

Progress Report - Campus Sustainability Fund

May 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: 23 rented for Spring 2023 semester
- # of bikes rented out each year: 23 rented for Spring 2023 semester (1st semester of initiative)
- # of follow-up visits for tune-ups, etc.: 3 visits for Spring 2023 semester

- # 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 Blackketter 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: 150
 - Student Staff Hours to Date: 350
- 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. There have been a few stolen bikes, but this is not a surprise.
- 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 is 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: Document submitted with last progress report
- 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 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

At this point, the major accomplishment of the project has been that we are very well positioned for the upcoming Fall semester. This will be the hard launch for the program, and it was nice to iron out some of the kinks during this past semester. We now have all bikes built and will be working during the remainder of the semester to outfit the bikes with the Tannus tires, which so far seem to be great value for the rentals. Total this semester, we rented 23 bikes, which is an accomplishment in itself and greatly surpasses the amount we expected for this semester. Some other minor accomplishments: all 50 bikes are now registered with PTS, all Tannus products have been delivered, and over half of the bikes have already been outfitted with the new Tannus tire products. We also have been coordinating with the global center to run an event at the start of next semester to target our international student population as they are a demographic who could benefit greatly from the initiative.

Next Steps:

Response

1. Receive and inspect all current rentals (Return Day is today, 5/4)
2. Continue outfitting bikes with Tannus tire products
3. Focus on marketing to new students next semester
4. Train more students as bike mechanics next 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've faced is the threat of bike theft on campus. We have researched and thought through many possibilities for mitigating this risk. The main line of defense we have are the locks and chains that have been purchased, but we have still had a few thefts. Thankfully, we have been working with Risk Management, who have been paying out the value of the bike back into the program.

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 already helped immensely by pursuing different avenues for marketing the initiative. Going forward, this form of continued support will be immensely helpful. On the note of bike thefts, if CSF has any ideas to help with this issue, I'd be more than happy to hear them and discuss them.

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:

{Empty}