

# Driving-alternative programs: Removing a barrier to better choices



2013 ▼

## Section J - Alcohol

### J10: Estimated Alcohol-Related Crashes by Rural/Urban Areas

Louisiana

[View Chart](#)

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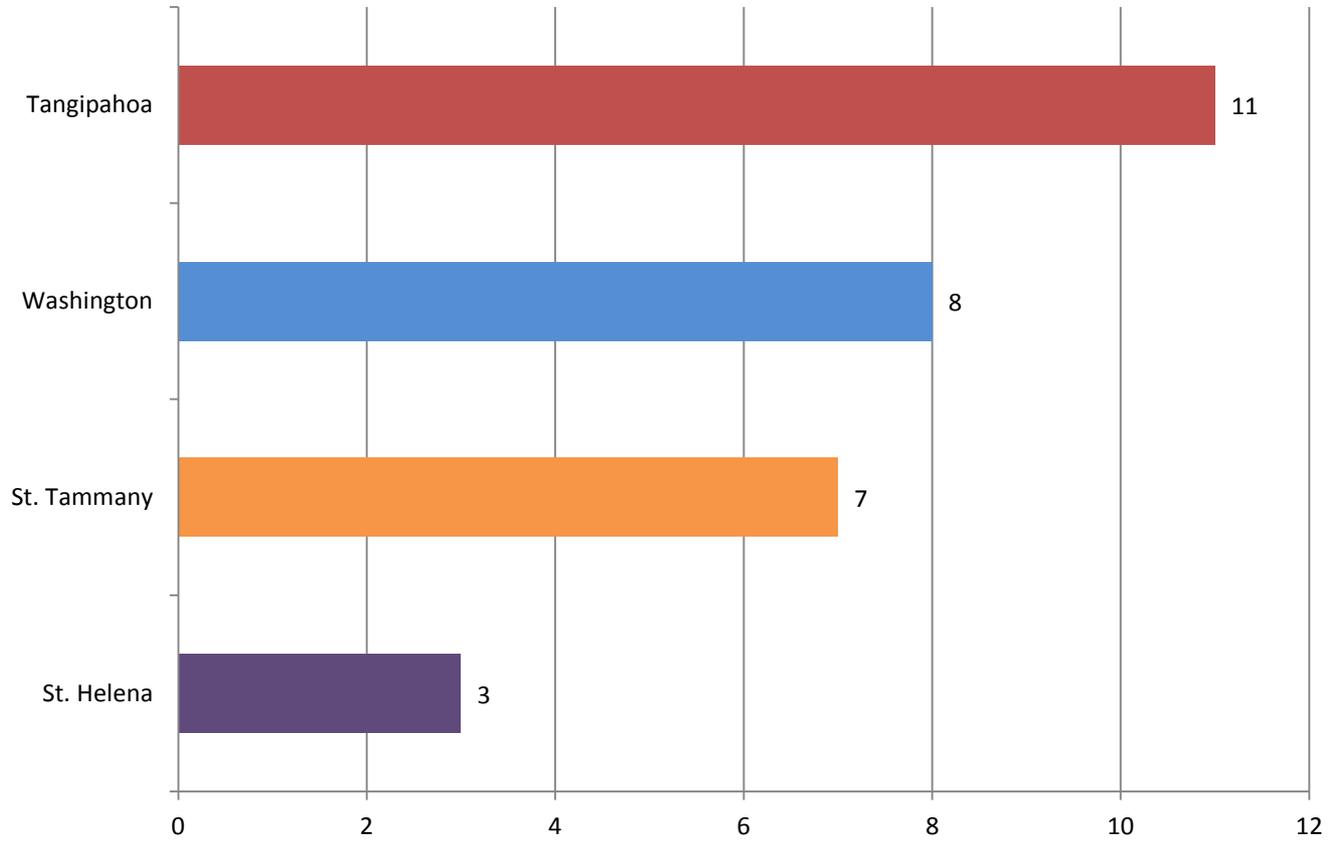
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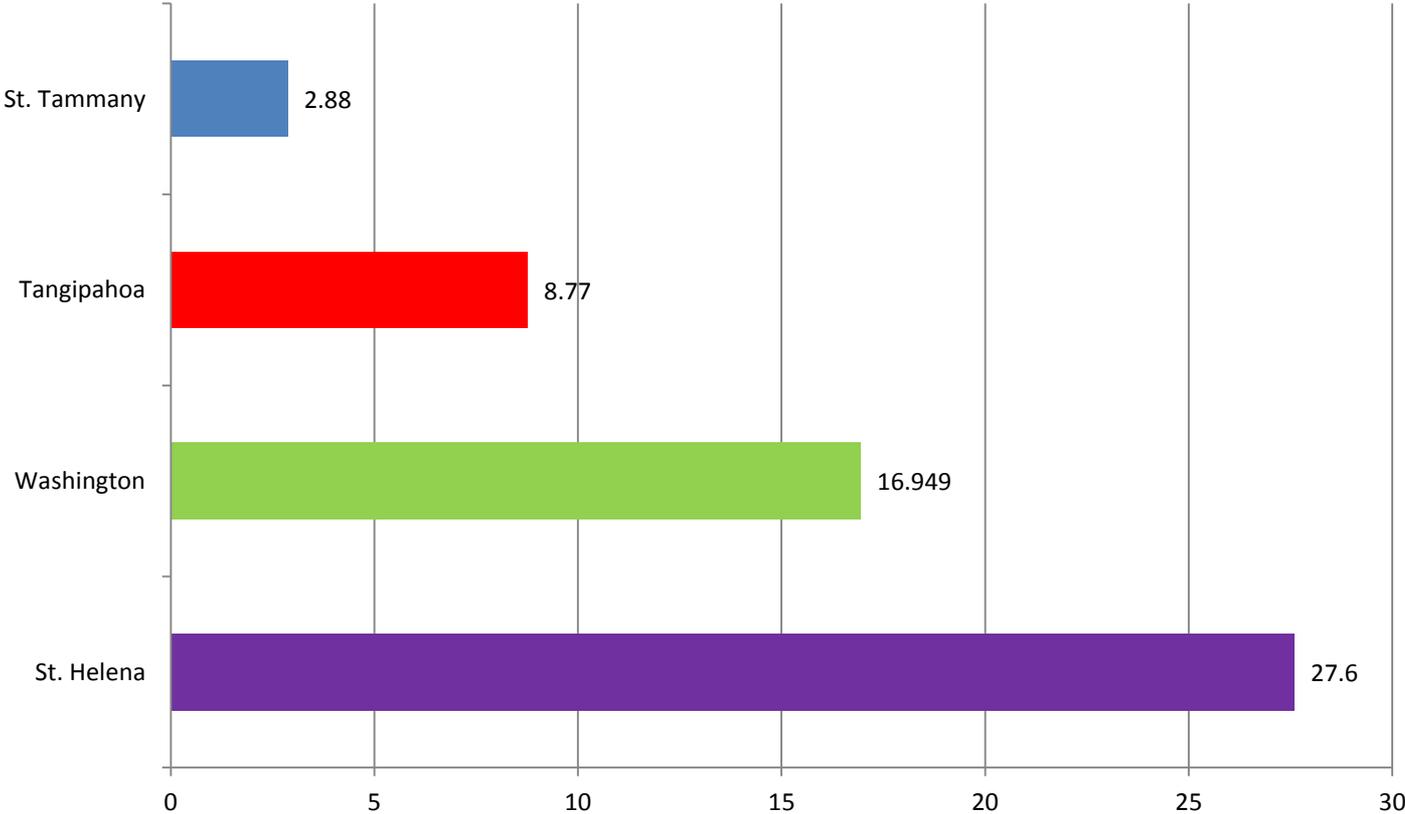
AREA	CRASHES INVOLVING ALCOHOL		PERCENTAGE OF CRASHES	
	FATAL CRASHES	INJURY CRASHES	FATAL CRASHES	INJURY CRASHES
RURAL	199	1755	44.32%	10.33%
URBAN	74	1622	36.63%	6.12%
<b>TOTAL</b>	<b>273</b>	<b>3377</b>	<b>41.94%</b>	<b>7.76%</b>

Last updated on 9/29/2014

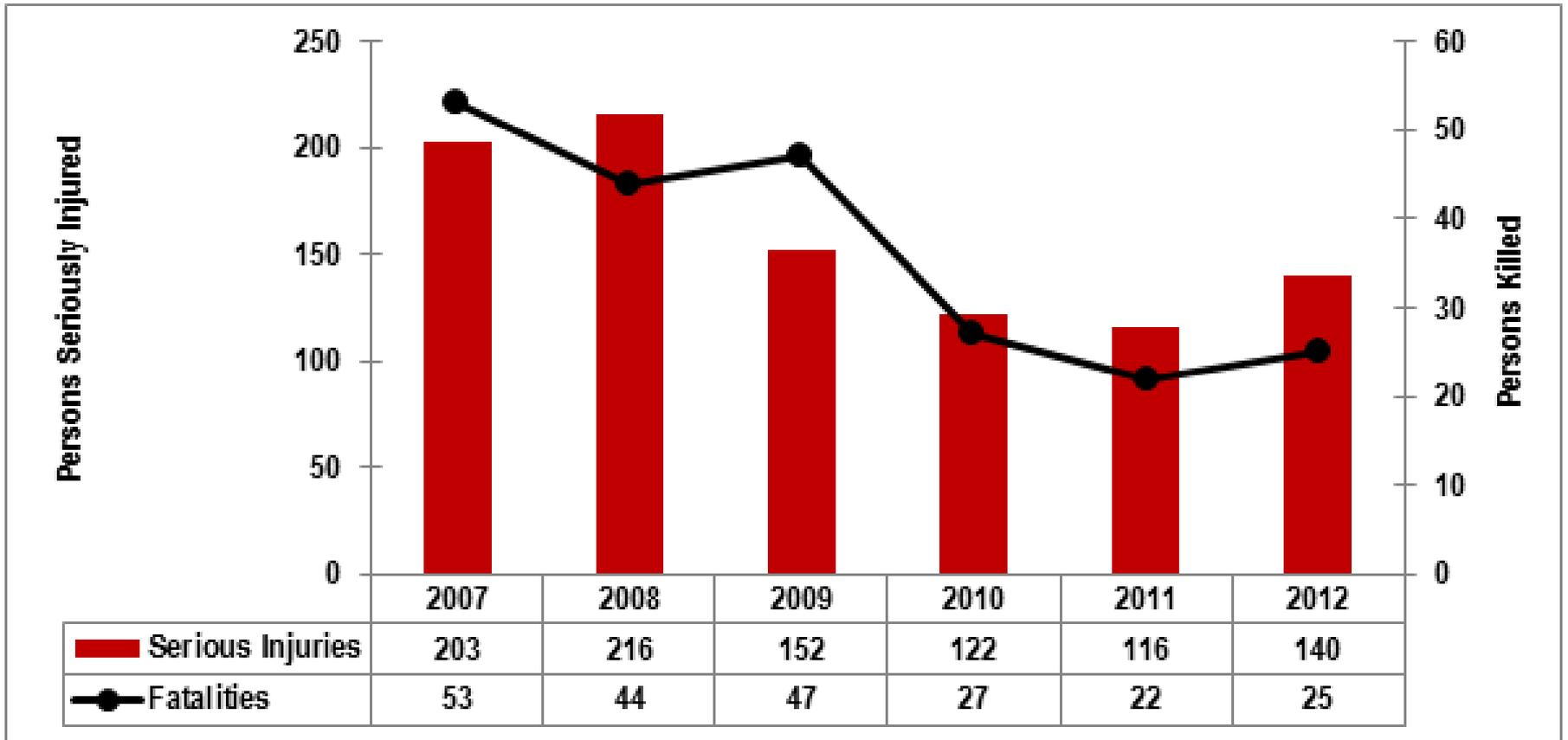
## Total alcohol-related traffic fatalities, 2013



# Alcohol-related traffic fatality rates per 100,000 population, 2013



# Impaired Driving Fatalities and Serious Injuries in North Shore Region, 2007-2012



# Existing alternatives

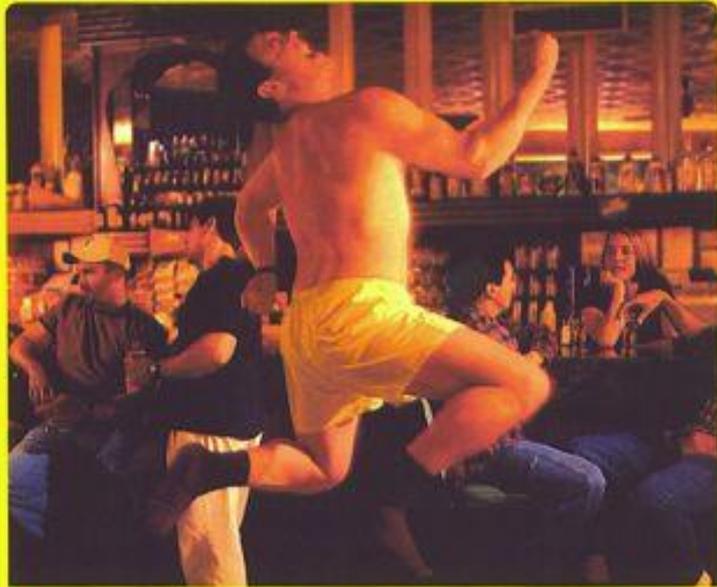


Others?

# Types of ride programs

- Public transit
- Taxis
- Ride sharing services
- “Drunk” buses
- Tow trucks
- Law enforcement vehicles
- Sober driver for personal vehicle

## Some examples

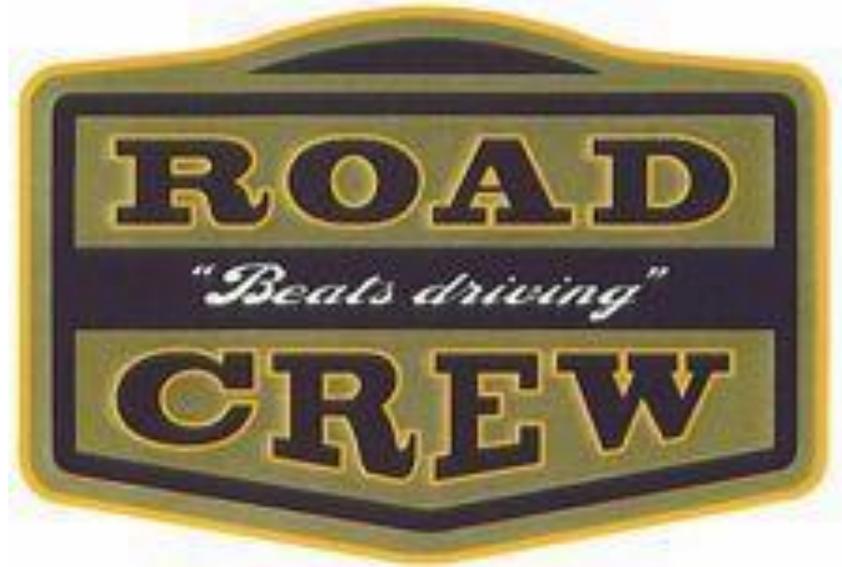


### **GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?**

Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends. For more info on the totally brand-newest way to get around safely, just call XXX-XXXX. And remember, safety first, so don't jump around in the bar. Thanks.



Dial XXX-XXXX



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SCHEDULE  
YOUR RIDE



FEEDBACK



SafeChauffeur



On-Demand  
SafeRide  
Service



SafeParty



- Phone app, website, phone scheduling
- Two-person teams drive the rider's car home
- Cost based on trip time
- Can pay in the future or volunteer



## Self-sustaining

- Only one driver is paid
- Organization doesn't own vehicles
- No insurance
- Marketing



- Free night-time service between bigger student populations and night spots
- Paid for by student government
- Popular with students going out on the weekends



## **Southeastern**

- 14,949 students, 12,611 off-campus
- Lion Traxx—limited on-campus shuttle
- Where do students live?
- How could we potentially promote it?



- Target Customers
  - Upper Middle Class
  - People with something to lose
  - Proms, parties, special events, etc



- Key Features
  - Chauffeur service using your vehicle
    - Drop you off at front door, etc
  - They provide a driver, you provide the vehicle
  - Must make reservations in advance
  
- Cost
  - Fairly Expensive
  - \$35.00 @ hour
  - Usually 6 hours (\$210.00 plus tip)



- Obstacles
  - Expensive
  - Must plan in advance (make reservations)
  
- Research/Development
  - None
  - Saw a need, provided a service for friends
  - Grew into a business

# Summary of findings

PROGRAM NAME	TYPE	FARE	STARTUP COSTS	TARGET AUDIENCE	SPECIAL FEATURES	INDICATORS OF SUCCESS
Road Crew	Car service	\$20 max	NA (each pilot community received \$40k startup budget that was met with a 100 % community match)	Rural-dwelling men 21-34	Used limos drive customers to and from bars	17 % reduction in alcohol fatalities; 20,000 rides first year
SafeRide	Car pick-up and ride service	Based on trip time	\$100,000+	None specifically	Client and car driven home; self-sustaining	200 rides a week
Southeastern Night Bus	Fixed-route shuttle	Free	\$12,500/ semester at SLU	Southeastern students	Fixed-route night bus for students	High usage of SLU's service
The Designated Driver	Sober driver for personal vehicle	\$35/ hour	Negligible	Upper middle class; for special events	Drivers are off-duty police officers	NA