

# Safe Ride- A True Campus/Community Partnership

Presented by Bob Duffy and the students of Tiger CLAWS

# How does it work?

- *Anyone* in city limits calls 621-2580
- Dispatcher tells the driver where to make pick up *and* where to bring them
- Pickup is made and Ride is Delivered

# A Brief History

- Previous attempts/forms
- Partnership for a Safer Campus formed
- Becomes Partnership for a Safer Community

# Keys To Success

- Collaboration
  - Research into, cooperation, and acceptance of all the different viewpoints represented
- Off campus vendor
  - Their insurance, employees, equipment, responsibility for training

# Funding

- Alcohol Related Diversion Fees
  - Were \$100, now \$250 with \$150/violation going to SR (\$48,000)
- Businesses
  - Varying degrees of support (\$3,000)
- “Key Stakeholders” (\$10,000)

# Accounting

- Endowment Funds:  
Make sure you keep donations in an endowment fund so contributors can get tax break- They really appreciate this
- City Account (\$48,000/year)
- Campus Account

# Budget

- $\$40/\text{hour} \times 6 \text{ hrs} = \$240/\text{day}$
- $\$240/\text{day} \times 3 \text{ days/week} = \$720/\text{week}$
- $\$720/\text{week} \times 52 \text{ weeks} = \$37,440$
- Radio Ads  $\$760/\text{month} \times 12 \text{ months} = \$9,120$
- Total =  $\$46,560$
- Communication service donated by local provider

# Marketing

- Media:
  1. Newspapers
  2. Radio (90 ads/week + Live Reads)
  3. Point of Sale
  4. Special Events

# Where We Were/Where We Are

- Sometimes 1 ride per month, no consistent funding
  - 10,808 rides last year
  - DUIs now more appropriate
    - Higher BACs, more high-risk drinkers
- People asking us how they can help, consistent funding, streamlined processes, practically runs itself

# Assessment

- Rides Given/ Miles driven

Constantly since inception, gives perspective to issue of drinking and driving, self-defense for continuing service,

- p/u, d/o mapped for ACCESS –possibility of route service.

# Contact Information

Bob Duffy  
FHSU Kelly Center  
600 Park Street  
Hays, KS 67601  
[Rduffy@fhsu.edu](mailto:Rduffy@fhsu.edu)  
785-628-4401