

Minnesota TZD Annual Conference

October 2008

Isanti County Toward Zero Deaths Programs
(Bar Partnership/Safe Cab)

Background

- Isanti Co TZD Coalition began 6 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)

Judge Dehn's Tracking Study

- Logged every DWI plea since 1997
- Collected data e.g. “last place of drink” and alcohol reading of all bars



Initial Tracking Data

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



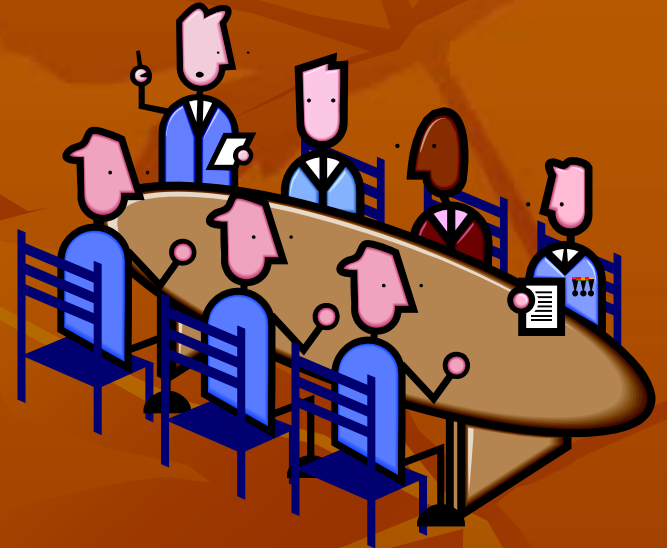
Goals

- Reduce number of Bar-related DWIs in county
- Reduce BAC readings
- Educate public about drinking & driving
- Work with bars/liquor stores/restaurants to establish model program



Action Steps

- TZD Coalition engaged to address issue
- Responded with developing a “drinking & driving” initiative
- Unique approach sought



First meeting Spring '04

- Invited liquor providers and community leaders:
 - bars,
 - liquor stores,
 - distributors,
 - courts,
 - law enforcement, Public Safety
 - dram shop insurance reps, and
 - other stakeholders

Going Forward

- Decision made to launch Liquor Provider Partnership program
- Unique initiative to engage entire community in resolving issue
- Media exposure



Putting the Plan into Action

- Signage developed for bars and liquor stores
- Training provided for bar owners, tenders, and wait staff on pertinent topics
- Started police “walk-throughs” to establish strong relationship with local police AND deter crime in local businesses
- Cab service tripled

Working the Plan

- Approached City Councils with sample Ordinance language and other proposals to benefit participating businesses
- Conducted “sticker shock” campaign with off-sale establishments
- Provided forum to discuss issues identified by all parties

4 yr. Tracking Results

- 7% decrease in Bar-related DWI's (62%-56%)
- 15% decrease in Bar-related BAC readings(.171-.145)



New Initiative

Safe Cab program

Drinking? Don't leave without Pete!

Isanti County SAFE CAB Program

Ask Bar Staff for Details.

SAFE CAB Minnesota/Iowa

Isanti County

763-467-4676

Special Order

THIS IS A SPECIAL ORDER. ALL INFORMATION IS SUBJECT TO CHANGE WITHOUT NOTICE AND CANNOT BE USED FOR ANY OTHER ADVERTISING OR PROMOTIONAL PURPOSES WITHOUT OUR PERMISSION.

Tire and Brake 20-steel power
The Central Regional Development - panel 7 - 2011/12
Hull, Inc. 80, 000, 178
Arist. Shattuck Lumber Co.

Order # 1000000

10/1/11

Date 10/1/11

763-467-4676

SAFE CAB

Total Ridership

1100 rides

to 1900 people



RESULTS

**42% Reduction in all DUI's
(County wide)**

**65% Reduction in DUI's from
Bars using SAFE CAB**

Safe Cab

Average

Cost /ride \$11.39

Cost /rider \$6.48

SAFE CAB RIDE COST SHARING

1/3- BEER DISTRIBUTOR

1/3- LOCAL BAR

1/3- COMMUNITY FUND

**CAMBRIDGE LIONS
COMMUNITY BILLBOARD**

**DWI - \$20000
SAFE CAB - FREE
PUBLIC SAFETY :
PRICELESS!**

What's Ahead?

- Expand Safe Cab Network (Model Program) To all rural MINNESOTA Counties
- Seek Legislative Matching Funding

**Why not bring SAFE
CAB to your rural
community?**

Please contact us.

Thank You!!!

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