

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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CALIFORNIA ABC RECEIVES GRANT FOR “INNOVATIVE PROGRAM”
Grant awarded for ABC’s TRACE Program

SACRAMENTO— The California Alcoholic Beverage Control (ABC) has received a grant from the California Office of Traffic Safety for its innovative TRACE Program. The program pays for Investigators to respond to alcohol-related crashes involving minors.

TRACE, or Target Responsibility for Alcohol-Connected Emergencies, is a rapid response program for crashes involving minors and alcohol. In 2003, the TRACE Program established a state-wide protocol with local and state law enforcement agencies to contact ABC when they respond to major injury or fatal crashes involving minors and alcohol.

ABC investigators respond immediately to gather evidence and information to help trace how the minors obtained the alcohol, either directly from ABC licensed businesses, or from friends or family.

The program received an award in 2004 for the most Innovative Liquor Law Enforcement Program of the Year by the NLLEA, National Liquor Law Enforcement Association.

ABC Director Steve Hardy says, “This program is very important because it allows ABC to hold individuals or businesses accountable for selling or furnishing alcohol to minors who are later involved in alcohol-related crashes.”

Hardy says a great deal of credit should go to Lynn Goodwin of Exeter, California, who convinced ABC and other state agencies to create the protocol after her daughter was killed by a teen drunk driver.

The TRACE protocol has already produced several successful backtrack investigations throughout California in which individuals and licensed businesses have been identified as selling or furnishing alcoholic beverages to minors involved in DUI crashes.

ABC was awarded the grant by the California Office of Traffic Safety through the National Highway Traffic Safety Administration (NHTSA).

ABC is a department of the Business, Transportation and Housing Agency, which is under the direction of Secretary Dale E. Bonner, a member of the Governor’s Cabinet.