MEMORANDUM

TO: All Sworn Personnel, via Chain of Command
FROM: Wendy Ratcliffe, Community Policing Technician
DATE: February 25, 2020

SUBJECT: Roll Call Training – New ABC TRACE WebApp

As part of our ABC grant, we periodically provide roll-call trainings pertaining to alcohol-related topics.

T.R.A.C.E. - Target Responsibility For Alcohol Connected Emergencies

TRACE is a protocol wherein first responders to alcohol-related emergencies immediately notify ABC when an incident involves a person under 21 and an alcoholic beverage that results in great bodily injury or death. Timely notifications greatly improve the chance of a successful investigation.

TRACE Facts
- The Department of Alcoholic Beverage Control (ABC) should be notified immediately of any death or serious injury involving underage drinking.
- ABC Agents will conduct a simultaneous investigation to determine where the alcoholic beverages were acquired, purchased, or served.
- Agents will be alert to the collection of evidence that may indicate where the alcoholic beverage was obtained. Such evidence can include false identification, receipts, bags, labels, and statements of witnesses.
- If the TRACE investigation determines that an ABC licensed location sold or furnished alcoholic beverages to a minor, the Department will file administrative action to suspend or revoke the license of that business.

The California Department of Alcoholic Beverage Control developed the TRACE WebApp to provide a quick, accurate, and secure method for law enforcement to relay data to the TRACE Unit.

TRACE WebApp: trace.abc.ca.gov

24 Hour TRACE Hotline: (855) HLP-TRACE
Introducing TRACE WebApp

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ADD TO HOME SCREEN

There's no app to download. Just add the TRACE WebApp icon to your mobile phone's home screen for quick access.

**IPHONE & SAFARI**
Visit trace.abc.ca.gov, tap 📱 at the bottom of the screen, then tap Add to Home Screen 📱.

**ANDROID & CHROME**
Visit trace.abc.ca.gov, tap ⇆ at the top right of the screen, then tap Add to Home Screen.

**ANDROID & FIREFOX**
Visit trace.abc.ca.gov, tap ⇆ at the top right of the screen, tap Page, then tap Add Page Shortcut.

CALIFORNIA DEPARTMENT OF
Alcoholic Beverage Control

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