To: Student Senate

From: Katie Dolan, Heather Viste, and Jacob Wittman

Background:
We have been working on a project for our Environmental Philosophy class focusing on establishing a sustainable practice across campus. We have been looking into establishing a shuttle that would take students from campus to areas downtown and to Wal-mart. Initially we were concerned with the amount of driving done by individuals to Wal-mart on any given weekend. We noticed that there were a number of people traveling to and from Wal-mart weekly, many of whom did not always carpool or were not efficient in planning their trips. We feel that it would help reduce the carbon footprint of Luther’s students if a shuttle system were in place that ran a couple times a month and carried multiple people. We have met with the sustainability coordinator, Dan Bellrichard, and discussed the idea. He suggested carrying out a survey to determine more about the demand for the shuttle.

Survey:

After discussing the idea with Dan we came up with a survey that we distributed among several hundred students on campus during the first three weeks of November. We distributed it electronically to approximately 400 students via email and Facebook. There is also a link on the sustainability website to the survey for the public to take. There were 140 responses to the survey. The survey asked questions to determine if there was a demand for a shuttle, how often such a shuttle would be used, when it would be best to run the shuttle, and where the shuttle would run. We also asked students if they would consider leaving their cars at home if a cheap alternative was made available. The results of these questions can be seen in the figures on the following pages.

Would You Use A Shuttle?

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Figure 1: Demand for shuttle
**How Often Would You Use A Shuttle?**

![Bar chart showing frequency of shuttle use: 30% Every 2 weeks, 20% Weekly, 10% Monthly, 10% Less than once a month, and no respondents use it Daily.](image)

**Figure 2:** Shuttle Use

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**When Would You Use A Shuttle**

![Bar chart showing times for shuttle use: 80% Weekend, 60% Weekend Evening, 40% Weekend Late, 30% Weekend Morning, 20% Weekend, 10% Weekend Evening, 10% Weekend Late.](image)

**Figure 3:** Times for shuttle to run. Note: Percentages do not add up to 100% because surveyors were able to select more than one option.
Proposal:

We propose that the college establish a shuttle that takes students downtown and to Walmart on a twice-monthly basis. From the feedback in the survey, we believe that the shuttle should run once on a weekday and once on a weekend in order to satisfy the greatest amount of people. The shuttle would take students downtown and make a stop. It would then proceed to Walmart and drop off the rest. The driver would then wait for roughly an hour, or another amount of time if feedback suggests it would be better, and picks up the Walmart shoppers. It would then stop downtown again and pick up the downtown shoppers. The shuttle would then return to campus.
The easiest way to set up the shuttle would be to have an online sign-up. Students would sign up until the deadline a few days before the shuttle is to run to determine how many vehicles would be needed for the day. The driving position would initially be filled from a list of potential drivers who would be contacted about driving on a demand basis. If it can be determined that the trips occur regularly with enough demand, a permanent position could be established. Drivers would be paid on a trip by trip basis until such a time. If students did not show up, walk-ons would be allowed.

To fund the program, we propose adding an additional charge to the Co-curricular Activities Fee (CAF) and if necessary Wellness and Sustainability has funds that could potentially be tapped (according to Mitch Zoelzer of Student Senate). The proposal to add a charge to the CAF would have to go through Student Senate and if it was passed there, it would then move to the Community Assembly.

Rationale:

We feel that the demand is present for a shuttle. It would provide a cheap alternative for students to get around town. As seen in the survey results, many students would leave cars at home if such a form of transportation were available. This would help promote more sustainable traveling within the Decorah area as well as work towards the colleges sustainability goals. It would also encourage more healthy and sustainable practices such as walking or biking around town in between shuttle runs.