



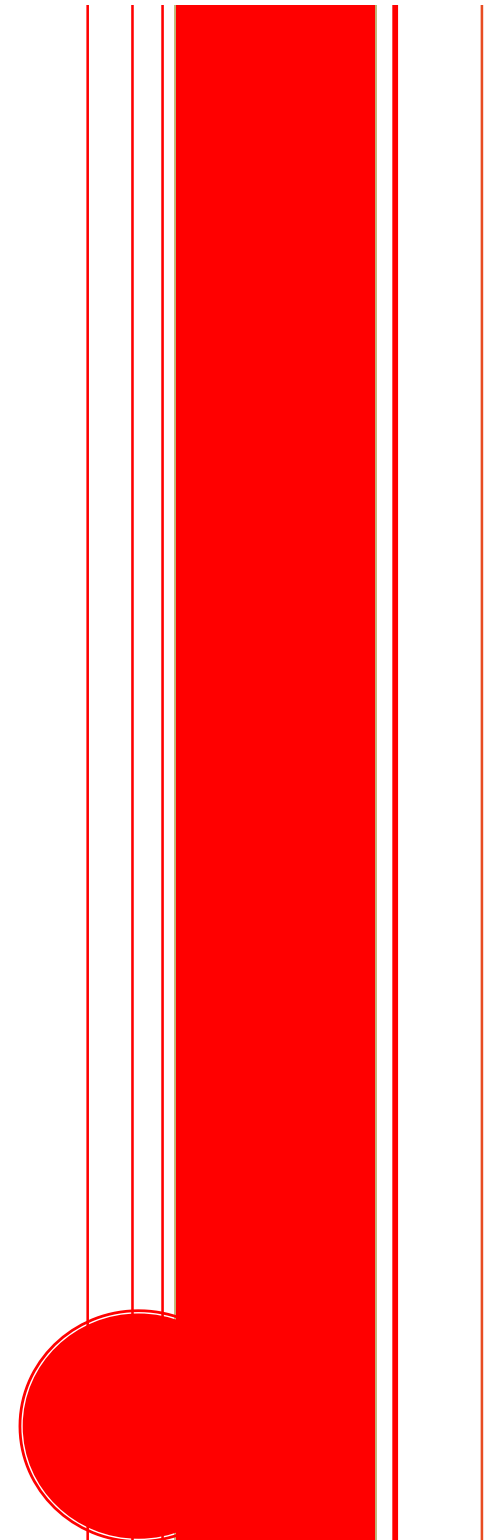
WISCONSIN ALCOHOL POLICY PROJECT: PLACE OF LAST DRINK

October 2016 – March 2017 Report

MONONA POLICE DEPARTMENT DATA

Julia Sherman – Wisconsin Alcohol Policy Project Coordinator

6/13/17





WISCONSIN ALCOHOL POLICY PROJECT: Place of Last Drink

October 2016 – March 2017 Report / MONONA POLICE DEPARTMENT

Table of Context

Project Summary & Contact Information..... pg. 2-3

How to Read the Report..... pg. 4-5

Licensees named as Place of Last Drink in Dane County..... pg. 6-11

Licensees named as Place of Last Drink in MOPD’s Jurisdiction..... pg. 12

Monona Police Department Data..... pg. 13-17

- MOPD POLD Breakdown..... pg. 13
- BAC Data of MOPD’s Suspects..... pg. 14
- Offense # for Entire Countywide Suspects..... pg. 15
- Age Distribution for Entire Countywide Suspects..... pg. 16
- Gender Percentages of MOPD’s Suspects..... pg. 17

Extraction Rate Information..... pg. 18

Lessons Learned from this Project..... pg. 19



POLD Project Summary

Serving alcohol to an intoxicated individual is illegal in Wisconsin. Since 2012, the National Highway Transportation Safety Administration (NHTSA) has recommended compiling and using Place of Last Drink (POLD) data to identify over-serving licensees with the goal of reducing drunk driving. For more than 20 years, Wisconsin law enforcement has collected POLD data as part of an OWI arrest. Unlike many other states, Wisconsin did not compile Place of Last Drink (POLD) data to identify patterns of over-serving.

This project created a countywide POLD database to identify patterns of overserving by Dane County licensees. Patterns appears when a licensee is repeatedly named as the last location that served alcohol to a person later arrested for OWI.

This project compiled POLD data from all Dane County jurisdictionsⁱ. Anonymized POLD data collected during OWI arrests between October 2016 and March 2017 was taken from the SP4005, the Alcohol and Drug Influence Report, and in some instances the Case Report.

During the six-month period, 152 out of 818 on-premises licensees were named as the POLD, approximately 19% of Dane County's on-premises licensees. Less than 7% of all licensees were the identified POLD on two or more occasions. However, the data showed that a small number of licensees frequently over-served creating a serious safety and health hazard in the community.

The compiled POLD data allows local law enforcement and licensing authorities to identify a pattern of over-serving that would be otherwise undetected. The pattern provides a rationale for further investigation. Some communities may decide to offer or require additional training for any licensee named as the Place of Last Drink.

For municipalities, regional POLD data provides a low-cost method to identify patterns of over-serving and supports a targeted response for the problem.

¹ The University of Wisconsin Police and the Capitol Police Department were the only law enforcement agencies that did not contribute data.



6/13/2017

Project Contact

Julia Sherman
Wisconsin Alcohol Policy Project Coordinator
975 Bascom Mall
(608) 262-0370
Julia.Sherman@wisc.edu

Phillip Glapa
Place of Last Drink Project Assistant
(414) 702-2812
pglapa@wisc.edu



HOW TO READ THE REPORT

- **Licensees Named as Place of Last Drink in Dane County** (pg. 6-11) is a compilation of licensees named in SP4005s and Case Reports from all jurisdictions. The chart is organized from the highest frequency to the lowest frequency and alphabetically. For licensees named more than once, the BACs were found using the Case Reports. Please note that the BAC average for each licensee was not calculated since this data would be skewed for two reasons:
 1. Suspects refused to participate in the Intoximeter test. Those who failed to participate are listed as 'refused' under the BAC column. OR;
 2. The BAC was not found in the Case Report or was not provided by the police department. Under the BAC column, this is listed as 'no data.'
- **Licensees Named as Place of Last Drink in MOPD's Jurisdiction** (pg. 12) is a list of Monona licensees named in the SP4005 and Case Reports from all reporting jurisdictions. The chart is organized just like the previous chart.
- **Monona Police Department Data** (pg. 13-17) provides the detailed results using the data in MOPD's SP4005s and Case Reports. County-wide data is provided for comparison.
 - **MOPD POLD Breakdown** (pg. 13): this pie chart breaks down the information Suspects provided as their Place of Last Drink into five categories:
 1. *Refused* – the suspect flat out refused to participate in the Intoximeter test or failed to provide a sufficient sample.
 2. *Licensees* – the suspect named a licensee as a place of last drink.
 3. *Social* – the suspect said they were drinking at a noncommercial location. Some examples of this include "home," "friend's home," "parent's home," etc.
 4. *Nonresponsive* – the suspect named a nondescript location as their place of last drink. Some examples of this include "downtown," "Middleton, WI," "some place," etc.
 5. *No Data* – a place of last drink was not named in the SP4005s or Case Reports.



- Monona Police Departments Extraction Rate (pg. 13): this extraction rate is the combined percentages of licensee, social, and nonresponsive locations from the MOPD POLD Breakdown.
- BAC Data of MOPD's Suspects (pg. 14): this histogram breaks down suspect's BAC found in Case Reports. The average, median, lowest, and highest BACs are listed below the histogram.
- Offense # for Entire Countywide Suspects (pg. 15): this histogram breaks down the suspects offense numbers found in Case Reports. The average, median, lowest, and highest offense for suspects are listed below the histogram.
- Age Distribution for Entire Countywide Suspects (pg. 16): this histogram breaks down the suspects ages found in Case Reports. The average, median, lowest, and highest age for suspects are listed below the histogram.
- Gender Percentages of MOPD's Suspects (pg. 17): this pie chart breaks down the suspects genders found in Case Reports.
- **The Importance of the Extraction Rate** (pg. 18) details the reason why some police departments have a higher extraction rate than others and the importance of providing both SP4005s and Case Reports to this project.
- **Lessons Learned from this Project** (pg. 19) provides insight as to how this project went, problems that arose and need fixing, and what the future looks like for this project.



LICENSEES NAMED AS PLACE OF LAST DRINK IN DANE COUNTY

POLD Locations	FREQ	ADDRESS	CITY	ST	BAC
The Timbers Bar	7	208 W North St	DeForest	WI	no data, .1, .12, .12, .20, .091, .204
Atomic Koi	6	2685 Research Park Dr	Fitchburg	WI	.08, .09, .17, .16, .21, .18
Great Dane*(unnamed)	6	*****	*****	WI	.187, 0.1,no data,no data,no data, refuse
Lazy Oaf Lounge	6	1617 N Stoughton Rd	Madison	WI	.15, .17, .13, .23, .14, no data
The Club Tavern	6	1915 Branch St	Middleton	WI	No data, .08, .07, .15, .12, .1
Hody Bar & Grill	5	1914 Aurora St	Middleton	WI	.3, .17, no data, .14, .12
Silver Eagle Bar & Grill	5	5805 Monona Dr	Monona	WI	.18, refused, .14, .084, no data
Club LaMark	4	1525 N Stoughton Rd	Madison	WI	.22, refused, no data, no data
State St. Brats	4	603 State St	Madison	WI	Refused, .16, .17, .09
Banushi's Bar & Grill	3	800 Nygaard St	Stoughton	WI	refused, .12, no data
Bowl-A-Vard Lanes	3	2121 E Springs Dr	Madison	WI	.122, .23, no data
Cahoots Bar	3	102 W Railroad St	Verona	WI	.09, .188, .231
Club Bristol Gentlemens Club	3	7653 County Hwy N	Sun Prairie	WI	.08, .11, no data
Cully's Cocktail Lounge	3	210 S Water St	Stoughton	WI	.11, .14, .16
Daly's Bar and Grille	3	1086 Emerald Terrace	Sun Prairie	WI	.14, .16, refused
Great Dane (fitchburg)	3	2980 Cahill Main	Fitchburg	WI	.2, .13, .17
Green Lantern	3	4412 Siggelkow Rd	McFarland	WI	no data, .1, .14
Monkeyshines Bar and Grill	3	6209 McKee Rd	Fitchburg	WI	.11, .33, refused
Orpheum Theater	3	216 State St	Madison	WI	.14, .15, .14
Pitcher's Pub	3	323 W Beltline Hwy	Madison	WI	.16, .12, .16
Red Rock Saloon	3	322 W Johnson St	Madison	WI	.12, .13, no data
The Rock Sports Bar & Grille	3	920 W Main St	Sun Prairie	WI	.22, .11, .07
Vintage	3	529 University Ave	Madison	WI	.11, .20, .10
5100 Bar	2	5100 Erling Ave	McFarland	WI	.133, .21
Ace's Main Tap	2	121 S Main St	Oregon	WI	.14, .19
Antlers Tavern	2	2202 W Broadway	Monona	WI	.12, no data
Chiefs Tavern	2	300 Cottage Grove Rd	Madison	WI	.16, refused



LICENSEES NAMED AS PLACE OF LAST DRINK IN DANE COUNTY

POLD Locations	FREQ	POLD Locations	CITY	ST	BAC
Club 51	2	7123 US Highway 51	DeForest	WI	.21, refused
Comedy Club	2	202 State St	Madison	WI	refused, .12
Eagle Crest Bar	2	3710 Co Rd T	Madison	WI	.12, no data
Echo Tap and Grill	2	554 W Main St	Madison	WI	.228, no data
Five Nightclub	2	5 Applegate Ct	Madison	WI	.18, .19
Harmony Bar & Grill	2	2201 Atwood Ave	Madison	WI	.057, .1
Headquarters	2	101 Concord Dr	Oregon	WI	.21, .14
Mike's Horseshoe Bar & Grill	2	3900 Dempsey Rd	Madison	WI	.18, .24
Johnny Delmonico's	2	130 S Pinckney St	Madison	WI	refused, .12
Liquid Club	2	624 University Ave	Madison	WI	refused, .13
Lucky's Brew Pub	2	1313 Regent St	Madison	WI	refused, .16
McGovern's Hotel & Supper Club	2	818 W Main St	Sun Prairie	WI	.258, .1
Mid Town Pub	2	2405 Allen Blvd	Middleton	WI	.18, .175
Murphy's	2	*****	*****	WI	*****
Nitty Gritty (Downtown)	2	223 N Frances St	Madison	WI	.241, .157
Nitty Gritty (Sun Prairie)	2	315 E Linnerud Dr	Sun Prairie	WI	.17, .13
Nitty Gritty* (unnamed)	2	*****	*****	WI	*****
Paradise Lounge	2	119 W Main St	Madison	WI	.18, no data
Pooley's Sports Bar and Event Center	2	5441 High Crossing Blvd	Madison	WI	.13, .28
Red Zone	2	1212 Regent St	Madison	WI	.21, .197
Ripps Bar	2	117 E Main St	Waunakee	WI	.17, refused
Schwoegler Park Towne Lanes	2	444 Grand Canyon Dr	Madison	WI	.189, .198
Shamrock Bar and Grille	2	117 W Main St	Madison	WI	.16, .19
Silk Exotic	2	7302 U.S. Highway 14	Middleton	WI	.17, .18



LICENSEES NAMED AS PLACE OF LAST DRINK IN DANE COUNTY

POLD Locations	FREQ	POLD Locations	CITY	ST	BAC
Ten Pin Alley	2	6285 Nesbitt Rd	Fitchburg	WI	.17, .14
Village Lanes	2	208 Owen Rd	Monona	WI	.25, refused
Whatever Bar	2	508 E Main St	Stoughton	WI	.17, refused
Whiskey Jacks	2	552 State St	Madison	WI	.12, .09
World of Beer	2	8225 Greenway Blvd	Middleton	WI	.17, .10
5th Quarter	1	161 Horizon Dr #110	Verona	WI	
Ale Asylum	1	2002 Pankratz St	Madison	WI	
Ale House	1	7 W Main St	Belleville	WI	
Badger Pub Bar	1	1612 Seminole Hwy	Madison	WI	
Bailies	1	*****	*****	WI	
Barr House	1	100 W Main St	Sun Prairie	WI	
Bennett's	1	*****	*****	WI	
Benvenuto's	1	*****	*****	WI	
Black Bear Inn	1	320 W Cottage Grove Rd	Cottage Grove	WI	
Black Earth Lanes	1	1031 Mills St	Black Earth	WI	
Blue velvet	1	430 W Gilman St	Madison	WI	
Bonefish	1	7345 Mineral Point Rd	Madison	WI	
Brass Ring	1	701 E Washington Ave	Madison	WI	
Brewhouse restaurant in Oconomowoc	1	*****	*****	WI	
Brother's Three Bar	1	614 N Fair Oaks Ave	Madison	WI	
Callahan's Sports Pub	1	1902 Bartillon Dr	Madison	WI	
Caribou Tavern	1	703 E Johnson St.	Madison	WI	
Cask and Ale	1	212 State St	Madison	WI	
Come Back Inn	1	508 E Wilson St	Madison	Wi	
Cristy's	1	73 W Wharf Rd	Madison	WI	
Cruisin' Chubbys Gentlemen's Club	1	N576 US-12	Wisconsin Dells	WI	
Cucos	1	4426 E Buckeye Rd	Madison	WI	
Cocco's	1	2627 Prairie Ave	Beloit	WI	
Country Corners Bar	1	3737 County Hwy AB	McFarland	WI	



LICENSEES NAMED AS PLACE OF LAST DRINK IN DANE COUNTY					
POLD Locations	FREQ	POLD Locations	CITY	ST	BAC
Creekview Par Three	1	770 Albion Rd	Edgerton	WI	
Curling Club	1	4802 Marsh Rd	McFarland	WI	
Double Days	1	4586 Baxter Rd	Cottage Grove	WI	
Drackenberg's Cigar Bar	1	605 N Sherman Ave	Madison	WI	
Eddie's Alehouse & Eatery	1	238 E Main St	Sun Prairie	WI	
Erin's Snug Irish Pub	1	4601 American Pkwy	Madison	WI	
Essen Haus	1	514 E Wilson St	Madison	WI	
Farm Tavern	1	1701 Moorland Rd	Madison	WI	
Freiburg Gastro Pup	1	2616 Monroe St	Madison	WI	
Funk's Pub	1	5956 Executive Dr #101	Fitchburg	WI	
Grande	1	*****	*****	WI	
Great Dane (eastside)	1	876 Jupiter Dr	Madison	WI	
Hawkes Bar (on state)	1	425 State St	Madison	WI	
Hilton Hotel	1	*****	*****	WI	
Ho Chunk Casino	1	4002 Evan Acres Rd	Madison	WI	
Hooters	1	2639 E Springs Dr	Madison	WI	
Ivory Room	1	116 W Mifflin St	Madison	WI	
Jacs Dining and Tap House	1	2611 Monroe St	Madison	WI	
La Hacienda 100	1	515 S Park St	Madison	WI	
LaClaire's	1	*****	*****	WI	
Lagartos	1	802 Atlas Ave	Madison	WI	
Licari's Tavern	1	1405 Emil St	Madison	WI	
Locker Room Sports Bar & Grill	1	1810 Roth St	Madison	WI	
Lone Girl Brewery	1	114 E Main St	Waunakee		
Lucilles	1	101 King St	Madison	WI	
Madison PDQ off Buckeye	1	*****	*****	WI	



LICENSEES NAMED AS PLACE OF LAST DRINK IN DANE COUNTY					
POLD Locations	FREQ	POLD Locations	CITY	ST	BAC
Maduro	1	117 E Main St	Madison	WI	
Majestic Casino	1	*****	*****	WI	
Marcus Point Theatre	1	*****	*****	WI	
Mason and Oliver's	1	*****	*****	WI	
McFarland Tavern	1	5915 Exchange St	McFarland	WI	
Martin O'Grady's Irish Pub	1	7436 Mineral Point Rd	Madison	WI	
Olive Garden - Madison	1	*****	*****	WI	
Otto's Restaurant and Bar	1	6405 Mineral Point Rd	Madison	WI	
Pasquals	1	*****	*****	WI	
Paul's Club	1	204 State St	Madison	WI	
Pete's Inn	1	14 N Madison St	Evansville	WI	
Pizza Pit	1	*****	*****	WI	
Plan B	1	924 Williamson St	Madison	WI	
Raddison Hotel	1	*****	*****	WI	
Rail House	1	*****	*****	WI	
Riley Tavern	1	8205 Klevenville-Riley Rd	Verona	WI	
Road House	1	*****	*****	WI	
Rockhound Brewing Company	1	444 S Park St	Madison	WI	
Ruby Lounge	1	624 University Ave	Madison	WI	
Side Door Grill and Tap	1	240 W Gilman St	Madison	WI	
Silver Dollar Tavern	1	117 W Mifflin St	Madison	WI	
Sneakers Sports Bar & Grill	1	1221 Woodman Rd # 100	Janesville	WI	
Sonny's	1	151 E Main St	Stoughton	WI	
Sundown saloon	1	57 S Stoughton Rd	Madison	WI	
Sunnse Café	1	1052 W Main St	Stoughton	WI	
Suta Speed Shop	1	*****	*****	WI	
Tailgate	1	*****	*****	WI	
Tanners	1	1611 Deming Way	Middleton	WI	



LICENSEES NAMED AS PLACE OF LAST DRINK IN DANE COUNTY					
POLD Locations	FREQ	POLD Locations	CITY	ST	BAC
Tap House	1	*****	*****	WI	
The Ohio Tavern	1	224 Ohio Ave	Madison	WI	
Tiki Bar	1	122 State St	Madison	WI	
Tornado Steak House	1	116 S Hamilton St	Madison	WI	
Treads	1	407 W Verona Ave	Verona	WI	
Tully's II	1	6401 Monona Dr	Monona	WI	
Two Brothers	1	*****	*****	WI	
Up North	1	150 S Blair St	Madison	WI	
Varsity Bar	1	1205 W Main St	Sun Prairie	WI	
VFW*	1	*****	*****	WI	
VFW on lakeside st.	1	*****	*****	WI	
Viking Lanes	1	1410 US-51	Stoughton	WI	
Viking Brew Pub	1	211 E Main St	Stoughton	WI	
Villa tap	1	2302 Packers Ave	Madison	WI	
Wandos	1	602 University Ave	Madison	WI	
Waypoint	1	320 W Broadway E	Monona	WI	
Wiggies	1	1901 Aberg Ave	Madison	WI	
Windsor Country Club	1	4628 Golf Dr	Windsor	WI	
LICENSEES NAMED AS PLACE OF LAST DRINK IN DANE COUNTY					

***** indicates unknown information

LICENSEES NAMED	PERCENT	% ROUNDED
9 locations named 4-7 times each	0.011149144	1%
14 locations named 3 times each	0.016723716	2%
33 locations named 2 times each	0.040880196	4%
96 locations named 1 time each	0.117066015	12%
152 total locations*	0.185819071*	19%*

*out of 818 on-premises licenses only 152 were named, roughly 19% of Dane County's on premises licenses

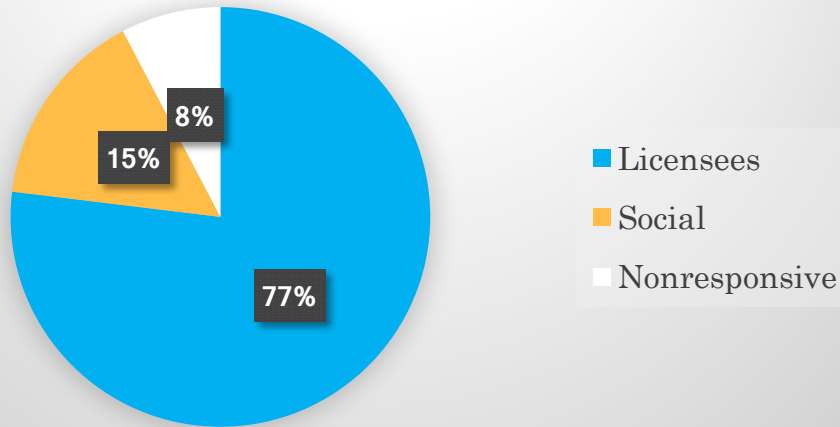


LICENSEES NAMED AS PLACE OF LAST DRINK IN MOPD's JURISDICTION					
POLD Locations	FREQ	POLD Locations	CITY	ST	BAC
Silver Eagle Bar & Grill	5	5805 Monona Dr	Monona	WI	.18, refused, .14, .084, no data
Antlers Tavern	2	2202 W Broadway	Monona	WI	.12, no data
Village Lanes	2	208 Owen Rd	Monona	WI	.25, refused
Tully's II	1	6401 Monona Dr	Monona	WI	
Waypoint	1	320 W Broadway E	Monona	WI	
LICENSEES NAMED AS PLACE OF LAST DRINK IN MOPD's JURISDICTION					

***** indicates unknown information



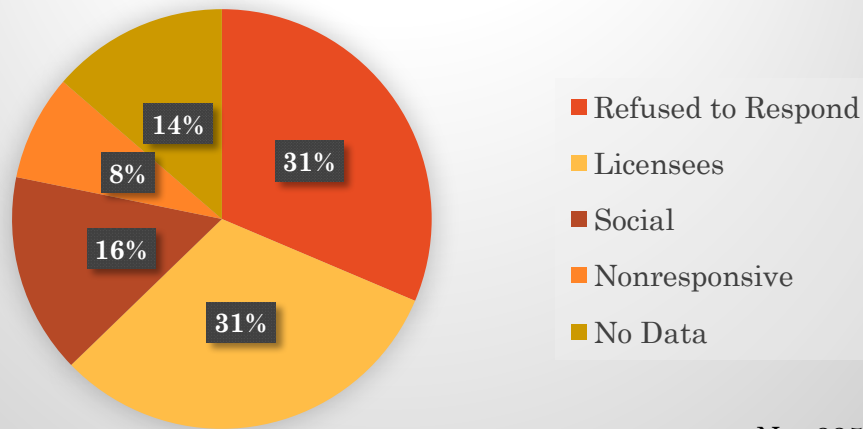
MOPD POLD Breakdown



CATEGORY	#	(%)
Licensees	10	0.769230769
Social	2	0.153846154
Nonresponsive	1	0.076923077

Monona Police Department Data Extraction Rate= 100%

Enitre Countywide Breakdown

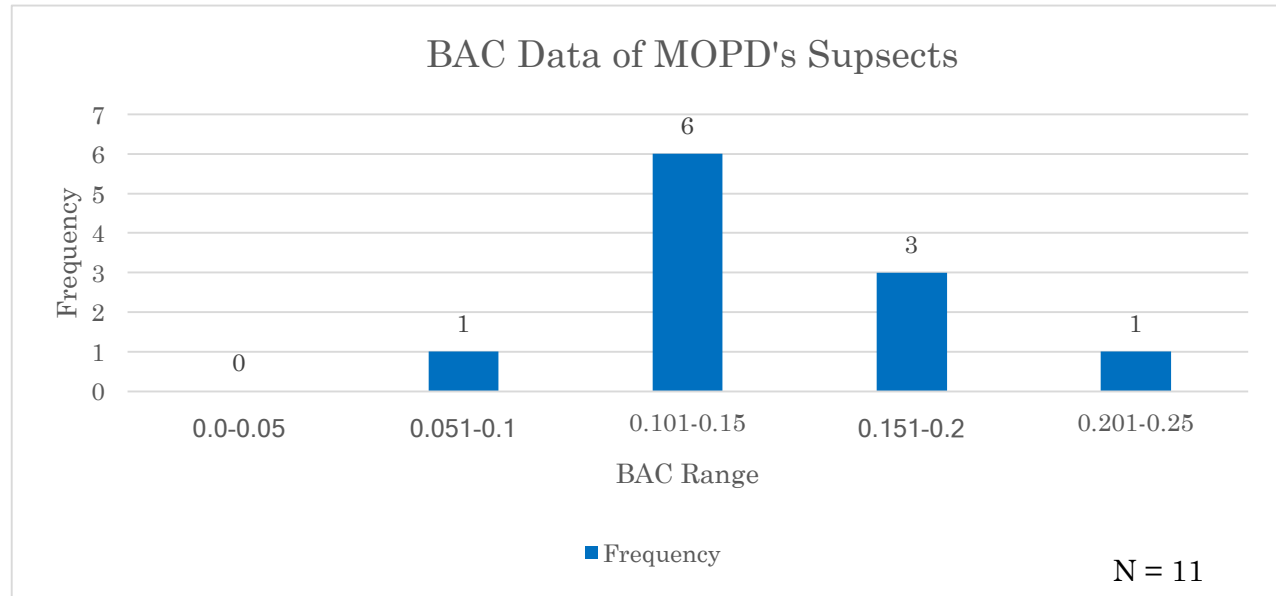


N = 835

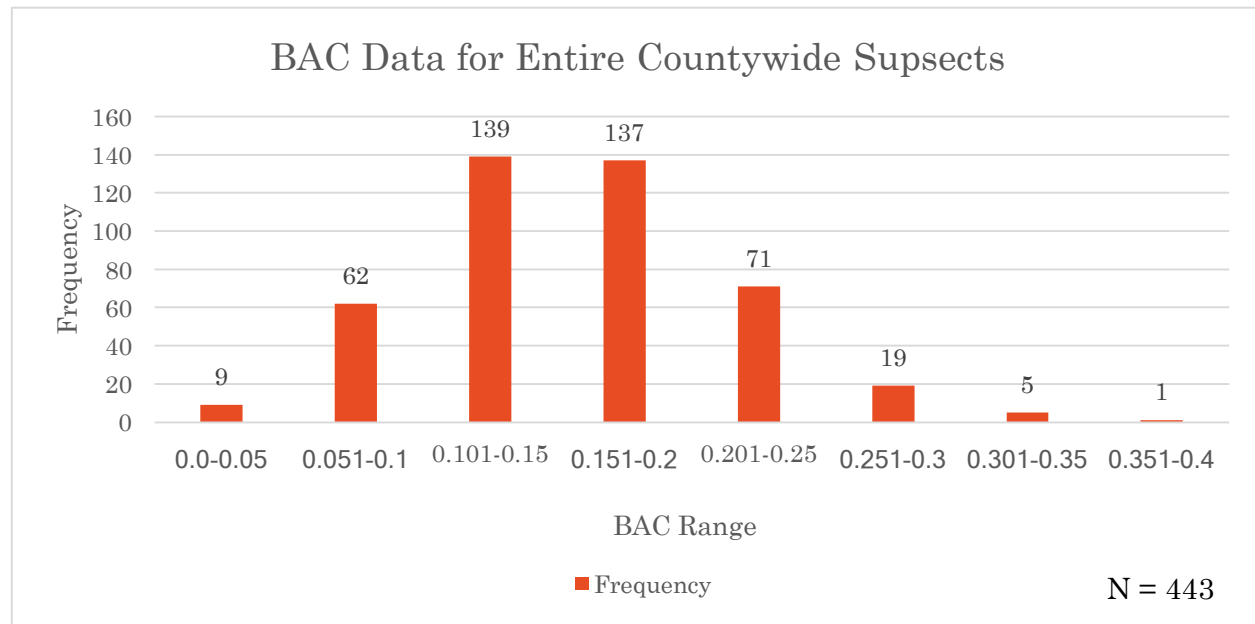
CATEGORY	#	%
Refused to Respond	262	0.313772455
Licensees	262	0.313772455
Social	129	0.154491018
Nonresponsive	68	0.081437126
No Data	114	0.136526946

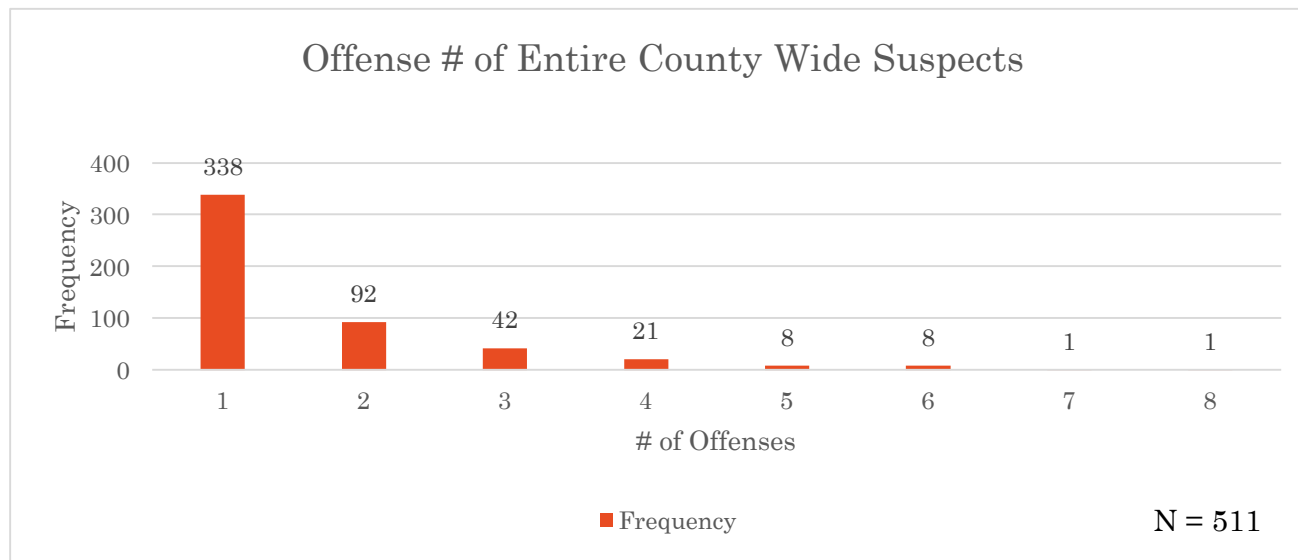


MOPD BAC	Information
Average	0.145454545
Median	0.14
Lowest	0.06
Highest	0.25



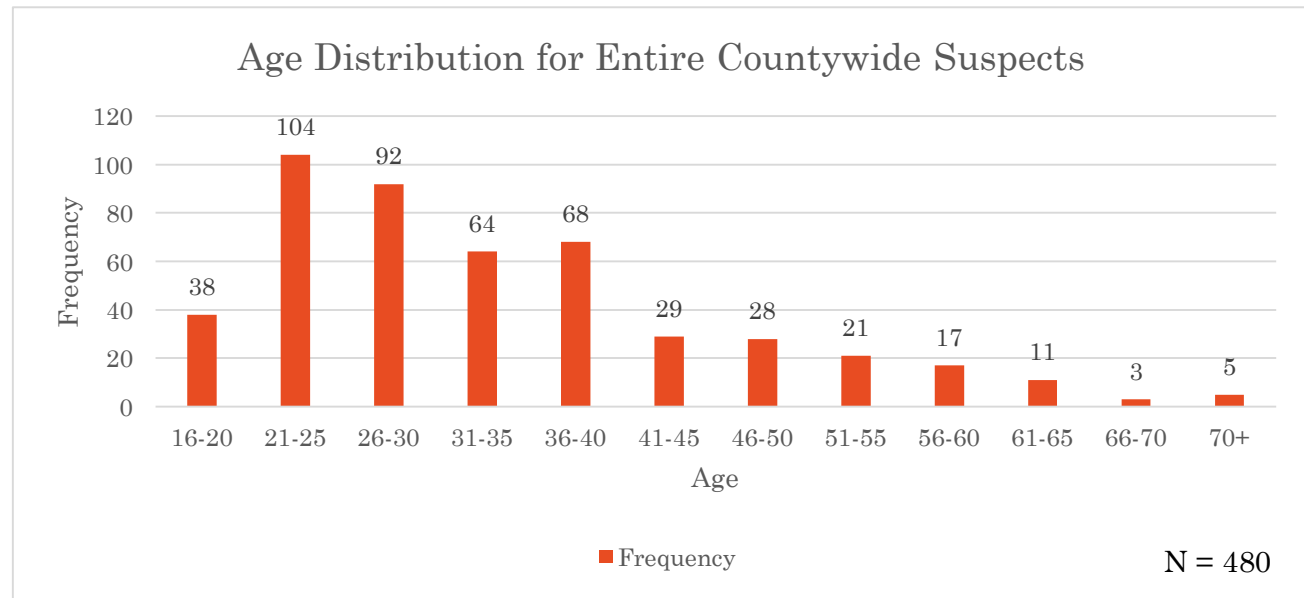
COUNTY BAC	Information
Average	0.160460497
Median	0.16
Lowest	0.01
Highest	0.373





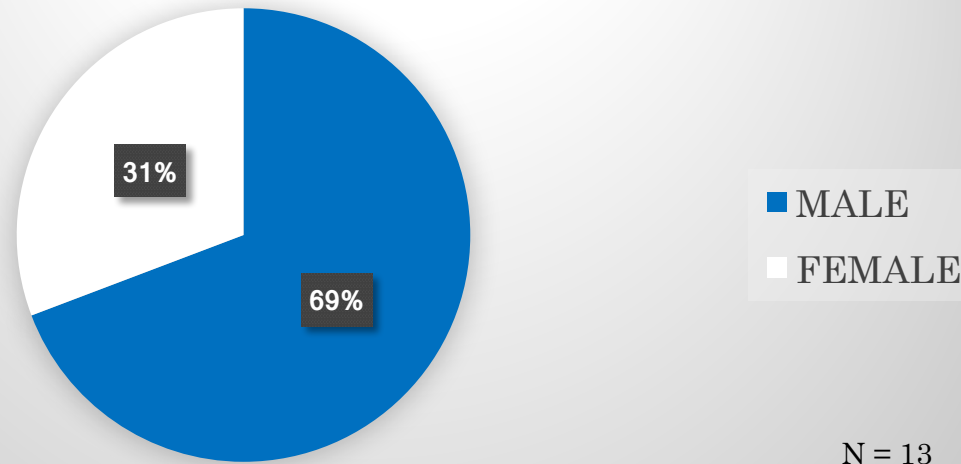


COUNTY AGE	INFO
Average Age	33.9229
Median Age	31
Lowest Age	17
Highest Age	87

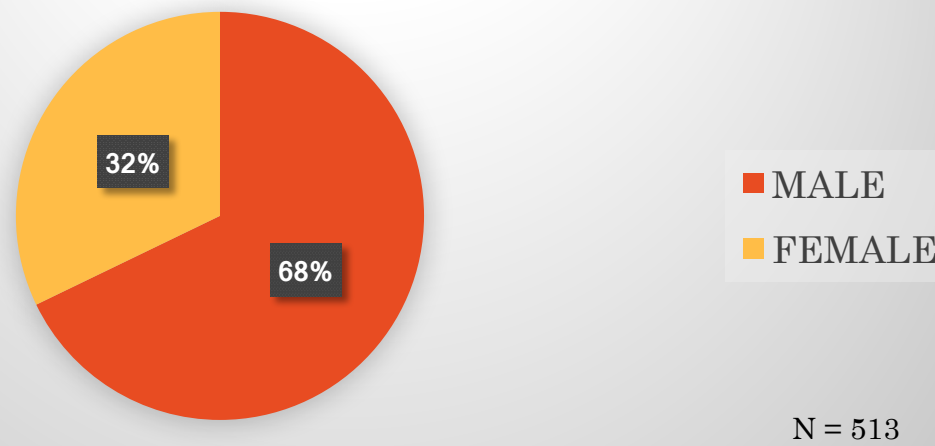




Gender Percentages of MOPD's Suspects



Gender Percentages for Entire Countywide Suspects





Extraction Rate Information

The extraction rate is the combined percentages of the licensee, social, and nonresponsive categories found in the MOPD POLD Breakdown. These three categories were used because in these categories a location, whether specific or not, was named as the suspects' place of last drink. The extraction rate differed from police department to police department based on the information provided to this project.

Below is an example of why supplying both the SP4005s and Case Reports for all OWI cases is vital. Dane County Sheriff's Office supplied only SP4005s. As a result, we were unable to read the Case Reports which often led to a place of last drink being named before they were read their rights and before they had the option to refuse to answer the question on the SP4005. Madison Police Department gave us access to both the Case Reports and SP4005s which gave us the opportunity to read both and search for the place of last drink in the Case Report as well. One Consortium provided us with an excel spreadsheet where the only entries listed a place of last drink. As a result their extraction rate was artificially high.

Extraction Rate Comparison

- Dane County Sheriff's Office
 - Supplied only SP4005s
 - 62 POLD found using only the 188 SP4005s provided
 - **33% Data Extraction Rate**
- Madison Police Department
 - Supplied Case Reports AND SP4005
 - 118 POLD found using both the 191 SP4005s AND Case Reports provided
 - **62% Data Extraction Rate**
- Middleton Police Department
 - Supplied excel spreadsheet with only entries that had a place of last drink
 - 26 POLD named in the excel sheet
 - **100% Data Extraction Rate**



Lessons Learned

Lessons Learned from Building the File:

- Creating a POLD file can be labor intensive, complete entries from both case reports and the SP4005 take approximately 6-9 minutes each.
- Compiling information from both the case report and the SP4005 significantly improves the quality and quantity of the data.
- Off-the-shelf software is sufficient for POLD collection. The current OWI manual states that the SP4005 can be completed “when appropriate”, local training could direct completion of this form immediately.
- The larger database that combines jurisdictions requires significantly more time to finish. Licensee addresses may not correctly identify a licensee’s municipality, requiring individual verification.
- Multiple locations that share the same name such as Great Dane can make it difficult to identify the specific over-serving location. A protocol for assigning a specific location should be considered. For example, the Great Dane was the POLD in 10 incidents. In most incidents, the specific location was unidentified.

Lessons Learned POLD Data:

- POLD does not identify “good bars” or “bad bars”. Locations that have a pattern of over-serving are readily apparent, but the reason for that pattern remains unknown.
- The significant number of licensees named on one or two occasions suggests the potential for additional training.
- POLD data provides reasonable cause for additional investigation.
- POLD collection allows local authorities to discuss over-serving concerns with licensees supported by evidence.