

SENATE BILL #2167

Title: SafeRide Needs Assessment

Date: March 7, 2007

Authors: Student Issues Committee

Sponsors: Senators Clay, Danica Day, Harris, Heimann, Henderson, Jensen, Primus, and Uhrig

1. WHEREAS, the Associated Students of the University of Wyoming (ASUW)
2. created the SafeRide Shuttle Service (SafeRide) in 2000; and
3. WHEREAS, the purpose of SafeRide is to provide University of Wyoming
4. students and the Laramie community with safe, reliable and accessible
5. transportation to and from public places; and
6. WHEREAS, the 2006 ASUW Survey demonstrated that 96% of fee paying
7. students know the program exists; and
8. WHEREAS, the survey reflected that reasons for dissatisfaction include the
9. service being "too busy, wait times being too long and being unable to reach
10. dispatch;" and
11. WHEREAS, the SafeRide ridership during the Fall 2006 semester reached an
12. all time high of 1,323 on-route riders and 11,641 on-call riders; and
13. WHEREAS, there is demand for the SafeRide program to be continued,
14. reviewed, and expanded; and
15. WHEREAS, the ASUW Student Issues Committee conducted a program needs
16. assessment in the Spring 2007 semester; and
17. WHEREAS, the Student Issues Committee recognized six areas of need including
18. a thorough review of operations, purchase of radios, expansion of the SafeRide

19. fleet, a marketing plan, a permanent location, and a review of program
20. sustainability.
21. THEREFORE, be it enacted by the Associated Students of the University of
22. Wyoming that the SafeRide Needs Assessment be approved and recognized as
23. "Addendum A;" and
24. THEREFORE, be it further enacted that "Addendum A" be implemented by the
25. corresponding entities in respect to the timeline as outlined.

Referred to: Student Relations Committee

Date of Passage: March 27, 2007

Signed:



(ASUW Chairperson)

UNANIMOUSLY

"Being enacted on March 30, 2007

I do hereby sign my name hereto

and approve this Senate action."



ASUW President

**ASUW SafeRide Needs Assessment
2006-2007
Student Issues Committee**

I. Overview

According to Senate Bill #1945, "the purpose of SafeRide is to provide a public transportation system to be operated within the Laramie city limits for both the University of Wyoming and Laramie communities. The system will provide the community with reliable transportation to points throughout the city of Laramie, a safe alternative to walking, bicycling riding, or other "exposed" methods of travel, and an alternative to transportation by personal automobile. The system will operate in the evening and early-morning hours to provide safe, low cost transportation around the city of Laramie, but may be adjusted to increased or decreased need for service."

As ridership continues to increase each semester, it is necessary for SafeRide to expand concurrently; however, it is difficult to expand without a formal assessment.

In January 2007, the Student Issues Committee conducted this SafeRide Needs Assessment. The assessment was conducted through interviews and data collection during the Fall 2006 ASUW Survey (Addendum B). The following parties were interviewed regarding SafeRide in current operations, the future, weaknesses, and areas of need: ASUW President, Director of External Affairs, ASUW Business Manager, SafeRide Coordinator, SafeRide drivers, SafeRide Sidekicks, SafeRide Advisory Board Members, SafeRide Dispatch employees, and Transpark Supervisors. As a result six areas of need were identified.

II. Areas of Need

The following are the areas of needs assessed by the Student Issues Committee in order of importance: a thorough review of operations, purchase of radios, expansion of SafeRide fleet, a marketing plan, a permanent location, and a review of program sustainability.

Each category below includes reasoning, the parties charged with the responsibility, timeline for implementation, and estimated costs associated with corresponding need.

a) Review of Operations

As identified in the ASUW 2006 Survey areas of dissatisfaction with the SafeRide program include the service being generally too busy, wait times being too long and being unable to reach dispatch. A thorough evaluation of all SafeRide operations will ensure a more efficient program, allow SafeRide to effectively meet rider demands, make the program more user friendly and more accessible. There are four areas for review that include: the discussion of hours and days to operate, an on-route v. on-call discussion, review of dispatch operations and finally the employee handbook.

Hours/Days of Operations and On-call v. On-route are to be discussed by the Director of External Affairs in conjunction with the Saferide Advisory Board and the Student Issues Committee. These topics should be researched during the Fall 2007 semester and be presented to the ASUW Senate in the Spring semester of 2008. The Employee Handbook is to be discussed by the Director of External Affairs in collaboration with the Saferide Advisory Board and ASUW Executive staff. Revisions to the Employee Handbook should be conducted immediately and be concluded prior to SafeRide operations resuming in Fall 2007 semester.

b) Radios

Currently, Transpark owns the radios used for all SafeRide operations. Frequently, when SafeRide drivers pick up the radios, the batteries are not fully charged. As a result, the driver will have to return to the office to retrieve a new radio. This not only is a hassle for the driver, but it also increases the wait time of a rider. By ASUW purchasing our own radios, we will provide stability to the program, increase efficiency, reduce any liability to Transpark's radios and continue to foster a positive working environment/ relationship with Transpark.

A one time cost of \$7,187.00 will provide 6 radios (5 radios for operating vehicles and one for dispatch). Further information is attached as "Addendum C".

The Director of External Affairs and ASUW Business Manager will be charged with purchasing the radios with the consent of both the ASUW Senate and the Saferide Advisory Board. The radios should be purchased and available for Fall 2007 semester.

c) Expansion of SafeRide Fleet

According to the ASUW 2006 Survey, wait times being too long is a primary reason for student dissatisfaction. In order to meet the student demand it is fundamental that Saferide have the means to operate more efficiently. The addition of a 5th vehicle will aid in program efficiency, student satisfaction and availability.

Based on current estimates, the approximated cost for one vehicle and driver is \$10,900/year. It is recommended that these costs be withdrawn for a two year trial from the ASUW Reserves.

The Director of External Affairs, SafeRide Coordinator, ASUW President, and ASUW Business Manager will be charged with securing the 5th van. Following the previously specified two year time trial, the Student Issues and Student Fee Committees in conjunction with the SafeRide Advisory Board will be charged with evaluating the success and future need of the expansion. The 5th vehicle should be secured this summer and be ready for operation as soon as the Fall 2007 semester.

d) Marketing

For any successful program, event, or service it is necessary to plan and promote the program, event and/or service as much and as consistently as possible. Since its creation, SafeRide has not had a consistent recognizable image or marketing scheme as the Director of External Affairs only serves for one academic year. Each year there is a different approach to marketing and the image portrayed to the University and Laramie communities.

Through the creation of a slogan and consistent marketing plan ASUW will increase SafeRide's visibility and image. Additional efforts shall be made to increase student awareness of the SafeRide telephone number. Furthermore, this proactive approach provides for the creation and maintenance of partnerships and possible outside sources of funding.

By utilizing a focus group, the Director of External Affairs, will be charged with the creation of a slogan, image, and marketing plan. The focus group should include: The Director of External Affairs, The Director of Public Relations, The Saferide Coordinator,

2 ASUW Senators, 2 Saferide Advisory Board Members, 2 University Members, and 2 Students-At-Large.

A focus group should be held in the Fall 2007 semester with the intention that the new marketing campaign be launched Spring 2008.

e) Permanent Location

When originally created in 2000, SafeRide was operated out of an office in Student Publications located in the Wyoming Student Union. In 2002 SafeRide moved to a small office in Transpark. Over the past seven years, Fleet operations and Transpark have provided office space, vehicles and radios for the SafeRide program. As ASUW is moving towards the SafeRide program being self sufficient with the rental of our own vehicles and the purchasing of our own radios the next step is to secure SafeRide their own permanent location. This location should provide an office for the SafeRide coordinator, an area for dispatch operations, and an area for drivers to congregate.

A permanent location is vital to the future of the SafeRide program. Should there be any further expansion after all areas of needs from this assessment are addressed, the location must be secured first. Through a permanent location security issues will be addressed, there will be better visibility to the campus and community, it will provide program stability and sustainability, and enhance employee satisfaction.

The ASUW President, ASUW Vice President, and Director of External Affairs should work collaboratively with the University Vice President of Budget and Planning to secure a permanent location.

The location should be secured for the 2009-2010 academic year.

f) Program Sustainability

As SafeRide continues to expand, it is vital that costs associated with the program be kept as minimal as possible. Each year renting costs for four vehicles through Enterprise exceed \$20,000.00. Through interviews conducted during this needs assessment, it is apparent that ASUW must review this current expenditure. A possible solution is to explore the costs associated with purchasing our own vehicles.

This dialogue should be held between the Directors of External Affairs and Finance, the ASUW Business Manager and then presented to the Student Issues Committee and the SafeRide Advisory Board for further discussion and exploration.

The investigations and discussions should be conducted over a two year period.

All efforts shall be made by the Director of External Affairs to continue to foster a positive working relationship with the University of Wyoming Parking and Transportation Committee. The focus of this group is to identify and improve the transit needs of the Laramie community. The long term sustainability of the SafeRide program should be evaluated based on the efforts by the University of Wyoming to establish a community wide transit system.

III. Needs Assessment Summary:

Need	Description	Timeline
Review of Operations	There are four areas for review that include: the discussion of hours and days to operate, an on-route v. on-call discussion, review of dispatch operations and finally the employee handbook.	These topics should be researched during the Fall 2007 semester and be presented to the ASUW Senate in the Spring semester of 2008. Revisions to the Employee Handbook should be conducted immediately and be concluded prior to SafeRide operations resuming in Fall 2007 semester.
Radios	By ASUW purchasing our own radios, we will provide stability to the program, increase efficiency, reduce any liability to Transpark's radios and continue to foster a positive working environment/ relationship with Transpark.	The radios should be purchased and available for Fall 2007 semester.
Expansion of SafeRide Fleet	In order to meet the student demand it is fundamental that Saferide have the means to operate more efficiently. The addition of a 5th vehicle will aid in program efficiency, student satisfaction and availability.	The 5th vehicle should be secured this summer and be ready for operation as soon as the Fall 2007 semester.
Marketing	Through the creation of a slogan and consistent marketing plan ASUW will increase SafeRide's visibility and image. Additional efforts shall be made to increase student awareness of the SafeRide telephone number. Furthermore, this proactive approach provides for the creation and maintenance of partnerships and possible outside sources of funding.	A focus group should be held in the Fall 2007 semester with the intention that the new marketing campaign be launched Spring 2008.
Permanent Location	Through a permanent location security issues will be addressed, there will be better visibility to the campus and community, it will provide program stability and sustainability, and enhance employee satisfaction.	The location should be secured for the 2009- 2010 academic year.
Program Sustainability	As SafeRide continues to expand, it is vital that costs associated with the program be kept as minimal as possible and as such, it is necessary to explore the costs associated with purchasing our own vehicles.	The investigations and discussions should be conducted over a two year period

14. Safe Ride is a weekend evening transportation service for students and is funded by ASUW. About 8% of ASUW student fees goes to fund Safe Ride.

Did you know the Safe Ride Program exists?

	Frequency	Valid Percent
(Yes)	481	96.0
(No)	20	4.0
Total	501	100.0

➤ Skip to question 14D.

14A. Have you ever used the Safe Ride Program?

	Frequency	Valid Percent
(Yes)	203	42.2
(No)	278	57.8
Total Valid	481	100.0
System Missing	20	
Total	501	

➤ Skip to question 14D.

14B. Were you satisfied with the service?

	Frequency	Valid Percent
(Yes)	182	90.5
(No)	19	9.5
Total Valid	201	100.0
(Don't know/Not sure)	2	
System Missing	298	
Total Missing	300	
Total	501	

➤ Skip to question 14D.

14C. If not satisfied with the service, which one or more of the following played a role in why not?

	Frequency	Valid Percent
Your age	1	6.3
The wait time	16	100.0
You didn't know the phone number to call	4	25.0
Too busy	10	62.5
You couldn't reach dispatch	11	68.8
Total Valid	16	5.9
(Don't know/Not sure)	1	11.1
(No answer/Refused)	2	
System Missing	482	
Total	501	

14D. Do you feel that the Safe Ride Program should be available to UW students ONLY?

	Frequency	Valid Percent
(Yes)	200	41.8
(No)	279	58.2
Total Valid	479	100.0
(Don't know/Not sure)	22	
Total	501	

14E. Would you be willing to carry a student ID in order to gain entry to the Safe Ride vehicle?

	Frequency	Valid Percent
(Yes)	422	85.6
(No)	71	14.4
Total Valid	493	100.0
(Don't know/Not sure)	8	
Total	501	

14F. Are you aware of the "on-route" Safe Ride Program available on weekends?

	Frequency	Valid Percent
(Yes)	292	58.5
(No)	207	41.5
Total Valid	499	100.0
(Don't know/Not sure)	2	
Total	501	

15. Did you attend UW last year?

	Frequency	Valid Percent
(Yes)	346	69.1
(No)	155	30.9
Total	501	100.0

➤ Skip to question 18.

16. Did you vote in the ASUW Elections last spring?

	Frequency	Valid Percent
(Yes)	132	39.4
(No)	203	60.6
Total Valid	335	100.0
(Don't know/Not sure)	11	
System Missing	155	
Total Missing	166	
Total	501	

➤ Skip to question 18.

17. What were your reasons for not voting?

(Check all that apply.)

	Frequency	Valid Percent
Inconvenient voting schedule	30	16.4
I do not care who represents me in student government	60	32.8
Other	108	59.0
Total Valid	183	9.9
(Don't know/Not sure)	20	
System Missing	298	
Total Missing	318	
Total	501	

18. Do you plan to vote in the ASUW elections this Spring?

	Frequency	Valid Percent
(Yes)	274	58.4
(No)	195	41.6
Total Valid	469	100.0
(Don't know/Not sure)	32	
Total	501	

19. Did you know that anyone can attend ASUW meetings, write legislation, and be a member of an ASUW committee without running for Senate?

	Frequency	Valid Percent
(Yes)	218	43.6
(No)	282	56.4
Total Valid	500	100.0
(Don't know/Not sure)	1	
Total	501	

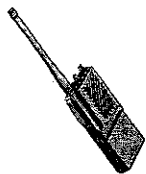
20. Do you feel you are informed about student government and what they are doing?

	Frequency	Valid Percent
(Yes)	220	44.8
(No)	271	55.2
Total Valid	491	100.0
(Don't know/Not sure)	10	
Total	501	

21. Have you ever contacted your ASUW Senator?

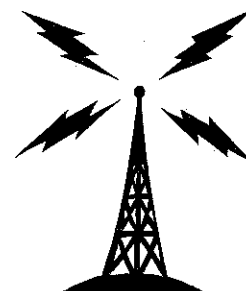
	Frequency	Valid Percent
(Yes)	40	8.0
(No)	460	92.0
Total Valid	500	100.0
(Don't know/Not sure)	1	
Total	501	

addendum C"



CSI-Radio (a Division of CommSource Inc)
 307-632-6686 or 866-769-MOTO (Fax: 307-638-4091)
 2210 Missile Drive Suite D Cheyenne, WY 82001
 Sales - Service - Installation

PROPOSAL FOR: UW SafeRide	ATTN: Travis Cochran
ADDRESS: 1000 E. University Ave	PHONE: 307-766-5204
CITY, STATE: Laramie, WY 82071	FAX: 307-766-3762
ACCEPTED BY:	DATE: February 20, 2007



Item	Qty	Model Number	Description	Unit Price	Total
1	6	CP200	UHF 4-Channel Portable Radio	\$418.50	\$2511.00
1a	6	NNTN4497	Spare Li-ion Battery	\$85.00	\$510.00
1b	1	WPLN4161AR	6-Unit Multi Charger	\$450.00	\$450.00
1c	5	G8U	Magnetic Antenna Mount	\$37.80	\$189.00
1d	5	B4503	UHF Mobile Antenna	\$31.50	\$157.50
1e	5	Adaptor	Antenna Adaptor	\$20.00	\$100.00
2	1	H5157	GR1225 UHF Repeater	\$1467.95	\$1467.95
2a	1	TDE7780A	UHF Duplexer	\$365.75	\$365.75
2c	1	G320	Duplexer Cable Kit	N/C	N/C
3	1	RDE4505A	UHF Base Antenna	\$140.25	\$140.25
3a	1	FRM125	Non-Penetrating Roof Mount with bricks & mat	\$134.87	\$134.87
3b	100	Antenna Cable	Cinta 400 cable & connectors	\$120.00	\$120.00
4	1	Installation	Labor & travel	\$1040.00	\$1040.00

TERMS: _____ % Down NET _____
 Lease or Installment purchase contract
 \$ _____ per month for _____ months.
 Other: _____

Total Equipment Cost	
Labor: Install & Test	
Tax	
Sub Total Purchase	
Frequency Coord. / Licensing	
Total Purchase	
Less Down Payment	
Amount Due	

Proposal Valid for: 90 days Prepared by: Lew Simpson Date February 20, 2007

Thank you for the opportunity to serve your communications needs

