

To: Members of Dublin City Council
From: Megan O'Callaghan, City Manager
Date: January 20, 2023
Initiated By: Lindsay Weisenauer, Director of Communications & Public Information
Rebecca Myers, Public Information Officer
Re: 2022 Safe Ride Promotion Recap

Background

Central Ohio Safe Ride is a program that seeks to prevent impaired driving and promote responsible serving in Central Ohio. The City of Dublin and Central Ohio Safe Ride have partnered for a number of years to promote responsible transportation and encourage everyone not to drink and drive. In 2022, the program provided \$10 Lyft codes during various times, including many of the City's signature events and on dates historically associated with high OVI rates.

Summary

In 2022, 783 people redeemed a Safe Ride code and 418 people took a ride. Applications such as Lyft allow riders to redeem codes before taking a ride, which accounts for the difference in redemptions and rides. The cost of the rides plus a \$1,000 sponsorship commitment resulted in a \$5,036.25 investment by the City. Results for each promotion are included below.

St. Patrick's Day

March 11-18

- 43 people redeemed the code, meaning they put the code into their Lyft app
- 15 people took a ride and used the code for up to \$10 off their ride
- Total cost = \$140

The Memorial Tournament

May 31-June 5

- 206 people redeemed the code, meaning they put the code into their Lyft app
- 135 people took a ride and used the code for up to \$10 off their ride
- Total cost = \$1,287.86

Dublin Irish Festival

Aug. 5-8

- 310 people redeemed the code, meaning they put the code into their Lyft app
- 212 people took a ride and used the code for up to \$10 off their ride
- Total cost = \$2,051.27

Winter Holidays

Dec. 9-11

- 74 people redeemed the code, meaning they put the code into their Lyft app
- 23 people took a ride and used the code for up to \$10 off their ride
- Total cost = \$227.97

Dec. 16-18

- 150 people redeemed the code, meaning they put the code into their Lyft app
- 5 people took a ride and used the code for up to \$10 off their ride
- Total cost = \$50

New Year's Eve

Dec. 27-Jan. 2

- 122 people redeemed the code, meaning they put the code into their Lyft app
- 28 people took a ride and used the code for up to \$10 off their ride
- Total cost = \$279.15

Recommendation

Staff recommends continuing the Safe Ride program in 2023; funding was included in the 2023 Operating Budget.