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COUNTY OF ERIE

MARK C. POLONCARZ
COUNTY EXECUTIVE

June 18, 2012

Erie County Legislature
92 Franklin Street – 4th Floor
Buffalo, New York 14202

RE: STOP-DWI Designated Driver Program

Dear Honorable Members:

The attached resolution requests authorization to establish a budget for the Designated Driver Program, a project of the STOP-DWI Office that uses privately donated funds of $19,000 to defray costs of service.

The funds will allow the STOP-DWI Office to begin a project with a new business model using Designated Drivers of Buffalo, Inc. (DDoB).

Should your honorable body require further information, I encourage you to contact John Sullivan at the Department of Central Police Services/STOP-DWI Office. Thank you for your consideration on this matter.

Sincerely,

Mark C. Poloncarz, Esq.
Erie County Executive

By: Richard M. Tobe
Deputy County Executive

MCP/mp
Enclosure

cc: John Sullivan, Department of Central Police Services

MEMORANDUM

To: Honorable Members of the Erie County Legislature
From: Central Police Services/STOP-DWI
Re: STOP-DWI Designated Driver Program
Date: June 4, 2012

SUMMARY

The STOP-DWI Office seeks to improve DWI prevention through increased use of safe, reliable, and low cost transport of an intoxicated patron and vehicle to his or her residence

The resolution establishes the Erie County Designated Driver Project, a unique transport system that also integrates DWI preventative alcohol service practices in the daily management of retail alcohol establishments.

FISCAL IMPLICATIONS

No County tax or DWI fine revenue is used in this project. All costs are privately funded through contributions. The money for this project is already donated and reserved for this purpose within the STOP-DWI Reserve Account.

Donors included are: Erie County Police Chief's Association, Erie County Restaurant Association, Budweiser, Diageo, InBev, Molson Coors, and SAB Miller Brewing. The current balance donated for this purpose is $20,250.42. The proposed program will utilize $19,000 of these finds in 2012.

REASONS FOR RECOMMENDATION

Proposal will allow STOP-DWI to re-establish the project with a new business model using Designated Drivers of Buffalo, Inc. (DDoB)

DDoB is a three-year-old Amherst based business that provides a drive home solution by supplying two drivers to deliver the patron and their vehicle to their residence at the same time. Patrons always ride in their own vehicle and DDoB supplies additional insured Liability Insurance. Per ride cost would be comparable to a two way taxi service.

The project includes a 4th of July holiday launch, an advertising campaign, promotional materials and on-premise advertising, server training on how to identify intoxicated patrons and intervention procedures to prevent drunk driving, reduced cost to the patron, and restricted entry.

STOP-DWI, in conjunction with DDoB, would initially recruit up to 20 establishments to participate. Consideration will be given to geography, DWI Last Drink data, and the practical locations of Erie County's entertainment districts.

The goal is to provide up to 500 rides between launch and January 1, 2013. Approaching this end date, STOP-DWI will re-approach industry donors with this new project as a successful solution.

BACKGROUND INFORMATION

A previous project, entitled Go Safe, issued prepaid cards that bars gave to patrons for use as payment to the taxi driver that brought them home. Drivers redeemed the card with their taxi company and the company would submit the card to STOP-DWI for payment once a month.

This system failed because of turnover in the restaurant server / manager corps and in the taxi driver corps. Too much STOP-DWI staff time was required to address problems and explain project application. The program shut down in early 2008 and funding was reserved.

Since then, DDoB has begun operations and resolved the quality and management challenges that required the previous system to be shuttered.

CONSEQUENCES OF NEGATIVE ACTION

Without authorization, the Designated Driver Program in Erie County will not be able to operate.

STEPS FOLLOWING APPROVAL

Following approval, the STOP-DWI Office will work with the Division of Budget and Management to establish funding and begin the implementation of the Designated Driver Program within the community.

A RESOLUTION SUBMITTED BY:
CENTRAL POLICE SERVICES

RE: STOP-DWI Designated Driver Program

WHEREAS, since 2001, drunken drivers in Erie County have claimed 648 victims; and

WHEREAS, despite tremendous progress in enforcement and prosecution, drunken drivers continue to risk the safety of the citizens of Erie County; and

WHEREAS, the STOP-DWI Office has established the Designated Driver Program, a cooperative effort with the hospitality industry and local transport service, which safely returns a patron to his residence along with his vehicle; and

WHEREAS, the project uses private donations to pay all county expenses for this service; and

WHEREAS, the Designated Driver Program is endorsed by Erie County Mothers Against Drunk Driving (MADD), and the New York State STOP-DWI Association.

NOW, THEREFORE, BE IT

RESOLVED, that funds already donated for this purpose be allocated to establish the Designated Driver Program within the 2012 budget of the STOP-DWI Office as follows:

Fund 110 - Fund Center 1650060 - STOP-DWI Program

Revenue		**Increase**
Acct 466220	Designated Driver Program Revenue	$19,000
Expense		
Acct. 510200	Training and Education	3,200
Acct. 516020	Contractual Expense	14,050
Acct. 530000	Other Expense	1,750
	Total Expense	$19,000
	Net - Revenue less Expense	0

and be it further

RESOLVED, that the County Executive is authorized to accept donations to the Designated Driver Program, and to enter into contract with the Designated Drivers of Buffalo, Inc. to implement this program; and be it further

RESOLVED, that prior to beginning operations under the Designated Driver Program, the STOP-DWI Office will obtain from the Designated Drivers of Buffalo, Inc., general and specific liability insurance acceptable to the Erie County Department of Law for program operation; and be it further

RESOLVED, that the STOP-DWI Office will make an annual accounting of the donations and expenses of the Designated Driver Program; and be it further

RESOLVED, that certified copies of this resolution be forwarded to the Erie County Executive, the Division of Budget and Management, the Office of the Comptroller, the STOP DWI Office and the Department of Central Police Services, attention: Carmen Walling.