

Eyes On Oregon: An Observational Study of Home Alcohol Delivery Compliance

Summary Report

October 25, 2022

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Executive Summary

The Oregon Liquor and Cannabis Commission (OLCC) provides oversight for alcohol sales, including compliance with ID checking to limit minors' access. However, OLCC has no uniform established procedures or authority for monitoring and enforcing various types of alcohol sales practices during delivery to private home settings. The rapid expansion of third-party delivery services further complicates oversight.

Eyes On Oregon was an assessment project designed to provide information about whether good practices for alcohol distribution are being followed during home delivery of alcohol by third-party delivery services. Young adult volunteers documented whether identification (ID) was checked during legal purchases of alcohol for home delivery in Oregon. These volunteers were ages 21-26: of legal age to purchase alcohol, but young enough that their ID should be checked during an alcohol purchase. No enforcement activities were associated with this project.

Young adult volunteers were recruited by community partners throughout the state. Referred volunteers registered for the project, received information about how to participate, and submitted information about a home delivery of alcohol using an online survey tool. Volunteers received a small stipend as thanks for their participation.

During May – September 2022, a total of 106 observations were completed by Oregon young adults in 7 counties. 37% of the home alcohol deliveries were not compliant with ID checking requirements, including 2% that were delivered with no contact. A large percentage of non-compliance was related to use of scanners or digital photos of IDs uploaded during online ordering; these are tools intended to support age checking, but *do not replace the need to check a physical ID*.

Non-compliance was observed among a variety of third-party delivery entities and among 4 of the 7 counties where observations occurred. No meaningful differences in non-compliance were found by gender or race/ethnicity. However, non-compliance appeared somewhat greater among the youngest volunteers (46% among ages 21-23) compared to older volunteers (32% among ages 24-26); for deliveries during evening hours of 6pm-10pm (56%); and for deliveries made to apartments (44%) or graduate student housing (50%) vs. to a house (29%).

Although two-thirds of home deliveries of alcohol were in compliance, improvement is needed. Inconsistencies in compliance by age of purchaser, time of day, and delivery setting suggest that ID checking practices need to be more systematically supported. These results may be useful for informing ongoing policy discussions about monitoring, regulation, education of licensees, and enforcement related to home delivery of alcohol.

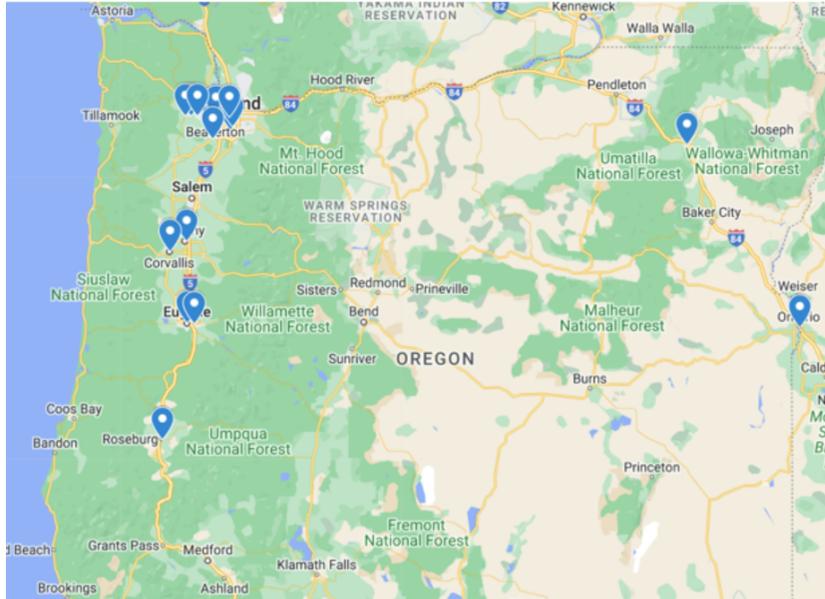
Alcohol Delivery Compliance

Oregon Liquor and Cannabis Commission

Observational Study

May - September 2022

OLCC conducted an observational study to determine if third party provider delivery persons were checking IDs when delivering alcohol to homes



Adult volunteers ages 21-26 recorded their experiences of beer, wine, cider, and drinks-to-go home delivery in Oregon.

They recorded 106 orders from the most used third party vendors.

Checking IDs prevents illegal sales to minors.

Failure to check IDs when delivering alcohol puts families at risk.

OLCC's goal of 80% ID check compliance during alcohol home delivery transactions was not met

Delivery drivers did not check IDs consistently



1 in 3
alcohol deliveries were
non-compliant

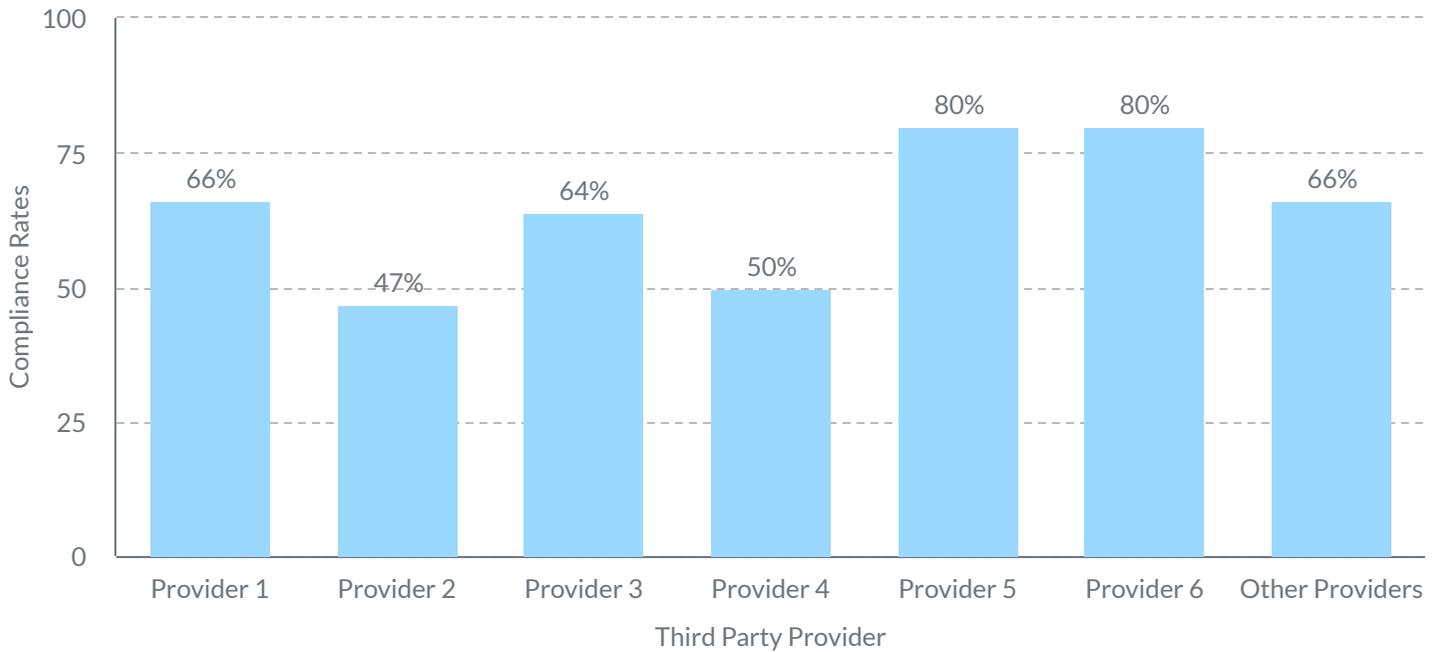
Delivery drivers were less likely to check IDs of younger customers



Among 21-23 year olds
46%
did not have their
IDs checked

Vendors do not have consistent practices to ensure compliance

Vendor Compliance Rates



The survey is designed to produce objective and timely data and is not representative data for all third party provider deliveries in Oregon.

Non-compliance was observed more often in high delivery areas like suburban metro and college towns

County Compliance Rates

Washington

44%

Union

60%

Lane

66%

Multnomah

70%

Malheur

100%

Douglas

100%

Benton

100%

Non-compliance will continue to be an issue if left unchecked

Minor Decoy Operations are a trusted method to check compliance



Statutory authority is required to conduct Minor Decoy Operations targeted to Alcohol Home Delivery

Eyes On Oregon: Report of Findings

Purpose

The Oregon Liquor and Cannabis Commission (OLCC) provides oversight for alcohol sales, including compliance with ID checking to limit minors' access. However, OLCC has no uniform established procedures or authority for monitoring and enforcing various types of alcohol sales practices during delivery to private home settings. The rapid expansion of third-party delivery services further complicates oversight.

Eyes On Oregon was an assessment project designed to provide information about whether good practices for alcohol distribution are being followed during home delivery of alcohol.

Methods

Young adult volunteers documented whether identification (ID) was checked during legal purchases of alcohol for home delivery in Oregon. These volunteers were ages 21-26: of legal age to purchase alcohol, but young enough that their ID should be checked during an alcohol purchase. No enforcement activities were associated with this project.

Young adult volunteers were recruited by community partners throughout the state. Referred volunteers registered for the project using an online form and then received information about the study and how to participate. Volunteers submitted information about what happened during their home delivery of alcohol using an online survey tool they could complete on a smartphone (see Figure 1). Volunteers could also upload photos of their sales receipt and any pictures that told the story about their home delivery of alcohol. Volunteers received a small stipend as thanks for their participation.

Results

Between May 16 and September 6, 2022, a total of 106 observations were recorded across 7 Oregon counties. The project's main area of interest was whether ID was appropriately checked during delivery. We characterized ID checking as "non-compliant" if a home delivery of alcohol was left with no contact, if ID was not checked, or if ID was insufficiently checked (see Table 1). **In total, 37% of the 106 home deliveries of alcohol were non-compliant for ID checking.**

Table 1: Outcomes for ID Checking During Home Delivery of Alcohol

Outcome	Number (%) among 106 observations
Compliant	67 (63%)
Non-compliant	39 (37%)
• Delivery left with no contact	2 (2%)
• No ID checked: no attempt to age check, only verbally asked age/birthday, or only asked to sign/print birthday	8 (8%)
• ID was insufficiently checked: did not appear to be carefully reviewed, or only scanned with a scanner without review	29 (27%)

Scanners and digitally uploaded IDs are tools intended to support age checking, but they *do not replace the need to check a physical ID*. Some non-compliance was related to using scanners. Two additional questions

were added to the observation tool mid-project to gather specific information about how these tools are being used:

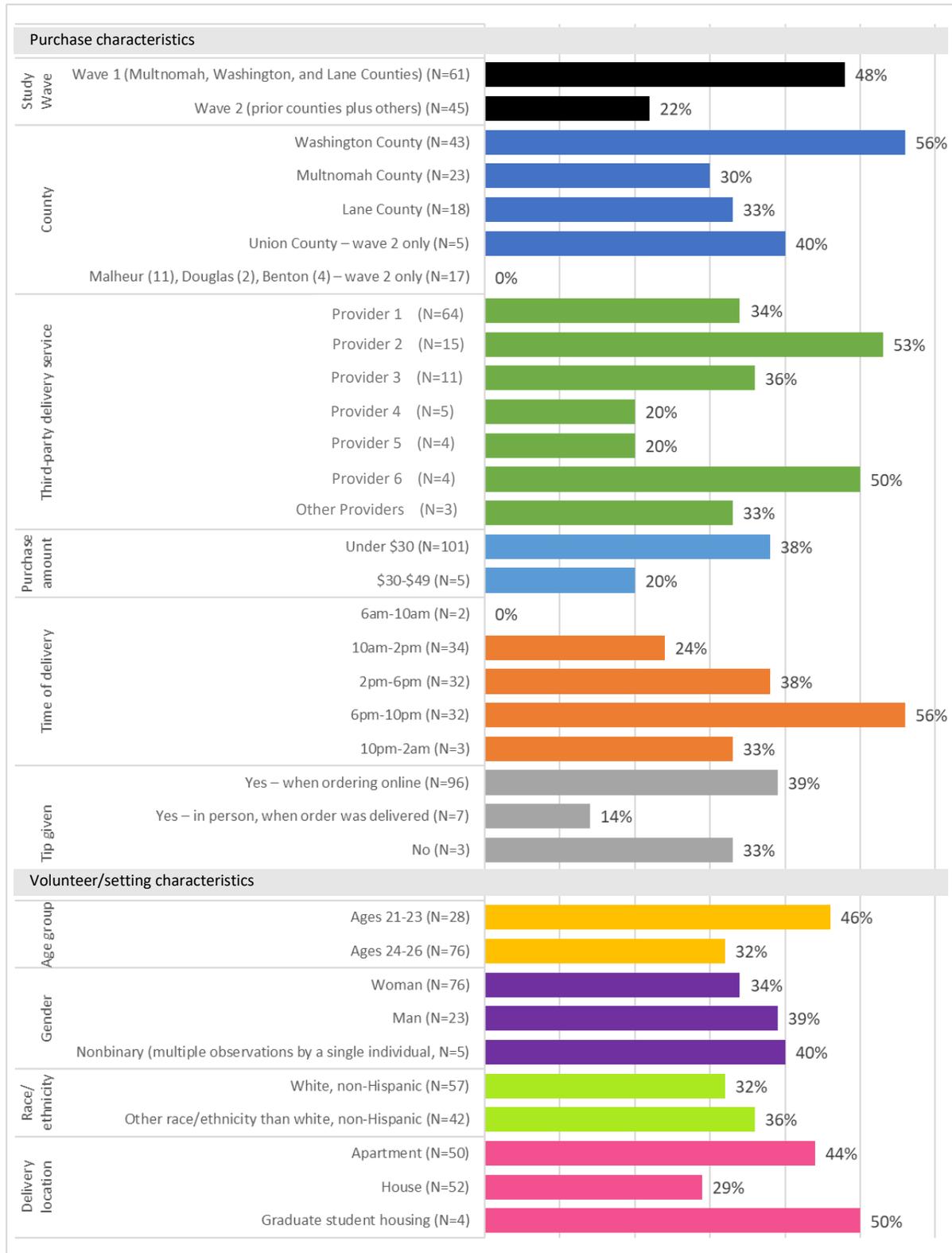
- 60% of online orders asked participants to upload a photo of their ID during the purchase; most of these also had their ID sufficiently checked at delivery
- Among those who had their ID checked with a scanner at delivery, 32% said that the delivery person did not clearly check to match them (their face) with the ID

Factors associated with non-compliance

We examined the percentage of non-compliance with ID checking by different characteristics of the purchase and the participant or purchase settings. Results are shown in Figure 3.

Non-compliance was observed among a variety of third-party delivery providers and among 4 of the 7 counties where observations took place. No meaningful differences in non-compliance were found by gender or race/ethnicity. However, non-compliance appeared somewhat greater among the youngest volunteers (46% among ages 21-23) compared to older volunteers (32% among ages 24-26); for deliveries during evening hours of 6pm-10pm (56%); and for deliveries made to apartments (44%) or graduate student housing (50%) vs. to a house (29%).

Figure 3: Percent non-compliance by Characteristics of Home Delivery



Conclusions

Our project found that while a majority of home deliveries of alcohol were fully in compliance with ID checking laws, one-third of deliveries were not. Improvement is needed. Inconsistencies in compliance by age of purchaser, time of day, and delivery setting suggest that ID checking practices need to be more systematically supported.

Potential approaches for improving ID checking may include:

- Education may be needed about appropriate use of scanners/scanned photos of ID. These are supportive, but *do not replace* the need for ID checking.
- Policies and training to always check ID – regardless of perceived age, time of day, setting of delivery – may reduce opportunities for biased decision-making.
- Third-party delivery providers are using different ID checking practices (examples: some are asking for an uploaded photo of an ID during online purchases, some are sending multiple reminders from the delivery agent about having ID ready to check). Mechanisms for oversight of third-party delivery providers would allow for monitoring what procedures are being used, how staff are trained and directed to use them, and whether procedures are being implemented appropriately.