

Campus Bike Shop Initiative - Progress Report

Email

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Project Manager Name

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Requested Metrics

- # of bikes purchased: Originally 50 bikes were purchased in various model and size options. As bikes have been stolen each semester, more bikes have been ordered to keep the total stock at 50 bikes. Due to the popularity of the Pigeon model, all replacement bikes have been Pigeons (single speed, fixie-style bike). The current mix of models is below:
 - o Pigeon (single-speed, fixie-style): 40 bikes
 - o Elliston 3-Speed (city bike): 11
 - o Klunker (Cruiser): 5
 - o Total: 56 bikes*
- ☑ *Currently overstocked in anticipation that some more bikes will be reported stolen as this semester wraps up.
- # of bikes being rented out per semester: 35 bikes rented for Fall '23 semester only. 26 bikes rented for Spring '24 Semester only.
- # of bikes rented out each year: 10 bikes rented for entire 2023-24 Academic year. Total separate rentals for this year: 71.
- # of follow-up visits for tune-ups, etc.: Total 12 visits for tune ups and repairs for 2023-24 academic year.
- # of student positions/ staff positions supporting the program: 5 student bike mechanics directly supporting the program, in addition to entire Outdoor Rec student team who support via rental process and customer service.
- # of people in the core project team involved in planning and execution of the project (if they're a student/ staff/ faculty etc).
 - o Two Full-Time Staff outside of some work done by FSO, and CREC Business Office.
- ☑ Mark Mellott
- ☑ Michael Morgan
- o Student Workers
 - ☑ Crispin Carter (Bike Shop Student Supervisor)
 - ☑ America Blackketter (Student Coordinator and Bike Mechanic)
 - ☑ Lucas Canty (Bike Mechanic)
 - ☑ Dylan Boyd (Bike Mechanic)

☑ Sydney Wooldridge (Bike Mechanic)

- # of hours spent on this project (broken up by students/ staff)
 - o Professional Staff Hours to date: 200
 - o Student Staff Hours to Date: 800

- Qualitative: At this point the bike rental program is running smoothly, with most of the major kinks worked out. As a program, Outdoor Rec has continued optimizing our system for renting and tracking the bikes. The major challenge for the program that we anticipate moving forward is the theft of the rental bikes. Currently we are averaging around 6 thefts per semester, with the trend appearing to be increasing. We are working with PTS and within our staff to continue to brainstorm ways to reduce theft and increase Campus Safety.
- 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.
- Results from a survey for UA students to gauge their interest and perception of the program: Summary of those results were submitted in past progress reports. This item is no longer addressed as it was a item of interest before/at the beginning of the project.
- Reasons for why the students were renting the bike (no transportation, elsewhere too expensive, etc.)
 - o The most common reasons we have seen are:
 - ☑ Student has no other form of transportation
 - ☑ Previously owned another bike that was stolen
 - ☑ International student/transfer student who is only at Uarizona for a short time.
 - ☑ Did not want to purchase a bike because they live outside of Tucson during winter/summer breaks.

Project Accomplishments

The Campus Bike Shop Initiative is now a fully-realized idea. The rental process, maintenance, and theft process have been fleshed out. At this point the program is self-sustaining. This is the most significant accomplishment regarding this program, but some of the smaller advancements and optimizations from this past year are as follows: purchased and installed new bike racks to efficiently organize the bike fleet, expanded organization of bike shop/tool wall, adopted new 529 registration system for all rental bikes, and completed the installation of Tannus tires on all rental bikes.

Next Steps

Although this is the end of the tracking for the purpose of this grant, the staff of Outdoor Recreation still has a lot of goals and visions for the continued progress of the Campus Bike Shop Initiative. The first, is to hopefully expand our offerings of bikes to fit the need of the campus community. From there, we would like to offer more pop-up events at the beginning of the school year to help new students find out about the program. As the rental program continues to grow, we'd also like to expand the offerings of our in-house bike shop as a result. The vision for the bike shop is to have

full-service bike repair for the campus community, with options for education in trade for the cost of labor (i.e. if a student opts to learn how to repair their bike, they won't be charged the labor fee). This program has incredible potential to continue growing and helping more and more students afford a sustainable form of transportation, whether it be a rental bike from us or their own.

Challenges Faced

Our biggest challenge (as a program and for this grant project) is getting visibility. Finding new and innovative way to reach students who can benefit from an affordable bike rental is always going to be this projects biggest hurdle.

In addition, Campus bike theft has added a lot of extra work to the project. This is manageable, but an issue we are hoping to address so that more of our bikes come back every semester.

Project Support

At this point, we feel that the CSF has done an incredible job in supporting this initiative in whatever ways they could. Moving forward, we look forward to more opportunities to collaborate for the sake of providing sustainable transportation to as many students as possible.

Photo Link

No new photos to share :/

Media/Links

<https://rec.arizona.edu/outdoor/bike-program/long-term-bike-rentals>