



## Alternative Transportation Fee Advisory Board 2019-2020

March 2, 2020 5:30pm  
LSC Room 388B

**Draft**

Recorded by: Kalyn

I. Call to Order

II. Attendance

Name	Title	Affiliation	Present?
Patricia Vail	Chair	Chair	yes
Sophie Hinnen Sophia Shepp	Representative	ASCSU At Large	no yes
Alyssa Melvin	Representative Associate	ASCSU At Large	no
Bo Collins	Representative Associate	Ag Sciences	yes
Noah Fishman	Representative Associate	Business	yes
Drew Wilson	Representative Associate	CVMBS	yes
Michael Townsend Jordan Schlitzer	Representative Associate	Engineering	yes yes
Michelle LaCrosse	Representative Associate	Graduate School	no
Rebecca Rathburn Emily Capbell	Representative Associate	HHS	yes yes
Jake Sappwood	Representative Associate	Liberal Arts	yes
Tom Miller	Representative Associate	Natural Sciences	yes
Kalyn O'Byrne	Representative	Undeclared	no



Tara Davis Paul Barker	Associate		yes yes
Lucas Bunger Mark Kohn Helen Flynn	Representative Associate	Warner College	yes yes yes

III. Approval of Minutes from the Last Meeting

- Minutes Approved

IV. Open Items

V. New Business

- a. Ram Ride Presentation from Sylvia Cramner
  - i. Awards students and staff who are following rules of the road
    - 1. They target hotspots of noncompliance
    - 2. Rewards include 5 dollar ram cash cards and prizes from local businesses
  - ii. In 9 weeks had 6,670 interactions at 18 different locations
  - iii. Need the program because there are limited numbers of officers
    - 1. Helps students learn rules of the road through positive reinforcement
  - iv. The benefit to campus is that the campaign encourages riders to make lawful choices
    - 1. Benefits the students who are recognized for good behavior and the students who provide the reward
  - v. They want to have 30 events in 2020
    - 1. Only had 16 in 2018



- vi. Want to give out 50 five dollar RamCash cards and two 50 dollar RamCash cards at each event
  - 1. Also, want increased CSUPD presence and are hiring a Rambassador site manager hired
- vii. They don't want to rely on donations from local businesses for prizes
- viii. Amount requested from ATFAB is 7,600 and they are receiving 3,655 from local businesses
- b. Questions
  - i. Emily asked about if there any stats to see if the program has actually made a difference to riders on campus
    - 1. They don't exactly know but are willing to set up observers to examine if there is a difference between riders following the laws before the program and after the program
  - ii. Tommy asked how much time they are saving purchasing RamCash versus asking for donations from local businesses
    - 1. Can't exactly pinpoint a number but it is for sure a lot easier to purchase the RamCards than ask the local companies
  - iii. Helen asked if there were restrictions on who they asked donations from
    - 1. They said not really and that they are asking a large number of businesses for donations but they don't want to over ask from the businesses
  - iv. Sophia asked if there was a way to ask companies who are already giving out free items on campus to partner with the program
    - 1. They are open to asking the companies
  - v. Jordan asked if the money is going directly to the RamCards or is it going elsewhere
    - 1. Most of the money is going towards the RamCash
  - vi. Jordan also stated how the number of engagements got pretty low towards the end so should they really expand



1. They stated that the number of engagements really depended on the weather and they want to be able to expand to more dates
  - vii. Patricia asked if they have considered doing more marketing and would it be useful to hire students to work for the program
    1. They already use rambassadors so they have some hired students
    2. They are open to marketing but they count on the surprise aspect to surprise people with an award
  - viii. Patricia also asked about the positive interactions between students
    1. They believe that their program spreads positivity among peers and it also allows the school to keep the great bike reputation
  - ix. Sophia asked if they would consider breaking the 10 weeks into 5 weeks into the fall and 5 weeks in the spring and should they set a few potential dates that might be canceled due to weather
    1. They are open to the idea and state that it would make sense for the program to spread across both semesters
  - x. Michael is asking if they could advertise but not say when it is going to be or where so that they can keep the surprise aspect
    1. There is some advertising and they think that it is a good idea to have more advertising but keep the time and location out of it
  - xi. Michael also asked that if they did do the three potential dates if they were canceled can they have the money rollover next semester
    1. They would buy the RamCards and those could rollover
  - xii. Helen asked when is the additional week
    1. Starts at ram welcome week and goes onward
  - xiii. Michael asked if they would accept partial funding
    1. They would
- c. Scoring and Uploading to Google Drive



VI. Post Meeting Action Items

Action:	Assigned To:	Deadline:

VII. Motions Made

- **Motion 1- Approval of Minutes -**
- **Motion 2- Motion to Adjourn -**