Members present: Jeri Baker, Pam Monn, Robert Hendry, Glenn Barrington, Canan Cevik standing in for Daniel Morales, Andy Steinberg, Marios Phillippides, Greg Wheeler, Vinayak Rao, Stefan Herlitz, Maxine Greenblatt, Jon King, Niels La Cour, with guests Diana Noble from Transit Services, Evan Bradley, and Sarah DeDalt from Enterprise.

Niels Lacour, motion to accept April minutes. Jeri Baker seconded.
Vinayak Rao, motion to approve September minutes, Niels seconded.

Jeri Baker, parking update:

- Parking has been busy emptying lots for the game tonight. The only issue is that some students have moved their cars to the wrong lots. Citations were issued, and brainstorming is in process to figure out steps to prevent this in the future.

Sarah DeDalt and Evan Bradley, presentation on Enterprise:

- Enterprise has the largest fleet in the U.S., more than all their competitors combined.
- It has more locations than any major competitors.
- It has upwards of 80k employees, and is ranked 15th in Forbes’s list of America’s largest private companies.
- The fleet contains multiple different brands of cars, allowing for greater flexibility and the ability to satisfy the needs of diverse customers.
- There is a commercial truck fleet, but none of the vehicles require a CDL to operate.
- Customer service is rated very high, and has even been recognized by J.D. Power and associates for it.
- Enterprise’s sustainability platform is such that they have the most fuel efficient fleet of any car rental company, there is a donation to offset carbon footprint option for customers, and they participate in research and conservation efforts.
- Higher education is recognizing the cost savings of renting versus reimbursing employees for miles driven. This allows UMass a lower cost/mile, reduces liability expenses, delivers high employee satisfaction, improves the bottom line, and projects the correct university image. If the trip is over 120 miles, it is more cost-effective to rent versus reimburse the employee for their own car.
- The total cost of owning a vehicle is all included in the rental.

Rob Hendry, bicycle advisory committee

- The bike share task force is run by some people who are also in the bike advisory committee. It aims to find methods of increasing use of alternative transportation.
- The regional bike share proposal is a 2 year long process; they are expanding with some of the sustainability money to install automated programs that would reduce the need to staff booths.
- Of interest is the “Watch for Me” safety campaign that has recently printed thousands of reflective sticky eyes that gives publicity to the campaign.
- One notable goal is to have the bike registration tied in with the current registration for items the police use.
John Mathews, Garage Signage

- Regarding the location of the campus hotel and the method and direction of arrival through the campus garage, it has been difficult for visitors that are not already familiar with the UMass campus to find their way to the hotel. Therefore a new wayfinding signage package has been designed to guide a visitor all the way from 116 to the hotel lobby.
- “Hotel UMass” is the new branding for the campus center hotel, and the signs have been changed accordingly. A “sense of arrival” is created by the branding at the point of the entrance of the garage.
- New signage for the garage has been designed, and different sign types hang in every location around the hotel to help direct visitors.

Pam Monn mentioned that there are two paving projects that will happen before Thanksgiving 2014: The North Village roadway, and Mass ave from the intersection at Commonwealth to the “Welcome to UMass” sign.

Meeting Adjourned at 1:16PM