



Roxana Kennedy  
Chief of Police

# CHULA VISTA POLICE DEPARTMENT

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## POLICE MEDIA ADVISORY

Date: 01/21/2025  
To: San Diego Media  
From: Chula Vista Police Department  
Contact: Sergeant Anthony Molina  
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Email: [pio@chulavistapd.org](mailto:pio@chulavistapd.org)  
Subject: **CVPD AND ABC CONDUCT MINOR DECOY OPERATIONS - FIND ALL INSPECTED BUSINESSES TO BE IN COMPLIANCE.**

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Message: FOR IMMEDIATE RELEASE

In August 2024, the Chula Vista Police Department was awarded a grant from the California Department of Alcoholic Beverage Control (ABC) to reduce alcohol-related harm in their community.

With this grant funding, the Chula Vista Police Department, and the Department of Alcoholic Beverage Control (ABC) partnered together to conduct Minor Decoy operations at five retail licensee locations in Chula Vista on January 14, 2025. All five were found to be in compliance, resulting in no citations being issued for selling alcohol to minors. The Chula Vista Police Department thanks these establishments and all local retail licensees who continue to do their part in operating responsibly.

These Minor Decoy operations utilized minors – under the direct supervision of department agents – as decoys to attempt to purchase alcoholic beverages from licensed premises in Chula Vista.

Clerks who sell to a minor face a minimum fine of \$250, and 24 to 32 hours of community service for a first violation. In addition, ABC may take administrative action against the alcoholic beverage license of the business where alcohol was sold to a minor. That may include a fine, suspension, or the permanent revocation of the license.

“Selling alcohol to minors isn’t just breaking the law. It’s a threat to our community,” said Chief of Police Roxana Kennedy. “Operations like these send a message that selling alcohol to anyone underage will not be tolerated.”

“Businesses should always check IDs before selling alcohol,” said ABC Director Joseph McCullough. “Preventing access to people not old enough to legally purchase alcohol improves safety on our roadways and in our communities.”

Statistics have shown that young people under the age of 21 have a much higher risk of being involved in a crash than older drivers. [About 25 percent of fatal crashes involve underage drinking](#) according to the National Highway Traffic Safety Administration (NHTSA).

Minor Decoy operations have been conducted by local law enforcement throughout the state since the 1980s. When the program first began, the violation rate of retail establishments selling to minors was as high as 40 to 50 percent. When conducted on a routine basis, the rate has dropped to below 10 percent in some cities. In 1994, the California Supreme Court ruled unanimously that use of minor decoys is a valid legal tool of law enforcement to make sure that licensees are complying with the law.

Funding for this program was provided by a grant from ABC through the department’s [Alcohol Policing Partnership \(APP\)](#) program.

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### **About the Department of Alcoholic Beverage Control**

The Department of Alcoholic Beverage Control (ABC) is an agency of the government of the state of California charged with the regulation of alcoholic beverages. ABC’s mission is to provide the highest level of service and public safety to the people of California through licensing, education, and enforcement. ABC is a department of the Business, Consumer Services, and Housing Agency.

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