

## ShowCase

### Road Crew

**Topic:** Drink driving

**Organisation:** Wisconsin Department of Transportation

**Location:** Wisconsin (USA)

**Dates:** 2000 to ongoing

**Budget:** US\$870,000 (2000 to 2007)

**Website:** [www.roadcrewonline.org](http://www.roadcrewonline.org)

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### Overview

Based in Wisconsin, USA, Road Crew was one of five projects funded by the National Highway Traffic Safety Administration, seeking a five per cent reduction in alcohol-related crashes in the pilot communities. Pioneered in several rural Wisconsin counties, it represents an innovative approach to drink driving.

Before drinkers go out for the evening, they arrange a ride with Road Crew. Vehicles pick up customers at their home, drive them around from bar to bar, and then deliver them home safely at the end of the night. Rather than asking people not to drink or not to drive, Road Crew provides a service solution, which keeps communities safe from drink drivers whilst adding to the fun of a night out by providing a way for people to socialise.

### Results

As of 2008, Road Crew had:

- Given over 97,000 rides
- Prevented an estimated 140 alcohol-related crashes
- Saved an estimated six lives from alcohol-related crashes

Comparing the estimated cost of avoiding a crash by implementing Road Crew at US\$6,400, and the cost to a community to recover from a crash at US\$231,000, Road Crew has shown savings estimated at over US\$31 million.

## 1. BEHAVIOUR

- Reduce alcohol-related crashes by 5 per cent in the geographic area during the first year field experiment
- Not trying to change the drinking culture as well
- **Behavioural goal:** To get the target audience to leave his vehicle at home so he would not be later tempted to drink and drive

## 2. CUSTOMER ORIENTATION

- Literature review (of 178 published studies): To understand the problem, the target audience and existing drink driving interventions
- Seven focus groups with expert observers of the target audience, including bar owners, ambulance drivers, law enforcement personnel, friends and relatives
- 11 focus groups with target audience (21- to 34- year-old men who admitted to driving after excessive drinking)

## 3. THEORY

- **Diffusion of Innovation:** Use Early Adopters to lead the way (influential alpha-males)
- **Exchange theory:** Provide people with a series of rides in a limousine; in exchange the target did not drive drunk
- **Self-interest:** Learn what the target values, e.g. rides in luxury vehicles and allowing people to smoke and drink in the vehicles

## 4. INSIGHT

- May not be possible to influence drinking behaviour, but might be possible to influence driving behaviour
- Target occasionally did worry about drink driving, which spoiled their evening, but they lacked alternatives
- Target made poor decisions at the end of an evening of drinking, so it was important to separate them from their vehicles early in the evening
- Target needed to pay for round trip at the beginning when they still had money available
- Alternative vehicles had to be as appealing as those of the target, and allow them to smoke and drink in them

## 5. EXCHANGE

- **Costs:** Cost of the ride; Loss of social status; Loss of freedom from not having own vehicle; Inconvenience of waiting for a ride; Not wanting the fun of the evening to end
- **Benefits:** Status of riding in a limo; The ride becomes part of the party – socialise before and after the bar; Freedom from worry; No fear of arrest or losing his licence or job
- **Incentives:** Monthly cash prize for bartenders making referrals to Road Crew; Road Crew T-shirts, hats and free rides for volunteer drivers; Free ride coupons for friends, girlfriends and employers; Refrigerator magnets with the Road Crew logo and a phone number to call for ride service; 1 free ride after taking 10

## 6. COMPETITION

- Attitude: 'I can drive myself home no matter how drunk I am'
- Need to drive competitive brand vehicle to achieve social status
- Tavern industry (became key partners)

## 7. SEGMENTATION

- 21- to 34-year-old single, male, blue collar workers in rural areas, with high school education or less, most often drinks beer
- Drinks heavily with friends in bars
- Feels safe drinking 8 to 12 drinks then driving
- Often 'assigns' the least drunk driver to be the designated driver
- Socialises with friends and needs to fit in
- Values masculinity
- Feels immortal

## 8. METHODS MIX

- **Product:** Providing a ride to the bar, between bars and back home again
- **Price:** Around US\$15 to US\$20 for the evening; US\$5 to US\$10 for a single ride
- **Place:** Home to bars and back again, so the customer's own vehicle would be left at home
- **Promotion:** Advertisements in newspapers, television, movie theatres, over urinals and in bars. Promotional items such as beer mats, beer can coolers and T-shirts were produced and distributed