Minutes, October 8, 2012
Sustainability Working Group

Meeting 3:30 AM – 4:30 PM in the Apple River Room

Present: Kelly Cain, Ian Johnson, Mike Stifter, Mary Wright, Deb Schwab, Jessica Pett, Molly Breitmun, Dean Olson, Charlie Rader, Jerry Waller, Dan Paulus, Tim Thum, Jabez Meulemans, Tracy O’Connell, Claire McCarty Kilian, Elliott Kann, Brenda Dunse

Introductions and welcome: Student Jessica and Molly joining us with interested in Zimride and SWG, Amy Fox joining us via go to meeting presenting Zimride to the group.

Zimride Presentation:

Zimride is a ride share program. Social networks, including Facebook, are utilized to connect drivers and passengers. Payments are secure and made using PayPal. The program operates on feedback and testimonials by its users.

Eight campuses of the University of Wisconsin system are now providing the Zimride service to their campus communities. With the rising cost of car ownership and gas up three times that of ten years ago, fewer students are bring vehicles to campus.

Three key areas; measured results, build critical mass and leverage trust.

If Zimride is chosen UWRF would be expected to have at least one thousand active users within the first year.

There are many features and options available to both drivers and riders; they are able to connect to Facebook, create their own profile, add a car profile, and list common interests. Trusted partnerships can be established with other University campuses.

There is a back end portal that can be accessed by a few key administrators who can track who is using, and can control and block users. Reports can be generated to provide valuable statistics of how reliable the system is working for the end user including, average matches per posts.

The green calculator is a quick and easy way to see the green results for campus usage. Amy will provide Kelly with the sources for the green conversions.

It is not necessary to have a Facebook page users can have a Zimride profile only if desired.
A school email is used to sign up through a campus portal. If the user cannot authenticate then they can’t use the service.

Insurance - a liability waiver needs to be signed off on by all Zimride users to be sure that the UWRF can’t be held liable. Amy assured the group that the language in the waiver has been tried and tested.

There is a start-up time frame between four and six weeks once a contract is signed with Zimride to provide services. The contact length is for a three year term at $12,000 per year. The set-up fee is $950 and will provide the full integration and marketing materials to kick off a fun promotional campaign.

The role of SWG is to listen and advise.

Students, faculty and staff are the users. How to fund? If faculty would make a minimum contribution of ten percent and if administration committed to twenty percent, this would have to go through the budget request process. Would students be interested in this type of a ride share program?

Student input will be needed either through a poll or survey. It was discussed how best to gather this input here are some of the methods; email, texting, the ride board, a Qualtrics survey and Org.Sync.

It was suggested that Paul Shepherd and Nick Anders may be able to provide assistance with getting a table and a computer set up in the University Center to aid with a survey.

Amy from Zimride asked if a presentation for Student Senate would be helpful.

Dean Olson made a motion to move SWG to support students to see if this is an option. Jabez Meulemans second the motion. Jessica Pett will introduce Zimride to the Student Senate for a feasibility study.

Kelly will email Bobbi O’Brien to see if Zimride can be added to the agenda for next week. Jessica said it will go on the open forum section for tomorrows Student Senate meeting.

**Other:** Molly expressed a strong interest to be the second student representative of SWG. Molly brings a tremendous background, interest and self-motivation.

**Campus Sustainability Day:** October 24, 2012, All-day event on campus.

Showing of *One Day on Earth*, with a keynote broadcast to follow in the Falcon’s Nest from 1:00 PM to 2:30 PM. and possibility an evening showing of *One Day on Earth*, still TBD – Ian.