WHEREAS, the 58th Session of the University of Wisconsin-Eau Claire
Student Senate passed the Resolution 58-R-1 in support of the Comprehensive
Bicycle and Pedestrian Plan; and

WHEREAS, the Comprehensive Bicycle and Pedestrian Plan lists the ZAP
program as one of the key recommendations to encourage biking; and

WHEREAS, there is an ongoing effort to make the University of Wisconsin-
Eau Claire more sustainable; and

WHEREAS, one way of furthering this effort is to promote biking as a viable
mode of transportation; and
WHEREAS, the Comprehensive Bicycle and Pedestrian Planning Sub-
Committee of the University Master Planning Committee and the Parking and
Transportation Services Office worked in collaboration with the University of
Wisconsin-Eau Claire Student Office of Sustainability to bring the ZAP program to
campus; and

WHEREAS, when asked what would encourage them to bike to campus in the Fall of 2013 University of Wisconsin-Eau Claire Biking Survey students, faculty,
and staff chose biking incentives as their fourth highest priority; and

WHEREAS, the ZAP program provides students, faculty, and staff with incentives to continue to campus by bike; and

WHEREAS, the more a student bikes to campus the higher chance they have of receiving a prize, providing them with the incentive to bike more often; and

WHEREAS, an SOS Eco-Rep will be responsible for the procurement and distribution of donated prizes from local businesses; and

WHEREAS, students, faculty, and staff can register their bicycle online through the Parking and Transportation Services website and then pick up their RFID tag from the Parking and Transportation Services Office; and

WHEREAS, participants will be provided with a map of the bicycle routes, ZAP reader locations, and bike parking once they have registered; and

WHEREAS, participants in the ZAP program will receive a RFID chip that is read by the ZAP readers around campus, which will only be read once per day; and

WHEREAS, once a student has registered for the ZAP program they will begin to be counted for their biking commutes; and

WHEREAS, ZAP data on biking commutes is hosted online for both student
and administrative use; and

WHEREAS, obtaining data on University of Wisconsin-Eau Claire bicycle commuters is essential in determining campus biking volume as well as the most used access points, which will inform and guide future bicycle policy decisions; and

WHEREAS, the ZAP readers will be installed by a Dero ZAP representative in conjunction with Facilities to ensure proper and lasting installation; and

WHEREAS, the results of the Spring 2014 Student Office of Sustainability survey show that 83% of respondents support or strongly support the implementation of the ZAP program and 72% of respondents reported YES or MAYBE when asked if they would use the ZAP program; and

WHEREAS, the University of Wisconsin-Eau Claire Student Office of Sustainability ZAP Program Funds Request provides more detailed information and can be found in Attachment “A;” and

WHEREAS, visuals of the website and physical components of the ZAP program can be found in Attachment “B;” and

WHEREAS, an image of the maps of the bicycle routes, ZAP reader locations, and bike parking can be found in Attachment “C;”

BE IT THEREFORE RESOLVED that the Student Senate approves the allocation of $26,000.00 from the Student Office of Sustainability’s 2014-2015 Environmental Responsibility Account to purchase all components of the ZAP program; and

BE IT FURTHER RESOLVED that any unused funds be returned to the Student Office of Sustainability’s account; and
BE IT FINALLY RESOLVED that upon passage, President Fish transmit a copy of this bill to Dr. James Schmidt, Chancellor; Dr. Patricia Kleine, Provost/Vice Chancellor; Dr. Beth Hellwig, Vice Chancellor, Student Affairs; Dr. Joseph Abhold, Dean of Students; Mitch Freymiller, Chair, University Senate; Dr. Martin Hanifin, Vice Chancellor, Administration & Finance; James Boulter, Professor, Chemistry Department; Christina Hupy, Sustainability Fellow, Geography and Anthropology Department; Dr. Robert Eierman, Professor, Chemistry Department; Lynn Peterson, Assistant Director for Operations, Facilities Management; and Rebecca Shannon, Parking and Transportation Services Coordinator.