

Progress Report - Campus Sustainability Fund

March 2023 – Campus Bike Shop Initiative: Opening Access, Expanding Offerings

Email:

markmellott@arizona.edu

Project Manager Name:

who is submitting this project?

Mark Mellott

Project Name:

Campus Bike Shop Initiative

Project Subaccount Number:

23.57

Project Summary Snapshot:

Please copy and paste the "Summary Snapshot" you provided in your project application.

Response

Campus Recreation is excited to launch a new Bike Shop Program. We recognize the need for additional, sustainable modes of transportation. We also understand that purchasing and maintaining a bike can be cost prohibitive. Students will be able to rent a bike for a reduced fee, which we hope will create access for those who want to start using a bike to commute to their classes. Basic maintenance and tune-ups are included with the bike rental fee.

Requested Metrics:

Please report your project's metrics and their most recent number or response in a list format.

Response

- # of bikes purchased: 50 bikes have been purchased and delivered from State Bicycle Co.. The models/sizes of the bikes purchased are listed below:
 - Core-Line - Pigeon: 4 XS, 8 S, 6 M, 7 L.
 - Klunker: 10 (One size fits most).
 - City Bike – Elliston 3-Speed: 5 S, 5 M, 5 L
- # of bikes being rented out per semester: 18 currently rented for Spring 2023 semester
- # of bikes rented out each year: 18 currently rented for Spring 2023 semester (1st semester of initiative)
- # of follow-up visits for tune-ups, etc.: 3 visits for Spring 2023 semester, so far

- # of student positions/ staff positions supporting the program: Currently have five student staff employed and trained through BICAS. Two professional staff supporting project.
- # of people in the core project team involved in planning and execution of the project (if they're a student/ staff/ faculty etc): Two Full-Time Staff outside of some work done by FSO, and CREC Business Office.
 - Mark Mellott
 - Hannah "Rae" Pickens
 - Student Workers:
 - Caleb Ziegenhorn BICAS Trained and CREC Trained
 - Grace Gibbins BICAS Trained and CREC Trained
 - Crispin Carter BICAS Trained and CREC Trained
 - America Blacketter BICAS Trained and CREC Trained
 - Lucas Canty BICAS Trained and CREC Trained
- # of hours spent on this project (broken up by students/ staff):
 - Professional Staff Hours to date: 120
 - Student Staff Hours to Date: 300
- Qualitative: So far, rentals have proceeded smoothly, minus a few hiccups regarding the rental process and minor adjustments needed to the bikes that were elucidated during the first few rentals.

Marketing tactics:

- Posters/flyers/plasma screen marketing created by CREC marketing department. Distributed internally at the Rec, to various bulletin boards on campus, and to Housing and Residential life.
- Social media: Instagram has been the primary medium for social media posts that have been shared by the Outdoor Rec and CREC Instagram accounts. CSF currently working on an additional post to be shared by their account and reposted by Outdoor Rec.
- Results from a survey for UA students to gauge their interest and perception of the program: See attached document for complete results/analysis of survey.
 - Reasons for why the students were renting the bike (no transportation, elsewhere too expensive, etc.):
 - A formal question will be added to the Fall 2024 rental form to more comprehensively answer this question. Anecdotally, the primary reasons for renting the bike (in order of most commonly cited) are as follows: Previously owned a bike that was stolen. Do not have any other form of transportation. Did not want to purchase a bike because they do not stay in Tucson during Winter/Summer breaks.

Project Accomplishments :

Please describe what aspects of the project have been accomplished. Be as descriptive and specific as possible. Examples of accomplishments could include: Held 4 public meetings totaling 130 attendees; Transitioned 300 square feet of dirt into usable garden space and signed on 14 community garden volunteers. Other examples of accomplishments could include sharing a confirmed schedule of events, the connections/contacts that have been established, etc.

Response

All bikes have been acquired. Student bike mechanics have been juggling the continued process of building the remaining bicycles, pre-rental checks of built bikes, and performing tune ups of current rentals. While demand for rentals has been significantly higher than expected for Spring semester, we have had enough bikes built/checked to completely keep up with current demand. The 36 bikes that were already built at the beginning of the Spring semester were all registered with PTS. These bikes were affixed with the PTS registration sticker, Outdoor Rec ID sticker, and labeled with a unique ID. The remaining 14 bikes that were not built will be registered and labeled before fall semester. As of 12/15/22, a dealer contract was signed by TODSON (parent company of OnGuard Locks) and a dealer account set up for Outdoor Recreation. As of 12/20/22, 50 U-Locks with chain were delivered to be rented along with each of the rental bikes. As of 1/10/23, Tannus returned their signed dealer contract and set up a dealer account. As of 3/2/23, Tannus tire products were delivered to be outfitted on the bikes before the hard launch in Fall of 2023.

After meeting with a Tannus representative, we decided to install solid, airless tires on the 25 pigeon models. The 15 Elliston models and 10 Klunker models will be outfitted with the Tannus Armor inserts, although Tannus was out-of-stock of the inserts that fit the Klunker wheels. These will hopefully be back in stock before Fall semester. The last major accomplishment is the successful rental of 18 bikes so far this semester. This has far exceeded our expectations for the semester, which according to similar programs at other schools (i.e. Alabama), has significantly lower demand compared to the Fall semester. We are hopeful for the hard launch and optimistically expect to rent the entire fleet based on the very promising numbers from this semester.

Next Steps:

Response

Looking ahead, we will be adding the Tannus products to all of the bikes before the coming semester. Some of the bikes will have to wait until they are returned at the end of the current semester. The final weeks of the semester will be very busy for our bike mechanics as they will be checking returned bikes and preparing them for Fall semester. We will be redoubling our marketing efforts as we come closer to the end of the semester. Specifically, we will be reaching out to Housing and Residential Life to have our marketing materials deployed in the dorms across campus during the first month of the semester. We also will be tabling during Admitted Students Day (4/1/23) and will have a particular focus on the bike program as we expect incoming students to benefit most from this program.

Outline:

- 1) Finish bike assembly and retrofitting with Tannus tire systems
- 2) Register remaining bikes with PTS
- 3) Intake of returned bikes and check in preparation for next semester
- 4) Make minor adjustments to rental process based on lessons learned this semester
- 5) Push additional marketing across campus in preparation for Fall semester.

Challenges Faced:

Please identify and describe any obstacles/roadblocks you or your team have experienced, and detail how you've managed them/ will manage them. Should your project already be completed, please note what challenges you faced and what you would do differently.

Response:

The main challenge we have faced, generally at Outdoor Rec and with this project in particular, is that Andrew Huff, the original project manager for this initiative, has moved on to a new job. This has required a quick learning curve by the remaining two full-time staff to fully understand Andrew's progress and plan for the project. Additionally, with Andrew's leaving the other full-time staff have been bridled with extra responsibilities outside of the CBS initiative. We have faced some issues getting all of the requisite components for the bike rentals (i.e. locks and tires) but have crossed this hurdle as of this update. Lastly, we have found that the initial start up of the program has demanded more personnel-hours than previously anticipated. We have been asking a lot of our mechanics and will likely have to continue adding to the bike mechanic team as the program progresses.

Project Support:

Can the CSF support you in addressing any roadblocks you've encountered? How else can the CSF support your project?

Response:

CSF has done a great job supporting the project thus far and we are very excited to share the results of the program once the full launch occurs next semester. In terms of additional support, we can always use CSF's additional insight and connections for further marketing opportunities across campus, especially as we gear up for next semester.

Photo Upload:

Please upload or provide links (below) to relevant photos.

Response:

{Empty} Photo Link {Empty}

Photo Link:

Please copy hyperlinks to photos here should you not be able to individually upload photos.

Response:

{Empty}

Media/Links:

Please include links to any media coverage or events information (e.g. news, social media, websites, interviews, etc.)

Response:

<https://www.wildcat.arizona.edu/article/2023/03/a-campus-bike-services> <https://uatwork.arizona.edu/lqp/applications-now-being-accepted-campus-sustainability-projects-seeking-funding>