



# ALTERNATIVE TRANSPORTATION FEE COMMITTEE

Friday December 1st, 2017, 12:00pm VU 543

## Members:

**Present:** Annie Gordon (AS VP for Student Life), Ana Ramirez (AS VP for Governmental Affairs), Carol Berry (Transportation Program Manager), Seth Vidana (Financial Manager for the Alternative Transportation Fee-Proxy), Greg McBride (Assistant Director of VU Facilities), Saige Wilde (Residence Hall Advisory Representative), Grace Coffey (Student at Large), Caroline Schuler (AS Alternative Transportation Coordinator) and Kay McMurren (Student Transportation Program Assistant).

**Absent:** Bianca Smith (Director of Public Safety designee)

**Secretary:** Chloe Callahan (AS Board Assistant for Representation Committees)

**Annie Gordon called the meeting to order at 12:02 PM.**

### I. Introductions

Gordon asked the committee to introduce themselves and share what they were excited for this winter break.

### II. Discussion Items

#### a. Graduate research opportunity

Berry and McMurren met with the new dean of the graduate school, Gautam Pillay, and said he was interested in graduate research and offered to facilitate presenting research on the late night shuttle to deans of the different colleges. Berry said they had brought him a list of questions about the potential research program and said he would take it to a variety of deans to find someone to do the research. She said the Office of Sustainability had offered to utilize their graduate and undergraduate assistants to research what other institutions were doing. She said this research would be done at the same time as the real time arrival app went into implementation. Within the next two quarters they wanted to do as much research to find what the app should do and/or look like in the future. Gordon asked if this was an update to the committee or if the committee needed to take action. McMurren said it was a long term project that would help the committee make decisions in the future. Berry said the Alternative Transportation Fee was not needed to fund the research. The graduate programs research project would be included in their curriculum.

#### b. Update on the real-time shuttle arrival app

McMurren said there was a website that had been created [www.wvu.ridesystems.net](http://www.wvu.ridesystems.net) for the shuttle app. She said this was available on the app as well and then walked the committee through how the site worked. She stated when the buses received their GPS the map would then include the location of the bus at all times. Berry asked if the site would include the scheduled time and the actual time of the buses. McMurren clarified that she was unaware exactly how that would work, but foresee that the aspect would be implemented later. Vidana asked why the committee had shifted to a real-time focus.

Berry stated it was something the committee had wanted to do for a while. Gordon said ridership for the late night shuttle was low and this was a method to see if something like this would increase the ridership. McMurren stated Metro Magazine had an article about how students at UCLA were using more Uber and Lyft and felt the suspicion of a decrease in ridership due to Uber in Bellingham seemed to be validated. She mentioned that they had received a lot of hardware from the company, which will be installed over break. The plan was to have the program up and running by the beginning of next quarter, but did not want to advertise yet in case installation of the hardware took longer than expected. She said the drivers also needed to receive training and that Schuler will be helping with marketing. McMurren noted that the app was free and could be downloaded at the app store. Wilde asked what the marketing plan was and would they be explaining to the students how the shuttle works in. McMurren said they had not had an in depth discussion about marketing yet. Berry said meeting with RHA would be helpful in understanding what was needed for marketing to the students. Vidana asked what the committee thought was the best way to advertise. Wilde said an email was useful way to reach her. Berry asked how to interact with students in the residence halls. Wilde said she would meet with Schuler to discuss marketing in the residence halls. Berry asked if the Associated Students as a whole could be informed and trained on the app. Gordon said she could reach out to AS Personnel to potentially include the app into winter training. Berry said they could also do classroom announcements. Coffey asked if there was information at the bus stops for the late night shuttle. McMurren said there were posters in the bus shelters, but not at every stop and there were brochures online and available at a lot of locations on campus. McBride asked the committee how people learned how to use Uber and how that might be a question that they could use to frame their marketing efforts around. Gordon mentioned that when you download an app, the app typically provided a tutorial on how to use it and where someone could ask questions. Ramirez said she used Uber because she needed it and later deletes the app when it was not needed, which might be a problem they see with this real-time app. Wilde said they thought the most downloads of the real-time app will be when students were waiting. Vidana asked if they had information on what the major stops were for the late night shuttle and potentially could advertise at those stops. Gordon wondered if the app could send notifications to continually engage students. McMurren said she would ask RideSystems about adding the features discussed,

**c. Committee membership changes**

Berry said that she would be retiring the following spring. She mentioned that their position was not going to be replaced in one position, but it would be split into multiple roles. She said how the positions and tasks evolve would impact the committee. She talked with Jillian Trinkaus about attending these meetings to see if the committee fit the job description. Vidana said likely Trinkaus would be taking over a majority of Berry's roles. McMurren said the decision was to replace a voting member. Vidana clarified there was still going to be someone doing a similar role, but the title on the charter might need to change. Berry mentioned Trinkaus looked at bike issues and was excited about the committee having a wider spread information if she was the one to take over. Gordon clarified the committee will continue to discuss this when the time gets closer. McBride mentioned when the Office of Sustainability should decide the title of the best fit individual, then that would be the title the committee would place in the charter. He clarified that Berry will continue to be on the committee till spring.

***Annie Gordon adjourned the meeting at 12:48 PM.***