

Columbus Measurement & Evaluation Update

Ted Miller, HBSA

Matt Courser, HBSA

Columbus Steering Committee Meeting

February 27, 2018

Survey Status

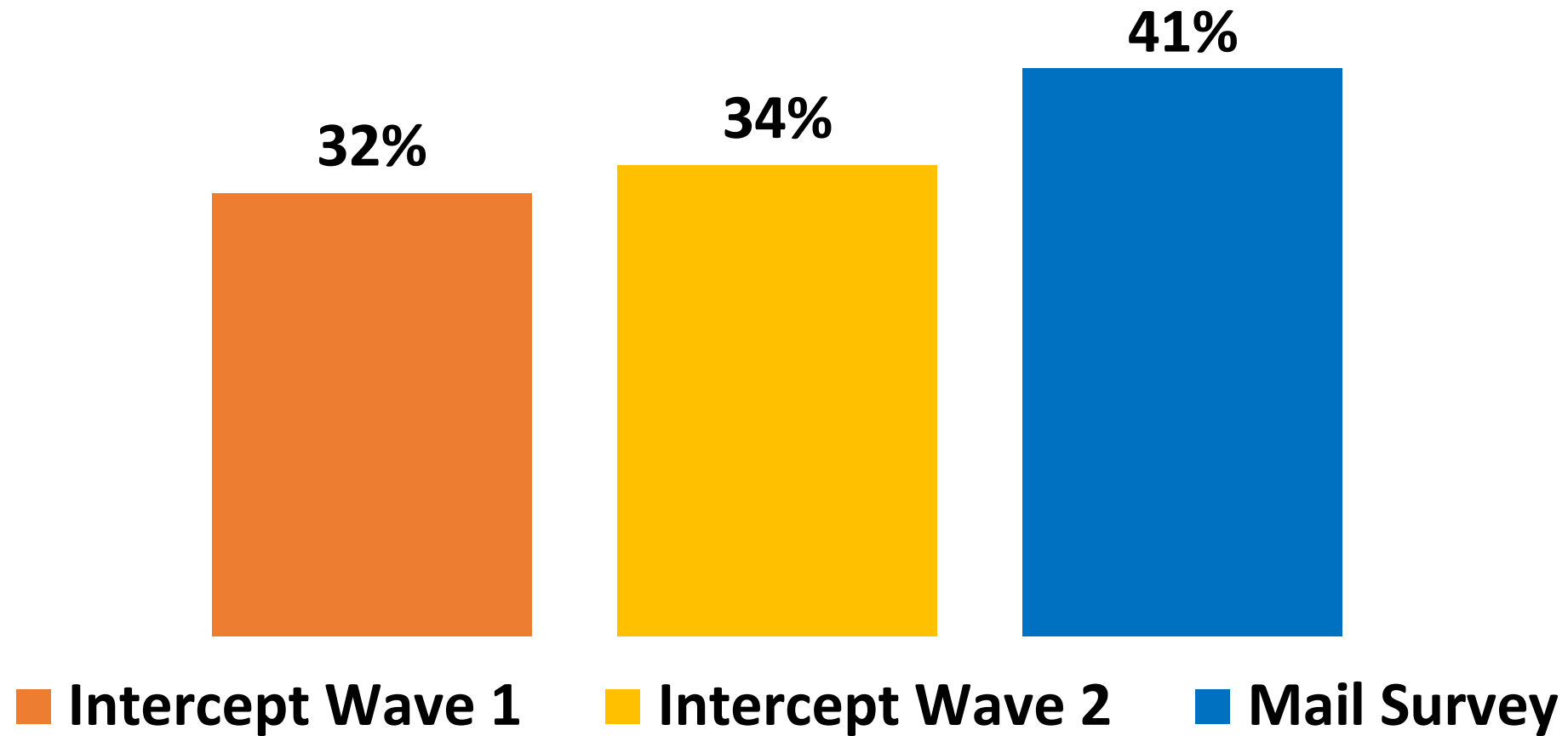
- Cross-site Mail Survey (U.S.)
 - 2017 survey successfully completed in Columbus and Cincinnati
 - 24.4% response rate (n=2,277) in Columbus
 - 27.2% response rate (n=2,536) in Cincinnati (comparison city)
- Intercept Survey
 - Two waves of data collection completed in 4 hospitality zones
 - Wave 1: n=700, fielded from 9/7/17 to 9/9/17
 - Wave 2: n=579, fielded from 11/16/17 to 11/18/17
- Columbus SafeRide Survey
 - 5 waves of data collection completed
 - Total n=426
 - Mid-stream design change to allow separation of web vs. ambassadors
 - Overall response rate 11.2% (12% response rate for ambassador surveys)
 - Significantly higher response rate than typical Lyft Survey (~5%)

Presentation Overview

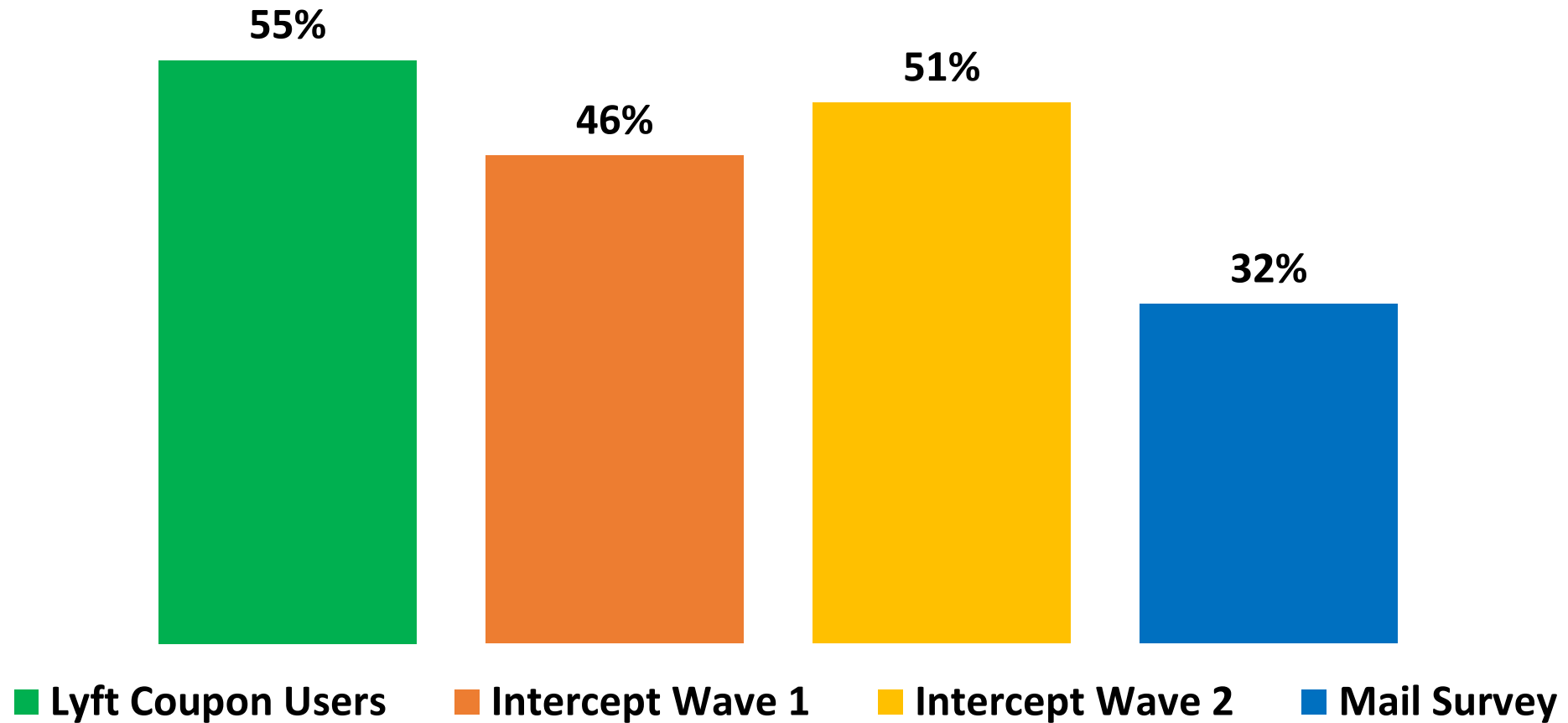
- M&E Results: SafeRide Evaluation
- Survey Findings About Drinking Behaviors and Drinking Harms in Columbus
- Support for Potential Interventions

M&E Results: SafeRide Evaluation

Heard about Columbus SafeRide Program?

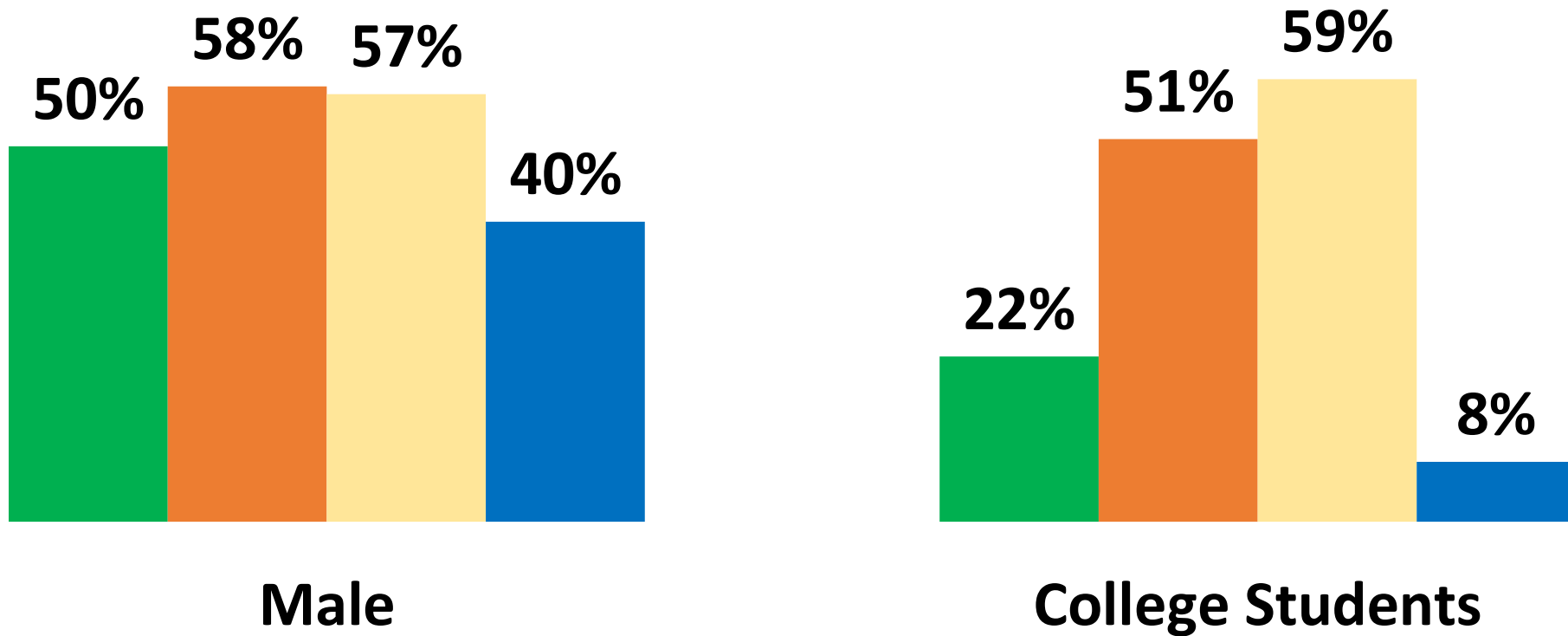


Heard about Increased Columbus Enforcement on Football Weekends?



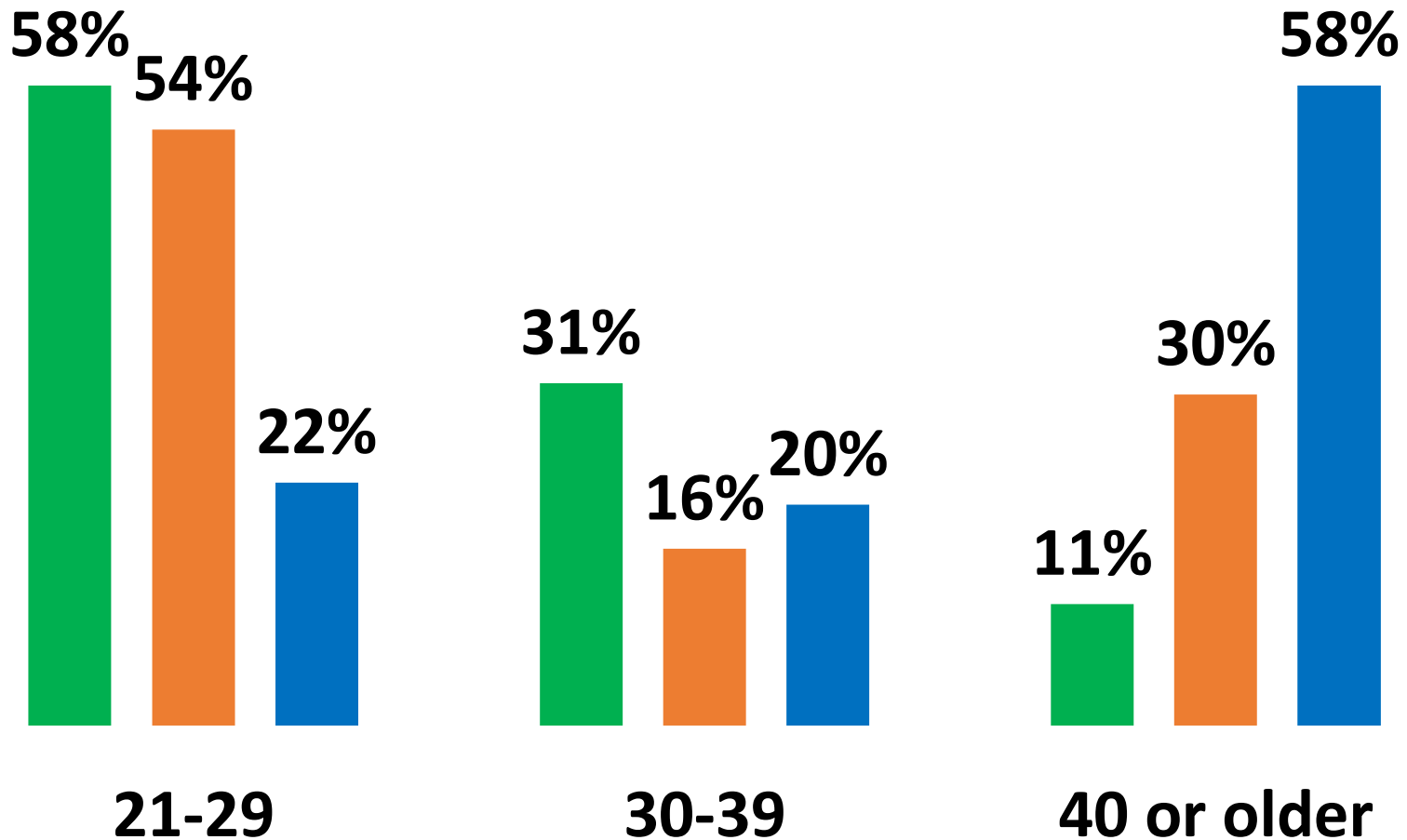
Lyft Coupon User Survey, Intercept Survey & Mail Survey Respondents Differ

■ Lyft ■ Intercept Wave 1 ■ Intercept Wave 2 ■ Mail

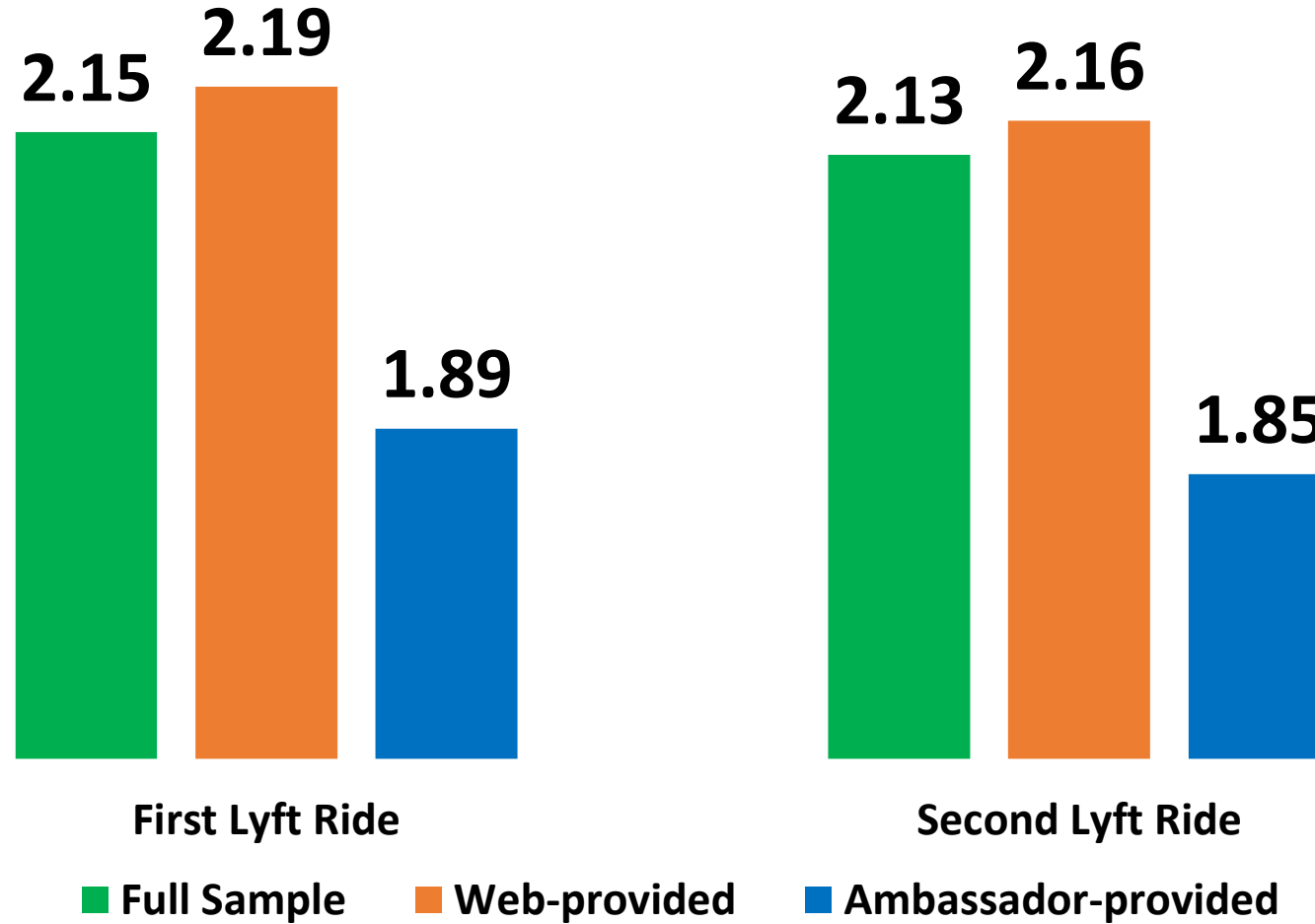


Age Group

■ Lyft ■ Intercept ■ Mail

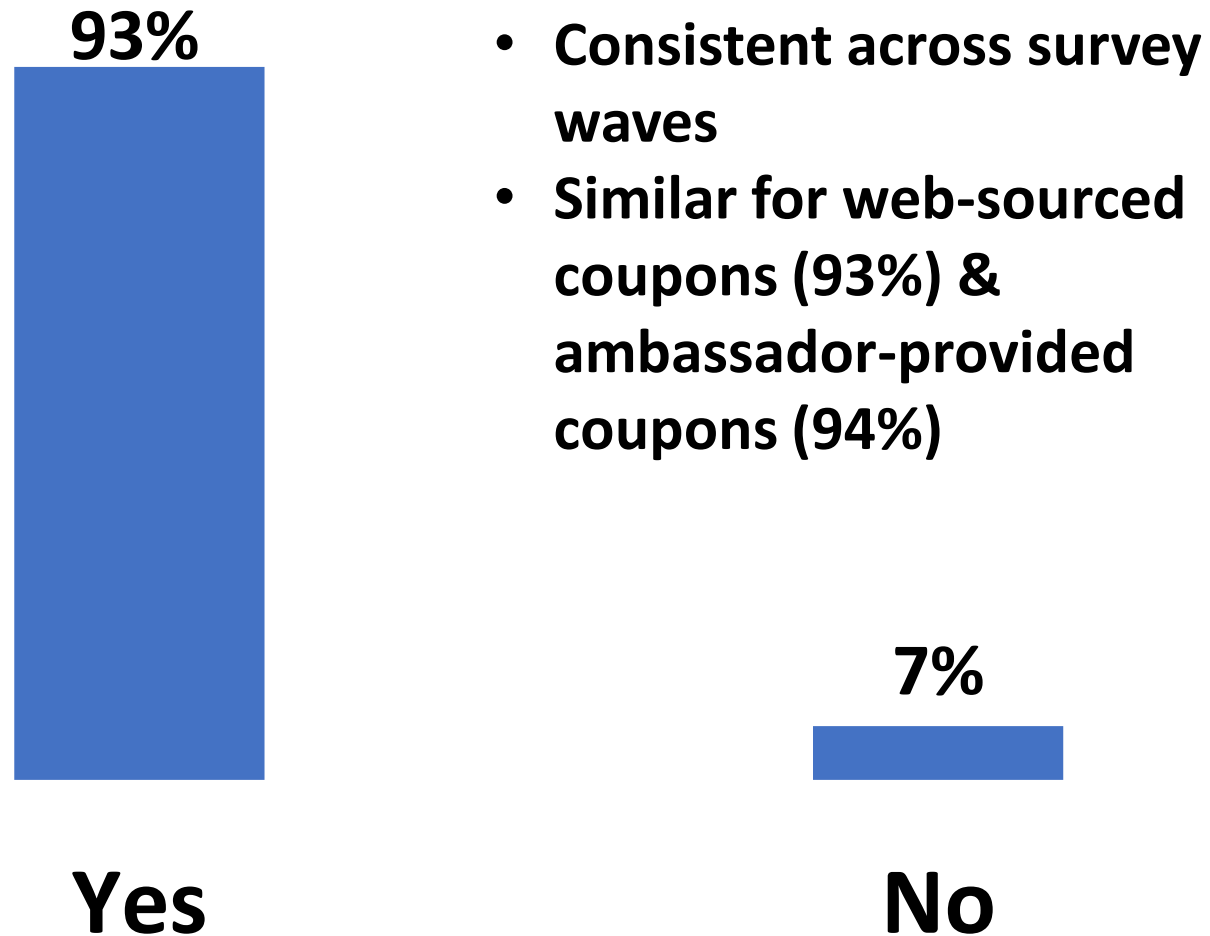


Average Riders Per Coupon: Range 1-6



Columbus Lyft Ride Coupon Users:

Q: Did you drink alcohol on the day you used the code?



Did SafeRide Codes Impact Likelihood of Driving After Drinking?

- **Some people will say yes because it's the “right” answer.**
- **Some people will say yes to ensure coupons continue.**
- **How often did that happen?**

Restricted Sample of Lyft Coupon Users

**Filtered
out 29%**

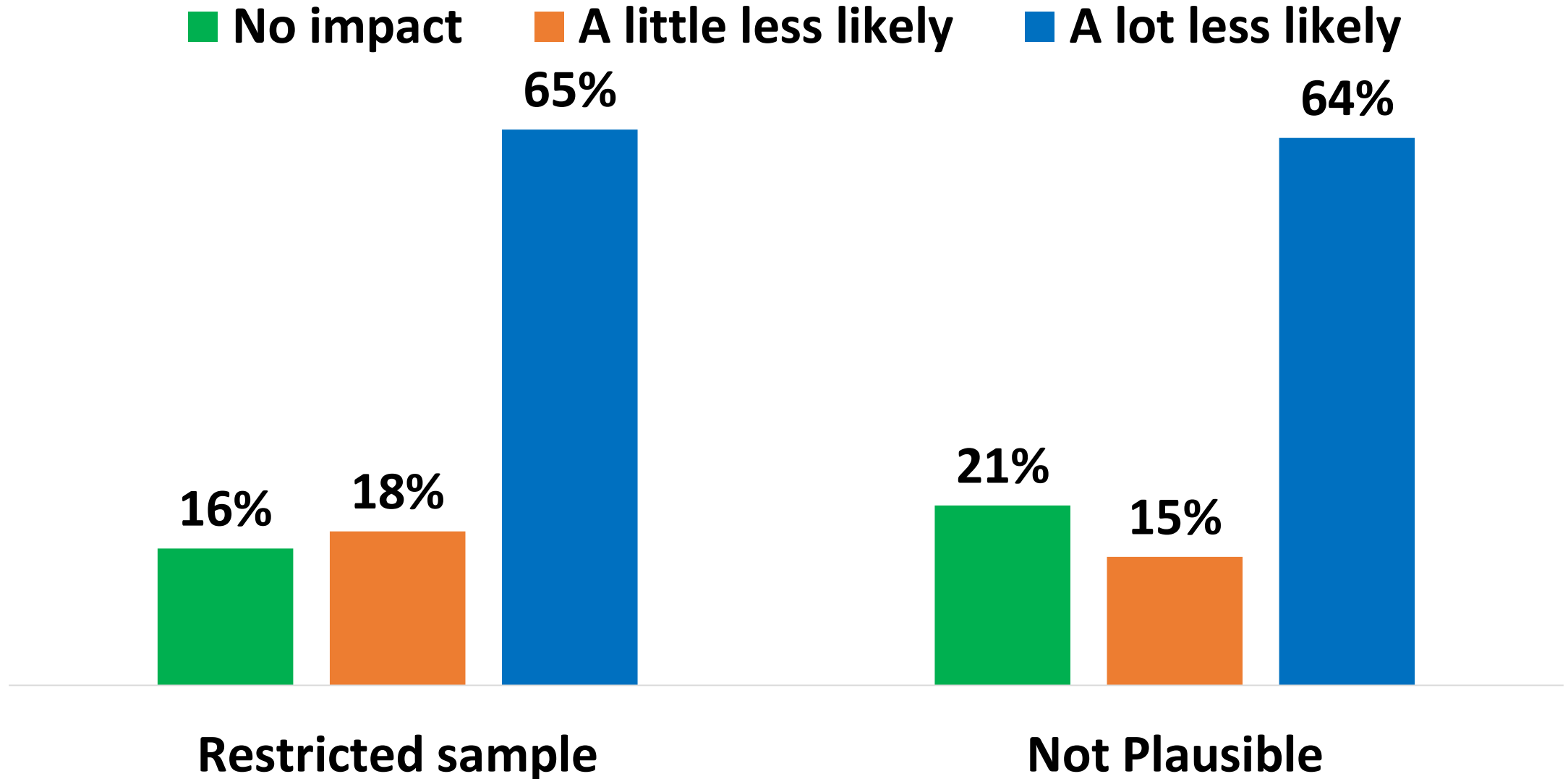
- Users who did a one-way trip to a bar or restaurant (25%)
- Users who did not have a driver's license (1%)
- Users who did not have access to a vehicle (3%)

**Why
Excluded**

- Highly unlikely that coupons prevented drunk driving by this subset of users

Did SafeRide Codes Impact Likelihood of Driving After Drinking?

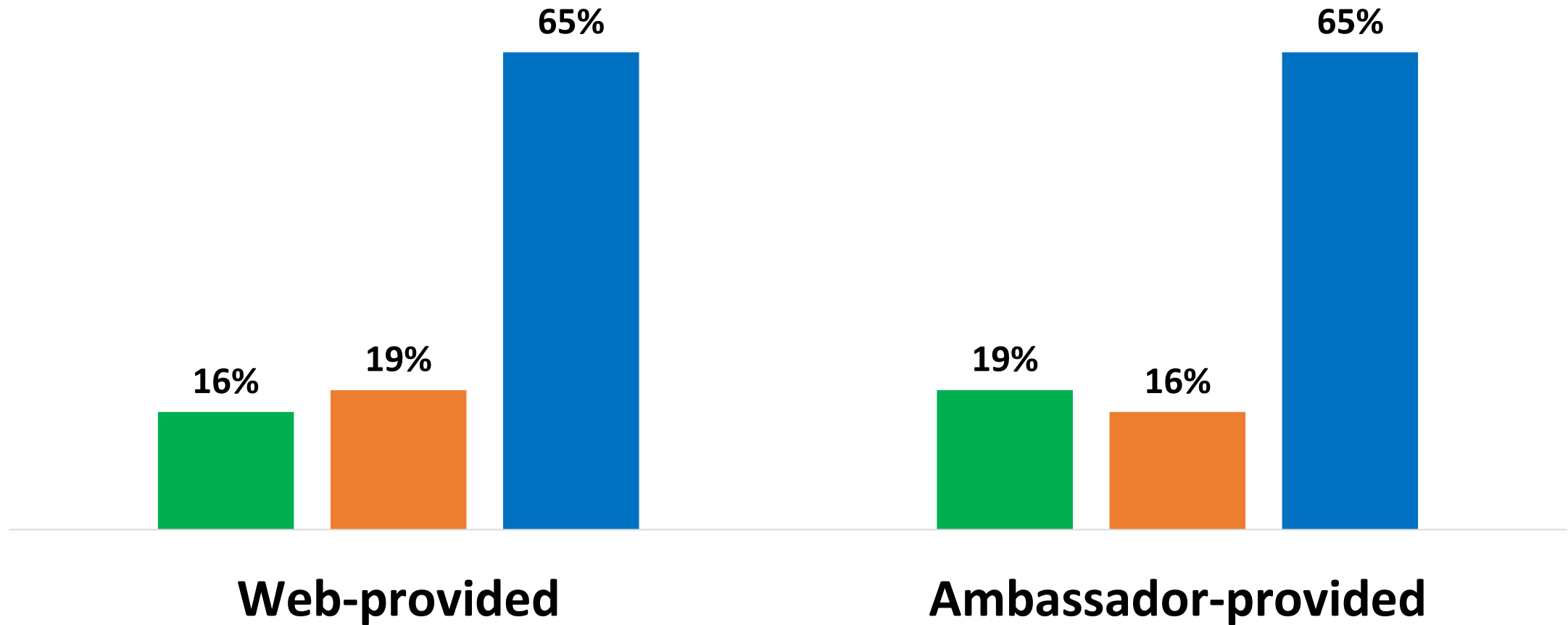
Not Plausible Looks Like the Restricted Sample



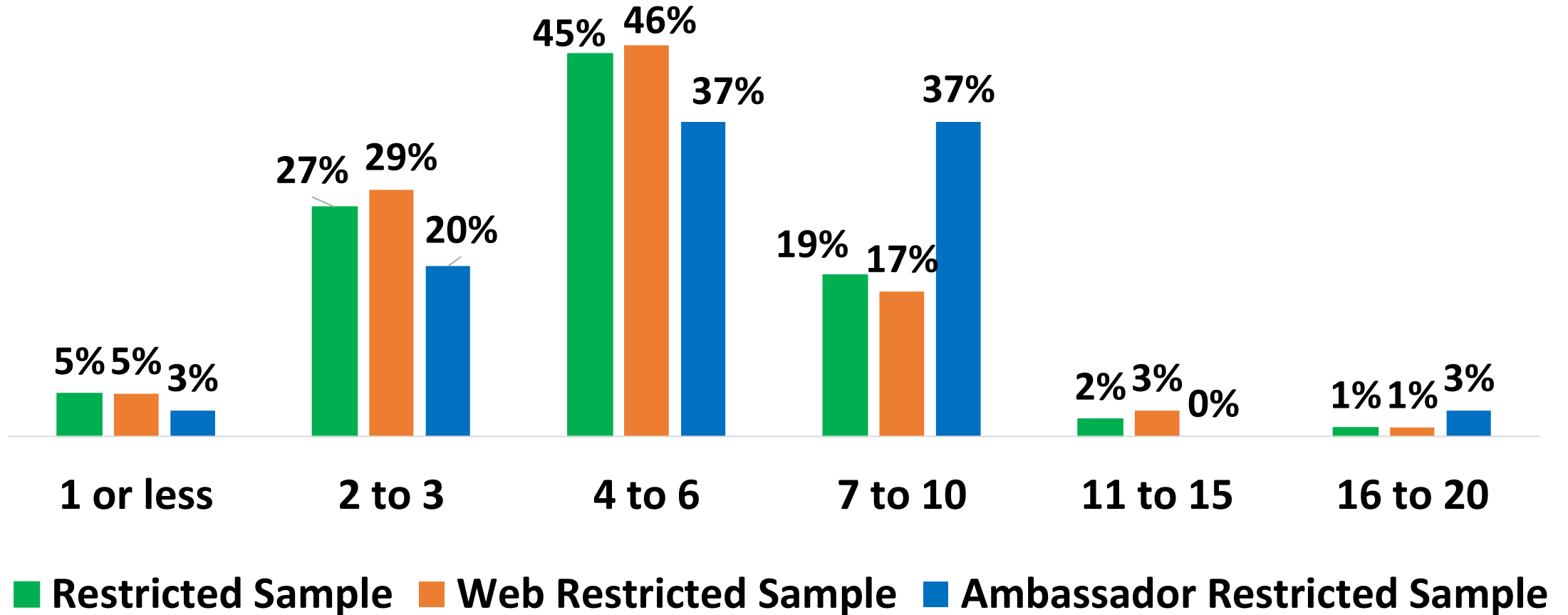
SafeRide Survey: Did SafeRide Codes Impact Likelihood of Driving After Drinking?

No Difference Between Coupons from Web vs. Ambassador

■ No impact ■ A little less likely ■ A lot less likely



SafeRide Survey: Number of Drinks Before Last Lyft Ride



61% of all respondents & 68% of restricted sample reported having 4 or more drinks

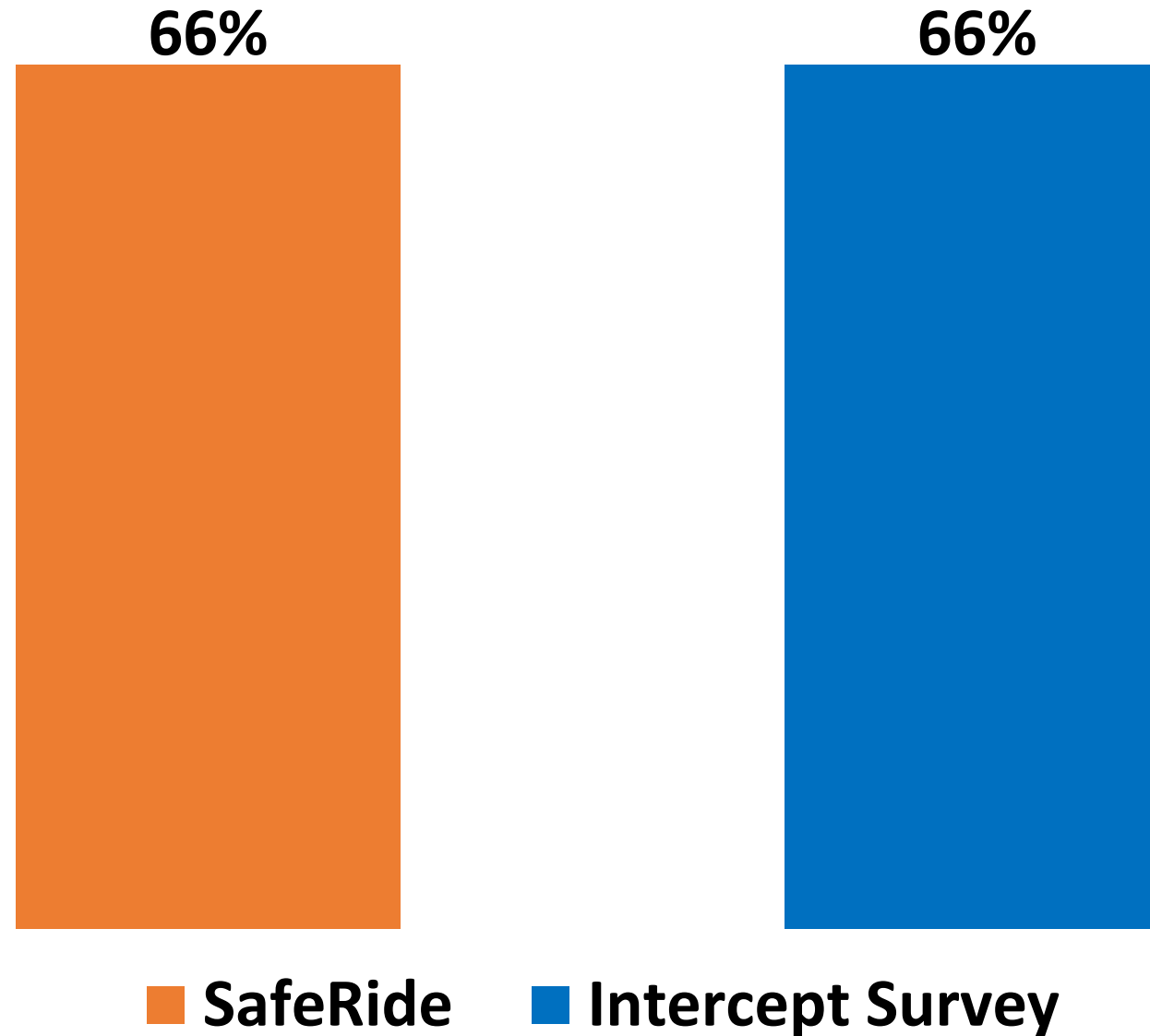
Did the SafeRide Prevent a DUI Trip

35% of the restricted sample admitted to at least one DUI trip in the past year & 21% left the DUI history question blank (aka confession by non-response)

These respondents were more likely than others to say using the coupon prevented a DUI trip

Best estimate of DUIs Prevented: 32% of the restricted sample (23% of the overall sample) drank at least 4 drinks, had a DUI trip in the past year or refused to state if they did, and said the coupon prevented a DUI trip

Last drink within 15 minutes before left the neighborhood



SafeRide Survey: Did SafeRide Codes Impact Drinking & Respondent Have At Least 4 Drinks?

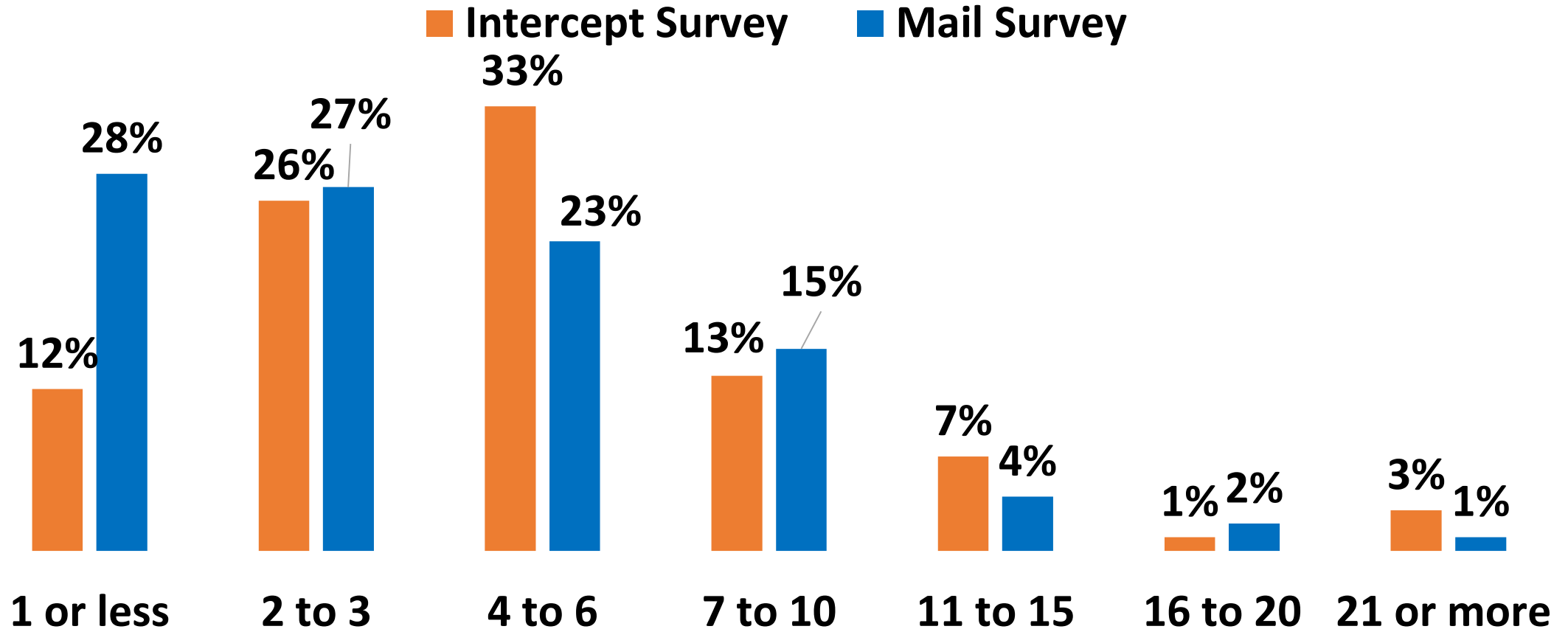
- **16.6% of all coupon users reported drinking a little more & drank at least 4 drinks.**
- **3.0% of all coupon users reported drinking a lot more & drank at least 4 drinks.**
 - **These respondents consumed an average of 9 drinks**
 - **Assume that includes 3 extra drinks**

Impact of SafeRide on Harmful Drinking in Columbus

- 22.7% of 19,649 coupons prevent a DUI trip
- Crash risk per DUI trip 1/788
- 5.7 crashes prevented; average harm/crash = .343 years of healthy life
- 0.6 additional harmful high-BAC drinks per coupon used ($.159 \times 1 \text{ drink} + .030 \times 3 \text{ drinks}$) \times 2.14 passengers/group
- 11,687 added harmful drinks; average harm/1000 drinks net of DUI = .0335 years of healthy life
- Net gain 1.58 years of healthy life (1.96-0.38)
- Annual alcohol toll in Columbus: 8,333 years of healthy life
- Reduction in harm from drinking = 0.02%
- 1/500th of the 10% goal

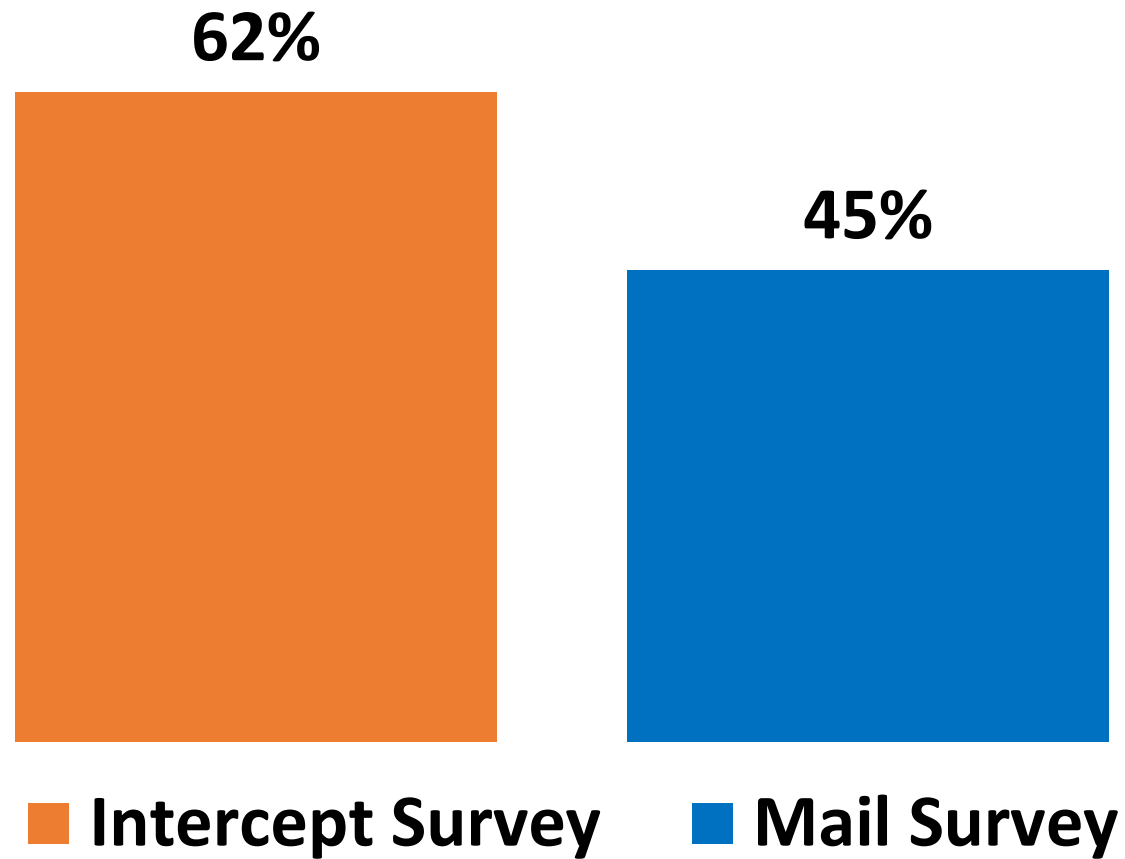
Drinking Behaviors and Drinking Harms in Columbus

Patterns of Alcohol Consumption

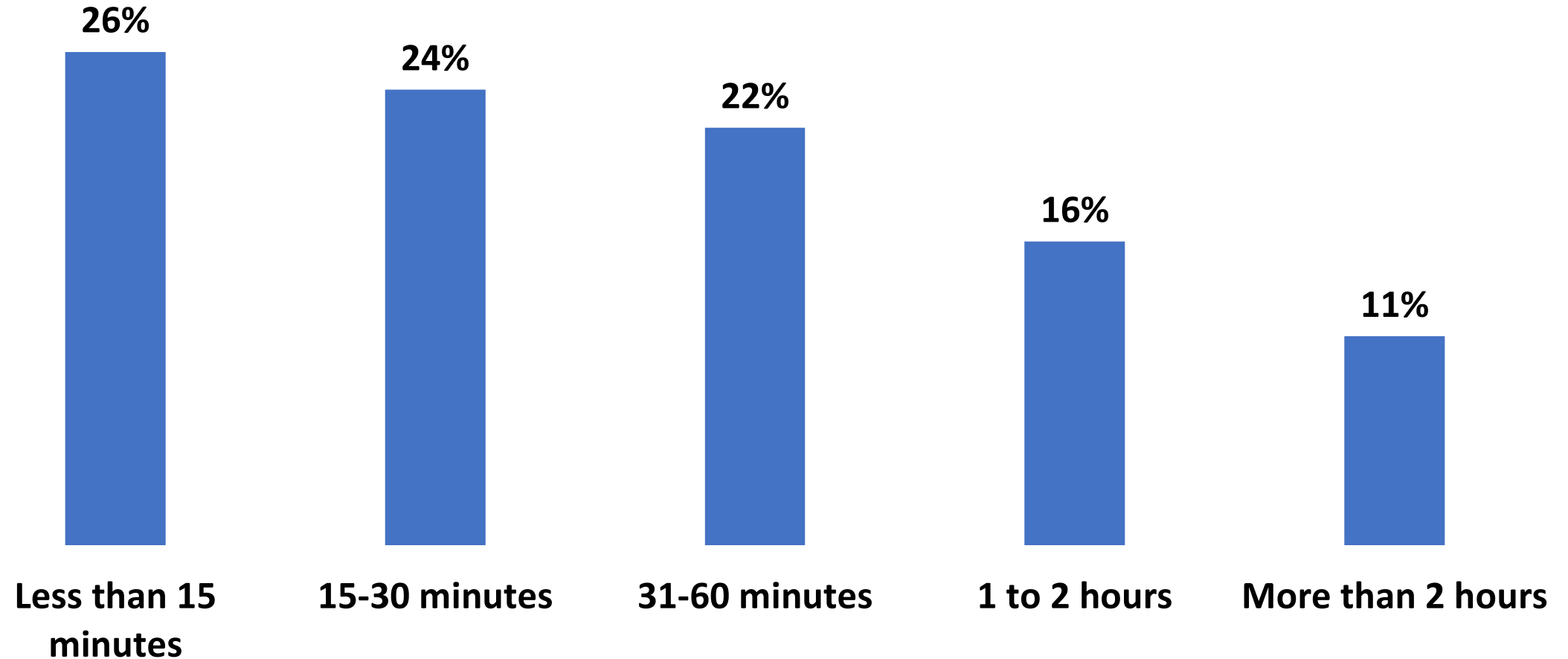


Not Surprisingly, People in the Hospitality Zone Report Higher Levels of Alcohol Use Than the Average Drinker in Columbus

4 or More Drinks in One Day

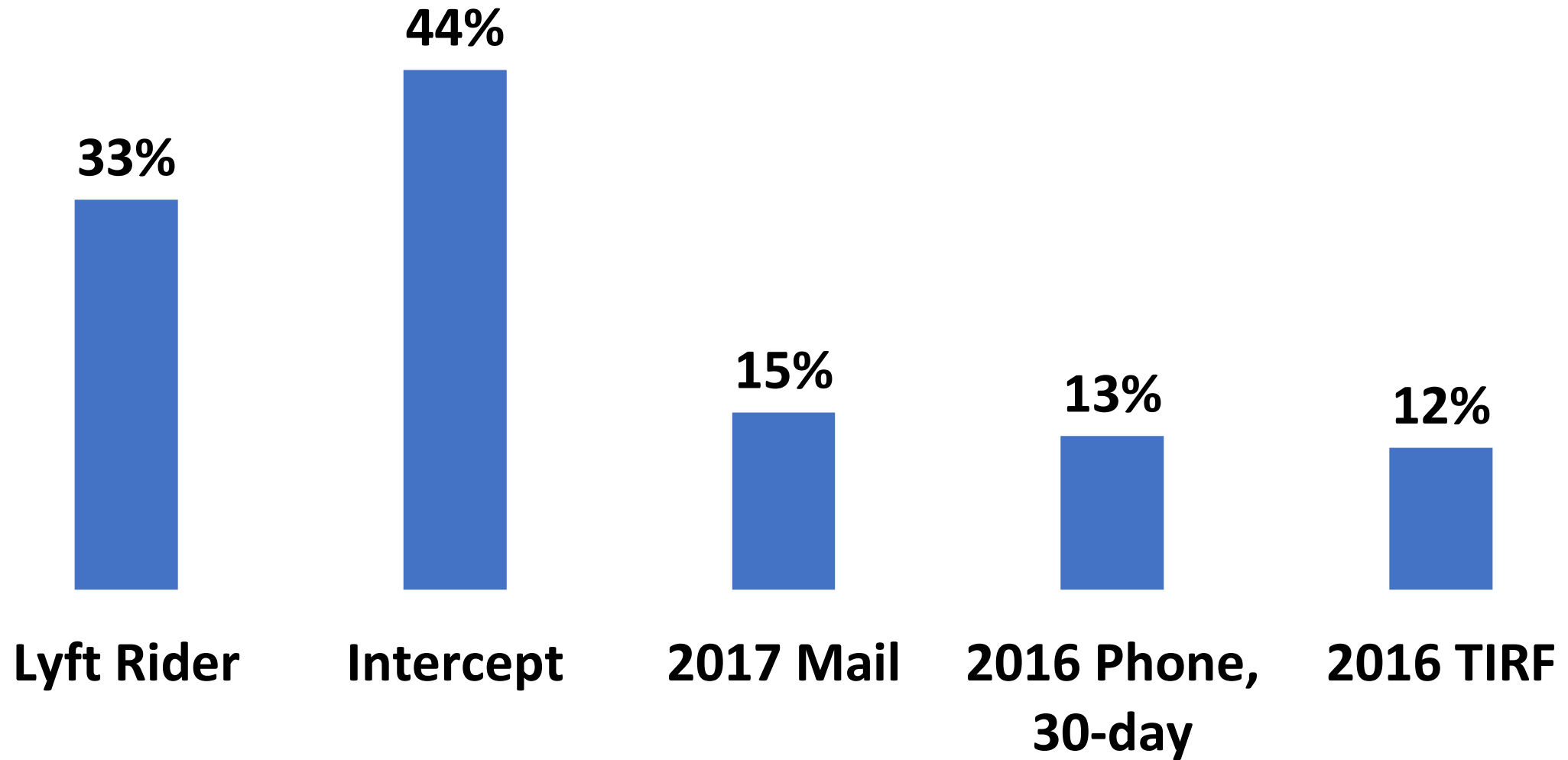


Intercept Survey: How Long Before Leaving the Hospitality Zone Did You Start Your Last Drink?



48% Drank More After Leaving the Hospitality Zone

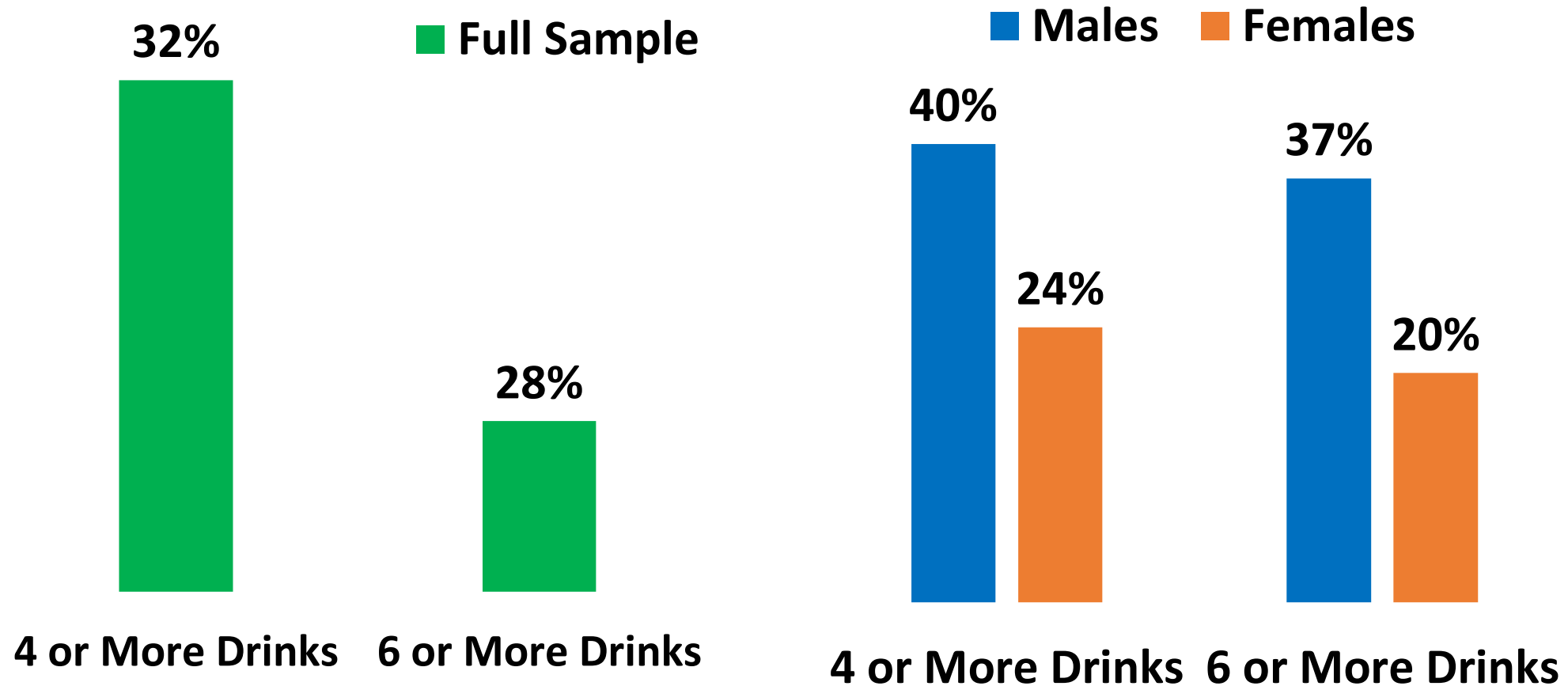
5 Surveys: Drove After Drinking Too Much in Past 12 Months



3 Surveys: Hazardous Riding

- **2017 Mail Survey**
 - **17% rode with a driver who had too much to drink, past year**
- **2016 Gallup Telephone Survey**
 - **12% rode with a driver who had been drinking, past year**
- **2016 TIRF Telephone Survey**
 - **5% rode with an impaired driver, past month**

Men Are More Likely to Report Binge Drinking, Past Month

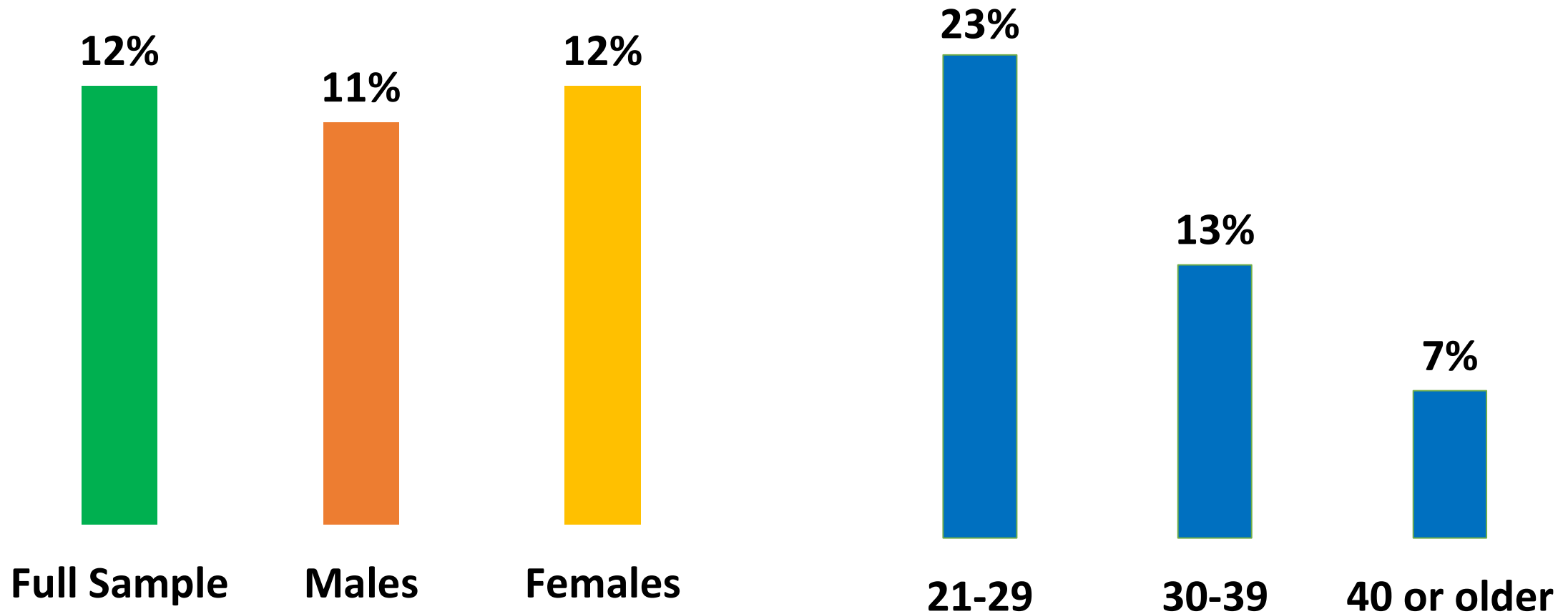


Respondents over age 40 were less likely to report binge drinking

Alcohol-related Problems (12)

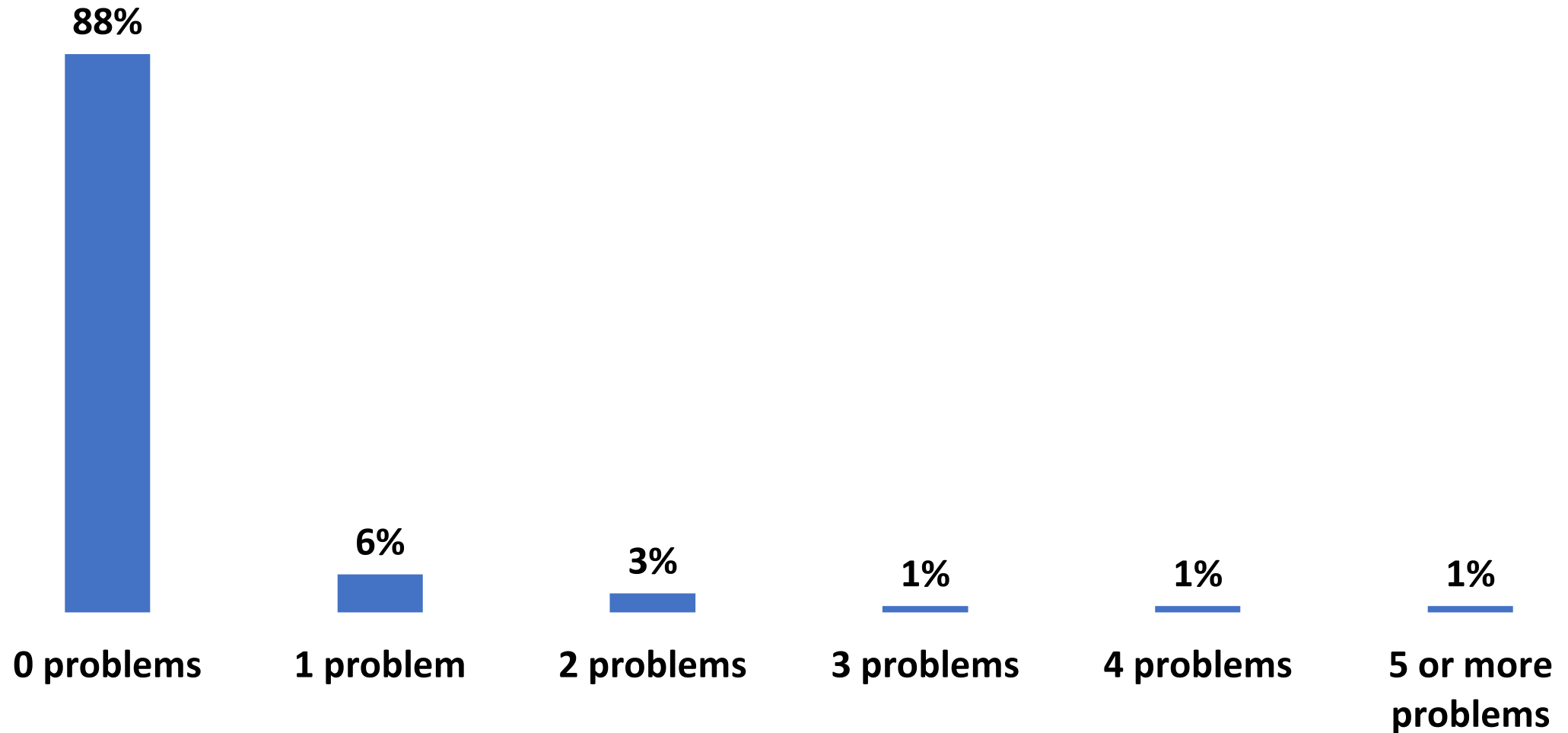
- You hit, punched, slapped, or drew a weapon on someone
- You were hit, punched, slapped, or had a weapon drawn on you
- You had an injury that required medical attention
- Someone sexually fondled you without invitation
- You had unintentional sex that you later regretted
- You sexually fondled someone without invitation
- You had sex with someone who didn't want it
- You damaged someone's property
- You took something that didn't belong to you
- You were robbed
- You were arrested or had other legal problems
- You tried to commit suicide

% Reporting at Least One Alcohol-Related Problem, Past Year

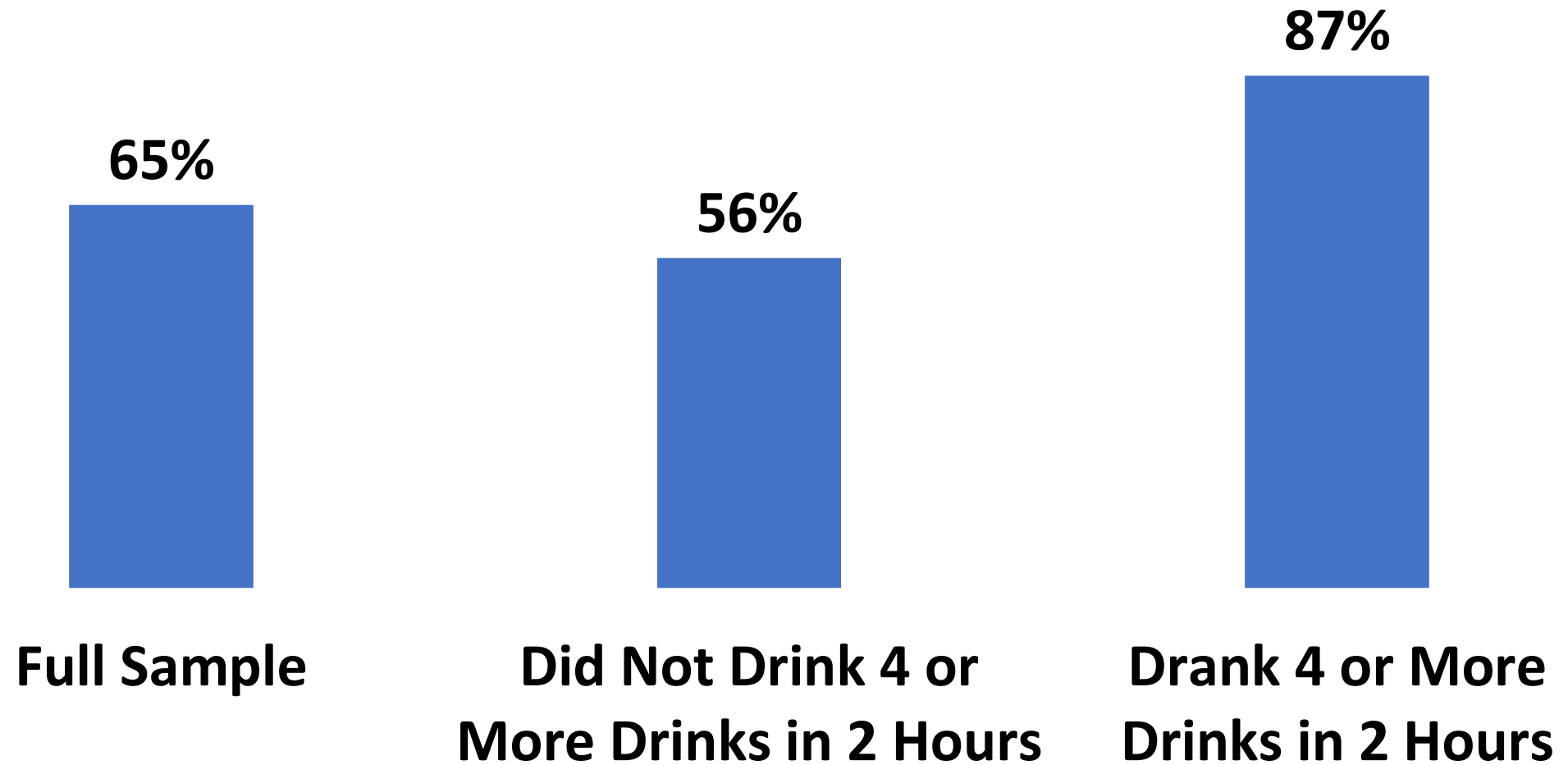


Differs by age but not sex

Distribution of Alcohol-related Problems

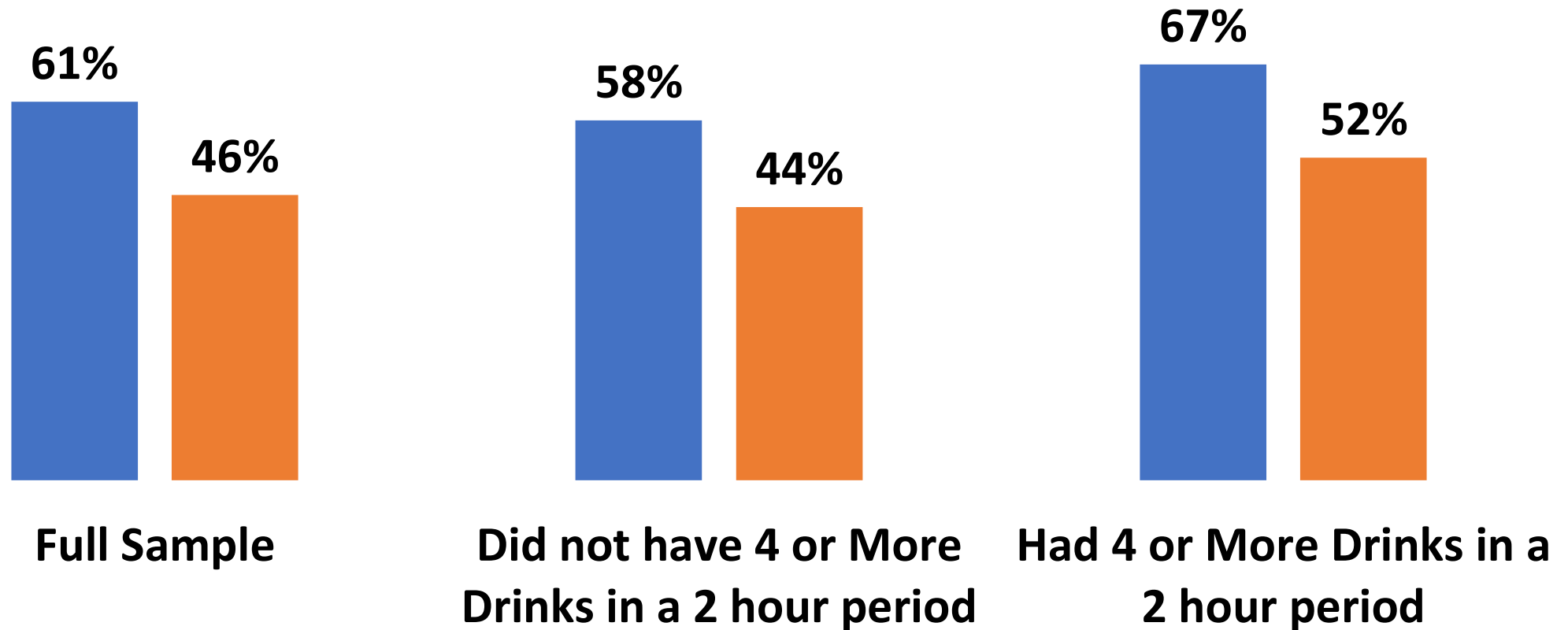


Made a Plan to Avoid Driving After Drinking



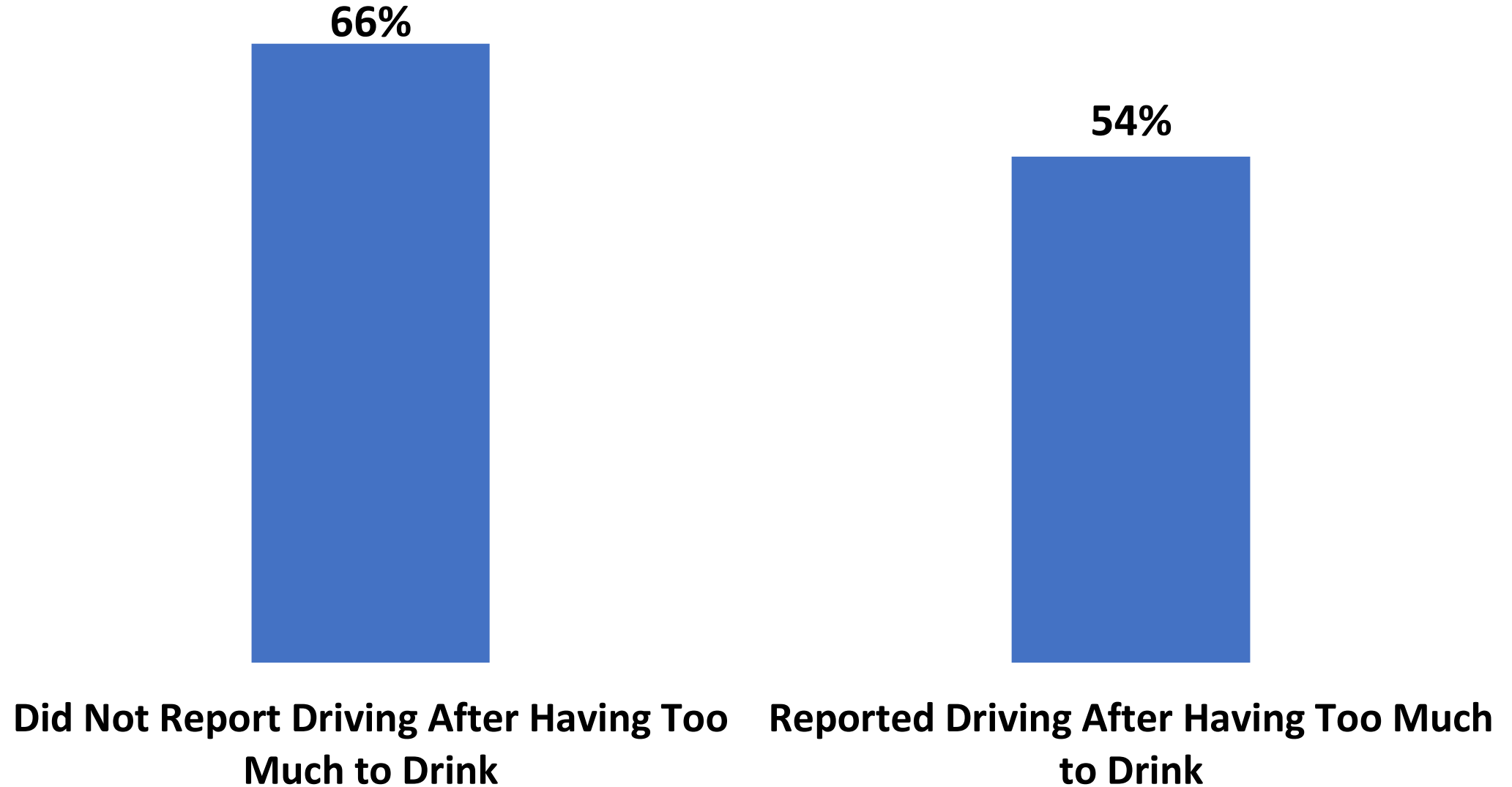
Awareness of Sobriety Checkpoints & Impact on Driving

■ Saw or Heard About A Checkpoint ■ Less Likely to Drive After Drinking

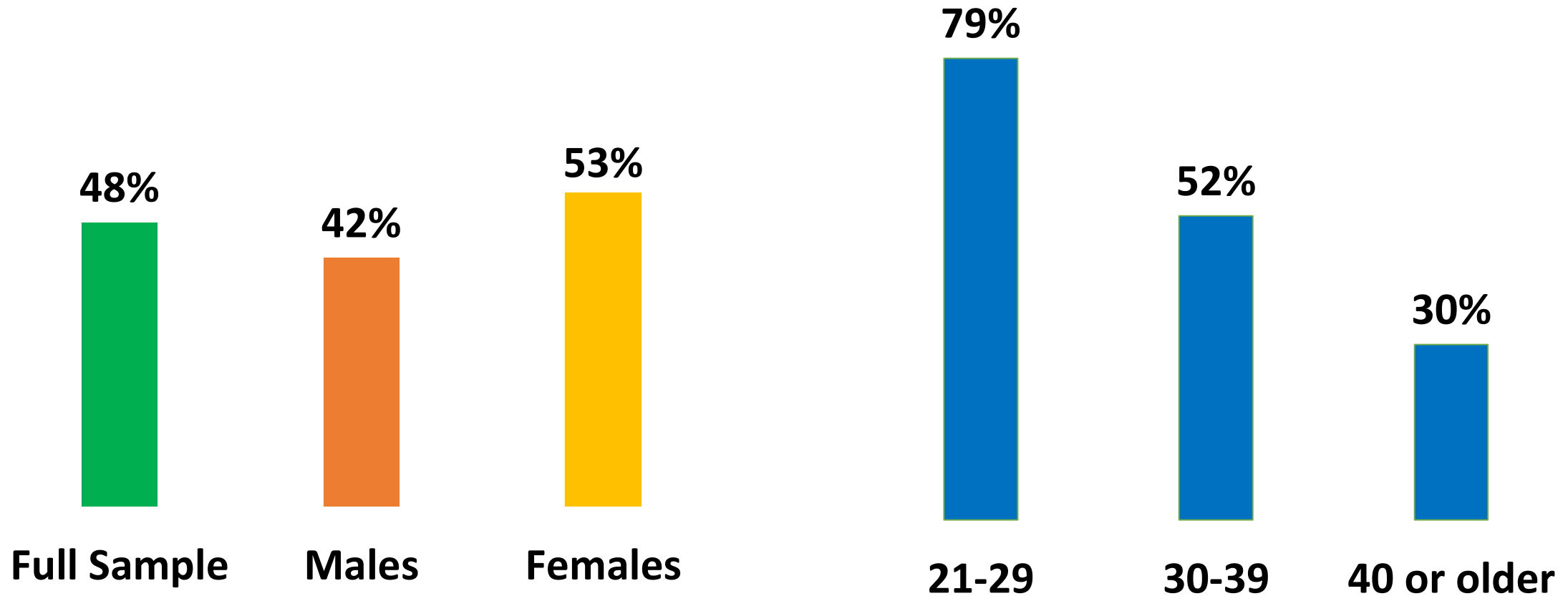


28% had been through a checkpoint in their lifetime

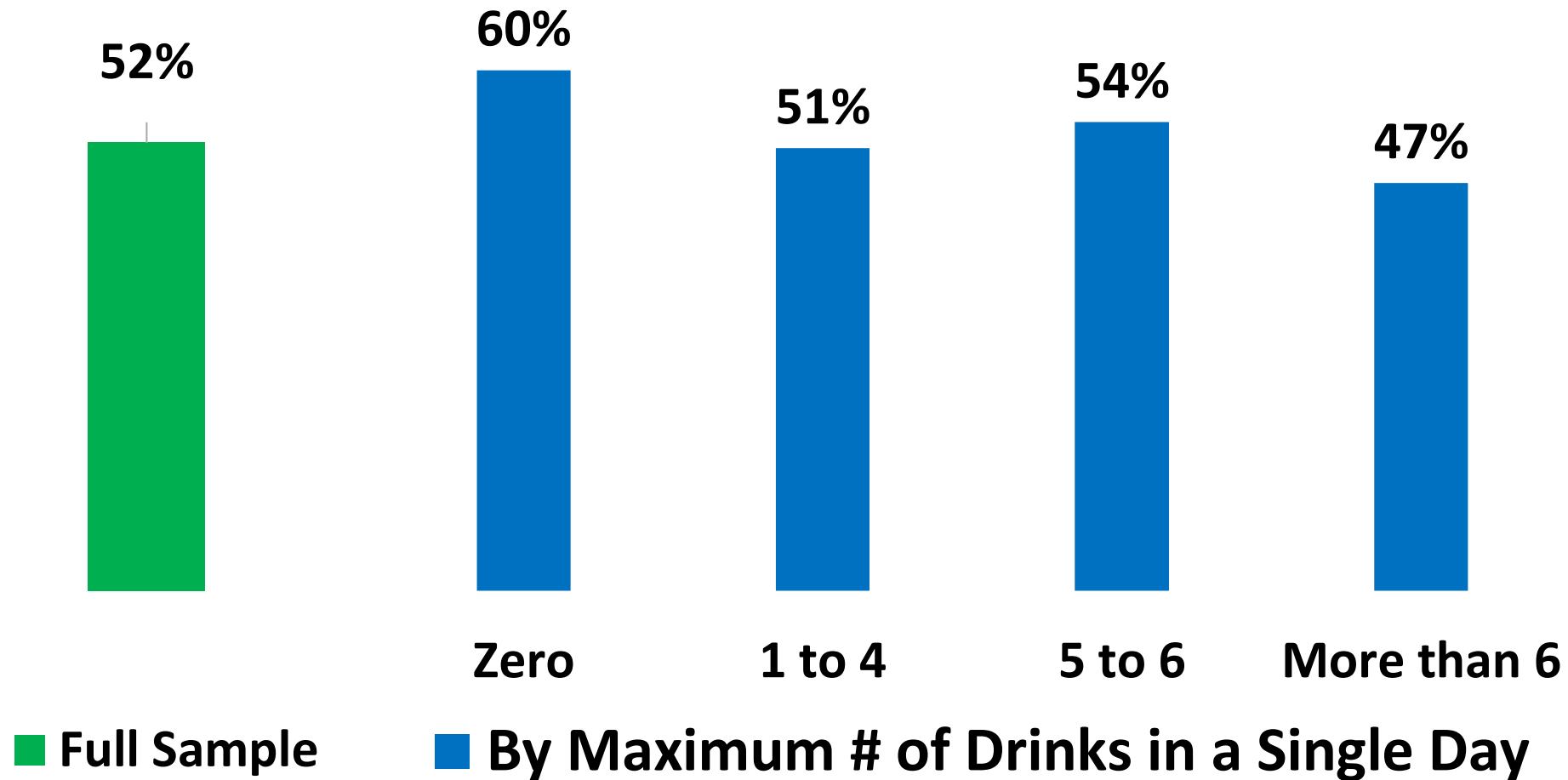
An Adult Is Likely to Be Stopped by the Police If Driving After Having Too Much to Drink



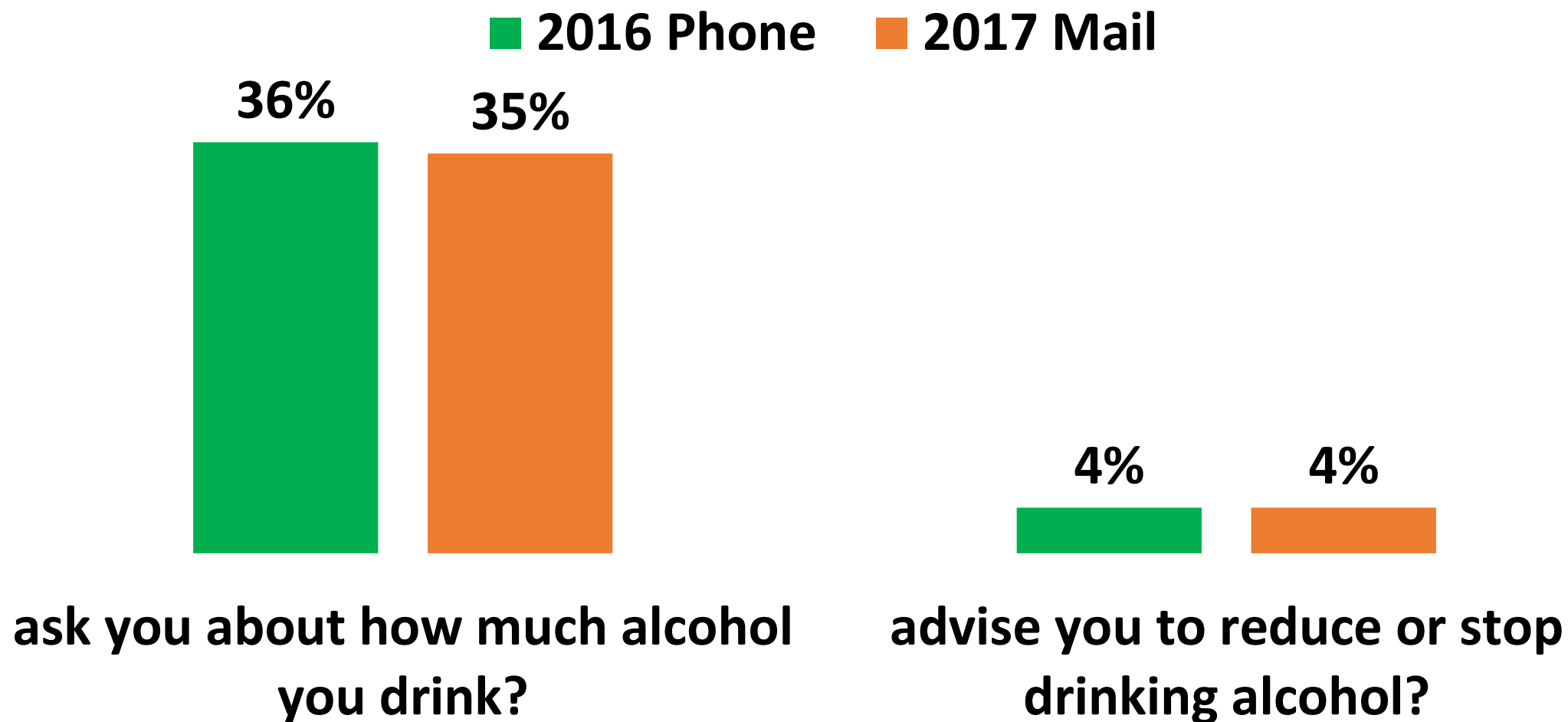
Asked For ID Most or All of the Time When Buying Alcohol



An Adult Is Likely to Be Refused Service If Had Too Much to Drink



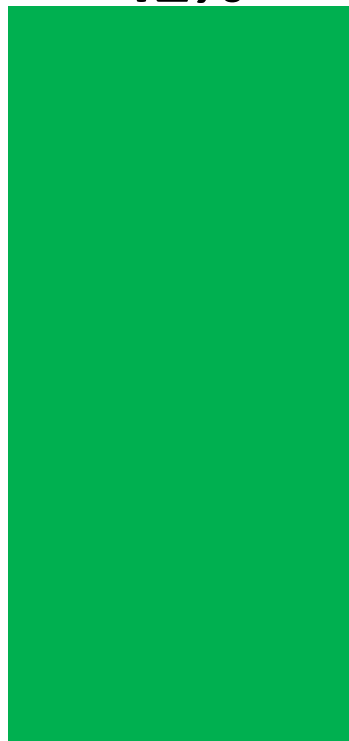
In Past 12 Months, Did a Doctor or Healthcare Worker: (All adults)



Probed Further in 2017

20% Did Not See a Healthcare Worker. Among those who did

42%



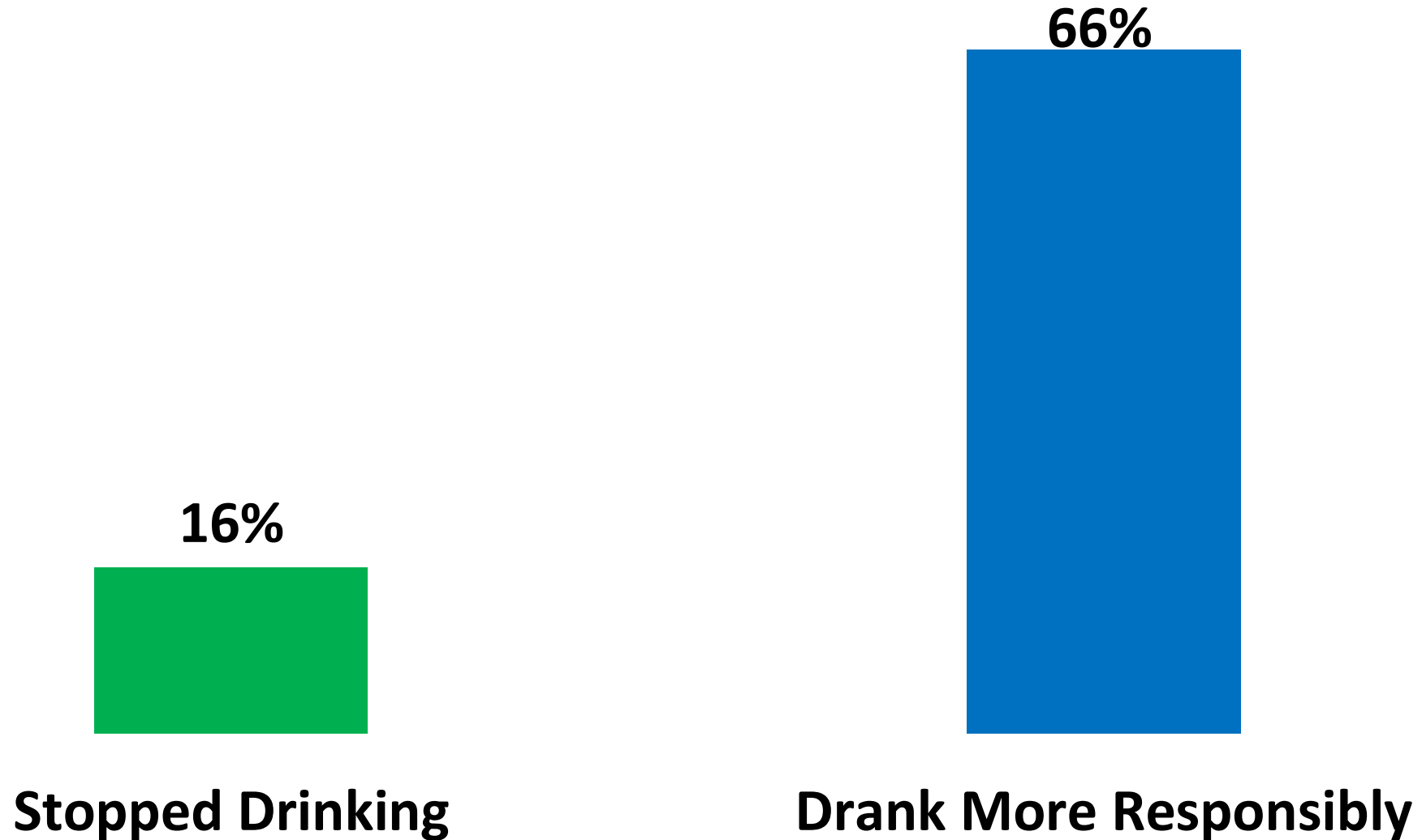
asked you about how much alcohol
you drink?

4% (10% of
those asked)



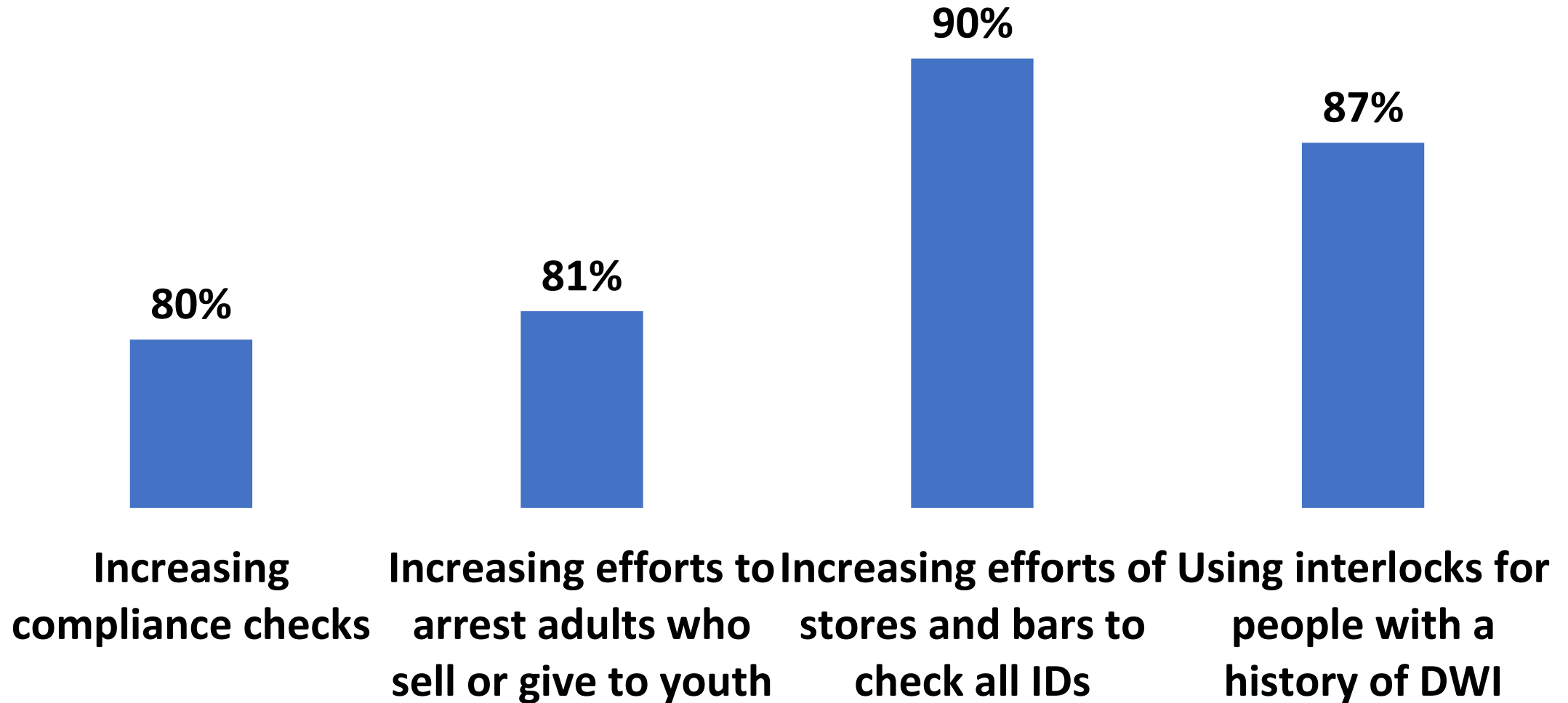
advised you to reduce or stop
drinking alcohol?

82% Said They Acted on the Advice of the Healthcare Professional



SBI Data from Cincinnati Are Almost Identical

% Who Somewhat or Strongly Approve of Possible Interventions



Questions, Answers, & Discussion

