



CAMPUS BIKE PROJECT MANAGER TRANSITIONAL FUNDING

APPLICATION INFORMATION

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I. Detailed Project Description:

Transitional Funding for Shop Manager at Campus Bike Project

If awarded this \$7,500 grant will provide 50% funding of a part-time Shop Manager position, at the Campus Bike Project from May 2011 continuing through until April 2012.



Project Goal:

The goal of this grant is to create a financial bridge which builds on the initial success of the Campus Bike Project during its inaugural year 2010, when the part time shop manager position was funded 100% by the UIUC Facilities and Services department. Creating in subsequent years, a financially sound, self-sufficient, self-funded shop, where all operating costs are recouped through memberships and the sale of recycled refurbished bicycles, new and used parts and accessories.

Sustainability:

The CBP (Campus Bike Project) ascribes to the definition of sustainability as: the ability to meet present needs without compromising the ability of future generations to meet their needs. In this understanding of sustainability, CBP is sustainable on a number of levels:

- Bicycling meets an important need: transportation. Compared to Single-Occupancy Vehicle (SOV) trips, biking serves as a healthy, reliable and inexpensive means of transportation. Reducing SOV trips to campus reduces costs for road maintenance and parking infrastructure.
- CBP operates with very low overhead: CBP has established relationships with UIUC, the City of Urbana, and the City of Champaign, whereby used bikes are donated to the project keeping them from entering the waste stream.
- Donated bikes are recycled, repaired and/or sold by CBP. Currently, CBP receives many more bikes than we can repair. Through partnership with the Working Bikes, CBP and The Bike Project have increased its impact regionally and globally by supporting bike programs in developing countries. We will continue to improve these efforts as the University of Illinois shop location becomes more well-established.
- CBP encourages education by supporting members to select an un-repaired bike and learn to make proper repairs themselves under the guidance of CBP staff. This process creates a community of individuals who know the skills required to maintain their own bikes.
- CBP has taken important first steps to secure enough income -- through membership and sales -- to support the part-time staff required to supervise the space, coordinate volunteers, and run the program. With this transitional funding, CBP will be able to grow into self-sufficiency without operating under a deficit.

Feasibility:

The Bike Project of Urbana-Champaign has grown since its founding in 2006 to become financially self-sufficient. In 2009-10 and 2010-11, we were even able to fund the salary (in conjunction with a grant secured by the U-C Independent Media Center) for an AmeriCorps volunteer, at a cost of \$7,500 per year. In addition, TBP pays \$10,000 per



year in rent and utilities, which are not expenses that the CBP expects to experience in the near future. We are confident that the Campus Bike Project location, with the help of this transitional funding, will be able to capably fund a part-time Manager position in 2012 and into the future.

Longevity and/or permanence of results:

The impact of CBP on University of Illinois campus is long-term and both benefits its members who use the project, as well as enriches the local community. The Facilities and Services Department's Strategic Plan cites: "in fiscal year 2005, the campus burned... 476,504 gallons of gasoline, and consumed... (a)n unquantifiable number of bus miles and thousands of vehicle trips were generated on campus to transport faculty, students and staff." As such, this project coordinates efforts with the Transportation Demand Management Office to increase the use of bicycle as transportation on campus. CBP is currently operated by one part-time staff person and several student volunteers. This part-time staff person receives oversight and support from the Department of Facilities and Services Transportation Demand Management Coordinator as well as The Bike Project of Urbana Champaign steering group with input from current members and volunteers.

A strong foundation of cooperation was formed between CBP, Facilities and Services (both TDM and Parking), and the Office of Sustainability in the Project's initial nine months of operation. This foundation will be built upon and strengthened in coming years to further the goals of CBP, and also those of other University entities whose focus is on non-motorized transportation.

Summary of communication with administrative entities:

Morgan Johnston, Director of Transportation Demand Management, has been a driving force behind the successful institution of the Campus Bike Project. She has been endlessly supportive since the project's inception, and continues to be a strong advocate for the services that the CBP provides.

Michelle Winters, Director of Parking, has provided material and administrative support of the CBP in many ways, most prominent being her department's continued supply of abandoned bicycles to the CBP (and TBP) for refurbishment and sale.

Location:

The CBP currently occupies, and will continue to occupy, ten garage bays of the Natural Resources Garages at 608 W. Pennsylvania in Champaign. This location was renovated through a 2009 grant from the SSC, administered by Facilities and Services.

II. Budget & Fundraising:



1. Detailed budget

- The Campus Bike Project Manager is a part-time position at an annual cost of \$15,000 per year (\$1,250 per month). This grant request is for 50% of that cost for one year, or \$7,500, paid in monthly installments (\$625 per month) beginning in May 2011 and ending in April 2012.
- The Campus Bike Project opened in March 2010. It had \$13,131 in total revenue (an average of \$1,460 per month) and \$11,863 in total expenses (or \$1,318 per month), for a net revenue of \$1,268 (or \$141 per month). Please see attached Annual Report for more detailed information of 2010 financial performance.
- The Campus Bike Project had 1,618 total visits by 866 unique visitors in nine months of 2010, and 220 memberships originated at the campus location in the same time period.

CBP Annual Revenue (forecast 2011):

Bike Sales: 100 @ \$100 each (avg.):	\$10,000
Memberships: 400 @ \$25 each:	\$10,000
Parts Sales:	\$ 1,500
SSC Grant?:	\$ 7,500
Total Revenue:	\$29,000

Expenses:	
Manager Position:	\$15,000
Parts and Supplies:	\$14,000
Total Expenses:	\$29,000

2. Fundraising

In future years, all funding for the part-time Manager position will be generated by membership fees and sales of refurbished bicycles and new and used parts and accessories. Here is the business plan for May 2012 to April 2013:



Revenue:	
Bike Sales: 150 @ \$100 average:	\$15,000
Memberships: 600 @ \$25:	\$15,000
Parts Sales:	\$ 2,500
Total Revenue:	\$31,500

Expenses:	
Manager Position:	\$15,000
Parts and Supplies:	\$16,000
Total Expenses:	\$31,000

III. Timeline

Provide a detailed project timeline.

The Campus Bike Project is open year-round. The initial funding from the UIUC Facilities and Services department for the Extra Help Manager position will run out in Spring 2011, at which point the position will need to be funded by a different source.

IV. Energy, Environmental, Social and Economic Impact

A. Renewable Energy Projects: not applicable

B. Energy Efficiency Projects:

a) *Energy saved.* With 866 unique visitors over the first 9 months of Campus Bike Project operation, we project 1150 unique visitors for a 12 month period (keeping in mind seasonal use patterns). A conservative estimate for how many SOV trips could be eliminated from campus would be:

2300 miles/week of bike trips replacing automobile trips. With 1150 cyclists using the CBP, this figure is reached with only 2 additional miles/week each, roughly a single, short trip per cyclist. Cases can be made for impacts 10-100 times greater, such as eliminating a larger number of SOV trip miles, or supporting a small number of CBP visitors to adopt a car-free or nearly-car-free lifestyle.

Estimated energy savings: 7,763 gallons of gasoline annually.

(Calculating by the 3.375 annual-gallons-saved / weekly-commute-mile ratio in "Using a bicycle to commute four days a week for four miles (one-way) saves 54 gallons of gas annually)."¹

b) *Energy requirements.* Only heating, ventilation, and standard electrical service is needed for the space, with fluorescent lighting and occasional powered tool



use. This roughly amounts to 1,000 gallons of fuel annually (enough to heat a large home). We assume bike recycling more than makes up for new tool/storage purchases.

c) *Net energy saved.* 7,763 gallons of fuel – 1,000 gallons of heating fuel = 6,763 gallons of fuel saved
= 6,763 gal * 35.65 kWh saved = 241,100 kWh saved
(conversion factor: 1 gal gasoline contains 36,650 watt-hour)²

C. All Projects

Environmental Impact

Using a bicycle to commute four days a week for four miles (one-way) saves 54 gallons of gas annually.¹ The energy and resources needed to build one medium-sized car could produce 100 bicycles.²

1. From the Eugene/Springfield (OR) Bicycle Map (1998), which further credits the American Lung Association, Oregon Traffic Commission, Association of Commuter Transportation, American Automobile Association, and City of Eugene.

2. "How Gasoline Works". <http://science.howstuffworks.com/gasoline1.htm>. Accessed March 19, 2009.

Greenhouse Gas Impact (using the provided rates and costs):

6,763 gal gasoline offset * 19.4 pounds CO₂/gallon = 131,200 pounds CO₂ offset

6,763 gal gasoline offset * \$2.50/gal = \$16,907.50 in gasoline spending offset

Additional environmental impacts:

The Bike Project aims to be sustainable in all its undertakings. We recycle bikes that might otherwise enter the waste stream. Bikes and parts that we cannot use are brought to scrapyards. In addition to decreasing the number of SOV trips, our presence will increase the visibility of bikes used around campus. More bike visibility often leads to more bike use, in a virtuous circle including more aware drivers, and safer streets, and ultimately to a lowered rate of SOV trips and high energy savings.

Social Impact

CBP is a co-operative where students can learn how to repair and maintain their bike for transportation throughout the year. They will gain bike safety skills, and the necessary access to bike safety gear. They will also be exposed to an active community of bike enthusiasts who share ideas, knowledge, and expertise on biking in this community. This model empowers people to maintain and share the habit of sustainable transportation, spreading the value of bicycle commuting far beyond the direct impact of the project.



Transportation is a universal need and this service is open to all University members. Community members who might not otherwise interact would have a venue for meeting new and different people. By providing sustainable transportation to persons that would otherwise be limited to walking and public transit, the project will also increase trips to the neighboring business districts resulting in sustainable local commerce (e.g., trips to the Urbana Farmers' market). Increasing student/staff/faculty mobility means people are able to become more active participants in their academic and surrounding community, regardless of income level.

V. Outreach and Education

Visibility of Project:

The Campus Bike Project has a visible on-campus presence, and this grant will ensure that it continues as such. CBP has participated in Quad Day and would be happy to do so again. CBP staffers and volunteers made several visits to residence halls to promote the new location, and will continue in 2011.

Role that students will play in the project:

Students make up the majority of visitors, as well as volunteers, at the Campus Bike Project.

Opportunities for involvement in classroom curriculum

To encourage student involvement, the part time staff person will also be asked to contact professors who may be interested in including this project as a service-learning opportunity for their students. The project applies to the curricula of many different departments, that could each make a substantial contribution to the success of this project.

Media Opportunities

As the CBP location becomes more mature, we would seek to continue to utilize existing media relationships as well as the media resources at the UCIMC to get the word out about this exciting initiative. The CBP has been featured by several local television stations, newspapers, and other media outlets.

Please send the project application (**max limit of 5,000 words and 15 pages**) to Suhail Barot <sustainability-committee@illinois.edu> by January 30, 2011.