



Colorado State University Alternative Transportation Fee Advisory Board 2021-2022

March 07, 2022

LSC 376

Approved/Draft

Recorded by: Grace Feuerborn

I. Call to Order - 5:30pm

II. Attendance

Name	Title	Affiliation	Present?
Mark Kohn	Chair	Executive Board	x
Helen Flynn	Vice Chair		x
Micheal Townsend	Financials		n/a
Grace Feuerborn	Secretary		x
Adam Vance	Representative	ASCSU At Large	x
Ken Kinneer	Representative	ASCSU At Large	0
XX	Representative	Ag Sciences	x
Rob Long	Representative	Business	x
Tatum Flatt	Representative	CVMBMS	x
Colin Hill	Representative	Engineering	x
Micheal Needham	Representative	Graduate School	x
Meghan Scaggs	Representative	HHS	x
Jacob Pendergast	Representative	Liberal Arts	n/a
David Wise	Representative	Natural Sciences	x
XX	Representative	Undeclared	n/a

Lucas Bunger	Representative	Warner College	x
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III. Approval of Minutes from Last Meeting

- quorum accounted
- motion to approved last meetings minutes: unanimously passed

IV. Open Items

V. New Business

Erika Benti & assisted by McKenna- SkiSU

- previously funded by ATFAB from 2018-2021
- total expenses: \$20,500.00
- ikon passes only
- funding requested by ATFAB: \$9,892
 - 12 trips
 - ikon passes
 - college discount
 - 42 student tickets and 12 employee tickets
- Benefits for students:
 - access to outdoors
 - good for environment - car-free lifestyle
 - GHG Emissions reduction
 - social connections
 - majority of students say they would not have been able to go without SkiSU
- What was the complaint for the SkiSU bus for dissatisfaction?
 - McKenna: The bus broke down at 3:30pm and students had to stay later at the resort until the new bus came, so it was probably related to that situation.
 - All of these are learning experiences and we use these situations as a way to gauge future situations.
 - Mark: Are there follow-up questions regarding the post-skiing survey?

- Erika: Students can write into whatever they want in the survey, but we could include a spot to contact us further if they would like to directly talk to workers.
- Mark: Are there any trends that you tend to see on the post-ski survey?
 - Erika: The most common complaint is the bus getting stuck in traffic during busy times in morning and evening. Changing the times have been better for traffic. Students told us that it was worth it to wake up an extra 30 minutes early.
- Michael: The budget states that bus parking at ski resorts is 0 dollars, is that because of COVID?
 - Erika: Normally it is \$0 but we did have to pay for parking at Eldora for a few of the trips, but typically it is free.
- Rob: Is the texting service a satellite phone?
 - Erika: We use TextMagic which the skiing student reps have on their phone. The app uses a random local number that sends text messages around 5pm the day before about the trip, and again at 5am for skiers. It also notifies the students the hour before they need to be back at the bus to leave the resort. The reps schedule them out.
- Michael: Do you explore other resorts during the seasons?
 - Erika: We are somewhat limited by the travel time to get to some of the other resorts, but we have tried roughly 8 different resorts each season. Some of those are more popular with others, and the IKON pass is more popular as well which gives students more opportunities.
- Michael: How is the employee ticket sales doing this year?
 - Erika: We took the employee tickets away this last season and have now reintroduced them. We typically have a handful of employees going and we always have extra tickets going out towards the students as well. There is some growth we could have in that area too.
 - Erika: All anyone wants to talk about with me is SkiSU at the Choose CSU days, and I think it is a real draw for students to look forward to when coming to CSU.

- Helen: The project is not self-sufficient and there are no other plans to fund it besides ATFAB, correct?
 - Erika: We are looking for other sources of funds. This past season we did increase ticket costs for students. With our current model, we would need to charge students the same cost as the employees to match funds, but we would like to keep the costs cheaper for students. We would need less subsidy if we
- Do you work with the outdoor program at all?
 - Erika: We do cross promote sometime and share information for their website and front desk. We think that potentially someday the SkiSU could be more closely tied to the rec center, especially because prospective students are interested in it.

Ram Ride Right at CSU

- Matthew, Anthony, and Sylvia.
- educate and enforce traffic laws at the locations, as well as offer \$5 ramcash incentives to follow as well
- promote safety guidelines
- CSU is a platinum bicycle friendly university
- ATFAB has funded Rams Ride Right from 2019-2022
- **Funding request from ATFAB: \$7,600.00**
 - RRR could provide more ram cash coupons
- make campus safer
- students have been seriously injured or have died
- important time with reinforcing bike safety is in the fall

The Spoke: Partnership

- mobile version as well
- education and fix bikes
- mobile spoke is set up next to RRR locations

- Rob: Do you have any past statistics from 3-5 years ago showing that positive reinforcement works? Ex: the amount of tickets given out.

- Anthony: The CSU PD has that data, which we can gather and send out.
- Aaron: It is hard to reward or scold someone and see direct change.
- Sylvia: Other students see students getting ram cash which encourages change.
- Adam: Is there anything else that is used to educate the CSU students, or is mainly through the \$5 ram cash incentives?
 - Erika: We do not want to publish the locations we are going to be at, but there are definitely other opportunities that we can do to get the word about by notifying students of potential rewards. We could potentially work with the Collegian about bike safety and get the word out to students. Maybe this upcoming year we can look at proactive promotion and see how it changes.
 - Sylvia: We would like to connect with environmental affairs as well and get our eco leaders on board too.
- Mark: I would not like to include profanity in the statistic but what did those 440 interactions include?
 - Sylvia: The intersections are a great place to observe interactions by cyclists and pedestrians.
 - Matthew: Those interactions include any conversation beyond saying “hello” is included. Any dialogue is in that statistic.

VI. Post Meeting Action Items

Action:	Assigned To:	Deadline:
Finish filling in the project scoring sheet	everyone	

VII. Motions Made

- **Motion 1- Approval of Minutes**
- **Motion 2 - approve**

- **Etc.**