



Business Partner Whitepaper Series

Build a Comprehensive Transportation Strategy on Your Campus: A Four-Step Plan

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Build a Comprehensive Transportation Strategy on Your Campus: A Four-Step Plan

Many colleges and universities purchase their utility vehicles (UTVs) on a piecemeal basis from a variety of vendors, rather than developing a comprehensive transportation plan. This complicates every aspect of fleet management in the years ahead.

Working with a single UTV supplier with knowledgeable sales professionals who will help you develop an overall transportation plan lets you forge a stronger, more strategic fleet. It also lets you identify many safety, liability, and sustainability problems up front, and build solutions to them into your fleet from day one. And it prevents piecemeal purchasing and all the problems that generates.

Step 1: Understand the changing facilities maintenance environment.

If you are a facilities maintenance professional at a college or university, you depend heavily on your fleet. Yet you face formidable challenges that make fleet purchasing and management more complex than ever.

- The rules and regulations regarding transportation management have grown far more intricate, with 466 state laws that apply to the safe and legal operation of light utility vehicles.
- State and federal governments may define sustainability standards on your campus, but they don't always tell you how to meet them.
- Facilities management budgets are increasing at an average annual rate of less than 2 percent. That means fewer employees and increasing workloads.
- The rules regarding the use of new classes of vehicles, such as street-legal low-speed vehicles (LSVs), vary by state and sometimes by county or city. Not understanding these rules can cost you thousands of dollars in litigation and settlements.
- Inadequate responses to changing working conditions, such as increased pedestrian areas and limited parking, combined with evolving vehicle technology may lead to the use of vehicles that are no longer suited to the work environment.
- Utility vehicles are replacing trucks and vans on campuses. They generally cost one-half to one-third as much to purchase, don't require driver's licenses or registration, require less fuel and maintenance, and reduce liability because you don't have to worry about employees driving them off site. And they generally last longer, since they are built for start-stop driving, but they make vehicle selection more difficult.

While you and your employees are struggling with these issues, no real work is getting done. With foresight, planning, and transportation expertise, you can address and overcome many of these problems during the fleet selection process.

Case in Point:

Utility Vehicles vs. Vans or Trucks

Georgia College and University in Milledgeville, Georgia, was considering using vans and shuttle buses for free security escorts and rides across campus during night hours, until Club Car suggested electric Villager™ transport vehicles.

"The Villagers are much less expensive to purchase, operate, and insure than vans or shuttle buses would have been," says Chief Mechanic Charles Gettis. "They require no fuel and less maintenance, and they let us put fewer miles on our Public Safety cars."



Ask your sales representative to identify any opportunities to replace expensive trucks or vans with less expensive utility vehicles, like this Villager 4 used at Georgia College and University. That alone can save you thousands of dollars.

Step 2: Identify and work with a single supplier with the infrastructure and expertise you need.

To preempt problems in the years ahead, buy all your vehicles from a single supplier who understands the problems you face. This will:

- Improve safety and compliance.
- Reduce training time.
- Streamline parts inventories and slash downtime.
- Simplify warranty issues.
- Standardize charging of electric vehicles.
- Make preventive maintenance easier.
- Give you a single point of contact if problems arise.
- Help stabilize your monthly fleet budget.

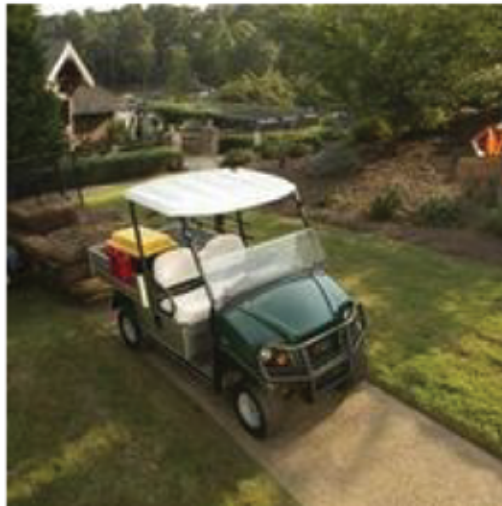
You can move to a single supplier at once, or in stages, depending on the condition of your fleet and budgetary issues.

Look for a knowledgeable and seasoned sales team that has worked on scores of campuses and is familiar with creative solutions to common and uncommon problems.

Don't assume all sales professionals have this knowledge and experience. Some manufacturers invest much more in training their sales force, and maintain a more experienced staff than others.

Make sure the sales professional you work with:

- Has a portfolio of vehicles to meet your every need: from 4x2 to 4x4 utility vehicles, to street-legal slow speed vehicles, to multi-passenger transport vehicles.



Do more with less by adding versatile vehicles, such as this mid-sized Club Car Carryall 500 utility vehicle that can master a wide range of tasks, to your fleet.

- Manufactures their vehicles in America and operates a network of authorized dealers who staff factory-trained technicians. You may wait months for parts or service on vehicles made abroad. That's no bargain.
- Knows the differences between various classes of vehicles—golf cars, utility vehicles, and street-legal low speed vehicles (LSVs)—and the regulations regarding their use in your area. Not knowing these fine points can lead to serious consequences. Some universities are still driving golf cars on public roads, which is generally illegal and can lead to lawsuits and damages. Others are using golf cars with speed upgrades as LSVs, but discover they are not true LSVs when an accident occurs. LSVs come directly from the manufacturer with a 17-digit VIN number identifying them as such.



Street-legal low-speed vehicles, like this Carryall LSV, are great for facilities maintenance or campus security, and running errands on and off campus. But make sure your vendor understands the laws and regulations regarding their use in your area.

- Have a contract with a government purchasing cooperative, such as U.S. Communities. This guarantees best government pricing, eliminates the bid process, and simplifies purchasing.
- Can compare and contrast the benefits of their utility electric and gasoline vehicles to others. Some gasoline UTVs get more than twice the gas mileage of others.
- Offers service maintenance agreements from factory-authorized dealers and factory-trained technicians who are insured, have easy access to parts and enough service vans to meet your needs.



Get more value and versatility for your money by purchasing packages such as Club Car's new Campus Package (shown above), or its Facilities Maintenance, Grounds Maintenance or Security Vehicles. These vehicles and packages pair vehicles with commonly used campus accessories.

- Offers service maintenance agreements from factory-authorized dealers who are insured, have easy access to parts, and enough service vans and well trained/experienced technicians to meet your needs.

- Has a portfolio of commercial accessories such as tool and van boxes, ladder racks, dump kits, stake sides, integrated cabs, and more. Many manufacturers offer recreational accessories but few commercial ones. Yet commercial accessories can cut costs and improve productivity.

Once you've chosen your vendor, form a team comprising your sales professional, in-house fleet management personnel who understand your big-picture goals, and mechanics with hands-on knowledge of UTVs to work with the vendor.

Case in Point:

Partnering with a single vehicle manufacturer.

"In the past, we purchased cars as needed," says Juan Zamora, facilities director of St. Thomas University in Miami, Florida. "But after working with a Club Car representative who designed a strategic transportation plan for us, we now get new cars every three to four years. This has cut our maintenance costs and downtime considerably and stabilized our monthly transportation budget. Working with a single vendor is the way to go," Zamora says.

Step 3: Identify rugged, reliable, and long-lasting vehicles.

Make sure your supplier's vehicles:

- Are built for work, not play. Some UTVs are built for recreational use and sold as work vehicles. Their suspension systems are often insufficient for heavy work and hauling. They may also reach high speeds that can pose dangers on campuses.
- Are built on durable rust-proof aluminum frames. Most UTVs are built on steel frames that tend to rust, even when coated to prevent rust. They may not be coated on the underside and the coating can scratch, allowing rust.



To prevent rust and ensure long life, look for vehicles built on rustproof, corrosion-resistant aluminum frames (shown above).

- Have rugged, rustproof Rhino-lined beds. Many utility vehicles have breakable plastic boxes or steel boxes that can rust.
- Feature powerful name-brand automotive-style overhead cam engines with electronic fuel injection, on gas models. Ask about ease of access for maintenance, how their preventive maintenance schedule differs from others and if they have splash lubrications systems, self-compensating steering and self-cleaning ergonomic clutches.
- Offer controlled downhill ability plus zero-speed detect to prevent roll away, on electric vehicles. They should also have hand-held diagnostics, carry heavy loads, and deliver a full day's work. Look for onboard chargers with reel retractors and chargers that issue alerts to prevent common user errors.
- Are easy to enter and exit and have spacious legroom, intuitively placed controls, and ample storage areas.
- Carry a long, strong warranty. This may save you thousands of dollars on a single vehicle. More importantly, it indicates the confidence the manufacturer has in its vehicles.
- Have a narrow turning radius, making them more nimble and able to access narrow paths and reduce travel time.

Make sure the company operates an active custom solutions department that designs and manufactures vehicles for specific applications. Ask if they do the work in-house, back the vehicles with the same warranty as others in class, and review them for safety, engineering, and regulatory requirements.

Case in Point:

Cut costs with commercial accessories.

Juan Zamora at St. Thomas University learned the value of commercial accessories when he equipped his Carryall® utility vehicles with the configurable, removable, VersAttach™ track-based bed attachment system.

"The VersAttach systems have made a big difference in our fleet's flexibility," Zamora says. "They let us carry everything plus. Now we're not always running back and forth to the shop. The system reduces round trips, keeps crews in the field, and protects our equipment because we're not throwing things on top of gear in the bed."



Selecting a vendor with a wide range of commercial accessories, such as this VersAttach™ bed-based attachment system, will boost productivity and versatility.

Step 4: Get the most from your sales professional.

Once you've selected a vehicle supplier and knowledgeable sales professionals, you'll want to leverage their expertise.

- Discuss any problems regarding safety, sustainability, training, liability, maintenance, or other issues up front.
- Tell your sales professional whether you'll need on-road or off-road vehicles or a mix of both.
- Ask them to identify any "target opportunities" to reduce fleet costs, downsize your fleet, or replace full-size vehicles with utility vehicles.
- Make sure they are familiar with any applicable tax credits in your area.
- Work with them to establish minimum safety requirements for every vehicle you purchase. Add additional safety features as needed for particular vehicles or applications.
- Have your sales professional work department by department, identifying:
 - The work each department does.
 - The number of crew members.
 - Where the vehicles are driven.
 - The type of vehicles they are currently using for each task.
 - Any additional safety features they may need for the tasks.
 - How many miles the car is driven daily.
 - The maximum payload needed.
 - Who will maintain the vehicle.
 - Accessories that can boost productivity.
 - Any specific problems they are facing.

Inventorizing and determining the condition of your current fleet can help you decide which vehicles you need to eliminate, replace, or reposition.

Using this information, and working with your internal team members, your sales

professional will develop a comprehensive transportation strategy for your review. The plan should include safety equipment and accessories, suggest eliminating full-size vehicles when appropriate, and factor in vehicle sharing among departments when feasible.

Consider Leasing Your Fleet

Leasing a fleet has many advantages. It lets you get new cars every three to four years and:

- Keep your vehicles under warranty much of the time.
- Reduce your maintenance costs.
- Slash your downtime.
- Enjoy the latest upgrades and technology.
- Stabilize your monthly fleet budget.

For more information, or to request an onsite demo, visit <http://clubcarinfo.com/appa/wp>.

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