

Cornell University **Student Assembly**

Cornell University Student Assembly

Agenda of the Thursday, October 5, 2017 Meeting
4:45pm-6:30pm in Willard Straight Hall: Memorial Room

- I. Call to Order & Roll Call**
- II. Moment of Silence**
- III. Open Microphone**
- IV. New Member Oath of Office & Confidentiality Forms**
- V. Byline Reports**
 - a. VPF Kaufman – Cornell Minds Matter
 - b. VPF Kaufman – ECO (Environmental Collaborative)
 - c. VPF Kaufman – Big Red Bikes
- VI. Business of the Day**
 - a. VP Park – Resolution 7: Statement Policy Bylaws Amendment
- VII. New Business**
 - a. Rep Valadez – Resolution 10: Integrating Sustainable Investments into Endowment Reports
- VIII. Adjournment**
- IX. Executive Session**
 - a. Appointment of Appropriations Committee Member



Organization	Cornell Minds Matter
2016-2018 Allocation	\$2.00
2018-2020 Request	\$2.00
Appropriations Recommendation	\$2.00

Rationale of the Committee

The Appropriations Committee recommends funding Cornell Minds Matter (CMM) at \$2.00 for the 2018-2020 By-Line Funding Cycle. The Committee felt that CMM provides an extremely valuable service to the community, executes excellent programming, and serves a real need on campus. The Committee was extremely impressed with the thoughtfulness of CMM's presentation and application and we were particularly excited that CMM's programming regarding underrepresented communities has increased.

CMM's administrative and overhead costs are at a very reasonable level. The members of the Committee who liaised to CMM specifically noted that CMM was not only receptive to the Committee's feedback, but actually actively sought it. The Committee could not be more enthused to support Cornell Minds Matter in combating stress, depression, and other mental health concerns on Cornell's campus, and we encourage CMM to potentially consider applying for an increase in funding for the 2020-2022 By-Line Cycle.

We look forward to working with CMM in the future and we encourage the Assembly to stand with the Committee and CMM in promoting mental health awareness at Cornell.

Vote Totals

The Committee votes down, from the highest number proposed to the lowest, to give the group the advantage. The vote totals from the Committee were as follows:

Amount	Vote
\$2.00	9-0-1

Respectfully submitted,

Gabe Kaufman

Vice President for Finance



Organization	ECO: Cornell Environmental Collaborative
2016-2018 Allocation	\$0.76
2018-2020 Request	\$0.76
Appropriations Recommendation	\$0.76

Rationale of the Committee

The Appropriations Committee recommends funding ECO: Cornell Environmental Collaborative (ECO) at \$0.76 for the 2018-2020 By-Line Funding Cycle. The Committee felt that ECO has provided a tremendous value to the Cornell community by supporting sustainable initiatives and promoting climate awareness on campus. While ECO is a relatively new umbrella organization having only been on the by-line fund for one cycle, we are proud to continue to support it at its current request.

ECO's financial statements are clear and their cost per head reasonable. It is evident that they take their charge seriously. The Committee was quite impressed with their presentation and looks forward to considering a potential increase in their allocation during the next by-line cycle. Going forward, our primary recommendation is to indicate more clearly in their application what their request for funding in terms of dollars per student is and which organizations they fund also receive SAFC funding. The Committee is proud to stand with ECO in support of environmental sustainability.

Vote Totals

The Committee votes down, from the highest number proposed to the lowest, to give the group the advantage. The vote totals from the Committee were as follows:

Amount	Vote
\$0.76	10-0-1

Respectfully submitted,

Gabe Kaufman

Vice President for Finance, Student Assembly



Organization	Big Red Bikes
2016-2018 Allocation	\$0.00
2018-2020 Request	\$3.25
Appropriations Recommendation	\$0.00

Overall Rationale of the Committee

The Appropriations Committee recommends funding Big Red Bikes (BRB) at \$0.00 for the 2018-2020 By-Line Funding Cycle. First and foremost, the Committee wants to thank the leaders of BRB for the tremendous amount of care and effort they put into both their application and also into improving sustainability on campus. We are deeply saddened to not be able to provide by-line funding for BRB and we want to extend our strongest support to BRB in finding alternative sources of financing. We are fully committed to working with BRB to support a sustainable business model for the future.

The Committee's decision was based on the long-term unsustainability of the business model, specifically the demand-side issues. BRB projected to have annual expenses exceeding their projected income; even with by-line funding, without a new income source after two years, the organization would likely start to run a deficit. This deficit could only be met with the activity fee, more support from the University (or another entity), or higher membership fee revenue.

In short, the cost of providing the bike sharing service is high: An estimate of **\$82.2 total annual cost per member and a per bike trip cost of \$6.17**, on top of access costs. The demand is low: the most recent data show that for September 2017, only between 900-1,000 trips were made. This led the Committee to conclude that due to the low usage and prohibitively high up-front yearly costs, by-line funding would not be appropriate at this time.

General Cost Considerations

Per Student Member Costs: Total membership in the program is currently 1,136.¹ Membership is defined as a someone who downloads the Zagster application and uses the program more than once. Currently, undergraduate students account for 79% of the total usage, or approximately 900 undergraduate student members. The minimum total expenditures for BRB would be \$74,000 per year. Thus, the annual cost of the bike sharing service is **\$82.2 total annual cost per student member** (\$74,000 per year / 900 student members). If *fully subsidized* at \$3.25 per student, the annual activity fee subsidy cost per student member would be **\$53.9 per student member** (\$48,513 subsidy per year / 900 student members). This is on top of the \$30 annual, \$15 monthly, and \$3 hourly access fee rates that Cornell members must pay to use the bike share service (see page 16 of application).

¹ As of September 8, 2017, the due date for Final By-Line Applications.

Per Trip Costs: If September 2017 represented the yearly average of trips, then the lowest total cost per trip for BRB would be approximately **\$6.17 per trip** (\$74,000 expenditure per year / 12,000 trips per year) yielding a low estimate of **\$4.04 activity fee subsidization per trip** (\$48,513 subsidy per year / 12,000 trips per year).²

Supply/Expenditure Concerns

BRB currently has built an approximately \$80,000 surplus that can sustain the program for this year, however, absent by-line funding, this cash will eventually be depleted. Either Big Red Bikes would need to be able to find another new income source to cover the depletion of that surplus or they would need to request even more by-line funding. In short, the business model that Big Red Bikes presented, even if given the full \$3.25 cannot be sustained without a tremendous subsidy to cover low demand; in two years, expenses will outpace projected income and the organization will start running an approximately \$10,000 per year deficit.

Theoretically, there is a scenario in which BRB could prevent itself from running a deficit: if 1) BRB received the full \$3.25 per student but supplied the minimum level of service allowed by Zagster, *and* if 2) membership revenue stayed constant at the projected levels, then BRB would be able to sustain its bike-sharing program without relying on a surplus. Any less revenue or any higher costs would cause the organization to run a deficit. The supply side question can be answered: by minimizing the services provided and maximizing the subsidy required, the program *can* be sustained. The next question the Committee had to answer was whether this minimal level of service is *worth* the maximum possible subsidy; we concluded that it is not due to the demand/revenue concerns.

Demand/Revenue Concerns

BRB projects to have four main income sources: Transportation Office funding, membership fee revenues, activity fee funding, and rollover surplus. Membership fee revenue is the expected revenue to flow from the fees charged for the usage of the bike sharing service before any other subsidy: this is projected to be a maximum of \$13,500 per year. However, monthly membership growth is simply not increasing. *If you look to page 10 of the application, you will see that new memberships per week have been steadily decreasing since the program's inception, indicating that total membership is plateauing.*

Perhaps the most important figure is the actual *use* for the bike sharing service. This is best measured by weekly trips taken. Simply put, program usage is very low: there were between 900 and 1,000 total trips in the month of September 2017 and this was approximately average since the program's inception. However, September (and April through August) is likely *higher than yearly average* usage due to weather considerations; winter months will have far fewer users due to poor weather.

Finally, we considered the usage per member. With 4,015 total trips and 1,136 total members as of the submission of the application, **we are unfortunately only seeing an average of 3.53 total trips per member (4,015 trips / 1,136 members) from the program's inception**

² It is *highly* unlikely that the yearly trip total would be as high as 12,000. This is because of weather considerations. September usage is not an accurate average monthly indicator because we expect fewer students to use bikes from November through February. Additionally, most undergraduate students are not on campus June through August. *This means that it is far more likely that fewer than 12,000 trips are taken per year, which means an even higher cost and subsidy per trip.*

in April to the application's submission in early September.³ After four months, that is only about 1 trip per month per member.⁴

Conclusion

As stated before, the Committee is deeply saddened to see that the proposed bike-sharing program is not presently fiscally sustainable given the low demand and high costs required. While the Committee recognizes that all public transit systems require a significant subsidy, we advise that the Assembly adopt the Committee's recommendation and join us in working closely with Big Red Bikes to explore other financing options to promote sustainability on campus.

Vote Totals

The Committee votes down, from the highest number proposed to the lowest, to give the group the advantage. The vote totals from the Committee were as follows:

Amount	Vote
\$3.25	1-9-1
\$3.19	1-9-1
\$2.93	1-8-2
\$0.75	1-9-1
\$0.50	1-9-1
\$0.00	9-1-1

Respectfully submitted,

Gabe Kaufman

Vice President for Finance

³ See pages 8 and 9 of the application.

⁴ The Committee also wanted to call attention to the cost of each of the 40 proposed bikes: approximately \$1,850 per bike *per year*.



Cornell University Student Assembly

Originally Presented on:	09/21/2017
Type of Action:	Internal Policy
Status/Result:	New Business

S.A. Resolution #7 Clarifying the Student Assembly's Policy on Social Media Statements

ABSTRACT: This resolution sets procedures to allow the Student Assembly to post official sense-of-the-body statements on social media and other platforms.

Sponsored by: Sarah Park '20 and Zachary Schmetterer '18

Whereas, there has been confusion and debate over how and when the Student Assembly should and may post public statements,

Be it therefore resolved, that the following be added as Article IV Section 9 in the Student Assembly Bylaws at line 251 in the Bylaws as amended on April 20, 2017:

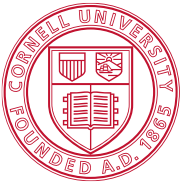
Section 8: Statement Policy on Websites and Social Media

- A. Rule 1: All statements published by the Student Assembly on social media should first be passed by the Student Assembly as a formal Sense-of-the-Body Resolution.
- B. Rule 2: If a Student Assembly member believes the urgency of a situation demands that a statement reflecting the opinion of the Assembly needs to be published online before the next regularly scheduled Student Assembly meeting, any Student Assembly members may write statements that can be published publicly under the name of the Student Assembly on Facebook and any other social media. Before a public statement may be published, it must be sent to the Executive Committee. If all seated voting members of the Executive Committee unanimously agree that the statement should be posted, it must then be posted immediately. If only a simple majority of Executive Committee members approve the statement, then the statement should be sent to the entire Student Assembly through the oa-sa-members-l@cornell.edu listserv. If the statement gets support from a two-thirds majority of all seated Student Assembly members and all Student Assembly members have voted, then the statement should be immediately posted as soon as all members have voted. If the statement gets support from a two-thirds majority of all seated Student Assembly members and not all Student Assembly members have voted, then the statement should be posted at the time thirty six hours after it was originally sent through the listserv. If the statement gets support from less than a two-thirds majority, then the statement should not be posted without an official resolution being passed through the Student Assembly.

Respectfully Submitted,

Sarah Park '20
Vice President of External Affairs, Student Assembly

Varun Devatha '19
Executive Vice President, Student Assembly



Cornell University Student Assembly

- 44 Dale Barbaria '19
45 *Vice President of Internal Operations, Student Assembly*
46
47 Zachary Schmetterer '18
48 *Parliamentarian, Student Assembly*
49
50 Omar Din '19
51 *College of Human Ecology Representative, Student Assembly*
52
53 *Reviewed by: Executive Committee, 5-0-0, 09/17/2017*



Cornell University Student Assembly

Originally Presented on:	10/5/2017
Type of Action:	Recommendation
Status/Result:	New Business

S.A. Resolution #10 Integrating Sustainable Investments into Endowment Reports

ABSTRACT: This resolution urges the Board of Trustees to regularly disclose endowment investments in alternative energy-related businesses.

Sponsored by: Mayra Valadez '18 and Matthew Indimine '18

Whereas, Cornell President Martha Pollack has taken a positive step towards a fossil fuel-free world by reaffirming Cornell's 2015 commitment to the American Campuses Act on Climate Pledge, which echoes the terms of the Paris Agreement;

Whereas, Cornell University promises to achieve carbon neutrality by 2035;

Whereas, in 2016 the Cornell University Board of Trustees directed the university's chief investment officer to actively seek investments in alternative energy;

Whereas, Martha Pollack divulged to the authors of AY 2016-17 Resolution 36 that as of December 31, 2016, Cornell held approximately \$40 million of private investments in alternative energy-related businesses;

Whereas, Cornell has reduced carbon emissions by over 30 percent since 2008, and by almost 50 percent since 1990 despite a 20 percent growth in square footage;

Whereas, Martha Pollack reiterated this information in a July 5, 2017 letter to Climate Justice Cornell;

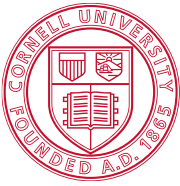
Whereas, these disclosed investments give climate justice advocates hope that Cornell University is moving its investment portfolio away from fossil fuels and towards renewable-based businesses;

Whereas, sustainable investments also figure into public rating systems that weigh Cornell University's commitment to sustainability;

Whereas, the Sustainability Tracking, Assessment & Rating System (STARS) gives Cornell a gold rating and exceptional score of 68.49;

Whereas, Cornell lags behind its peer institutions only in the said rating system's "Investment" metric, scoring a paltry 0.13 out of 7.0 points;

Whereas, the disclosed endowment investments in renewable energies give climate justice advocates hope that the Board of Trustees intends to remedy this inadequacy;



Cornell University Student Assembly

Whereas, the regular publication of the aforementioned renewable investment figures would increase the university's financial transparency and embolden its reputation as a leader on climate action;

Be it therefore resolved, that the Board of Trustees include renewable investments figures in its quarterly endowment reports or on some other publicly accessible platform deemed appropriate;

Be it further resolved, that the Senior Leaders Climate Action Group coordinate with the Board of Trustees to integrate all relevant energy investments considerations into Climate Action Plan updates;

Be it finally resolved, that President Martha Pollack forward this resolution to the Board of Trustees and Senior Leaders Climate Action Group;

Respectfully Submitted,

Christopher Hanna '18
Co-Founder and former Co-Facilitator, Amnesty International at Cornell University

Julie Kapuvari '19
Co-Campaign Coordinator, Climate Justic Cornell

Helen Shanahan '18

Matthew Indimine '18
Former Executive Vice President, Student Assembly
Founder & Co-Chair, Mental Health Awareness Week

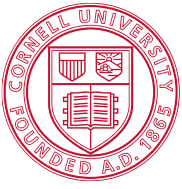
Mayra Valadez '19
Undesignated at-Large Representative, Student Assembly

Nathanael Cheng '20
Environmental Committee Chair, Student Assembly

Cecilia Faringer-Perez '18
Member, Amnesty International at Cornell University

Gabriela Vega '19
Former G-body Organizer of Climate Justice Cornell
Community and Retention Co-Chair of Climate Justice Cornell

Grace Bogdanove '18
Facilitator, Amnesty International at Cornell University



Cornell University Student Assembly

- 88
89 Janet Back '19
90 *Public Relations, Amnesty International at Cornell University*
91
92 Julian Goldberg, '19
93 *Former Campaign Coordinator, Climate Justice Cornell*
94
95 *Reviewed by: Environmental Committee, 8-0-1, 9/28/2017*