



Colorado State University Alternative Transportation Fee Advisory Board 2022-2023

10-03-2022

Ram's Horn Conference Room

Recorded by: David Wise and Helen Flynn

I. Call to Order - 5:30pm

II. Attendance

Name	Title	Affiliation	Present?
Helen Flynn	Chair	Executive Board	Y
David Wise	Vice Chair		Y
Ken Kinneer	Financials		
Michael Needham	Secretary		
XX	Representative	ASCSU At Large	y
XX	Representative	ASCSU At Large	y
XX	Representative	Ag Sciences	
XX	Representative	Business	
Trevor Hale	Representative	CVMBS	
XX	Representative	Engineering	y
Justin/Emily	Representative	Graduate School	y
Meghan Scaggs	Representative	HHS	
Jacob Pendergast	Representative	Liberal Arts	
XX	Representative	Natural Sciences	
XX	Representative	Undeclared	
Lucas Bunger	Representative	Warner College	y

Approval Date: 10/10/2022

III. Approval of Minutes from Last Meeting

yes

IV. Open Items

V. New Business

How much work is recording an engagement

Presentation by The Spoke

HDS Funding: \$4,500 for move in week labor, budget actual: \$4,529.77

- **Featured on hall IG and digital board for and sustainability video for marketing**

Staffing: 12 employees, 2 from underrepresented areas,

- **Losing 6 for graduation in spring**
- **Want 15 for next fall**

Mobile Shop: 50 popups, 516 engagements so far, avg of 20 costumers and 47 engagements in a 2-hour period

- **10 different locations for it, posted daily on Instagram,**
- **Top locations: Hughes/meridian, newton statue, university and meridian, partner with campus rec**
- **Mobile shop got upgraded, can support 2 mechanics**

Metrics: 1951 engagements vs 2800 last year (could be from misrecorded engagements)

- **Spoke info: 408**
- **Tire inflation, tube change, etc.**
- **25,000 engagements for the spoke's lifetime**

Surveys:

- **Current responses: 288**
- **Majority of survey was off campus**
- **97% are students, grad students have increased to 9.8%**
- **About half heard about the spoke by walking by, the other half heard about it.**
- **Comments seem positive**

Marketing/Partnerships: had pop ups, had events, Instagram is almost at 1k followers.

- Partnered with campus rec. They have 4 different classes on bikes.

Winter break: appointments if mechanics are available.

Always initiatives to hire women and POC

Engagements: each takes about a minute and a half to record

- Have considered tracking sheet or post-it notes to slim down the time it takes to record it.
- One customer can have multiple engagements.

Have multiple methods of tracking: educational labor, survey

Rental bikes: 8 bikes arrived mid-summer

- Total investment was \$23,000
- 66 bikes in fleet
- 4 cruisers on loan
- There was a shortfall, but then rental fees made up for it
- Program has been successful except for students taking classes to subsidize bike rental. Students stopped attending safety classes.
- Recommendations going forward:
 - Not requiring classes because of low participation and difficulties that staff have convincing students to follow through. Still having lights, helmets, safety accessories available for purchase.
 - Looking to expand fleet and additional large and small sizes.

Other notes:

- There was a donation to the Spoke of \$5000 from a parent during move-in week. This has opened the door to the ability for the Spoke to accept other donations through CSU's giving portals.
- Zachary recommends giving an incentive on back end of bike rental so that more students take the classes.

VI. Post Meeting Action Items

Action:	Assigned To:	Deadline: