

SCU Spins - Bike Share Program

SLURP - ENVS 195



By Colleen
Henn



SCU Spins - Bike Share Program



- In the US, 40% of trips are 2 miles or less, 90% of those are by car
- If 1/10 car commuters switched to a bike, CO2 emissions would be reduced by 25.4 million tons per year
- 3 hours of bicycling per week can reduce a person's risk of heart disease and stroke by 50%

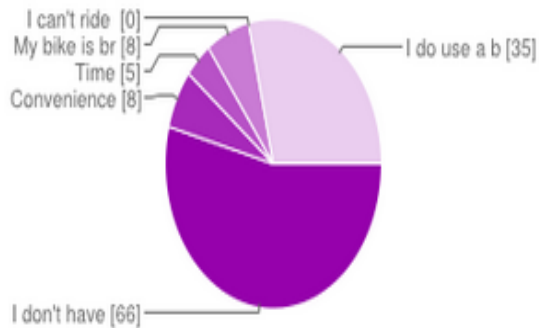
JOIN. RIDE. RETURN. REPEAT.

Research Results

	Zagster	On! Bike Share
		 Colors vary
Funding	Monthly cost/bike Alumni grant/ student fees Santa Clara Fund	Fixed cost - no recurring fees Alumni grant Santa Clara Fund
Cost		\$17,900 + shipping / 20 bikes min: 10 bikes \$895/each inc. integrated lock and external key box
Liability	Offers theft/vandalism insurance Bike is lost - charged to rider who made reservation	
Docks / locks	Installation options vary Can be locked anywhere Docks are recommended to ensure that bikes are locked in the same place	Automated lock systems installed to existing bike racks Students are given a code that they type into
Maintenance	Local mechanics provide routine maintenance. They fix anything that breaks free of cost.	Students are responsible for replacing popped tires Bike usage is tracked Offers on-site setup and training Owner-operated
How students get bikes	Contact zagster: phone call, text (start/end), mobile web Pin on back of bike	Personal code
Student Fees	Tailored to universities needs	Free for students
Bikes	8 - speed Front and rear lights Bell Front basket Fenders/chain guard	20 bikes 7-speed Chainless bikes Integrated locks Automated key boxes Front Basket
Return	Return the bike to wherever you got it	Return the bike to wherever you got it
Destinations	Able to take bikes off campus	Able to take bikes off campus

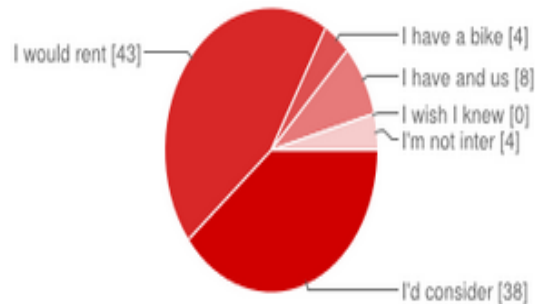
Survey Results

Why don't you use a bike?



I don't have one on campus	66	54%
Convenience	8	7%
Time	5	4%
My bike is broken	8	7%
I can't ride a bike	0	0%
I do use a bike	35	29%

What best describes your opinion of biking?



I'd consider renting one if available	38	39%
I would rent one frequently if available	43	44%
I have a bike on campus and I don't use it	4	4%
I have and use my bike on campus	8	8%
I wish I knew how to use a bike	0	0%
I'm not interested in biking whatsoever	4	4%

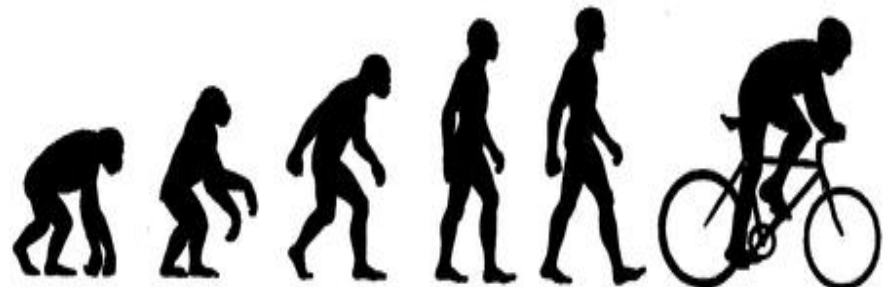
Cultural Wins



- 3 new maintenance stations
- Cycling team tuneups / coffee

Next Steps

- Meeting with CEO of Zagster this Wednesday
- Determine logistics
 - locations
 - fees for students
 - information sessions
 - etc...



THANK YOU

Stephanie Hughes

Lindsey Kalkbrenner

Millicent Kenny

Cara Uy

Gavin

Harrison

The Earth (everyone else)

