

# Liquor Licenses and Binge Drinking: on the Map

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DATA YOU CAN USE

UWM JOSEPH J. ZILBER SCHOOL OF PUBLIC HEALTH

# Outline

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1. Project Goals
2. Data Sources
3. Methods
4. Map Introduction
5. Observations
6. Next Steps
7. Suggestions for Future Research
8. Discussion

# Field Experience in Public Health

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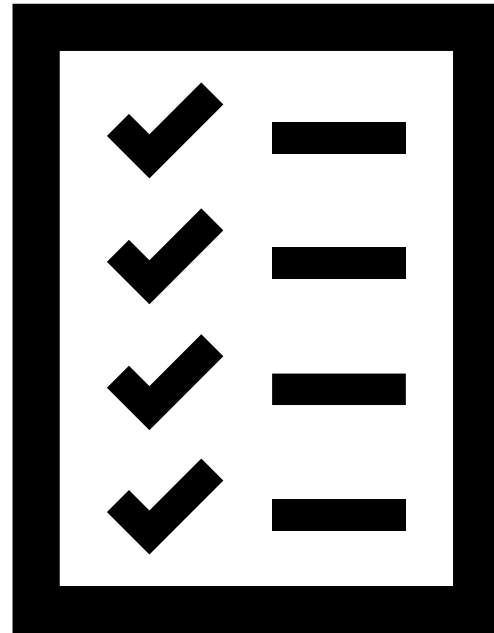
UWM Zilber School of Public Health MPH Field Experience Goal: “provide a practical public health experience that allows students to **apply the knowledge and skills learned in the classroom to real world public health problems**”



Joseph J. Zilber  
School of Public Health

# Personal Goals

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# 500 Cities Project

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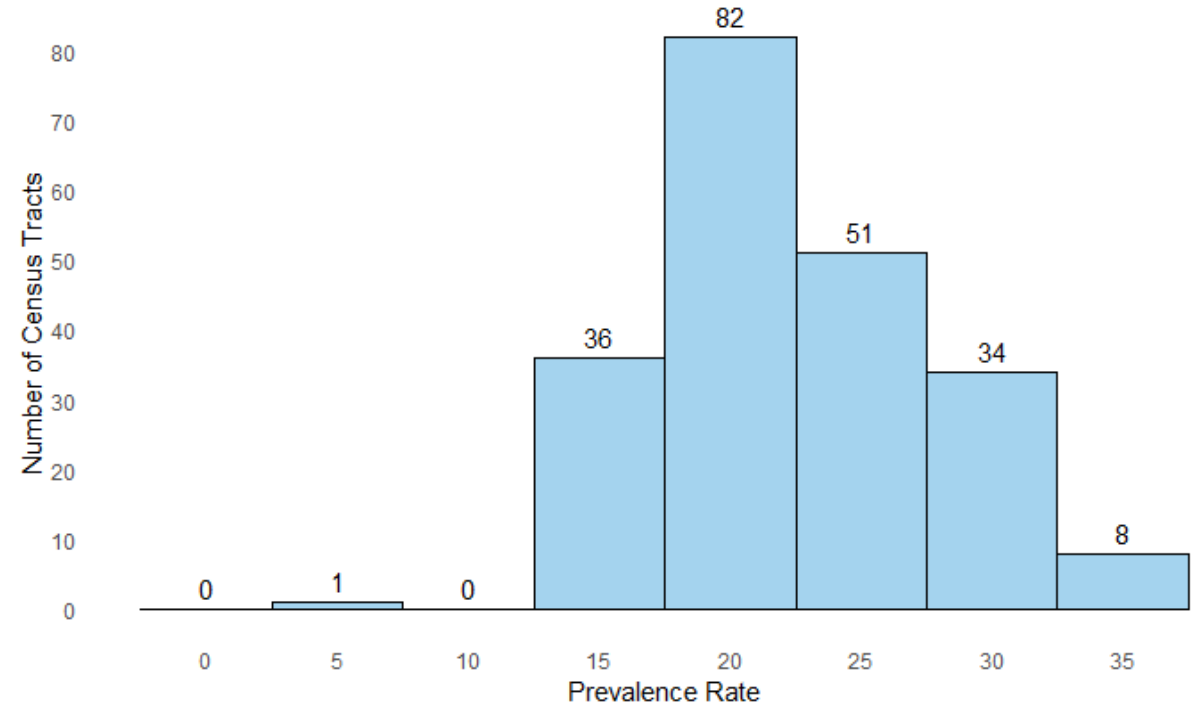
- Collaboration between CDC Foundation and Robert Wood Johnson Foundation
- Provide city and census tract-level small area estimates
- 500 Cities [Data](#)
  - 27 measures
  - Categories : Health Outcomes, Prevention, Unhealthy Behaviors



# Problem Background

**Binge drinking:** “Adults aged  $\geq 18$  years who report having five or more drinks (men) or four or more drinks (women) on an occasion in the past 30 days.”

City of Milwaukee Census Tract Binge Drinking Prevalence (2016)



# Binge Drinking Throughout Wisconsin

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City	Crude Binge Drinking Prevalence	Maximum Census Tract Binge Drinking Prevalence
Milwaukee	23.1%	36.8%
Appleton	24%	27%
Green Bay	25.5%	32.5%
Madison	27.4%	34.3%

# City of Milwaukee Open Data Portal

“The City of Milwaukee is committed to proactively publish data in a structured standardized machine readable format to improve provision of services, increase transparency and access to public information, and enhance coordination and efficiencies among departments, partner organizations and citizens.”





# Liquor Licenses Data

- Open Data Portal [Map](#)
- Data from Milwaukee City Clerk – License Division
- Updated weekly
- Available through ArcGIS Esri REST

## Esri REST

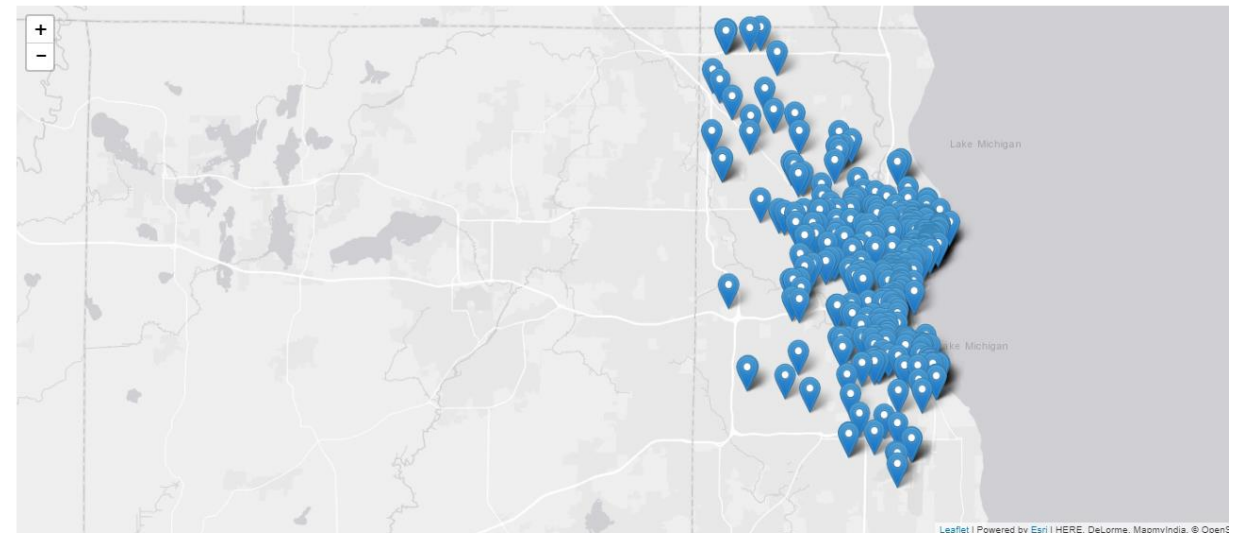
URL: <https://maps2.milwaukee.gov/arcgis/rest/services/regulation/license/MapServer/1>

### From the dataset abstract

Update Frequency: Weekly City of Milwaukee parcel centroids associated with alcohol licenses. Updated weekly. For details about licenses, see City of Milwaukee City Clerk - License...

Source: Liquor Licenses

ArcGIS FeatureServer Service



# Liquor Licenses

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“Liquor Licenses allow persons to sell alcohol beverages to individual retail customers, from a particular place (premises) . . . No one can sell alcohol beverages (or give away for a commercial purpose) or allow consumption in a public place without getting the appropriate license or permit.”



# Methods

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- ArcGIS Online allows for maps to be created online and then shared or embedded in a website
  - Automatic update feature
  - Compatible with Open Data Portal liquor license map



**ArcGIS Online**

# Methods

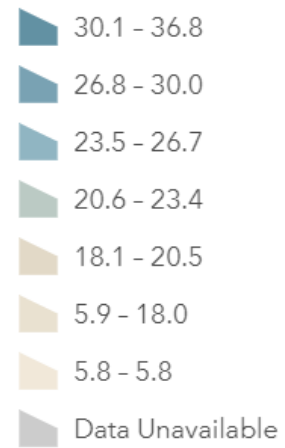
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1. Used ArcGIS Desktop to join census tract shapefile\* and 500 Cities data
2. Uploaded shapefile to ArcGIS Online as map layer
3. Color coded census tracts by binge drinking prevalence
4. Added liquor license data to ArcGIS Online map as a layer through ArcGIS Server Web Service
5. Color coded points based on expiration date
6. Added UWM Union, Sandburg Residence Hall, and 1-mile buffer to map

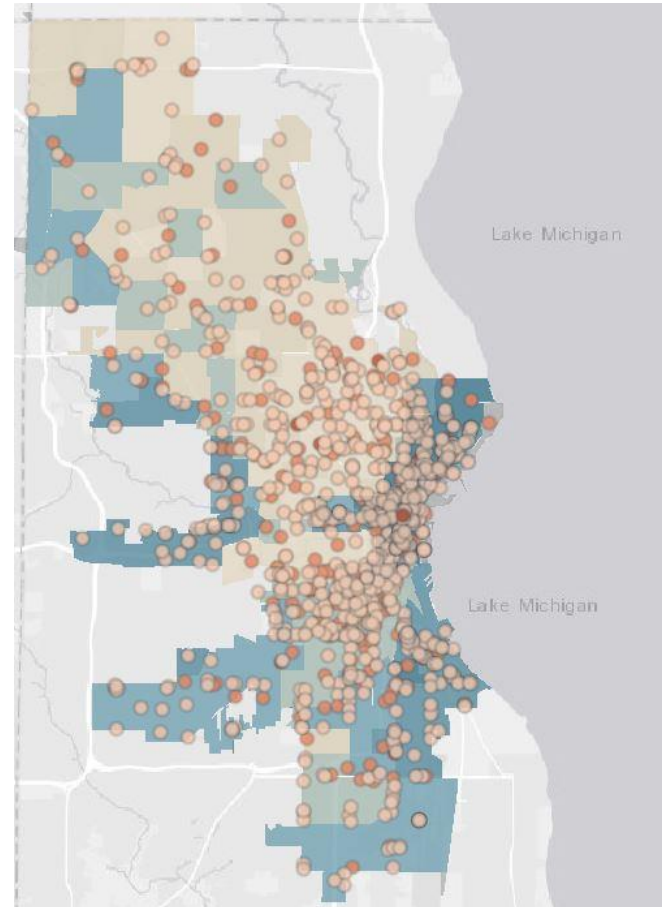
\* Shapefile = file containing information on location, shape, and geographic attributes

# Map Uses

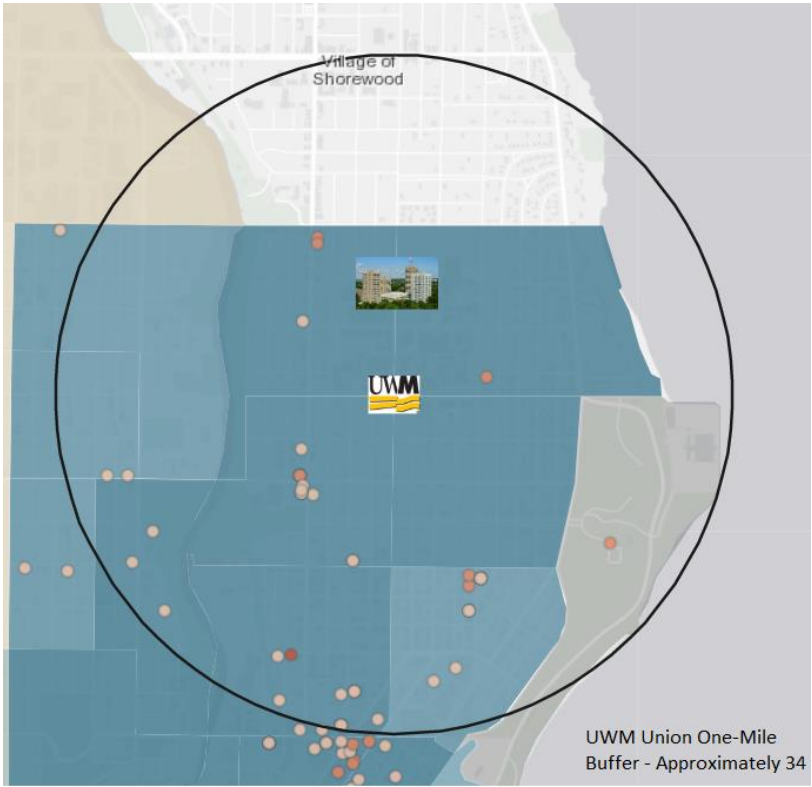
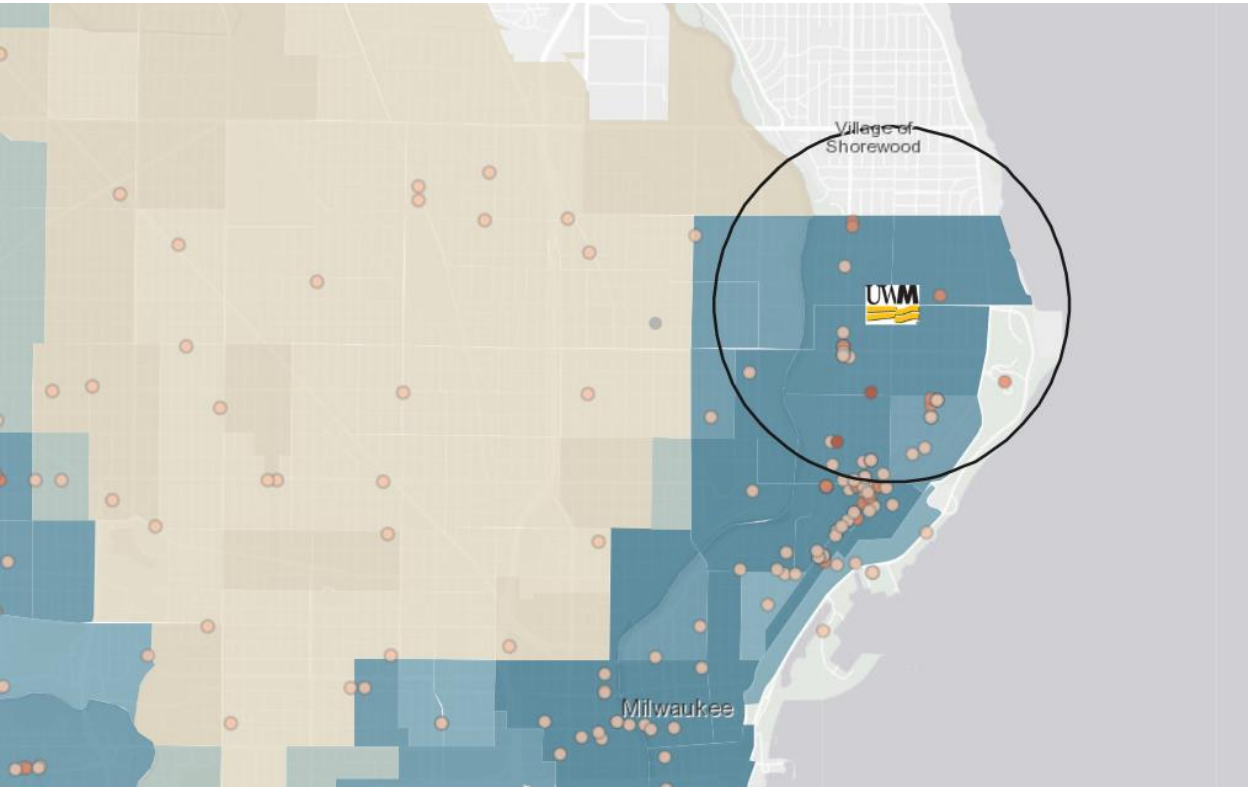
## Binge Drinking Prevalence



## Days Till Expiration



# Observations



# Observations

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# Next Steps

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- Explore / interact with map
- Visit the City of Milwaukee problem tavern / bar [site](#)
- Learn more about the [Common Council](#)
- Visit Common Council [calendar](#) to see upcoming hearing dates



**So You've  
Got A Problem  
Tavern?  
(Or Liquor Store)**





# Suggestions for Future Research

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- Examine the effect that objecting has on the revocation or suspension of a liquor license
  - How often does it work?
  - What has been successful in the past?



# Questions for Community Leaders

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1. Would this data be useful in your future work?
2. What applications could you see for this data?
3. How could this data be improved so that it is more helpful for you?



# Thank you!

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Questions?

Sarah Laurent

Data You Can Use

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Joseph J. Zilber  
School of Public Health

A decorative graphic at the bottom left of the slide, consisting of a series of vertical bars of varying heights and colors (blue, teal, brown, grey) arranged in a row. A black rectangular box is overlaid on the bars, containing white text.

DATA YOU CAN USE  
FROM PEOPLE YOU CAN TRUST

# References

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9. United States Census Bureau (n.d.). Small Area Estimation. Retrieved from: <https://www.census.gov/srd/csr/SmallArea.html>