

Creating a Formalized Carpool System at Humboldt State University

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Environmental Science Practicum

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Problem Statement

Transportation is the second largest source of greenhouse gas (GHG) emissions in the United States (U.S.). Transportation accounts for 28 percent of the total GHG emissions, and two thirds of the emissions are from cars, SUVs, and pickups. (United States 2009). The primary mode of transportation in the U.S. is single occupancy vehicles. One way to address this problem on a small scale is to encourage carpooling within the university community. Currently, Humboldt State University (HSU) does not have a functional carpooling system, and students are generally unaware that HSU has any type of carpooling program. In addition, HSU has limited parking spaces for the excess of single-occupancy vehicles traveling to the campus each day. Implementing a formalized carpool system to facilitate and encourage carpooling will reduce GHG emissions and the number of vehicles traveling to campus each day.

Transportation Background

CSU Commitment to Sustainability

According to the 2011 Report, “System and Campus Achievements in Developing Sustainable Practices and Career Pathways” published by the California State University (CSU) Office of the Chancellor, the CSU commitment to sustainable practices has grown over the past thirty years. In 2008, a report titled Access to Excellence was adopted by the CSU board of Trustees which “...identifies sustainability as a major public need to be systematically integrated into teaching, service, research and facilities management” (The CSU Commitment to Sustainability 2011). Following this report, CSU universities were mandated to “develop strategic energy plans coupled with sustainability action plans that will become roadmaps for reaching our sustainability, energy efficiency and climate change goals” (The CSU Commitment to Sustainability 2011). Furthermore, “the plans will include sustainable procurement, water conservation, transportation demand management and climate action plans” (The CSU Commitment to Sustainability 2011). Therefore, finding a way to reduce transportation emissions will be a step toward completing the Chancellor’s requirement outlined in the 2011 report.

Not only are CSU’s accountable for following the Chancellor mandate, they are also mandated to reduce emissions by the California Global Warming Solution Act of 2006, known as AB 32. This law recognizes the threat of global warming and establishes the goal to reduce statewide GHG emission to 1990 levels by 2020. AB 32 was the first state-level, economy-wide statute in the U.S. which mandates reduction targets to all major sectors of the economy— “power generation, manufacturing and industry, buildings, transport, forestry, and agricultural and waste” (Mazmanian et al. 2008, 403). Our project focuses on the transportation sector, because it is a key aspect of HSU’s compliance with both the CSU mandate and AB 32.

Current Carpool System at HSU

Currently, the carpool system at HSU is convoluted and very few students partake or even know about the system. The Parking and Commuter Services website has a link to the carpooling program. It states that students can buy a parking permit for \$315 a year and on days when the driver has three additional people in their vehicle, they can stop by the Parking and Commuter Kiosk to get a "Carpool Preferential Parking Permit" for the day, that enables them to park at the metered parking spots. As a result, instead of drivers looking for a spot in the parking lots, they can then compete with students who do not own a parking permit and park at the meters (Parking and Commuter Services). This system is dysfunctional, a waste of time, and does not make sense. Furthermore, there is minimal promotion of the current carpooling system and most students we talked to were unaware of the incentives for carpooling.

In 2007, Green Wheels was an active club on campus that worked with students to find alternative methods of transportation and to make HSU a bike and pedestrian friendly campus. However, the club has since lost momentum on campus and is no longer active. Some of the strategies they utilized included potlucks for students to meet and organize carpools, a Facebook group, and weekly meetings. Also, the website provided information about other rideshare systems including craigslist, slugging, and others.

Parking Problem

There are a limited number of parking spaces on campus, and drivers spend valuable time looking for a space to park their vehicle when there may not even be a spot available. In 2005, Parking and Commuter Services released their sales of parking permits and the number of available parking spaces. There were 909 General parking stalls available but 1,394 parking permits sold. In the same year, there were 413 Resident parking stalls but 485 parking permits sold. In 2005, at 9 a.m. 97.6 percent of parking spaces were already occupied and at 10 a.m., 99.5 percent of all general stalls occupied. The study clearly demonstrates how impacted the parking lots are on campus, and why increased carpooling would reduce the number of vehicles parked on campus each day. A revised transportation study is expected to be released Fall 2013, but for our purposes we relied on the 2005 study, personal observations, and discussion group results.

Additional Problems Connected with HSU Parking

1. Gas: Arcata's gas prices are well above the state average. This makes carpooling an attractive alternative to share the expense of driving. According to the Environmental Protection Agency, burning one gallon of gasoline releases 20 pounds of carbon dioxide in the air. If the campus community carpooled, there would be significant reductions in both GHG emissions and the amount spent on gasoline. In fact, Zimride a popular carpooling service at numerous other universities, has claimed to reduce on average 300,000 pounds of harmful carbon emissions each year on each campus. This program has proven to be successful for student, staff, and faculty daily commute and long drives. For instance, the University of Wisconsin-Eau Claire has been a

partner with Zimride since February 2012. They have 3,684 users, have saved 821,142 pounds of CO2 and 203,248 dollars (Email with Amy Fox).

2. Time: Students spend a lot of time each day searching for a parking spot. Different techniques from idling in one spot to driving circles around the lot prove to both be a waste of time when all the parking spots are full. If people carpoled, there would be more open spaces, and students would save time in the parking lot.

3. Sporadic Bus system: the local bus systems are limited, and run approximately once an hour. Therefore, they are not an ideal solution for a busy student with a tight schedule. If the bus comes a minute before class is dismissed, a student ends up waiting on campus for an hour to catch the next bus. Or, the bus will drop students off thirty to forty minutes before class which is impractical.

4. Convenience of driving: students have hectic schedules and can be on campus anywhere from 50 minutes to 12 or more hours, so it is convenient to have a car and be able to leave when done with class. Regular carpooling doesn't work because each student has a varied schedule unlike the normal 9:00a.m. — 5:00p.m. workday. Having a car on campus is also a form of a "locker" where students can drop their heavy books instead of carrying them around all day.

5. Cars are one of the only forms of transportation that are used even if they do not fill up. According to the 2005 Humboldt State Transportation Survey, 59.5 percent of people who took the survey drove alone. Only 7.2 percent of survey participants said they carpoled. Planes overbook to make sure each seat is full while bus routes will be discontinued if they do not have passengers. Trains also will stop service if the seats are consistently vacant. Individuals will drive short and long distances by themselves without considering the impact of this action, and how they could be saving both time (carpool lane) and money by filling up the seats in their car before departure. That is why it is important to change the behavioral norm of single passenger vehicles.

An Overview of Formalized Carpool Systems

Zimride

Zimride is the most established carpool program that is being used at over 130 campuses across the country (Zimride.com). It is a real-time rideshare program that partners with universities to create exclusive carpooling networks online. Universities who have Zimride networks can then partner with other trusted university networks so students can expand their rideshare search for distance traveling needs. Zimride connects students' Facebooks with their Zimride account, which is a safety precaution to ensure the users enrolled in the university or part of the university community (i.e. staff and faculty). In addition to simply posting available seats in a car, the user also includes personal details such as music, smoking preferences, and mutual Facebook friends. This creates more compatible matches and comfortable rides. While Zimride is a great carpool program and is free for its users, the weakness is the cost to the university. According to TC Comet and Amy Fox, the software service costs approximately \$10,000 per year.

Uloop

Another formalized rideshare service is Uloop, which is more of an online marketplace for college students. To sign-up, users must have a university email address to verify that they are a student. The website features advertisements for jobs, travel, events, etc. One of the features on the site is carpooling for students; however, the site is disorganized and not very user friendly. Also, it is currently not being used for any rides, which may be due to lack of promotion of the website to students.

Craigslist

Craigslist offers a rideshare service, but is rarely used for short commutes. Rather it is for long distance trips out of Humboldt County. It is unreliable and often drivers/passengers do not communicate in time to arrange a carpool. Furthermore, students are wary of using this service because riders come from the community—not just the campus. This service is not functional for students with a relatively short daily commute (e.g. Eureka/McKinleyville to HSU campus) because the communication between drivers and riders is lacking. The Craigslist rideshare service is rarely a successful way to carpool. For instance, riders drop out at the last minute, emails are forwarded to spam boxes, or the rider seems like a trustworthy person to drive with.

Current System at HSU

HSU Parking and Commuter Services could incentivize carpooling numerous ways. One example would be a less expensive parking pass for students, staff, or faculty who carpool. Or, they could designate parking spaces for those who carpool to school. The Santa Rosa Junior College (SRJC) tried designating parking spaces for carpools to alleviate parking lot congestion. However, without a formal carpooling system, few students opted to form carpools on their own. This semester, they are working with WeGo Sonoma to use real-time rideshare in addition to the carpooling incentives already in place. The real-time app that the SRJC adopted this semester is called Avego. Unfortunately, at this time Avego only functions through the use of an iPhone app. This means that people who do not have an iPhone are excluded from this system, which is an extreme disadvantage.

Goals

- Reduce single-occupancy vehicles traveling within and outside of Humboldt County.
- Formalize a carpooling system on campus that easily connects drivers and passengers for routine commutes or one-time trips to school, events or long distance destinations.
- Create a carpooling community within HSU that allows for spontaneous rideshare connections between students, staff and faculty.

Objectives

- Reduce GHG emissions on campus by 100,000 pounds by Spring 2013.
- Get 15 percent of student body participating in carpooling by Spring 2013.
- 100 rides shared by Spring 2013.
- Demonstrate a need for a formalized carpool system through discussion groups.

Alternatives

This is an analysis of our top four alternatives.

See Appendix A for our full brainstorm of alternatives.

1. Zimride

Zimride is a rideshare program in the United States that connects drivers and passengers in the university community through their Facebook account.

Strengths: Zimride allows drivers and passengers to post/request rides, and automatically links them together using an algorithm, which reduces the effort to search for a match. The service allows drivers to not only post available seats in their car, but also include details such as musical and smoking preferences. In doing so, it attempts to create a smoother and more pleasurable ride for the driver and the passenger(s). Another strength of the service is that it is well established. It was created in 2007, and now has over 350,000 users on over 130 campuses nationwide. It creates a sense of security for carpoolers because participants must be part of the university community to post a ride or join a vehicle. In addition, having the Facebook linked to one's Zimride profile allows the passenger and driver to *see* each other before the ride. It also creates financial security because transactions are made through PayPal, so the driver is protected and will be compensated for the trip, and the passenger(s) will be covered in case the driver cancels. Once the university signs up with Zimride it is available for students, staff and faculty. Zimride is free to users, so there is no expense associated with posting rideshares. Zimride pairs each campus with a rideshare specialist who outlines a specific marketing/outreach plan for the University.

Weaknesses: The primary weakness of this service is that it is relatively expensive. For a school the size of Humboldt, the software is approximately \$10,000 per year. There is also an additional one time activation fee of \$2,500. This high price tag may make it difficult to fund.

Does the solution meet the goals/objectives of the project?

Yes, this solution meets the goals of the project because it is a formal carpool system that would reduce single-occupant vehicles in the campus community. Also, this program has proven to create a carpooling community on campuses. This solution could also possibly meet the objectives if there are enough participants and rides shared, which would reduce GHG emissions.

Is the solution feasible? (Cost, time, resources, legality)

While the program is relatively expensive, it is possible that a Humboldt Energy Independence Fund (HEIF) grant can cover the cost of it. It is also possible that if proven to be successful through a trial run, the administration can pay for the program with transportation funds that are currently going to Zipcar. Zipcar currently has a fee to use, but after the demand for the vehicles has been proven by the university, the fee is no longer applied. There is no way that Zimride will be implemented and functioning in the course of this semester, but we can take steps towards accomplishing this goal. For example, we can apply for funding through a HEIF grant and hold meetings with Associated Students (AS). This solution is legal, supported by Morgan and TC Comet, and it maintains itself.

2. Avego

Avego is a real-time rideshare program used to connect drivers and passengers for carpools using an iPhone/Android mobile application.

Strengths: Avego creates real-time connectivity between passengers and drivers through an online rideboard and mobile phone application. The nation's largest real-time rideshare (RTR) pilot, WeGo, is using the Avego software. WeGo rideshare is linking Sonoma, Marin, and Contra Costa Counties together with RTR. The user-friendly application allows drivers and passengers to meet and share a ride. It works well for the commuter and allows drivers or passengers to post their daily schedule.

Weaknesses: The software is new and still has bugs that need to be worked out. Metrics for users and GHG emission reductions are not readily provided to the university. Avego is working with two community colleges in California (Santa Rosa Junior College and Isla Vista), but has not extended to a larger university in California yet. Avego does not automatically link drivers and passengers; they must search the rideboard themselves to share a ride. Sometimes that might be too difficult especially when there are a lot of people posting on the rideboard. It does not provide a university secure network. It works mainly for iPhone. While the first version for Android users is ready, it may not be bug-free.

Does the solution meet the goals/objectives of the project?

Yes, this would meet the goal because it is a formalized carpooling system for the university and would reduce the number of single-occupancy vehicles traveling to campus. This system would allow students, staff, and faculty with either an iPhone or an Android to use the realtime functions. People without a smartphone can use access the ride board through the internet to share rides. This solution has the potential to meet the objectives if there is enough usership and rides shared.

Is the solution feasible? (Cost, time, resources, legality)

This is a feasible solution to address the need for a better carpooling system at Humboldt State. However, the program is compatible only with select phones, and thus the “real-time” function is less appealing for the broader audience we are targeting. We want to find a system that the entire campus has access to, and Avego’s application would be difficult to market to those without an iPhone or Droid.

3. Informal Carpool System

This is an alternative to purchasing a software agreement with an established company (i.e. Avego or Zimride) in which we would promote a carpool system through Facebook/ tabling.

Strengths: This approach would be free, created by students, and could be implemented this semester. Providing a Facebook group and additional face-to-face meetings with students could spark interest for pushing the university to adopt a better carpool system--formally. This approach would get students to carpool over Thanksgiving break, and offer a format other than Craigslist for ridesharing.

Weaknesses: It would need to be sustainable after students who created it left. There would need to be some sort of a “legacy” to continue the group into the future. Groups who no longer have leaders tend to die down and are no longer continued once prominent leaders graduate. The university would not formally endorse this carpooling system because of liability reasons. That being said, it would be difficult to incentivize the program without backing from the university (both financially and logistically). Also, Facebook is not set up to be a real-time rideshare network and students might find it difficult to utilize the format in this way.

Does the solution meet the goals/objectives of the project?

This solution meets some of the goals of the project. It would be a quick way to match up drivers and riders to reduce single-occupancy vehicles. Also, it may create a carpooling community within HSU, but it would not work well for routine commutes because it would be difficult to match up schedules in this forum. The objectives could be met by this solution if there is enough participation in this informal system.

Is the solution feasible? (Cost, time, resources, legality)

The benefit to this program is that it would be free. This is a feasible solution to promote rideshare over Thanksgiving break and winter break; however, it is not very feasible for a day-to-day rideshare. It would take a lot of effort to convert the Facebook group into something people check and update regularly with their daily routines. Conversely, it would be easy to post a one-time long distance ride, gather responses, and have time to plan the trip. Furthermore, the university will not endorse this solution because of liability issues with promoting such a system. Students might not feel comfortable using a system that the university does not support.

4. Promote current carpooling system on campus

To promote the current carpooling system on campus, we will send email announcements to all faculty, staff, and students, post fliers, and table in the quad to verbally make people aware. The current carpooling system offers preferential parking to carpoolers. Each day an individual has three or more people in his or her vehicle, they may stop by the Parking and Commuter Services, show his or her HSU parking permit, and receive a Preferential Parking Permit for the day. This permit allows carpoolers to park at meter spaces at no additional cost.

Strengths: This alternative revolves around a system that is currently in place, so it would not require any change in infrastructure and would not require any funds. It would solely promote the system we already have, so it would be fairly simple and would not involve very much interaction with the administration (which can sometimes be challenging). This alternative is very straightforward.

Weaknesses: Increased awareness of a system that is already in place does not necessarily translate to more participation in it. Just because people know that there are carpooling systems available, does not necessarily mean they will choose to participate in them. The current carpooling system has very little benefit to its users and is inconvenient to use.

Does the solution meet the goals/objectives of the project?

This solution does not necessarily meet the goals and objectives of the project. This is because solely telling people about the current carpooling system, does not mean that they will choose to participate in it. It would not likely create a carpooling community because it does not connect passengers and drivers. While there is no guarantee that the goals and objectives will be met, it is possible that some of them can be met. If people are influenced by knowledge and awareness, they may consider carpooling, which could meet some of the goals/objectives.

Is the solution feasible? (Cost, time, resources, legality)

Yes. This is an extremely feasible solution. It would not cost anything because the system is already in place. It would not be very time intensive and could certainly be completed within the time frame of the class. Also, the solution would not take up very much physical space, because it would only require some fliers and a temporary table in the quad.

Implementation Plan

Upon careful analysis of the alternatives for increasing carpooling on campus and meetings with TC Comet and Morgan King, our group decided that the best alternative would be to try to implement Zimride on campus. Zimride is the best solution because it is a well-established carpool system that has been proven to work in other universities. The implementation of Zimride would be relatively simple due to the fact that it has been implemented on numerous other university campuses. Essentially, the only barrier to

implementation is funding, which we will acquire through a HEIF grant. Piloting the Zimride program for two years with HEIF funding will be a good way to prove that the system works for HSU and is a better solution than the current carpooling system. HSU has committed to reducing GHG emissions by 2020, and transportation emissions are easily reduced through carpooling. Zimride will also lessen the parking congestion on campus and the amount of single-occupancy vehicles leaving the county on longer trips. Overall, the pilot study will be a good way to assess how a formal carpooling system works at HSU with no cost to the administration during the pilot period. If after the two years the program is successful, then Zimride will make a presentation to the administration and Associated Students (AS) to try to get funding to cover the cost of the program. In December of 2012, Danielle and Brietta will make an initial presentation to the AS Council to gather their support of the two-year pilot study. AS is a key stakeholder in the continuation of this program, and by involving the council in the planning and pilot phase of the project, it will potentially result in AS buy-in of the Zimride program before further funding is requested.

Schedule and Strategies

****Responsible parties are Danielle Ballard and Brietta Linney, unless otherwise noted.**

Fall 2012:

Submit an Idea Paper: We will submit our paper to the HEIF committee by October 12, 2012. See Appendix B for our idea paper.

Meet with TC and Morgan: We will meet with TC and Morgan on October 24, 2012 to follow-up with our initial meeting and keep them up to date with the project progress. During the initial meeting in September, both TC and Morgan suggested various strategies, which we included in our brainstorm session. We felt it was important to let them know the status of our project and receive further guidance on next steps for writing the HEIF grant and implementation of Zimride.

HEIF Grant Idea Approval: On October 31, 2012, we will find out if our grant idea proposal was approved by HEIF.

Update: HEIF decided to table the grant until the results from the transportation survey come back. The transportation survey is scheduled to go out next semester. After a discussion with TC Comet, we decided to write the grant anyway and try to show a need for the program without the transportation survey results. We will demonstrate this need through case studies, discussion groups, and support from various campus entities (i.e. the Sustainability Office and Associated Students).

See Appendix C for updated transportation survey questions.

Begin Writing HEIF Grant: November 1, 2012

Contact Amy Fox from Zimride: November 5, 2012 we will have a skype conference with Amy to ask her any questions we have about Zimride.

Reserve Room for Discussion Groups: We will reserve a room for discussion groups by November 9, 2012.

Market Discussion Groups: Marketing will begin the week of November 12th and will go on until November 27th. Strategies for marketing will include fliers, posting on the HSU calendar, emails sent to environmental science students through Danielle Trapkus, and class announcements.

a) By November 26th, Brietta Linney will format and send an email to Danielle Trapkus, so that she can forward it to environmental science students.

See Appendix J for a copy of the email sent to environmental science students

b) Danielle Ballard will email Jeff Dunk, Sabra Steinberg, and Alison O'Dowd on November 25th to ask for permission to make class announcements.

See Appendix J for emails.

c) Make class announcements on November 26th and 27th.

See Appendix D for the flier we handed out to classes.

Research for Discussion Groups: By November 20, 2012, we will do research on how to facilitate a successful discussion.

Hold Discussion Groups: The discussion groups will be held on November 27-28, 2012. These groups will be a discussion between students about Zimride and what we can do to make this program successful on campus. We will discuss the need for a better carpooling system at HSU and get feedback from students about the Zimride program.

See Appendix E for discussion group questions.

Discussion Group Results: The results from the discussion groups will be typed by Danielle by November 30, 2012.

The discussion groups were very successful. The first night we had three participants, which was fewer than we expected. Regardless, it was a great practice discussion to better prepare for the following night. The discussion lasted approximately an hour and we obtained useful responses from the participants to both the survey questions and general comments or concerns. The participants expressed concerns about the Craigslist rideshare board and expressed how that service was nerve racking since you do not know the other person. The posts are often vague and do not accurately represent the rideboard user. One participant also shared a story about an experience he had over break while driving passengers found on Craigslist. He was not paid by one person and not paid in full by another person. He liked how Zimride conveniently dealt with money through PayPal, which would secure a reliable transaction. We also found a

wonderful demonstration video of Zimride, which we decided that we would use at the beginning of the second discussion group session after participants completed the survey.

The second night, seven participants attended our discussion group. This was an ideal number of participants for our discussion group session. We had two people from the HEIF committee and one member from AS come to the discussion. Since we will be presenting our Zimride grant to AS on December 10th, it was great that one of their members came to the discussion and gave positive feedback about the program. It was also important that two voting members of HEIF came, because they were able to get a better idea of how Zimride works. Once again, we had a successful discussion that provided us with useful information and feedback from the participants about how a program like Zimride could be successful on campus. A few of the participants were very enthusiastic about the Zimride program and one participant said, "I think this is a great idea, and I am really excited about it possibly being on campus." Participants were also asking questions such as, "how long will it take for this to be implemented on campus?"

Overall, the discussion groups went well. Participants enjoyed healthy snacks while talking with us about Zimride. We will incorporate the information gained from these discussions into our grant proposal and future implementation considerations.

See Appendix F for photos from the discussion groups.

See Appendix G for individual responses from the discussion groups.

Meet with AS president: We will meet with Ellyn Henderson, President of AS, by November 30th to discuss our project and if AS supports our project.

Update: Ellyn was extremely excited about our project and invited us to present the idea to AS on Monday, December 10th. If we get AS support for our project, then we can use them as a partner for our HEIF grant proposal.

Contact Mike Burghart (Director of Risk Management): Danielle Ballard will contact Mike Burghart to discuss any liability issues with Zimride by November 30th. This information will be used in our grant proposal.

See Appendix J for email conversation.

Complete Grant: December 14, 2012

Spring 2013:

Submit Grant: Brietta Linney will submit our grant to the HEIF committee at the first HEIF meeting in spring 2013.

If the grant is approved, a Zimride rideshare specialist will be paired with HSU. Then, the Zimride rideshare specialist, HSU representative for Zimride (Brietta Linney), Sustainability Office, and HEIF will begin to implement Zimride on campus.

To implement the program, the following steps will take place:

- a. *Create Website:* Zimride rideshare specialist will do this by March 1, 2013.
- b. *Market to students:* The tools for marketing are tabling, posters, and meetings for students. The HSU representative for Zimride will work with the Zimride rideshare specialist to market Zimride on campus.
- c. Zimride will be incentivized for the first month by offering gift cards to local businesses to students who sign up. The Zimride rideshare specialist organizes this and Zimride pays for the gift cards.
- d. Continuously promote the program through various media outlets: Lumberjack, Humboldt Now, weekly announcements, PSA announcements, incentives, HSU Sustainability website and Facebook. HEIF, Sustainability Office, Zimride rideshare specialist, and HSU representative for Zimride are responsible.

Monitoring and Evaluation Plan

**The monitoring and evaluation plan is based on the assumption that HEIF accepts the Zimride grant proposal we have prepared.

Monitoring

Who: The Zimride rideshare specialist and a HSU representative for Zimride will be monitoring the program. Brietta Linney will work directly with HEIF to monitor the program in the first semester of the pilot program.

What: The Zimride software features an advanced monitoring system that collects data about who is carpooling, starting locations, destinations, and other pertinent information. Monitoring of the Zimride program will happen continuously to ensure that it is being used by the students, and that the implementation program was designed well. The Zimride rideshare specialist will correspond with the HSU representative to create advertisements to market Zimride on campus. If students are not ridesharing, different outreach methods will be employed by Zimride specialist and the HEIF designated person to increase usership.

Evaluation

Who: HEIF, HSU representative for Zimride

What: Zimride provides statistics that includes metrics for information such as the number of users, rides posted, distance of average carpool, frequency of carpools, miles saved, gallons of

gas saved, and emissions saved. These reports can be accessed at any time, and the administrator can choose the timeframe of the reports. Evaluation of the Zimride project is simple because all the of information is compiled on the online dashboard. This makes it simple for someone to check how much the program is being used and how much emissions have been saved. From these numbers, the program's effectiveness can be evaluated and determined based on various metrics.

When: At the end of the Spring semester in 2013, Brietta Linney and HEIF will view the dashboard metrics to see how much GHG emissions have been reduced through the Zimride program and how many users have participated in rideshares. If 100,000 pounds of GHG emissions have been saved and 15 percent of the student body participated in rideshares, then the objectives of our project will have been met. The HSU Zimride representative can view the usership of Zimride anytime they would like. Throughout the pilot and at the end of the two year contract, evaluations of the study as a whole will determine the reduction of GHG emissions and the number of rides shared. If the pilot is determined to be successful, the University will potentially opt to cover the expenses of Zimride for a longer period of time. Case studies at CSU Chico took a similar approach and found funding for the Zimride program through AS. HSU is required to reduce GHG emissions through AB 32, and transportation is the second largest GHG emitter in the United States. Promoting various alternative transportation methods such as mass transit, biking, and carpooling will give students more options to driving alone to school, and thus reduce a significant amount of GHG emissions.

See Appendix H for screenshots of analytic portal used to monitor and evaluate project.

Lessons Learned

Brietta:

One of the key takeaways I gained through this process was the realization that people, mainly those in the profession of transportation or sustainability, are responsive to students who demonstrate passionate about an issue by volunteering their time to answer questions or give advice. I do not think we would have accomplished so much with our project without help from numerous people from both on and off campus. I learned how important networking was during this process. I was able to get in contact with Zac Matthews, a manager of Zimride, by speaking with a family friend about possible senior project ideas. Zac was eager to help and connected me with Amy Fox right away. Amy helped us by answering our questions and providing us with relevant data for our project. I look forward to working with her and Zimride next semester if our HEIF grant is approved. Furthermore, the Sustainability Director at CSU Chico was very helpful as well. He told me more about the Zimride program and was very candid in his response. He told me what worked and what did not work at their university, and the role their rideshare specialist played in the implementation of Zimride. Through this process I learned about and

advanced my professional communication skills by having to contact so many different people about carpooling programs. Danielle and I had both positive and negative responses to our idea, but by staying positive and passionate about the issue we did not let the negativity effect the progression of our project. For instance, the Parking and Transportation Committee never contacted me about their meeting dates, even though I went to ask about it in person three times. I learned to be persistent but not pushy, and it worked in my favor most of the time. This project has helped me grow as a person and I feel more connected to the University community because we reached out to so many different entities: HEIF, AS, Sustainability Office, students, professors, Parking and Transportation, and Risk Management. I have worked with PowerSave Green Campus for three years, so working on a transportation issue was a lot different than my normal interactions and communications within the campus community. I look forward to next semester where I can learn more about myself and creating a successful formalized carpooling system on campus.

Danielle:

This project and semester was definitely a learning process for me. I have never dealt with so many people in the university before, and it was certainly challenging. It was interesting to see how some people were very excited and willing to help out with our project, and how others were not very receptive to it. Some people did not even respond to emails that we sent, and some people who responded did so in an impolite fashion. I learned how important it is to communicate with people and reach out for resources. I think that this project would not have been possible without the help of people like TC Comet and Amy Fox from Zimride. Another thing that I learned was how difficult it is to get people to show up to an event that is completely optional. We advertised our discussion groups to hundreds of people through class announcements, fliers, and emails. I was so surprised that only three people showed up the first night to our discussion, because I thought that surely there would be at least twenty people. In the future, I think that we should start advertising earlier and try to get people to commit to coming to the event, so that they felt more obligated to come. Finally, I learned how difficult it can be to accomplish something that seems very straightforward and innocent. Brietta and I initially wanted to send out an anonymous carpooling survey for part of our project. We later found that to send out a survey, you needed to have IRB approval, which requires anyone who would see the survey results to have CITI training. CITI training is at least a two hour process, and made sending out a survey impossible. Looking back on the project, one thing I think we should have done differently is we should have contacted Ellyn Henderson (AS President) earlier in the project. We came to her with our project when we were pretty far into it, and she was extremely excited about it. She told Brietta and I how AS had been trying to develop a more formalized carpooling system, and how she thought that this was perfect because it fulfilled that goal. Ellyn would have been a great resource to have earlier on, but at least we contacted her later rather than never. All in all, I think that this class gave me great insight into what it is like to work in the real world and deal with different parties who have different interests.

Consultants

1. Fletcher Alexander
2. Morgan King
3. Jane Nevins
4. Ellyn Henderson
5. Amy Fox
6. Tall Chief Comet
7. Jim Wheaton
8. Zac Matthews
9. Mike Burghart
10. Nancy Vizenor
11. Richard Engel
12. Richard Hansis

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Appendix A: Brainstorm

- Rideboard- informal carpooling over thanksgiving
- Promote Uloop
- Make our own website
- Zimride
- Avego
- Promote current carpool system to let students know it is available to them
- Reworking current carpool incentive program (other than meter parking passes, e.g. cheaper parking permits)
- Rideshark.com
- iCarpool.com
- Promote carpooling in quad- tabling
- Create Facebook group for carpooling
- Carpooling event- for people wanting to carpool
- Some formalized carpooling system through Transportation Committee
- Make Green Wheels more popular on campus
- Contact Arcata Transportation and see if they have any carpooling plans
- Increase awareness of Single Occupancy Vehicles with fliers
- Demonstrate need for a better carpooling system with a formal survey

Appendix B: HEIF Idea Paper

HEIF Idea Proposal Fall 2012

Proposal Title: Zimride Carpooling Pilot

Applicants

Brietta Linney Email: bjl45@humboldt.edu Tel: (707) 495-4642
Indicate: Student / Faculty / Staff *anticipated date of graduation: Spring 2013*

Danielle Ballard Email: dnb13@humboldt.edu Tel: (925) 222-0906
Indicate: Student / Faculty / Staff *anticipated date of graduation: Fall 2012*

Abstract / Brief Description:

We are proposing a two-year pilot of the Zimride system at Humboldt State University (HSU). Zimride offers a private university carpooling network for students, staff, and faculty. The program is designed to be a user-friendly ridesharing system for daily commute and long-distance travel. Zimride makes it easy for individuals with similar school schedules to find rides because it matches drivers with passengers who are going to the same destinations. Currently, HSU does not have a functional carpool system, and we would like implement Zimride software as a pilot study to see if this is an effective program for the university. 125 other universities have partnered with Zimride to provide more options for alternative transportation methods. We chose to focus our idea paper on Zimride for this reason—there is a lot of data proving that it is an effective system to increase carpooling on university campuses. The costs associated with Zimride go toward software and promotional materials, but it is free for students, staff, and faculty to create an account. Please see the appendix for links to news articles about Zimride on universities and examples of the program at Stanford, Chico State, and UCSC.

1. Project Description:

We are writing this idea proposal to pilot a formalized carpooling network at HSU. Our goal is to find a system that would solve parking congestion, reduce single-occupancy vehicles traveling to campus, and reduce carbon emissions. Also, the campus community will save money by sharing the cost of driving to school.

Zimride is a user-friendly system that allows drivers and passengers to easily arrange a carpool days, or just minutes, before departure. Students have a varied schedule, and it is hard to maintain a strict daily carpool with a friend. Zimride allows carpooling to be more flexible by providing an online system where drivers and passengers can safely login with their university email and find another person to rideshare with.

Our project proposal would fund Zimride for the first two years at the University. There is an annual cost of \$10,000 a year, with a two-year contract, and a one-time startup fee of \$2,500. Zimride provides a rideshare specialist for each campus who helps put together a campus-specific marketing plan and build the rideshare website for HSU. Zimride integrates with other alternative transportation options, and they have a partnership with Zipcar. It is important for the university to offer multiple transportation methods, and adding a formalized carpooling system will give the campus community another alternative to driving alone. Safety is a concern for most people wanting to carpool. Zimride offers a secure network for users within the campus community. Also, users have the option to connect their Zimride account with Facebook so users can see who they will be sharing a ride with before the trip. People can see if they have mutual friends or interests before getting in the car.

2. Need Statement:

Our project meets the first goal, which is that, “The HEIF will achieve its mission through projects that are developed by students and, to the extent possible, implemented, monitored, and maintained with strong student involvement.” This formalized carpooling system will be maintained by students who use the program on a day-to-day basis. Students will work with Zimride to find a marketing program specific to the needs of the HSU community.

The second HEIF goal, which requires “accountability by measuring and reporting quantitative and qualitative results, as well as levels of involvement by students and other participants, in all its projects” will be met by our project as well. Zimride provides metrics for how many rides were shared, costs saved, and carbon emissions reduced. In fact, Zimride schools have demonstrated an average annualized reduction of 300,000 lbs. of carbon emissions. Also, the program claims to “...engage 10-20% of university populations due to its intuitive, easy-to-use interface” (Zimride.com).

Lastly, our project meets the goal to “support dissemination of information about its projects through public outreach and educational activities.” Zimride provides outreach material including banners, fliers, and promotional materials. Other educational activities could be arranged including workshops/gatherings for students to learn about the carpooling system and meet other potential carpool partners. The program also creates a webpage for the university which can be accessed through the Parking and Services website. Please see the appendix for examples at Chico State, Stanford, and UCSC.

3. Outcome:

Zimride will reduce carbon dioxide emissions because it will reduce single-occupancy vehicles by providing a user-friendly way to match drivers and passengers. It will also reduce the parking congestion on campus if more individuals carpool. Over 100 universities use Zimride, and it is proven to be an effective program in reducing harmful carbon emissions. Not only will Zimride benefit the environment, but it will also save on vehicle operating costs. Aside from rising gas prices, vehicle maintenance can be costly. If drivers set their keys down and rideshare, it will reduce wear and tear on their car. According to Zimride.com, the program

has saved over \$200,000 per year in vehicle operating costs. With gas prices so high, carpooling is an appealing option for those who live further away from campus.

4. Partners:

The Sustainability Coordinator, Morgan King, supports the project. We have consulted with the Sustainability Office Director, TC Comet, who has demonstrated support for the need of a formalized rideshare system at HSU.

5. Appendix:

Website:

<http://www.zimride.com>

<http://www.zimride.com/info/carpools-for-universities/>

Zimride Brochure:

<http://static.zimride.com.s3.amazonaws.com/docs/Zimride-Carpool-System.pdf>

Examples of Zimride at Other Universities:

Chico State

<http://www.csuchico.edu/taps/zimride.shtml>

<http://zimride.csuchico.edu/>

Stanford

http://transportation.stanford.edu/alt_transportation/Ridematch.shtml

UC Santa Cruz

<http://taps.ucsc.edu/carpoolinformation.html>

Relevant articles about Zimride programs:

“Zimride makes carpooling a breeze”

<http://www.theusdvista.com/news/zimride-makes-carpooling-a-breeze-1.2590566#.UHeZn8XR5NR>

“Zimride offers college students cheap safe rides home”

http://www.washingtonpost.com/local/zimride-offers-college-students-cheap-safe-rides-home/2011/12/13/gIQAE2vHRP_story.html

“Zimride matches drivers and passengers”

<http://www.sfgate.com/business/article/Zimride-matches-drivers-passengers-2334757.php>

Appendix C: Transportation Survey Questions

Bicycle Share Program: Bicycle share programs provide bicycles to share as an alternative transportation choice to individuals that do not own a car or bicycle that need to make short distance trips at an affordable rate.

Survey questions

Do you currently own a bicycle?

- Yes
- No

b. *SKIP LOGIC*

if yes: Do you currently use that bicycle for commuting and/or recreational purposes?

if no: If you were able to access a bicycle occasionally, do you feel you would use a bicycle for short distance commuting?

Would you like a bicycle share program at Humboldt State University (HSU)?

- Yes
- No
- Maybe

If a bicycle share program is made available at HSU, how likely are you to use the program?

- Extremely likely
- Very likely
- Neutral
- Not very likely
- Not likely at all
- I'm not sure, I'd need more information

If a bicycle share program was available at HSU, how often might you use it?

- 1-2 times a week
- 3-4 times a week
- 4 or more times a week
- 1-2 times a month
- Occasionally
- Unsure

If you were to use the bicycle sharing program, when do you think you would be most likely to use the bicycle sharing program? (Please choose all that apply)

- During the Week (Monday-Friday)
- During the Weekend (Friday-Sunday)

If you were to use the bicycle sharing program, which of the following periods of time do you think you are most likely to check out the bicycle, on average? (Please choose one)

- A few hours
- A 24 hour period
- A 36-48 hour period

If you were to use the bicycle sharing program, of the following, which are you most likely to use the bicycle sharing program for? (Please rate the following 1-5, 1 being the most likely, and 5 the least likely)

- ___ Quick trips between HSU and your home
- ___ Trips to the grocery store and other errands
- ___ Trips to work
- ___ Trips to meet friends
- ___ Other: (Please fill in) _____

If a bicycle share program was made available at HSU, would you be willing to pay a fee to use and maintain the program?

- Yes
- No
- Maybe, I need more information

b. *SKIP LOGIC*

***if yes:* If you are willing to pay a fee, would you rather pay for it as part of your tuition fees (such as that of the JackPass), or would you rather pay a per use fee?**

If you do not feel you would use a bike sharing program if offered at HSU, please share with us why you would not use it?

- I don't want to ride in school/work clothes
- Traffic and/or safety concerns
- Time constraints
- Weather concerns (Raining, windy, cold, etc.)
- I live too far away
- It is not convenient for me
- I do not feel safe riding a bike on campus and around the community

- I do not know how to ride a bike
- I already have a bike
- Other (please specify): _____

If you had access to a bicycle share program at HSU, would it change your driving habits around and to/from campus?

- Yes
- No
- Maybe, I'm not sure

Regardless if you are interested or not in the bicycle share program, do you know of anyone who might benefit from the bicycle share program if it were made available at HSU?

- Yes
- No
- I'm not sure

What is your primary mode of transportation to the HSU campus? (Please choose one)

- Drive alone
- Carpool
- Motorcycle/Scooter
- Public Transit (Indicate Bus System/Route) _____
- Walk
- Bicycle
- Skateboard/Rollerblade
- Hitchhike
- Other (Please indicate): _____

Do you currently carpool to and from school, events, or to run errands?

- Never
- About once a month
- About once a week
- Frequently: more than once a week
- Almost everyday

Currently, if you carpool to school (have 3 or more people in your car) and have a parking permit, you will receive a pass to park for free at any meter for the day. Did you know about this?

- Yes
- No

Would you ever use a University-based online forum (similar to Craigslist rideshare) to find people to carpool with in your area if such a forum existed?

- Maybe, I would have to check out the forum
- Yes definitely
- No never

If an easy-to-use carpool forum did exist to match you with people to carpool with in your area, how often do you think you would carpool to and from school, events, or to run errands?

- Never
- About once a month
- About once a week
- Frequently: more than once a week
- Almost everyday

If you do not already use an alternative mode of transportation (carpool, public transit, bicycle, walk), please check below all applicable reasons why:

- There are no carpool or public transportation alternatives convenient to my home
- The times I arrive and/or depart the campus vary
- Using an alternative mode of transportation takes too long
- I feel unsafe using public transportation
- I feel unsafe walking on city streets and/or on campus
- I feel unsafe riding a bicycle on city streets and/or on campus
- Bicycle parking spaces on campus are inadequate
- Bicycle parking spaces on campus are not protected from inclement weather
- There is no place to change clothes or clean up
- Health or disability prevents me from using bicycles.
- Other (please specify)

As the City of Arcata and HSU grow, local on-street, city parking, and parking in surrounding neighborhoods will continue to be reduced/restricted. If you currently drive to campus, how would you get to campus considering these possibilities?

- Continue to Drive
- Carpool
- Transit
- Bicycle
- Motorcycle / Scooter
- Walk
- Skateboard / Rollerblade
- Other (Please indicate) _____

What time do you typically arrive on HSU campus? (Please choose one)

- Early morning (Before 7:30 A.M.)
- Morning (7:30 - 9:30)
- Late Morning (9:30 - 12:30)
- Early Afternoon (12:30 - 3:30)
- Afternoon (3:30 - 6:00)
- Evening (after 6:00 P.M.)

What time do you typically leave HSU campus? (Please choose one)

- Early morning (Before 7:30)
- Morning (7:30 - 9:30)
- Late Morning (9:30 - 12:30)
- Early Afternoon (12:30 - 3:30)
- Afternoon (3:30 - 6:00)
- Evening (after 6:00 P.M.)

What gender do you identify with?

- Male
- Female
- Neither
- Decline to state

Do you live:

- On campus
- Off Campus

SKIP LOGIC (if off-campus is chosen)

b. If you live off campus, what City/Town do you live in?

c. How many miles do you commute each way?

_____ miles

Of the following, which best identifies yourself as a member of the HSU community?

- Student
- Staff
- Faculty

Appendix D: Discussion Group Flier



Want to see a more formalized
carpooling system on campus?

Come talk about carpooling
with us:

Nov. 27th 5:00 p.m.—6:00 p.m.
Siemens Hall 120

Nov. 28th 4:00 p.m.—5:00p.m.
Siemens Hall 109

Snacks provided



*Energy independence
starts with us!*

Email bjl45@humboldt.edu
for more info.

Appendix E: Discussion Group Questions



Survey Questions for Zimride

1. What is the biggest reason you would carpool?
2. What is the biggest deterrent to sharing a ride with someone to campus?
3. Would you consider taking alternative transportation if it saved you money and reduced your carbon footprint?
4. Would you sign up for a private, social network-based ridesharing program that was built, specifically, for the HSU community?
5. Would you be interested in a rideshare program if it integrated your Facebook account and provided social profiles, pictures, and a user rating system?
6. Would you feel comfortable using a rideshare program built by a Facebook- backed company that is currently working with 130+ schools across the country including: Harvard, USC, Berkeley, Stanford, and Cornell?
- ~~7. What is the biggest deterrent to sharing a ride with someone to campus?~~

Appendix F: Discussion Group Photos

Discussion Group Photos



Above: Danielle Ballard before the November 27th discussion groups.



Above: Food offered to participants. November 27th Discussion group.

Appendix G: Discussion Group Responses

1. What is the biggest reason you would carpool?

Group 1 Responses(11/27)

- Reduced carbon and less profit for oil companies motivate me to carpool
- Save money
- Practicality: saves money, offers the safety of companionship, and cutting down on emissions (CO2)

Group 2 Responses (11/28)

- I don't have a car, gas is crazy expensive and I care about the environment
- It's cheaper to carpool!
- I have no car and live 13 hours away
- Save gas= saving money
- I would carpool for work of if I was going to campus with a neighbor or roommate.
- Rain
- Save money, convenient, save time, save gas

Other Responses

- The parking on campus is ridiculous! There are not enough spaces or too many people drive to school
- Work, trips home
- To save money. It is why I ride the bus. Also to avoid rain.
- To have people to hang out with and talk to.

2. What is the biggest deterrent to sharing a ride with someone to campus?

Group 1 Responses (11/27)

- I am wary of riding to campus with people when I'm on a tight schedule or if I think they shouldn't be driving either
- I want to listen to my music, and not have to accommodate other people's music or conversation if different than my interest. (I'm driving, why not?)
- Timing and reliability- being able to ensure either the ride or passenger does not run late

Group 2 Responses (11/28)

- I just moved here and don't know how many people.
- Timing: I have to leave/ go when they want to go
- Reliability and time
- Safety, not knowing the person and timetables
- Time and the matching up of schedules.
- Cost vs biking and safety

-Fear of creepy people, unreliable people

Other Responses

-I would have a trust issue, I would have to know them

-None, unless they suck

-Coordinating schedules/ waiting for other people

-I prefer to give rides to people I already know

3. Would you consider taking alternative transportation if it saved you money and reduced your carbon footprint?

Group 1 Responses (11/27)

-I do consider alternative transport for these reasons. Biking, walking, and taking the bus are preferences to carpooling, but if it's raining and the bus doesn't come for a while, this is a great alternative

-Yes, but the bus is slow and requires other people to pick me up and can be unsafe at the transfer station. Plus, costs me the same the drive or bus

-Yes

Group 2 Responses (11/28)

-Of course!

-Sure!

-Yes

-Yes I try and make it a point to take the bus at least twice a week

-I would. I already take the bus to campus everyday, despite owning a car.

-Yes

-Yes

Other Responses

-Definitely if it is easy for me.

-Yes

-Yes to both. This is why I ride the bus.

-Possibly, but I like the freedom of driving

4. Would you sign up for a private, social network-based ridesharing program that was built specifically, for the HSU community?

Group 1 Responses (11/27)

-Yes

-Yes. The rideboard in the J is pretty neat, but I've had dropouts, inconsistent communication, last minute communication, and difficult to do updates.

-Yes

Group 2 Responses (11/28)

- Yes!
- Yes- for breaks
- Yes
- Maybe, I do not own a “smart phone” with internet capability
- I might, but probably not. Just due to the convenience of the bus, and my girlfriend and I can carpool with her.
- Yes
- Yes, this would be great!

Other Responses

- Yes I would because it is nice to get a ride to school.
- Yes, if I were still attending at that time
- Absolutely
- Yes

5. Would you be interested in a rideshare program if it integrated your Facebook account and provided social profiles, pictures, and a user rating system?

Group 1 Responses (11/27)

- Yes
- Yes. I already check people out on Facebook before accepting/ giving a ride form the rideboard, but not everyone is accessible. I would prefer not going with someone I know nothing about.
- A few items but not anything personal/conversations with other users

Group 2 Responses (11/28)

- Yes!
- Doesn't' make a difference
- Sure, doesn't matter to me
- Sure
- It would make my participation more likely
- Yes
- Yes

Other Responses

- Definitely because I would feel more comfortable after seeing the people or person driving
- Yes
- I don't like the idea of ratings being visible for all my friends but to other riders is fine
- Yes

6. Would you feel comfortable using a rideshare program built by a Facebook- backed company that is currently working with 130+ schools across the country including: Harvard, USC, Berkeley, Stanford, and Cornell?

Group 1 Responses (11/27)

- Yes
- Yes
- Yes

Group 2 Responses (11/28)

- Maybe
- Sure!
- Yup
- Yes
- Perhaps.
- Yes
- Yes, more so because I could see that they are real people via Facebook

Other Responses

- Definitely because if there is already a program established it should be easy to implement and follow through on
- Dependent on reviews by other users
- Probably, security concerns.
- Yes

Appendix H: Analytic Portal Screenshots

Main Dashboard

Stanford

Admin ▾
Post a ride

Dashboard
Search
Inbox

Stats Reporting

- [Dashboard](#)
- [Matches](#)
- [Distance](#)
- [Commute Frequency](#)
- [Green](#)
- [Definitions](#)

Users & Rides

- [Users](#)
- [Ride Posts](#)

Admin Controls

- [Trusted Partners](#)
- [Marketing Plan](#)
- [Locations](#)
- [Vanpool / Shuttle](#)

Manage Content

- [Banner Text](#)
- [Q & A Box](#)
- [Promos](#)

Additional Resources

- [Other Content](#)

Zimride Internals

- [Report](#)
- [Privacy](#)
- [Modules](#)
- [Internal Stats](#)
- [Manage Installations](#)
- [Content Modules](#)
- [Custom Branding](#)
- [Request Statistics](#)
- [Survey Data](#)
- [Maintain User](#)
- [Press](#)
- [Ride Feed](#)
- [Event Feed](#)

Stanford Dashboard

Metric	Count
Cumulative Users (since 12/01/2008)	4937
New Users (last 90 days)	652
Ride Postings Currently Active in the System	333
Cumulative Posts (since 12/01/2008)	2782
One-Time Posts	1590
Commute Posts	892
New Posts (last 90 days)	420
One-Time Posts	358
Commute Posts	62
Average Matches Per Post	23

Reports

Starting Date:

Ending Date:

Time Interval:

Choose Report:

Ride Type:

Generate Report

Commute Posts

■ Offer ■ Need ■ Either

One-Time Posts

■ Offer ■ Need ■ Either

Matching Stats

Stanford

Admin *
Post a ride

Dashboard
Search
Inbox

Stats Reporting

- [Dashboard](#)
- [Matches](#)
- [Distance](#)
- [Commute Frequency](#)
- [Green](#)
- [Definitions](#)

Users & Rides

- [Users](#)
- [Ride Posts](#)

Admin Controls

- [Trusted Partners](#)
- [Marketing Plan](#)
- [Locations](#)
- [Vanpool / Shuttle](#)

Manage Content

- [Banner Text](#)
- [Q & A Box](#)
- [Promos](#)

Additional Resources

- [Other Content](#)

Zimride Internals

- [Report](#)
- [Privacy](#)
- [Modules](#)
- [Internal Stats](#)
- [Manage Installations](#)
- [Content Modules](#)
- [Custom Branding](#)
- [Request Statistics](#)
- [Survey Data](#)
- [Maintain User](#)
- [Press](#)
- [Ride Feed](#)

Matching Statistics

When a ride is posted on Zimride, a unique matchlist is created for that ride containing all possible matching rides based on a number of parameters.

The number to the right shows the average number of matches per ride posted. The chart below shows the number of rides (on the y-axis) that have a given number of matches (on the x-axis).

Average Matches Per Ride

23

Ride Match Stats

Number of Matches	Rides with given number of matches
1	215
2	125
3	89
4	58
5	47
6	41
7	33
8	35
9	36
10 and up	889

41

Distance Stats

Stanford

Admin ▾
Post a ride

Dashboard
Search
Inbox

Stats Reporting

- [Dashboard](#)
- [Matches](#)
- [Distance](#)
- [Commute Frequency](#)
- [Green](#)
- [Definitions](#)

Users & Rides

- [Users](#)
- [Ride Posts](#)

Admin Controls

- [Trusted Partners](#)
- [Marketing Plan](#)
- [Locations](#)
- [Vanpool / Shuttle](#)

Manage Content

- [Banner Text](#)
- [Q & A Box](#)
- [Promos](#)

Additional Resources

- [Other Content](#)

Zimride Internals

- [Report](#)
- [Privacy](#)
- [Modules](#)
- [Internal Stats](#)
- [Manage Installations](#)
- [Content Modules](#)
- [Custom Branding](#)
- [Request Statistics](#)
- [Survey Data](#)
- [Maintain User](#)
- [Press](#)
- [Ride Feed](#)
- [Event Feed](#)
- [Messaging System](#)
- [Booking Management](#)
- [Coupon Management](#)
- [Bucket Testing](#)
- [Bus/Van Partnerships](#)

Distance Statistics

This page breaks down statistics according to distance.

The two charts break down how many cumulative rides have been posted within a specified mileage range. The table at the bottom of the page breaks down **one-time**, **commute**, and **total rides** based on the distance travelled.

Commute Stats (Average Distance 19mi)

Miles	Rides
0-5	185
5-10	235
10-15	297
15-20	194
20-25	166
25-30	420
30-35	90
35 and up	4

One-time Ride Stats (Average Distance 105mi)

Miles	Rides
0-20	1485
20-40	696
40-60	355
60-80	185
80-100	105
100-120	62
120-140	28
140-160	19
160-180	15
180-200	18
200-220	94
220-240	63
240-260	58
260-280	14
280-300	14
300 and up	0

Distance	Total Rides	One-Time Rides	Commute Rides
0 - 5 miles	351	166	185
5 - 10 miles	282	47	235
10 - 15 miles	662	365	297
15 - 20 miles	1,085	891	194
20 - 40 miles	1,051	355	696
40 - 60 miles	78	34	44
60 - 80 miles	52	40	12
80 - 100 miles	28	18	10
100 - 120 miles	19	15	4
120 - 140 miles	19	18	1
140 - 160 miles	94	90	4
160 - 180 miles	63	58	5
180 - 200 miles	14	14	0

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Commute Frequency Stats

zimride Stanford Admin * [Post a ride](#)

Dashboard Search Inbox

Stats Reporting

- Dashboard
- Matches
- Distance
- Commute Frequency**
- Green
- Definitions

Users & Rides

- Users
- Ride Posts

Admin Controls

- Trusted Partners
- Marketing Plan
- Locations
- Vanpool / Shuttle

Manage Content

- Banner Text
- Q & A Box
- Promos

Additional Resources

- Other Content

Zimride Internals

- Report
- Privacy
- Modules
- Internal Stats
- Manage Installations

Commute Frequency Statistics


This page breaks down the active ride totals for Zimride at Stanford by both frequency and day of the week.

Metric	Value
Cumulative commute posts	892
Active commute posts	318
Average days per week	4.44
Percent taking place 5 or more days a week	72.96%
Percent taking place 4 days a week	9.75%
Percent taking place 3 days a week	8.49%
Percent taking place 2 days a week	5.03%
Percent taking place 1 day a week	3.77%

Active Commutes Per Day

Day	Active Commutes
Sunday	~5
Monday	~280
Tuesday	~275
Wednesday	~280
Thursday	~280
Friday	~270
Saturday	~5

Green Calculator


Stanford
Admin ▾ Post a ride

Dashboard
Search
Inbox

Stats Reporting

- [Dashboard](#)
- [Matches](#)
- [Distance](#)
- [Commute Frequency](#)
- [Green](#)
- [Definitions](#)

Users & Rides

- [Users](#)
- [Ride Posts](#)

Admin Controls

- [Trusted Partners](#)
- [Marketing Plan](#)
- [Locations](#)
- [Vanpool / Shuttle](#)

Manage Content

- [Banner Text](#)
- [Q & A Box](#)
- [Promos](#)

Additional Resources

- [Other Content](#)

Zimride Internals

- [Report](#)
- [Privacy](#)
- [Modules](#)
- [Internal Stats](#)
- [Manage Installations](#)
- [Content Modules](#)
- [Custom Branding](#)
- [Request Statistics](#)
- [Survey Data](#)
- [Maintain User](#)
- [Press](#)

Green Calculator

This page allows you to calculate number of miles taken off the road and Green House Gas (GHG) emissions reduced. As it is extremely difficult to determine the precise number of carpools formed using the system, we calculate ranges for these savings instead.

All numbers and assumptions used by the calculator are customizable and savings can be calculated over any date range. We have specified default values encompassing the lifetime of your system, standard emission numbers**, and what our survey results and other metrics have indicated is the typical range for these variables at a particular campus.

For more granular controls over the assumptions, click on the *Show Advanced Controls* link. To control the average MPG of a vehicle or the amount of CO2 and other GHG emitted per mile traveled, click the *Set GHG Assumptions* link.

Coefficient	Value
Ride Types Included	<input type="text" value="All Rides"/>
Date Range	Starting Date: <input type="text" value="12/01/2008"/> <input type="checkbox"/> Ending Date: <input type="text" value="02/06/2012"/> <input type="checkbox"/>
% Ride Postings Completed	<input type="text" value="20"/>

[Show Advanced Controls](#)

Calculate Savings
[Set GHG Assumptions](#)

Results (12/01/2008 to 02/06/2012)		Savings
Miles Saved		1,418,094
Gallons of Gas Saved		55,611
Pounds of CO2 Emissions Saved		1,078,863
Grams of Volatile Organic Compound (VOC) Emissions Saved		601,271
Grams of Nitrogen Oxides (NOx) Emissions Saved		762,934
Pounds of Carbon Monoxide (CO) Emissions Saved		15,599
Grams of Particulate Matter (PM) Emissions Saved		309,144
Grams of Sulfur Dioxide (SO2) Emissions Saved		100,684

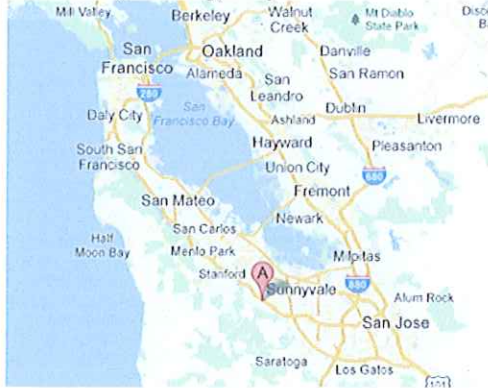
Appendix I: Foothill College Study

Save Money. Make Friends. Find Parking. Zimride.

Foothill College partnered with Zimride January 2011 with the main focuses being:

1. Reduce parking + traffic congestion
2. Save students money, make college more affordable
3. Support sustainability initiatives

Since then, we've gone from this...



To this.

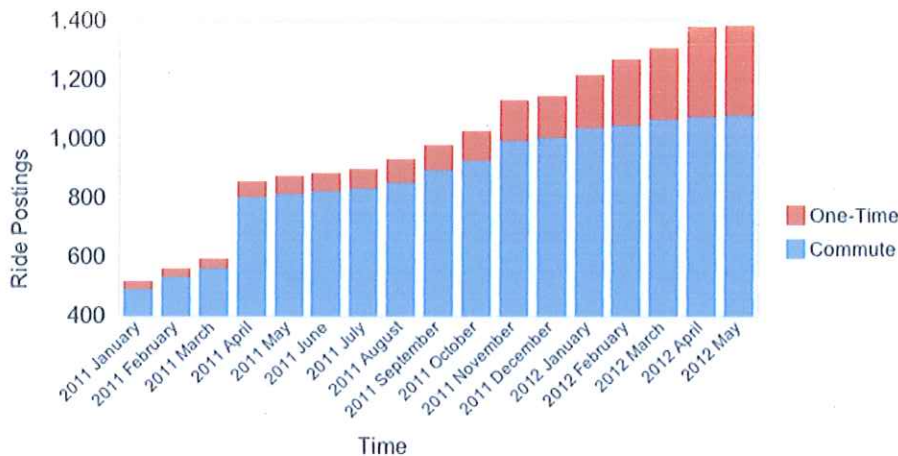


Within the past 16 months, we've experienced:

- 1,797 users sign up
- 1,387 one posts
- 160 new posts just in the last 90 days

This equates to:

- \$2,000-\$3,000 savings/user/year
 - That's approximately ½ of your annual tuition!
- 5-7% increase in parking spaces available
 - Saves you time!
- An average campus-wide CO2 reduction of 560,000 pounds
 - Almost half of what the multi-million dollar solar panels produce/year at 0.1% of the cost



Appendix J: Relevant Emails



Brietta Linney <bjl45@humboldt.edu>

Zim Ride contact

3 messages

Morgan P. King <Morgan.King@humboldt.edu>
 Reply-To: Morgan.King@humboldt.edu
 To: "Alexander, Fletcher" <falexander@csuchico.edu>
 Cc: Brietta Linney <bjl45@humboldt.edu>

Thu, Sep 13, 2012 at 12:00 PM

Hello Fletcher

Thanks for the chat today. I'd like to introduce Brietta Linney, Cc'd here, who is working on bringing Zim Ride or a similar carpooling program here to HSU. Brietta and her partner have met with TC and me to discuss the project (Brietta is a Green Campus project coordinator and she is working on this project as part of her environmental studies senior capstone class) and they are now in the process of information gathering.

Brietta, Fletcher Alexander is the Sustainability Coordinator at Chico State and is happy to speak with you about Zim Ride.

Thanks, Fletcher, for being willing to share Chico's experiences with the program.

Morgan

—
 Morgan King
 Sustainability & Waste Coordinator
MA Environment & Community '03
Certified Building Analyst/Building Envelope Professional
 Humboldt State University
 707-826-5889
www.humboldt.edu/green

Brietta Linney <bjl45@humboldt.edu>
 To: falexander@csuchico.edu

Wed, Sep 26, 2012 at 11:35 AM

Hello Fletcher,

As Morgan mentioned, I am working on my senior capstone project this semester to bring a functional carpooling system to HSU. I was wondering if I could set up a time to talk with you about the program at Chico State. I am free:

9:00am--12:00pm on Monday (10/1)
 9:00--1:00pm Tuesday (10/2)
 9:00am--5:00pm Wednesday (10/3)
 9:00am--1:00pm Thursday (10/4)

Let me know if any of those times work for you to have a phone call. Or I can send you a list of questions via email if that would be more convenient for you.

Best,

Brietta Linney
 [Quoted text hidden]

—

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Brietta Linney
PowerSave Green Campus Program
Project Coordinator
Humboldt State University
bjl45@humboldt.edu
707.495.4642

Alexander, Fletcher <falexander@csuchico.edu>
To: Brietta Linney <bjl45@humboldt.edu>

Thu, Sep 27, 2012 at 10:21 AM

Hi Brietta,

Let's try to connect Monday morning around 10am. You can reach me at my office line below.

Looking forward to talking,

Fletcher

Fletcher Alexander

BPI Certified Building Analyst

Campus Sustainability Coordinator

The Institute for Sustainable Development

California State University, Chico

Office: 530-898-3332

www.csuchico.edu/sustainablefuture

From: Brietta Linney [mailto:bjl45@humboldt.edu]
Sent: Wednesday, September 26, 2012 11:36 AM
To: Alexander, Fletcher
Subject: Re: Zim Ride contact

[Quoted text hidden]



Brietta Linney <bjl45@humboldt.edu>

Zimride Contact

1 message

Alexander, Fletcher <falexander@csuchico.edu>
To: "Brietta Linney (bjl45@humboldt.edu)" <bjl45@humboldt.edu>

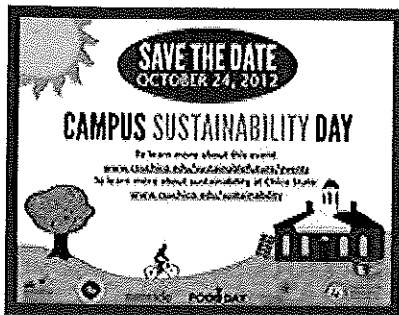
Mon, Oct 1, 2012 at 10:21 AM

Jane Nevins | Rideshare Specialist, Zimride
530-867-1746

"Life is better when you share the ride."

Fletcher Alexander

BPI Certified Building Analyst
Campus Sustainability Coordinator
The Institute for Sustainable Development
California State University, Chico
Office: 530-898-3332
www.csuchico.edu/sustainablefuture





Brietta Linney <bjl45@humboldt.edu>

Email to Jim

1 message

Brietta Linney <bjl45@humboldt.edu>
To: Aileen Linney <aileenlinney@gmail.com>

Fri, Sep 14, 2012 at 10:09 AM

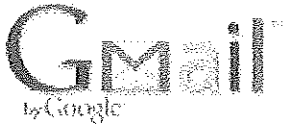
Hey Jim,

Thanks for meeting with me last year to talk about internships! I ended up working in Santa Rosa this summer with the Climate Protection Campaign doing a realtime rideshare pilot called WeGo Sonoma. I helped organize realtime rideshare for some of the large businesses in Sonoma County as well as the Santa Rosa Junior College. It was a really good experience and has inspired my senior capstone project. That being said, I was wondering if you could help me get in contact with your friend who works at Zimride. My dad forwarded me a Soup Group email from Zachary Matthews about Lyft, but I thought it would be better if I contacted him through you.

I'm researching different carpooling programs that could service the University, and would like to ask him for some suggestions about how I can bring Zimride to my school. I met with the Sustainability Coordinators at HSU, and they want me to demonstrate the need for an online carpooling program like Zimride. I have some ideas about how I can accomplish this, but I would really appreciate it if I could talk to him about different approaches I could take to get the administration to fund a carpooling program like Zimride.

Thanks so much!

Brietta Linney



Danielle Ballard <dnb13@humboldt.edu>

Survey Inquiry

9 messages

Danielle Ballard <dnb13@humboldt.edu>
To: Nancy Vizenor <ncv2@redwood.humboldt.edu>

Wed, Sep 26, 2012 at 11:12 AM

Hello Nancy,

My name is Danielle Ballard and I am working on a project for my Environmental Science Practicum class. My partner, Brietta Linney, and I are researching alternative transportation methods, with a focus on carpooling. We would like to conduct a survey in a couple classrooms to see if there is a need for a better carpooling system at Humboldt State University.

Would you be willing to approve our survey and give us some guidance on how to choose classes to survey?

Thank you,
Danielle Ballard

Nancy C. Vizenor <Nancy.Vizenor@humboldt.edu>
Reply-To: Nancy.Vizenor@humboldt.edu
To: Danielle Ballard <dnb13@humboldt.edu>

Wed, Sep 26, 2012 at 5:14 PM

Absolutely. But, I must ask, do you have IRB approval?

Thanks,
Nancy

[Quoted text hidden]

--

Nancy Vizenor, Ph.D.
Assistant Professor, School of Business
Director, Institute for Entrepreneurship Education
Humboldt State University
127 Siemens Hall
1 Harpst Street
Arcata, CA 95521
707.826.6021
ncv2@humboldt.edu

Danielle Ballard <dnb13@humboldt.edu>
To: Nancy.Vizenor@humboldt.edu

Wed, Sep 26, 2012 at 7:54 PM

No we do not. I actually just heard of that for the first time in a different class of mine today. What is the process to go about getting IRB approval? How long does it typically take?

Thank you,
Danielle

[Quoted text hidden]

Nancy C. Vizenor <Nancy.Vizenor@humboldt.edu>

Thu, Sep 27, 2012 at 10:08 AM

Reply-To: Nancy.Vizenor@humboldt.edu

To: Danielle Ballard <dnb13@humboldt.edu>

Hi Danielle,

Institutions all over our country must work to ensure that human subjects are treated fairly and safely. That is the main reason behind IRB's (Institution Review Boards). Any time you do survey research at an institution with an IRB, you need to get IRB approval. The process and length differ based on the type of IRB approval you need. Since this is for a class, I bet your professor can help you with this.

Good luck,
Nancy

[Quoted text hidden]

Danielle Ballard <dnb13@humboldt.edu>

Thu, Sep 27, 2012 at 7:48 PM

To: Nancy.Vizenor@humboldt.edu

Nancy,

Thank you for the information. My partner and I will find out how to get approval and as long as we can do this in time we would like to proceed with our survey. I will contact you after we gain approval.

Best,
Danielle

[Quoted text hidden]

Danielle Ballard <dnb13@humboldt.edu>

Mon, Oct 8, 2012 at 7:52 PM

To: Nancy.Vizenor@humboldt.edu

Hi Nancy,

I inquired with my teacher about IRB approval, and then went to the SBS building for more information about how to apply. It appears that we need a "responsible faculty" member to conduct our survey. My teacher (Richard Hansis) knew nothing of this and has not completed CITI training. He is retiring this year, and therefore will likely not be very enthusiastic about the training. I know that past students of his class have conducted surveys, so I am not certain how they were able to do this.

Would you be willing to be our "responsible faculty" member? I am not sure exactly how involved this would make you in our survey process, so if not I completely understand. Thank you for your time and consideration.

Sincerely,
Danielle Ballard

[Quoted text hidden]

Nancy C. Vizenor <Nancy.Vizenor@humboldt.edu>

Tue, Oct 9, 2012 at 6:02 AM

Reply-To: Nancy.Vizenor@humboldt.edu

To: Danielle Ballard <dnb13@humboldt.edu>

Dear Danielle,

As long as the survey doesn't break the IRB rules, I am fine with being your responsible faculty member (and as long as it does not bring me a lot of extra work).

Nancy

[Quoted text hidden]

Danielle Ballard <dnb13@humboldt.edu>

Tue, Oct 9, 2012 at 7:33 PM

To: Nancy.Vizenor@humboldt.edu

Nancy,

Thank you very much. My partner and I really appreciate it. Our survey is very basic and therefore will not require much work on your part. I will contact you after my partner and I complete the CITI training and are ready to proceed with our survey. Thank you again.

Danielle

[Quoted text hidden]

Nancy C. Vizenor <Nancy.Vizenor@humboldt.edu>

Wed, Oct 10, 2012 at 1:04 PM

Reply-To: Nancy.Vizenor@humboldt.edu

To: Danielle Ballard <dnb13@humboldt.edu>

Dear Danielle,

The CITI training is lengthy and cumbersome. I would recommend that you triple check that is all you need to do for IRB approval. You definitely do not want to go through the CITI training and not get what you need at the end.

Nancy

[Quoted text hidden]



Brietta Linney <bjl45@humboldt.edu>

Zimride at Humboldt State University

2 messages

Brietta Linney <bjl45@humboldt.edu>

Wed, Oct 10, 2012 at 10:40 AM

To: zskyfly@gmail.com

Bcc: Danielle Ballard <dnb13@humboldt.edu>

Hello Zac,

My name is Brietta Linney and I got your contact information from a family friend, Jim Wheaton, who is a part of the Soup Group. I am doing my senior project this semester at Humboldt State University, and I am focusing on carpooling. I would like to find a solution to our parking congestion and single-occupancy vehicles leaving the area on the weekends and over breaks.

I was wondering if I could talk to you about the possibility of bringing Zimride to HSU and any suggestions you may have. I contacted Jane Nevins, Chico State's Zimride representative, but have yet to hear back from her. Let me know if you're available to talk about this, or know someone else I should contact.

All the best,

Brietta Linney
(707) 495-4642

Zac Matthews <zac@zimride.com>

Wed, Oct 10, 2012 at 1:53 PM

To: Brietta Linney <bjl45@humboldt.edu>

Hi Brietta,

Thanks so much for reaching out. I have forwarded your message on to our University team, and they should be in touch with you soon!

All the best,
ZacZac Matthews | Growth and Operations
510.852.9759 | San Francisco, CA
Zimride & Lyft

Life is better when you share the ride

[Quoted text hidden]



Brietta Linney <bjl45@humboldt.edu>

HEIF Idea Proposal

4 messages

Brietta Linney <bjl45@humboldt.edu>
To: Tall Chief Comet <tcc4@humboldt.edu>

Thu, Oct 11, 2012 at 11:46 AM

Hey TC,

I'm writing a HEIF idea paper for a Zimride pilot study and was wondering if it'd be OK to put your name as a person who would support the project?

Best,

Brietta

Tall Chief Comet <TallChief.Comet@humboldt.edu>
Reply-To: TallChief.Comet@humboldt.edu
To: Brietta Linney <bjl45@humboldt.edu>

Thu, Oct 11, 2012 at 11:56 AM

It is customary to be able to see the completed proposal before being asked to support it as such, but you can certainly list me as someone who has been consulted and demonstrated support for some form of ride-share program being formalized for campus.

I am off campus today, but will be back on campus tomorrow if you need to stop by.

TC

[Quoted text hidden]

—
TallChief A. Comet
Sustainability Office Director
Humboldt State University
1 Harpst Street
Arcata, CA 95521
707-826-5920
tcc4@humboldt.edu

Brietta Linney <bjl45@humboldt.edu>
To: TallChief.Comet@humboldt.edu

Fri, Oct 12, 2012 at 3:10 PM

Thanks TC, I will write that on the idea paper. Have a good weekend!

Brietta

[Quoted text hidden]

—
Brietta Linney
PowerSave Green Campus Program
Project Coordinator
Humboldt State University
bjl45@humboldt.edu
707.495.4642

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Tall Chief Comet <TallChief.Comet@humboldt.edu>

Fri, Oct 12, 2012 at 3:18 PM

Reply-To: TallChief.Comet@humboldt.edu

To: Brietta Linney <bjl45@humboldt.edu>

You as well and good luck on the paper submission.

TC

[Quoted text hidden]



Brietta Linney <bjl45@humboldt.edu>

Zimride proposal

2 messages

Richard A. Engel <Richard.Engel@humboldt.edu>
Reply-To: Richard.Engel@humboldt.edu
To: Brietta Linney <bjl45@humboldt.edu>

Wed, Oct 17, 2012 at 1:26 PM

Hi Brietta,
I just read your idea paper on Zimride. It looks great, and I hope the HEIF committee supports taking this to the full proposal stage. The Washington Post article you cited says that U. of Maryland offers discounted parking permits to Zimride drivers. I think this would be important to include in the proposal, with HEIF reimbursing Parking Services for the cost of such discounts over a pilot period (1 to 2 semesters) to help promote and popularize the program, without this being a cost to Parking Services or the general fund. Please keep this in mind as we continue to develop the idea.
Good job!
Richard

Richard Engel
Senior Research Engineer
Schatz Energy Research Center
Humboldt State University
1 Harpst St.
Arcata, CA 95521
USA
tel: (707) 826-4306
fax (707) 826-4347
www.schatzlab.org
*****Peace On Earth*****

Brietta Linney <bjl45@humboldt.edu>
To: Richard.Engel@humboldt.edu

Thu, Oct 18, 2012 at 4:37 PM

Hey Richard,

That's a really good idea! Thanks for your support of the project, I enjoyed talking with you at the brainstorming session and seeing how HEIF can help formalize a carpooling system at HSU. I hope we can develop it into a full proposal!

Brietta
[Quoted text hidden]
--
Brietta Linney
PowerSave Green Campus Program
Project Coordinator
Humboldt State University
bjl45@humboldt.edu
707.495.4642



Danielle Ballard <dnb13@humboldt.edu>

Information Request for ENVS 410

1 message

Danielle Ballard <dnb13@humboldt.edu>

Tue, Oct 23, 2012 at 7:47 AM

To: Lynne Soderberg <lynne.soderberg@humboldt.edu>

Hello Lynne,

My name is Danielle Ballard and I am taking Environmental Science Practicum this semester . My partner, Brietta Linney, and I are researching carpooling programs at HSU. Currently, we are weighing various alternatives to the current system and are gathering information to help us in this process.

We would like to know how much the current carpool system is being utilized on campus in order to determine what we can do to increase participation in carpooling. Also, we would like to discuss implementing a more formalized system, for instance Zimride, to the university. Zimride is an online carpool system that links drivers and passengers within the university community.

Would you be willing to either set up a meeting with my partner and I, or correspond via e-mail to discuss this topic?

Thank you,
Danielle Ballard



Brietta Linney <bjl45@humboldt.edu>

Quick Update

6 messages

Amy Fox <amy@zimride.com>
To: Brietta Linney <bjl45@humboldt.edu>

Wed, Nov 14, 2012 at 1:21 PM

Hi Brietta,

I wanted to check in quickly from our previous conversation. Do you and Danielle need more information? If not, what is the upcoming process that you'll be going through as you review Zimride's program?

Thanks!
Amy

Amy Fox | Zimride
630.426.9369 | San Francisco, CA
www.zimride.com |  Facebook |  Twitter

"Life is better when you share the ride."

Brietta Linney <bjl45@humboldt.edu>
To: Amy Fox <amy@zimride.com>

Mon, Nov 26, 2012 at 10:09 AM

Hey Amy,

So sorry for the delayed response. Danielle and I are working on the grant now, and plan to finish it around December 14th. Right now the documents you sent us are sufficient, but I will let you know if anything comes up. Thanks for sending those documents, they really helped!

We are setting up a meeting with the HSU Risk Management office to clear the concerns about liability for the project. His name is Mike Burghart and he may need to speak with you about the program. Either way, we will be in contact with you as we finish writing our grant.

Best,

Brietta
[Quoted text hidden]

—
Brietta Linney
PowerSave Green Campus Program
Project Coordinator
Humboldt State University
bjl45@humboldt.edu
707.495.4642

Amy Fox <amy@zimride.com>
To: Brietta Linney <bjl45@humboldt.edu>

Mon, Nov 26, 2012 at 10:30 AM

Hi Brietta,

Thanks for the update. Please let me know if/when you need additional information. Also, I'd be happy to talk with Mike Burghart about liability and how we manage it so feel free to pass along my info.

Best of luck in the grant writing process. Talk soon!

Amy

Amy Fox | Zimride
630.426.9369 | San Francisco, CA
www.zimride.com |  Facebook |  Twitter

"Life is better when you share the ride."

[Quoted text hidden]

Brietta Linney <bjl45@humboldt.edu>
To: Amy Fox <amy@zimride.com>

Wed, Nov 28, 2012 at 11:57 AM

Hey Amy,

The Risk Management person would like a copy of the liability waiver that Zimride would be using. Can you send that to me? We found the liability waiver for UCSB so if they're the same we can just send him that.

Thanks,

Brietta
[Quoted text hidden]

Amy Fox <amy@zimride.com>
To: Brietta Linney <bjl45@humboldt.edu>

Wed, Nov 28, 2012 at 12:57 PM

Hi Brietta,

All of our campus liability waivers the same so feel free to send him UCSB's waiver. Let me know if he would like to line up a call to discuss his questions and thoughts on the liability/security/risk of the program.

Thanks!
Amy

Amy Fox | Zimride
630.426.9369 | San Francisco, CA
www.zimride.com |  Facebook |  Twitter

"Life is better when you share the ride."

[Quoted text hidden]

Brietta Linney <bjl45@humboldt.edu>
To: Danielle Ballard <dnb13@humboldt.edu>

Wed, Nov 28, 2012 at 1:04 PM

Hey so we can just send the one we found from UCSB.

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Brietta Linney <bjl45@humboldt.edu>

Carpooling Discussion

2 messages

Brietta Linney <bjl45@humboldt.edu>

Fri, Nov 23, 2012 at 4:22 PM

To: Julie Stewart <jms240@redwood.humboldt.edu>

Bcc: Danielle Ballard <dnb13@humboldt.edu>

Hey Julie,

I hope you're enjoying your Thanksgiving break! I'm writing a HEIF grant for my senior project to get Zimride, a more formalized carpooling system, on campus. Next Tuesday and Wednesday I'm having two discussion groups to get feedback from students. I was wondering if you could forward this information on to the students you mentor? I attached a flier as well that you can send them. Thanks so much!

I am writing a HEIF grant to get Zimride on campus for my senior project. I want to get feedback from students who drive/walk/bike/bus to school about carpooling. Also, this is a great program to facilitate carpools home over breaks, to school events, or weekend getaways!

The carpooling discussion groups are:

Tuesday Nov. 27th 5:00 p.m. - 6:00 p.m. in Siemens Hall 120**Wednesday Nov. 28th 4:00 p.m. -5:00 p.m. in Siemens Hall 109**

Zimride is an online carpooling system for the university community that easily links up drivers and passengers with common destinations. If you want to see something like this on campus, we would really appreciate your feedback! We will provide snacks for people while we talk about how to make this carpooling program successful. If you can't make it to the meetings, but have some suggestions about carpooling, send me an email and we can chat.

All the best,

Brietta Linney
bjl45@humboldt.edu

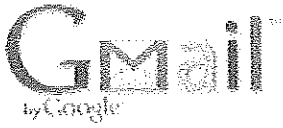
 **Carpooling Flier_1.pdf**
62K**Julie Stewart** <jms240@humboldt.edu>

Sun, Nov 25, 2012 at 7:27 PM

To: Brietta Linney <bjl45@humboldt.edu>

Hey! Yes I will forward this to my mentees. Good luck!

[Quoted text hidden]



Danielle Ballard <dnb13@humboldt.edu>

Class Announcement

3 messages

Danielle Ballard <dnb13@humboldt.edu>

Sun, Nov 25, 2012 at 8:46 PM

To: Sabra Steinberg <sabra.steinberg@humboldt.edu>

Hi Sabra,

This is Danielle Ballard. I hope you enjoyed your Thanksgiving, I cannot believe that it is already time to go back to school tomorrow.

Brietta Linney and I are working on our senior project and we are writing a HEIF grant to try to get funding for Zimride. Zimride is an online carpooling system for the university community that easily links up drivers and passengers with common destinations. We are holding discussions on Tuesday and Wednesday this week to get some input from students.

Would it be okay if I made a quick one minute announcement to your EMP 309 class at 9:00 on Tuesday?

If this interferes with your class agenda, I completely understand.

Thank you,
Danielle Ballard

Sabra L. Steinberg <Sabra.Steinberg@humboldt.edu>

Mon, Nov 26, 2012 at 10:07 AM

Reply-To: Sabra.Steinberg@humboldt.edu

To: Danielle Ballard <dnb13@humboldt.edu>

Hi Danielle,

If it's that short, then it's fine to come in tomorrow morning...Just remind me at the start of class!

Sabra

[Quoted text hidden]

Danielle Ballard <dnb13@humboldt.edu>

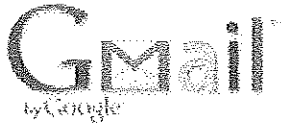
Mon, Nov 26, 2012 at 12:07 PM

To: Sabra.Steinberg@humboldt.edu

Sabra,

Thank you! I will see you tomorrow morning and I promise to keep it short.

Danielle
[Quoted text hidden]



Danielle Ballard <dnb13@humboldt.edu>

Class Announcement

3 messages

Danielle Ballard <dnb13@humboldt.edu>
To: Alison O'Dowd <ap73@humboldt.edu>

Sun, Nov 25, 2012 at 8:48 PM

Hello Alison,

This is Danielle Ballard. I hope you enjoyed your Thanksgiving.

Brietta Linney and I are working on our senior project and we are writing a HEIF grant to try to get funding for Zimride. Zimride is an online carpooling system for the university community that easily links up drivers and passengers with common destinations. We are holding discussions on Tuesday and Wednesday this week to get some input from students.

Would it be okay if Brietta or I made a quick one minute announcement to your ENVS 110 class at 11:00 tomorrow?

If this interferes with your class agenda, I completely understand.

Thank you,
Danielle Ballard

Alison O'Dowd <Alison.ODowd@humboldt.edu>
Reply-To: Alison.ODowd@humboldt.edu
To: Danielle Ballard <dnb13@humboldt.edu>

Mon, Nov 26, 2012 at 8:59 AM

Danielle,

Yes, you can come today at 11 am (BSS 162) or on Wednesday to make your announcement.

-Alison

[Quoted text hidden]

--

Alison Purcell O'Dowd, Ph.D.
Assistant Professor and Environmental Science Program Coordinator
Humboldt State University
Department of Environmental Science & Management
1 Harpst Street
Arcata, CA 95521-8299

Office: Natural Resources Bldg room 213
Office hours for Fall 2012: Tues 2-4pm, Wed 1-3pm or Thurs 9-10am
phone: (707) 826-3438
website: <http://humboldt.edu/environment/faculty-and-staff/dr.-alison-purcell-odowd>

Danielle Ballard <dnb13@humboldt.edu>
To: Alison.ODowd@humboldt.edu

Mon, Nov 26, 2012 at 9:30 AM

64

Thank you. Brietta will be there today at 11:00



Brietta Linney <bjl45@humboldt.edu>

Carpooling Discussion

13 messages

Brietta Linney <bjl45@humboldt.edu>

Mon, Nov 26, 2012 at 10:37 AM

To: Danielle.Trapkus@humboldt.edu

Hey Danielle, I'm working on my senior project this semester and wanted to see if you would forward the ENVS students an email about an event coming this week. I'm writing a HEIF grant about carpooling and want to get feedback from students. I also attached a flier. Thanks so much!

–Brietta Linney

This is the email to forward:

I wanted to let students know about a discussion group this week I'm hosting for my senior project. Danielle Ballard and I are writing a HEIF grant to get a more formalized online carpooling system, Zimride, on campus. We see a need for a better carpooling system at HSU and want to get feedback from students who drive/walk/bike/bus to school. Also, this is a great program to facilitate carpools home over breaks, to school events, or weekend getaways.

The carpooling discussion groups are:

Tuesday Nov. 27th 5:00 p.m. - 6:00 p.m. in Siemens Hall 120

Wednesday Nov. 28th 4:00 p.m. -5:00 p.m. in Siemens Hall 109

Zimride is an online carpooling system for the university community that easily links up drivers and passengers with common destinations. If you want to see something like this on campus, we would really appreciate your feedback! We will provide snacks for people while we talk about how to make this carpooling program successful. If you can't make it to the meetings, but have some suggestions about carpooling, send me an email (bjl45@humboldt.edu) and we can talk.

Carpooling Flier_1.pdf
62K

Brietta Linney <bjl45@humboldt.edu>

Mon, Nov 26, 2012 at 11:22 AM

To: Richard Hansis <rah14@humboldt.edu>

Please forward this email to the ENVS 410 class. Thanks!

[Quoted text hidden]

Carpooling Flier_1.pdf
62K

Brietta Linney <bjl45@humboldt.edu>

Mon, Nov 26, 2012 at 11:30 AM

To: Ellyn Henderson <eph6@axe.humboldt.edu>

Hey Ellyn!

Hope you enjoyed your break :) I'm working on my senior project in Dick's class, and am having an event this week that I wanted to let you know about. If you have any friends you think might be interested, please forward

them this email. I also attached a flier to this email. Danielle Ballard and I are writing a HEIF grant to get a more formalized online carpooling system, Zimride, on campus for the project.

We see a need for a better carpooling system at HSU and want to get feedback from students who drive/walk/bike/bus to school. Also, this is a great program to facilitate carpools home over breaks, to school events, or weekend getaways. Zimride is an online carpooling system for the university community that easily links up drivers and passengers with common destinations. If you want to see something like this on campus, we would really appreciate your feedback!

The carpooling discussion groups are:

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We will provide snacks for people while we talk about how to make this carpooling program successful. If you can't make it to the meetings, but have some suggestions about carpooling, send me an email (bjl45@humboldt.edu) and we can talk.

Best,

Brietta

 **Carpooling Flier_1.pdf**
62K

Brietta Linney <bjl45@humboldt.edu>
To: eph6@humboldt.edu

Mon, Nov 26, 2012 at 11:32 AM

[Quoted text hidden]

 **Carpooling Flier_1.pdf**
62K

Danielle Trapkus <Danielle.Trapkus@humboldt.edu>
Reply-To: Danielle.Trapkus@humboldt.edu
Bcc: bjl45@humboldt.edu

Mon, Nov 26, 2012 at 11:44 AM

Dear ENVS Student,

I wanted to let you know about a discussion group I'm hosting this week for my senior project. Danielle Ballard and I are writing a HEIF grant to get a more formalized online carpooling system, Zimride, on campus. We see a need for a better carpooling system at HSU and want to get feedback from students who drive/walk/bike/bus to school. Also, this is a great program to facilitate carpools home over breaks, to school events, or weekend getaways.

The carpooling discussion groups are:

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Zimride is an online carpooling system for the university community that easily links up drivers and passengers with common destinations. If you want to see something like this on campus, we would really appreciate your feedback! We will provide snacks for people while we talk about how to make this carpooling program successful. If you can't make it to the meetings, but have some suggestions about carpooling, send me an email (bjl45@humboldt.edu) and we can talk.

 **Carpooling Flier_1.pdf**
62K

Danielle Trapkus <Danielle.Trapkus@humboldt.edu>
Reply-To: Danielle.Trapkus@humboldt.edu
To: Brietta Linney <bjl45@humboldt.edu>

Mon, Nov 26, 2012 at 11:51 AM

Hi Brietta,

Your email has been sent!

Thanks,
Danielle
[Quoted text hidden]

--
Danielle Trapkus
Humboldt State University
Environmental Science & Management
Oceanography
E-mail: drv1@humboldt.edu
Tel: 707-826-4147 Fax: 707-826-4145

Concetta Low <ccl181@humboldt.edu>
To: bjl45@humboldt.edu

Mon, Nov 26, 2012 at 12:01 PM

Hi there, I'm totally interested in your project, but I can't make it to these meeting times. I'd be happy to give my feedback or answer questions or anything. This is a GREAT idea for HSU. Please let me know how I can help.

Thanks!

Connie

[Quoted text hidden]

Ellyn Henderson <eph6@humboldt.edu>
To: Brietta Linney <bjl45@humboldt.edu>

Tue, Nov 27, 2012 at 1:31 PM

Hey Girl,

I just realized I also have a meeting at 4-5 already tomorrow. Could we perhaps have a phone convo or could the meeting be moved up an hour? Im sorry my schedule is jam packed. I will ask other council member to also go if they can. Thanks!

[Quoted text hidden]

--
Ellyn Henderson
Associated Student Body President 2012 | 2013
Humboldt State University

Brietta Linney <bjl45@humboldt.edu>
To: Ellyn Henderson <eph6@humboldt.edu>

Tue, Nov 27, 2012 at 1:36 PM

I totally understand, this time of the semester is crazy! I can meet with you tomorrow at 3:00 if that works for you? That'd be great if the other council members could come to the meeting tonight or tomorrow.

I'm also available tomorrow around 11:00am--12:30pm or 2:00pm--4:00pm if any of those times work better let me know.

Brietta

67

[Quoted text hidden]

—
Brietta Linney
PowerSave Green Campus Program
Project Coordinator
Humboldt State University
bjl45@humboldt.edu
707.495.4642

Ellyn Henderson <eph6@humboldt.edu>
To: Brietta Linney <bjl45@humboldt.edu>

Tue, Nov 27, 2012 at 1:37 PM

Tomorrow at 3 would be perfect for me if that works for you! I hope I get feedback from the council saying their going, but either way lets meet up. Ill be in my office at 3 if that can work for you?

[Quoted text hidden]

Danielle Trapkus <Danielle.Trapkus@humboldt.edu>
Reply-To: Danielle.Trapkus@humboldt.edu
To: Brietta Linney <bjl45@humboldt.edu>

Tue, Nov 27, 2012 at 1:49 PM

Hi Brietta,

Thought you might be interested in this person's responsel

Thanks,
Danielle

----- Forwarded message -----

From: **William Montgomery** <wbm19@humboldt.edu>
Date: Tue, Nov 27, 2012 at 1:20 PM
Subject: Re: Carpooling Discussion
To: Danielle.Trapkus@humboldt.edu

Wow, I would like to attend but I am in conflict over a ride to my home in Ferndale. So I've been catching the bus. But if I could get a ride I could attend.
Wm Bryant Montgomery

On Mon, Nov 26, 2012 at 11:44 AM, Danielle Trapkus <Danielle.Trapkus@humboldt.edu> wrote:
[Quoted text hidden]

Brietta Linney <bjl45@humboldt.edu>
To: Ellyn Henderson <eph6@humboldt.edu>

Tue, Nov 27, 2012 at 1:49 PM

Sounds good, see you then!

Brietta
[Quoted text hidden]

Brietta Linney <bjl45@humboldt.edu>
To: Ellyn Henderson <eph6@humboldt.edu>

Wed, Nov 28, 2012 at 3:16 PM

Hey here is a good link to Zimride: <http://zimride.wordpress.com/info/video-demo/>



Brietta Linney <bjl45@humboldt.edu>

Carpooling Discussion

2 messages

Brietta Linney <bjl45@humboldt.edu>

Tue, Nov 27, 2012 at 9:34 AM

To: Jesse Shrader <jas169@humboldt.edu>, Juliene Sinclair <jls190@humboldt.edu>, Angela Lottes <aml932@humboldt.edu>

Hey Jesse, Juliene, and Angela:

I'm writing the Zimride HEIF grant for my senior project, and am holding 2 discussion groups this week. I'm sorry this is pretty last minute I realized I forgot to invite you all! Anyway, today and tomorrow there will be 1 hour discussion groups to get feedback from students about their carpooling needs and how we can make the Zimride program successful at HSU. If you have time to stop by either days, I would really appreciate it. Also, I attached a flier if you want to forward this to other folks who might be interested. There will be snacks at the meetings as well :)

The discussion groups are:

Tuesday Nov. 27th 5:00 p.m. - 6:00 p.m. in Siemens Hall 120**Wednesday Nov. 28th 4:00 p.m. -5:00 p.m. in Siemens Hall 109**

If you can't make it at those times, but have some comments/suggestions let me know!

Best,

Brietta

 **Carpooling Flier_1.pdf**
62K

Angela Lottes <aml932@humboldt.edu>
To: Brietta Linney <bjl45@humboldt.edu>

Tue, Nov 27, 2012 at 9:52 AM

Hi Brietta,

I will plan to attend today's session at 5 pm in SH 120. Thanks for the invitation!

Angie

[Quoted text hidden]



Danielle Ballard <dnb13@humboldt.edu>

Carpooling Program at HSU

13 messages

Danielle Ballard <dnb13@humboldt.edu>
To: Michael Burghart <msb39@humboldt.edu>
Bcc: Brietta Linney <bjl45@humboldt.edu>

Mon, Nov 26, 2012 at 12:21 PM

Dear Mike,

My name is Danielle Ballard and I am working on my senior project for Environmental Science with my partner, Brietta Linney. We are working to get a more formalized carpooling system at HSU and have decided to write a HEIF grant for funding for a program called Zimride. Zimride is an online carpooling system for the university community that easily links up drivers and passengers with common destinations. Zimride is already being used at over 125 campus nationwide.

In the process of writing the grant, questions have come up about the universities' liability regarding such a program. The way the program works is anyone using the service has to sign a liability waiver prior to participating in any ride shares, so HSU is not liable in the event of any accidents.

My partner and I would like to either correspond with you via e-mail or set up a meeting to discuss this program possibly being implemented on campus. We thought it would be a good idea to communicate with you and discuss our project to make sure there are no liability issues before submitting our grant.

Additionally, if you would like to speak directly to the Zimride representative about the liability of the program, Amy Fox would be more than happy to speak with you.

Best,
Danielle Ballard

Michael Burghart <msb39@humboldt.edu>
To: Danielle Ballard <dnb13@humboldt.edu>
Cc: sas232@humboldt.edu

Mon, Nov 26, 2012 at 1:38 PM

Good afternoon, I am just following up with a question. "I understand what you are trying to accomplish, but is it necessary that HSU participate in this carpooling system?"

Mike Burghart

Humboldt State University

Interim Director of Contracts, Procurement

and Risk Management

1 Harpst Street

Arcata, CA 95521

(707) 826-5746 phone

(707) 826-3601 fax

From: Danielle Ballard [mailto:dnb13@humboldt.edu]
Sent: Monday, November 26, 2012 12:21 PM
To: Michael Burghart
Subject: Carpooling Program at HSU

[Quoted text hidden]

Danielle Ballard <dnb13@humboldt.edu>
To: Brietta Linney <bjl45@humboldt.edu>

Mon, Nov 26, 2012 at 7:44 PM

Forwarded conversation
Subject: Carpooling Program at HSU

From: **Danielle Ballard** <dnb13@humboldt.edu>
Date: Mon, Nov 26, 2012 at 12:21 PM
To: Michael Burghart <msb39@humboldt.edu>

Dear Mike,

My name is Danielle Ballard and I am working on my senior project for Environmental Science with my partner, Brietta Linney. We are working to get a more formalized carpooling system at HSU and have decided to write a HEIF grant for funding for a program called Zimride. Zimride is an online carpooling system for the university community that easily links up drivers and passengers with common destinations. Zimride is already being used at over 125 campus nationwide.

In the process of writing the grant, questions have come up about the universities' liability regarding such a program. The way the program works is anyone using the service has to sign a liability waiver prior to participating in any ride shares, so HSU is not liable in the event of any accidents.

My partner and I would like to either correspond with you via e-mail or set up a meeting to discuss this program possibly being implemented on campus. We thought it would be a good idea to communicate with you and discuss our project to make sure there are no liability issues before submitting our grant.

Additionally, if you would like to speak directly to the Zimride representative about the liability of the program, Amy Fox would be more than happy to speak with you.

Best,
Danielle Ballard

From: **Michael Burghart** <msb39@humboldt.edu>
Date: Mon, Nov 26, 2012 at 1:38 PM
To: Danielle Ballard <dnb13@humboldt.edu>
Cc: sas232@humboldt.edu

Good afternoon, I am just following up with a question. "I understand what you are trying to accomplish, but is it necessary that HSU participate in this carpooling system?"

Mike Burghart

Humboldt State University

Interim Director of Contracts, Procurement

and Risk Management

1 Harpst Street

Arcata, CA 95521

(707) 826-5746 phone

(707) 826-3601 fax

From: Danielle Ballard [mailto:dnb13@humboldt.edu]

Sent: Monday, November 26, 2012 12:21 PM

To: Michael Burghart

Subject: Carpooling Program at HSU

Brietta Linney <bjl45@humboldt.edu>
To: Tall Chief Comet <tcc4@humboldt.edu>
Cc: Danielle Ballard <dnb13@humboldt.edu>

Mon, Nov 26, 2012 at 8:00 PM

Hey TC,

When Danielle and I spoke with Jerry in the Clubs office about an events form for the carpooling discussions, she suggested we contact Mike Burghart regarding potential liability issues with the carpooling program. Even though Zimride does not hold HSU responsible in the event of an accident, I think it's important to address people's concerns and was hoping that Mike could help us with this. We emailed him today, and got the response below:

Good afternoon, I am just following up with a question. "I understand what you are trying to accomplish, but is it necessary that HSU participate in this carpooling system?"

Danielle and I were a little stunned by his response to talk with us and/or Amy Fox from Zimride...Do you have any suggestions for how to respond to his question, and how we can move forward?

Thanks,

Brietta

[Quoted text hidden]

Tall Chief Comet <TallChief.Comet@humboldt.edu>
Reply-To: TallChief.Comet@humboldt.edu
To: Brietta Linney <bjl45@humboldt.edu>
Cc: Danielle Ballard <dnb13@humboldt.edu>

Tue, Nov 27, 2012 at 8:14 AM

I think there are a couple of ways to take Mike's question: a) he may be asking about Zimride as opposed to another service; b) he indicates he understands what you are asking, but I'm not sure he has enough info to understand that Zimride is a contracted service, similar to Zipcar; c) he is responding from the narrow purview of risk management, so it may appear he is panning carpooling in general, but that may not be the case.

I think the best way to respond to Mike is to craft an answer to his question by addressing the three scenarios of interpretation I outline above. If you answer at least the three ways I think he may be asking the question, you have attempted to fill the gaps of information that may be his focus, since he is not steeped in the how Zimride works, as you are right now.

If you particularly focus on Zimride being a contracted service, similar to Zipcar, I think you will impart the salient concept of how it works to him quickly, then rephrase your request to him, asking if he sees any particular additional liability issues for the campus, or things to have the Zimride rep address directly.

I hope that helps.

TC

[Quoted text hidden]

--

TallChief A. Comet
Sustainability Office Director
Humboldt State University
1 Harpst Street
Arcata, CA 95521
707-826-5920
tcc4@humboldt.edu

Danielle Ballard <dnb13@humboldt.edu>
To: Michael Burghart <msb39@humboldt.edu>

Wed, Nov 28, 2012 at 11:33 AM

For our senior project, my partner and I wanted to address the mandate to reduce greenhouse gas emissions in CSU's by 2020. We wanted to improve the current carpooling program within the University community by implementing a contract service similar to the Zipcar program.

For obvious reasons we could not promote a service that left the university liable for any damages, so this is a huge benefit to Zimride. Finally, another benefit of Zimride is that it provides the metrics for rides shared, so the university can see the how much emissions they are saving and how many riders they have.

We want to provide an easy solution to single-occupant vehicles traveling to HSU and out of the county. Transportation is the second largest contributor to GHG emissions in the US, so we thought that it is an important sector for HSU and HEIF to address.

We considered different alternatives to promote carpooling on campus, but decided that the Zimride program was the best direction to go for multiple reasons. Zimride is extremely well established nationwide. As I mentioned in

my previous e-mail, it is currently being used successfully at over 125 universities. It has proven to have a significant impact on the reduction of GHG emissions. Also, statistics have shown that an average of 10-20 percent of the school population participates in the program.

I hope that I have provided you with enough information to answer your question.

Do you see any particular additional liability issues for the campus or would you like anything addressed by the Zimride representative?

Danielle

[Quoted text hidden]

Michael Burghart <msb39@humboldt.edu>
To: Danielle Ballard <dnb13@humboldt.edu>

Wed, Nov 28, 2012 at 11:39 AM

Can you provide me a copy of the proposed waiver you would be using.

Thanks...

Mike Burghart

Humboldt State University

Interim Director of Contracts, Procurement

and Risk Management

1 Harpst Street

Arcata, CA 95521

(707) 826-5746 phone

(707) 826-3601 fax

From: Danielle Ballard [mailto:dnb13@humboldt.edu]
Sent: Wednesday, November 28, 2012 11:33 AM
To: Michael Burghart
Subject: Re: Carpooling Program at HSU

[Quoted text hidden]

Danielle Ballard <dnb13@humboldt.edu>
To: Michael Burghart <msb39@humboldt.edu>

Wed, Nov 28, 2012 at 7:33 PM

Mike,

Here are the terms of service for UCSB: <http://www.zimride.com/ucsb/terms>

These are the same terms of service that would be used at HSU if Zimride is implemented on campus.

If you have anymore questions about the liability, security, or risk of Zimride, feel free to directly contact Amy Fox at Zimride. Amy can best be reach via email, amy@zimride.com.

Thanks,
Danielle

[Quoted text hidden]

Michael Burghart <msb39@humboldt.edu>
To: Danielle Ballard <dnb13@humboldt.edu>

Fri, Nov 30, 2012 at 1:03 PM

Another question: Is there a cost to use Zimride? For example, if I go into Zimride and use their service(s) do I get charged or is it free?

From: Danielle Ballard [mailto:dnb13@humboldt.edu]
Sent: Wednesday, November 28, 2012 7:34 PM
To: Michael Burghart

[Quoted text hidden]

[Quoted text hidden]

Danielle Ballard <dnb13@humboldt.edu>
To: Michael Burghart <msb39@humboldt.edu>

Fri, Nov 30, 2012 at 2:34 PM

No, there is no cost for an individual to use Zimride.
[Quoted text hidden]

Michael Burghart <msb39@humboldt.edu>
To: Danielle Ballard <dnb13@humboldt.edu>

Fri, Nov 30, 2012 at 3:56 PM

OK...Would the Zimride service be limited to just HSU Students, Faculty and Staff?

From: Danielle Ballard [mailto:dnb13@humboldt.edu]
Sent: Friday, November 30, 2012 2:34 PM

[Quoted text hidden]

[Quoted text hidden]

Danielle Ballard <dnb13@humboldt.edu>
To: Michael Burghart <msb39@humboldt.edu>

Fri, Nov 30, 2012 at 4:31 PM

Yes. Users can only sign up with the University network if they have a humboldt.edu e-mail address.

[Quoted text hidden]

Michael Burghart <msb39@humboldt.edu>
To: Danielle Ballard <dnb13@humboldt.edu>

Fri, Nov 30, 2012 at 5:24 PM

OK...I am starting to get a feel for how the program will work. I like that fact that we will be able to control who can access the program. By restricting access, I feel we can better manager this program. Thereby reducing the amount of risk to the HSU participants by disallowing inappropriate members of the community into the program.

If you proposal is granted, our office would need to review and approve the Zimride contract.

Good Luck...

Mike Burghart

Humboldt State University

Interim Director of Contracts, Procurement

and Risk Management

1 Harpst Street

Arcata, CA 95521

(707) 826-5746 phone

(707) 826-3601 fax

From: Danielle Ballard [mailto:dnb13@humboldt.edu]

Sent: Friday, November 30, 2012 4:31 PM

[Quoted text hidden]

[Quoted text hidden]