



MINNESOTA  
TOWARD **ZERO** DEATHS

# JOYRIDE

GOOD TIMES DELIVERED

*May 3, 2017*



# JOYRIDE

**An alternative transportation service that transports drinkers home from – and sometimes to and between – drinking establishments using taxis, limousines, busses and/or other vehicles**

# Why start JOYRIDE in your community

- Promote business and tourism in your community
- Encourages safe transportation practices
- Provides an enjoyable way to responsibly enjoy hospitality resources in your community
- Reduces impaired driving arrests and traffic crashes.



## Is your community ready? Ask yourself the following questions to determine if your community is ready for JOYRIDE:

- DO transportation options beyond personal vehicles exist for bar and restaurant patrons in your community?
- Do people in your community believe that some residents and/or visitors drive after drinking too much?
- Do people in your community ever make remarks or discuss drunk driving?

## Is your community ready?

- Has your community ever had a drunk driving crash, injury or death make it into the media or become known to the whole community?
- Has there ever been a public forum, major event or media coverage of the issue of drunk driving?

# So how do I get started?

## TOOLS: PARTNER CHECKLIST

Organization/Profession/Area	Name and title of key individual	Contact information (phone, email)
Wholesale beer and liquor distributor		
Wholesale beer and liquor distributor		
Law Enforcement		
Law Enforcement		
Public health		
Mayor, Township Clerk, County Board Chair or City Manager		
City, County or Township leadership		
County/city legal representative		
Hospital		
Clinic		
City/county traffic engineer		
Major employer		
Major employer		
College, University, Tech School		

- Partners
  - Beer and liquor distributors
  - Law enforcement
  - Public Health
  - Bars/restaurants
  - Taxi/bus companies
  - Elected officials



# Develop your JOYRIDE program

## Program Model

- One way
- Two way

## Structure of the program

### Five basic approaches to consider

- 1) Using a local cab company
- 2) Already existing transportation company
- 3) Local government or already – existing non-profit organization to start a service company
- 4) Start a non-profit 501©3 that provides rides
- 5) Work with a for-profit



# Develop your JOYRIDE program

- 1) What type of Vehicle
- 2) Hours of operation
- 3) Pricing rides
- 4) Will you offer JOYRIDE as part of special events
- 5) **PROMTE** *your event!*
- 6) Funding





# Community Assessment

Do people in our community believe that some residents and/or visitors drive after drinking too much?

- Yes
- No

Do people in your community ever make remarks or discuss impaired driving?

- Yes
- No

Has your community ever had an impaired driving crash, injury or death make it into the media or become known to the whole community?

- Yes
- No

Has there ever been a public forum, major event or media coverage of the issue of drunk driving?

- Yes
- No

Do you consume alcoholic beverages?

- Yes
- No

If you answered yes, to the last question please continue. If you answered no, thank you for taking time to complete this survey.

If a sober ride home was offered, would you use it?

- Yes
- No

When would you be most likely to use a sober ride home?

- Never
- Any day of the week
- Weekends (Friday-Saturday)
- Holidays

How much would you be willing to pay for a ride?

- It should be free
- I would be willing to pay up to this amount \_\_\_\_\_ for a safe ride home  
(List amount)

Would you be interested in a service|

- To and from bars/restaurants
- Home form bars/restaurants

In which City do you live?

## Is your community ready?

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# Next Steps

- Bar owner meeting
- Transportation meeting
- Determine program model
- Funding/community meetings
- Promotion





## Promotional materials created:

- \* Table tents
- \* Band
- \* Poster
- \* Announcements
- \* Tickets
- \* Facebook posts

JOYRIDE is a sober ride home shuttle service. See your hostess or bartender for a sober ride home ticket!

AVAILABLE March 17 (10 p.m. - 2:30 a.m.)

Thank you to our sponsors:

Blue Earth County Attorneys Office, Blue Earth County Human Services, Tow Distributing, Business on Belgrade Assoc. (BoB), and Jon Pluto in memory of Lisa Pluto

Bus will cover Mankato, North Mankato, Eagle Lake, Lake Crystal, Madison Lake & St Clair and a 10 mile radius around these locations.

**JOYRIDE**  
GOOD TIMES DELIVERED

Remember, you booze,  
you cruise, you lose!

JOYRIDE— good times delivered! See your bartender or server for your **Free** JOYRIDE ticket for Wednesday, November 23 from 7p.m. to 1 a.m.



# Promotion

Because Life has NO rewind...

A Safe Ride Home...

# JOYRIDE

Thank you to our sponsor for the support:  
City of Eagle Lake, Tow Distributing Corp, Blue Earth County, Busters, South Street,  
Crysteel, Chopps, Pfeffer Tree Service, Drew Campbell and Kato Independent Shuttle Service



## The Mission of MEEKER COUNTY TZD SAFE ROADS COALITION is:

To move southwest Minnesota toward zero deaths on our roads, using education, enforcement, engineering and emergency medical and trauma services.

*To get involved or more information contact/  
Jesse Hudec at 320-377-9035.*

***If your plans for tonight include staying  
in Litchfield remember take JOYRIDE  
home!***

It's a sober ride home program running Saturday, July 9<sup>th</sup>. Tickets are a great deal at **FREE** – a DWI costs more than \$10,000! The project is a partnership between the Meeker County TZD Safe Community Coalition, and local sponsors.

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**TOWARD  
ZERO  
DEATHS**



# Stay Safe On Roads During St. Patrick's Day

*Posted: Mar 16, 2017 5:44 PM CDT*

By Elizabeth Bateson, Reporter





# SAMPLE FACEBOOK POSTS

For those going to be celebrating 🇮🇪 St Patrick's day in Litchfield, MN. This post is for you!!

Joyride is coming out of Hi"Bur"nation!! Available starting at 10:30 pm till 2:00am Friday March 17th! See your bartender and get your ticket 🎟️, only \$5.00 and good all night 🍷!!!!

Made possible, Thank you to our partners, Litchfield VFW, American Legion, Eagles Club, Meecker memorial hospital, Watercade committee, Litchfield fire department, Grove City EMS, Anderson insurance, Center insurance agency, Shnyder Insurance solutions of Litchfield, State Farm -Jason Tibbitts

Happy St Patrick's day!! Hope you are able to get out and enjoy a drink with friends. If by chance, you feel unable to drive home, don't forget! Think Joyride! Joyride! Joyride!

Tickets are ready, bus is fueled and ready, let the good times roll!!! And we'll get you home!!! Ask your server or bartender, or even stop the bus! Just \$5 and it's good all night!!

Here's to great times and please remember to designate a driver or hop on Joyride!... See More



**JOYRIDE**  
GOOD TIMES DELIVERED

LET JOYRIDE  
GET YOU HOME  
TONIGHT.

JOYRIDE is a sober ride home shuttle service ---  
AVAILABLE:  
---Friday, March 17th - 10:30 p.m. - 2 a.m.  
---Saturday, July 8th - 10:30 p.m. - 2 a.m.  
Wednesday, November 22nd - 12:00 a.m. - 2 a.m.  
Thank you for Designating a Driver!

For more information call Jesse at (763)670-5939

SERVICE AREA: City of Litchfield & 10 mile radius

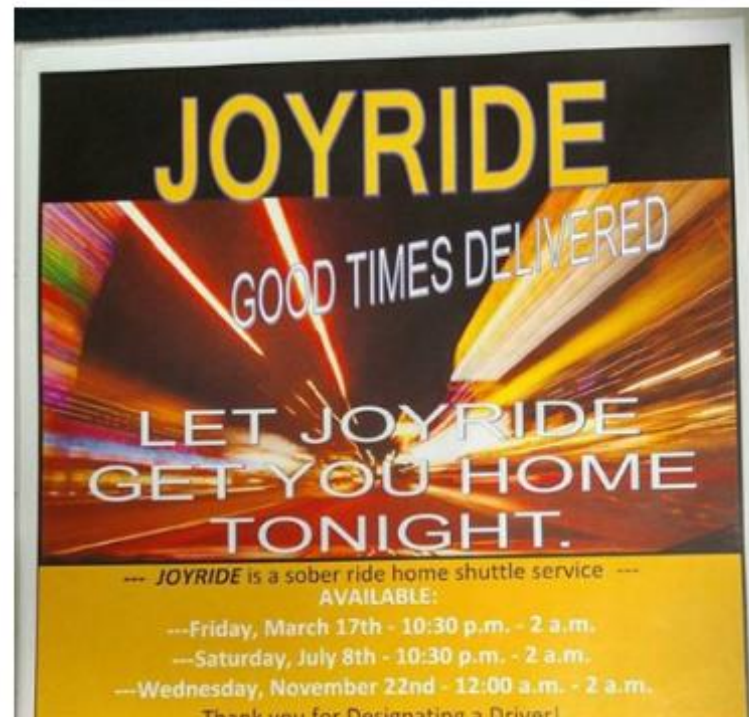
... & will be good all night! Advance ticket sales (see your bartender)  
More information will be posted closer to each event

... welcome!! Checks accepted, made out to: Southwest EMS c/o Joyride

... VFW - 10:30, 11:30, 12:30, 1:15am Eagles Club - 10:45, 11:45, 12:45am  
... 11:00, 12:00, 1:00, 1:30 til 2:00am American Legion - 11:15am, 12:15am

... Thank you to all our 2016 partners and to those who rode the bus, making it a success!

... Eagles Club, American Legion, Silver Spinnery, Watercade committee, Meecker Memorial Hospital, VFW  
... Partners: Litchfield Fire Dept., Grove City EMS, Anderson Insurance, Center Insurance Agency, Shnyder Insurance Solutions of Litchfield, State Farm - Jason Tibbitts



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Thank you for Designating a Driver!

Jesse Hudec added 3 new photos — at City of Litchfield  
March 17 at 11:17pm · Litchfield · 📍

Still time to catch a ride on the Joyride bus! \$5 gets you around all night



# Questions



# Thank you

Annette Larson

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