

Safe Communities of Wright County Sober Cab/JOYRIDE Talking Points

Our mission is to reduce injuries and fatalities associated with traffic crashes in Wright County through safety education and prevention efforts.

We were formed 1997 with a small group of community members who were concerned about the high number of crashes, especially serious and fatal crashes, happening in WC.



Over the past 25 years, SCWC has been successful in identifying many driving behaviors that were causing crashes – young & inexperienced drivers, distracted drivers and speed on rural roads. Initiatives addressing all of these were implemented.

Impaired driving, another leading cause of local crashes, was one of the more difficult behaviors to address, in part because the Wright County community did not have an array of alternative transportation options available.

St. Patrick's Day 2010, Safe Communities (along with many Wright County leaders) rolled out the Wright County Sober Cab program. Since then, we have provided over 22,000 safe rides home for people. However, the pandemic took a toll on ridership, and we realized we needed to update and revamp the program.

We are happy to announce the launch of our new Sober Cab Program entitled JOYRIDE. Instead of a \$5 per ride reimbursement, we are providing \$10. This allows a majority of the participants to get home safe for free. The establishments used to pay \$4 of every \$5 and now they only pay \$3 of every \$10 because we were able to secure funding through local beer distributors (Dahlheimer and Bernick's) and a nonprofit organization by the name of MN Safe Ride.

We've been celebrating our 25th anniversary all year! We have a promotional video done by Unboxed Productions with interviews of past and present members on our website at www.safecomm.org. Check that video out and make sure to follow Safe Communities of Wright County on Facebook!

Lori Blaukat, Executive Director

JOYRIDE
GOOD TIMES DELIVERED