

The University of Arizona Parents and Family Association Grant Proposal

**ASUA Safe Ride**

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## **Overview**

ASUA Safe Ride was founded in 1981 as a walking escort service. Aptly named “ASUA Escort Service,” the program operated Sunday through Thursday from 8:00 pm to 1:00 am. The Escort Service volunteers walked students from any campus building to any location between Campbell, Speedway, Euclid, and 6<sup>th</sup> Street.

Today, ASUA Safe Ride provides free motorized transportation services for all University of Arizona affiliates. The main focus of Safe Ride is to prevent students from walking alone at night and to provide an official presence on campus to promote safety. Our operating hours are Sunday through Thursday from 6:30 pm to 1:00 am and Friday from 6:30 pm to 9:30 pm and we have extended our boundaries to Grant, Country Club, Stone and Broadway. The Safe Ride fleet consists of 4 vans and 5 sedans which are staffed by over 40 trained employees.

As of April 1, 2009, Safe Ride has taken 71,968 passengers (and counting), which is almost double the amount of passengers taken in the 2003-04 school year. Even with these impressive numbers, we are struggling to serve the students in a timely and efficient manner.

## **Abstract**

ASUA Safe Ride is seeking a grant to develop and expand its program in order to increase efficiency. Safe Ride has grown immensely in the past few years but is unable to accommodate the current demand of the students due to budget constraints. We have recently upgraded equipment and technology in the office to allow for more phone calls to be taken but we have capped out on the number of passengers that we are able to serve.

The focus of Safe Ride for the 2009-2010 school year is to improve efficiency in order to provide safe transportation to as many students as possible. We plan on reaching this goal by adding two vehicles to our fleet as well as replacing two vehicles to cut down on maintenance costs. We will also use external efforts to advertise our program and campus safety by handing out fliers, key chains, and pepper spray. This will allow more students the opportunity to take advantage of our services and increase safety awareness throughout campus.

## **Project Description**

### ***Additional Vehicles***

Although ASUA Safe Ride currently serves up to 700 passengers on a typical Thursday night, we are not meeting demand entirely. To reach these numbers we added two minivans to our fleet, three phone lines, a holding service, and new dispatch technology. Even with these additions, our phone lines are busy because we do not have enough vehicles to accommodate the high volume of calls. On April 2<sup>nd</sup>, 2009 Safe Ride rented 2 additional minivans to see how effective additions to the fleet would be. With these additions, we were able to take 837 passengers, which surpasses our old record by over 100 people. This coming year we would like to add a sedan and a minivan to our fleet to increase efficiency and lower our response times. With increased efficiency, more passengers will be able to get through to an operator as demonstrated on April 2<sup>nd</sup>.

### ***Cost of Ownership for Additional Vehicles***

In the past, vehicles purchased from Motor Pool have needed an average of \$500 in repairs upon delivery since they were previously owned by other departments. These costs tend to include brake pads and rotors, batteries, and safety and emissions inspections mandated by the State of Arizona. These additional vehicles will also need routine maintenance which averages \$1,500 per fiscal year. In addition, insurance is projected to cost \$600 per vehicle and fuel is \$1,600 per vehicle each year. These expenses must be planned for when adding vehicles to the Safe Ride fleet.

### ***Replacement of Vehicles***

A large amount of the ASUA Safe Ride budget is spent on vehicle maintenance costs. If given the opportunity, we would like to replace our most costly vehicles in order to save on repairs. For instance, we have spent \$3,203 on one of our sedans this fiscal year. Our other vehicles have averaged \$1,500 in repair costs. By the end of this fiscal year, we anticipate spending more than the cost of a new vehicle from Motor Pool in repairs. In addition, we would like to replace one of our minivans. This van has the second highest mileage of our fleet and is facing some costly repairs in the near future. The repairs include replacing a leaking transmission shift module as well as a front axle assembly that will cost up to \$2,000, in addition to routine maintenance. These are safety hazards and cannot be ignored. In addition to lowering costs, replacement of these two vehicles would result in fewer shifts with vehicles being out of service due to maintenance issues, therefore increasing our efficiency and better serving the students.

### ***Outreach***

It has been an ongoing goal of ASUA Safe Ride to promote student safety on campus. We are often asked by apartment complexes, the Women's Resource Center, Residence Life, UAPD, and ASUA to participate in events on the mall where we advertise our services. In the past, we have given away flyers, key chains, magnets, and pepper spray. The flyers, key chains, and magnets give information about ASUA Safe Ride and are especially valuable to freshman and transfer students who are unfamiliar with the program. The pepper spray is an additional way to make students think about campus safety issues while also acting as a measure of security.

### **Budget**

<b>Item</b>	<b>Quantity</b>	<b>Price</b>	<b>Total</b>
Seven Passenger Minivan	2	\$7,500.00	\$15,000.00
Five Passenger Sedan	2	\$5,000.00	\$10,000.00
Fuel for Additional Vehicles	35 weeks x 2 vehicles	\$125.00/week	\$8,750.00
Insurance for Additional Vehicles	2	\$600.00	\$1,200.00
Signs for Vehicles	8	\$22.50	\$180.00
Pepper Spray	1,000	\$2.00	\$2,000.00
Key chains	1,000	\$0.50	\$500.00
Magnets	2 boxes	\$120.00/box	\$240.00
Flyers	1,000 sheets	\$0.02/sheet	\$20.00
<b>Grand Total</b>			<b>\$37,890.00</b>

### ***Additional Funding Sources***

In the past Safe Ride has been funded by a combination of money from the Associated Students of the University of Arizona, the Parents and Family Association Grant, and the Student Services Fee. We expect to receive most of our budget from the Student Fee next year since ASUA is facing drastic budget cuts. We have also been informed that Safe Ride may not receive the same amount of funding next year due to the current economic situation.

### **Measurable Outcomes**

Safe Ride measures its success based upon nightly statistics. We track the number of calls, the number of passengers, the amount of scratches (missed rides), and our average response time. We use these statistics to determine our staff scheduling as well as measure our nightly performance. We use the statistics at the end of the year to determine the demand of our program in comparison to past years.