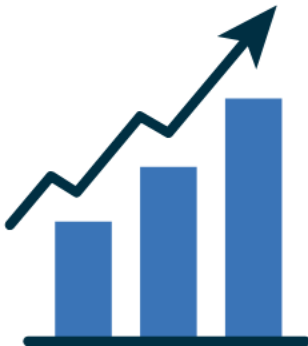
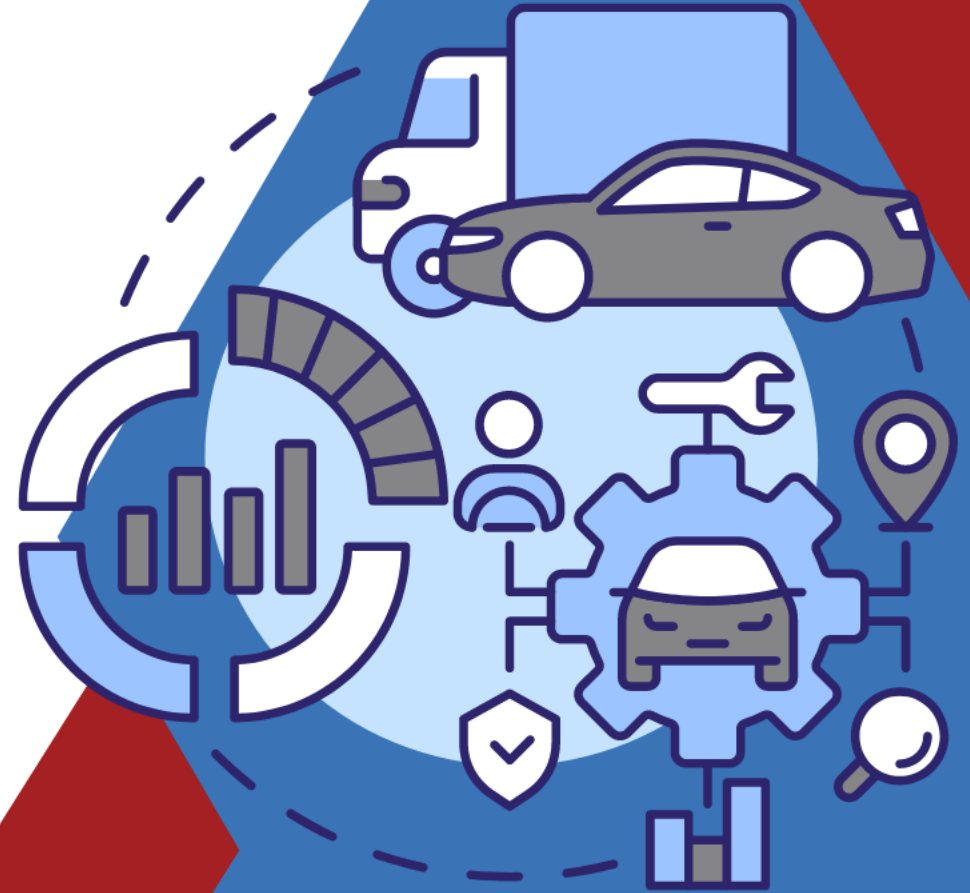




B R U I N C A R

bruincar.ucla.edu

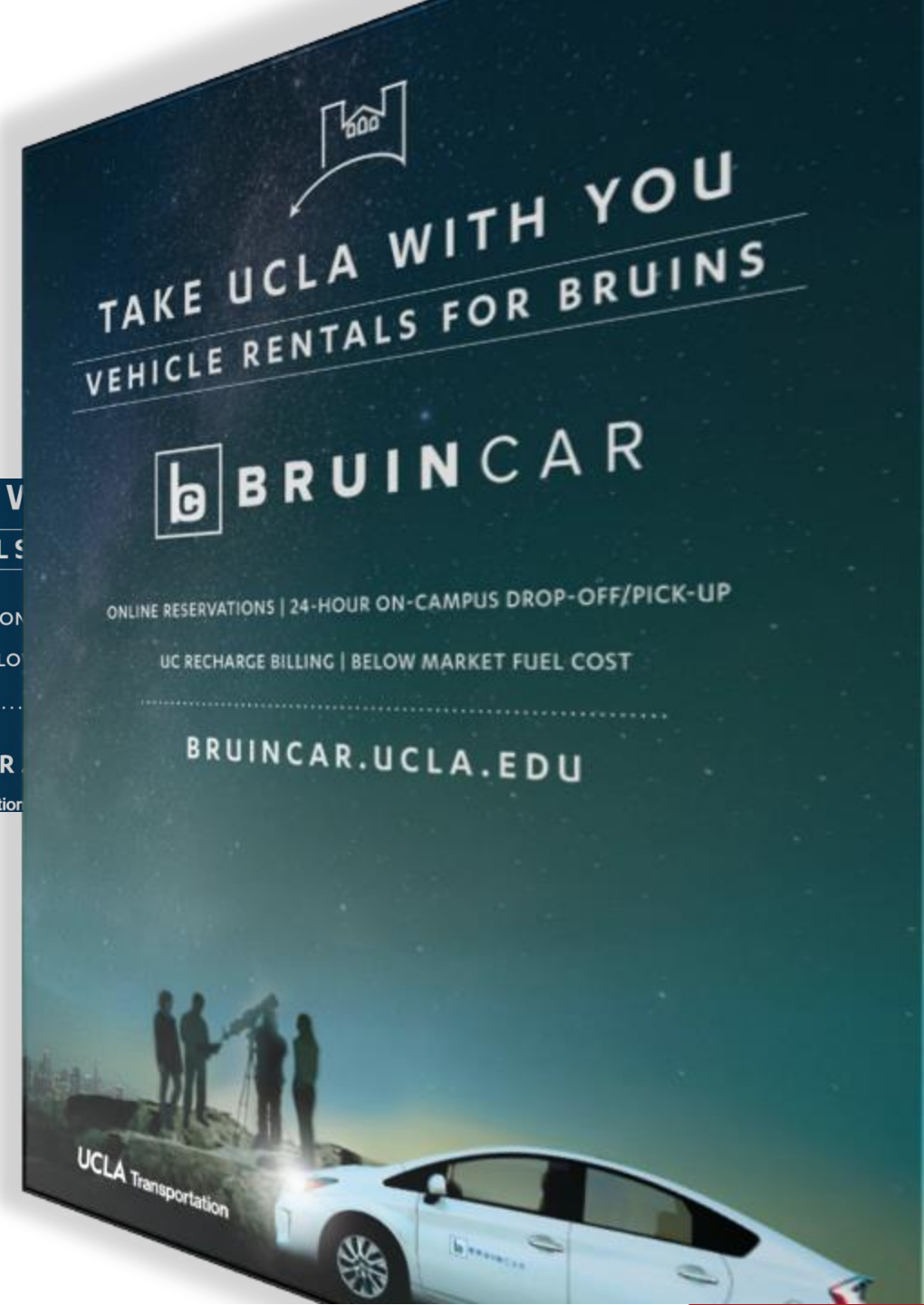
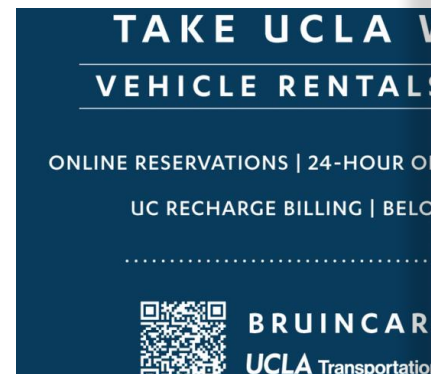


UCLA Transportation

What is BruinCar?

BruinCar at UCLA Fleet & Transit:

BruinCar provides convenient, self-service vehicle rentals for official University purposes like events, equipment transport, and departmental needs. Staff can easily reserve, pick up, and return vehicles through our online platform and kiosks, streamlining transportation across campus.



Motorpool Fleet

Our fleet offers a variety of vehicles to meet UCLA's transportation needs. With a mix of electric vehicles (EVs) for short trips and repurposed internal combustion engine (ICE) vehicles for longer journeys, we provide flexibility for all types of travel. EVs support sustainability by reducing emissions, while ICE vehicles are available for longer distances and official University business.



COMMAND 24

36 Total Vehicles



222,128 Miles Driven





BruinCar's 2023-2024 Success:

COMMAND 24

BruinCar completed over 1,700 reservations, serving more than 4,600 users. This achievement highlights our dedication to meeting the diverse transportation needs of UCLA departments and staff, ensuring reliable and efficient vehicle rental services for official University purposes.

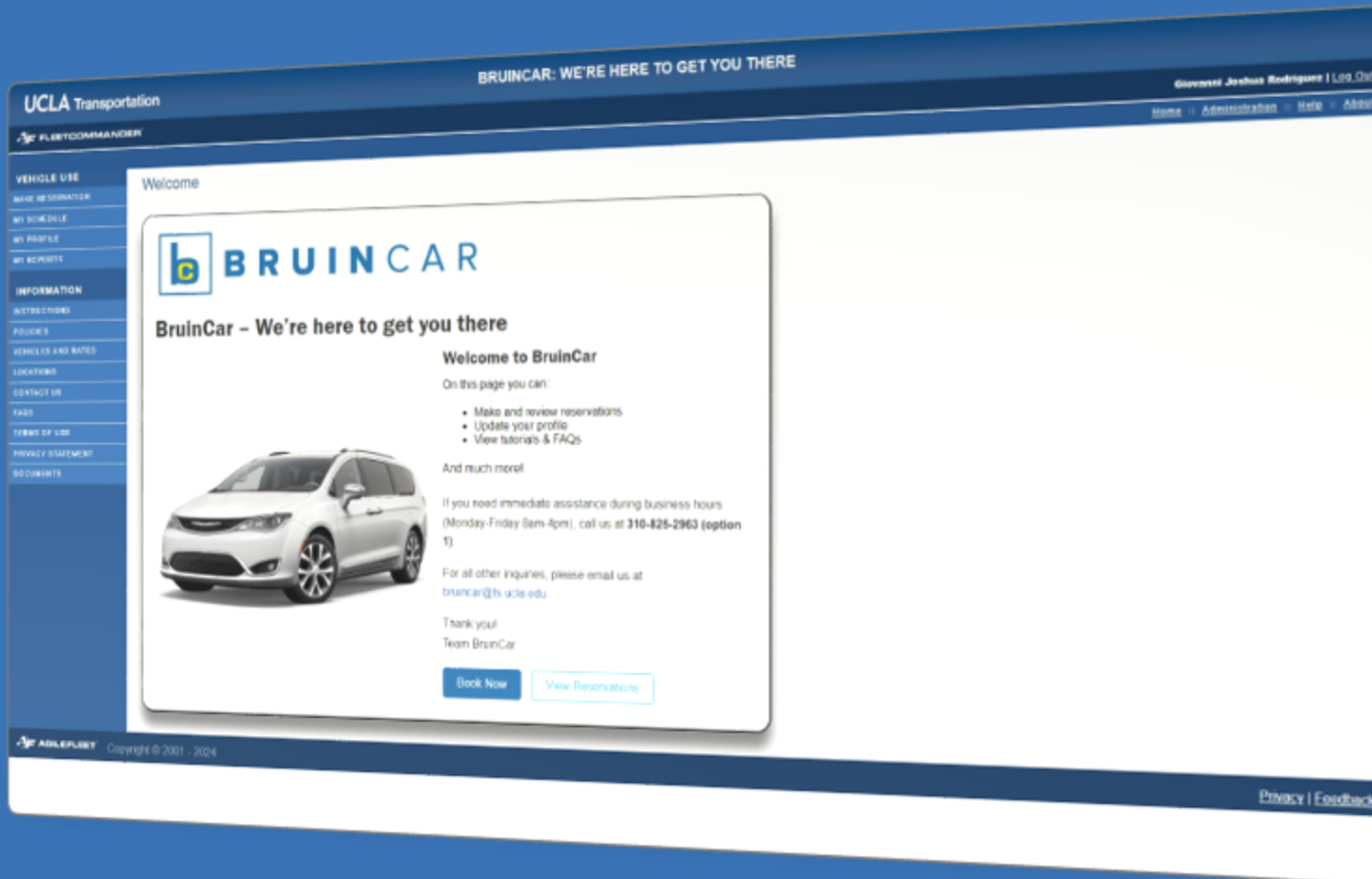
Reservations FY 23-24





Site Modernization Overview

COMMAND 24



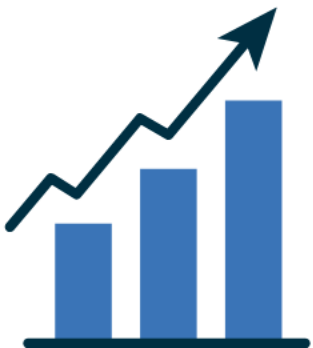
Key Updates:

- **New Home Page:** Clean, easy navigation.
- **Step-by-Step Booking:** Streamlined reservations.
- **FAQs Section:** Quick answers, less support.
- **Google Maps Integration:** Easy pickup location access.

Benefits:

Better user experience, fewer support requests, smoother functionality.

Designs That Captured Our Audience

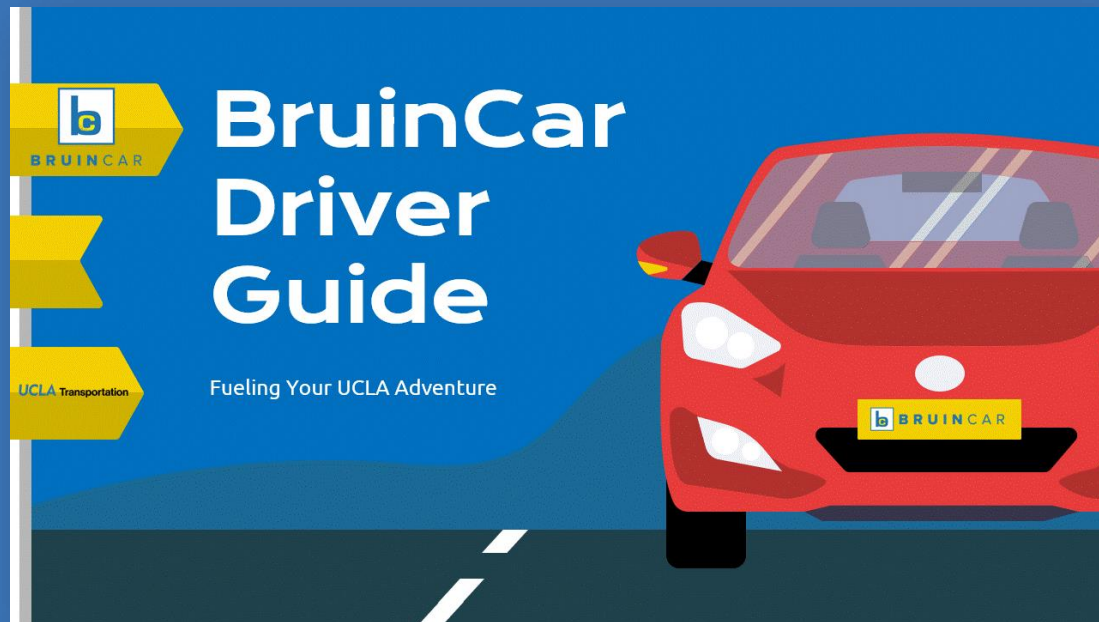


MARKETING MATERIALS

ON CAMPUS MARKETING



DRIVER TRAINING

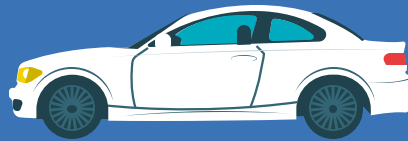


KIOSK & ATTRACT SCREENS



CONFIRMATION EMAILS

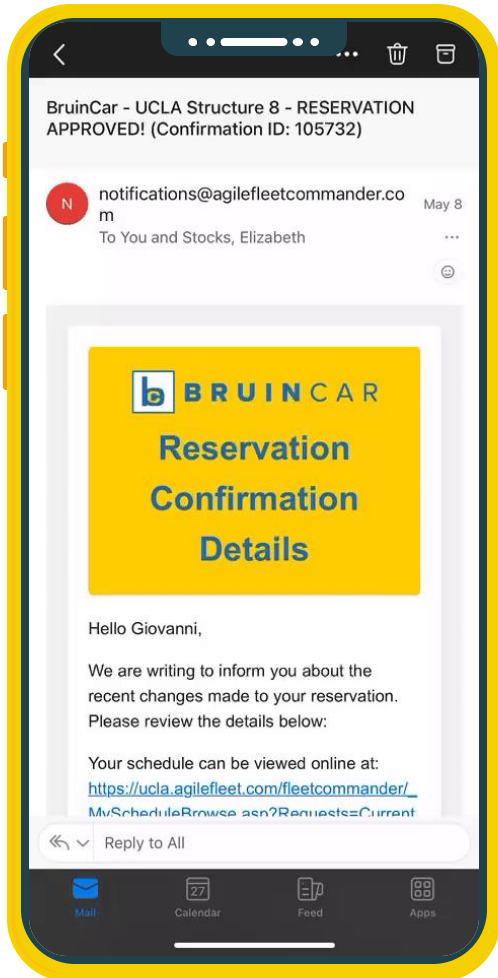
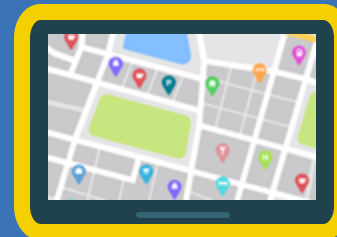
VEHICLE INFORMATION



RESERVATION DATE(S), TIME(S), & CONFIRMATION



SITE & VEHICLE LOCATIONS

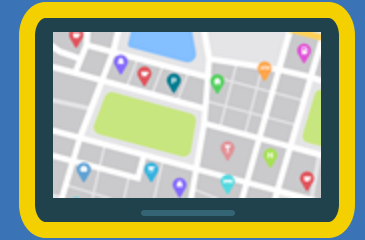
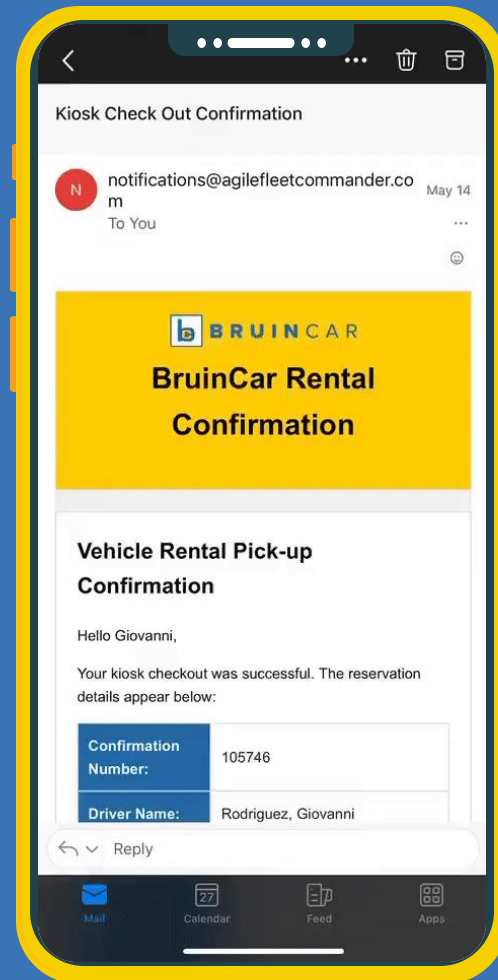


CHECK OUT/IN CONFIRMATIONS

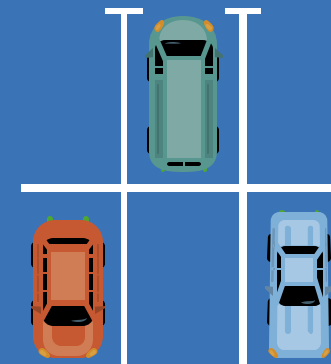
VEHICLE INFORMATION



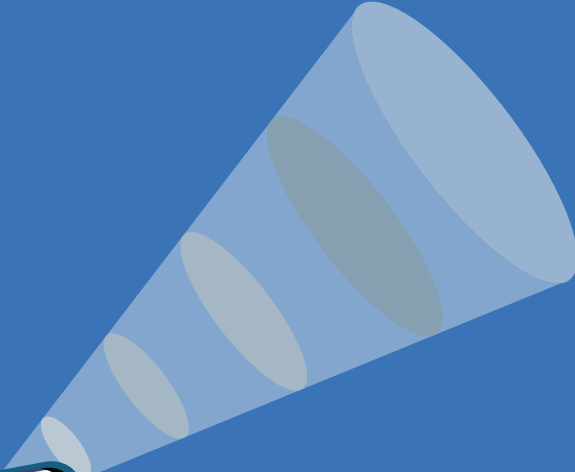
VEHICLE INSPECTION FORM



VEHICLE & SITE LOCATION(S)



INSPECTION FORMS

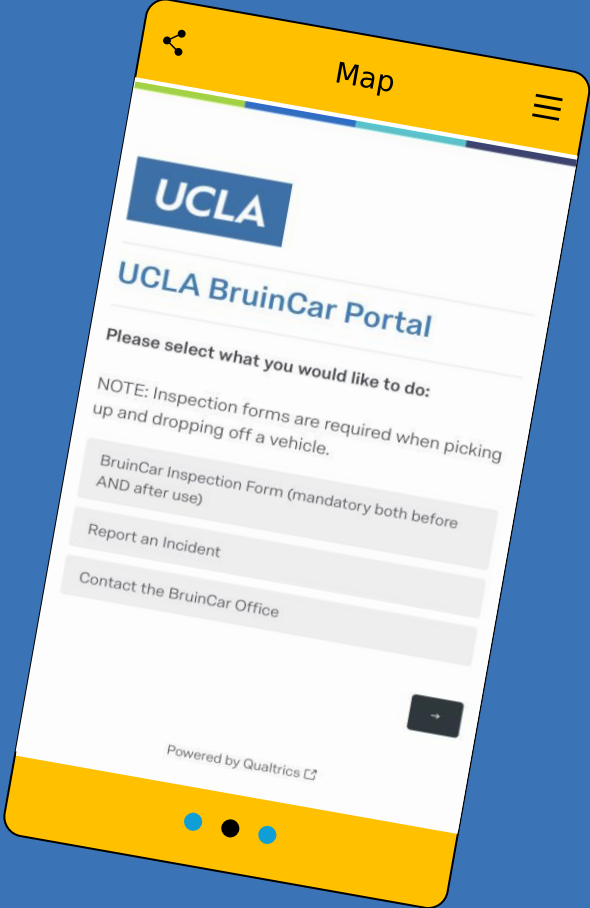
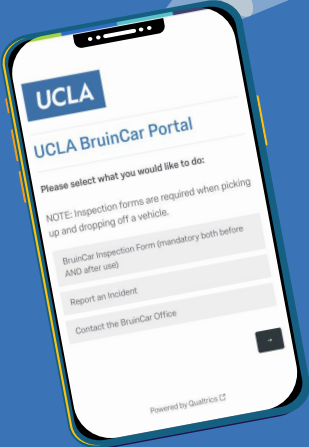


**SCAN
HERE**



SCAN HERE FOR YOUR
INSPECTION FORMS AND MORE
BRUINCAR INFORMATION

THANK YOU



INSPECTION FORMS

RESERVATION DATE(S) & CONFIRMATION



DAMAGE DESCRIPTION

A smartphone with a yellow case displaying a confirmation form. The form contains the following information:

Confirmation Number:	105746
Driver Name:	Rodriguez, Giovanni
Username:	grodd55
Vehicle:	DODGE GRAND CARAVAN
Vehicle Number:	4646
Schedule:	05/14/2024 08 :00 AM - 05/14/2024 11:00 AM
Date out:	05/14/2024 07:59 AM
Fuel Out:	full tank
Parking Space:	22, Structure 8 Level 2

If you have any questions or concerns regarding your rental, please do not hesitate to contact our customer service team at [1-310-825-2963 opt 1](tel:1-310-825-2963), or BruinCar@is.ucla.edu. We hope you enjoy your rental experience with BruinCar.

Complete Inspection Form

VEHICLE INFORMATION



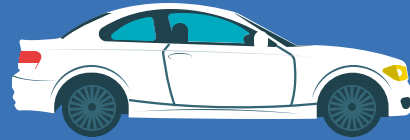
PHOTOS OF DAMAGE



CANCELLATION NOTIFICATIONS

VEHICLE INFORMATION

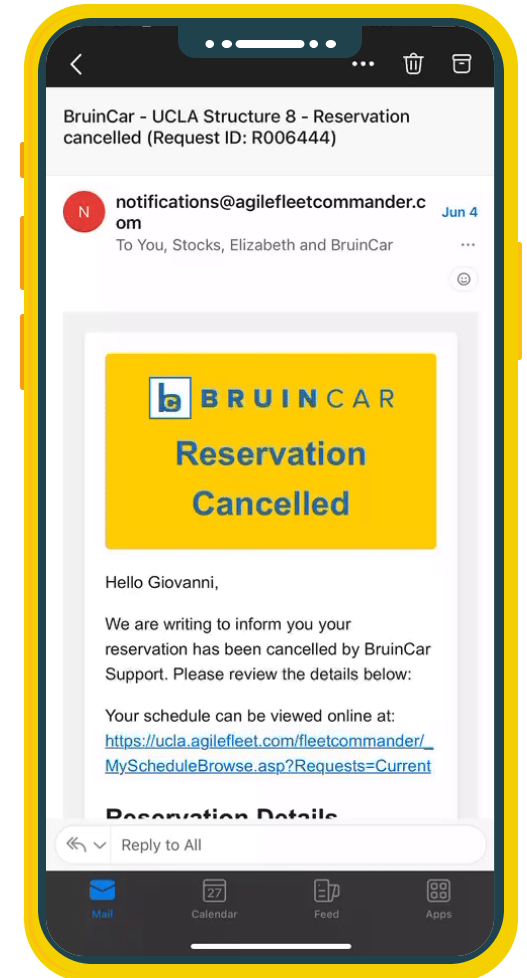
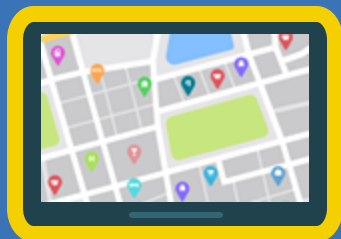
REASON FOR CANCELLATION



RESERVATION DATE(S)
& TIME(S)

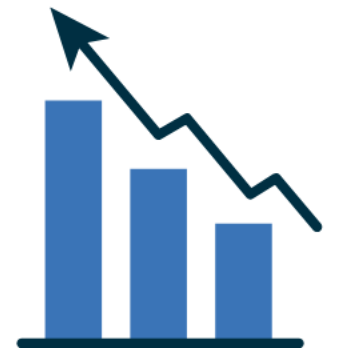


SITE & VEHICLE
LOCATIONS





Elevating Your Style



What You Need To Know

- SIMPLE HTML
- CONTENT MANAGER
- VISUAL STUDIO CODE




Visual Studio Code

COMMAND 24



Current Design With Simple HTML


BruinCar Rental Confirmation

Vehicle Rental Pick-up Confirmation

Hello [insert driver name].

Your kiosk checkout was successful. The reservation details appear below:

Confirmation Number:	[insert confirmation #]
Driver Name:	[insert name here]
Username:	[insert username]
Vehicle:	[insert vehicle make and model]
Vehicle Number:	[insert vehicle number]
Schedule:	[insert pick up date - return date]
Date Out:	[insert pick-up date]
Fuel Out:	[insert fuel out]
Parking Space:	[insert parking space]

If you have any questions or concerns regarding your rental, please do not hesitate to contact our customer service team at [1-310-825-2963 opt 1](tel:1-310-825-2963), or BruinCar@is.ucla.edu. We hope you enjoy your rental experience with BruinCar.

[Complete Inspection Form](#)

```
<html>
<head>
<style>
  body {
    font-family: Arial, sans-serif;
    font-size: 14px;
    line-height: 1.6;
    color: #333;
    background-color: #ffffff;
  }

  h1, h2, h3, h4, h5, h6 {
    color: #000000;
    font-weight: bold;
    margin-top: 0;
    margin-bottom: 20px;
  }

  a {
    color: #ff0000;
    text-decoration: none;
    border-bottom: 1px solid #ff0000;
  }

  table {
    border-collapse: collapse;
    margin-bottom: 20px;
    width: 100%;
    background-color: #ffffff;
  }

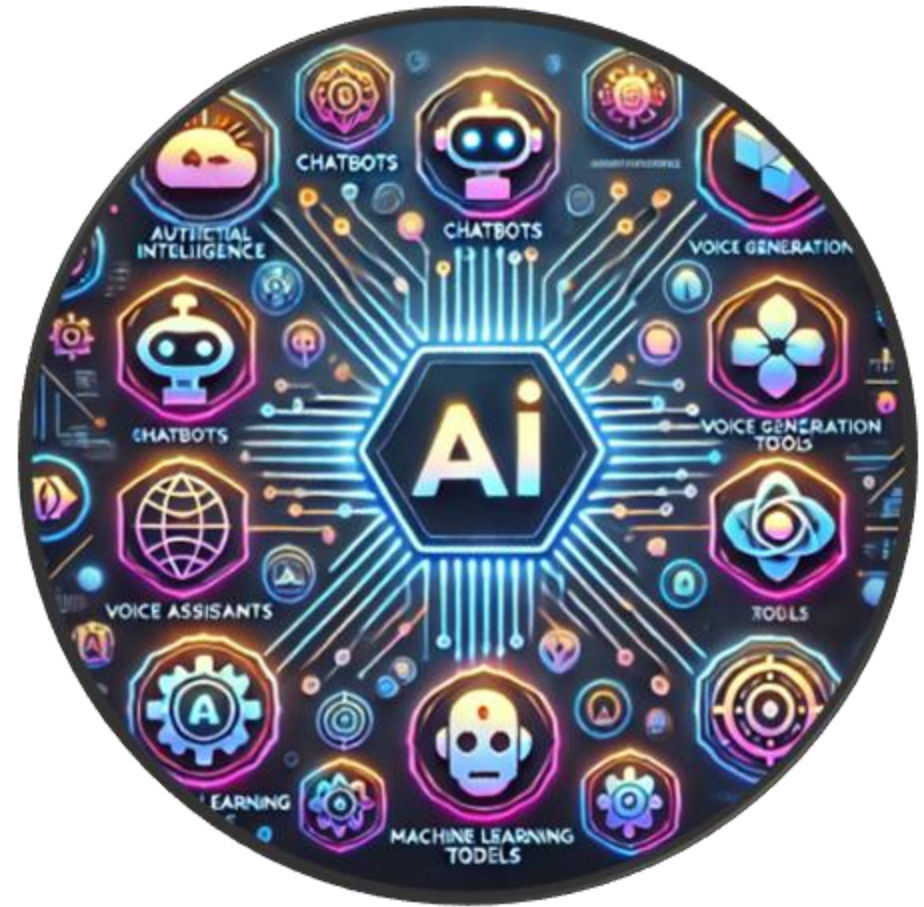
  td, th {
    padding: 10px;
    border: 1px solid #dddddd;
    text-align: left;
  }

  th {
    background-color: #2774ae;
    color: #ffffff;
  }

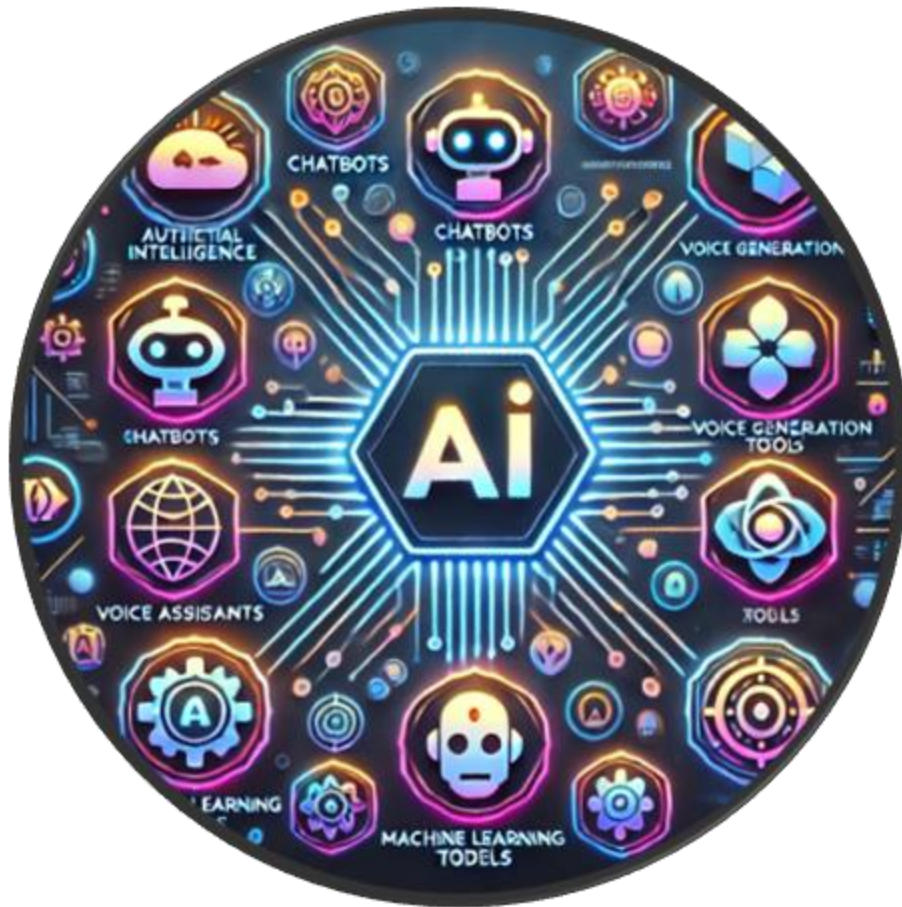
  .container {
    margin: 0 auto;
    max-width: 500px;
    padding: 20px;
    background-color: #ffffff;
    border: 1px solid #dddddd;
  }
</style>
</head>
<body>
  <div style="background-color: #ffff00; padding: 10px; text-align: center;">
    <img alt="BruinCar Logo" data-bbox="288 298 322 312"/>
    <b>BruinCar Rental Confirmation</b>
  </div>
  <div style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;">
    <h3 style="text-align: center;">Vehicle Rental Pick-up Confirmation</h3>
    <p>Hello [insert driver name].</p>
    <p>Your kiosk checkout was successful. The reservation details appear below:</p>
    <table border="1" style="width: 100%; border-collapse: collapse;">
      <tbody>
        <tr>
          <td style="background-color: #0056b3; color: white; padding: 5px;">Confirmation Number:</td>
          <td style="padding: 5px;">[insert confirmation #]</td>
        </tr>
        <tr>
          <td style="background-color: #0056b3; color: white; padding: 5px;">Driver Name:</td>
          <td style="padding: 5px;">[insert name here]</td>
        </tr>
        <tr>
          <td style="background-color: #0056b3; color: white; padding: 5px;">Username:</td>
          <td style="padding: 5px;">[insert username]</td>
        </tr>
        <tr>
          <td style="background-color: #0056b3; color: white; padding: 5px;">Vehicle:</td>
          <td style="padding: 5px;">[insert vehicle make and model]</td>
        </tr>
        <tr>
          <td style="background-color: #0056b3; color: white; padding: 5px;">Vehicle Number:</td>
          <td style="padding: 5px;">[insert vehicle number]</td>
        </tr>
        <tr>
          <td style="background-color: #0056b3; color: white; padding: 5px;">Schedule:</td>
          <td style="padding: 5px;">[insert pick up date - return date]</td>
        </tr>
        <tr>
          <td style="background-color: #0056b3; color: white; padding: 5px;">Date Out:</td>
          <td style="padding: 5px;">[insert pick-up date]</td>
        </tr>
        <tr>
          <td style="background-color: #0056b3; color: white; padding: 5px;">Fuel Out:</td>
          <td style="padding: 5px;">[insert fuel out]</td>
        </tr>
        <tr>
          <td style="background-color: #0056b3; color: white; padding: 5px;">Parking Space:</td>
          <td style="padding: 5px;">[insert parking space]</td>
        </tr>
      </tbody>
    </table>
    <p style="font-size: small; margin-top: 10px;">If you have any questions or concerns regarding your rental, please do not
    hesitate to contact our customer service team at <a href="tel:1-310-825-2963">1-310-825-2963 opt 1</a>, or
    <a href="mailto:BruinCar@is.ucla.edu">BruinCar@is.ucla.edu</a>. We hope you enjoy your rental experience with BruinCar.</p>
    <div style="text-align: center; margin-top: 10px;">
      <a href="#" style="background-color: #ffff00; padding: 5px 15px; text-decoration: none; color: black; font-weight: bold;">Complete Inspection Form</a>
    </div>
  </div>
</body>
</html>
```

Leveraging AI for Success

- ChatGPT
- Copilot
- Google Bard



Leveraging AI for Success



No Coding Experience Required:

- Little to no coding experience? No problem!
- AI handles 99% of the structuring and coding behind the scenes.

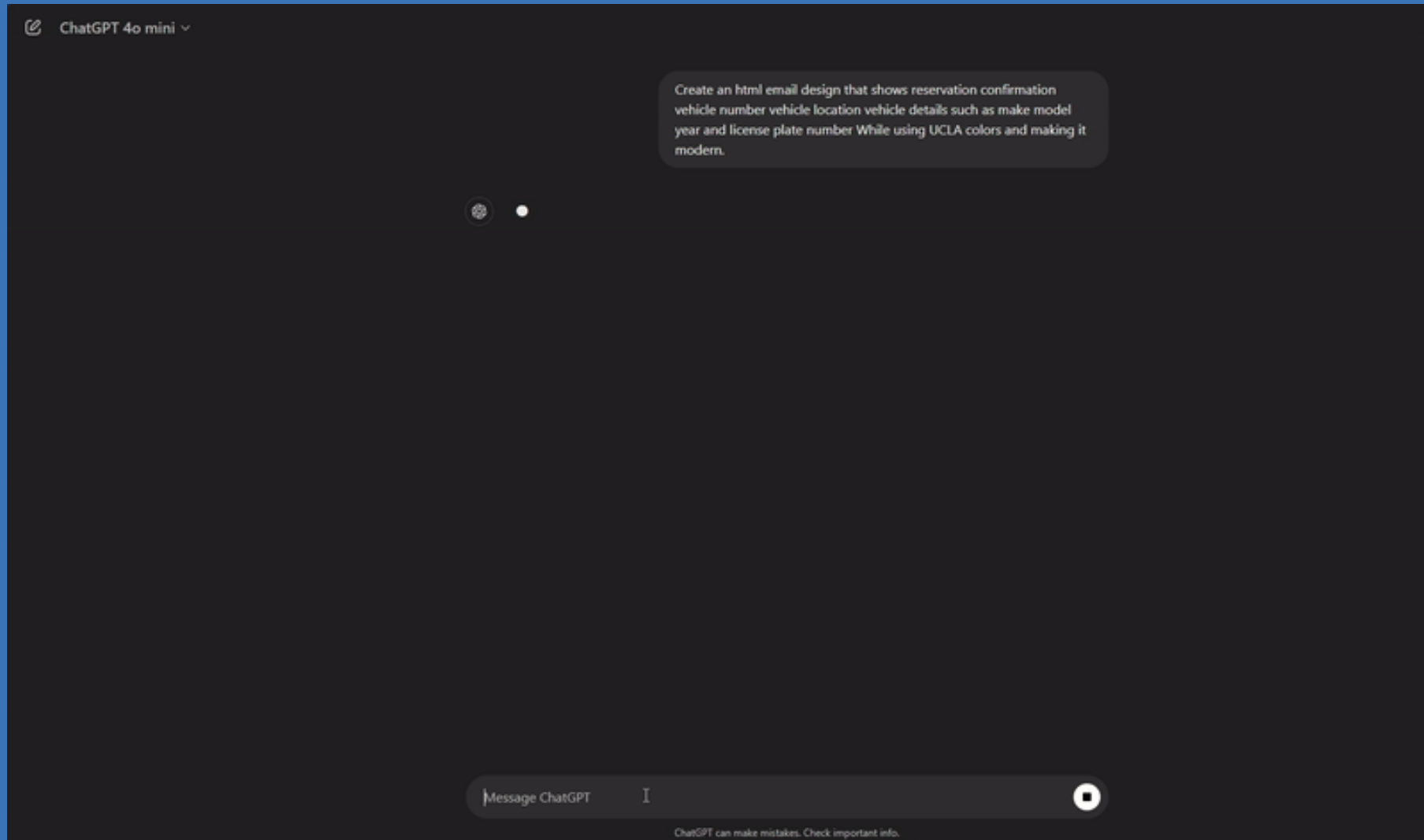
Custom HTML UI and Email Designs:

- AI has revolutionized marketing efforts by being able to create custom HTML UIs.
- Custom to you email and site designs ensure seamless communication with users.



ChatGPT: How To Do

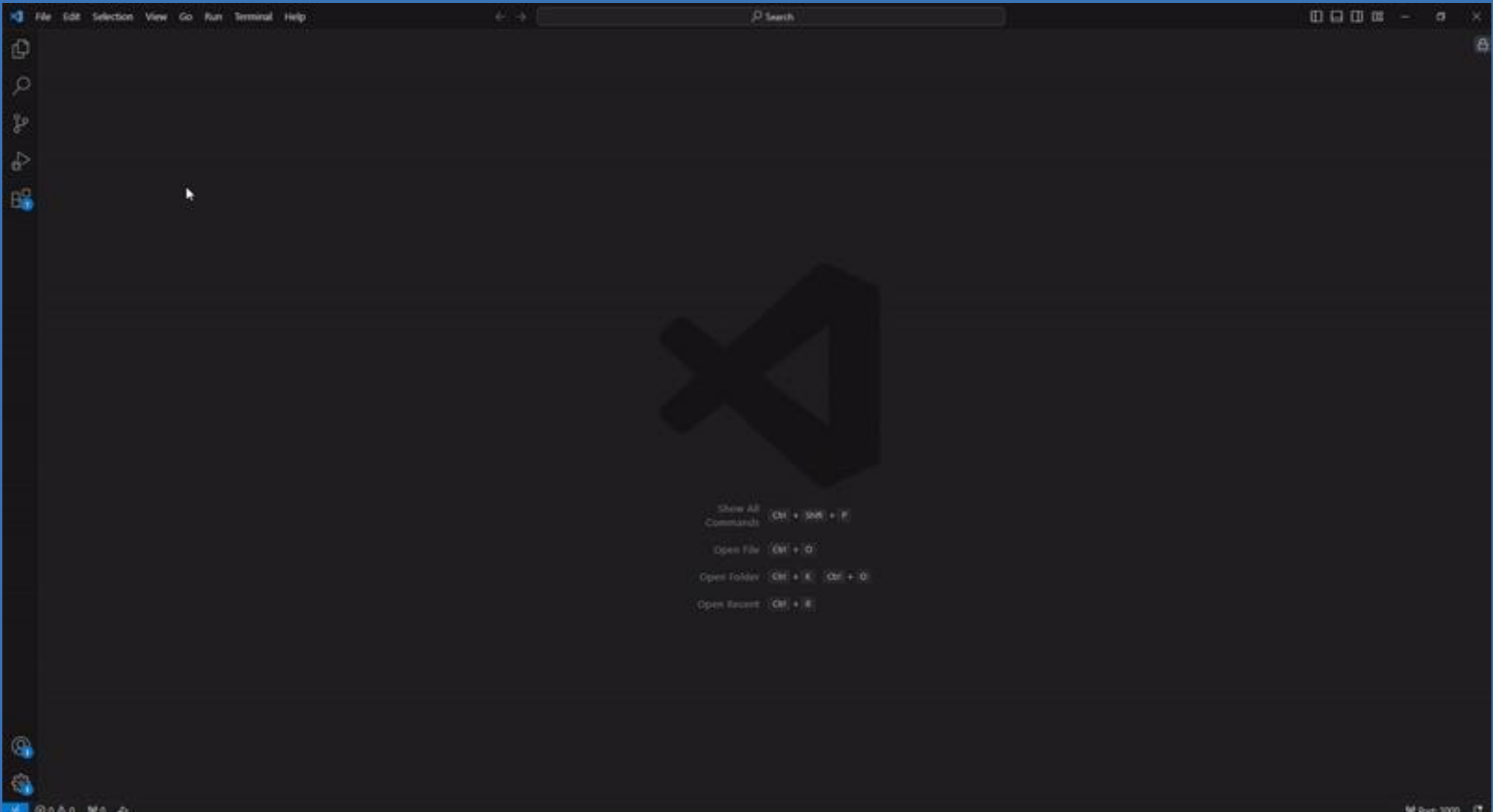
COMMAND 24





ChatGPT: How To Do

COMMAND 24





THANK YOU

