BroncoBikes

The BroncoBikes rental pilot, launched in the fall of 2014, remains a work in progress. To build upon last semester's momentum I implemented new advertising techniques, tweaked operational aspects of the program and continued with the relationships that were forged last semester. This semester's advertising campaign consisted of four primary actions. Postering, or rather re-postering, was the first objective of this semester. Updated posters were created and dispersed to nearly every building on campus. A “map” of these locations is available for future updates. Western Wednesdays is an interactive mode of advertising that we (along with David Bere and the Bike Stable) began attending last semester. Once the winter weather broke we resumed attending. This activity is one of the best ways to create visibility for these programs. New avenues for advertising this semester include on-site displays and a BroncoBike video. BroncoBikes were setup for display at two locations, the Environmental Studies Suite and at the International Student Activities Department. The BroncoBikes video will be edited and posted to the WMU Office for Sustainability website for Summer 2015 promotion.

While advertising is an important part of making the BroncoBikes pilot successful, easy access is also important for long-term viability. To this end we made a couple of changes to the operational side of the program. The semester long rental price remains $75, but this price is now officially prorated at $5 per week.
Rental duration options were also expanded for this semester and moving forward. Anyone with a Bronco ID can now rent a BroncoBike for a semester, a week, or a weekend. Daily rentals are probably not feasible at this time.

Other Non-Motorized Projects

Spring 2015 saw three main non-motorized projects separate from rentals. The first of these was the bike giveaway. As a promotional tool to help garner attention for the Bike Stable, David Bere and I acquired an old bike, stripped it down and rebuilt it with new parts. Most of this work was done in public, either at Western Wednesdays or during Open Shop Night at the Bike Stable. Second, Dr. Glasser tasked me with creating a non-motorized asset map for Kalamazoo. This map will be a comprehensive, though evolving, database of all the major players involved with non-motorized transportation in Kalamazoo. Finally, the Western Herald and the Office for Sustainability will be collaborating to have the newspapers delivered by cargo bike instead of by car.

Summer 2015 and Beyond

Looking to Summer 2015 and further, several objectives need to be accomplished regarding BroncoBikes. First, I need to identify, recruit, and train a new coordinator for the program, as I am graduating. Second, a Power Point presentation needs to be created for First Year Seminar. This presentation should be either one or two slides, with associated talking points. Third, departmental collaboration needs to be pursued more aggressively, but with a more focused goal.