safety	Select	Select			-	Select	Safety Evlauation	0	0	0
13	Venue Safety	Select	Select			-	Select	Hospitality-Events	0	0	0
14	Mobility	Select	Select			-	Select	Strategic	0	0	0
15	Mobility	Select	Select			-	Select	Safety Evlauation	0	0	0
16	Mobility	Select	Select			-	Select	Hospitality-Events	0	0	0
17	Quality of Life	Select	Select			-	Select	Strategic	0	0	0
18	Quality of Life	Select	Select			-	Select	Safety Evlauation	0	0	0
19	Quality of Life	Select	Select			-	Select	Hospitality-Events	0	0	0

Strategic
Safety Evaluation
Hospitality-Events
Transformation

SUMMARY VIEW OF TRANSFORMATION TEAM

You will also see how the groups are forming on the Master List.

SOCIAL CITY rhi		ENTERTAINMENT		PUBLIC SPACE		PUBLIC SAFETY		VENUE SAFETY		MOBILITY		QUALITY OF LIFE	
Level		Entertainment		Public Space		Public Safety		Venue Safety		Mobility		Quality of Life	
Transformation	1	Select		Select		Select		Select		Select		Select	
		Strategic	0	Strategic	0	Strategic	0	Strategic	0	Strategic	0	Strategic	0
		0	0	0	0	0	0	0	0	0	0	0	0
	2	Select		Select		Select		Select		Select		Select	
		Safety Evaluation	0	Safety Evaluation	0	Safety Evaluation	0	Safety Evaluation	0	Safety Evaluation	0	Safety Evaluation	0
		0	0	0	0	0	0	0	0	0	0	0	0
	3	Select		Select		Select		Select		Select		Select	
		Hospitality-Events	0	Hospitality-Events	0	Hospitality-Events	0	Hospitality-Events	0	Hospitality-Events	0	Hospitality-Events	0
		0	0	0	0	0	0	0	0	0	0	0	0

0	0	0
Select		
Safety	Mobility	Quality of Life
Master List		

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PLAN FOR PEOPLE



ASSURE SAFETY



ENHANCE VIBRANCY

PHASE TWO: ORIENTATION AND SEMINARS

If your city has contracted for Phase Two the additional Sheets will be available (currently restricted).

The Transformation Team meets to identify individuals to participate in the Solution Roundtables (Six Core Measures)

ENGAGEMENT

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RECRUITING ACTION TEAMS

There is a tab for each Core Measure. The Transformation Team members will automatically be added (cannot be changed on this sheet). Use the list on the left and the Perspective Column (drop down) to maintain a balance of perspectives and technical experts.

Do Not "CUT and Paste" to Move Record - You Should "COPY and PASTE" and the

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Entertainment	Roundtable	Orient	Round	Summit	Action	Alliance	Interview	Perspective	Referral	Fullname	First	Last	
Transformation Team	V-01	Entertainment	-	-	-	-	-	Select	Select	Strategic	0	0	0
	V-02	Entertainment	-	-	-	-	-	Select	Select	Safety Evaluation	0	0	0
	V-03	Entertainment	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0
Restaurant Owner or Association	Roundtable Experts	V-1	Entertainment	-	-	-	-	Select					
Restaurant/Entertainment Writer		V-2	Entertainment	-	-	-	-	Select					
Arts, Culture, Event Experts		V-3	Entertainment	-	-	-	-	Select					
Musicians and Advocates		V-4	Entertainment	-	-	-	-	Select					
Promoter - DJ		V-5	Entertainment	-	-	-	-	Select					
Nightlife Venue Owner or Association		V-6	Entertainment	-	-	-	-	Select					
Entertainment Underground (DIY)		V-7	Entertainment	-	-	-	-	Select					
Museum - Gallery - Library		V-8	Entertainment	-	-	-	-	Select					
Patron Representatives of Nightlife		V-9	Entertainment	-	-	-	-	Select					
Diversity Advocacy (Race/Ethnicity, LGBT, Ag)		V-10	Entertainment	-	-	-	-	Select					
Conventions/Tourism		V-11	Entertainment	-	-	-	-	Select					
District Rep		V-12	Entertainment	-	-	-	-	Select					
			0	0	0		0						

ation
Entertainment
Public Space
Public Safety
Venu

CONSOLIDATED SHEET

Finally, all contacts merge into the Consolidated List. This can be used as a database to merge with Word documents to create nameplates, sign-in sheets, directories and send merged email messages. A follow-up presentation will show you how.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Group	Roundtable	#	P	Engage	Orient	Round	Summit	Action	Alliance	Interview	Perspective	Fullname	First	Last	Position
0-CO	Administrative	V-AS	0	Status	Status	Status	Status	0	0	0	BUILDING BLOCK	0	0	0	0
0-CO	Coordinator	V-BS	0	Status	Status	Status	Status	0	0	0	BUILDING BLOCK	0	0	0	0
0-TT	Entertainment	V-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Entertainment	V-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Entertainment	V-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0
0-TT	Mobility	P-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Mobility	P-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Mobility	P-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0
0-TT	Public Safety	S-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Public Safety	S-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Public Safety	S-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0
0-TT	Public Space	V-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Public Space	V-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Public Space	V-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0
0-TT	Quality of Life	P-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Quality of Life	P-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Quality of Life	P-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0
0-TT	Venue Safety	S-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Venue Safety	S-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Venue Safety	S-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0



ORIENTATION

RHI ORIENTS PARTICIPANTS ON HOW TO EVALUATE NIGHTLIFE AND PRESENTS THREE SEMINARS ON NIGHTLIFE MANAGEMENT TRENDS, ISSUES AND BEST PRACTICES



PLAN FOR PEOPLE



ASSURE SAFETY



ENHANCE VIBRANCY

RECRUITMENT: Government, business and community stakeholders with technical knowledge or responsibility

GENERAL ASSEMBLY: Introductions and building block framework

SEMINARS: Trends and local status

TECHNICAL CONSULTANTS: Depending upon your need and priorities, arrangements can be made for additional technical consultants

ENGAGEMENT

ACHIEVE BUY-IN TO ENGAGE YOUR COMMUNITY'S LEADERSHIP, OBSERVE YOUR NIGHTLIFE THROUGH A NEW LENS, AND LEARN TO RECRUIT STAKEHOLDERS



- Select and train primary Coordinator
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ENHANCE VIBRANCY

ROUNDTABLES

RHI FACILITATES SIX FOCUS GROUPS TO IDENTIFY GAPS, CHALLENGES AND SET PRIORITIES FOR ACTION, WHICH WILL BE CONSOLIDATED INTO A SUMMARY REPORT



SUMMIT

ALL HZA PARTICIPANTS WILL BE RECONVENED TO DISCUSS THE ACTION PLAN FOR YOUR CITY'S NIGHTLIFE AND FORM AN ALLIANCE TO OVERSEE IMPLEMENTATION



IMPLEMENTATION

RHI STAFF AND CONSULTANTS CAN HELP IMPLEMENT YOUR ACTION PLAN BY DESIGNING SEMINARS AND SKILLS TRAINING



- RHI staff provide one follow-up visit
- Additional visits can be arranged
- Creation of professional position to manage and coordinate Implementation Alliance and oversee resources and advocacy
- Consultants available at additional fee to assist with implementation

ROUNDTABLES

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- ASSESS TRENDS
- DEFINE OBJECTIVES
- IDENTIFY BARRIERS
- ESTABLISH MILESTONES
- ORGANIZE RESOURCES

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CORE MEASURES OF A SOCIABLE CITY



QUALITY OF LIFE

- Noise Control
- Trash Pick-up
- Cigarette Litter
- Public Restrooms
- Public Standards
- Resident Forum
- Vandalism
- Zoning



PUBLIC SAFETY

- Closing Time
- Crowds
- Permits
- Police Unit
- Ambassador
- Safety Alliance
- Business Mentor
- Crime Prevention



ENTERTAINMENT

- Performance Venue
- Dining Venue
- Social Venue
- Marketing
- Craft Culture
- Demographics
- Talent Retention
- Economic Impact



MOBILITY

- E-Hail
- Safe Rides
- Taxi Stands
- Valet Parking
- Transport Hubs
- Parking Safety
- Traffic Safety
- DUI Prevention



VENUE SAFETY

- Safety Plan
- Server Training
- Security Training
- Nightlife Network
- Customer Service
- Age Identification
- Patron Behavior
- Extended Hours



PUBLIC SPACE

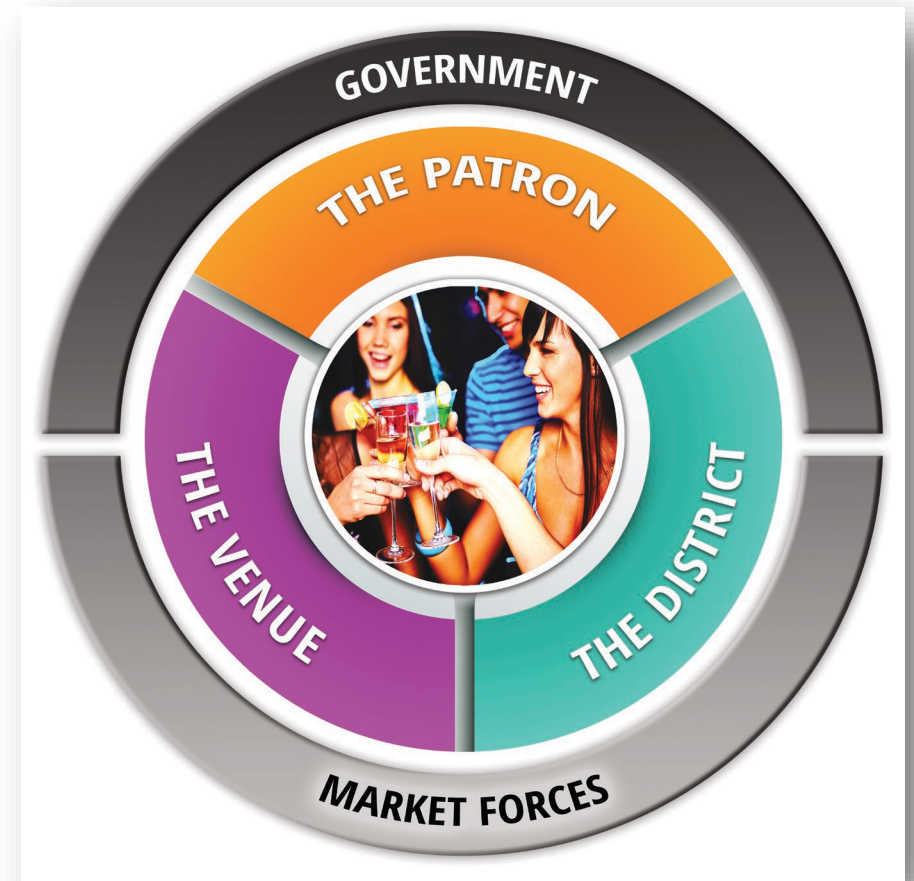
- Outdoor Dining
- Public Markets
- Vendors/Kiosks
- Pedestrian Safety
- Street Performers
- Accessibility
- Festivals
- Lighting

ACTION PLAN DEVELOPMENT

MEASURES	RESEARCH Existing or Needed	POLICY Improve or Develop	EDUCATION Business, Agency, Public	COMPLIANCE Business, Patron, Public	MARKETING Current and Planned
Entertainment					
Public Space					
Public Safety					
Venue Safety					
Mobility					
Quality of Life					

EVALUATION OBJECTIVES

1. Define and develop **baseline measurement protocols**
2. Demonstrate assessments that will **define nightlife and sociability impacts**
3. 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
4. **Establish a uniform approach** to data collection for district/zone to district/zone and city to city comparison.
5. **Document the economic, employment and potential social activity** (as defined by the number of venues, occupancy, hours of operation, entertainment options, etc.)
6. Establish a **centralized clearinghouse of data for comparative study** of the economic cost and value of nightlife and sociability.
7. Provide an **annual forum for information and strategy exchange**.



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OUTCOMES

- **Market:** Identify current market forces driving change and opportunities for innovation to match trends
- **Patron:** Gather information about tools to monitor risk and recommendations for improvements in communication (signage, social media, education) on patron responsibility for risk management
- **Venue:** Review status of voluntary compliance programs and training with recommendations for new areas for development
- **District:** Observe status of district mix, management and recommendations for improvements
- **Government:** Provide recommendations for updating current permit and license process to include appropriate use of space by time and day, operators' experience, as well as fit into existing district uses.

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THE ASSESSMENT RESULTS IN THREE PRIMARY OUTCOMES

1. Selection and training of **DEDICATED STAFF** to be leading advocates for a safe and vibrant nightlife
 - a. 60-80 people from government, business and community organizations trained on nightlife trends and strategies to maintain vibrancy and safety
 - b. Tools and effective practices in six core measures for hospitality zone development
 - c. Design a job description for a primary coordinator of nighttime economy management
2. Development of a **CITYWIDE ALLIANCE** to implement a consensus-driven action plan
 - a. Analysis of the most appropriate structure of an alliance
 - b. Selection of alliance members to oversee action plan implementation
 - c. Six measures will be used to rank priorities and identify individuals from government, business and community perspectives to serve on the alliance
3. **DATA COLLECTION** to evaluate and monitor progress over time to assure public safety, enhance diversity of social options, and improve management of quality of life impacts
 - a. Street level audit to identify the current mix of social options in three districts
 - b. Procedures to monitor and assess the district mix, crime rates and alcohol harm-related incidents Design a framework for a study on the economic, fiscal and community impacts of nightlife
 - c. Data-driven decision making to guide new policies and procedures

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RHI Contacts



THE RESPONSIBLE HOSPITALITY INSTITUTE (RHI) is a private, non-profit organization founded in 1983 and is the leading source for events, resources and consultation services on nightlife and the social economy.



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