

# 2018 Bicycle Resource Hub

**Student Audit**

# What Does the Bicycle Resource Hub have to offer?

- Office for Sustainability's initiative for non-motorized transportation education, advocacy and policy efforts
  - Weekly Open Bike Shop
  - Mobile fix-it
  - Broncobikes
  - Has lead workshops and community group rides, conducted non-motorized research

# Weekly Open Bike Shop

- Visitors will repair their own bikes with the guidance of student mechanics
- Tools and bike stands available free of charge
- Keeps common parts on-hand for a small fee (tubes, chains, brake pads, cable, housing)
- Open 1 p.m. to 5 p.m. every Friday at the Office for Sustainability

# Mobile Fix-It

- The Open Bike Shop team hosted a fix-it on September 11, 2018, from 3:30 p.m. to 6 p.m.
- Get help fixing your bike near the residence halls at Goldsworth Valley Pond gazebo
- Free

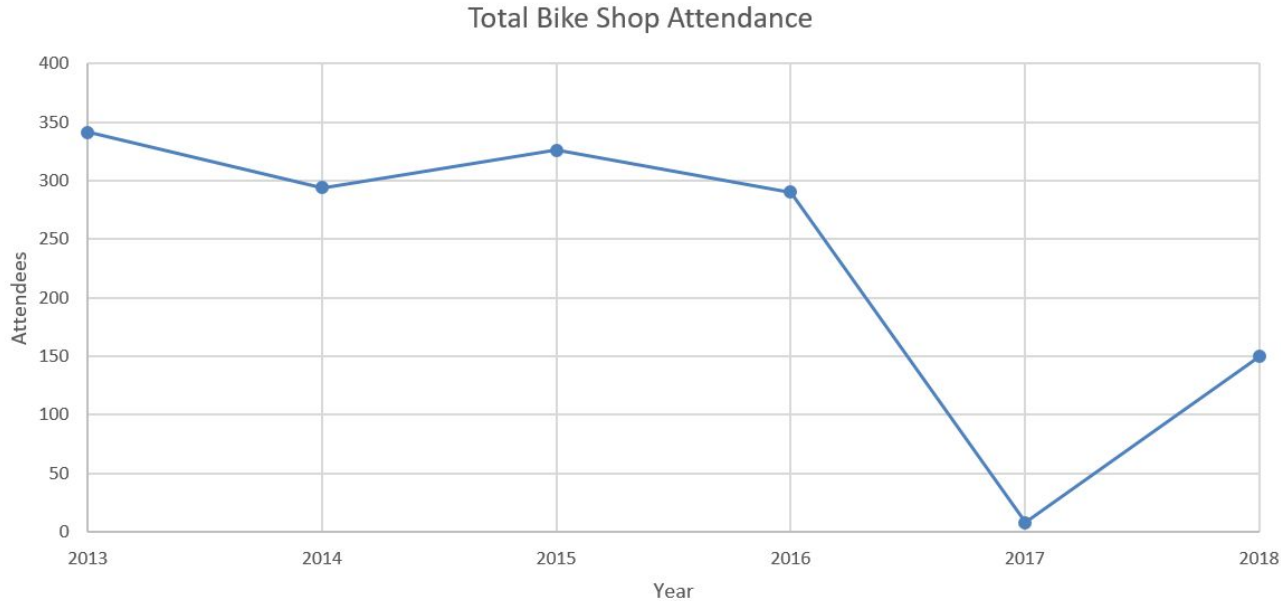
# BroncoBikes

- Low cost, campus-wide bicycle rental program
- \$75 per semester
  - \$25 refunded when bicycle is returned in good condition
- Helmet and U-Lock come with each rental
- Breezer Uptown 8

# Past Projects and Initiatives

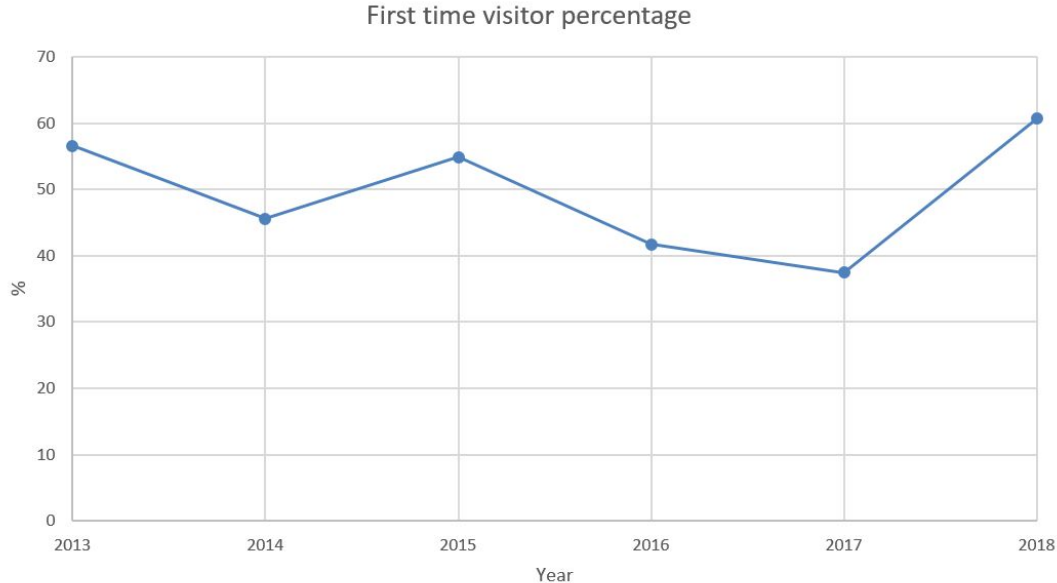
- Best practice research to guide University policy and planning related to pathways, bike lanes, ingress/egress, signage, etc.
- Research on the viability of cargo bicycles and electric assist bicycles in place of motorized campus fleet vehicles
- Working towards on-campus space for the Bike Shop

# Data analysis: Overall Bike Shop Attendance



- Semesters with atypical Attendance: Spring 2017 to Summer 2018

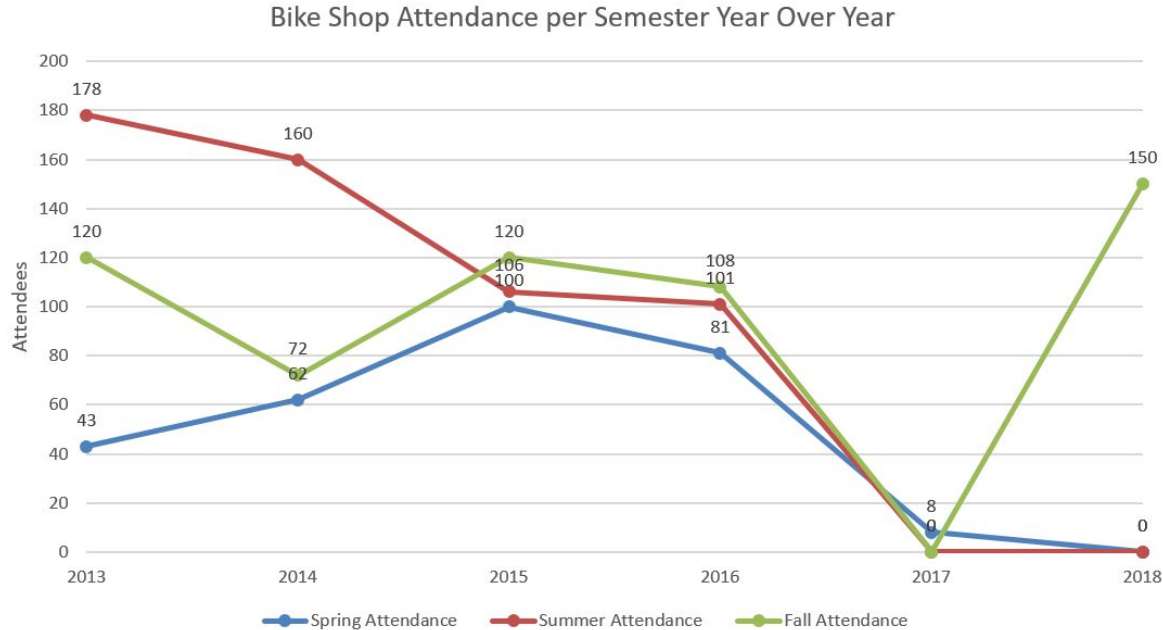
# Data analysis: Percent 1st Time Attendance



- Unreliable data from 2017
- Peak during 2018 explained by restart of bike shop

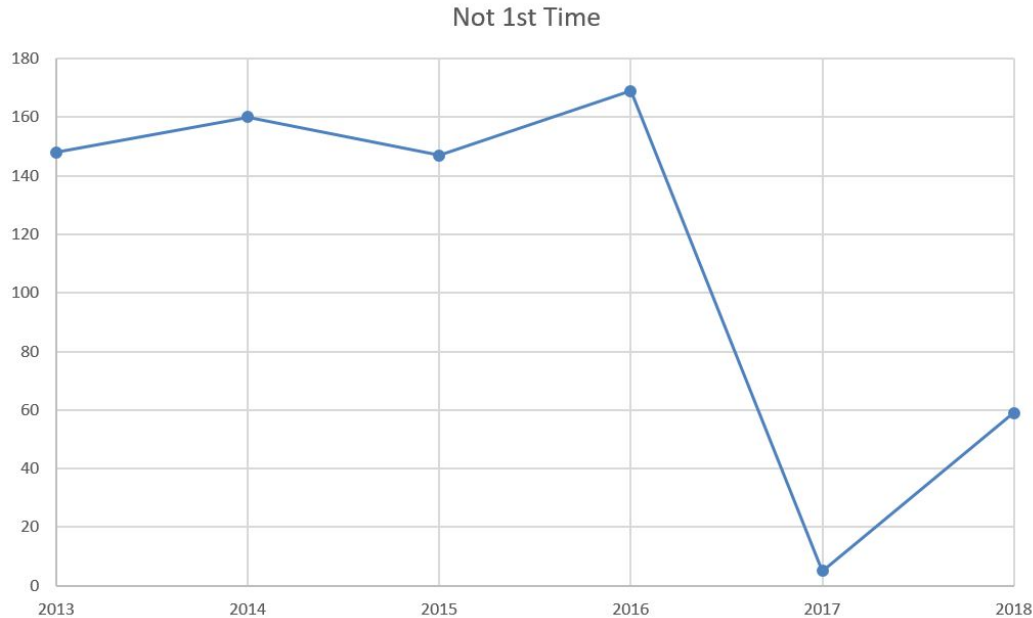


# Data analysis: Per Semester Break Down



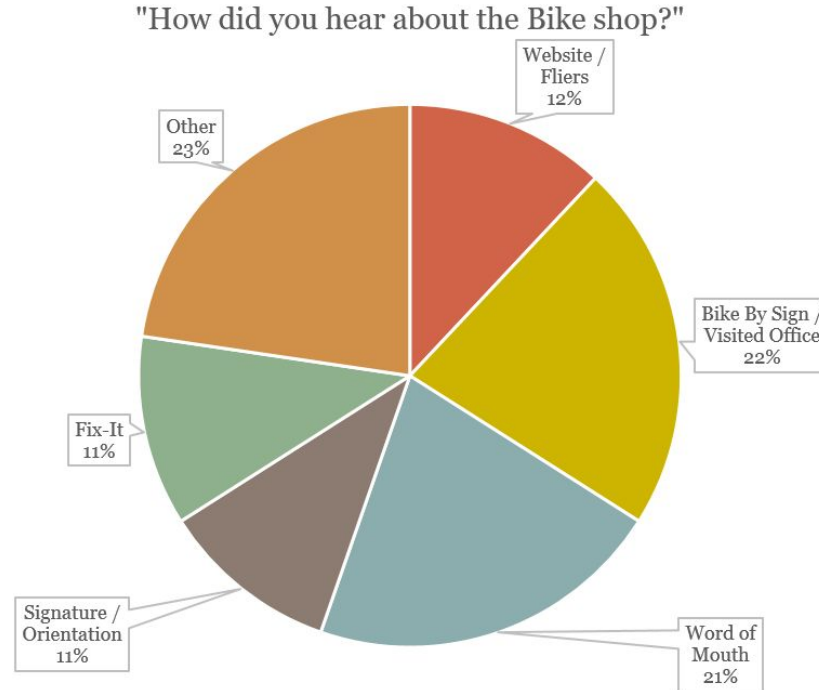
- Summer attendance trending down, fall attendance peaked Fall 2018

# Data analysis: Not-First-Time Attendees



- Reliable visitor count averages near 155 per semester pre-hiatus

# Data Analysis: How did you hear about the bike shop?



- Data recommendations: Sign-in sheet needs to be remade

# Bike Shop Future

- New record for fall semester attendees: 150!
- Bikes are a very important piece to sustainability and community!!
- More education around the importance of biking as a mode of transportation
- More advertising

# Bike Shop Future Continued

- Diversity and inclusion are aspects to this initiative that we strive for
- Engage with ALL students on campus and kalamazoo communities
  - Postering throughout ALL kalamazoo neighborhoods
  - Clear and easy to read signage with key information
  - Consider including multiple languages on signage
  - Engage with local religious, political and community leaders to encourage more bike usage throughout Kalamazoo
- Goal is to create a strong biking community that is safe, accessible, and inclusive

# Bike Shop Advertising

- More social media advertising
- TV screen advertising in campus buildings
- Continue postering and flyers
- Open to suggestions