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## **Cheers to You Campaign: Reducing Impaired Driving in Santa Cruz County**

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Cheers to You Campaign: Reducing Impaired Driving in Santa Cruz County

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17 May 2019

**Abstract**

The number of Alcohol-impaired driving incidents is too high in Santa Cruz County. In 2016, an Assembly Bill was signed to allow salons and barber shops in California to serve alcohol. Santa Cruz County's Friday Night Live is a youth-adult partnership that aims to create a healthy and safe community. The capstone project consists of the implementation and evaluation of an educational outreach program targeting salons and barbers about Assembly Bill 1322, which regulates the service of alcoholic beverages for beauty salons and barber shops. The educational outreach goal was to increase knowledge of the Assembly Bill among all establishments and to distribute materials required by AB1322 to venues that do serve alcohol. The recommended next steps are to make sure that venues are using best practices and to continuously monitor if new venues have decided to serve alcohol.

*Keywords:* Impaired driving, educational outreach, Santa Cruz County, beauty salons, barber shops.

**Agency and Communities Served**

The agency is Santa Cruz County Friday Night Live. The California Friday Night Live Partnership (CFNLP) has programs all over the state to help youth build healthier communities. The mission of Friday Night Live (FNL) is to “build partnerships for positive and healthy youth development which engage youth as active leaders and resources in their communities” (Friday Night Live, n.d.). FNL serves the entire county of Santa Cruz. The population of Santa Cruz County is just shy of 300,000 people, and about 20% of which are 18 years of age and younger (U.S. Census Quickfacts, 2017). The program has chapters at different high schools and middle schools in the county. FNL also has chapters at the Santa Cruz Juvenile Hall and Evening Center for youth on probation. FNL also has a Youth Council that has youth from different schools. The Youth Council helps organize events for the youth and to implement grant objectives. FNL works on making the whole community a healthier and safer place. The chapters help youth develop leadership skills and to build strong relationships with their peers and adults. Santa Cruz County’s FNL partners with California Highway Patrol, Office of Traffic Safety, California Alcoholic Beverage Control, and Community Prevention Partners. Some of the projects that FNL works on are the Responsible Alcohol Merchant Awards, Choose Your Ride, and Street Smarts.

**Problem Description**

Too few businesses are aware of the regulations of AB 1322 of serving alcohol and there are too many alcohol-impaired driving incidents in Santa Cruz County. In 2015, there were a total of 1,715 collisions where victims were either killed or injured. Of the 1,715 collisions, 213 involved alcohol, 20 involved a driver under the age 21, and 61 involved a driver between the ages of 21-34 (OTS, 2015). In 2016, there were 1,722 total collisions, 239 involved alcohol, 23 involved a driver under the age of 21, and 84 involved a driver between the ages of 21-34 (OTS,

2016). In 2014, California had 14,563 reckless driving convictions that involved alcohol, and 1,155 crash fatalities that involved alcohol (DMV, 2017). Risk factors that contribute to the social problem are that business owners lack the knowledge of AB 1322, businesses that do serve alcohol lack regulation, and they lack discipline. Business owners may not know the guidelines for serving alcohol, so they may lack knowledge about the best practices needed. Businesses that do serve alcohol to clients do not have formal regulations like restaurants or liquor stores do. Restaurants and liquor stores are regulated by ABC and the police through training and compliance checks, but salons and barber shops do not go through those regulations. Since salons and barber shops are not regulated like other merchants, they are also not disciplined in the same manner. Alcohol merchants can lose their licenses, but there is no way to discipline salons and barber shops because a liquor license is not required. If the problem is not addressed, then the main consequences are higher risks for alcohol involved collisions and youth access to alcohol. Alternatives to addressing the problem are to create a program to regulate salons and barber shops that serve alcohol, and to provide trainings on how to safely serve alcohol.

### **Project Description and Implementation Process**

The capstone project focused on salons and barbershops throughout the county. This project was implemented in collaboration with the Office of Traffic Safety as an objective for their 2017-2018 grant. The grant required grantees to “Plan and conduct a salon and barber education campaign with 200 venues on alcohol service without license law, and to mitigate service of alcohol to minors and limit impaired driving in the community” (Santa Cruz County Health Services Agency, 2017).

**Project Description:** The capstone project consisted of an awareness campaign, named “Cheers to You”, to educate salon and barbers about Assembly Bill 1322 alcoholic beverages: licenses.

AB-1322 allows beauty salons and barbershops to serve beer or wine without a liquor license as long as they follow the guidelines. Under the guidelines for AB-1322 there is no extra charge or fee for the beverage, the beauty license of the establishment is in good standing with the State Board of Barbering and Cosmetology, beverages are only served during business hours; prior to 10 PM, and the servings are limited to specified amounts of 12 ounces for beer and 6 ounces of wine per client (California Legislative Information, 2016). The Assembly Bill is also in line with the TRACE (Target Responsibility for Alcohol Connected Emergencies) program, in which businesses that serve alcohol to a minor or over serve a client can be held criminally liable and can have their cosmetology license taken away.

Specifically, in order to educate salons and barbershops through this campaign, an educational package was sent out to 255 venues. The package included a letter, a checklist, and a poster (see appendix). The letter has information about AB-1322, explaining the reason for the outreach, and resources and contact information for if they have any questions. The checklist is a visual reminder of best practices such as: “Did you offer a non-alcoholic beverage, did you check ID to make sure client is 21 and over, if serving alcohol, properly pour 12 oz of beer or 6 oz of wine, did you confirm that the client has not already had an alcoholic beverage during the service, and is it currently business hours prior to 10pm?” The poster was for the venue to put up for the Cheers to You campaign. After the packages were mailed out, venues participated in a survey about their experience with the educational outreach.

**Implementation Method:** The method was to conduct an outreach and informational campaign with a follow-up survey to assess the campaigns’ effectiveness. In the beginning of the capstone project the primary activities were to obtain business names and addresses, create a mailing list, and develop the educational outreach letter. The addresses were obtained from the cities of

Aptos, Ben Lomond, Boulder Creek, Capitola, Felton, Live Oak, Santa Cruz, Scotts Valley, Soquel, and Watsonville. After verifying all the addresses that were obtained, the mailing list totaled 255 businesses. These activities were done from March 2018 to July 2018. The middle primary activities consisted of getting posters designed and printed, researching phone numbers, hours of operation, and price ranges of the businesses, sending out the educational outreach, and developing the post survey. For the posters, 200 salon posters were printed, 100 barber shop posters were printed, and 300 checklists were printed. These activities were done from June 2018 to November 2018. The last primary activities were to determine which businesses to survey, creating a Google Form for the survey, survey businesses, analyze the data, and write a final report for the agency. After determining which business to survey, the total number came to 102 businesses. These activities were done from November 2018 to March 2019.

**Participants:** My role carrying out this project was to research and implement the educational outreach and assessment. My responsibilities were to gather information, analyze and sort the information, help develop the components of the package, send out the packages, and conduct an assessment of the educational outreach. The first thing to do was get mailing information for salons and barbershops in Santa Cruz County. For some cities phone calls had to be made to receive the information, and for other cities the information was retrieved from the Board of Barbering and Cosmetology license search (Board of Barbering and Cosmetology, 2016). After obtaining the information, each location was verified to make sure the address was correct, and the venue was still in business. Then a master mailing list of all the business names, the addresses, and phone numbers was created. Once that was done, the materials for the packages needed to be drafted. Some designs were developed for possible posters, but there was a need to hire a graphic designer. Four graphic designers were emailed for quotes and based on the budget

a designer was contracted to design a poster for salons, a poster for barbers, and a checklist. After getting the designs for the posters and checklist, we looked for places to get them printed. Once the posters and checklists were printed, the mailing labels were printed and put on manila envelopes. Finally, the packages were sent out. After the venues received the packages, I created survey questions about the educational outreach. Then I called venues to conduct the survey over the phone.

Staff that supported me with the process were Brenda Armstrong, Rebecca Verlaque, Maggie McGonigle, and Millie Hernandez. Brenda Armstrong is the Associate Health Services Analyst and she approves everything before it can be finalized. She had to approve the letter, the checklist, and the survey questions to make sure they all have the correct information and that nothing is left out. Brenda also had to approve the poster before it gets printed and she has to approve how they get packaged. Rebecca Verlaque is a Health Program Specialist and is the one that gave me the project to implement. She reviewed all my drafts and gives me feedback before giving it to Brenda to approve. Maggie McGonigle is also a Health Program Specialist and supported me during the project. She gave feedback on the survey questions that were created and helped create a list of venues to survey. Millie Hernandez, a student worker, helped with sorting the packages and getting them out to the venues.

Salons and barbers were also be involved in the project. Salons and barbershops were the target of this educational outreach. A venue was selected for outreach if it had a cosmetology license and if it is in the county of Santa Cruz. Then phone call surveys were conducted with the venues.

**Resources:** This project was funded by Santa Cruz County's Office of Traffic Safety (OTS) grant for 2017-2018. Funds from the grant were used to hire a graphic designer, order envelopes



for the packages, and get the posters and checklist printed. Some information was retrieved from public city records, and the other information was retrieved from the Board of Barbering and Cosmetology website. Research was done through Google and Yelp to retrieve phone numbers, hours of operation, and price ranges of venues.

**Challenges:** Challenges that came up during this project mostly have to do with getting things approved by the supervisor. It took longer than expected to get things approved because the supervisor was busy and there were other projects that she was working on. Another challenge was receiving the designs for the posters in a timely manner because the designer happened to go on vacation before the request was made. A very frustrating challenge I faced was getting the packages mailed out. In the beginning, the supervisor had approved for the posters to be folded and put into the envelopes, but last minute she changed her mind and requested that the packages be hand delivered to all the venues. This caused some frustrations because there was no time to hand deliver each package, and the venues were widely spread throughout the county. Another challenge that I face was getting business to do the survey. I had to talk to the manager or owner of the business for the surveys, and most of the time they were busy with clients or they were not there.

### **Project Assessment**

**Expected Outcomes:** The agency expected to reach at least 200 businesses with the educational outreach and to see that businesses are using the materials given. The agency also expected to see an increase knowledge of the responsibilities of AB 1322 from the participants. Another expected outcome was that salons and barbers that serve alcohol are using the provided materials and receive training on how to properly serve alcohol. Finally, the agency expects to receive any

feedback that participants have about the outreach or information on other ways to keep the community safe.

**Assessment Plan:** The agency's assessment plan of the Cheers to You campaign involved a follow up survey with businesses over the phone. After the survey questions were finalized, they were turned into an online format using Google Forms using this as a collection tool, so all the information will be in one place. As surveys took place over the phone, the Google Form was filled out simultaneously. If a business was not able to do a survey over the phone, then an in-person survey would be scheduled for when they were available. Some questions that were asked were: if the business recalls receiving the package, if they knew about the bill before the outreach, whether they serve alcohol or not, whether they decided to serve alcohol after receiving the information, and if they do serve alcohol there are questions about how they are using the materials and about their best practices. At the end of the survey there were questions regarding if the venues would like information on trainings, if they would like to receive emails on how the agency can promote them, and for any additional feedback they would like to share. After the surveys were done, the data was analyzed and summarized in a report for the agency.

### **Findings and Results of Assessment Process**

**Findings:** After implementing the educational outreach, I found that many businesses are aware of the law, but they do not know all the details of the law. Out of the 102 businesses that were called to do the survey, 10 businesses agreed to do the survey and 4 of them served alcohol.

**Assessment Results:** The expected outcomes were to reach 200 business with the educational outreach and to see if the businesses are using the materials given. The capstone project reached 255 businesses with the outreach, and all the businesses that serve alcohol are using the materials that were given.

**Strengths and Successes:** A strength about the project's design and method was the amount of information that went into the educational outreach. There was a lot of information about the AB 1322 and best practices in the outreach, which was easy for businesses to understand. When surveying businesses, there were businesses that were excited about the outreach and thought we were doing a good thing for the community. Another strength about the project was that we provided free materials to all businesses and included recourses for businesses to utilize.

**Limitations:** A limitation to the project was that not all salons and barber shops were included in the outreach. Also, most of the businesses that were reached do not serve alcohol and do not plan to serve alcohol. Another limitation to the project's method is that it was a one-time educational outreach, so there will be no further follow up with the businesses. Because of that, there was no room to build a relationship with businesses in the community. The main focus of the project was to get the information out to the community. Since only 10 businesses completed the survey, it is unclear to how many businesses actually serve alcohol.

### **Recommendations**

After completing the capstone project, my recommendation would be to work with law enforcement to create a program to regulate salons and barber shops that serve alcohol. A program would involve having compliance checks, LEAD trainings, etc. Another recommendation would be for the agency to extend the educational outreach to the salons and barber shops that were not reached.

### **Conclusion**

Completing this capstone project helped me grow professionally and personally. I learned a lot from planning, implementing, and evaluating the project. I was able to build my professional communication skills by having to write emails and making phone calls. I became

more confident professionally and personally from doing this project. An insight that I gained is that some things take longer than others, and that's okay. I also learned that not everything will go according to plan, and that there are times where you need to adapt.

All my experiences with this project have contributed to my learning. All the challenges that I faced pushed me out of my comfort zone, and they helped me learn how to adapt quickly to any situation. This whole experience helped me grow because I was put on this project when I started at the agency and I've been working on it mainly by myself until the end of my field experience. This project has helped me gain skills that I will need for the future and for my career.

My advice for future CHHS interns is to hope for the best, and to expect the worst. You never know what to expect from the agency or the capstone project. It's better to expect the worst because when it isn't as bad as you thought, then you'll be better prepared to deal with anything. The agency or the capstone project can have surprises that may turn things around, but you need to be prepared to adapt and to work hard. Overall, the experience is amazing, and it will open many doors for the agency, and for your future.

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Appendix

*Cheers  
to You  
salon*

CHEERS TO YOU  
**BARBER  
SHOP**

**BEVERAGE SERVING CHECKLIST**

These best practices help keep our clients safe while they enjoy the full experience available at our business. By following this checklist, our staff are committed to taking excellent care of our clients and reducing alcohol-related crashes in our County.



Did you offer a non-alcoholic beverage?



Did you check ID to make sure client is 21+?



If serving alcohol, did you properly pour 12 oz of beer or 6 oz of wine?



Did you confirm that the client has not already had an alcoholic beverage during this service?



Is it currently business hours, prior to 10pm?

The Cheers to You Campaign thanks you for implementing best practices that truly help keep clients and our community safe. Many thanks to you for the care you show community members in your work, and for your commitment to reducing alcohol-related crashes in Santa Cruz County.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.





AS A PROUD "CHEERS TO YOU" CAMPAIGN ADVOCATE, WE'LL BE SURE TO TAKE GOOD CARE OF YOU BY:

CHECKING  
ID'S



POURING  
PROPER  
DRINK  
AMOUNTS



OFFERING  
REFILLS OF  
NON-ALCOHOLIC  
BEVERAGES



Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.





We want  
to celebrate  
our clients!

We offer our  
clients a variety of  
refreshing beverages  
for you to enjoy.

AS A PROUD "CHEERS TO YOU" CAMPAIGN ADVOCATE, WE'LL BE SURE TO TAKE GOOD CARE OF YOU BY:

CHECKING  
ID'S



POURING  
PROPER  
DRINK  
AMOUNTS



OFFERING  
REFILLS OF  
NON-ALCOHOLIC  
BEVERAGES



Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.







## County of Santa Cruz

### HEALTH SERVICES AGENCY

1400 EMELINE AVENUE, BLDG K, SANTA CRUZ, CA 95061-0962  
(831) 454-5004 FAX: (831) 454-4747 TDD: (831) 454-4748



Dear Local Business Partner,

Cheers To You! The #CheersToYou Campaign knows your clients value your business and the experience you provide- and that you value them, too.

We want to make sure that you fully understand Assembly Bill 1322, which was enacted in January 2017. This bill allows salons and barbershops to serve complimentary alcoholic beverages to clients 21 years and older without requiring a liquor license. In light of this bill, it's important that you know how to protect your clients, community, and license. From 2014- 2016, our community had more than 650 alcohol-related traffic collisions. That amounts to *more than 650* clients, family, friends, and neighbors injured or killed in alcohol-related crashes. Our team has a vision of ZERO alcohol-related crashes in our County- and your commitment will make a difference.

AB 1322 states that a license is not required for serving wine or beer as part of a salon or barbershop service, as long as:

- The beverage is free of charge;**
- The establishment's **license is in good standing** with the State Board of Barbering and Cosmetology;
- No more than **ONE 12-ounce beer or 6-ounce glass** of wine is served **per client**, and;
- Beverages are only served **during business** hours, **prior to 10pm**.

There are several best practices you can implement to truly serve your clients well if you choose to serve alcohol. Start by:

- Offering non-alcoholic beverages first**, and offering refills of non-alcoholic beverages;
- Checking ID** to ensure that the client you are serving is 21+;
- Making sure you **know what a proper drink pour is**- without training, it's easy to overserve;
- Know what to do if a client appears to be inebriated**- you cannot know how each client responds to alcohol, or what they may have consumed prior to arriving. You may be held responsible if they leave your establishment inebriated and are involved in a collision;
- Visit <https://www.abc.ca.gov/programs/Lead%20webpage.html/>** to learn about and register for free, online Responsible Beverage Service training.

Enclosed is a Cheers To You "care package"! Included you will find a poster that shows the community your commitment to health and safety, as well as a guide for your refrigerator to remind staff of what to do when serving.

Help us showcase your commitment to our community's safety! Email us a link to a social media post with #CheersToYou from your business' page, or a photo of the poster up in your business. We will make sure the community knows about your dedication by including your business in a press release and social media promotions. Our #CheersToYou campaign staff can be reached by email at [Rebecca.Verlaque@santacruzcounty.us](mailto:Rebecca.Verlaque@santacruzcounty.us) or by calling (831) 454 5004. Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

Cheers To You,

Santa Cruz County Substance Use Disorder Prevention Team

Salon & Barber Interview Questions

Identifying Information

Business Name: \_\_\_\_\_

Business Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Salon & Barber Interview Script

Staff Introduction:

Hi, I'm with the Cheers to You Campaign from Santa Cruz County Health Services, and work in Substance Use Disorder Services. I attend CSUMB and I am conducting a survey about the Cheers To You Campaign, as part of my Capstone Graduation Project. The Cheers To You Campaign sent out packages to make businesses like yours, aware of the law, Assembly Bill 1322, which allows salons and barbers to serve alcohol without a liquor license as long as you follow the laws. Do you have 5-10 minutes to spare for the survey? If not, is there a better time to call or would you like to schedule an in-person interview?

1. Did you receive the package which included a letter, poster and a checklist?

Yes  No

If no, would you like the materials now? Yes  No

2. What was your understanding of the Bill before receiving the package?

\_\_\_\_\_  
\_\_\_\_\_

3. Was the information clear and easy to understand?

Yes  No

If no, what was unclear \_\_\_\_\_

\_\_\_\_\_

4. Were you serving alcohol before receiving the package?

Yes  No

If no, why not \_\_\_\_\_

\_\_\_\_\_

5. Have you considered or began serving alcohol since receiving the materials?

Yes  No  Other \_\_\_\_\_

Why or why not \_\_\_\_\_

\_\_\_\_\_

If no, thank you for your time and assisting me with my project. If you have any questions in the future about serving alcohol, feel free to call our office at 831-454-5007

**For businesses that serve alcohol:**

A. Would you like more educational materials or training about serving alcohol?

Yes  No  Which one? \_\_\_\_\_

Other material suggestions: \_\_\_\_\_

B. Are you using the checklist?

Yes  No

If yes, how are you using it? If no, why not? \_\_\_\_\_

C. Did you hang up the poster?

Yes  No

If yes, where? If no, why not? \_\_\_\_\_

D. When do you check I.D.?

\_\_\_\_\_

E. What do you look for when checking I.D?

\_\_\_\_\_

F. Which beverage do you offer first, alcoholic or non-alcoholic?

\_\_\_\_\_

G. Do you offer non-alcoholic refills?

\_\_\_\_\_

H. Have you/your staff received training on safe serving practices prior to serving alcoholic beverages?

Yes  No  Other \_\_\_\_\_

I. Are you aware, that you can be held criminally liable, if you overserve a client or serve an individual under 21, and the intoxication leads to an injury or death? California State Alcoholic Beverage Control will press criminal charges which will be forwarded to the Department of Consumer Affairs, and they may take action against your cosmetology license.

State Alcoholic Beverage Control is notified for all alcohol incidents involving a person under 21 and this triggers a TRACE (Target Responsibility for Alcohol Connected Emergencies) investigation. If the TRACE investigation determines that you provided alcoholic beverages to a minor, the Department will file criminal charges and forward the information to the Cosmetology board to take action against your license. If the individual be over 21, law enforcement may trace back to the place of last drink and that server will be held accountable.

J. Would you like to be included in social media promotions?

Yes  No  Email \_\_\_\_\_

Additional Comments/Feedback \_\_\_\_\_

Thank you for your time and assisting me with my project. If you have any questions in the future about serving alcohol, feel free to call our office at 831-454-5007

<b>Scope of Work</b>		
<b>Goal:</b> Decrease number of alcohol related collisions.		
<b>Primary objective of the project:</b> Increase participant's knowledge about AB-1322.		
<b>Activities</b>	<b>Deliverables</b>	<b>Timeline/deadlines</b>
1. Call cities about addresses for salons and barbers	1. Scotts Valley and Watsonville	1. Mar 2018
2. Receive address for salons and barbers	2. Santa Cruz, Capitola, Scotts Valley, Watsonville, Aptos, Ben Lomond, Boulder Creek, Felton, Soquel, and Live Oak	2. Mar – July 2018
3. Verify addresses are correct and still in business	3. Santa Cruz, Capitola, Scotts Valley, Watsonville, Aptos, Ben Lomond, Boulder Creek, Felton, Soquel, and Live Oak	3. Mar – July 2018
4. Obtain phone numbers	4. 255 Venues	4. July 2018
5. Create master mailing list	5. 255 Venues	5. July 2018
6. Develop educational letter	6. Final approved to send out	6. May 2018
7. Research graphic designers	7. Final approved design for poster and checklist to be printed	7. June 2018
8. Print posters and checklists	8. 300 for packages	8. Sep 2018
9. Get packages ready	9. Print mailing labels, print letters, sort posters, and attached mailing labels to envelopes	9. Sep 2018
10. Research phone numbers, hours of operation, and price range	10. 255 Venues	10. Sep 2018
11. Get educational packages sent out	11. 255 Venues	11. Sep – Oct 2018
12. Develop survey questions about the educational outreach	12. Final approved survey questions	12. Oct – Nov 2018
13. Determine which businesses to survey	13. 102 Venues of the 255	13. Nov 2018
14. Create Google Form with the survey questions	14. Data analysis of outreach	14. Dec 2018
15. Survey businesses	15. Data analysis completed/submitted to mentor for approval	15. Nov – Feb 2019
16. Complete reporting requirements	16. Final agency and capstone reports	16. Apr – May 2019
17. Prepare capstone presentation in selected format	17. Instructor approval & Dress Rehearsal of final capstone presentation format	17. May 2019
18. Final preparation for Capstone Festival	18. Final presentation at Capstone Festival	18. May 2019

**Problem Model:**

