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## **Elevating Safety & Efficiency: How Advanced Communication Transformed Mass Transportation for the NFL Draft in Green Bay**

### **Executive Summary**

The recent NFL Draft in Green Bay presented an exceptional logistical challenge: safely transporting over 600,000 attendees while minimizing impaired driving incidents. This white paper highlights the pivotal role of the Brown County Tavern League's SafeRide Shuttle program, a groundbreaking initiative designed to provide free, safe transportation. Nielson Communications proudly partnered with SafeRide, providing our cutting-edge HORIZON Push-to-Talk Over Cellular (POC) radio and dispatch system. Our reliable communication systems and GPS fleet management were essential in safely and efficiently dispatching shuttle buses throughout the NFL's 2025 draft!

### **Background**

The Tavern League of Wisconsin's SafeRide program has reduced OWI convictions and alcohol-related fatalities statewide by offering free rides home from participating businesses. For the NFL Draft, the Brown County Tavern League expanded SafeRide into a dedicated shuttle service, offering free rides back to homes or hotels, requiring careful planning and reliable communication.

### **The Problem**

Hosting over 600,000 visitors in Green Bay created huge planning challenges: severe traffic congestion, shortage of rideshares, and increased impaired driving risk. Coordinating 40 vans and 90+ drivers across Brown County required a robust, real-time communication infrastructure to ensure driver and passenger safety and operational efficiency.

### **The SafeRide NFL Draft Operation**

For four days, dispatch operated for 61 hours, often until 3:30 AM. A "war room" at the Watering Hole Bar & Restaurant served as a command center, with real-time vehicle tracking displayed. Bars contacted dispatch via calls, texts, or messages. One person managed radio communications; two others logged pick-up details. The scale demanded a communication system with constant, clear contact across Brown County.

### **The Role of Communication Technology**

Before partnering with Nielson Communications, SafeRide lacked comprehensive real-time communication and tracking. HORIZON POC radios provided full, clear coverage with no drop-offs and integrated GPS for constant driver visibility, crucial for safety and rapid emergency response. Clear audio prevented miscommunication, avoiding delays and maximizing efficiency.

## **The Results**

SafeRide's success was directly due to Nielson's HORIZON POC radios. Before our partnership, there was no GPS or reliable fleet monitoring. Our system improved coordination, offering real-time visibility that ensured driver safety and flawless dispatching. Dispatchers noted that the clear audio was essential to avoid inactive vans and save time. Thousands of riders were transported with "no drop off in communication." Despite many drivers being 50+, they learned to use the radios easily within hours. When programming issues arose, Nielson's team resolved them immediately, showing exceptional support.

## **Testimonials & Partner Quotes**

- "The ability to haul 9,000+ riders without the radios, we simply wouldn't have been able to do that." – Ben Brunette
- "GPS was the most assuring part... we did not have a drop off in communication anywhere." – Ben Brunette
- "Everything was so positive... if you need multiple radios and a dispatch system, this is the path to go down." – SafeRide Organizer

## **Key Takeaways**

- Reliable, GPS-enabled radios like HORIZON POC improve communication across wide areas, especially where cellular signals are inconsistent.
- Centralized dispatch and ongoing support ensure optimal performance.
- Public-private partnerships enable extraordinary public safety outcomes.

## **About Nielson Communications**

Nielson Communications provides wireless communication solutions in Wisconsin for construction, public safety, healthcare, education, manufacturing, and more. As trusted dealers of Hytera, Kenwood, Tait, and L3Harris radios, we offer advanced P25 systems, GPS fleet management, and cell boosters to improve safety and efficiency. We deliver expert support to ensure reliable communication systems and security.

Looking to improve communication, secure access control, track fleets, or enhance business systems? Contact Nielson Communications today to learn about HORIZON POC, GPS fleet management, and other solutions. Visit our [website](#), email [sales@nielsoncom.com](mailto:sales@nielsoncom.com), or call 920-494-1828 to schedule a consultation.