

Change the University's Mind
Offer solutions on how to change the University's mind

P1: What is the issue?

Dear Meg,

As you know, the University is reluctant to bring spin share bike program back on campus. Here is what I thought we could do to change their minds/I thought of several possible ways to change the minds of the administration:

P2: Potential Solutions

Veoride's company has a better system, app that doesn't crash and better geofencing, and if promoted here at Utah State would put in a brick and mortar store in Cache Valley.

Set up a time to present Veoride to the administration to address the issues that they had with bike share program. Via face to face, conference call, ABB event,

P3: Final Solution to soften University's mind

To: Utah State Campus Program

From: PR Tanner R. Castro

Date: TBD

Subject: Presentation of bringing back bike share program to USU

We, the staff of Aggie Blue Bikes want to present to you our new plan and company that we have researched to work with for a new bike share program.

We will address the issues that the University, Faculty and Students had with the last program and company and what we plan to do in regards to them. Among some of the issues we will be addressing are, parking structures for the bikes, app crashing, and overall maintenance of the bikes through the company we are planning to work with.

A bike share program is a great way for faculty, students and university staff to be able to get around campus and here in Cache Valley at a small fee. It not only promotes a healthy lifestyle but it also sets a precedent that the university cares more than other universities about the environment and giving those who go to USU opportunities to accomplish such and to be able to commute without a vehicle.

We are excited to present to you the numbers, statistics and plans that we have to make this bike share program one that will thrive on campus and be here for years to come and to make USU a more desirable campus to the up and coming generations who care about commuting and the environment.

Thank you,

Tanner R. Castro
PR Aggie Blue Bikes