

To: TLW League Leaders  
Fr: Scott Stenger  
Re: SafeRide Advertising Bill – Contact your Legislators  
Date: February 8, 2017

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The Wisconsin Department of Transportation currently administers a safe-ride grant program to provide grants to local units of government or nonprofit corporations for the purpose of providing rides from a licensed premise to an individual's residence if the individual is suspected of having a prohibited BAC. The grant funds a large portion of the expenses, while the grant recipient must provide a funding match of at least 20%. No General Purpose Revenue is used for the grant program, it is funded totally through a portion of the driver improvement surcharge, and a \$50 safe ride surcharge, both of which are assessed to individuals convicted of operating under the influence.

The Tavern League of Wisconsin currently operates the largest Safe-Ride program in the state of Wisconsin. In 2015-2016, the TLW provided over 82,000 SafeRides home to patrons, at a total cost of nearly \$1 million. The program has been widely popular, growing at an annual rate of approximately 10% per year over the last decade, and is one of the reasons why drunk driving is on the decline in Wisconsin.

Despite its success, one thing holding the program back is public awareness of the program. LRB 1021 will help remedy this situation by permitting grant money to also be used to advertise the availability of the program. As awareness of the program grows, it is our hope utilization of the program will continue to grow, further reducing drunk driving in Wisconsin.

State Representative Treig Pronschinske (R-Mondovi) and State Senator Patrick Testin (R-Stevens Point) will be introducing a bill to allow our SafeRide Program to advertise the SafeRide Program with DOT grant monies.

Please contact your State Representative and State Senator and encourage them to co-sponsor LRB 1021 – the SafeRide Promotion Bill. The TLW's SafeRide program provided over 82,000 SafeRides home last year, and passage of this bill will help ensure this life saving program continues to grow.

Please click [here](#) and enter your address at the top of the page to find contact information for your State Representative and State Senator.