CalBoozeBuster App

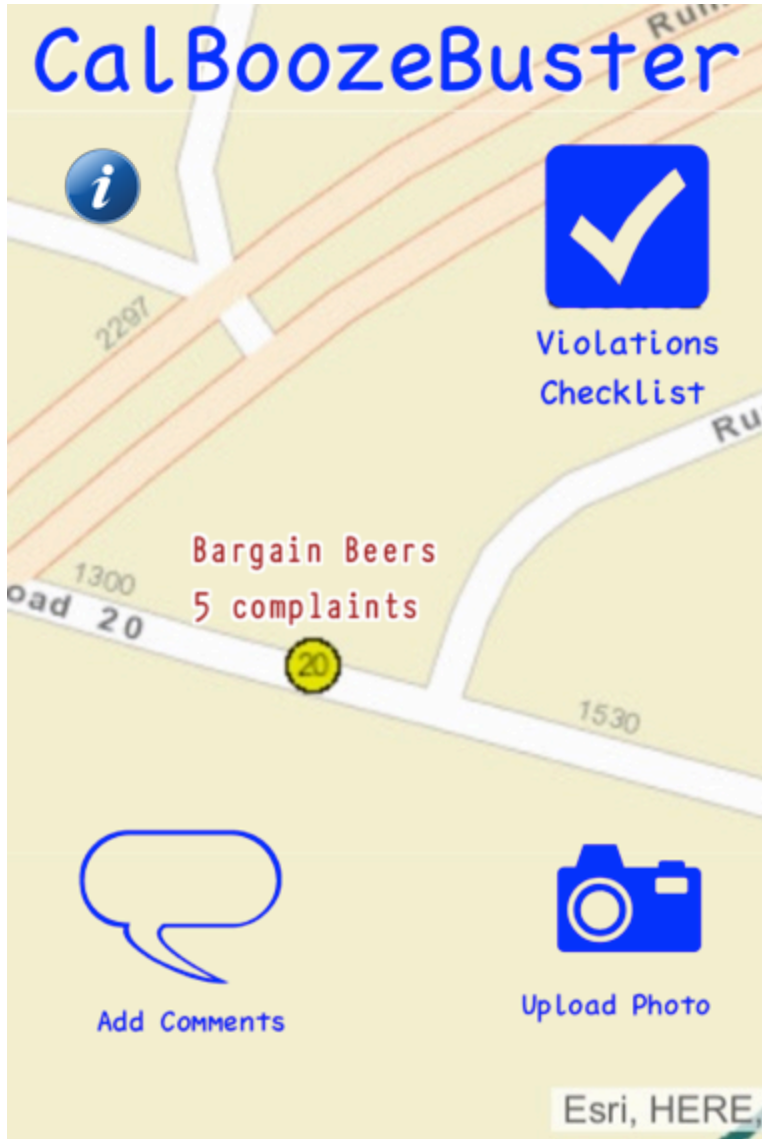## Innovation for Youth Engagement and ABC Enforcement

Proposed by Bruce Livingston 415-515-1856

CalBoozeBuster App is an innovative, cost-effective program empowering youth to use smart phones to anonymously make reports to ABC of alleged youth sales. Finally, ***crowdsourcing of violation monitoring*** will be used statewide!

Youth will use their smart phones to report alleged violations at Type 20 and 21 licensees. ***Youth drinking will decrease*** from constricted access to alcohol.

ABC will be the first state agency to get real-time resident reports of violations. Less than $50K to develop! No legislation necessary! ABC FTE savings!
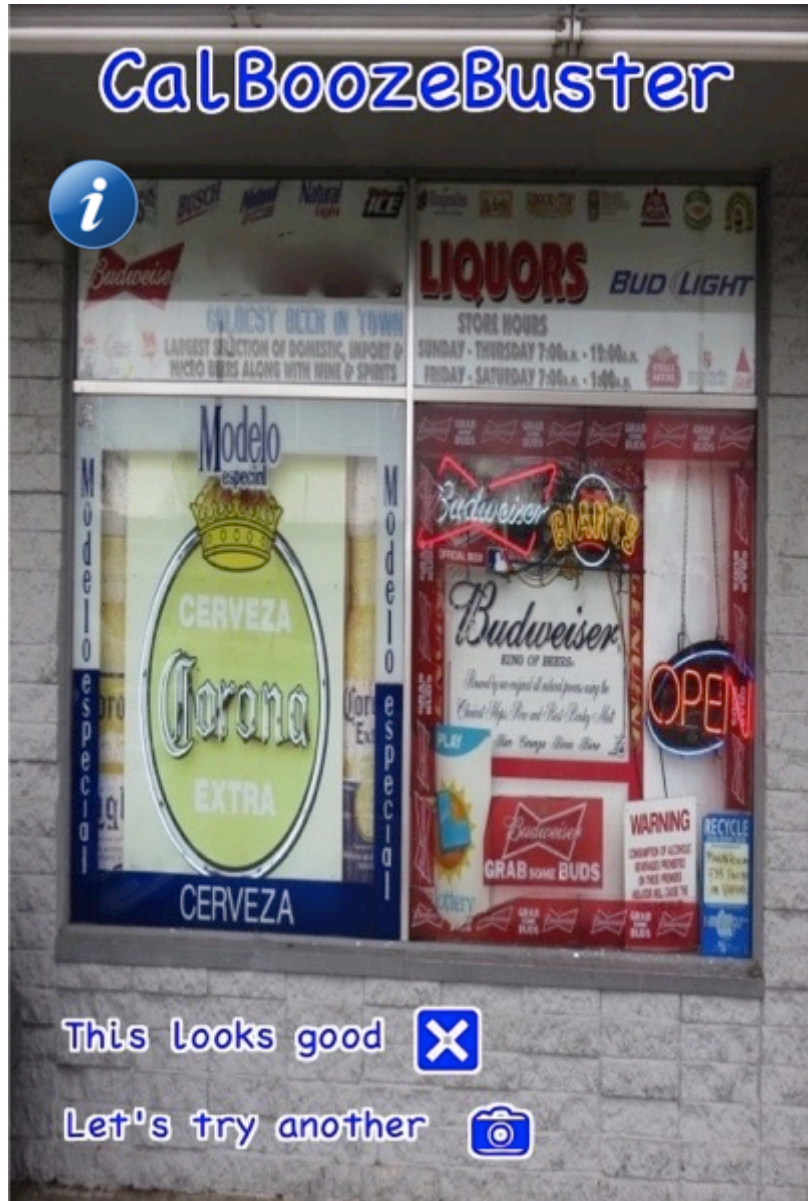
Crowd-sourcing to Youth the Monitoring of ABC Licensee Violations

Finally, the youth who know where drinks are sold can use their smart phones to let the ABC know

The App is free. All postings are anonymous and visible only to ABC.

ABC will receive pictures of the storefronts

Youth can anonymously post a picture of the store front to show:

- Lee Law Violations
- Public drinking outside/nearby

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Tell us about this store: *(i)*

- ☐ Sales to underage youth
- ☐ They sell to inebriates
- ☐ Shoulder taps nearby –
     easy to find a street sale
- ☐ Youth hang out here
- ☐ Underage youth can purchase alcohol here
- ☐ Drinking or crime outside
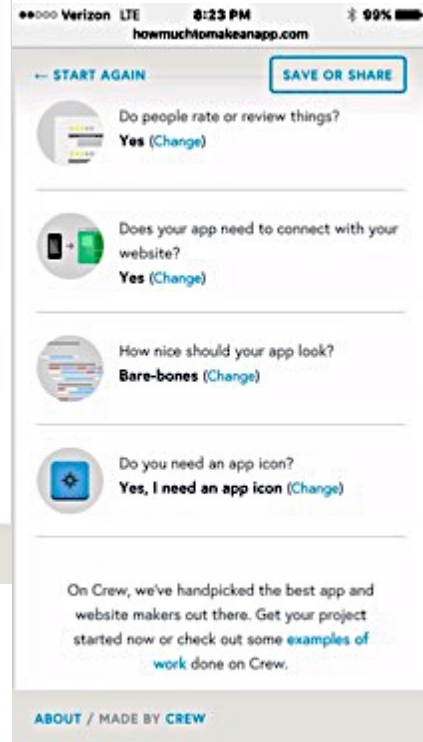- ☐ Easy to shop lift booze

Click here to add comments or explain

Youth use a drop-down list of possible violations

Youth can
1) Post a storefront photo
2) Use the list to report an alleged violation
3) Make comments or explain their concerns
4) Click the info icon for instructions and education on alcohol laws

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Showing a **high estimate** of ABC's cost to develop the App for iOS and Android – ABC will **save** more than that in **reduced monitoring and enforcement costs**

This is a first of its kind program:

- It engages youth and retailers

- It's easily implemented and cheap

- It will expose the retail sites where youth know alcohol is sold or made available

- It will reduce access to alcohol and reduce teen drinking