

A Safe Night Out

Strategic Planning for Restaurants,
Nightlife & Entertainment Venues

City of Norfolk, VA



SafeNight

Identify Stakeholders and Secure Support for Accreditation Model

- Work with Downtown Norfolk Council to identify key stakeholders and build support for an accreditation program with key stakeholders

Aug. – Oct. 2022



On-Site Assessment and Recommendations Report

- On-site interviews with all Norfolk stakeholders including police, fire, code enforcement, public health, planning, city attorney, VA ABC, business owners, civic associations and business improvement districts
- On-site observation in Norfolk's nightlife and entertainment areas

Sep. – Oct. 2022



Review of Municipality's Current Strategies and Practices

- Review of nightlife policies, procedures, and operational deployment by Norfolk municipal agencies

Sep. – Oct. 2022



Develop Metrics for Evaluation

- Provide Downtown Norfolk Council and Norfolk municipality agencies with data metrics needed for strategy evaluation
- Provide Downtown Norfolk Council with data metrics to measure accreditation and business evaluations

Oct. 2022 – Feb. 2023



Accreditation Model Development

- Work with Downtown Norfolk Council to develop accreditation standards and policies for businesses to improve safety and compliance
- Provide restaurant staff training to reinforce accreditation policies

Oct. 2022 – Feb. 2023



A Safe Night Out Training for Municipal Staff

- Municipal staff who complete A Safe Night Out nightlife management training will have access to smaller blocks of instruction to teach their peers how to support the unified nightlife strategy

May 2023



Municipal Peer to Peer Training

- Assist Downtown Norfolk Council and Norfolk with evaluation of strategies and practices throughout implementation

May – Aug. 2023



Evaluation

- Conduct operational analysis and evaluate resources

Identify Issues through analysis in nightlife areas

Proactive Alliance Relationship-Based Approach

- Use fewer municipal resources with more effective outcomes
- Promote collaboration with other municipal agencies to improve efficiency
- Introduce officers' understanding and practice of Productive Empathy
- Inspire critical thinking and agency for problem-solving
- Prioritize officer well-being and job satisfaction
- Modify officer perceptions of the community
- Specify accountabilities and initiate change in culture through Active Bystander Intervention

Nightlife Management Implementation

- Identify & establish relationships with all stakeholders
- Establish a multi-agency team and form a unified strategy
- Create standards and accreditation program
- Develop training and policies for restaurant/bar staff
- Collaborate to reach mutually beneficial outcomes
- Build upon relationships to broaden reach and effectiveness



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