



# UNIVERSITY OF WISCONSIN–LA CROSSE STUDENT ASSOCIATION

235 CARTWRIGHT CENTER 1725 STATE STREET LA CROSSE, WI 54601 (608) 785-8717

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## **SA1516-026: Resolution Approving Fall 2015 Green Fund Request, Zimride Rideshare Program.**

DATE: November 17<sup>th</sup>, 2015

AUTHOR(S): Jeremy Ames

SPONSOR(S): SUFAC

WHEREAS; The Joint Committee on Environmental Sustainability believed this request fulfilled the requirements of the Green Fund.

WHEREAS; SUFAC is responsible for submitting recommendations to Student Senate

WHEREAS; after discussion, SUFAC denied the request for funding.

WHEREAS; the Student Senate is required to approve all Green Fund Requests and;

THEREFORE BE IT RESOLVED; that the Student Senate approve the Zimride Program request at \$0.

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A handwritten signature in black ink, appearing to read 'Molly Davies'.

Molly Davies  
President, Student Senate  
Vice-President, Student Association

12-02-2015

Date

A handwritten signature in black ink, appearing to read 'Kaylee Otterbacher'.

Kaylee Otterbacher  
President, Student Association

12-02-2015

Date

# - Green Fund -

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University of Wisconsin-La Crosse  
Application for Environmental Sustainably Reserve

FALL 2015

*Application must be received by November 8, 2015*

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Please send completed applications to [greenfund@uwlax.edu](mailto:greenfund@uwlax.edu). You will be sent a confirmation e-mail verifying that the proposal was received.

For more information about the Green Fund or the application process please refer to the following; [Green Fund Bylaws](#), Green Fund [webpage](#) or email us at [greenfund@uwlax.edu](mailto:greenfund@uwlax.edu).



**Include the following with this application:**

- At least 3 price comparisons of the item(s) or project.
  - Budget Sheet
  - Other supporting documentation
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### **Contact Information**

Name: Victor Hill

Phone: 608.785.8056

Email: [vhill@uwlax.edu](mailto:vhill@uwlax.edu)

Unit/Organization/Department: Parking and Transportation Services

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### **Please give a brief overview of the proposed items or project(s) you are requesting funding. What would be the approximate cost?**

Parking and Transportation Services requests \$6,000 per year for the next three years (\$18,000) to fund the Zimride rideshare program. If all three years cannot be approved, the amount requested is \$6,000 to for one year.

Rideshare programs allow students to find rides with other students who have similar destinations. The programs allow for expenses, such as gas, to be shared. For example, a student who plans to go to Madison for the weekend may share his intent at the rideshare website and invite one or more students to ride and share gas costs.

UWL piloted the Zimride program in 2007. UWL's Zimride program was never taken offline and continues to be used, despite no obvious advertising. Zimride was acquired by Enterprise Holdings two years ago. The program will be shut down if funds are not available maintain it. The standard, annual cost for the program is \$12,000 per year. However, due to existing partnerships with Enterprise, including CarShare, the annual cost will be \$6,000 per year.

Approval for Green Funds will allow Zimride to continue at UWL without disruption to the service.

Here are recent statistics:

- 4,280 -- Users since 2007
- 88 -- New users in the last 90 days
- 8 -- Average matches per ride (number of people who can accommodate a request). Enterprise officials say this number is excellent compared to other universities.

**What is the general timeline for the project? (When do you see this being on campus?)**

The program is already on campus. Green Fund approval will allow the program to continue for one to three more years, depending on the funding that is approved.

**Please give a detailed explanation on the environmental impact of proposed project? Will this project reduce UW-Ls Carbon Foot print, water usage or electricity consumption? If indirectly please explain how.**

Rideshare programs reduce the number of vehicles on campus by encouraging students to carpool. Carpooling reduces carbon emissions and promotes sustainability.

**How will this project increase student understanding of environmental issues or actions?**

Zimride will actively promote carpooling and help encourage students to consider alternative transportation as a more sustainable option than bringing a vehicle to campus.

**Do you plan to collaborate with other entities? This includes, planning, executing the project through student or community organizations and university departments/offices.**

Enterprise will add the Zimride contract as an amendment to the existing CarShare contract, which is also a Green Fund project. The program will be promoted by Enterprise. Enterprise will hire a paid student intern to promote the program, as it has with CarShare. Enterprise will partner with Parking and Transportation Services, University Centers, Students for Sustainability, and other groups to promote Zimride as another transportation alternative.

**Large and complex projects require UWL staff member(s) to be involved, please list designated personnel who are involved in the proposed project or have been contacted to verify project viability.**

Name(s): [Victor Hill](#), Parking and Transportation Services Manager  
[Robert Hetzel](#), Vice Chancellor for Administration and Finance  
[Mike Gasper](#), Assistant to the Vice Chancellor for Administration and Finance

**Are you receiving additional funding from other university or non-university entities?**

NO

**If yes, please state the other sources of funding that you are receiving and the amount received.**

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**Is there any other relevant information that you would like to add?**