

## SERVICE CENTER AGREEMENT

Institution/Organization ("WSU") Name: Washington State University Address: Social & Economic Sciences Research Ctr 133 Wilson Hall Pullman, WA 99164-4014	Institution/Organization ("SPONSOR") Name: Washington State Liquor Control Board Address: 3000 Pacific Ave SE PO Box 43075 Olympia, WA 98504-3075 EIN No.:
Awarding Sponsor	Amount Funded \$88,839
Period of Performance Oct 10, 2006 to March 31,2009	Project Title Seattle AIA Evaluation
<b>Terms and Conditions</b>	
<p>1) This Agreement is between WSU, an institution of higher education and an agency of the state of Washington, and Sponsor to perform the activities attached as Exhibit A. These activities will be performed by The Social &amp; Economic Sciences Research Center, the WSU Technical/Programmatic Representative (Representative).</p> <p>2) Compensation for such activities shall be <u>\$88,839.00</u> and is payable in two parts. A total of \$51,609 is payable on February 1, 2007 after completion of the pre-evaluation, and receipt of an invoice. A total of \$37,230 is payable on February 1, 2009 after completion of the post-evaluation, and receipt of an invoice.</p> <p>3) If Intellectual Property is developed under this Agreement, ownership shall be shared with Sponsor. Intellectual Property shall mean any invention, copyright, trademark or proprietary information. WSU shall not obtain or attempt to obtain patent coverage on Sponsor-provided materials or information, without the express consent of Sponsor.</p> <p>4) "Confidential Information" shall mean any Sponsor-provided materials, written information, and data marked "Confidential" or non-written information and data identified at the time of disclosure as confidential, reduced to writing, and transmitted to Representative within sixty (60) days of such non-written disclosure. It shall not include information in the public domain, or independently known or obtained by WSU. To the extent allowed by law, WSU will use the same degree of care it uses to protect its own confidential information to: a) maintain for a period of five (5) years the confidential information obtained from Sponsor under this Agreement and sent to Representative; and b) maintain as confidential any data and interpretation of the confidential information developed under this Agreement until Sponsor has had the opportunity to review same. Publications will be limited to new scientific information regarding activities performed, and WSU will use reasonable efforts not to disclose proprietary processes or methods of Sponsor, or the nature or composition of materials provided by Sponsor. WSU will provide Sponsor with thirty (30) days to review any manuscripts or proposed publications arising out of the Agreement.</p> <p>5) Neither party will use the name or other trademark of the other party in any publicity, advertising, or news release without prior written approval of the authorized representative of the other party. WSU gives permission for the use of its name in announcements about the survey conducted under this agreement, and in publications describing the results.</p> <p>6) This Agreement shall be governed by and construed under the laws of the State of Washington. Jurisdiction for any legal action arising from this Agreement shall be Whitman County Superior Court.</p> <p>7) WSU in no way guarantees activities performed under this Agreement and makes no warranties, express or implied regarding the quality of the activities completed. Each party shall be responsible for its own negligent acts or omissions and shall be deemed to be and shall be an independent contractor.</p> <p>8) WSU will not accept export-controlled materials or technical information under this Agreement. Sponsor warrants that materials and technical information provided to WSU are not subject to US Export Control laws.</p> <p>9) Either party may terminate the Agreement with thirty (30) days written notice.</p> <p>10) This Agreement contains the entire and only Agreement between the parties respecting the subject matter hereof and supersedes or cancels all previous negotiations, Agreements, commitments and writings between the parties on the subject of this Agreement. Should performance of this Agreement require issuance of a purchase order or other contractual document, all terms and conditions of said document are hereby deleted in entirety. This Agreement may not be amended in any manner except in writing and signed by an Authorized Official of each party.</p>	
By an Authorized Official of WSU:  _____  Richard Heath, VP for Business Affairs	By an Authorized Official of SPONSOR:  _____  Lorraine Lee, Director Licensing Division
Date 10/18/06	Date 10/11/06

**Proposed Research Design  
Evaluation of Alcohol Impact Areas in Seattle, Washington  
2006- 2008**

**INTRODUCTION**

The Social and Economic Sciences Research Center (SESRC) will design and implement an evaluation of two Alcohol Impact Areas (AIAs) in the city of Seattle, Washington. The study's purpose is to evaluate the effects of the restrictions on chronic public inebriation and illegal activity associated with alcohol sales or consumption. Specifically, the study will focus on the effectiveness of the AIA rules and product restrictions that prohibit the sale of certain high alcohol content beer and wine products, in conjunction with local community efforts to address chronic public inebriation (CPI), to help mitigate the negative effects of CPI in the city of Seattle. The study would be undertaken between 2006 and 2008, with results reported in 2007 and again in 2009. The study will in part be modeled after a similar study conducted for the Tacoma AIA (see <http://www.sesrc.wsu.edu/sesrcsite/recent-papers/index.html>).

**PROPOSED RESEARCH ACTIVITIES**

Statistical Data Collection: The SESRC will work collaboratively with the City of Seattle and Washington State Liquor Control Board (WLIQ) to identify relevant evaluation measures for a study of the two Seattle AIAs. Staff of the City of Seattle will assist SESRC staff in obtaining the following kinds of secondary statistical data from a three year period from the Seattle AIA neighborhoods and surrounding areas:

- CPI service levels reflected in emergency response calls, treatment, shelter, vocational training, etc.
- Data on number of homeless and CPIs in the AIA neighborhood and surrounding areas.
- Data on number of incidents of public intoxication and alcohol-related crimes in the AIA neighborhood and surrounding areas.
- Data on dispersion effects such that CPIs go elsewhere to obtain alcohol.
- Other measures to be identified, including revenue data from local retailers, and other sales data on alcohol products.

The same secondary data will be collected for a period of at least two years after the beginning of the Seattle AIA designation. SESRC staff will make statistical comparisons of before and after data on the measures collected. These comparisons will be used to evaluate the effectiveness of the AIA designation in the city of Seattle.

Telephone Surveys of Community Residents: The SESRC will design telephone surveys of community residents in the AIA neighborhoods of Seattle (estimated at two neighborhoods), as well as the areas immediately surrounding the AIA neighborhoods, three additional areas of CPI problems, and the remainder of the city. With the assistance of City of Seattle staff, the SESRC will draft a telephone interview script containing evaluation questions about public perceptions of public inebriation in the neighborhood, and about the quality of life in the neighborhoods. The survey will be conducted twice, once prior to implementation of the AIAs, and again, approximately one to two years after implementation of the AIA designation.

For each of the two surveys, the SESRC will obtain telephone samples of randomly selected households for this purpose, and complete interviews with up to 1,200 neighborhood residents, distributed among AIAs, surrounding areas, the three additional areas, and the remainder of the city. (Central core AIA inside = 200; North AIA inside = 200; Adjacent areas for both AIAs = 400; three hotspot areas = 300; additional citywide = 100.) The telephone interview is estimated to average no more than about of 10 minutes in length. Interviews will be conducted with a random adult within households selected for the study.

Mail Surveys of Retailers: The SESRC will design mail surveys of local AIA retailers in the city of Seattle to evaluate the perceptions of the effects of the AIA designation on retailers. SESRC will work with city of Seattle staff to identify survey questions to be included in the questionnaire. The mailing will include a short, up to 4-page booklet questionnaire, a cover letter, and a self-addressed, stamped return envelope.

This will be mailed to retailers (owner/managers) who will be asked to return a completed questionnaire to SESRC. To encourage a high response to the survey, a telephone follow-up of non-responding retailers will be conducted.

The precise number of retail establishments in the Seattle AIA is not currently known, but we plan to sample approximately 224 establishments within the AIAs, and another 50 in the surrounding areas. With the help of city of Seattle staff and WLIQ we will identify other retailers located within five blocks outside the Seattle AIAs to include in the sample. These retailers will constitute the sample for this survey. The SESRC will code and data enter all returned questionnaires.

SESRC will conduct this survey of retailers twice, once prior to implementation of the AIAs, and again, approximately one to two years after implementation of the AIA designation. The results will be compared to evaluate the effects of the AIA restrictions on retailers' perceptions.

Focus Groups SESRC will conduct two focus groups in each of the two years of the evaluation. One focus group will consist of retailers with liquor licenses willing to participate and discuss their reactions to the AIA restrictions. The second focus group will consist of CPI service providers in the City of Seattle. Retailers for the focus group will be recruited through the mail survey. The purpose is to gather qualitative data that will help to understand retailer's business practices in relation to CPI behaviors. The SESRC will work with the WLIQ to design focus groups of retailers with liquor licenses within the AIAs. Between 10 and 20 people will be recruited for each focus group, with a goal of having between six and 12 people actually attending each focus group. Service providers will be recruited by word of mouth and from City of Seattle lists of service providers. The purpose of these focus groups is to identify perceptions of the impact of the AIA, and the restrictions put in place by the AIA. The service provider focus groups will have an additional objective to obtain information about what changes in behavior have been observed among CPIs as a result of the AIA initiative. The purpose of the focus groups is to obtain qualitative information about the effectiveness of the AIA designation.

Telephone Survey of Alcohol Distributors: The SESRC will conduct a brief telephone survey of alcohol distributors who sell wine and/or beer to retailers in the AIAs and along the AIA boundaries. The survey is intended to evaluate differences in sales and market trends that may be indicative of a dispersion effect or substitutions of products similar to the restricted products.

Database and Code Book: All questionnaire data will be entered into a survey database immediately following the completion of the surveys. The survey results will be available on CD-ROM, as well as in printed form as frequency tabulations. We will prepare a code-book for accessing the survey database which will be prepared in SPSS and Excel formats.

The SESRC will perform sufficient analysis on the survey data to ensure valid survey results for all variables in the questionnaire. Open-ended comments will be entered into a database verbatim. Frequency tabulations will be prepared in cross-tab format.

Prepare Written Report: The SESRC will prepare a written analytic report describing the results of the evaluation processes, both before and after AIA implementation. These reports will also include details of the surveys, the response rates achieved, frequency tabulations for survey questions, and copies of the survey instruments. SESRC will also prepare an executive summary of the results of the evaluation both before and after AIA implementation. SESRC will collaborate with WLIQ and with the City of Seattle in preparing these reports. SESRC will prepare MS PowerPoint presentations of the results, and will deliver these at the request of Sponsor.

The reports will include:

- A summary of the statistical data gathered for the evaluation.
- A description of sampling and implementation procedures used in the surveys.
- Tables detailing response rates and dispositions for all cases in the samples.
- Frequency distributions for all closed-ended questions in the surveys;
- A CD containing the survey database, the statistical programs, and a file with any open-ended remarks in Word or Excel format.
- A report describing the evaluation of the effectiveness of the AIA designation, based on the data gathered.

## Project Deliverables

### Seattle AIA - Baseline

- Telephone, Mail, and Internet Questionnaires
- Secondary Data datasets in Excel format
- Survey datasets in Excel format
- Survey results and response rates
- Evaluation report describing the results of the baseline assessment
- Presentation of results

### Seattle AIA - Follow-up

- Telephone, Mail, and Internet Questionnaires
- Secondary Data datasets in Excel format
- Survey datasets in Excel format
- Survey results and response rates
- Evaluation report comparing results with the prior Seattle AIA evaluation
- Presentation of results

### Proposed Timeline

A realistic timeline will be determined collaboratively after the study is initiated. To avoid seasonality effects in comparing before and after conditions we recommend that survey activities be conducted in the identical months before and after AIA implementation.

<b>Tasks:</b>	<b>Before</b>	<b>After</b>
Project initiated	October 2006	September 2008
Draft survey questionnaires	October 2006	September 2008
Submit IRB materials for approval	October 2006	September 2008
Pretest questionnaires	October 2006	September 2008
Collect secondary data	October 2006	October 2008
Implement telephone survey	October 2006	October 2008
Implement focus groups	October 2006	October 2008
Implement mail survey of retailers	October 2006	October 2008
Prepare survey datasets	November 2006	November 2008
Write analytic report	December 2006	December 2008
Submit draft reports	December 2006	December 2008
Revise and finalize reports	January 2007	January 2009
Presentations	February 2007	February 2009

**Budget**

The budget below is based on the assumptions outlined above, and includes completing all of the tasks described above. This budget includes all project management hours, and all survey costs. The budget assumes completing telephone interviews of up to 1,200 residents for the pre Seattle AIA survey. The post Seattle AIA budget is sufficient to complete 400 interviews. However, WSU and Sponsor will seek additional funding so that a total of 1,200 interviews can be completed. The budget also includes before and after mail surveys of approximately 275 retail establishments inside and outside the Seattle AIAs. The budget includes conducting two focus groups of approximately 10 people in each group, at the beginning of the study and again at the conclusion of the study.

This budget includes all costs, including sample purchase, supplies, salaries, wages, fringe benefits, service center fees, postage, and long distance telephone charges.

<b>Budget Task</b>	<b>Pre Seattle AIA</b>	<b>Post Seattle AIA</b>	<b>Total</b>
Project Management & Study Design	\$ 7,591	\$ 5,302	\$ 12,893
Secondary Data Analysis	\$ 5,293	\$ 6,469	\$ 11,762
Telephone Surveys of Community Residents & Distributors*	\$ 24,174	\$ 12,506	\$ 36,680
Focus Groups of Retailers and Service Providers	\$ 5,270	\$ 4,312	\$ 8,630
Mail Surveys of Retailers	\$ 2,160	\$ 2,160	\$ 4,320
Reports, Survey Results, Presentations	\$ 7,121	\$ 6,481	\$ 13,602
<b>Total</b>	<b>\$ 51,609</b>	<b>\$ 37,230</b>	<b>\$ 88,839</b>

\*The budget for the Post Seattle AIA telephone survey of community residents is insufficient (by about \$12,000) to achieve the goal of 1,200 completed interviews. WSU will seek additional funding for this component of the study by submitting proposals to the grant support program for research on alcohol and drug abuse of the WSU Alcohol and Drug Abuse Program. Preliminary contact with this unit indicates that this research would be received favorably and could be funded from this program. In the event that the proposal is not funded, then Sponsor and WSU will seek alternative funding.