

**AR 30 In Support of Advertising on University Shuttle Buses**

**Authors:** Ashley Baker, Laurel Pugliese, and Crystal Zhao

**Sponsors:** Laurel Pugliese and Crystal Zhao

**WHEREAS,** Student Government serves as the official voice of students at The University of Texas at Austin to the University Administration; and,

**WHEREAS,** The University of Texas Shuttle System is a student service offered to all current students, faculty, and staff at no charge with a valid UT photo ID; and,

**WHEREAS,** Capital Metropolitan Transportation Authority (Capital Metro) provides transportation services for the University of Texas at Austin campus under a ten year contract (September 1, 2010, through August 31, 2020), entered into by Capital Metro and the UT System Board of Regents<sup>1</sup>; and,

**WHEREAS,** The University of Texas Shuttle System is the largest university shuttle system in the Nation<sup>2</sup> with 14 routes and over 5.2 million passengers annually; and,

**WHEREAS,** The shuttle system provides an easy and cost effective way for students, faculty, staff, and visitors to access the University of Texas at Austin campus; and,

**WHEREAS,** There are currently 77 buses in the University of Texas fleet with 72 used at a time; and,

**WHEREAS,** According to SSBC's 2012-2013 Projections of UT Shuttle Costs, there is currently a \$100,000 shortfall in the university's ability to pay for these transportation costs, which is equivalent to 2,357 hours lost<sup>2</sup>; and,

**WHEREAS,** The cost per boarding on the shuttle buses has increased forcing cuts in service hours due to the current economic climate; and,

**WHEREAS,** The contract with Capital Metro now allows for the University of Texas to explore commercial advertising possibilities; and,

**WHEREAS,** Due to contractual constraints, paid advertising on shuttle buses was not previously allowed; and,

**WHEREAS,** Historically, only student organizations supported by student fees were allowed to advertise on the shuttle buses free of charge; and,

**WHEREAS,** Many comparison schools including Texas A&M, Ohio State, University of

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<sup>1</sup> <http://www.utexas.edu/parking/about/shuttle/index.html>

<sup>2</sup> Presentation by Jeri Baker, Assistant Director of Parking and Transportation Services, February 3, 2012

Final Version

Maryland, utilize this commercial avenue to fund part of their shuttle programs; therefore,

**BE IT RESOLVED**, That the Student Government of The University of Texas at Austin supports the exploration of student-friendly paid advertising on University shuttle buses; and,

**BE IT FURTHER RESOLVED**, That the Student Government of The University of Texas at Austin believes that increased revenue would allow for increased hours of shuttle service; and,

**BE IT FURTHER RESOLVED** That official copies of this resolution be delivered to the University of Texas at Austin's Office of the President, the Office of the Vice President of Student Affairs, the Office of the Vice President of University Operations, and Parking and Transportation Services.

part 1  
Final

Part highlighted passed

**AR 31: — Spring 2012 Round 1 Appropriations**

**Author(s):** Finance Committee

**Sponsor(s):** Finance Committee

[1] Funding Amount and Student Organizations Receiving Appropriations

The attached spreadsheet contains the first round of Spring 2012 appropriated funds and student organizations receiving funds.

**Fast-Track Justification:**

Due to the current timeline for passing appropriations, organizations with events prior to March 9<sup>th</sup> may not have enough time to spend their allocated funds. To alleviate this, funds for these events need to be passed this week. These events are indicated on the spreadsheet with a "Yes" in the "Fast-Track" column.

Organization	Event	Event Date	Amount Requested	Amount Awarded	Co-sponsorship	Total	Copies	Specifications	Reasoning (if awarded < \$100)	Fast-Track
ABSA	Donation Creation	4/27/2012	\$ 800.00	\$ 100.00	\$ -	\$ 100.00	0	advertising, supplies		
ABSA	Corporate Dinner	3/27/2012	\$ 500.00	\$ 100.00	\$ -	\$ 100.00	0	flyers		
African Students Assn	ASA 20th Year Reunion Benefit Week	3/24/2012	\$ 300.00	\$ 150.00	\$ -	\$ 150.00	0	advertisement		
Art of Living	Yes+ Course	4/5/2012	\$ 1,500.00	\$ -	\$ -	\$ -	500		decided to support through copies	
Baal Dan Charities	DodgeBaal Dan	4/1/2012	\$ 600.00	\$ 200.00	\$ -	\$ 200.00	0	flyers		
Beta Beta Beta Biological Honor Society	Dodge For a Cause	4/13/2012	\$ 1,370.00	\$ 100.00	\$ -	\$ 100.00	0	flyers, poster		
Black Health Professions Org (BHPO)	Getting On Track Health Symposium									
Black Ink Assn	Web Hosting	8/20/2012	\$ 100.00	\$ 50.00	\$ -	\$ 50.00	100	ads		
Black Student Alliance	Mr. Black UT	4/1/2012	\$ 545.00	\$ 250.00	\$ -	\$ 250.00	0	advertising, banner, supplies		
Camps Kesen	Krazy Kesen week	5/11/2012	\$ 2,300.00	\$ 400.00	\$ -	\$ 400.00	0	supplies		
Campus Renewal Ministries	Rez Week	4/26/2012	\$ 2,000.00	\$ 1,000.00	\$ -	\$ 1,000.00	0	Stape, security		
Chinese Students & Scholars Assn	Spring Festival Gala	2/19/2012	\$ 500.00	\$ 100.00	\$ -	\$ 100.00	0	program		Yes
FACE AIDS- Austin	Condom	5/18/2012	\$ 500.00	\$ -	\$ -	\$ -	2000		decided to support through copies	
Friar Society	Friar Reunion Weekend	4/14/2012	\$ -	\$ -	\$ -	\$ -	0		lack of inclusiveness	
GAMMA- UT	Music and Structures of Society	4/14/2012	\$ 250.00	\$ 200.00	\$ -	\$ 200.00	0	programs		
Hindu Students Assn	Hinduism Awareness Week	NO SHOW								
Hindu Students Assn-Holi	Holi	3/24/2012	\$ 1,000.00	\$ 500.00	\$ -	\$ 500.00	0	rang (colored powder)		
Hook the Cure	Diabetes Awareness Conference	3/29/2012	\$ 1,340.00	\$ 100.00	\$ -	\$ 100.00	0	ads		
IEEE Communications Society	Hack-A-Thon	3/21/2012	\$ 215.00	\$ -	\$ -	\$ -	0			
Indian Cultural Assn	Jashan: An Indian Festival	4/7/2012	\$ 500.00	\$ 250.00	\$ -	\$ 250.00	1000	sound equipment		
Indian Student Assn	TAAL	3/21/2012	\$ 2,000.00	\$ 500.00	\$ -	\$ 500.00	0	Advertising, venue rental		
Japanese Assn	Golden Week Festival	4/13/2012	\$ 300.00	\$ 100.00	\$ -	\$ 100.00	0	supplies and flyers		
Kappa Delta Chi	Longhorn Leaders Day	3/31/2012	\$ 500.00	\$ 160.00	\$ -	\$ 160.00	0			
Kappa Phi Gamma	C.A.R.E. Week	4/9/2012	\$ 603.00	\$ 300.00	\$ -	\$ 300.00	100	supplies, UTPD, fire marshal		
Kappa Phi Lambda	Benefit Concert	3/30/2012	\$ 180.00	\$ 140.00	\$ -	\$ 140.00	0	flyers, equipment rental		
Learn to Be	Tutor Initiation, Training, and Recruiting	3/6/2012	\$ 350.00	\$ 150.00	\$ -	\$ 150.00	1500	posters, flyers		Yes
Muslim Student Assn	Islamic Awareness Week	3/26/2012	\$ 1,550.00	\$ 150.00	\$ -	\$ 150.00	0	flyers and posters		
National Assn of Black Journalist		NO SHOW								
Omega Chi Epsilon	OXE Tutoring Library	3/11/2012	\$ 396.69	\$ 400.00	\$ -	\$ 400.00	0	textbooks		
Omega Delta Phi	Latino Comedy Night	4/20/2012	\$ 400.00	\$ 250.00	\$ -	\$ 250.00	0	posters, flyers		
Omega Phi Alpha	Childhood Obesity awareness week	5/9/2012	\$ 441.41	\$ 100.41	\$ 10.00	\$ 110.41	0	flyers, other		
PRSSA	Longhorn Networking Event	3/27/2012	\$ 500.00	\$ 100.00	\$ -	\$ 100.00	200	banners, posters, flyers		
Punjabbwockeez		CANCELLED								
Roden Leadership Program	Roden Case Competition	3/3/2012	\$ 950.00	\$ 300.00	\$ -	\$ 300.00	30	supplies, website hosting, room reservation		Yes
SAAB	Spiritual Nourishment and Powerful Speech	3/11/2012	\$ 173.00	\$ 148.00	\$ -	\$ 148.00	0	banners, posters		Yes
Sigma Lambda Gamma	Yo Soy Latina	4/10/2012	\$ 1,700.00	\$ 200.00	\$ -	\$ 200.00	0	Posters, flyers		
Society of Hispanic-Professional Engineers	Liberation through education day	5/7/2012	\$ 500.00	\$ 150.00	\$ 50.00	\$ 200.00	0	Supplies		
Student Health Advisory Committee (SHAC)	Hands Up for Health	3/1/2012	\$ 450.00	\$ 175.00	\$ -	\$ 175.00	100	Advertising equipment		Yes
Student Volunteer Board-Project Reach Out	Project Reach Out	3/24/2012	\$ 500.00	\$ 400.00	\$ -	\$ 400.00	0	flyers, banners		
Students for Education Reform (SFER)	SFER Operations	3/5/2012	\$ 440.00	\$ -	\$ -	\$ -	100		decided to support through copies	Yes
Students of the World	Fundraiser/cocktail party	4/14/2012	\$ 750.00	\$ -	\$ -	\$ -	0		cocktail party, non-inclusive	
TASA & TISA	Culture Night	4/13/2012	\$ 300.00	\$ 100.00	\$ -	\$ 100.00	0	supplies		
Texas All Greek Committee	Greek Olympics	3/1/2012	\$ 600.00	\$ -	\$ -	\$ -	50		inclusiveness	Yes
Texas Ballroom	Austin Open	4/21/2012	\$ 990.00	\$ 400.00	\$ -	\$ 400.00	0	posters, flyers, supplies		
Texas Blazers	Frisbee Fling	4/21/2012	\$ 1,000.00	\$ 550.00	\$ -	\$ 550.00	300	Banners, supplies		
Texas China Care	3rd Annual Benefit Night	2/24/2012	\$ 650.00	\$ 300.00	\$ -	\$ 300.00	300	Supplies/Decorations		Yes
Texas e-Sports Assn	Lone Star Clash: Gauntlet of Champions	3/17/2012	\$ 8,005.00	\$ 295.00	\$ -	\$ 295.00	0	banners		
Texas Interdisciplinary Plan Community Outreach	Initiative to increase member involvement	3/3/2012	\$ 600.00	\$ -	\$ -	\$ -	0		tshirts not necessary to make event successful	Yes
Texas Public Health	Nat. Public Health Week	4/2/2012	\$ 1,600.00	\$ 900.00	\$ -	\$ 900.00	400	Banners, posters, Tshirts, supplies		
Texas Review of Entertainment & Sports Law	Annual Symposium	2/24/2012	\$ 285.00	\$ -	\$ -	\$ -	0		low campus inclusiveness, narrow scope of event	
Texas Round Table	Pancakes for Parkinsons	4/17/2012	\$ 830.00	\$ 400.00	\$ -	\$ 400.00	0	flyers, supplies		
Texas Silver Wings	Active America Run	3/3/2012	\$ 500.00	\$ 200.00	\$ -	\$ 200.00	0	banners		Yes
Texas THON	Dance Marathon	2/25/2012	\$ 500.00	\$ 300.00	\$ -	\$ 300.00	0	supplies, ads		
Texas Undergrad Law Review	Think Tank/Writers Workshop	3/5/2012	\$ 478.66	\$ 150.00	\$ -	\$ 150.00	1000	supplies, banners, flyers		Yes
Texas Wranglers	Horns Helping Horns Golf Classic	4/21/2012	\$ 1,500.00	\$ 450.00	\$ -	\$ 450.00	0			
Umoja	Black Womens Symposium	3/24/2012	\$ 600.00	\$ 200.00	\$ -	\$ 200.00	0	flyers, programs, supplies		
University Fashion Group	Contour Spring Fashion Show	4/19/2012	\$ 2,000.00	\$ 750.00	\$ -	\$ 750.00	0	posters		
USIT	Texas Stock Pitch Competition	4/7/2012	\$ 1,100.00	\$ 250.00	\$ -	\$ 250.00	500	banners		
UT Student Volunteer Board	Project 2012	2/25/2012	\$ 2,250.00	\$ 1,000.00	\$ -	\$ 1,000.00	1000	Supplies/Decorations		Yes
<b>Total</b>			<b>\$ 50,792.76</b>	<b>\$ 13,428.41</b>	<b>\$ 60.00</b>	<b>\$ 13,488.41</b>	<b>9180</b>			