

Project Name: JOYRIDE Sober Ride Home

Origination Agency & Date: KCTEST and three other pilot sites in Minnesota in 2014.



Timeline: Time intensive project; high cost

- 1) Examine transportation options: public or private bus or taxi companies, etc., and decide the dates, times, catchment area, insurance coverage and cost.
- 2) Meet with bar owners or managers to explain program and see who would like to participate.
- 3) Secure local donations if needed. Thank them publicly if possible.
- 4) Design and print tickets, table tents and posters. Add information on websites if possible. Work on awareness, kick off news conference, social media posts, etc.
- 5) Bill bars for reimbursement of the number of tickets each sold.



Reason for Project: Rural areas do not have access to taxis or public transit for sober rides home. Local liquor establishments want a positive spin on sober rides home. Impaired driving is a top crash factor.

Who was on the team? KCTEST members, Central Community Transit administration, local bar managers

Lessons Learned: We didn't realize finding drivers for those times would be an issue. It took a long time. Now there is competition for taking those shifts. Drivers started out with concerns about fighting and safety. Law enforcement set them up with their own mobile radio in case of emergency. Make sure staff are educated on how to promote the program and sell tickets. We had managers agree, but then not relay the information and staff were confused. Sell tickets at an even price. We settled at \$5. \$10 was more than people wanted to pay and \$7 was hard for wait staff to make change. If working with private drivers, make sure they have the correct insurance. Our bars donate around \$200 each to help get up and running, then they charge riders for tickets and our coalition receives that funding to pay the transportation costs. We worked with a local Developmental Achievement Center to make promotional buttons for servers at low cost. Make sure your catchment area is large enough to gain participation, but small enough that you can safely get everyone home who needs a ride.

How did you incorporate the 5 E's? All agencies promote on social media and attend the kick off news conference. Volunteers help sell tickets at large events (street dances) to alleviate pressure on servers and better control large numbers of riders.

Who to contact: Kandiyohi County Traffic Education & Safety Team; Stephanie Felt, Coordinator; 320-214-6700 X 3821; stephaniefelt@hotmail.com

Additional resources: Contact Stephanie Felt for copies of the KCTEST rider tickets, posters, supporting awareness, or any other information.

