



Practicing Safe Alcohol Sales and Service

About the Program

The Ventura Police Department (VPD) has collaborated with other local agencies to design and implement a new Responsible Retailer Program for Alcoholic Beverage Establishments (ABEs).

The goal of the program is to improve public health and safety by increasing ABE compliance.

The Program Offers

- A working relationship with law enforcement
- Tools to limit your liability
- Education about the risks of sales to underage and intoxicated persons
- Information about the local ABE Use Permit Ordinance
- Recognition of your commitment for a safer community



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Helpful web sites:

Responsible Retailer Program
venturaRRP.org

Ventura Police Department
venturapd.org

Alcohol Beverage Control
abc.ca.gov

Ventura Adult and
Continuing Education
(local RBSS training)
vace.com

Ventura County Limits
venturacountylimits.org

Helpful phone numbers:

Officer Patrick Lindsay
(805) 339-4453

ABC District Office for Ventura
(805) 289-0100

Have a question?

Ask the officer at
ABC@ci.ventura.ca.us

THE RESPONSIBLE RETAILER PROGRAM
IS BROUGHT TO YOU BY:



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A COMMUNITY PARTNERSHIP

A collaboration to improve public health and safety by increasing ABE compliance



To Actively Participate Follow These Steps

1 Re-examine Your Alcohol Policies

- Review your current policies regarding alcohol sales and service
- Ensure your employees are aware of the policies

2 Use the Responsible Retailer Program Information and Materials

- Learn about the local ordinance
- Learn about enforcement and common violations
- Learn how to get training for you and your employees
- Display the program's decal and poster

3 Participate in an Inspection by Ventura Police Department (VPD) and Alcoholic Beverage Control (ABC)

- VPD and ABC will visit your establishment
- Receive recommendations specific to your business

4 Attend Responsible Beverage Sales and Service (RBSS) Training

- Get training that can help limit your liability for you and your business
- Require your employees to complete the training

5 Put Policies into Practice

- Be aware of local and state regulations and common violations
- Be smart about sales and service practices
- Be safe by limiting liability for you, your customers, and our community

Learn About The Local Ordinance



The Responsible Retailer Program will help you understand the new ordinance to ensure that you are in compliance with the local regulations.

The Alcoholic Beverage Establishment—Use Permit Ordinance began January 1, 2006. The ordinance addresses concerns residents have regarding alcohol sales in Ventura by giving the City local control to assist with public health and safety issues. The regulations and standards of this ordinance are intended to reduce problems associated with the operation of an ABE.



Responsible Beverage Sales and Service (RBSS) Training

Knowledge is the best way to limit your liability and comply with state and local regulations.

RBSS Training Can:

- Give you clear understanding of state and local alcohol regulations
- Help limit your liability
- Teach your staff new skills to refuse sales to minors and intoxicated persons
- Assist you with the specifics of store or house policies
- Help you avoid problems and penalties

We recommend RBSS Training as the best way to become informed about responsible retailing. Here are some local agencies offering RBSS Training:

Ventura Adult and Continuing Education
(805) 289-7925

L.E.A.D. Training
(805) 289-0100

