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TZD Stakeholder Breakfast
April 14, 2010
Safe Ride Guide & Program Report

A project of the Center for Transportation Studies, University of Minnesota

Funded by the Minnesota Department of Public Safety, Office of Traffic Safety
Information and guidance on alternative transportation strategies for communities considering programs to reduce impaired driving.
Safe Ride Guide & Program Report

Location
- www.minnesotatzd.org/saferideguide

Audience
- Community advocates
- Hospitality industry
- Safety professionals
- Entrepreneurs

Availability
- Spring 2010
Safe Ride Guide contents

- Guidance on starting new alternative transportation or Safe Ride programs
- Quick start checklist
Safe Ride Program Report

- Description of alternative transportation programs
- Review of the literature and research
- Case studies of four Minnesota Safe Ride programs
Minnesota case studies

- Breezy Point
- Cleveland
- Isanti County
- Quad Cities (Virginia, Eveleth, Gilbert & Mountain Iron)
Breezy Point “Safe Ride”

- Privately owned and operated ride providers within 5 mile radius of Breezy Point, Crosslake, Emily, Gull Lake, and Pequot Lakes
- Since 2007 provides rides to, from and in between area bars and restaurants
- Funded by monthly bar and restaurant fees plus a rider fee
- 7 days/week; 6-10pm free to rider; 10pm-2am $10 per rider
- 14 passenger mini busses
- Actual ride numbers not kept; estimate 600 rides/weekend in summer
Cleveland PD “Sober Cab”

- Cleveland population: 800; no public transportation available
- Since 2003 PD provides free rides from bars, municipal liquor store, private residences within 10 miles of Cleveland
- 7 days/week; 6pm-2am (during police coverage); 2 squads used during holidays
- 2009: 80-100 rides; 145 people
- Funding: PD budget
- Website; fliers in bars
Isanti County “SafeCab”

- Rides began 2005
- Commercial taxi company using mini vans
- Serving Isanti County
- Operates Thursday 6-11pm, Friday and Saturday 6pm-2am, and special events
- Free rides up to $15; rider pays balance on rides > $15
  - Funding: 1/3 bar, 1/3 beer distributor, 1/3 community
- Local media, judges, bars
- 2009 - 726 rides; 1,347 people
Quad Cities “Last Call”

- Started December 2000
- Commercial cab company
- Serving Virginia, Eveleth, Gilbert, Mountain Iron
- Operates 24/7; “whenever the bars are open”
- Free to the rider
- Funding: 50% bar, 30% beer distributor, 20% taxi company; bar pays balance for trips > $15
- Bar signs, word of mouth
- 2009 1,010 rides; 1,390 people
Steps to creating a program

1. Assess community needs and readiness
2. Determine potential supporters
3. Call a meeting
4. Determine program service area
5. Choose or create transportation providers
Steps to creating a program

6. Pick a program model
7. Establish hours and days of operation
8. Price services and attract funding
9. Determine program structure and management
10. Market the program
Questions

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