

JOYRIDE

GOOD TIMES DELIVERED

LET JOYRIDE
GET YOU HOME
TONIGHT.

JOYRIDE is a sober ride home shuttle service. See your hostess or bartender for a sober ride home Friday and Saturday nights until Labor Day.

Kandiyohi County's JOYRIDE Program



Kandiyohi's JOYRIDE Program

- Started in 2014
- Transportation provided by Public Transit
- Friday and Saturday nights
- Memorial Weekend through Labor Day
- Average 5 bars per season
- First year 210 riders, now over 300

JOYRIDE
GOOD TIMES DELIVERED

No. 00001

PRESENT THIS TICKET TO THE SHUTTLE DRIVER
FOR ADMITTANCE TO THE SHUTTLE SERVICE

Customer name: _____

Phone: _____

Destination address: _____

Date: _____ Time: _____

Establishment: _____

SHUTTLE COPY

PRICE \$5.00

\$5.00

JOYRIDE
GOOD TIMES DELIVERED

GOOD FOR ONE
JOYRIDE

2018

ESTABLISHMENT COPY

No. 00001

- Bars are provided numbered tickets which they sell to patrons. The bar keeps the right side for their records and the left is given to the bus driver.
- We track the sales and invoice the bars for the tickets they've sold

Law Enforcement Involvement

- Radio Interviews
- Voice Talent for Public Service Announcements
- Kick Off Event for Media
- Social media support and updates
- Support through forfeiture funds



www.cctbus.org

CCT

CENTRAL COMMUNITY TRANS

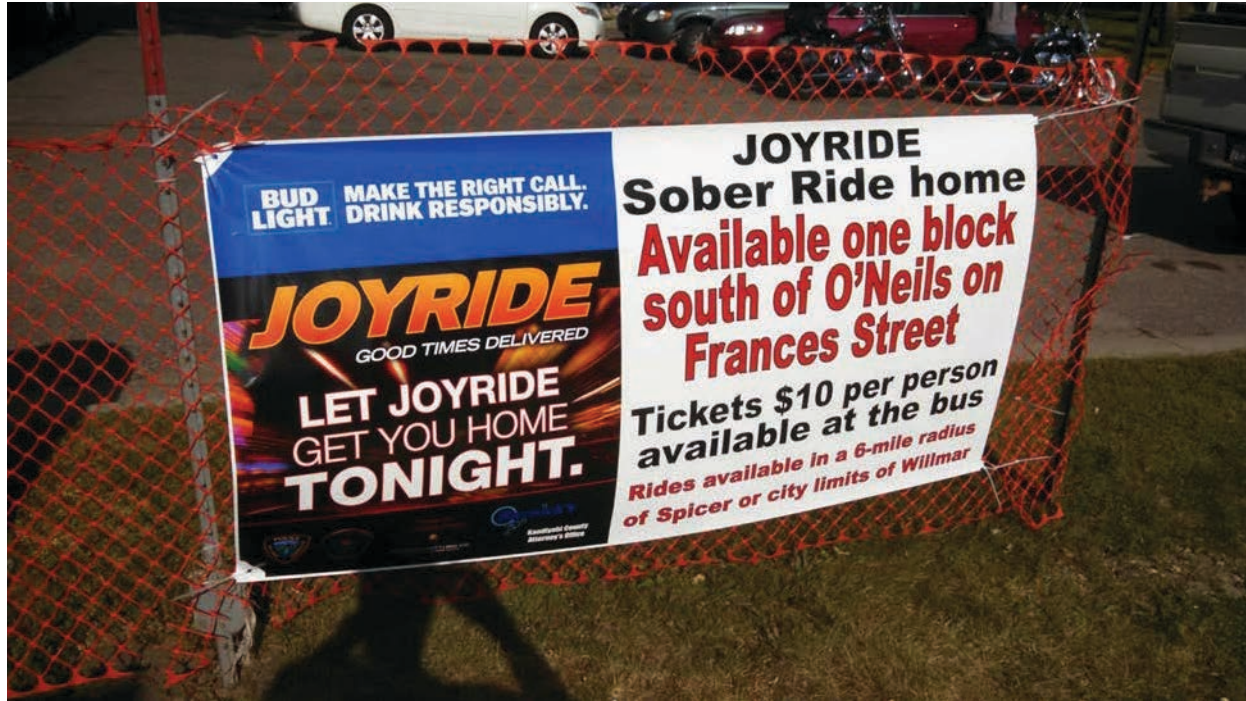
US DOT 1106691



EMS Involvement

- Community Event Awareness
- Distribution of support materials
- Radio interviews
- Ticket sales at special events





BUD LIGHT MAKE THE RIGHT CALL.
DRINK RESPONSIBLY.

JOYRIDE
GOOD TIMES DELIVERED

LET JOYRIDE
GET YOU HOME
TONIGHT.

JOYRIDE
Sober Ride home
Available one block
south of O'Neils on
Frances Street
Tickets \$10 per person
available at the bus
Rides available in a 6-mile radius
of Spicer or city limits of Willmar



Engineering Involvement

- Support at County Board presentation
- Assistance in community funding requests
- Assistance in requests for bar participation



Lindsay County Life Community Fund
wishes to thank
Madison Bottling, Co.
for supporting
JOYRIDE
2014

Lindsay County Life Community Fund
wishes to thank
Bernick's
for supporting
JOYRIDE
2014

Everybody's Involvement

- Talking with bar owners/managers for participation
- Assistance with articles/social media posts
- Funding requests
- Thanking funders
- Volunteering to sell tickets at special events

Choose us to be your *Sober Driver...*

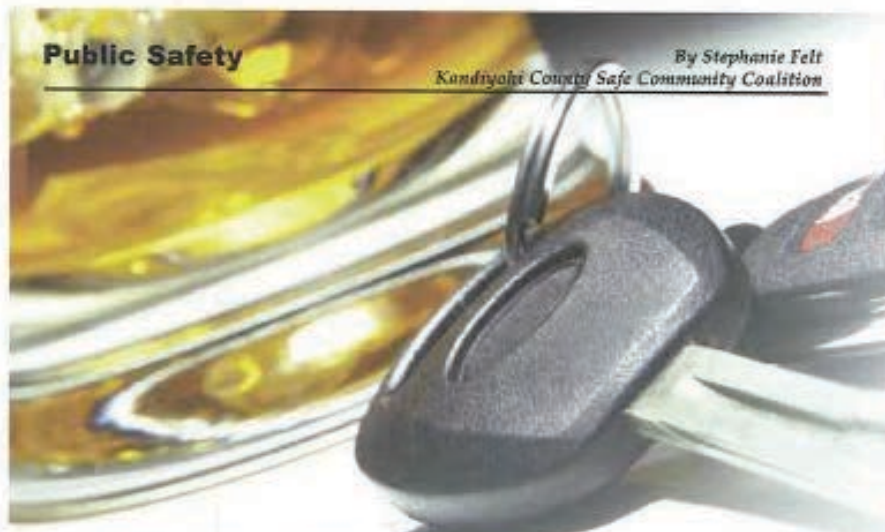
JOYRIDE

GOOD TIMES DELIVERED

\$5

Visit our service dates at:

cctbus.org/joyride.html



Help Make Summer Roads Safer

Local law enforcement is stepping up impaired driving enforcement this summer. Why? Minnesota's enhanced DWI enforcement and education efforts help reduce the number of alcohol-related deaths. Still, impaired driving remains a serious threat, accounting for more than 100 deaths each year and nearly 30,000 people arrested for DWI. And yes, that's just in Minnesota!

According to the Minnesota Office of Traffic Safety, Kandiyohi County law enforcement arrested 684 people for DWI from 2010 through 2012. Of those, 62 were under the age of 21; 372 were between ages 21-34; 158 were between 35-49; and 92 people arrested were over the age of 50.

Of all Minnesota residents, more than one-half million— 584,529 — have a DWI on record. One in seven people in Minnesota with a driving record (including those with licenses revoked, cancelled, etc.) has a DWI; 240,295 (one in 16) have two or more arrests; 114,382 (one in 35) have three or more; and, 51,711 (one in 78) have four or more.

What can we do? Workplaces can be a great help in spreading the safety message. The Minnesota Office of Traffic Safety has free resources available for insertion into employee paychecks, distribution in waiting rooms, or any creative way to reach out. Free brochures are available including: "Deadly Decisions—Drug-Impaired Driving"; "Dangers and Consequences of Underage Drinking";



"DWI Consequences" and "Road Back to Driving with Ignition Interlock." For help in ordering any of these materials, contact Kandiyohi County Safe Community Coalition (KCSCC) Coordinator Stephanie Felt at stephaniefelt@hotmail.com.

Also, the KCSCC is implementing a JOYRIDE program for the area. JOYRIDE is a sober cab program where people at local bars can buy a ticket for \$7 and get a ride home within six miles of Spicer or within the city limits of Willmar. Participating bars include: Johnny O'Neil's Green Lake Social, Zorbaz

and the American Legion in Spicer as well as the VFW and The Oaks at Eagle Creek in Willmar. More information and ride schedules will be available soon.

Local law enforcement, the Kandiyohi County Safe Community Coalition and everyone in our lakes community want people to enjoy our beautiful summer and stay safe. Do your part and encourage friends to take the JOYRIDE bus, make sure a sober driver gets them home, or let them crash on your couch instead of in traffic.

Connie's Interior Motives
Decorating for you, with your needs in mind!

I can help you with:

- Painting & flooring options
- Furniture selection & placement
- Window treatments
- De-clutter & organize
- Staging



Connie D. Burns - Willmar, MN
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Saturday 9:30 to 3:00
Closed Wednesdays

(320) 235-4602
1800 County Rd 27 NW - Willmar



Lessons Learned

- ✓ Connect with other JOYRIDE Coordinators in similar situations
- ✓ Read through the JOYRIDE toolkit available on-line
- ✓ Start with a manageable catchment area then expand when ready
- ✓ Use a round figure for ticket price to keep servers/bartenders happy
- ✓ Encourage transportation companies to talk to their peers in other areas who are already doing this work – ease concerns
- ✓ Find drivers well in advance – our biggest challenge was finding people to work weekend nights.

Lessons Learned

- ✓ Promote the service to everyone – some of our most consistent drop off locations are bed and breakfasts, campgrounds and resorts
- ✓ At special events, have volunteers sell tickets. Servers and bar tenders are too busy keeping up to promote the service.
- ✓ At special events, have volunteers help the drivers navigate to reduce distractions

Questions?

