



# Road Crew Report

www.roadcrewonline.org

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## In the News

- As of January 1, 2007, Road Crew has given over 65,000 rides and has prevented an estimated 50 alcohol-related crashes. Comparing the estimated cost of avoiding a crash by implementing Road Crew at \$15,300, and the cost to a community to recover from a crash at \$56,000, Road Crew has shown savings estimated at over \$2 million.
- Fox Valley Road Crew is slated to launch on April 27, 2007, with service to the Outagamie County communities of Kaukauna, Little Chute, Kimberly, and Combined Locks.
- Road Crew Principal Investigator Michael Rothschild will speak as part of a session entitled "Getting Home Safely" at the 2007 Lifesavers National Conference on Highway Safety Priorities, March 25-27, 2007 in Chicago. To learn more, visit <http://www.lifesaversconference.org/>. He will also present information about Road Crew at the Wisconsin Traffic Safety Officers Association Conference on March 15.
- The British Department of the Environment recently selected Road Crew as one of 20 top behavior change projects worldwide and will use this example to develop their own best-practices guidelines. Also, the British Department of Health recently developed a set of eight criteria by which to judge their social marketing projects. Road Crew is being used as their prototype model.

## Now Recruiting

In June 2007, Road Crew will sponsor an informational conference in Madison to provide an opportunity for prospective communities to learn more about the program and apply for a start-up grant.

Communities interested in improving roadway safety are encouraged to attend as a group, including representatives from the tavern industry, law enforcement, public health, and other interested parties.

The Wisconsin Department of Transportation is expected to fund another three sites with \$35,000 each in October 2007. To be added to the conference mailing list, please contact [roadcrew@mascomm.net](mailto:roadcrew@mascomm.net).



takes them around all evening from bar to bar, then delivers them home safely at the end of the night.

Road Crew works because it doesn't try to change a community culture of drinking. It supports the local hospitality industry by serving their customers while keeping roadways safe. It adds to the fun of a night out by providing a way for people to socialize together.

ride service they would use, and getting feedback from bar owners, wait staff, law enforcement, and community leaders to learn from their experiences. These groups provided many helpful insights that then became the essence of Road Crew.

Road Crew emerged as a fun, easy alternative to driving one's own vehicle home after a night on the town. Riders pay \$15-20 for the full night of rides. The program receives additional financial support from participating bars and others in the community, with the objective of becoming self-sufficient after an initial start up grant is depleted.

## The Road Crew Difference

For years, the problem of drunk driving has been tackled on two fronts: by increased law enforcement and by educational messages. Some people are motivated by these approaches, but there are many others who simply ignore them. These folks then end up in a bar parking lot at closing time wondering if they are okay to drive home. Road Crew anticipates this problem and does something about it ahead of time. Before drinkers go out for the evening, they arrange a Road Crew ride. Road Crew picks up customers at their homes in older limousines and luxury vehicles,

In the communities it serves, Road Crew has the support of law enforcement, tavern owners and servers, government officials, businesses, and the public at large. It brings together groups and individuals

***Road Crew provides a needed service, rather than telling people how they ought to behave.***

around a common goal of reducing the crashes, injuries, and fatalities that can seriously harm a community.

Before developing Road Crew, project coordinators spent a year doing new product development research. This included talking to 21-34 year-olds about the type of

Road Crew currently operates in parts of five Wisconsin counties: Barron, Grant, Iowa, La Crosse, and Polk, providing fun and inexpensive rides to people who have had too much to drink to be behind the wheel. To schedule a Road Crew ride, visit the Local Road Crew pages of [www.roadcrewonline.org](http://www.roadcrewonline.org) for contact information.

## Spotlight on Southern Grant County Road Crew

***“When you’re in the tavern business, a lot of your customers are your friends. If you went out with them, you’d want to make sure everyone has a good time, but want to make sure they’re safe, too.” – Jim Larson***



The Southern Grant County Road Crew Inc., launched in February 2006, logged an astonishing 8,917 rides in its first year of operation, including 184 rides on New Year’s Eve. Two factors have built the foundation for this Road Crew success: strong leadership and broad community support.

### Leadership

Road Crew leadership is shared by two Platteville residents: Heather Ringberg and Jim Larson. Heather, former Platteville Safe Community Coordinator and present coordinator for the Roundtable of Grant County, which works in conjunction

with the Grant County Drug-Free Coalition, acts as program coordinator. Jim, owner of Big Jim’s Beer Palace, supplies limos for the Road Crew, and brings his knowledge of the beverage and hospitality business to the program. Together, Heather and Jim have become a very successful team, working behind the scenes to maximize community resources and support for Road Crew.

### Community Support

In Platteville and its surrounding communities, bar owners and other businesses have turned out to support the program. The local movie theater runs promotional

messages during the previews that feature Road Crew’s “leave your car at home” message. An insurance agent has sponsored post-it note pads, while the beer distributors in town have designed and printed posters. A local chiropractor has donated office space, while a tax accountant and lawyer have donated their services for the program’s 501(c)3 application process. Numerous other businesses have made direct financial contributions.

While the Road Crew does not directly target college students, they have certainly played a role in its success. Volunteers from fraternities and sororities accompany the limo drivers to help collect funds and schedule riders. Organizers have met with many groups on campus and in the community to generate support and riders.

The program is well on its way to sustainability, having already raised over \$6,300 in donations and almost \$15,000 of in-kind contributions, plus income from fares. The proverb “it takes a village to raise a child” certainly applies to implementing Road Crew. It takes many elements and individuals working toward a common goal to make it a success.

## Contact Us

The Road Crew project team is led by the Wisconsin Department of Transportation Bureau of Transportation Safety, in collaboration with the University of Wisconsin School of Business, MasComm Associates, and the Tavern League of Wisconsin.

For information about starting a Road Crew program, please contact:

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## Find Us on the Web

Road Crew is now on the web. Visit [www.roadcrewonline.org](http://www.roadcrewonline.org) to learn more about Road Crew and to find the nearest program.

## Here’s what two Wisconsin law enforcement officials say about Road Crew:

*“As Sheriff of this county I strongly support the Road Crew project and compliment them on the outstanding job they have done and will continue to do promoting safe transportation in this county.”*

– Timothy G. Moore, Polk County Sheriff

*“By decreasing the number of people who would potentially get behind the wheel of a vehicle after consuming alcohol at a tavern, the Road Crew is statistically reducing the number of vehicles operated by those who have consumed.”*

– Keith Govier, Grant County Sheriff

