Application Review

General Information

Project Title TAMU Zimride Rideshare
Total amount requested from the Aggie Green Fund 24,950

Primary Contact

<table>
<thead>
<tr>
<th>Name</th>
<th>Lindsey Adams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title and Department</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

Secondary Contact

How did you hear about this grant?

I heard about the grant from a friend last year

Registered student organization or campus unit/department through which the grant funds will be administered, if applicable (if different from sponsoring organization):

Transportation Services

Project Description
1. Please give a brief history of this project/your organization. Describe the overall purpose (goals) of the project.

Zimride provides a new form of efficient transportation that integrates social networking into a customized, private A&M network to help users establish trust, maintain their social profiles and allow individuals to split costs by sharing seats in their car with friends, classmates and co-workers. On average it attracts 1,000 to 3,000 users in the first year by providing all the marketing support necessary to build a large amount of active users. Additionally, Zimride’s program promotes alternative transportation options that can be integrated into the rideshare program to allow users various options of transportation (for commutes or one-time trips). By taking more single occupancy vehicles off the road, Zimride effectively reduces carbon emissions, promotes “green” living, decreases commuting costs and road-trip costs per user, and saves Universities upkeep and development costs associated with parking congestion and parking lots.

2. What will be the process for implementing your project? Describe the key components and steps of your project.

1. Secure funding through the Aggie Green Fund
2. Submit Zimride's contract through to purchasing and legal/begin building awareness on campus
3. Submit signed contract to Zimride
4. Schedule a launch call with A&M’s assigned Rideshare Specialist, Alternative Transportation and Sustainability to determine a marketing plan (which Zimride will oversee and roll out) as well as details on the launch date
5. Launch the program on specified date at campus (aiming for 7/15/2011)
6. Work with Rideshare Specialist(s) to build awareness and increase activity and usership on a monthly basis

3. Which aspects of campus sustainability will your project address, and why is addressing these sustainability components important? How will your project benefit the Aggie community as a whole?

Zimride effectively takes cars off the road to reduce CO2 emissions that come from single occupancy vehicles. Typically, greenhouse gases emitted from transportation serves as one of the top three main contributors to carbon emissions. It is also one of the quickest areas to improve when looking at it from a sustainable standpoint. Not only will students naturally change their habits to live a greener lifestyle due to the social setting of Zimride, but it will greatly cut back on carbon emissions, save students time and money, and allow them to connect with more students building a broader Aggie network.

4. Does your project tie into any broader campus environmental initiatives? If so, how?

The environmental benefits of Zimride compliment the existing TAMU sustainability policies. The A&M Sustainability Department supports the Alternative Transportation Department’s policy to promote energy conservation. The TAMU Utilities and Energy Management Department (through the US Dept. of Energy site) lists carpooling as one of it’s tips on oil conservation.

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Project Approvals

(Projects will not be considered without the relevant approvals).

5. Do any aspects of your project require approval from an entity on or off campus? If so, please explain. (For example, a project which affects campus grounds or buildings must be approved by either the appropriate Department Head or Director) For each listed entity, please submit a completed "Project Approval" form. Project Approval forms will not be counted toward your application page limit.

Yes, Zimride will need approval from the Manager of Alternative Transportation, Ron Steedly. Zimride’s program aligns well with Ron’s initiatives in changing students mindset’s and A&M’s culture around sustainable transportation.

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Metrics and Measurability

6. What quantifiable environmental impacts will your project have and what will be the estimated cost savings to the campus? How do these impacts fit into the larger campus context (For example, what fraction of campus electricity usage does your savings represent)?
Zimride provides site admins with access to statistics and reports. Admins will be able to view how many people are using the site and how they are using it. They will also be able to effectively measure outreach campaigns, to measure the best way to recruit more users. Based on site activity and studies done at other Zimride campuses, admins are provided an estimate of the amount of different greenhouse gasses that were prevented from entering the atmosphere amongst several other things. Once a critical mass of users is established, Zimride will survey the users and track their activity to get sample data specific to Texas A&M. Zimride will also produce two reports per year: a progress report in the summer, and an annual review at the end of the year.

7. What are the qualitative benefits that would allow you to deem this project successful?

Zimride has done a great job at other Universities in building a trusted, private and active community through their network. Specifically, Zimride’s program would easily allow and encourage students from various colleges and majors to connect with other students whom they may not otherwise meet or socialize with. Additionally, Zimride will engage the users to obtain stories about their experiences with Zimride. These positive stories will naturally help spread word-of-mouth news on campus, enhancing the impact of the program even more.

8. How will you measure these impacts after your project is implemented in order to see if you have met your goal? In addition to AGFAB, who will you report your information to?

Zimride offers a back-end administrative portal which estimates miles less traveled, gallons of gas saved, carbon emission reduction, financial saving, etc. This information as well as the reports portion of the program will be shared with AGFAB and the Alternative Transportation department.

9. How does your project go above and beyond the requirements already mandated by Texas A&M University and/or state law?

There is no law mandating ridesharing, therefore this is not applicable

Project Team

10. Please identify the project manager(s) as well as the member of the team (liaison) responsible for reporting project status and success in the following tables (each project will be expected to report regularly to the Aggie Green Fund Advisory Board with frequency based on the scale of the project). For each entity listed, please submit a completed “Project Approval” form. If you want to list additional team members, you will be given an option to on the next page. Additional team member information will not count toward your page limit.

<table>
<thead>
<tr>
<th>Name</th>
<th>Ron Steedly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title and Department</td>
<td>Transportation Services</td>
</tr>
<tr>
<td>Project Role</td>
<td>Supervisor</td>
</tr>
</tbody>
</table>

Relevant experience or knowledge for this project: Alternative Transportation Manager for TAMU

11. If your project team is partnering with other organizations, departments, individuals, or other stakeholders, please explain their involvement and include their contact information. For each listed entity, please submit a completed “Project Approval” form. Project Approval forms will not be counted toward your application page limit.

Environmental Issues Committee - Student Government will be supporting this project and will contribute their time in promoting Zimride to the Aggie community just as they do with their own events. Jasdeep is the chair of the committee and can be reached at jsandhu709@gmail.com or 469.231.5212.

12. Please be specific about the ways in which you can ensure that your team will have time available to work on this project. (For example, students might choose to take fewer classes in order to have time to devote to the project. Staff might receive permission from a supervisor to devote X hours per week to the project).
In Zimride’s experience with launching and creating awareness and activity at other schools, it has not been necessary to hire additional staff. The time required of students, staff and faculty is minimal and spread across many organizations, over the entire academic year. A&M’s Rideshare Specialist will oversee most of the work however he/she will place minimal requests with: -IT contact that handles the Domain Name System as well as user authentication and data integration (2 hours) -Alternative Transporation and Sustainability whom will oversee Zimride’s program. They will be looked to for their opinions, approvals, and goal setting. -A student representative (only if Zimride does not get the large activity they expect). This student rep will be paid for by Zimride and will require no additional cost to A&M.

13. How much of your project will students be involved in? What roles will students play in your project? Does your project target involvement of a certain section of the student body? Explain.

The benefits of Zimride extend to all affiliates of Texas A&M University, however because the environmental and financial savings are larger to those who commute or have a long weekend trips home, those students will most likely adopt the program earlier. We expect students without cars (typically on-campus and international students) to be early adopters of the program as well. Because the program improves as it gains new users, there is a natural incentive to encourage others to sign up. This creates a viral effect that helps implement the program in a way that requires nothing of the admins. If the opportunity arises, Zimride can sponsor groups who want to help spread the word on campus. Any projects will be approved by the Zimride administrator before implementation.

Project Education, Outreach, and Publicity Plan

Note: This section is about letting the campus know what your project has accomplished after you’ve met your project goals. If outreach and education are the primary goals of your project, please describe them above in the section entitled “Metrics and Measurability.”

14. What is your plan for publicizing your project on campus?

Zimride will assign Texas A&M a Rideshare Specialist to lead the marketing efforts on campus. This person will guide the A&M Zimride admins to effectively reach the different groups on campus and build a critical mass of users. This promotion includes: -Campus email campaigns -Customized print materials and/or banners -Fundraising opportunities with student groups -New user recruiting contests in exchange for Zimride swag (ie t-shirts and sunglasses)

15. Do you have any specific outreach goals? If so, how will they be measured?

I expect Zimride to gain an active rideshare population of five percent of the total campus in the first six to nine months. Additionally, it would be beneficial to get Zimride involved in new Freshman orientation among other big campaign pushes which A&M will be able to track through the admin portal. Their website provides several pages of stats and data specific to our campus to help us better understand the impact and the results of our marketing actions and outreach campaigns.

Budget

16. List all budget items for which funding is being requested under the appropriate category. Include cost and total amount for each item requested. Please be as detailed as possible. If you have price quotes from vendors or additional historical budget information for projects that have occurred previously or are on-going, please submit those with this application. Additional budget documentation will not be counted toward your application page limit.

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost Per Item</th>
<th>Quantity</th>
<th>Total Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment and Construction Costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publicity and Communication</td>
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<td></td>
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4/28/2011
17. If your project is implemented, does it require any on-going funding after its completion? If yes, what is your strategy for supporting the project after this initial period to cover replacement, operational, and renewal costs?
(Note: The Aggie Green Fund is unlikely to provide funding beyond the initial year for ongoing projects).

In order to greatly benefit from having Zimride on campus, it would be ideal to continue working with Zimride after the two-year period is over. I am working with Alternative Transportation as well as Student Government to gage their interests in funding the program after the first two years. This two year period gives our school a chance to try out the program and measure it’s return on investment for the Aggie Community. I am confident that our campus will see great results because not only does Zimride have a great track record with Universities but they have also renewed all of their initial terms with other partnered Universities. It is possible that both transportation and student government can each fund a portion of the program, allowing them to share the cost. A great benefit for these two groups is that they will be able to analyze the admin portal, understand the success of the network, and run specific reports about our Zimride activity before they commit to renewing a partnership with Zimride.

18. List all non-Aggie Green Fund sources you are pursuing for funding, volunteer time, in-kind donations, etc.

<table>
<thead>
<tr>
<th>Source/Description</th>
<th>Amount</th>
<th>Date Request submitted</th>
<th>Date received / date funding will be announced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal and Wages/Benefits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Supplies and Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$ 24,950</td>
<td></td>
<td></td>
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**Project Timeline**

19. Please complete the following table to describe your project timeline. List milestones chronologically. For the “Timeframe” column, please estimate how long each task will take to be completed.

Each one of the following items must be included on your timeline:
- Project start date
- Target date for project completion
- Date by which you will need the first installment of Aggie Green Fund money
- Date by which you expect to have spent all Aggie Green Fund funds
- Target date for submitting final project report to the Aggie Green Fund Board
- Any significant tasks or milestones along the way (For example: identifying an equipment vendor, begin installing equipment, finish installing equipment, etc.)

<table>
<thead>
<tr>
<th>Task</th>
<th>Timeframe (# of wks to completion)</th>
<th>Estimated completion date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get Zimride contract approved by legal and purchasing</td>
<td>4 weeks</td>
<td>6/1/11</td>
</tr>
<tr>
<td>Submit approved contract to Zimride and hold a launch call</td>
<td>1 week</td>
<td>6/8/11</td>
</tr>
<tr>
<td>Full payment of Zimride</td>
<td>1 day</td>
<td>6/15/11</td>
</tr>
<tr>
<td>Launch Zimride at A&amp;M</td>
<td>1 day</td>
<td>7/15/11</td>
</tr>
</tbody>
</table>

4/28/2011
<table>
<thead>
<tr>
<th>Work with Rideshare Specialist to approve marketing material and customize outreach campaigns in building awareness</th>
<th>Ongoing - every week or two for the duration of two-year term</th>
<th>ongoing support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target date for project completion</td>
<td>2 years from approved start date</td>
<td>5/30/13</td>
</tr>
</tbody>
</table>

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