



**Ideas on how to begin a
Tavern League SafeRide Program
in your county.....**

Table of Contents

About This Presentation.....	3
TLW SafeRide Program Overview	4
Requesting a SafeRide Grant	5
Getting Started.....	6
Creating a SafeRide Voucher	7
Creating SafeRide Rules.....	9
Example of Rules	10
Good Samaritan Drivers	12
Kicking-Off Your SafeRide Program.....	14
Getting It Organized & Keeping it Organized....	19
Reporting to the TLW Office.....	25
Signing Up Participants & New Members	29
Getting Your Community Involved.....	32
Notes From Programs Around the State	33
Communication	35
Problems	36
Letter From Pete Madland, Executive Director...	38
In Closing	40

Office Contact Information:

**Tavern League of Wisconsin
2817 Fish Hatchery Road
Madison, WI 53713
1-800-445-9221**



This presentation was put together as a guide to help you start your county's SafeRide Program. Each SafeRide Program within the state varies from county to county due to the specific needs and characteristics of their area. What works for a metropolitan area will not work the same for a rural county. This collection of materials were created by Patti and Chris Marsicano for the Walworth County Tavern League as they started their SafeRide Program. This presentation has been used as an example to encourage the start-up of the Dodge, Kenosha and Racine County Tavern League SafeRide Programs also. Please feel free to use and/or duplicate any of the forms contained within.

If you have any questions or suggestions to improve upon this presentation, please contact us.

Chris and Patti Marsicano
(262) 728-9173 - (262) 745-4043 - (262) 745-9473
marsicano@charter.net

**Since we use our county as an example,
Here's a Little info about our county.....**



Walworth County Demographics

Walworth County is located in southeast Wisconsin, and its southernmost border touches northern Illinois. Walworth County covers 576 miles, with a population of over 93,000 people as of the 2000 census. The county is mostly rural, but contains 34 cities and towns. Due to the convenient location to Illinois, the county is popular as a vacation destination. Populations of a few municipalities within the county double during the summer months. The city of Whitewater is home to UW-Whitewater.

Walworth County SafeRide Program

The Walworth County SafeRide Program kicked-off on June 9, 2004. In its first year, the program provided 637 rides to 994 people at a cost of \$12,043. It took approximately five months to get the majority of members signed up for the program because of the area and number of establishments covered. Any members who were not at the kick-off were visited personally by the SafeRide Coordinator to have the program explained, and vouchers and point-of-sale materials distributed.

As of March 2005, twenty months into the WCTL SafeRide Program, we have provided 1,192 rides to 1,974 patrons at a cost of \$25,043.

To aid distribution of the SafeRide Vouchers, we are able to utilize our beer salesman who collect \$2 per voucher from participating member establishments along their route.

The Walworth County SafeRide Program utilizes two taxi companies and Good Samaritan drivers.



Saferide Program Details:

- Implementation:** To begin your program you may apply for a grant. Monies are available through the Tavern League. Write a brief description of your program. Are you using a cab company, good Samaritan? When will your program run? What areas? How will you raise matching funds? When your letter is submitted it will be considered for approval.
- Contact Person:** If you are ready to begin a Saferide program, the following information will help ensure the success of your program. A contact person must be established to keep records and communicate with the Tavern League Saferide Coordinator. If the contact person changes, please let us know immediately.
- Marketing:** Your program must be marketed to promote participation. We have many proven materials to help. With the help of distributors, the press, local businesses and existing programs we can help you market your Saferide program in your community.
- Reimbursement:** Records of Saferides given must be recorded and sent to the Tavern League office in a timely manner. We have forms to help track the needed information. Once this is received, your costs will be reimbursed from our foundation.
- Matching Funds:** Matching funds must be raised equal to the amount of your initial grant. This may be done in many ways. Selling Saferide vouchers, golf tournaments, donations etc. are methods used by existing programs. We will share ideas with you to help you raise the needed funds.
- Evaluation:** Evaluations are sent out once per year. It is required you return the evaluation filled out completely and accurately. Keeping accurate records will help you complete the evaluation.
- Questions:** Please call us at (800) 445-9221 with any questions you may have. Every program is unique so what may apply to others, may not apply to you. Keep all records.

85.55 SafeRide grant program. The department may award grants to any county or municipality or to any nonprofit corporation, as defined in s.66.0129 (6)(b), to cover the costs of transporting persons suspected of having a prohibited alcohol concentration, as defined in s.340.01 (46m), from any premises licensed under ch.125 to sell alcohol beverages, to their place of residence. The amount of a grant under this section may not exceed 50% of the costs necessary to provide the service. The liability of a provider of a safe-ride program to persons transported under the program is limited to the amounts required for an automobile liability policy under s.344.15(1). Grants awarded under this section shall be paid from the appropriation under s.20.395(5)(ek).

First Things First.....

One of the first things your league should do is to **request a SafeRide Starter Kit** from the TLW Office. This kit contains examples of the tools you can use to promote your SafeRide Program including window clings, table tents, and a short video presenting SafeRide. Forms are also included so you can order extras of these items to distribute to your members.

Request your grant money from the state. You can do this before you even have a SafeRide Program in place. An amount of up to \$10,000 may be requested. Your request must be in writing and sent to the TLW Office. Grant requests are approved at TLW Executive and State Board meetings.

Funds from the DOT become available only once a year. Your league can apply for a second grant after you have used up your first grant and completed your matching funds obligation. When grant funds are exhausted for the year, applicants must wait until the next year when funds become available again.

The grant money is your 'seed' money. Think of it as your start up capitol. These funds must be matched by money you raise through donations and fundraising. "In kind" donations count towards your matching funds. For instance, if a printing company donated the printing of your vouchers, have them write up an invoice for what the cost would have been and send that to the TLW office on your match funds form. That amount counts towards your matching funds obligation.

Any future grants must be doubled in matching funds. If you request an additional \$10,000 a year or two later - your matching obligation would be \$20,000. It may sound like an ominous task, but if you develop a regular yearly fundraiser or two, this will be no problem.

You **do not** have to have your matching funds immediately, you just have to raise the money. The TLW **does not** send you a check for \$10,000, they keep it recorded and as you send in your receipts for rides and receipts for payouts pertaining to SafeRide, they will in return send you a reimbursement check.

A request letter can be as simple as the following:

_____ Tavern League
c/o _____, (Title)
(Your mailing address)
(Contact Phone Number)

Dear TLW Board,

The _____ Tavern League would like to request a grant of \$10,000 to start our SafeRide Program. We are currently organizing the program. We realize that we have an obligation to match those funds before we apply for another grant.

Sincerely,

Most importantly - You don't have to have all the answers to start your program, there will always be kinks to work out. Starting it sooner rather than later may save a life.



Form a Committee and Appoint a SafeRide Coordinator

Your SafeRide Committee can consist of league members and/or interested people within your community. The purpose of the committee is to set up the rules, decide how the program will operate, and monitor the program as a whole. Once the program is running, the main job of the committee is to reassess, evaluate, suggest rule changes, and come up with solutions to problems such as dealing with abuses. As the program progresses the job of the committee is less active than in the beginning.

SafeRide Coordinator - This is your main man. SafeRide issues are directed to him/her. The Coordinator takes care of writing checks, reporting and turning in receipts and totals to the TLW Office, and is the representative of their league at state SafeRide meetings. The SafeRide Coordinator's contact information should be available on all printed materials and easily assessable by the participating members, Good Samaritans, the TLW office, and the Taxi Companies. It also wouldn't hurt to have an Assistant Coordinator so you are able to list a second contact. The SafeRide Coordinator is also the main voucher distributor and money collector. It would also be a good idea for this person to be included on the fundraising committee.

Set-up a SafeRide Account



You will want to set up a checking account specifically for the SafeRide Program. It makes the accounting part much easier, and you know where your SafeRide funds stand at a glance.

When you set the account up, you will want to make sure you have at least two signature cards on the account. Your SafeRide Coordinator might be signing all the checks, but just in case something happens, you still need the ability to access the account. The second signer could be the league president, secretary, or treasurer, its up to you.

It is easiest if only one signature is necessary to write the checks. Two signatures on a check is more secure, but terribly inconvenient.

Another suggestion is to order duplicate checks - the kind that makes a copy on the sheet behind the check. It can be a lifesaver if your SafeRide Coordinator is already a busy business owner!

The status of the SafeRide account should be reported on at meetings/and or in your newsletter.

Negotiating Taxi Costs and Good Samaritan Payments



Find out what taxi companies service your county/area, and find out what their specific areas of service and operating hours are. If their service area doesn't cover a nearby community - ask them if they would consider doing it for a SafeRide. Find out what their regular rates for rides are, then ask them if they can give you a better price - perhaps a percentage off. (*Not an unfair thing since you will be a repeat customer!*) You will also need to have them bill you on a regular basis. The Walworth County league started out with a once a month billing, but found that bi-weekly was better to catch any abuses, and besides, the taxi companies always want their \$\$ ASAP.

Good Samaritan payouts will also have to be decided on by your committee. (*See page 12 for more information on Good Samaritan drivers.*) WCTL pays out \$2 per mile round trip from bar to the patron's house and back - the minimum Good Samaritan payment is \$10 with a maximum payment of \$30. The \$10 minimum gives the driver a guaranteed amount of money, that they can be happy with. Upon completion of the SafeRide, the driver returns the vouchers to the bar the ride originated from for payment. The bar pays the driver from the register, and sends the voucher to the coordinator for reimbursement.

Create Your County SafeRide Voucher

Shown below is a copy of the Walworth County SafeRide Voucher. Each county sells the vouchers to its participating members for a price determined by the SafeRide committee. Some counties distribute them for free BUT if you charge for them, it keeps employees from using them as scratch paper. Most counties sell their vouchers to members for anywhere from \$1.00 - \$5.00. This helps to make them more valuable to owners and staff and most importantly, it makes each establishment invested in the program.

The key things you want to make sure are included when you design it are:

1. **Number them** - This makes them easy to keep track of and distribute, it also deters reproduction.
2. **Duplicate or triplicate them** - This way if you are using a taxi - 2 copies go to the taxi - one for their records, and one to send back to you with the bill. You can then match the numbers used against the numbers you distributed. (It also becomes a deterrent against ripping a voucher into three pieces and using one voucher three times - it has happened!) The third copy can stay with the bar. When using a Good Samaritan- The driver would be given the whole voucher so they can fill out the mileage information. When they return to the bar to collect their money, the voucher would be completely filled out - they can keep one copy if they'd like, and return the other 2 vouchers to the bar. The bar pays out from the register - and sends a copy to the SafeRide coordinator for reimbursement from the SafeRide Account.
3. **Date, Time, Establishment Name, Pick-up Address** - All of these fields must be filled in properly. The establishment name and address can be written on the vouchers immediately after they are purchased - it can save time on a busy night. Please don't use an address stamp unless you are going to stamp all 3 copies.
4. **Bartender name** - Even just a first name is fine. This helps if there are any questions later.
5. **Drop-off Address** - This must be a full address, not just a street or town name. It makes it easier to track abuses of the program. The patrons name is not necessary on the vouchers and protects their privacy. Depending on your rules, you may want to check the address against the person's drivers license.
6. **Driver Name** - This can also help to identify a specific ride in case of a problem. This is filled out by the taxi driver or the Good Samaritan.


Fields You May want to add:

*A place for the taxi company name

*A check box for whether it is a taxi ride or Good Samaritan.

We haven't found these necessary at this point, but may add them in the future.

On the next page is a primer on how to fill out a voucher correctly. We found this to be necessary to give bartenders as a visual on the do's & don'ts.

WALWORTH COUNTY TAVERN LEAGUE		No	0394
SAFERIDE			
Date _____	Time _____		
Establishment Name _____			
Pick Up Address _____			

Bartender _____		Pick Up Miles	
Drop Off Address _____		Drop Off Miles	
_____		Total Miles	
Driver Name _____		Fare Total	
<small>This voucher good only for the date entered by the bartender. SAFERIDE given to patron from the Walworth County Tavern League member establishment (see address above) to residential address only.</small>			

How to Fill Out the SafeRide Voucher Correctly-

WALWORTH COUNTY TAVERN LEAGUE SAFERIDE No 0394

Date 2/3/05 Time 12:30

Establishment Name Come Back Inn

Pick Up Address 123 State Street
Elkhorn

Bartender Jerry

Drop Off Address 453 Sunset Dr.
Delavan

Driver Name [Shaded Area]

Pick Up Miles	[Shaded Area]
Drop Off Miles	[Shaded Area]
Total Miles	[Shaded Area]
Fare Total	[Shaded Area]

This voucher good only for the date entered by the bartender. SAFERIDE given to patron from the Walworth County Tavern League member establishment (see address above) to residential address only.

For the SafeRide vouchers shown above, the one on the **LEFT** is filled out correctly. All SafeRide vouchers must have the Time, Date, Establishment Name, Pick Up Address, Bartender's Name, and COMPLETE Drop Off Address filled out. Shaded areas: [Shaded Area], are completed by the taxi driver.

The voucher on the **RIGHT** is filled out **incorrectly** because it is **NOT** completely filled out. Establishments that return incomplete vouchers need to realize that we need this information to turn into the state in order to get reimbursed for the cost of the ride out of our grant money!!

WHITE COPY - Give to patron for taxi driver, **YELLOW** - Send to WCTL, **PINK** - Keep for your records

GOOD SAMARITAN VOUCHERS

WALWORTH COUNTY TAVERN LEAGUE SAFERIDE No 0394

Date 2/3/05 Time 12:30

Establishment Name Come Back Inn

Pick Up Address 123 State Street
Elkhorn

Bartender Jerry

Drop Off Address 453 Sunset Dr.
Delavan

Driver Name [Shaded Area] Joe Smith

Pick Up Miles	1923
Drop Off Miles	1947
Total Miles	24
Fare Total	\$30

This voucher good only for the date entered by the bartender. SAFERIDE given to patron from the Walworth County Tavern League member establishment (see address above) to residential address only.

The bartender fills out the Good Samaritan vouchers same way as a voucher completed for a taxi ride. The bartender hands the whole voucher - all 3 copies to the Good Samaritan so he can complete the name and mileage parts shown in the shaded areas: [Shaded Area]. When the Good Samaritan completes the ride, he will return to your bar for payment. Your payment to the Good Samaritan is \$2 per mile, a minimum of \$10, maximum of \$30.

Send the **WHITE** and **YELLOW** copies to the WCTL for reimbursement, keep the **PINK** copy for your records.

Creating Your SafeRide Rules

On the next two pages are the rules created by the Walworth County Tavern League. These rules have been changed three times since the inception of the program in order to correct flaws and establish better guidelines.

Every county's rules are different. These rules were created to meet our specific needs. Rule changes are discussed in the SafeRide Committee and then voted on by the Walworth County Tavern League Board of Directors. When changes are made to the rules, members are informed through our newsletter, and updated rules are handed out at the meeting and included in the newsletter. When we handed out our rules, we had them laminated, but found it is smarter to slide them into a clear plastic protective cover to accommodate rule changes.



Inform participants that rules must be read by their employees and kept in a convenient location. Maybe even have each employee sign something stating that they read and understand the program. **It is imperative to the success of this program that participating members and their staff know how the program works and their role in it.**

During the duration of the grant and matching funds, the only rule that **must** be included is that the ride must originate from a participating member establishment to their home or hotel.

The rules on the following pages just represent some ideas you can use to establish your own SafeRide Program.

Drink Responsibly.
Drive Responsibly.



Walworth County Tavern League

SAFERIDE RULES

1. Only Tavern League of Wisconsin (TLW) members in good standing, belonging to the Walworth County Tavern League (WCTL) located in Walworth Co., will be allowed to participate in the Saferide program. The WCTL secretary will provide the taxi service an updated participating member list on a timely basis. Associate and social members are not eligible.
2. Walworth County Tavern League members will purchase vouchers from the WCTL Secretary at a cost of \$2.00 (two dollars) per voucher. **You MUST have a Saferide voucher to send a patron home.** Vouchers obtained from the taxi driver will be billed to the establishment at higher cost of \$5.00. If no legitimate WCTL issued voucher is presented for the ride, the establishment will be charged \$10.00 for the Saferide. Refusal to pay can result in loss of Saferide privileges.
3. Rides permitted from participating WCTL member establishment must be to a private residence or public lodging facility. No bar hopping. No exceptions.
4. There will be a \$50.00 clean up charge for alcohol induced accidents in the Saferide vehicle. The rider will be asked to pay this fee, if he/she refuses, payment must be made by the establishment issuing the Saferide.
5. The Saferide program does not provide for a return trip the next day for patron to pick up their car.
6. The driver of the taxi has the right to refuse service to a patron who he/she feels will compromise the completion of a Saferide.
7. No smoking, drinking, or food allowed in the Saferide vehicle.
8. No rides after bar-time. No exceptions.

See other side for how the program works

HOW IT WORKS

1. Bartender or Manager will fill out voucher with the date, time, establishment name, address, drop-off address and the name of the bartender or manger calling for a Saferide.
2. Bartender or manager will call a taxi. *Be sure patron is willing to take the ride!!!!*
3. When the voucher is completed and the taxi is called, the top copy of the voucher is given to the patron, who will give it to the driver. Of the remaining two copies, the establishment keeps one, and the other gets sent to the WCTL secretary by the end of the month. (It is acceptable to send them more frequently)
4. Driver will complete the pick-up mileage, drop-off mileage, total mileage, and the fare sections of the voucher. **An official voucher must be used for a SafeRide!**
5. WCTL will reimburse Saferide provider on a monthly basis.
6. Saferide providers will bill the WCTL Saferide program on a monthly basis. Any establishment utilizing a Good Samaritan Driver will reimburse said driver at the rate of \$2.00 per mile from the participating WCTL member establishment, to the residence of the patron, and back to the WCTL establishment (Round trip) ***Minimum of \$10.00 - Not to exceed \$30.00.***
7. Good Samaritan Drivers must complete the mileage section of the voucher, and after the Saferide, return voucher to establishment where ride originated from. This voucher should be stapled to the voucher that will be returned to the WCTL Secretary. This will show that ride given was a Good Samaritan ride, and that the establishment should be reimbursed directly. Completed vouchers and vouchers for reimbursement will be sent to the WCTL Secretary, **Chris Marsicano, 221 Inlet Shore Dr., Delavan, WI 53115.**

In order to legally qualify to be a Good Samaritan Driver:

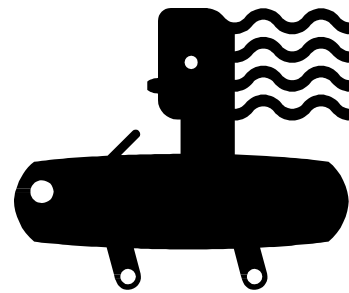
- Driver must be 100% sober
- Driver must be at least 18 years of age.
- Driver must have a valid driver's license and insurance.

Rules are subject to change at the discretion of the Walworth County Tavern League Board of Directors.

WCTL Saferide Program is served by:

Senior Cab Care – 262-949-8294
Lakes Area Taxi – 248-4770 or 723-7555
and Delavan Taxi - 728-0490

Good Samaritan Drivers



The Good Samaritan driver is normally, but not limited to, use in rural areas. In many occasions, using a Good Samaritan can save the SafeRide program money because the taxi companies don't always give the best deal.

Good Samaritan drivers are not limited to a list of names you have collected, you can use a bartender, owner, or even a customer! Keep in mind that they must be 100% sober to qualify as a Good Samaritan. For years, owners and bartenders have given customers a ride home and no one recognized this. Now, we encourage owners to fill out a voucher and make the ride count towards your SafeRide Programs total rides given away. And the owner doesn't have to feel obligated to get paid to do it, they can donate the money made from a Good Samaritan ride back to the SafeRide Program!

Every Good Samaritan program is set up differently. They range from the very simple to the very structured. Regardless of how you run your program, your biggest challenge is finding volunteers. Utilize your community. Approach the civic and church organizations, put a note up at the local college, you can even hang a note up in your bar.

The amount of money paid to a Good Samaritan driver should be decided on by the SafeRide Committee. The Good Samaritan driver (unless you specify something different) would be paid by the bar who sent the patron home, and the bar is reimbursed by the SafeRide Coordinator. Good Samaritans are paid for the number of miles round-trip - from the bar, to the patrons home, and back to the bar to return the voucher and receive their payment. In the case where the ride takes place at bar time, the driver should return the next day for payment.

Listed here are the criteria that the Good Samaritan driver must meet along with some additional ideas that you can use to set up this phase of the SafeRide Program.

A Good Samaritan Driver must be:

At least 18 yrs of age

100% Sober

Must have a valid Driver's License

Must have insurance on their car

Ideas you may want to think about:

Making sure your passenger is the same sex as the driver, if not, make sure another rider comes along. This is a good safety practice.

Make sure the bartender knows what number to call for a Good Samaritan! If you work up a schedule, make sure the bartenders are aware who they need to call that night.

Have the driver wear something that identifies him as a "SafeRide Good Samaritan", like a hat, or t-shirt with the SafeRide logo.

When the driver comes into the bar to pick-up the patron, make sure they identify themselves to the bartender and patron.

You can schedule Good Samaritans, but realize they may not get a call and/or they get a few at the same time, so try to have a back-up.

You want to make sure your Good Samaritan drivers have a cell phone in case of emergency. If someone is available regularly on week-ends, print up some business cards and distribute to member establishments. One driver put his card on a magnet for an easy cling to metal, like a cash register.



Driver's should make sure rider gets into their house safely.

Remember, you may be able to utilize someone in the bar who has not been drinking - ie; the owner. *(Please make sure that a voucher gets filled out - if the driver refuses payment (is doing it as a "favor") fill out the voucher and donate the money back into the SafeRide Program. For years owners have been giving customers rides home. You want to make every ride count towards your county total - if there is no voucher - the ride doesn't count towards totals that get turned into the state once a year.)*

If you work from a regular pool of volunteers, you may want to create an "application" and your local PD can do a background check.

Once you determine how your Good Samaritan Program will operate, print up your rules, and distribute to participating SafeRide Establishments, and wherever you get your volunteer pool from.





Kicking Off Your SafeRide Program

You have received an acceptance to your grant request, your committee has come up with rules, you've opened a SafeRide checking account, and your vouchers are printed, it is time to get the word out and inform your members!

Not only do you want your members to know about the program, but you will want to invite all liquor licenses holders within your county. A list of liquor license holders can be obtained from the TLW Office in Madison.

Plan your kick-off date and the place you will unveil your SafeRide Program. Make sure the place is big enough. You can also be creative - the Dodge County Tavern League held the kick-off at the county jail! Serve refreshments of some kind and make an event out of it.

Invite the media to the kick-off, and extend an invitation to your local state representatives and law enforcement from every municipality within your county. Figure out a list of other people you want to make sure you invite: Your TLW District Director, your TLW Zone VP, TLW Executive Director, and even the TLW President. Invite your beer and liquor purveyors too!

You also want to inform your community. This can be done by a press release to your local paper announcing the start of the SafeRide Program.

Also make sure you have a sign-in sheet so after your event you are aware of who attended.

You will need some volunteers to make this event run smoothly that can include greeters at the door; a few people situated at a table to distribute SafeRide materials; people to handle refreshments, etc., and you will want to have your league president and SafeRide Coordinator free to answer questions during and after the event.

The Walworth County League began their Kick-Off with the VHS tape that is included in your SafeRide starter kit that you receive from the TLW office. It was a nice icebreaker to start the meeting with. The rest of the program included an introduction of attending guests, an explanation of where the grant money comes from, statewide SafeRide statistics, how our program would run, and a Q & A session. We also had our TLW Representatives, Sheriff and State Representatives say a few words.

You can use this as an opportunity to sign up your participating SafeRide members. After the SafeRide presentation is over, ask members to sign-up and get their SafeRide materials. WCTL put SafeRide materials in a bag or "start-up kit" - each bag contained a SafeRide poster; SafeRide coasters and napkins along with an order form for getting more; a SafeRide window cling; a SafeRide telephone number card; table tents; and a SafeRide dry erase board. The materials you put together can be whatever you wish to put in, it just made it easier rather than having piles of material for members to grab. We also had additional coasters etc., in case they wanted more. We had them purchase the vouchers separately, but you can always include them in the start-up kit.

It is easier to explain the program to a group and answer questions in a forum where many people hear the answers than to travel around the county and have to do it one establishment at a time, so strongly encourage all your tavern league members to attend.

The next few pages include some letters and invitations the WCTL sent out at the beginning of their SafeRide program.

Example of a Press Release

FOR IMMEDIATE RELEASE

Any further questions, please contact Chris Marsicano, (262) 745-4043

June 1, 2004

Walworth County, WI – Area Restaurants and Taverns have teamed up to give customers an alternative to driving home impaired. The SafeRide program offers bar patrons a free ride if they are unable to drive home safely. A patron can ask the bartender at any participating tavern to call them a SafeRide. A driver will be called to pick them up and take them home at no charge to the patron.

The program is made possible by the Walworth County Tavern League, The Tavern League of Wisconsin and the Wisconsin Department of Transportation. The Walworth County SafeRide program will begin operation on June 9th, and is available at participating Walworth County Tavern League member establishments.

“Our goal is to improve road safety,” said **(League or Tavern Rep)** from **(League or tavern name)**. We want to get the word out that SafeRide offers a convenient and free alternative to driving home after a night out. There is no need to take chances when a program like SafeRide will be available.”

The SafeRide program is not available at all taverns. Customers should look for the SafeRide logo or ask the server if the establishment participates in the program. The hours of operation for the program will be every day, 24 hours per day. The program can only be used for a ride home from a participating establishment.

“The businesses participating in this program should really be commended for their efforts,” says Pete Madland of the Tavern League of Wisconsin. “This unique program offers bar patrons a free and convenient way to avoid the dangers and consequences of drinking too much and driving.”

The success of this program is due to the commitment and dedication of the participating taverns. The following restaurants and taverns offer SafeRide:

“As a business owner, I care about my community and I want my customers to get home safe,” said **(Tavern owner’s name)**. “That’s why **(Tavern’s name)** participates in SafeRide. If a customer may have over indulged or is just too tired to drive, all they have to do is ask and they get a free ride home. It’s as easy as that.”

Walworth County becomes the 40th local jurisdiction in the state to participate in the SafeRide program. For more information on the SafeRide program in Walworth County, contact **(Who at what number?)** or contact the Tavern League of Wisconsin at 608-270-8591

Creating Your Invite List

Letters sent about SafeRide Program

These letters were mailed 31 MAY 2004

Letters of invitation to our next meeting which will kick-off our SafeRide program were sent to the following law enforcement officials:

Sheriff David Graves, Walworth County Sheriff's Department
Chief Ed Gritzner, Town of Geneva Police Department
Chief Gerald Kerns, Zenda Police Department
Chief Richard Meinel, Lake Geneva Police Department
Chief Lloyd Cole, Pell Lake Police Department
Chief Andrew Mayer, Town of Delavan Police Department
Chief Tim O'Neill, Delavan Police Department
Chief David Fox, East Troy Police Department
Chief John Giese, Elkhorn Police Department
Chief Robert Sandy, Fontana Police Department
Chief John Marra, Genoa City Police Department
Chief Michael Bromeland, Walworth Police Department
Chief Robert Pruessing, Williams Bay Police Department
Chief James Coan, Whitewater Police Department
Chief Scott Kaphingst, Sharon Police Department
Chief Steven DeVoy, Darien Police Department

The following newspapers were also invited to the meeting 1 JUN 2004:

Janesville Gazette
The Beloit Dailey news
Delavan Enterprise
Elkhorn Independent
Lake Geneva Regional News
Community Shopper
Walworth Times
The Beacon
The Week

LOCAL REPRESENTITIVES

Senator Neal Kedzie
Assemblyman Lothian
Rep. Nass

Also Invited:

All beer and wine distributors
Local Insurance Agencies



May 31, 2004

Dear _____ (Address to Police or Press),

On June 9th, the Walworth County Tavern League will be kicking off our SafeRide Program, and we are hoping to have your support. Our SafeRide Program will allow Tavern League Member establishments to call a taxi for a patron who is unsafe to drive, at no cost to the patron.

The Department of Transportation has awarded us a grant of \$10,000 to start our SafeRide Program. Our responsibility is to get the program up and running, and to raise matching funds to keep the program going. We have already begun to raise our matching funds, and by September should have a total of \$20,000 allocated to fund this program. The DOT generates these funds to grant SafeRide Programs throughout the state through a \$5 surcharge that is assessed to each OWI offender.

This program is not meant to promote drinking in exchange for a free ride home, but to educate the public on the importance of responsible drinking, responsible driving and to deliver to their residence any patron who is unable to drive home safely. Ultimately the decision to accept the SafeRide or to get behind the wheel lies in the judgment of the patron, but hopefully we can educate people to make smarter choices. This program is not only for those who are over the legal limit to drive, but also for any patron who for other reasons, such as being too tired, may be unsafe to get behind the wheel. The idea is to make the roads safer, cut down on alcohol related crashes, and educate the public and bartenders about making responsible choices.

On June 9th at 2:30pm, At Wheeler's Bowling Center in Delavan, the WCTL will officially begin the SafeRide Program. At this meeting we will be explaining the rules to the program, providing members with publicity kits to promote the SafeRide Program, and explain how to educate their staff. We will also be explaining what role the patron, establishment, and the taxi service will play with each SafeRide given.

We would like to invite you or a representative from your **department/newspaper** to attend our meeting and learn more about this program, ask questions, and make suggestions. We hope that this program will cut down on alcohol related crashes, and make the roads safer for our families and for yours.

If you have any questions, please feel free to contact us. Please RSVP if you are able to attend.

Dan Ward
President, WCTL
(262) 723-5939

Chris Marsicano
Secretary/Treasurer, WCTL
(262) 728-9173

SafeRide Kick-Off Sign In Sheet

Depending on how many people you expect to show up at your SafeRide Kick-Off, you will want to have at least two greeters at the door. These people will be in charge of having attendees sign in, and fill out a name tag for themselves. If you are aware of key people attending because they RSVP'd, you can also print out name tags for them ahead of time.

The sign-in sheet will give you a great list of contact people to keep updated on your program, and hopefully some key contact people from both the media and law enforcement.

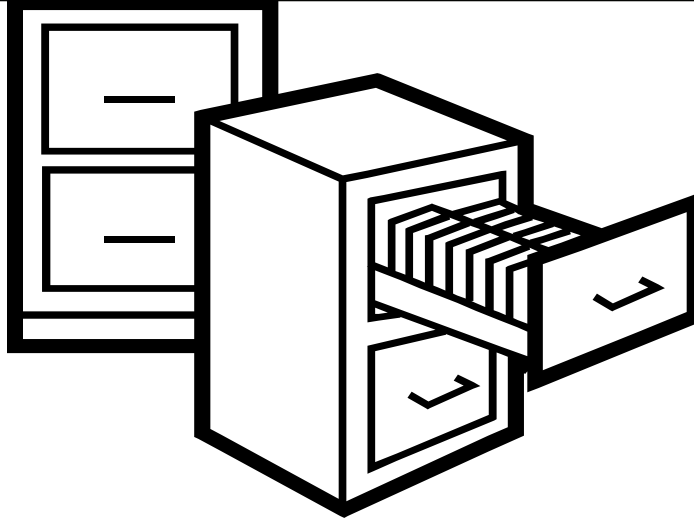
One other field you may want to add onto the sign-in sheet is "Contact Phone Number".

After your Kick-Off, it would be nice to follow up with a letter thanking them for attending, and stressing that if they have any further questions about the SafeRide Program, or to volunteer as a Good Samaritan driver, and give them a contact name and number. This is also something you can have printed up ahead of time and distribute as your attendees are leaving so that those not participating in the SafeRide Program (Law enforcement, media, or the general public) have something to leave with in their hands to look at later.

Another idea for a handout could be a copy of the rules and some statistics on the statewide SafeRide Program.

Any computer proficient member or friend can generate a simple sign-in sheet in a database, spreadsheet, Microsoft Word, Excel, or Microsoft Publisher, to name a few programs.

SafeRide Kick-Off Sign In Sheet			
Guest Name	Title	Organization/Business	Mailing Address



Getting It Organized and Keeping It Organized

The “SafeRide Participant Sheet”

Through the set-up and implementation of the Walworth County SafeRide Program, it was realized that some generated forms would make the job easier.

The first form generated was the “SafeRide Participant Sheet” shown on the next page. Every time a SafeRide participant is signed up, a sheet is filled out for them, and then placed in a binder. The binder is organized alphabetically with dividers by municipality, and then alphabetically again by establishment name. This notebook/binder becomes a key contact tool for the members in your SafeRide Program.

The SafeRide Participant Sheet allows you to keep track of each participating members’ information concerning their involvement in the program.

Establishment name, contact person, contact number and mailing address gives you the information needed to discuss changes and problems with the SafeRide Program to one person who will be responsible for SafeRides at their location. This person usually would be the one you explain the SafeRide Program to, and this person explains it to their staff, including how to fill out a voucher.

If the coordinator will be distributing the free napkins and coasters, it is good to know which each establishment uses. We did this in the beginning, but then gave each establishment an order blank so they could order their own.

This is also where we keep track of which vouchers are sold to each establishment. As they have been turned in, we crossed them off.

You may be able to find more creative uses for this sheet as time goes by or an easier way to track vouchers handed out..

See the SafeRide Participant Sheet example on the next page.

SafeRide Participant Sheet



MUNICIPALITY: (Town or City Name)

SafeRide participant: (Establishment Name)

Contact person: (Person to contact about SafeRide at this location)

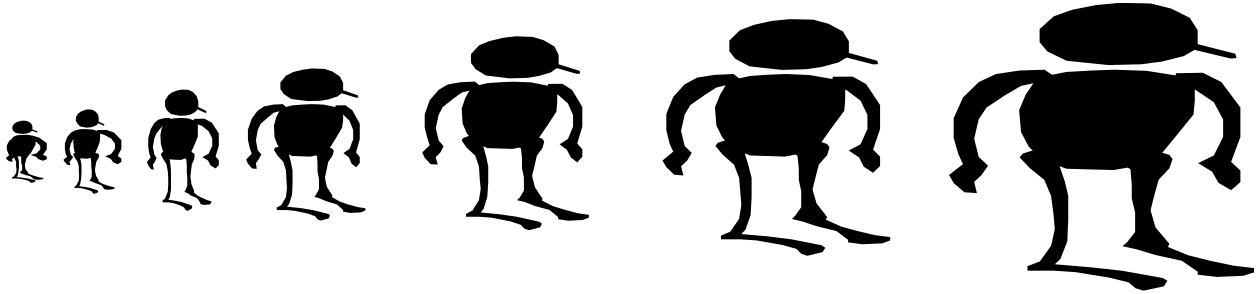
Contact phone number & best time: _____

Mailing Address: _____

Date signed up: _____ Coasters / Napkins

Vouchers: _____

Other:



Keeping a List of Participating Members

Current SafeRide List

When looking at your membership list, and contacting each member about participating in the SafeRide program, you will probably find that not everyone feels the need to participate. Some of your members may be liquor stores, who don't really have a need for SafeRide, some resorts or hotels that belong to the league won't feel the need because they can sell them overnight accommodations, and occasionally you will have a member who doesn't feel the need because their establishment is not the kind of place where people get "drunk". We have encountered these situations, and the best that you can do is explain that you are looking for 100% involvement in the program, and even if they only purchase one voucher, they'll be able to offer a ride - "just in case".

You will need to keep of current list of participating members to give to your taxi companies. This list will change as new members join, businesses change hands or membership expires.

(Participating SafeRide establishments have to be members in good standing with the Tavern League. This becomes a strong selling point if a member expires and you remind them that they need to be a member to use the SafeRide program)

We organize our list alphabetically by municipality so when the taxi company gets a call for a ride, they can quickly check the list to make sure the ride is originating from a current SafeRide participant. Also included on the list is the physical address for the member and a phone number. Just for our information we total the participating members in each municipality and then a complete total at the bottom of the page.

See an example of part of our Current SafeRide list on the following page. At the end of the list is where we would show expired or suspended members.

Walworth County Tavern League Current SafeRide Participation List

SafeRide Coordinator Contact:
Chris Marsicano (262) 745-4043
221 Inlet Shore Dr., Delavan, WI 53115

DARIEN		
Dane's Place	10 N Walworth St	Darien, WI 53114 (262) 882-4200
Darien Legion Post #450	24 Market St.	Darien, WI 53114 (262) 724-5219
Farmer's Inn	15 N. Wisconsin St.	Darien, WI 53114 (262) 724-5342
The Boar's Nest	W9439 Cty X	Darien, WI 53114 (262) 724-5669
Vegas Gentlemen's Club	W9031 Hwy 14	Darien, WI 53114 (262) 724-3289
Darien Total = 5		
DELAVAN		
Cattails	2517 North Shore Dr.	Delavan, WI 53115 (262) 728-1745
Duck Inn	N6214 State Rd 89	Delavan, WI 53115 (608) 883-6988
Elks #2201	627 S. 2nd. St.	Delavan, WI 53115 (262) 728-9820
Esquire Lounge	4009 South Shore Drive	Delavan, WI 53114 (262) 740-9039
Hogan's Goat	2028 North Shore Dr.	Delavan, WI 53115 (262) 728-4738
Inn Between	1522 Beckman Dr	Delavan, WI 53115 (262) 728-9824
Kimberly's Place	306 E. Walworth Ave.	Delavan, WI 53115 (262) 728-0484
Lights & Sirens	328 E. Walworth Ave.	Delavan, WI 53115 (262) 728-8932
New Horizons Sports Cafe	214 S. 7th St.	Delavan, WI 53115 (262) 728-8720
Pat's Place	2645 S. Cty O	Delavan, WI 53115 (262) 728-9901
Pirates Cove	622 Hwy 50	Delavan, WI 53115 (262) 728-9333
R & D Corners Inn	W9002 State Rd 11	Delavan, WI 53115 (262) 724-5454
Ralph's Steak House	188 Hwy 50	Delavan, WI 53115 (262) 728-5955
Richmond House	N6496 State Rd. 89	Delavan, WI 53115 (608) 883-2140
Seaver's Parkside Pub	103 N. Second St.	Delavan, WI 53115 (262) 728-1566
Snug Harbor	W7772-2C Wisconsin Pkwy	Delavan, WI 53115 (608) 883-6999
Super Z's	5574 Hwy 50	Delavan, WI 53115 (262) 728-8890
Tigers Too	W6763 South Shore Dr	Delavan, WI 53115 (262) 728-1330
Tubby's	W8497 Cty Rd A	Delavan, WI 53115 (608) 883-2909
Turtle Inn	N6513 Anderson Dr.	Delavan, WI 53115 (262) 728-5311
Village Supper Club	1725 S. Shore Dr.	Delavan, WI 53115 (262) 728-6360
Waterfront	408 Hwy 50	Delavan, WI 53115 (262) 728-8597
Wheeler's Bowling Center	410 S. 7th St.	Delavan, WI 53115 (262) 728-5966
Delavan Total = 23		

Keeping Track of the Rides

SafeRides Given Away

It is time to create a spreadsheet. We created a spreadsheet form that helped us track used vouchers. When the vouchers are turned in by the taxi companies and participating members, the information on each voucher is entered into the spread sheet. This sheet can be printed out and sent into the state office on a timely basis for you to get reimbursement from your grant money.

This spreadsheet also helps you with the number of SafeRides you've given away, dollar totals, addresses, etc.. On a spread sheet the ability to sort the data you've entered helps you to look at the data from different angles. It can help you spot re-occurring SafeRide users, it can show you which establishments use SafeRide the most, and it can show you your most and least expensive rides, and it can total your columns very quickly ☺ to name a few.

We used Quattro pro, but you can use Excel or another database or spreadsheet program. By copying and pasting selected fields you can keep months separated, add them together, or even keep a running total from the inception of the program to the present.

When you set up your spread sheet, each field should correspond with each field on your voucher starting with the voucher number. You can add additional fields based on your needs. So far, this has worked well for us.

After the spreadsheet is set up, the rest is basically data entry, and very easy for anyone to do. The person entering in each used voucher will quickly notice any inconsistencies or problems with vouchers being filled out incorrectly.

***Some leagues keep track by hand instead of computer. Forms for doing it manually are available from the TLW office, and examples are shown on pages 26-28.



WCTL Completed SafeRide Program Vouchers

Date	Time	Voucher #	Establishment Name	Pickup Address	Bar-tender	Drop Off Address	Driver/Cab Co.	Miles	Fare Total	# of ppl
6/11/04	10:34 PM	2071	Corner's Inn	W9002 State Road 11, Delavan	Andrea	803 E. Geneva St, Delavan	Good Sam/Deb	13	\$26.00	1
6/16/04	12:00 AM	1503	Delavan House Hotel	215 North Walworth Ave, Delavan	Michelle	644 Holland Ave, Delavan	Delavan Taxi/ Lee	1	\$9.00	2
6/18/04	11:30 PM	2067	Corner's Inn	W9002 State Road 11, Delavan	Andrea	Delavan Motel, Delavan	Good Sam/Deb	10	\$20.00	1
6/19/04	1:10 AM	2092	Wheeler's Bowling Center	410 S. 7th St, Delavan	Trevor	N5522 Cobblestone Rd, Elkhorn	Good Sam/David R.	8	\$16.00	1
6/19/04	11:50 PM	2096	Wheeler's Bowling Center	410 S. 7th St, Delavan	Tina	315 Sunny Ave, Delavan	Delavan Taxi/ Lee	3	\$15.00	2
6/23/04	2:00 AM	721	Flashbacks	5574 Hwy 50/ Delavan	Chris	215 N 5th St, Delavan	Delavan Taxi / Rus-sell	4	\$18.00	1
6/29/04	10:15 PM	1977	Foley's Bar & Grill	Highway 50, Lake Geneva	Mike	No Ride Given	Delavan Taxi/ Kim Yanke	0	\$10.00	0
7/2/04	2:20 AM	1505	Delavan House Hotel	215 North Walworth Ave, Delavan	Pat	419 Autumn Dr, Delavan	Delavan Taxi/ Lee	2	\$9.00	1
7/5/04	2:00 AM	2072	Kimberly's	306 Walworth Ave, Delavan	Brody	W5400 Hazel Ridge Rd, Elkhorn	Good Sam/Brody	12	\$24.00	1
7/7/04	12:30 AM	731	Flashbacks	5574 Hwy 50/ Delavan	Chris	215 N 5th St, Delavan	Delavan Taxi / Rus-sell	4	\$22.00	4
7/9/04	11:25 PM	1466	Blue Overalls Tap	W5699 County Road A, Elkhorn	Kris	3222 Elmhurst Ave, Delavan	Delavan Taxi / Rus-sell	13	\$39.00	1
7/9/04	1:15 AM	2001	Foley's Bar & Grill	Highway 50, Lake Geneva	Mike	5575 Edgewater Court, Delavan	Delavan Taxi / Rus-sell	6	\$25.00	1
7/10/04	1:00 AM	2122	The Sports Page	29 1/2 Wisconsin, Elkhorn	Lauds	906 Hazel Ridge Rd, Elkhorn	Delavan Taxi/ Lee	1	\$15.00	1
7/10/04	Blank	2123	The Sports Page	29 1/2 Wisconsin, Elkhorn	Steve	No Ride Given	Delavan Taxi / Rus-sell	0	\$15.00	0
7/10/04	2:15 AM	2042	Zenda Tap	N560 Zenda Rd, Zenda	Lisa	813 Wisconsin St, Delavan	Delavan Taxi/ Lee	17	\$44.00	1
7/14/04	Blank	1475	Blue Overalls Tap	W5699 County Road A, Elkhorn	Stacey	N5703 Foster Rd, Elkhorn	Delavan Taxi / Rus-sell	4	\$25.00	1
7/15/04	7:00 PM	1442	Pirates Cove	622 Hwy 50, Delavan	Jimmers	7317 Chapel Dr, Whitewater	Delavan Taxi/ Lee	15	\$60.00	2
7/16/04	1:25 AM	2000	Foley's Bar & Grill	Highway 50, Lake Geneva	Kristin	111 W Madison, Lake Geneva	Good Sam/Dave D.	5	\$10.00	1
7/18/04	10:53 PM	723	Champ's Sports Bar	747 Main St, Lake Geneva	Steve	W1060 Porewood, Genoa City	Delavan Taxi/Lori	10	\$33.00	2
7/18/04	2:00 AM	2002	Foley's Bar & Grill	Highway 50, Lake Geneva	Morgan	Grand Geneva Resort, Lk Geneva	Good Sam/Dave D.	14	\$28.00	1
7/18/04	Blank	2074	Kimberly's	306 Walworth Ave, Delavan	Lisa	2602 Borg Rd, Delavan	Delavan Taxi/ Lee	3	\$13.00	1



Reporting to the TLW Office

There will be a few different basic reports that you will need to turn into the state office.

The first concerns reporting your rides and ride totals to the state for reimbursement to your league from your grant money. You will want to do this on a regular basis - probably monthly. Just print out your spreadsheet containing the current vouchers that you need reimbursement on. (There are also forms on pages 25 & 26 you can use that are provided by the TLW office) Patti Kuchenbecker in the TLW office takes care of the SafeRide items. When she receives your list, she will do the bookwork on her end and send you a check for you to deposit in your SafeRide Account.

The second concerns your matching funds, or in-kind donations to your program. There is a form provided by the TLW on the next page that you can fill out where you can list donations, money raised through fundraising efforts, money raised from vouchers sales, and money spent on administration. All these things can be used as your matching funds. For example, money you spend on stamps and printing for a special mailing to your SafeRide participants can be used towards your matching funds. One more example is the labor of your SafeRide Coordinator - that person would not get paid, but could submit a bill for his/her time which can be applied toward your matching fund obligation

The last concerns a yearly total. At least once a year, you will be contacted by either Patti K. or Pete Madland to complete a Wisconsin SafeRide Grant Program Provider Survey Evaluation Form. On this form you will be answering questions about will be SafeRides given away July to June 30 of the current year. This form will ask various questions specifically pertaining to your SafeRide Program such as how many days per week your program operates, the hours it operates, etc.. You will also be asked about additional problems or comments. The TLW combines all of this information and releases its yearly report on the SafeRide Program to the public usually in April or May. The most current release of the SafeRide Annual Report including the questions on the evaluation survey you will be filling out can be found online at www.dot.wisconsin.gov/library/publications/topic/safety.htm.

Signing Up More Participants & Signing up New Members

It is really difficult for one or two people to cover all the tavern league member establishments, especially if your county is rural. One way to get them to come to you is by creating a postcard. The postcard we created (below) resulted in several members being proactive enough to get signed up when they don't attend our regular monthly meetings. The ideas behind the postcard are *No.1* - They don't have to open an envelope - the information is right there in front of them, and *No.2* - It mentions the names of the current participants - it kind of encourages them to get on board. We didn't feel the need to send these postcards to members we had signed up already, we just targeted the ones that hadn't signed up yet.

On the next page is an example of the letter we sent out to liquor license holders in our county who *did not* belong to the tavern league. We wrote this letter explaining how the local tavern league has introduced the SafeRide Program and membership in our league extends that privilege to our members.

If your business is not listed below.....
 You haven't signed up for the SafeRide Program
*(A newspaper ad listing participants will be published soon,
 make sure your business is listed !)*

<p>DARIEN Vegas Club Farmer's Inn</p> <p>DEHAVAN R & D Corners Inn Kimberly's Place Hogan's Goat Wheeler's Bowling-Center Village Supper Club The Waterfront New Horizons Delavan Inn Pirates Cove Flashbacks Snug Harbor Second St. Saloon Tubby's Too Wagon Wheel Ralph's Steak House Richmond House Duck Inn</p>	<p>GENOA CITY Keller's Food&Spirits</p> <p>ELKHORN Abell's Lauderdale Landing DeLisle's Stk Ranch The Sports Page The Reddroom Walworth Inn C & J's Crossroads Blue Overalls Tap Elkhorn Saloon Evergreen GC The Jury Room Silver Lake Inn Walworth Inn</p> <p>Lk GENEVA / COMO Foley's Bar & Grill Fat Cat's Flanagan's North Owl Tavern</p>	<p>Champ's Sports Bar Freddie's West End Kirsh's French Cntry Lake Geneva Lanes Carvetti's</p> <p>PELL LAKE Nancy's Place John & Mary's House</p> <p>SHARON Pat & Squeak's</p> <p>WALWORTH JK Sweeney's Pub</p> <p>WHITEWATER Coyote Grill Hammer's Home-town Tap Randy's Rest.& Fun Hunter's Brewery</p> <p>ZENDA Zenda Tap</p>
--	---	--



Sponsored by the
Walworth County Tavern League

For more information, or to sign-up for the SafeRide Program -
 Contact:
 Chris Marsicano
745-4043



Date:

Dear _____,

The Walworth County Tavern League and the Tavern League of Wisconsin have explained to you in the past the importance of belonging to this organization that supports the very industry you are a part of. The education never stops, we employ a full-time lobbyist, we have the best representation at state and national level. The League provides their members with services such as legislative and governmental relations, legal information, educational services and promotes the industry on behalf of its membership. - You've heard this all before.

But the best reason to join the Walworth County Tavern League and the TLW is because on June 9th, the Walworth County Tavern League kicked off the SafeRide Program in Walworth County. This program allows participating WCTL members to offer their patrons a free ride home. The cost of the ride is picked up by the Walworth County Tavern League.

The Department of Transportation through the TLW awarded the Walworth County Tavern League a grant of \$10,000 to start the SafeRide Program. Our responsibility was to get it up and running, to raise funds to match the \$10,000 grant, and continue to raise funds to keep the program going. The WCTL has already raised over \$9,000 through a raffle and additional funds through private and corporate donations. We will continue to raise money to keep this program funded.

Last year SafeRide Programs across the state gave away 16,902 SafeRides, this year the numbers are expected to climb to over 30,000 rides. Since June, the WCTL has given away over 100 SafeRides and this number will increase as we continue to sign-up more businesses, educate our staff, and educate our customers. With the proper support from local businesses in the alcohol industry, this program can make sure our patrons get home safely, and return to see us another day.

Some of our members have been including the SafeRide logo in their advertising to show they participate. Knowing that they will have a safe alternative to getting home if they drink too much, many patrons have begun favoring establishments that participate in the SafeRide Program. This has worked especially well in places that have entertainment. The band or DJ announces throughout the night that a SafeRide is available if anyone needs an alternate method of transportation

home.

A patron doesn't have to be "drunk" to get a SafeRide, all they have to do is need a safe way home. Being impaired to drive safely can also occur when someone hasn't gotten enough sleep, is on medication, or is emotionally distressed. Some establishments have commented that they are family places, and don't have people who get drunk. Okay, what about when you have a family that just walked in the door, or several couples meeting - and someone feels ill and must go home - do you want to lose the whole group? Of course not, you could offer the SafeRide to those who need to leave, and the rest can stay.

There is much more to the SafeRide Program that can be explained in this letter. But in order to participate in, you must be a member of the Walworth County Tavern League, and request to participate. You will then be presented with the start-up materials, rules, promotional items, and be asked to purchase the vouchers at the cost of \$2.00 each.

The first advertising to promote the SafeRide Program in Walworth County, including a list of participating members is planned for November. We'd like to include your name in that ad. The Walworth County Tavern League hopes that the benefits of the SafeRide program to your business in this difficult economical time is persuasive enough to get you to rejoin our league.

For more information, please contact me at 745-4043, I would be glad to answer your questions and explain the SafeRide program in detail.

Sincerely,

Chris Marsicano
The Village Supper Club, Delavan
SafeRide Coordinator

Get Your Community Involved



There are several ways you can get your local community involved in your SafeRide Program.

Go to local organizations and make a presentation of your program to create public awareness.

Suggest that members of other organizations volunteer as Good Samaritan drivers.



Hang posters in local businesses.

Use the media to promote your program.

Ask local businesses, such as an insurance agency, to sponsor an event, or to donate printing costs for you in exchange for giving them the publicity. *(This can be claimed as your matching fund obligation)*



Keep local law enforcement informed of rule changes and general SafeRide information, and don't be afraid to ask them for ideas in which you can partner up. One city in our county has pretty strict parking rules - so the PD came up with a helpful idea, and created numbered parking permits that they distributed to participating SafeRide members:



**12 HOUR
TEMPORARY PARKING PERMIT**
(PLACE ON DRIVERS SIDE DASH)

This temporary parking permit is the property of the Elkhorn Police Department. This permit must be presented or returned upon request.

**Return Permit after use to the
Elkhorn Police Department**
#0001

In the event of snow removal, street cleaning/maintenance, scheduled city events, or misuse of the permit, vehicles are subject to removal at owner's expense.
For questions please call the Elkhorn Police Dept. 723-2210

**Be creative in your ideas to create public awareness
and don't be afraid to ask for help, money or suggestions.**

Responses sent to us from several leagues with a SafeRide program about how their program works.

In November of 2005, a presentation was given by Chris Marsicano, WCTL SafeRide Coordinator to Wisconsin County Highway Safety representatives from around the state. While gathering materials for the presentation, we contacted many other leagues with a SafeRide Program to get an idea about how they are run around the state, and the difference between programs.

We did not receive many responses, but the ones we did receive were quite interesting. With each program in the state being unique to its location, it is always handy to network and find ideas that you can utilize in your SafeRide Program. By talking to other SafeRide Coordinators you can often find several solutions to one problem, and even pick up some fundraising ideas.

Milwaukee Co:

The Milwaukee County program works with both a taxi cab company and Good Samaritan drivers. Our \$2 vouchers, paid for by the member establishment, provides a \$12.00 cab ride or reimbursement for a good Samaritan/sober driver. We have provided 564 rides at a cost of \$5,214.25 from July 1, 2004 through June 30, 2005. In addition, we co-sponsor the SafeRide Home Program for the Summerfest event by providing bus service from the lakefront Summerfest grounds to the City's park & ride where public transportation is available and to member locations who can then call for safe rides for their patrons ensuring they are not driving impaired; cost of these buses totals \$5,300.00. An accurate count for the rides provided on the buses would be 680 riders per day for a 10 day Summerfest run; 6,800 additional rides.

We also provide the SafeRide program to many local church and community festivals who buy our vouchers for their weekend events throughout the summer festival season.

Our program is funded by a Milwaukee County grant of \$5,000.00; \$5,300.00 from the local brewers donations, and the sale of vouchers \$1,950; donations from WAABI & Edison Liquor \$250.00; sale of safe ride icons by members participating in the program totals \$290; private donations totals \$53.00; and reimbursement through the Wisconsin DOT DUI surcharge program.

We advertise in our local community newspapers during the Christmas/New Year's Eve holiday season; the St. Patrick's Day week newspapers; and are promoted on the jumbo screen at Miller Park. The Milwaukee Badge, the publication of the Milwaukee Police Department also publishes our ad twice a year.

We raise additional funds with our annual Holiday Party, summer picnic, and annual golf outing. Participating members total 145 of our 253 members; almost 50%.

Hope this helps, Sharon Ward for Milwaukee County

Madison/Dane Co:

Mad/Dane county's Saferider has ran since May 21,1986 feel free to call me for more information Mon - FRI 8:30 -11:45 am work 241-0544 or 241-0545 cell 213-8604

David Wiganowsky "WIGGIE"

Polk Co:

In Polk County we have what is called "Road Crew" featuring The Party Barge *and* SafeRide Programs. The Party Barge is a low cost limo service that runs on Friday and Saturday nights for \$20 per person we will pick riders up at their home take them bar hopping for the night and bring them home either at the end of the night or when ever their ready. The other part of our Party Barge is that we will take people from one bar to another for only \$5 per person. The SafeRide portion is just that for \$5 per rider we will take persons up to 20 miles from the present tavern they are in to their homes or motel.

We have a close working relationship with all the Police Depts. and the Sheriffs Dept. in our area and more than once an officer has stopped someone from getting in their vehicle and called us for a SafeRide home. We also have a lot of community support, last year when we were just about ready to quit all of our programs we received close to \$10,000 in donations from several large and small businesses in our area of operation.

In our first year of operation, in 2002, we gave just over 11,000 ride segments to potential drunk drivers on our Road Crew Program according to the Wisconsin Department Of Transportation Bureau of Transportation Safety (WIS DOT-BOTS) that should have caused a 17% decrease in alcohol related accidents or prevented around 8 alcohol related crashes for more info on this portion of our program go to www.dot.wisconsin.gov/library/publications/topic/safety.htm as they are the ones with the help of a Professor Rothschild, that took our data such as ridership and where the rides went and came up with our stats since that first year we have given around 9,000 ride segments per year and about 1/4 of those ride segments are a safe ride home.

Oshkosh:

Hi Guys: The Oshkosh Tavern League pays toward each Safe Ride Program Coupon that an Owner turns in to our league - \$5.00! If the amount of the ride (which must take person to their house) comes in less that the \$5.00 - then its free, otherwise the Tavern owner must pay the balance of the ride at the end of the month when they are billed!

Each Tavern League Member may purchase a carbon copy coupon book with their name on it to use for \$5.00 a book and then they must fill out the persons name, address and employee who filled out info - then one copy is given to cab company and the carbon is kept for the owners use. In the City of Oshkosh and Winnebago County we have noticed especially on New Years Eve -No Arrests for DWI- in the last few years. The police dept supports the program - but not with money!

Thanks, Pat Purtell - Pres OTL

Monroe Co:

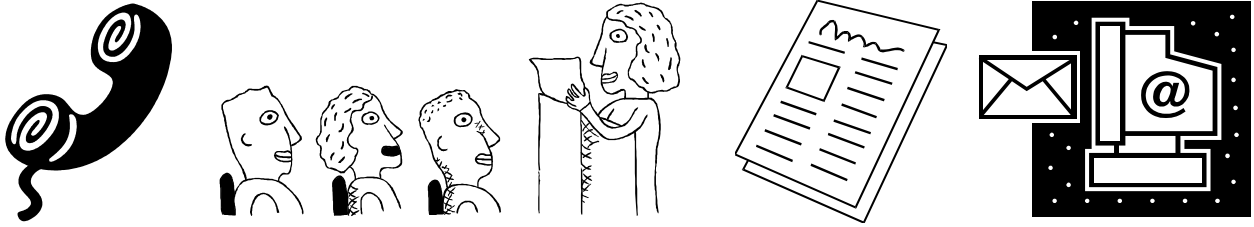
Hi from Todd Giraud, Pres. Monroe county Tavern league and lead for SafeRide Program.

We charge tavern league members \$3.00 per voucher that they give to the patrons. A small investment on their behalf, but keeps the bars loyal to the program.

Only league members can participate in the program, another membership drive benefit! Cab company comes in with their half of the voucher that we pay them from . The bar turns their stub, we match them up to keep a tally on all vouchers. We also have a director that represents the county Tavern League and attends the monthly meeting of our county safety coalition.

We received an award from the Monroe County Safe Community Coalition for contribution to upholding a safe Community. I do not have any latest # for DUIS at this time .

Communication



Regular communication with your participating SafeRide members needs to be established early on, and remain consistent.

All SafeRide Program communications in our county are dealt with through our monthly newsletter and at our monthly membership meeting.

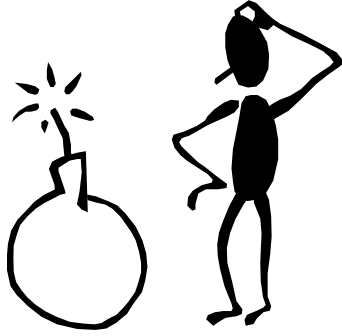
As we sign up establishments for the SafeRide Program, they are told that they have to check the monthly newsletter for any changes and news about the program. This has boosted the number of people who read our newsletter, and has made them more aware of the other things the local league is doing. We list any rule changes, problems, how to purchase vouchers, and SafeRide fundraisers coming up, and occasionally - if we have a story concerning SafeRide, we share that too. We strongly encourage owners, once they are done reading the newsletter, to leave it behind the bar for their bartenders to read. The newsletter is one of the most important tools in our county for sharing information.

SafeRide reports are given at each membership meeting, and the reports are not so much about the numbers, than about the problems.... Places not having vouchers, vouchers not being filled out properly, and any problems that have come up in the last month.

Counties without a regular meeting or newsletter will have to find an alternative way to communicate with the participants. An occasional letter to all participants might be a very good idea.

The telephone is great for handling immediate communications between the taxi companies and the coordinator, or members and the coordinator, but it can get tricky if you need to share information with all your members quickly.

Another tool that can be utilized is an e-mail list. Not everyone has e-mail, but for those that do, an e-mail list can be used for getting information out in a very timely manner. Our county uses an e-mail list for any important communications between any of our members, or important state information that needs to get out quickly. We have used the e-mail list to warn about scam artists, burglaries, and when the TLW office tells us we need to contact a legislator, just to name a few. You can go with an organized list like Yahoo Groups, or you can just connect your members in your address book as a group - so if you send an e-mail out, it goes out to your entire group.



Problems.... we've had a few and you will too!

No such thing as a perfect world! There will always be things happening that you just couldn't have planned for. Here is a list of some of the problems and situations we have had to deal with:

Participating members not making sure they have enough vouchers - *In our league the SafeRide Coordinator, like so many other tavern league members, has a business to run. Members need to keep an eye on how many they have so they don't run out- would you let yourself run out of Miller Lite on a week-end?*

Employees don't know about the Program - *Owners need to make sure their employees are aware of the program, and how it works. It should also be a part of employee orientation when hiring someone new.*

Employees can't find the vouchers - *Every employee needs to know where you keep your vouchers. Possible putting them in a brightly colored envelope attached to the SafeRide rules will help. We had one situation where the owner kept them in a locked drawer that only he had the key to. Another owner had them at home!*

Members Expire - *You will need to stay on top of your expired member list that the president of your league gets each month. If a member expires, they will need to be contacted and tell them that their lapsed membership jeopardizes their ability to participate in the SafeRide program. This has gotten them to re-sign pretty quickly. If they don't resign right way, we contact the taxi companies and the member and tell them they have been temporarily suspended from the program. You have to be a member in good standing to be in the SafeRide Program.*

Members are not automatically SafeRide par-

ticipants - *You may have to explain to your members that they are not a participating member of SafeRide until they are physically signed up for it. One member just wanted the materials "dropped off" - it doesn't work this way. The program needs to be explained and vouchers need to be sold to them. Don't assume because your members are aware of the program means the program doesn't need to be explained, rules still need to be reviewed.*

Vouchers not being filled out correctly - *Each field on the voucher is there for a reason - we need them filled out completely. Members can go ahead and fill out the part that asks for their name and address when they purchase the voucher, this saves the bartender time when filling it out.*

Members writing up their own vouchers if they are out or separating a triplicate voucher and using one voucher 3 times - *We have had members run out of vouchers and write up their own voucher on a napkin or piece of scrap paper! And using one voucher 3 different times. So we gave the taxi companies vouchers in case places were out. They started using those so much we had to add the rule that if you get a voucher from a taxi - you will be billed \$5 for the voucher instead of \$2. If members use anything other than a SafeRide voucher they are now charged \$10. There is no reason to run out since our Miller salesmen carry and sell the vouchers for us.*

Customer deciding not to take the ride - *We*

have had several patrons who while waiting for the taxi, decided they didn't want to wait any longer. We have heard some counties take the costumers keys until the taxi arrives. If our taxi comes out for nothing, we get charged \$10-\$15.

Since we haven't really put an area limit on our rides, we have had a few real expensive rides - Sometimes I wonder what people are doing getting trashed up 40 miles from home - but it happens. We have given the taxi driver the right to tell a bartender and patron that the league will only pay up to a certain amount, and the rider will have to pay the balance. (We have had several rides over \$75!) How far you will take a rider is established by you.

He said, she said - Sometimes your taxi company will call you and tell you about a situation that occurred when a SafeRide call was made, and of course, the participating establishment has a whole different story. It has only happened a few times, but you will need to come up with a solution and tell them both what to do if "their story" ever happens again.

Taxis are busy with a previous commitment - And of course they don't tell you that they will be having a busy night because they leased all their cabs out to a wedding or they will be busy with a concert! You will have to remind the taxi companies on a regular basis that they need to inform the coordinator if they won't have taxis available on any certain night. We don't like surprises.

Taxis taking too long - This happens, and we haven't figured out how to fix it.

Everyone wants a ride at bar time! - You have a problem when you have patrons at the end of the night. It takes awhile for a taxi or Good Samaritan to get there - and the patron can't stay in the bar after closing. And the end of the night is when the taxis are the busiest - you may not be able to get one. If a patron is full at bar-time - they were probably ready an hour before that. Try to get your SafeRides done sooner rather than later.

Customer abuse of the program - The SafeRide

Program can not afford to take patrons home on a regular basis. The program is designed for those situations where someone had more to drink than they originally planned. We had one patron in the county who would get a ride to different bars and then take a SafeRide home. This guy had lost his license months previous. As the vouchers kept coming in with that familiar address, the bars he was going to were told to explain to him when he came through the door, that he could no longer get a SafeRide because he abused the privilege. Some counties make sure the patron has a valid driver's license before they call for a SafeRide to make sure they are really giving a ride home to someone who would otherwise be getting behind the wheel of a vehicle.

Member's employees abusing the program - As the vouchers came in, we notice several \$35 rides originating from one establishment at times between 3am-4am. It turned out to be a bartender who had several DUIs and had lost his license. A call was made to the owner and that situation was stopped, but not before we had spent almost \$200 on rides! (How about a fat donation to the program, eh?)

Finding Good Samaritan Drivers - This is always an ongoing problem in our county, other counties have connections to organizations that are willing to help. We still struggle with this.

The rider puked in the taxi! - Yep, it is probably going to happen. Our taxi company charges us a \$50 clean-up fee. It only happened once, but we posted in our rules that the taxi should try to get the money from the patron for clean-up, or the bar sending them should be responsible for paying it. It only happened once, and it came out of our SafeRide account. It is important to remember responsible beverage serving! The SafeRide Program is not a reason to over serve customers because you are giving them a ride home.

You will most likely run across situations that are not listed here. Things happen - even when you think you've heard it all.

April 20, 2006

Dear Saferide Coordinators:

Recently, I went over our records of each Saferide program in the state. What I found is that while many programs are complying with the rules, some are not. I don't feel this is intentional, I feel there may be some misunderstandings. Following is a sketch of how the program is to be run. Hopefully, it is not too confusing. This will be the focus of our next Saferide meeting.

85.55 Saferide Grant Program. The department may award grants to any county or municipality or to any nonprofit corporation, as defined in s.66.0129 (6)(b), to cover the costs of transporting persons suspected of having a prohibited alcohol concentration, as defined in s.340.01 (46m), from any premises licensed under ch.125 to sell alcohol beverages, to their place of residence. The amount of a grant under this section may not exceed 50% of the costs necessary to provide the service. The liability of a provider of a Saferide program to persons transported under the program is limited to the amounts required for an automobile liability policy under s.344.15(1). Grants awarded under this section shall be paid from the appropriation under s.20.395(5) (ek).

The above statute explains the law regarding funding for the Tavern League's Saferide Program. I want to take this time to reiterate that Saferide funding is shared 50/50 between the State of Wisconsin and individual programs; thus we have the Saferide Matching Funds Program.

In review:

- County X receives an initial Grant (\$10,000 example) from State for Saferide funding.
- County X takes measures to raise \$10,000 to match state grant.
- Initial \$10,000 grant money from state is depleted (\$10,000 worth of SafeRide transportation).
- County X provides SafeRide transportation with matching funds money raised.(\$10,000)
- County X matching funds is depleted.
- County X reapplies for State funds.
- County X raises matching funds in twice the amount of the second grant.

Problem:

Too many counties have received a second grant without spending the funds raised to match the initial grant. Matching funds should provide, in dollar amounts, rides equal to the grant it received initially minus administrative and promotional costs.

Example:	State Grant Amount	\$10,000
	Value of rides provided	<u>\$10,000</u>
	Balance	\$0
	County obligation for Saferide Grant Amount	\$10,000
	Admin & Promo Costs	<u>\$ 2,000</u>
	Value of Rides given	\$ 8,000
	Total - rides given, administration & promos	\$20,000
	50% State Grant & 50% local program	

Even though you are no longer using state funds and instead are using your own, you must continue to report ridership and expenses. This allows us to track your activity and determine when you are again eligible for further funding.

Other points to remember:

- Grants are limited to \$10,000.
- Initial grants must be matched dollar for dollar, subsequent grants must be matched times 2 – example, if you request \$10,000 after initial funding, you must raise \$20,000 in matching funds. This \$20,000 must be used in ridership, administration and promotion before another grant is permitted.
- You must report a minimum of once a year or you will be considered inactive and funds will be withdrawn.
- Grant money will honor ride costs dated from the first of the month the request is received in the office.
- Please don't confuse Saferide matching funds with Foundation matching funds.

Funds already granted will not be withdrawn unless a program is deemed “inactive”; I understand this may place a burden on some programs to raise matching funds. However, this is the law and we must abide by it.

Thank you for your understanding. If you have any questions, please feel free to contact me.

Sincerely,

Pete Madland

Dear Potential SafeRide Counties,

We hope that all the information here is not too overwhelming. If followed step-by-step, a SafeRide Program is not difficult to set up, but it's always nice to have some place to start.

This presentation is meant to be used as a springboard to get give you some ideas on what you can do to get started. You can start with the ideas and rules mentioned here and tweak and adjust as the program grows, or you can come up something totally different. The most important thing is coming up with something that will work for you, and getting your program running.

When finding a SafeRide Coordinator, keep in mind that this person doesn't have to be a Tavern League member. And although there is no specific criteria that a coordinator has to meet, some computer proficiency helps things stay organized easier and faster. This person will be the key contact with SafeRide issues, so people skills are also a plus.

We've helped with starting four SafeRide Programs with the information contained here, and are always willing to hear other ideas that counties use that we can continue to add to the presentation.

Listed below are the key contact people at the Tavern League of Wisconsin Office that can answer further questions. We are also available and willing to help answer your questions about SafeRide. We would like to see some form of SafeRide Program up and running in every county in the state, because SafeRide saves lives, and makes the roads safer for our family and yours.

Sincerely,

Chris & Patti Marsicano
221 Inlet Shore Drive
Delavan, WI 53115
Home - (262) 728-9173
Cell - (262) 745-4043
Cell - (262) 745-9473

Tavern League of Wisconsin
Pete Madland or Patti Kuchenbecker
2817 Fish Hatchery Road
Madison, WI 53713
Office - 1-800-445-9221

