Fall 2014

Introduction

The Office for Sustainability (OfS) at WMU took the next step in the promotion of Non-Motorized Transportation (NMT) on campus with the Fall 2014 launch of the inaugural bike rental program at WMU, BroncoBikes. In addition to engineering the launch of this much anticipated program, I was also involved in many other non-motorized projects. These included presenting for the Transportation Research Center for Livable Communities (TRCLC), attending various workshops and meetings, and promoting NMT at campus events. Like all OfS employees, I occasionally had the opportunity to wear multiple hats and work on projects outside of NMT. This report details my activities for the Fall 2014 semester and briefly describes project proposals for the coming Spring 2015 semester.

BroncoBikes

Like many large projects, there were some last minute issues. Our primary obstacle, and why the program launch was delayed until September 15 (three weeks), was the Rental Agreement and Liability Waiver. This document was drafted over the summer and underwent an inter-office approval. It was later determined that approval through the legal department was more appropriate. Unfortunately, this process put everything on hold. To the legal department’s credit, they came back with recommendations relatively quickly; the document was amended, and finally approved.

With the legal end completed, the main focus became implementing an effective advertising campaign. With the program approved, Fall 2014 advertising became a more multi-modal campaign. The avenues used to increase awareness of BrocoBikes included:

- **Posters and Flyers:** Designed by OfS graphic artist Sam Effland, BroncoBike posters were placed at bulletin boards in academic buildings, submitted to Faunce for dispersal at residence halls, and posted at every public kiosk across campus. Hundreds of flyers were handed out at campus events and residence halls. (Side note: because of the relatively high cost of poster printing and the haphazard poster removal schedule at public kiosks, I recommend no longer utilizing these structures)
- **Residence Hall Seminars:** I gave one presentation in Fall 2014 at Eldridge/Fox residence hall. While it didn’t directly lead to any rentals this semester, I feel that there is great potential in these kinds of outreach. Going forward I believe that this mode of advertisement should be extensively utilized.
- **Collaboration with International Student Activities:** Posters and flyers were delivered to this office for display. In addition, Sakhi Vyas, Study Abroad Specialist, sent out an email blast.
- **Western Wednesdays:** This weekly event allows the OfS to showcase NMT with hands-on displays and workshops. This is a great way to get students excited about and interested in what we are doing with bikes and NMT in general. Because of scheduling constraints, we only took advantage of this opportunity once during the Fall 2014 semester, but should make a point to be a regular participant in the future.
• **Video and Power Point:** To be incorporated into FYS and other presentations, a short video and Power Point have been scripted. Unfortunately, due to scheduling and weather conflicts these are still pending.

**Non-Motorized Transportation**

As the NMTC, my duties also include representing the OfS at meetings, workshops and other events that pertain to NMT. During the Fall 2014 semester I attended several such events. These events were sponsored by various groups: the TRCLC, Cloud Gehshan, and the Complete Streets Coalition of Kalamazoo (CSC).

For the TRCLC, I presented at a symposium for the Institute of Transportation Engineers (ITE) Michigan Chapter. Julie Kroll extended an invitation for the OfS to present Kevin Martini’s *Best Practice Study of Bike Friendly Universities: Sidewalks and Signage Policies*. I presented this work on behalf of Kevin.

I attended a workshop held at the Bernhard Center by Cloud Gehshan, regarding many aspects of transportation, both non-motorized and motorized, on and around campus.

I also attended two CSC meetings, held at K College. These meetings, in part, led to the creation of the weeklong public charrette that took place in September/October. David Bere and I attended the charrette, providing feedback and recommendations.

**Spring 2015**

Looking to the Spring 2015 semester, several things need to be addressed concerning NMT. The BroncoBike program did not meet with the demand we expected. First and foremost we need to redouble our advertising efforts. Fall 2014 saw an advertising campaign that cast a wide net. This strategy needs to be altered to target more specific demographics, namely, international students, freshmen, and university departments. Additionally, there are still some outstanding BroncoBike projects that need to be finalized, including: video and power point for FYS, bike stickers (labeling), how to attach locks to bikes, and what new rental durations should be adopted. In addition, there are at least two projects and one goal I would like to see implemented and achieved for NMT more generally. First, the Bike Stable is in desperate need of new signage. I propose working with someone from the art college to design and build a sign out of scrap bike parts. Second, a guerilla bike program should be explored. Finally, we need to make our most honest and concerted effort to increase diversity within the NMT volunteer ranks.