

A Safer Way Home: **The Minnesota Safe Ride Guide & Program Report**



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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



Safe Ride Guide & Program Report



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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