



Safe and Sober Ride Home Program

WHO STARTED JOYRIDE

- ▶ The JOYRIDE tool kit was originally funded by the National Center for Alcohol Policy
- ▶ Support from the Minnesota Beer Wholesalers Association





- ▶ It was designed to help rural communities establish safe ride alternative transportation programs
- ▶ The Minnesota Department of Public Safety's Office of Traffic Safety began funding development of Twin Ports JOYRIDE in Southern St. Louis County area in January 2014
- ▶ Twin Ports JOYRIDE began offering safe sober rides home in February 2015
- ▶ In its 1st year of operation we gave out 284 sober rides home

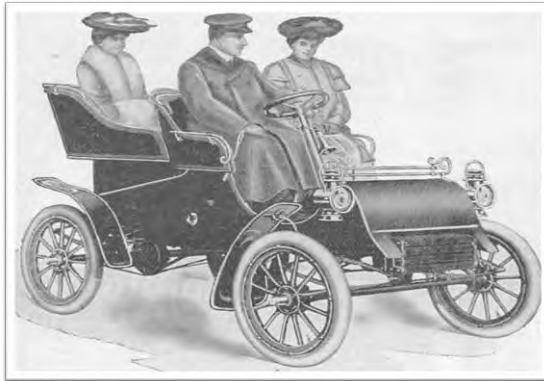


WHY JOYRIDE?

- ▶ JOYRIDE promotes economic development and tourism by offering fun, alternative and safe options to drinking and driving
- ▶ ***Because Southern St. Louis County continues to be one of the "Deadliest 13" counties in Minnesota due to impaired driving***
- ▶ JOYRIDE is also designed to help reduce impaired driving crashes, injuries, deaths, and arrests



- ▶ DUI has been a problem ever since the advent of the automobile. In a communication published by the Journal of Inebriety in 1904, long before the NHTSA began releasing estimates, one anonymous contributor noted a rate of 19 of 25 fatal motor vehicle accidents (76%) involving drivers who had imbibed spirits before driving (“Editorial,” 1904).



NATIONAL DWI STATISTICS

- ▶ The Federal Bureau of Investigation (2010) reported 841,869 total DUI-related arrests in 2009, 10% of all arrests during the period. DUI was the third most frequent cause of arrest after property crime and drug abuse violations.
- ▶ The NHTSA reports that in 2012, more than 10,000 people died in alcohol-impaired driving crashes – one every 51 minutes.
- ▶ The NHTSA reports that alcohol-impaired motor vehicle crashes cost more than an estimated \$37 billion annually.
- ▶ In 2014, about 1.5 percent of weekend nighttime drivers had .08 or higher breath alcohol concentrations (BrACs).

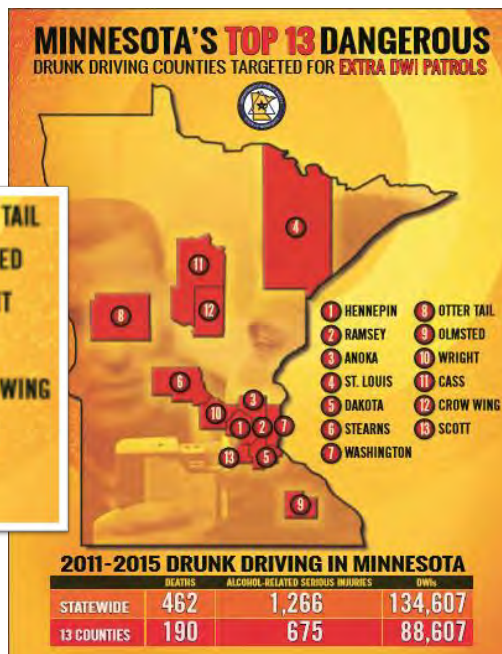


- ▶ Results of the 2013–2014 National Roadside Survey of Alcohol and Drug Use by Drivers
 - About 8.3 percent of drivers had some measurable alcohol in their systems.
 - Drivers with an alcohol level of 0.15 percent were 12 times more likely to crash than sober drivers.
 - Drivers who had been drinking at the .08 breath alcohol concentration (BrAC) had about 4 times the risk of crashing as sober drivers.



TOP 25!

| | |
|--------------|--------------|
| 1 HENNEPIN | 8 OTTER TAIL |
| 2 RAMSEY | 9 OLMSTED |
| 3 ANOKA | 10 WRIGHT |
| 4 ST. LOUIS | 11 CASS |
| 5 DAKOTA | 12 CROW WING |
| 6 STEARNS | 13 SCOTT |
| 7 WASHINGTON | |



DWI NUMBERS – 5 YEARS

| | 2011 | 2012 | 2013 | 2014 | 2015 |
|------------------|-------|-------|-------|-------|-------|
| St. Louis County | 1,276 | 1,218 | 1,075 | 1,042 | 1,077 |
| Carlton County | 247 | 229 | 178 | 185 | 172 |



HOW IT ALL STARTED

- ▶ Bar / Community Partnership Isanti Co. Safe Cab Program
- ▶ Judge Dehn's Tracking Study
- ▶ Logged every DWI plea since 1997 (over 1,200+)
- ▶ Collected data e.g. "Last Place of Drink" and alcohol reading of all bars



BACKGROUND

- ▶ Isanti Co TZD Coalition began 13 years ago
- ▶ Started with Traffic Safety Focus
- ▶ 1st Year Project – Highway Billboard
- ▶ 2nd Year Project – Liquor Provider Partnership began with Judge Dehn’s Tracking Study (2004)



INITIAL TRACKING DATA

- ▶ Over 62% could be traced to specific bar
- ▶ Average BAC from a bar (Blood Alcohol Content) reading (.171)



TWIN PORTS JOYRIDE

GOOD TIMES DELIVERED



INVITATION

- ▶ TZD Safe Roads Grantee's choose optional *Safe and Sober Cab* grant goal
- ▶ TZD Safe Roads Grantee invites all the bars to a public meeting
- ▶ The bars agree to participate



INITIAL MEETING

Invited liquor providers / community leaders:

- ▶ Bars
- ▶ Liquor stores
- ▶ Distributors
- ▶ Courts
- ▶ Law Enforcement
- ▶ Public Safety
- ▶ Dram Shop Insurance Reps
- ▶ Other Stakeholders



GOALS

- ▶ Reduce number of Bar-related DWIs in county
- ▶ Educate public about drinking & driving
- ▶ Work with bars / liquor stores / restaurants to establish model program
- ▶ Show support for bars willing to help reduce DWI
- ▶ Support local special events



PUTTING A PLAN INTO ACTION

▶ *Getting the Right People to Sign On*

- Beer Wholesaler Donation
- Cab Companies
- Bars and liquor stores

▶ *Resources*

- Bags, media, posters, coasters
- Everything you need to start up

▶ *Training*

- Provided for bar owners and staff on pertinent topics



PUTTING A PLAN INTO ACTION

▶ *Media*

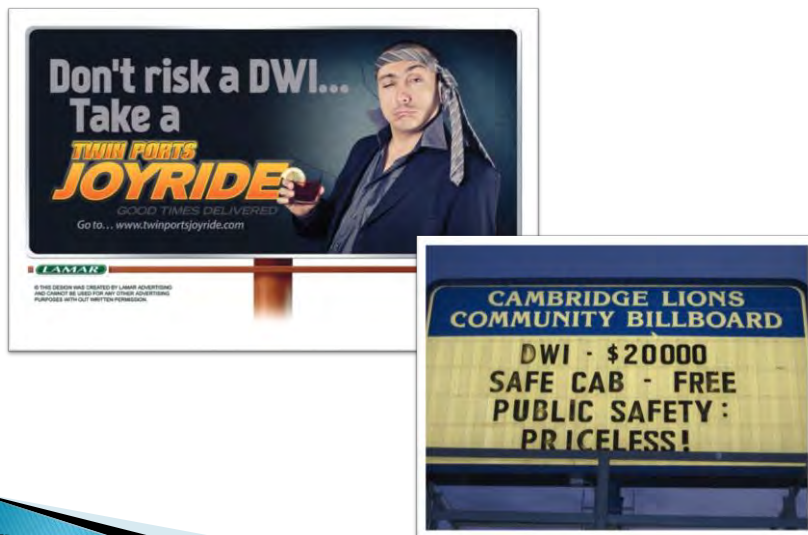
- Facebook
- Website

▶ *Decision* made to launch the Safe Sober Ride Home Partnership program

▶ *Unique Initiative* to engage entire community in resolving issue



RAISING COMMUNITY AWARENESS



COMMUNITY PARTNERSHIPS



TWIN PORTS JOYRIDE
GOOD TIMES DELIVERED

TICKET GOOD FROM WEDNESDAY, AUG 5 through 6 a.m. SATURDAY, AUG 9

\$7 off a sober ride to a residence only provided by the following:

YELLOW CAB
218-727-1616

Bayside Taxi 218-724-2424 **CUSTOM CAB** 218-341-9711

The generous support of Bent Paddle Brewing Co., Bayside Taxi and Yellow Cab have made the Spirit Valley Days Twin Ports Joyride program possible.

Additional support has been provided by the Spirit Valley Days Committee, Mr. D's Bar & Grill, Rustic Bar, Kom-On-Inn, Gopher Bar, Sammy's Pizza and AdVise Marketing Services.

BENT PADDLE BREWING COMPANY
PADDLE RESPONSIBLY



TWIN PORTS JOYRIDE WEBSITE



Website

www.twinportsjoyride.com

www.duluthjoyride.com

Facebook

[Driving 4 Safe Communities](#)

[Twin Ports Joyride](#)

Twitter

[#twinportsjoyride](#)



HOW JOYRIDE WORKS

- ▶ Bars purchase vouchers that allow their patrons a \$7 discount off a cab ride home if they feel they are unable to safety drive.
- ▶ Bar owners contribute \$4
- ▶ \$3 of the voucher is subsidized by donations.
- ▶ Fiscal Host
- ▶ Initial donations
- ▶ Superior Beverage, Bernicks, Michaud, Rolwing, anonymous
- ▶ Start with minimum \$3000

JOYRIDE VOUCHERS

DONATIONS

WHO PARTICIPATES

- ▶ Started with 6 bars
- ▶ Mr. D's, Gopher Lounge, Powerhouse, Players, Bergey's, Bedrock, and Rustic
- ▶ 2 years later – 28 bars
- ▶ Monthly responsibilities include providing bars vouchers, cab bills
- ▶ Local Cab Companies
- ▶ Uber and Lift
- ▶ MADD
- ▶ D4SC Coalition
- ▶ DWI Courts
- ▶ *Spirit Valley Days* (Started August 2015)
- ▶ *Hoghead Festival* (Started August 2016)
- ▶ *Enforcement Events* (November and December UMD Games, January Media)

BARS

OTHER PARTNERSHIPS

HOW MANY USE JOYRIDE?

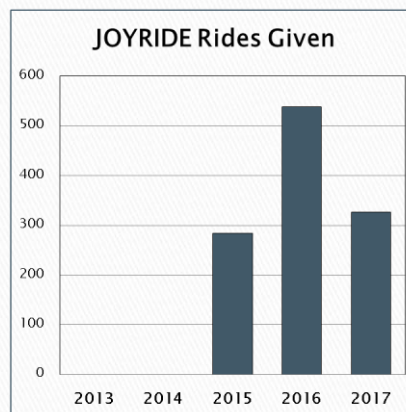
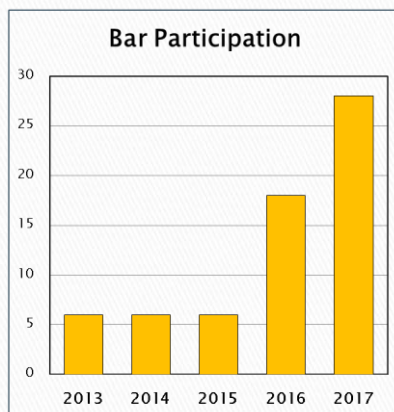
FIRST 7 MONTHS

| <u>MONTH</u> | <u>MONEY SPENT</u> | <u>VOUCHERS USES</u> |
|---------------|--------------------|----------------------|
| February | \$97.50 | 14 |
| March | \$126.25 | 19 |
| April | \$130 | 20 |
| May | \$130.75 | 21 |
| June | \$114.75 | 17 |
| July | \$249 | 37 |
| August | 353.50 | 52 |
| TOTALS | \$1201.75 | 180 |

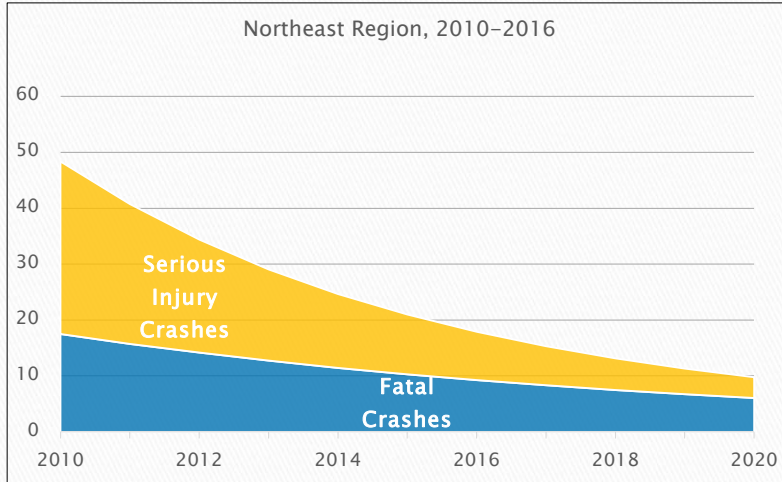
SINCE WE BEGAN

| <u>YEAR</u> | <u>BARS</u> | <u>VOUCHERS USED</u> | <u>MONEY SPENT</u> |
|-------------|-------------|----------------------|--------------------|
| 2013 | 6 | 0 | \$0.00 |
| 2014 | 6 | 0 | Raised \$3500.00 |
| 2015 | 10 | 283 | \$1790.50 |
| 2016 | 18 | 538 | \$3456.00 |
| 2017 | 28 | To Date 386 | To Date \$2505.00 |
| 2018 | Goal 38 | | |

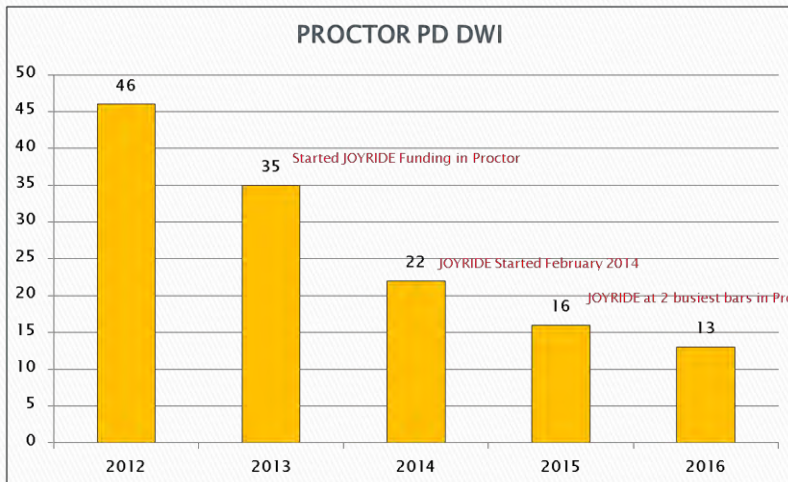
SINCE WE BEGAN



ALCOHOL-RELATED CRASH TRENDS



TWIN PORTS JOYRIDE IN PROCTOR



SHERBURNE COUNTY SAFE RIDE PROGRAM



SHERBURNE COUNTY SAFE RIDE PROGRAM

- ▶ The Sherburne County Safe Ride Program continues to be a successful and growing program helping make Sherburne County a safer community. The program's official start date was 5/15/2015 with four bars in Big Lake and three cab companies participating.
- ▶ Dahlheimer Distribution has made a substantial donation of \$1,000.00 to the program. This donation will enable the participating bars to purchase the \$10.00 vouchers for \$5.00 each with the donation covering the other \$5.00 of each voucher. The donation has allowed bar owners that were previously reluctant, an opportunity to buy in and see the benefits of the Safe Ride program. C & L Distributing continues to be large supporter of the program, by providing advertising and donating money for materials.



SHERBURNE COUNTY SAFE RIDE PROGRAM

- ▶ As of 09/18/2017, the Sherburne Safe Ride Program has provided 108 cab rides to 197 individuals. The current goal of the program is to not only maintain the current relationships with the businesses involved in the program but to recruit more bar participation as well as promote the program to obtain additional and continued funding.



SHERBURNE COUNTY SAFE RIDE PROGRAM

We have taken your feedback and it's time to let you know about the exciting changes we have made over this past year. We have made this program cheaper, faster and easier for you to show your support for safer roads in your community!



A donation has been given by Dahlheimer Beverage and C & L Distributor to support this program.



Bar owners can now purchase a \$10 taxi ride home for their patrons for ONLY \$5



Five cab companies participate in Safe Rids

- ▶ Yellow Cab of Elk River
- ▶ A+ Tax
- ▶ Christie Cab
- ▶ Only1 taxi/Pro Cab



Safe Ride is a Non-Profit 501-C3 organization and monies spent can be used as a tax write off

SHERBURNE COUNTY SAFE RIDE PROGRAM

Join the Safe Ride team in creating safer roads in Sherburne County!

- › C&L Distributing
- › Dahlheimer Beverage

Participating Locations

- › McPete's Sports Bar & Lanes, Big Lake
- › Trails Grill & Sports Bar, Big Lake
- › Sunshine Depot, Elk River
- › Nix Bar & Grill, Becker
- › 3rd Rail, Big Lake
- › Hideout Bar & Grille, Becker

Don't let this great opportunity drive on by; purchase your vouchers today by contacting Cheryl Turck at 763-765-4572.



Help bring a **SAFE RIDE** program to your communities!

Minnesota Safe Ride Coalition
PO Box 167
Cambridge, MN 55008

Cheryl Turck
Sherburne Community
Corrections
(763)765-4572
cheryl.turck@co.sherburne.mn.us



SHERBURNE COUNTY SAFE RIDE PROGRAM

- ▶ The Sherburne County Safe Ride Program is a collaboration with the goal of creating a safer community
- ▶ Participating establishments maintain possession of \$10 vouchers to provide bartenders and wait staff to offer patrons a safe and responsible ride home.
- ▶ Wait staff and bartenders are able to contact participating cab companies for their patron with a voucher. The cab companies, who are aware of the program will retrieve a copy of the voucher from the establishment.



SHERBURNE COUNTY SAFE RIDE PROGRAM

- ▶ The value of the voucher is \$10 and the customer is responsible for any remaining fair for their ride. (one voucher per ride)
- ▶ Eligible only for rides back to customers safe ride home and not to any other establishments.



SHERBURNE COUNTY SAFE RIDE PROGRAM

VOUCHER # _____



ENJOY RESPONSIBLY

2015 Sherburne County Safe Cab Program

CHRISTIE CAB 763-913-4889 PRO CAB 763-464-5544

A+ Taxi 763-295-8294

Customer: _____

Establishment: _____

Date of Ride: _____ Number in Party: _____

Authorized Signature: _____

Fare Amount: _____

ONE VOUCHER PER CAB RIDE \$10.00 VALUE

Cab companies submit voucher by the 15th of each month to receive reimbursement.



SHERBURNE COUNTY SAFE RIDE PROGRAM



MAKE A PLAN TO MAKE IT HOME.

CHRISTIE CAB
763-913-4889

A+ TAXI **PRO CAB**
763-295-8294 763-464-5544

YELLOW CAB OF ELK RIVER
763-400-8010

Advertising will be provided to participating locations. .



OTHER PROGRAMS

Chisago (2007)
Pine (2008)
Wright (2009)
Kanabec (2010)
Ottertail (2010)
Isanti Co (2012)
Rice (2012)
Sherburne (2014)
Duluth / Proctor (2014)
Carlton (2017)

Goal: Hermantown, Downtown Canal Park (2018)



RESULTS (Existing Programs)

- ▶ 67.6% reduction in Recidivism (2006–2013) #1 of all Minnesota Counties
- ▶ Up to an 83% Reduction in DUI's from Bars using SAFE CAB



- ▶ 67.6% decrease in DWI arrests since 2006
- ▶ Judge Dehn (Isanti County) feels this decrease is in large part due to the implementation of the Isanti County Safe Cab program in December 2005. From 2012–2013, Isanti County had a 23 percent decrease in DUI arrests, from 154 in 2012 to 119 in 2013.
- ▶ ***“In the last seven years, we have reduced DWI arrests by nearly 1,400,” Dehn said. “The implementation of the Isanti County Safe Cab program has had everything to do with this decrease.”***
- ▶ ***Dehn explained Safe Cab has provided close to 4,500 rides to 8,500 people since its inception.*** He noted it took about a year for people to get familiar with the program and how it worked.



- ▶ Wisconsin is on track to spend more than \$1 million this year giving drunks rides home, so they won't kill or injure themselves and others while driving. And, Wisconsin taxpayers, it's not your tax money being used.
- ▶ “There's no other program like SafeRide in the country,” says Pete Madland, executive director of the [Tavern League of Wisconsin](#). “Nothing even comes close.”
- ▶ ***Madland says SafeRide has definitely saved lives and is a major reason for the 50 percent drop in the number of alcohol-related deaths from vehicle crashes statewide – from 326 in 2004 to 162 in 2014.***



WHAT'S AHEAD

Expand Safe Cab Network to all rural MINNESOTA Counties by:

- Seeking Judge Liaisons in each county
- Seeking Mayor endorsement
- Advertising JOYRIDE
- Expanding or create cab service
- Developing community fund partners
- Working with Law Enforcement in each county

- Help bring SAFE CAB to your communities!



Cab Ride Home

- ▶ Changing community norms and attitudes about impaired driving does not happen overnight.
- ▶ In other rural communities, safe ride programs have taken several years to become popular enough to be self-sustaining.
- ▶ We need local and community support during these initial years to reach the point of sustainability.



CONTACT INFORMATION

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