

## Project Brief - The Bike Stable

### Executive Summary:

Transportation is a key component of a balanced and sustainable society which increases the accessibility and the opportunities of different social groups, but with a direct effect on the environment. The Bike Stable is intended to increase awareness of the of motorized vs non-motorized transportation while advocating a healthier lifestyle. Our shop is for anyone who would like to work safely with tools while increasing their mechanic skills at no cost.

### Introduction:

The Bike Stable is a student run bicycle co-op, which provides free bicycle maintenance and assistance to Western Michigan University students and community members alike. We assist our visitors by sharing our tools as well as our knowledge about mechanics and bikes in general. Visitors get the opportunity to work on their own two-wheeled contraptions with the guidance and support of the friendly, encouraging mechanics here at the Stable.

Our mission is to work with students, staff, and community members in order to promote, encourage, educate, and create a safe environment for learning.

The Bike Stable began as an initiative by ambitious western students and a SSG grant. It was originally located at the Gibbs House garage with only basic tools. Numerous grants helped expand the tool selection allowing for better service and a deeper understanding of bike mechanics. Eventually the Bike Stable found its new home in the Office for Sustainability's shared design studio space at the end of 2012. Our shop has been operating since the beginning of 2013 hosting 182 open shops while serving over 650 individuals and assessed 1305 bicycles.

Image 1: Bike Stable Process Diagram

### Process:

The Bike Stable process is defined by three important components: service, education and advocacy. Each one of these plays a big rule in every open shop we host.

The **service** we give every time we open our doors has helped us to be consistently and repetitively visited by our customers. We believe in **education** and how the way we communicate with our customers has a positive potential effect on the knowledge gained in our shop. We provide instruction and assistance to people regarding their commuting options, how to deal with common bike issues, and provide basic maintenance tips. Our Open Shop is dedicated to providing consistent and friendly service to our WMU campus community.



We truly believe that if we have a welcoming environment while using proper communication skills, we will be visited by people who are curious about the idea. Our efforts to **advocate** are increasing every time in the means of community support and recommendations for our audience.

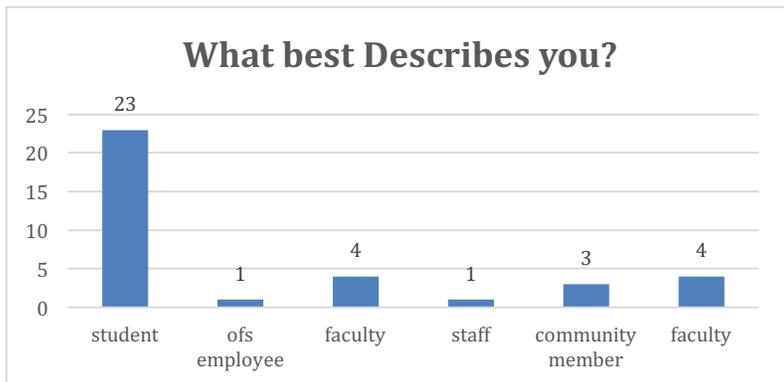
### Charts, Graphs, & Results:

Our staff has recorded the number of visitors since we started operating at the new Office for Sustainability building. Is incredible how much we have grown and the public support we have received.

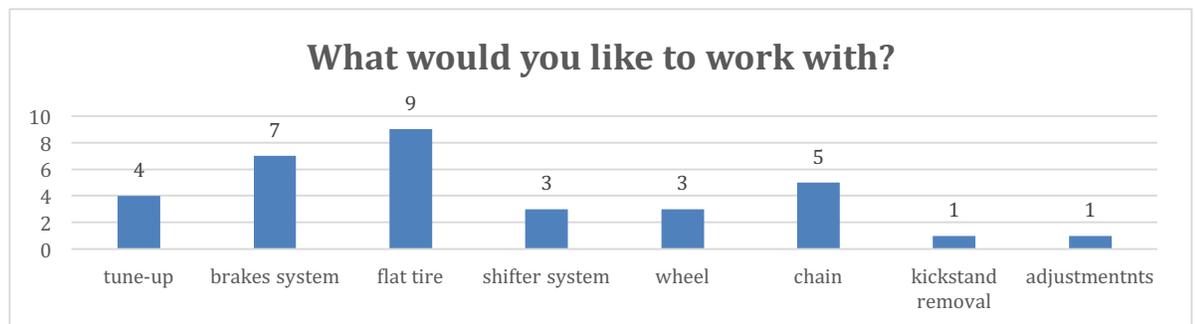
During this semester, we had a total of 33 visitors; 15 of these being visiting for the first time in a total of 10 open shops resulting in being the slowest semester in our history

This semester we implemented the use of an electronic sign-in system where we could gather more information about the visitors while having a direct feedback. The efficient and useful databased system served us to know different factors at every single open shop. The data collected was then stored in an excel spreadsheet where we could then create tables and graphs to visualize our results such as visitor’s description (Graph1), problems assessed (Graph2), first time visitors (Graph3), how often do they visit (Graph4), and finally if they were interested in being part of a bike-repair based RSO (Graph5).

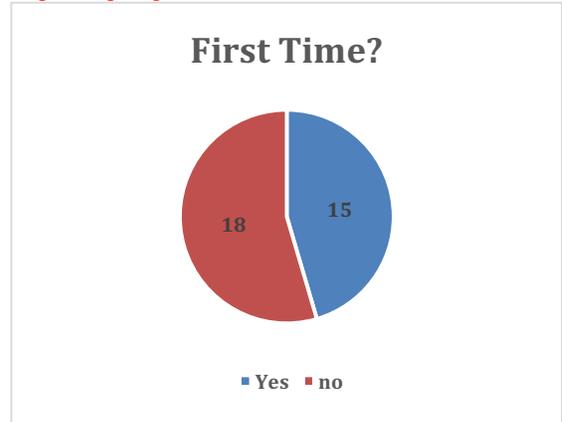
Graph1: Spring 2017 Bike Stable Visitor’s Best Description



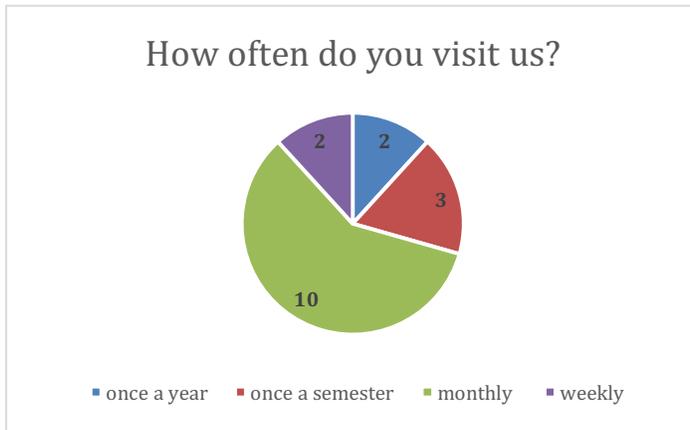
Graph2: Spring 2017 Bike Stable Visitor’s Common Problems



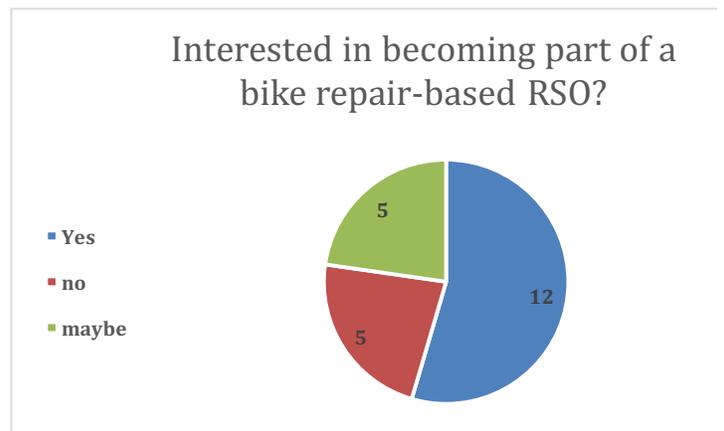
Graph3: Spring 2017 Bike Stable First Time Visitors



Graph4: Spring 2017 Bike Stable Visits Occurrences



Graph5: Spring 2017 Bike Stable Opinion on RSO



### Reflection, and Next Steps:

- New sign-in system worked efficiently saving time and paper. Correct information has been gathered and stored
- A Bike Stable handbook has been developed to serve as a recruitment training tool
- Spring 2017 was the slowest semester in history of Bike Stable
- Bike Stable will have a summer recess and hope to come back with new energy by Fall-2017