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## TAVERN LEAGUE'S SAFERIDE PROGRAM CELEBRATES 33 YEARS

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The Tavern League of Wisconsin's SafeRide program was established in 1985 and today it's the largest alternative transportation program in the country to address the issue of operating a motor vehicle while impaired. Found in 62 counties within the state, the program has been nationally recognized by the National Conference of Mayors for its effort to reduce alcohol-related crashes and fatalities.

In 2014, the SafeRide Program helped contribute to the lowest number of alcohol-related fatalities in Wisconsin since WWII. Since 2003, Wisconsin has experienced nearly a 50 percent decline in alcohol-related fatalities, and over the same period the SafeRide Program has expanded to offer an almost 150 percent increase in free rides home to TLW patrons.

Gov. Scott Walker approved the OWI surcharge in the 2015-16 state budget, which helps provide funding for the program. Under the law, all persons convicted of an OWI are assessed a

SafeRide Surcharge that is dedicated to the SafeRide Program. The cost of the program, however, is shared by funds provided by surcharges on OWI convictions as well as from TLW members.

In the past year, participating Tavern League member establishments provided 91,194 free rides home to customers throughout Wisconsin, creating safer roads for everyone. "It's not a good idea to drive impaired. Our SafeRide program provides an alternative that is safe and free," says TLW President Chris Marsicano.

According to TLW Executive Director Pete Madland, the program's status as the largest in the country is due to TLW members. "We are very proud of our members who volunteer their time to make the program a success."

For more information on SafeRide, please visit [tlw.org](http://tlw.org) and click on the SafeRide link.

# TAVERN LEAGUE OF WISCONSIN SAFERIDE SURVEY 2017-2018

SAFERIDE PROGRAM	NO. OF RIDERS	COST OF RIDES	AVERAGE COST	PARTICIPATION	TOTAL MEMBERSHIP	% OF MEMBERSHIP
Adams	627	\$3,429.00	\$5.47	9	43	21%
Ashland/Bayfield	508	\$9,457.00	\$18.62	16	69	23%
Barron	120	\$1,008.00	\$8.40	7	60	12%
Brown	2287	\$29,150.90	\$12.75	26	148	18%
Burnett	35	\$6,066.00	\$173.31	4	51	8%
Chippewa	3827	\$19,553.00	\$5.11	11	80	14%
Clark	220	\$1,906.00	\$8.66	57	57	100%
Columbia	3802	\$15,799.00	\$4.16	20	39	51%
Crawford	917	\$4,932.00	\$5.38	10	42	24%
Dells/Delton Area	1945	\$11,110.00	\$5.71	14	45	31%
Dodge	920	\$7,906.00	\$8.59	21	78	27%
Door	674	\$5,730.00	\$8.50	8	60	13%
Eau Claire	1581	\$21,977.00	\$13.90	12	70	17%
Fond du Lac	302	\$2,025.00	\$6.71	8	22	36%
Grant/Iowa	1233	\$11,615.00	\$9.42	47	175	27%
Greater Northwoods	1031	\$9,469.00	\$9.18	9	46	20%
Green Lake Area	175	\$3,005.00	\$17.17	13	37	35%
Jackson	528	\$3,440.00	\$6.52	11	41	27%
Jefferson	956	\$4,502.00	\$4.71	22	91	24%
Juneau	167	\$1,667.00	\$9.98	12	66	18%
Kenosha City	444	\$4,465.00	\$10.06	34	110	31%
Kenosha County	440	\$10,965.00	\$24.92	41	75	55%
Kewaunee County	6	\$160.00	\$26.67	2	38	5%
La Crosse	8304	\$72,439.00	\$8.72	164	164	100%
Lakeland	577	\$8,069.00	\$13.98	23	36	64%
Langlade	244	\$3,040.00	\$12.46	51	44	116%
Lincoln	1396	\$20,940.00	\$15.00	24	54	44%
Madison/Dane	3185	\$49,363.33	\$15.50	100	200	50%
Manitowoc	2853	\$26,106.00	\$9.15	79	129	61%
Marathon	2586	\$31,106.00	\$12.03	37	99	37%
Marinette	2200	\$12,243.00	\$5.57	15	59	25%
Marquette	509	\$7,439.00	\$14.61	14	41	34%
Milwaukee	1164	\$16,096.00	\$13.83	92	210	44%
Monroe	1877	\$10,267.00	\$5.47	21	52	40%
Oconto	31	\$625.00	\$20.16	5	68	7%
Oneida	4627	\$27,082.00	\$5.85	22	68	32%
Oshkosh	9538	\$72,191.00	\$7.57	47	70	67%
Outagamie	2025	\$17,257.00	\$8.52	60	161	37%
Ozaukee	21	\$260.00	\$12.38	6	48	13%
Pepin	289	\$2,762.00	\$9.56	12	19	63%
Pierce	392	\$3,705.00	\$9.45	28	57	49%
Portage	1775	\$12,829.00	\$7.23	55	105	52%
Price	0	\$0.00	\$0.00	0	48	0%
Racine City	1738	\$42,210.00	\$24.29	40	85	47%
Racine County	230	\$4,310.00	\$18.74	20	51	39%
Rock	83	\$1,310.00	\$15.78	8	67	12%
Sauk	16195	\$18,823.00	\$1.16	79	62	127%
Sawyer	1513	\$13,617.00	\$9.00	8	49	16%
Shawano	123	\$2,149.00	\$17.47	40	54	74%
Sheboygan	681	\$4,418.00	\$6.49	32	56	57%
South Central	143	\$732.25	\$5.12	4	39	10%
St. Croix	294	\$2,558.00	\$8.70	16	70	23%
Superior/Douglas	975	\$11,139.00	\$11.42	32	64	50%
Trempealeau/Buffalo	336	\$3,155.00	\$9.39	94	94	100%
Vilas	66	\$862.00	\$13.06	11	62	18%
Walworth	367	\$4,561.00	\$12.43	76	88	86%
Washburn	122	\$3,170.00	\$25.98	16	42	38%
Washington County	184	\$3,365.00	\$18.29	25	62	40%
Waukesha	20	\$314.00	\$15.70	6	77	8%
Waupaca County	421	\$5,071.00	\$12.05	22	72	31%
Waushara	281	\$6,060.00	\$21.57	10	39	26%
Wood	1084	\$3,401.00	\$3.14	29	64	45%
<b>Totals</b>	<b>91,194</b>	<b>\$714,381.48</b>	<b>\$7.83</b>	<b>1,837</b>	<b>4,472</b>	<b>41%</b>