

AM/PM
2102 W Leland Rd., Pittsburg, CA
Operations & Training Information

Convenience Store Hours of Operation: 24 hours

Current Alcohol Sales: 6am to 12 am (midnight) **Proposed Alcohol Sales:** 8am to 10pm

Overall Store Size: 3,822 sq ft

Employees: 2 – 4 per shift when convenience store is open. 1 person overnight when the store is locked.

About AM/PM

BP North America is the largest franchisee of AM/PM stores in America, with about 40 convenience stores in California and 34 of those stores selling alcohol. BP Ventures has invested around \$250 million in California-based companies in the last 10 years. In 2018, BP announced a \$5 million investment in FreeWire, a California-based manufacturer of mobile electric vehicle rapid-charging systems. BP's presence in California includes marketing and distributing over 660 million gallons of consumer fuel and spans from traditional mobility and convenience outlets to a variety of renewable products including solar, EV charging, and biofuels.

Community Involvement: BP North America prides itself on its partnerships with both national and local charities. In the East Bay area, BP North America has partnered with AYSO United in a program that will provide \$45,000 over 2 years through sales of sports bottles in AM/PM stores throughout Contra Costa Country. AM/PM host Customer Appreciation days twice annually at this Store. These days provide extreme discounts on all items within the store.

Corporate Oversight: BP North America uses third party company that sends out a "mystery shopper" every month to the store. The third-party firm provides a written report monthly of the results. In addition, a corporate inspector visits the site each month and performs a **115-point inspection**.

Employee Training: Every employee is trained in Customer Service, De-escalation, Responsible Alcohol Sales, and Crime Incident Procedures.

Customer Service: L.E.A.S.T.

- **Listen:** To show that you're actively listening to your customer, repeat their concern: "I understand the hot dogs from the warmer are overdone."
- **Empathize:** Show genuine concern while putting yourself in the customer's shoes
- **Apologize:** A sincere "I'm sorry" goes a long way. "I'm sorry this happened. I'm happy to help fix it."
- **Solve:** Find a solution as best you can. You may not be able to completely solve the customer's problem right that minute, but moving toward a solution is often enough. "The warmer seems to need service; I'll get someone out right away. Can I offer you a sandwich today instead?"
- **Thank:** Thank customers for bringing the problem to your attention and for simply being a customer. "Thank you for letting us know so we can get this corrected. Please come back again to try our fresh donuts!"

De-escalation:

The goal is to give helpful strategies to de-escalate situations and avoid verbal arguments and physical altercations with customers. This guideline is intended to help the employees keep safe while working at the site and maintain a peaceful working environment. We understand that some situations can lead to heightened emotions, but ensuring our employees' safety is our top priority. Below are the guidelines expected to be abided by in the workplace.

- Remain calm when attending to an irritated customer. Communicate properly.
- Respect the customer's personal space, do not go close to them, or respond with physical intimidation.
- Avoid making demands or attempting to reason.
- Answer questions but avoid verbal aggression. Validate their feelings but not their actions.
- Ensure you create a physical distance between you and the customer.
- Control your emotions and ask for the supervisor's assistance. If the supervisor is not present, ask the customer kindly to leave the store. Lock the store and call your manager.
- Avoid engaging in physical altercations with a customer. If they attempt to do so, do not respond with physical aggression; instead, call the authorities.
- If you feel in danger, push the red button below the register to notify authorities and go to a safe place at the store until it is safe to go out.
- Make an incident report and inform the manager as soon as possible.

Responsible Beverage Sales Training (within 30 days of hire):

- Employees engaged in the sale of alcohol will complete responsible beverage service (RBS) training class that is approved by ABC.
- RBS Training includes proper ID check, identifying signs of intoxication, proper identification checking, procedures for dealing with various situations as well as general behavior observance training.
- All employees will receive the IMPACT Off-Sale Licensee Informational Guide and be required to sign the Clerk's Affidavit.
-

Crime Incident:

- Stay calm and observe clothes, features, or other identifying information.
- Comply with demands— don't do more or less than demanded.
- Push alarm only when safe to do so.
- Call 911
- Check on customers and wait for Police.
- Complete Incident Report
- Under no circumstances do employees follow robber outside or go "hands on".

Trash and Graffiti Removal

All trash accumulating on the property and landscape areas will be removed promptly. An employee will pick up trash at least 2 times daily. Graffiti will be removed from any wall, fence, building, structure, window, equipment, or other location within 48 hours. Cans of paint that match the exterior colors is stored at the site.

Security Measures:

- Point of Sale system automatically requires that date of birth be entered into system when alcohol is being purchased.
- No exterior advertising or window signs will advertise alcohol products.
- Employees on duty who sell alcohol will be at least 21 years of age.
- The store has approximately 20 security cameras both inside and outside.
- Surveillance videos are stored for at least 30 days and available to law enforcement upon request.
- All persons that appear younger than 35 years old must provide ID to purchase alcohol.
- No alcohol will be sold to customers displaying signs of intoxication.
- \$200 cash drawer limits
- Height strips on exit doors
- Cash deposits 6 days per week
- Minimum of 2 employees on staff when convenience store is open.

Safety by Design:

The site provides a design that lends itself features that incorporate Crime Prevention Through Environmental Design (CPTED).

The store will stay open after sunset; therefore, adequate lighting is necessary for the safe operation during times of darkness. This site is equipped with the necessary lighting, inside and out, and provides a safe environment for our customers and employees and discourages loitering.

Outside lighting is the responsibility of management. All lighting concerns, such as inadequate lighting or burned-out lights, will be addressed promptly by contacting the store manager.

The convenience store is designed with full height glass windows to provide clear and unobstructed views from inside and out. No signage will be affixed to the window.

Security Equipment and Crime Deterrent:

This store is equipped with state-of-the-art cameras and a recording system. The system can archive a minimum of 30 days+ of stored video coverage (industry standard). The store cameras are strategically positioned to capture activity at the critical areas of the store, including the alcohol coolers. CCTV maintenance issues are handled with high priority and rectified in an expeditious fashion.

Loitering & Panhandling:

Loitering and panhandling are not tolerated and will maintain a zero-tolerance policy. Loitering signs will be posted in conspicuous places containing wording (Spanish and English) that aligns with state and local law (work with local Police Department to obtain proper language). All loitering and panhandling issues will be dealt with in a swift and consistent manner by notifying local police.

No consumption or open alcoholic beverages will be permitted on the premises. Signs specifically prohibiting this activity will also be placed in conspicuous places in both Spanish and English.

Store employees are trained and directed to immediately deal with individuals attempting to or consuming alcohol on store property. If safe to do so, employees will instruct the person(s) to cease and desist consuming the alcoholic beverage and ask the person to leave the premises. If the employee deems it unsafe to approach the subject(s), law enforcement will be promptly called to assist.

PROJECT NARRATIVE

Request: Upgrade ABC license to a Type 21 (beer, wine, and spirits) from a Type 20 (beer and wine only).

Background:

In the past decade, the seltzer industry has exploded with brands such as Truly and White Claw. More recently, "Ready to Drink" (RTD) mixed beverages made with distilled spirits have grown in popularity such as White Claw Vodka Soda or Truly Lime Margarita. While the Alcohol-by-Volume (ABV) for these RTD mixed beverages is about same as beer and wine products, ABC requires a Type 21 license to sell them.

Popular Ready-To-Drink products:



ALCOHOL BY VOLUME COMPARISON

Product	Brand	ABV
Beer	Modelo	4.4%
Craft Beer	Stone IPA	6.9%
Malt/Seltzer	White Claw	5.0%
Malt/Seltzer	Truly	5.0%
White Wine	Barefoot Chardonnay	14.0%
Red Wine	Cupcake Cabernet	13.5%
Ready-to-Drink*	Truly Lime Margarita	5.3%
Ready-to-Drink*	White Claw Vodka Soda	4.5%

*Made with distilled spirits