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## Online Ordering and Curbside Pickup Fact Sheet

### Approval:

The Common Council may authorize a licensed establishment to amend its liquor license premises description to include a portion of the establishment's parking lot that will allow purchasers to park their vehicles for purposes or picking up their online orders.

### Premises:

No establishment shall allow the online purchase of alcohol beverages and curbside delivery of such purchases (hereinafter, "click and collect") without first submitting a request to the Clerk to amend its liquor license premises description to include that portion of the establishment's parking lot that will allow purchasers to park their vehicles for purposes of picking up their online orders. This request must be approved by the Common Council.

### Operation Plan:

Along with its amendment request, the licensee shall file a detailed operation plan that clearly details how its "click and collect" operation will function.

The plan shall include the licensee's protocol for ensuring that underage persons and intoxicated persons do not pick up alcohol via "click and collect." If the licensee fails to provide a detailed operation plan with its amendment request, the Clerk shall not forward the request to the Protection and Policy Committee for consideration.

### Sale:

No establishment holding a license under this chapter shall allow the online purchase and pick-up of alcohol beverages unless the sale is consummated on the licensed premises.

- a. Payment for the purchase must be completed on-premises and may not be completed until the purchaser is at the licensed premises and has presented a valid photo identification that has been verified by a licensed operator employed by the establishment.
- b. The licensed operator must verify that the person picking up the "click and collect" order is the same person who placed the order and is present in the vehicle into which the order is loaded.
- c. The sale and delivery of "click and collect" purchases shall be made only by a licensed operator.
- d. No alcohol sales are permitted if the purchaser fails to present valid photo identification.
- e. The "click and collect" system must allow the purchase of alcohol to be denied without affecting the remainder of the purchase.

- f. The establishment must capture and retain an image of the vehicle into which each “click and collect” order is loaded for thirty (30) days.
- g. For each “click and collect” transaction, the establishment must record and retain the following information for thirty (30) days:
  1. The name of the purchaser.
  2. The type of identification card presented and the number and expiration date of that identification card.
  3. The purchaser’s date of birth.
  4. The license plate of the vehicle into which the order is loaded.

**Hours:**

No licensee holding a Class “B” (beer) or “Class B” (liquor) license shall permit the pick-up of “click and collect” orders between the hours of 12:00 midnight and 6:00 a.m.

No licensee holding a Class “A” (beer) license or “Class A” (liquor) license shall permit the pick-up of fermented malt beverages between the hours of 12:00 midnight and 8:00 a.m., nor the pick-up of intoxicating liquor between the hours of 9:00 p.m. and 8:00 a.m.

**Other Considerations:**

If the “click and collect” purchaser is in the vehicle into which the order is loaded but is not the driver, the licensed operator must verify that the driver is 21 years of age or older through valid photo identification stating the driver’s date of birth.

The licensed operator shall report to his or her manager any purchaser who shows signs of alcohol consumption, and, in conjunction with the manager, shall assess sobriety for purposes of approving or denying the sale.

The pick-up area for “click and collect” purchases shall be clearly defined with visible markings, signs, and/or barriers.

No events or activities requiring a license under this chapter other than the delivery of “click and collect” orders are permitted on the expanded premises.

**Penalty:**

Any licensee or person who violates any provision of this subsection shall be subject to a forfeiture of not less than \$250.00 nor more than \$1,000.00, plus court costs and fees.