**A. Executive Summary**

Our LINC class partnered with Facilities & Services to test the feasibility of a bike-sharing program on the University of Illinois campus. The main goal of our partner is to improve the bike culture on campus. One potential way to accomplish this lies in the possibility of implementing a bike-sharing program. Our class, comprised of 16 undergraduate students of various majors, has been split into three distinct groups: Department Bike Sharing, Market Analysis Survey, and Bike Culture. Each group works together to ultimately achieve a deeper understanding of the campus bike culture as well as the possibility and future success of a bike-sharing program on our campus.

The first project explored the biking culture in the Champaign-Urbana community relating to biker and pedestrians’ interactions.  We analyzed previous and newly-conducted data that measured attitudes about the biking culture on campus and determined the issues that should be attended to in order to improve biker and pedestrian relationships on campus. Ultimately from this extensive research we have determined that a biking education program is the right fit for improving biker-pedestrian relations on campus. This program should be produced for the community that would raise awareness and educate people about biking rules, safety, and etiquette.

In addition to examining and improving bike culture, we created a survey to gauge interest in a bike sharing program among students, employees, visiting students, faculty, and community members. The survey was created using information gathered from focus groups, interviews, and secondary research. All of the learned information was given to Facilities and Services along with a polished survey including details of why we are asking these questions so that our project can be carried on next semester. Our group concluded that accurate results, as to whether a bike sharing program has the potential to be successful on the University of Illinois campus, would only be gathered at the end of Spring 2012 semester or the beginning of Fall 2012 semester.

The third part of our project dealt with developing a departmental bike sharing program manual. Currently, the kinesiology department on campus has its own bike sharing program for the faculty employed there and we will be looking into how this model can be implemented in other departments and expanded into a campus-wide program. We have produced a handbook that will show how to start and maintain the program, to be available for all other departments in the future who would also like to implement a departmental bike sharing system. This information will be posted on the Facilities and Services website so that it is available for anyone who is interested in learning more about biking in Champaign-Urbana.

The availability of this information should spark interest in bike sharing throughout new areas of the campus. The accomplishment from this three-step program will create better attitudes towards biking in the community and will help to improve education and awareness about biking. The market analysis will show whether or not Facilities and Services should continue with this program or devote their resources somewhere else. The departmental bike sharing program will be an effective way to show how accessible biking is on campus, how it can save time and how other departments can implement it.

**B. Table of Contents**

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**C. Partner Profile**

The community of Champaign-Urbana is experiencing an issue that is in dire need of fixing. The biking situation in our community is causing a lot of problems with people’s happiness, safety, and the environment. In order to fix this problem we will need to develop a fully integrated plan that covers the three areas that are affected by the biking situation on campus; Facilities and Services, bike sharing and biking in the community. We aim to take an in depth look at all three of these categories in order to understand their situations better and access the issues that need to be addressed. Once we learn about our partner and the issues we are facing, we will be able to propose effective solutions that will improve the spirit and safety of our community. We understand that this process is going to take a long time to fully fix the problem, but we are excited to begin working on them right away.

       Initially, we will need to talk to our partner, Facilities and Services, to understand what programs they have already launched, what plans they have in the works and what they still need to get started on.Preliminary research on Facilities & Services was done through a series of interviews conducted with employees. Through this research, it was found that Facilities & Services is responsible for all bike-related issues on campus, as well as all campus building and road maintenance. More extensively, their bike-related duties include managing the bike paths and bike racks. Their current bike projects include production of U-shaped bike racks, bike path maintenance and signage, as well as planning for bike-related facility installation. In the recent years of university-wide financial difficulties, Facilities & Services has not always been able to provide funding for the bike-related projects. Their responsibilities are prioritized due to a limited amount of resources including a budget, human resources, and time. This does not mean that Facilities & Services has forgotten the importance of the biking around campus. Rather, Facilities & Services views campus biking as an important part of their organizational emphasis but have not articulated where bike sharing ranks on a list of priority assignments to coincide with environmental and societal sustainability (Johnston, September 2011).

Although Facilities & Services has not specified where biking lands on their priority list, the organization has conducted research in the past with the aim to improve biking on campus. Over the summer of 2011, they hired a half-time summer intern for the department to conduct a bike sharing feasibility study in order to assess the possibilities for bike sharing on campus. The study looked into several different types of bike sharing systems, such as one that would use a kiosk system or one that would utilize GPS and other technologies to track their individual bikes. Aside from studying different types of bike sharing, the study also searched for possible target audiences (<http://sustainability.illinois.edu/ssc/about.shtml>).

In addition to the Bike Sharing Feasibility study that Facilities & Services conducted,  there has been several other bike-related studies done on campus. The “Where is the Love?” campaign was developed for a class assignment at University of Illinois. This campaign analyzed data related to student’s attitudes towards the biking culture on campus (Johnston, September 2011). This research will be helpful to reference when thinking about student’s current attitudes and opinions about the general biking culture on campus.

According to Morgan Johnston, a director at Facilities & Services, a Multi-Modal Transportation Study for the University of Illinois at Urbana-Champaign campus was conducted in 2007 covering all forms of transportation, including biking. While the report was not received yet, Morgan states that the report discusses elements, such as demographics, for each mode of transportation.  It also included traffic volume in specific areas of the campus and pointed out the areas of conflict on campus as well as in cities of Champaign-Urbana.  Morgan from Facilities & Services has a hard copy on file that can be referred to if necessary. Facilities & Services hopes that our LINC (ENG315-GAB) program will help them expand these findings and provide them with guidance to advance (Johnston, September 2011).

Currently, Facilities & Services is proposing a campus bicycle network, or bike plan, that outlines all of the existing and new bike paths and lanes that need to be built or improved. This also involves removing unnecessary paths that will no longer be in use on campus, as better-located and lanes will replace those paths (Johnston, 2011). Once Facilities & Services obtains jurisdictional approval to execute these bike paths from the cities of Champaign and Urbana, they will begin the process of designing the new bike plan. Unfortunately, it is not certain when exactly the jurisdictional approval could be obtained, but they hope to receive the  answer in a near future (Johnston, September 2011). Facilities & Services also plans on installing two bicycles “fix it” stations by the end of the year 2011 to provide bikers on campus with the necessary tools to maintain their bikes. One of the stations will be outside the Campus Bike Project for the times it is closed and the other is planned to be located centrally on campus at students’ convenience (Johnston, September 2011).

Facilities & Services also works with the Campus Bike Project, a group that offers assistance and training for new bike riders to help them learn the rules, laws and etiquette of bike riding in Champaign-Urbana (Johnston, September 2011). In addition, Facilities & Services donates the bikes abandoned by students to the Campus Bike Project, in which the bikes will be scavenged for parts or sold after reconditioning. It is important to note that these forgotten bikes can serve as the primary source of rental bikes in the bike-sharing project. By using the bikes available from the Campus Bike Project, the bike sharing project’s initial cost for investing in new bikes can be substantially reduced; however, Carl Stewart, who is the director of the Campus Bike Project, indicated that those bikes may need some reconditioning to be ready for the road. Typical maintenance procedures include re-greasing of various mechanical parts, but because the available bikes have been neglected for extended periods, it may require new components which can prove to be expensive. Carl Stewart also indicated that longevity of the bikes even when repaired would be questionable due to low quality parts (Carl Stewart, September 2011).

Other current partners of Facilities & Services include Campus Safety and the Champaign County Bikes group. They collaborate on events such as Campus Safety Day where they educate bike riders about the basic safety rules and regulations when riding. They also hold an event called Light the Night once every Fall and Spring semester. This workshop is open to the community and is designed to increase biking safety and legality by installing reflector lights on the bikes for riders in order to be visible at night (Johnston, September 2011).

By collaborating with these organizations, a bike sharing program is among the Facilities & Services’ future plan for the campus that they would plan to implement for university employees as well as for the student body (Johnston, September 2011).  Facilities & Services has informed us that a departmental bike sharing project has already been initiated by the Kinesiology Department. The Kinesiology Department’s bike sharing program had been designed by one of its members, Wojtek Chodzko-Zajko, to improve the department employees’ health and reduce the time spent commuting to and from other campus buildings (Johnston, September 2011). Based on this pilot program for university employees, Facilities & Services articulates that bike sharing is a feasible goal.  Facilities & Services had been informed that the Kineseology Department’s bike sharing program has been successful with positive user feedback and frequent bike usage. Reviewing the Kineseology Department’s pilot bike sharing program represents an opportunity to extract a realistic estimate of Facilities & Services’ cost for implementing a bike sharing project for the student body.

Despite their desire to implement these programs, Facilities & Services’ budget has been severely reduced during recent university-wide budget cuts to an extent that the department is only attending maintenance issues requiring immediate attention (Johnston, September 2011). Therefore, it is difficult for them to make biking-related expenditures at least for the 2011 academic year. That said, the fact that Facilities & Services has developed the Campus Bicycle Network Plan proves that biking on campus is an important issue for them. In the Campus Bicycle Network Plan, Facilities & Services envisions a campus with federally approved 8-feet wide biking roads, better connectivity to and from campus buildings, as well as bike paths in the cities of Urbana and Champaign. Since Facilities & Services is heavily involved in fieldwork, which will be required in the Campus Bicycle Network Plan, they have a close estimate for the cost and the amount of time required for implementation of the project.

Despite the ambitious plans to improve the biking infrastructures, Facilities & Services informed us that implementing such a citywide project would require approval from Champaign-Urbana Mass Transit District (MTD), Urbana City council, Champaign City Council and other jurisdictional bodies. In addition, program funding by the state and university are hurdles standing between a biking-friendly campus and the current issues around biking on campus. Because of these reasons, it is not feasible to construct a completely new bike route system for the Champaign-Urbana area. Below is a map of the existing bike paths in the area that they are able to work with in the mean time:

There is not one specific decision maker for implementing plans at Facilities & Services. Instead, Facilities & Services has many participants leading the organization’s decisions and actions. In addition to the department leaders, the organization relies on the university’s chancellor, president, and students to make decisions. In order to carry out these decisions and plans specifically based on biking, Facilities & Services works with the previously mentioned stakeholders as well as the cities of Champaign and Urbana, the MTD, Champaign County Bikes group, the Bicycle-Pedestrian Advisory Committee, and the Student Sustainability Committee (Neptune, September 2011). It was found that all these groups work towards building sustainable University of Illinois campus and the Champaign-Urbana area.

These findings prove that in order to move towards this goal, Facilities & Services needs additional funding and the cooperation of staff and students who want to be involved in this bike project. While Facilities & Services expressed that funding at the moment is an obstacle, they hope that groups willing to help on the projects, like our LINC class, will move them closer to their goals. To start this process, we suggest Facilities & Services study other universities and communities who have implemented biking plans to determine elements that would be well integrated on the University of Illinois’s campus-- while also listening to students’ and experts’ concerns.

Now, it is important to talk about Bike Sharing and its feasibility on campus.  In order to do this, powerful partners and collaborators will be needed.  The Facilities and Services main collaborators in this bike-sharing program will be the University of Illinois, the city council of Urbana, the city council of Champaign, and Champaign-Urbana Mass Transit. Since the inception of the University of Illinois Urbana-Champaign, there has been a strong relationship with the collaborators. A bike-sharing program would allow for the people MTD serves, including students, faculty, local community members and visitors to have a convenient, healthy transit alternative to run errands, make it on class on time, or simply go sightseeing (Champaign Urbana Mass Transit District, 201).   In the presence of the bike sharing system, all three collaborators along with Facilities and Services will find a resolution to put a bike sharing solution into effect.

Considering the roads are owned by three different entities, UIUC, Urbana, and Champaign, it will be a very difficult task to get everyone on board for the collaborative infrastructure improvement. Urbana is currently considering about installing additional bike paths, but then there will be areas in Champaign and on University property that will not have room for the increased number of in bikers (Chhaya 2). Multiple changes from paths to lanes and vice-versa would create havoc for riders. During our preliminary research and review of “The Where is the Love” campaign, we have found that biking on campus already has a negative connotation associated with it. There are also negative opinions about the biking infrastructure on campus. If a bike sharing program is implemented for faculty and/or students, there will be an increase of the volume and traffic of biking on campus. The need for smooth transitions from town to University need to be improved from their current state in order to deal with the increase of bikers on campus.

Bike sharing programs usually rely on volunteers and partnerships. Partnering with local businesses that may help with bike repairs, develop advertising campaigns, or make pledges can help keep a low budget. A partnership with the rehab center for Champaign County Bikes proves to be very valuable when attempting to maintain the inventory. The Campus Bike Project Director, Carl Stewart, shared insight that a partnerships with parking lot vendors could be useful.  A large problem on campus is having a lack of sheltered, bike parking.  The volunteers in a proposed program would monitor inventory and keep track of any changes or improvements that need to be made (Ibike). The ARC can help make the bike sharing program less reliant on volunteers.  Their employees would be in charge of overseeing the inventory and other everyday operations.  At the University of Southern Illinois at Edwardsville, the Campus Rec Center implemented a bike sharing system in April 2010 free of charge to students. They bought 30 bikes to have at the Rec Center. Students can take the bikes out for one day at a time (Bike Share). The University of Illinois would implement a similar, successful system and ideally see positive results.

Not only do the Bike Sharing Programs require a lot of thought and planning, but they also need funding. The New Balance *Hubway* bike share system, in Massachusetts, features 61 stations and over 600 bikes around the city. The system is operated by Alta Bicycle Share of Portland, OR and includes locations in Kenmore Square, Roxbury, the South End, the Longwood Medical area, Allston, Brighton, the Back Bay and more. New Balance *Hubway* is funded by a variety of sources including grants, sponsorships, user revenue, donations, and advertisements. Three year costs of equipment and operations total to $5.7M, and there were grants that totaled to $4.5 million including $3 million for the region from the Federal Transit Administration (FTA), $450,000 from the Boston Public Health Commission (BPHC), $250,000 from the Public Works Economic Development program, and $850,000 from the Metropolitan Planning Organization’s Congestion Mitigation and Air Quality (CMAQ) grant program. Currently, 15 sponsorships have been secured for the New Balance *Hubway* worth $1.9 million over three years, including $600,000 from New Balance Athletic Shoe, Inc. Station sponsors receive naming and logo rights to a station, located typically at or near the property. A few of the station sponsors include the Boston Red Sox, the Prudential Center, Children’s Hospital, Harvard University, Northeastern University, Procter & Gamble Gillette, and TD Garden (Hubway).

Similarly, Paris has a large-scale bike sharing system funded by JCDecaux, the largest outdoor advertising company in the world. The company paid start-up costs of about $115 million and employed the equivalent of about 285 people full time to operate the system and repair the bikes for 10 years. All revenue from the program will go to the city, and the company will also pay Paris a fee of about $4.3 million a year. In exchange, Paris is giving the company exclusive control over 1,628 city-owned billboards, including the revenue from them, for the same period. About half the billboard space will be given back to the city at no cost for public interest advertising. Nearly 90 universities, from New York University to the University of Alaska-Anchorage, offer some form of a campus bike program, according to the Association for the Advancement of Sustainability in Higher Education. Fueling the demand are the public embrace of biking culture, new miles of bike lanes, and the economic recession that has many tightening their spending. Students at Drury University agreed to pay a $20-a-year sustainability fee, which funds their bike sharing program. University bike programs are usually funded by an internal grant or student fee. Some programs require membership to checkout a bike, some are free, and a few colleges charge a rental fee (Tang, 2010).

       In Champaign Urbana, there has already been a pledge of $50,000 from the Students for Sustainability Committee towards the creation of a bike-sharing program. The average start up cost for a conventional bike sharing system is $3,000 and $4,000, which means the money can be used to run between around 10-13 bikes. This may be not much in regards to Champaign-Urbana’s population, but considering the fact that the bike sharing program can be funded and sponsored by a wide variety of businesses and companies within the community, it is a good starting point (Biggs, 2010). In addition, the University and even the Champaign-Urbana Mass Transit District has offered their assistance in the creation and beginning of the program. Through this program, racks with quality bikes would be set up at high-activity hubs and businesses on campus and in the downtown areas of Champaign-Urbana. MTD has already installed 69 bicycle parking spots around Illinois Terminal, which equates to one bike parking space per ten car spaces. MTD also signed on as a sponsor when the Champaign County Bikes and the League of Illinois Bicyclists created a bicycle route map for the Champaign-Urbana area. The map features routes that are rated by level of “cycling comfort” and are colored green, yellow or orange, depending on the road compatibility for cyclists. The map also provides safety information and details on riding MTD with a bike. MTD participates in and promotes bicycle awareness events all year round to encourage bicycle riding and safety, including the National Bike to Work month in May, bike rodeos to teach children safe cycling skills and rules, and advertising campaigns to raise awareness of roadway safety issues (Champaign Urbana Mass Transit District). There is clearly a move for improvements in the transportation on campus because there is overcrowding of the bus system, and even congestion in the streets of the campus. It is generally believed that a bicycle program like this will improve the quality of transportation throughout campus, and allow for greater ease of traveling throughout campus (Bike Sharing Information).

Universities such as Southern Illinois University at Edwardsville has had a bike sharing program on its campus since April of 2010. The mission of the bike sharing program was to encourage a culture shift in SIUE students, faculty, and staff toward increased reliance on non-carbon modes of transportation. The program provides those who do not own bicycles with the opportunity to explore the SIUE campus and see how advantageous a bike can be while re-discovering the fun of bike-riding. The university’s Sustainability Advisory Group purchased thirty American-made Worksman bicycles for its fleet. The bikes are very durable, reliable, and safe with a proven track record in the bike share industry.  All of the currently enrolled students, faculty, and staff are eligible to check out a bike at their respective Campus Recreation Center and are available for day use, though they must be returned the same day (Bike Sharing Program). There are several organizations that work to maximize funding and improve the availability of bike sharing programs. For example, Bikes Belong (<http://www.bikesbelong.org/>) is a program that is a great resource for any projects that are in the early stages.  The mission of Bikes Belong is to increase the use of bikes.  They do this by helping with Federal Policy and Funding to assist in starting up programs such as Grab-A-Bike. Additionally, they have given 231 grants to committees to begin important and influential projects to several communities throughout the United States. They also work at promoting bicycling and use National Partnerships to increase their influence.

**D. Project Proposal**

1. **Executive Summary**

The purpose of this project is to move the community towards building a bike sharing program on campus. This will involve addressing the biking culture on the University of Illinois campus, creating a market analysis survey to determine who would be willing to use a bike sharing system and at what cost, and developing a departmental bike sharing program plan on campus.  These three areas of concentration are separate projects that will be combined to solve the bigger issue of biking in our community.

The first project will explore the issues revolving around biking culture in our community relating to biker and pedestrians interactions.  We analyzed previous and newly-conducted data that measured attitudes about the biking culture on campus and determined the issues that should be attended to in order to improve biker and pedestrian relationships on campus. Ultimately from this extensive research we have determined that a biking education program is the right fit for improving biker and pedestrian relations on campus. This program should be produced for the community that would raise awareness and educate people about biking rules, safety, and etiquette.

In addition to examining and improving bike culture, we will create a survey to gauge interest in a bike sharing program among students, employees, visiting students, faculty, and community members. The survey will be created by information gathered from focus groups, interviews, and secondary research. All of the learned information and a polished survey will be given to Facilities and Services at the end of the semester so that our project can be carried on next semester. Our group concluded that accurate results, as to whether a bike sharing program has the potential to be successful on the University of Illinois campus, would only be gathered during the end of Spring semester or the begging of Fall semester. Currently, the kinesiology department on campus has its own bike sharing program for the faculty employed there and we will be looking into how this model can be implemented in other departments.

The third part of our project deals with developing a departmental bike sharing program on campus. Initially, there will be a handbook produced that will show how to start and maintain the program, to be available for all other departments in the future who would also like to implement a departmental bike sharing system. This information will be posted on the Facilities and Services website so that it is available for anyone who is interested in learning more about biking in Champaign-Urbana.

The availability of this information should spark interest in bike sharing throughout new areas of the campus. The accomplishment from this three-step program will create better attitudes towards biking in the community and will help to improve education and awareness about biking. The market analysis will show whether or not Facilities and Services should continue with this program or devote their resources somewhere else. The departmental bike sharing program will be an effective way to show how accessible biking is on campus, how it can save time and how other departments can implement it.

1. **Objectives and Justifications**
   1. Bike Culture on Campus Objectives
      1. Identifying the problems that currently exist between bikers and pedestrian-relations and in bike culture on campus in general.
      2. The ultimate objectives are to make biking and walking more viable and appealing transportation options for people on campus, by making it safer and more pleasant, in order to ease congestion and traffic and reduce greenhouse gas emissions caused by cars.
      3. Campus morale and attitudes towards biking will improve when people follow the rules, learn how to share the roads and paths with other forms of transportation, and understand commuter etiquette of the road thereby creating a friendlier community environment.
      4. As a result of people feeling more comfortable using bikes in a safe biking community and being more aware of the proper biking habits, the number of bikers will increase.
      5. We will improve the perception of biking on campus from negative to positive  which we will measure by comparing an initial survey that will be given out this semester and another survey to be taken around the same time next year. Conduct a survey this semester to establish a baseline by which to compare improvements in biking culture in the future. We will share the survey with Facilities & Services, so that it can be replicated in future years to collect data to compare to the baseline.
      6. Research the feasibility of a bike education program on campus. We will analyze the funding issues, who will manage it, what will go into this program, when we will offer it and who we will offer it to. Ultimately the GAB group from next semester will be responsible for using our research and making the program come to life.
   2. Market Analysis Survey Objectives
      1. Identify a target audience who would potentially use a bike sharing program.
         1. It is important for Facilities and Services to know who would use a bike sharing program on campus because it will be a major investment of time and resources.
         2. The survey will be created so the following semester’s students will be able to determine how many bikes are needed for a bike sharing program as well as what cost people are willing to pay for such a service.
         3. We will hold a focus group and conduct interviews to determine how to address the survey participants correctly. This qualitative data should give us deeper knowledge about bike sharing and what is certain people want on college.  When the weather improves, a larger audience can quantitatively prove or disprove our findings.
         4. The focus group and interviews can also guide what kind of bike sharing program will be used.  This may be a determining factor for people to participate, based on what the program looks like.  This will give people the opportunity to share where they would like to see bikes placed around campus and Champaign-Urbana. With a better understanding of what our focus group participants and interviewees want, we can craft a better survey. Also, we may find that there is no interest in bike sharing before we do a large scale distribution of the survey.
      2. A market analysis can examine the benefits or deterrents associated with a bike sharing program.
         1. Next semester, the analysis will give information as to whether Facilities and Services should either move forward with the project or if they should use their resources for another project. If the project looks like it can move forward, it will give Facilities and Services insight to who their potential bike sharing members will be and who they should market to. It will also help determine how many bikes, where the bikes should be located, the type of bike sharing system, and how much people will be willing to pay.  The benefit of this may come with more positive associations to biking on campus (evidence to be associated with the Bike Culture section).  If the program does not look like it will be a success it will allow Facilities and Services to reevaluate where their resources and funding can go. Furthermore, if there is some interest but not enough to make a complete bike sharing system for all of campus and Champaign-Urbana, this information can be shared with another campus unit such as Campus Recreation or with college departments looking to implement a bike sharing program.
   3. Faculty Bike Sharing Objectives
      1. The objective of this group is to pilot a bike sharing program for campus employees that is similar to the one currently implemented by the Kinesiology department, with the intention of expanding it into other departments on campus to provide an accessible and sustainable mode of transportation for University of Illinois employees in the execution of their duties.
      2. This will improve travel times across campus, save money spent on parking and gas as well as promote healthy lifestyles through physical exercise. It will also decrease traffic congestion on campus streets and decrease carbon emissions caused by driving for the departments who implement the bike sharing program. We will not be making a campus-wide program which would include bike sharing for students, but instead will be expanding the existing departmental system to include more faculty and staff.  This expansion will be set up so it can be built upon by additional departments in the future.
2. **Deliverables and Scope**
   1. Bike Culture on Campus
      1. Scope
         1. If we concentrate on too many relationships, then we will lose sight of major, solvable issues. In addition, it seems that the most significant and potentially affected relationships are the one that exists between bikers and pedestrians.
            1. Some areas of interest that we have taken note of:

Biking safety- Not following the bike code, not following rules of the road

Biking awareness-where the bike paths are, biking laws

* + - 1. This means that we will not be involved in developing any sort of enforcement that will regulate the biking culture on campus.  This is the responsibility of the Campus Safety and police departments.
      2. We will need to research all areas and examples of bike education programs that have already been instituted with success or failure in order to apply to ours.
      3. We will also exclude infrastructure from our scope that we can fulfill because:
         1. We have no budget to create the necessary adjustments on campus (bike paths, bike racks, etc.)
         2. Facilities and Services has already planned for improvements to be made in a few years that would address this aspect of biking culture.
    1. Deliverables
       1. By using new and previously-conducted research provided by both institutions and organizations in the Champaign-Urbana biking community as well as this LINC class, we will create a summary identifying the issues related to biking culture on campus.
       2. We will research about the information required for a bike education program that will be delievered by next semesters GAB group.
  1. Market Analysis Survey
     1. Scope:
        1. The scope of our project will focus on creating a survey that will be used to determine the potential market for a bike sharing program on campus.  In order to do this, we will conduct a focus group containing 6-8 participants and send out online interviews. The purpose of the focus group and interviews is to form a deeper understanding of how students, professors, and visitors feel about a theoretical bike sharing program. Through the knowledge we gain, a comprehensive survey will be formed. A survey will be sent to participants to gauge not only interest in a bike sharing program, but for what purpose, cost they are willing to pay, as well as how often they will use it.  The survey will ask participants to self-identify demographics and psychographic factors which will be used as a gauge to determine who the potential participants will be. After their answers are gathered by next semester’s students, they can statistically prove any of our findings from the focus group.
     2. Deliverables:
        1. The deliverables will be to create a survey used to analyze data, which will reveal potential use of the program by students, faculty, and visitors of the campus and community members.  It will be important to understand factors at play that influence people’s decisions as to why they are or are not willing to participate in a bike sharing program.  This data will come into play for presentations and detailed reports to Facilities and Services and other groups such as the Student Sustainability Committee showing the potential use of a bike share program on the Illinois campus.  The broader impact of this survey will be its effect on whether or not a bike sharing program is created at the University of Illinois and who the program will service.
  2. Faculty Bike Sharing
     1. Scope
        1. This semester we will be working with a department(s) to implement a pilot program. In doing so, we will be laying down the foundation for various other departments to use in the future.
        2. The bike sharing program that the Handbook will outline is only for faculty and staff of the campus and those students who are employed by a campus department that has the bike sharing program.  It will not be available to the general student body.
        3. Our group will not be dealing with interviewing the departments that are interested in the bike sharing program, but instead working with Facilities and Services as they compile a list of interested departments.
     2. Deliverables
        1. By the end of the semester we will have produced a handbook outlining how to set up a bike sharing program in a department.  The handbook will make suggestions on how to begin a new program and how it should be run. It will describe who should be in charge of what duties in the program, what bikes should be purchased, what is needed to secure the bikes, where the bikes should be kept.
        2. We will also create a PowerPoint presentation based on our handbook and provide it to Facilities and Services so they can use it for speaking to others about expanding bike sharing into their departments. Additionally, a fact sheet based on the PowerPoint will be provided to Facilities and Services to allow for convenient future use.

1. **Analysis**
   1. Bike Culture on Campus
      1. Safety Issues (based on preliminary observations conducted by students in the LINC class):
         1. Pedestrians who are texting or talking on their phones pose a threat to bikers on campus.
         2. Pedestrians who had headphones in while walking also were dangerous for the biking culture on campus.
      2. Environmental Issues:
         1. There are not many environmental issues that occur between walkers and pedestrians. The environmental issues centered around biking in our community, however, are very important. By improving the relationships, this would encourage more people to bike, and by promoting awareness on campus of the biking culture, it can encourage more biking and reduce emission from cars.
      3. Ethical Issues:
         1. The ethical issue that can occur from trying to improve the biking culture between bikers and pedestrians is not to take it too far and intrude on their personal space. If we determine that an awareness campaign is the proper solution from our research, we need to make sure it doesn’t come off as insulting or demanding. We are not trying to force people to do anything they don’t want to, we are simply trying to make them more aware of the laws and issues that center around biking in our community. Taking the friendly/positive approach as opposed to the demanding approach can help our campaign counter this issue and be effective.
   2. Market Analysis Survey

     i. Safety Issues

* + - 1. In order to have an approved, polished product, our survey will need to be approved by the IRB. It needs to be taken by voluntary participants, no emotional or physical damage to participants due to the survey, and they must consent to the survey.

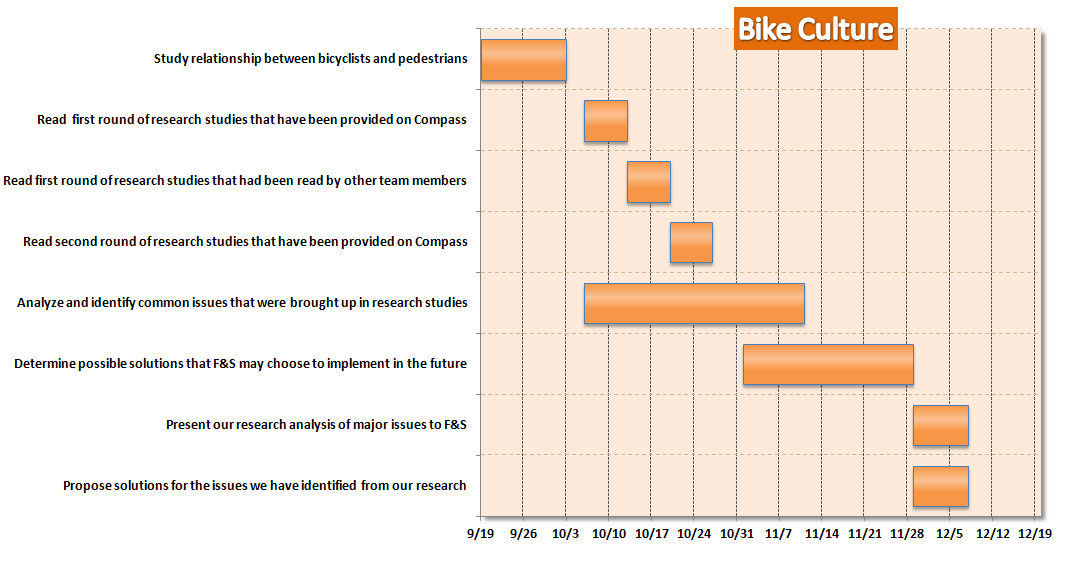
ii. Environmental Issues

* + - 1. It will matter what time of the year we send out our survey because this will have an impact on what people say.  That is why we are handing off the final product to next semester’s students. Issues at hand will revolve around socioeconomic identities as well as other potential factors that influence a person’s interest in a bike sharing program.  There needs to be a diverse group of participants in order to gauge accurate interest.

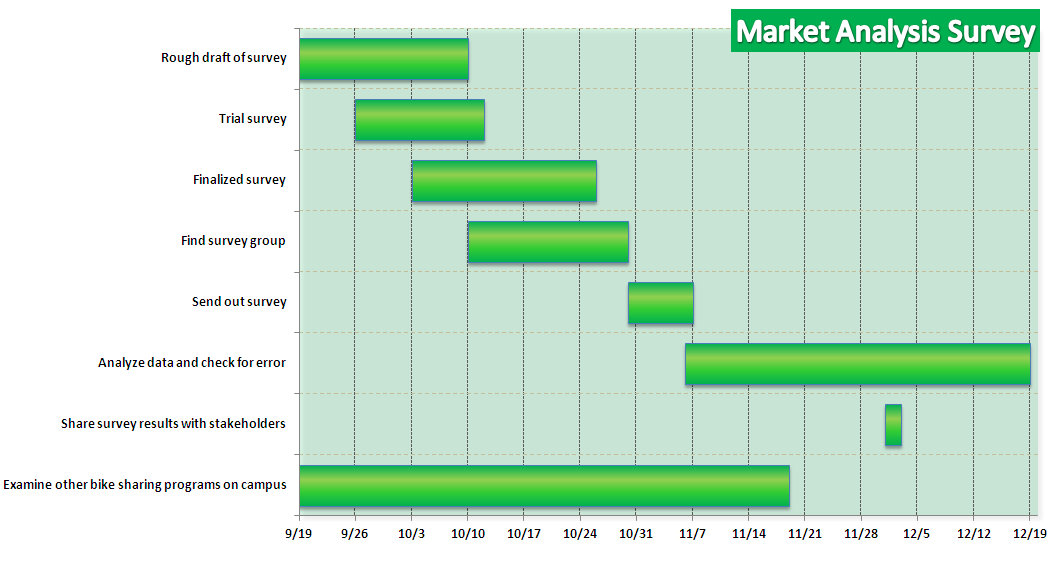
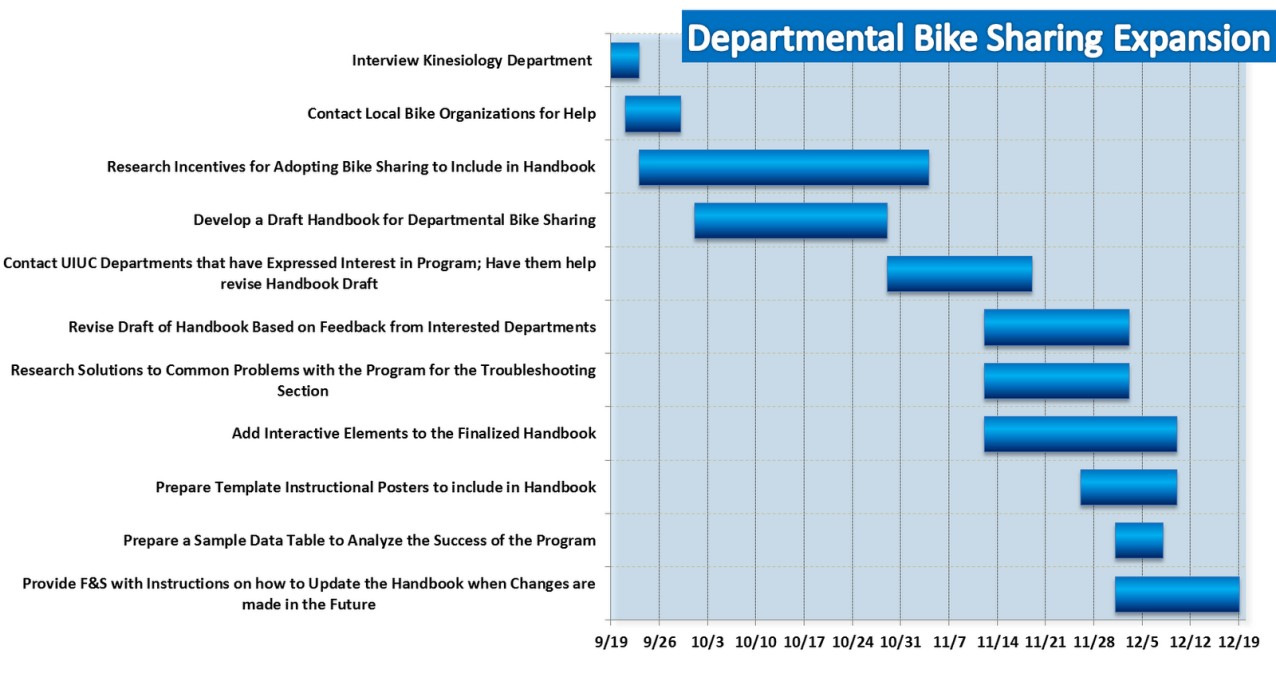
iii. Ethical Issues

* + - 1. People may not want to give their personal information so there should be a level of confidentiality among survey, focus group, interview participants, and the team members.  We also need to keep in mind the focus group sessions because if we record the conversations participants will need to remain anonymous.
  1. Faculty Bike Sharing
     1. Since this is a relatively new program, all of the faculty who use it might not have had any previous training and might not be aware of biking rules in and around campus. This can lead to possibly dangerous situations for the rider as well as other pedestrians, cyclists, and nearby cars on the road.
     2. One main benefactor of this project is the environment. This project encourages biking which leads to fewer cars and buses being used. This will drastically reduce car emissions and hence reduce environmental degradation. And although this project has many benefits, it should not come across as imposing or forced upon the faculty involved; it is completely voluntary and should always remain so.

1. **Time Tables**
   1. Bike Culture on Campus



b.   Market Analysis Survey

  
 c.  Faculty Bike Sharing  
  
  
  
Faculty Bike Sharing

1. **Responsibilities**
   1. Sponsor
      1. Facilities and Services:
         1. Our sponsor will provide overall direction on the project.  Responsibilities include:  approve the project charter and plan; secure resources for the project; confirm the project’s goals and objectives; keep abreast of major project activities; make decisions on escalated issues; and assist in the resolution of roadblocks.
         2. Amelia Neptune: Attends our classroom settings regularly to field questions and give support.
   2. Project Managers
      1. Jon Chan
      2. Katherine Halm
         1. Both will lead in the planning and development of the project; manage the project to scope.  They will make sure the project is on course and serve as a liaison between us and Facilities and Services.  They ensure that the project’s product meets the objectives and that the final product matches the sponsor’s expectations.
   3. Team Members
      1. Bike Culture on Campus
         1. Katie Song: Katie will be in charge of analyzing research that examines other schools’ and communities’ biking culture which has been provided by Facilities and Services (some links to research studies on Compass).
         2. Cristina Martinez: Cristina will be in charge of analyzing research that examines other schools’ and communities’ biking culture which has been provided by Facilities and Services (some links to research studies on Compass).
         3. Shawn Afryl: Shawn will be in charge of analyzing research that examines other schools’ and communities’ biking culture which has been provided by Facilities and Services (some links to research studies on Compass).
         4. Nathan Majors: Nathan will be in charge of analyzing the research on biking culture around the University of Illinois campus both provided by Facilities and Services and other groups working on the Grab-A-Bike project (some links to research studies on Compass).
         5. Jeff Etter: Jeff will be a team leader who all members of the Biking Culture group should contact about any research they have conducted. He will manage these documents so that they may be used between groups. He will also be present at any meetings that involve other group leaders from the Faculty Bike Share and Market Analysis groups to record and document information related to the Grab-A-Bike project.
         6. Katie Campbell: Katie will act as a team leader who will work with the other team leaders to create the project proposal. She will also be responsible for arranging plans to meet with group members both within the Biking Culture project group and with other members from Faculty Bike Share and Market Analysis groups. She will share information about their research, plans, and other information relevant to the Grab-A-Bike project.
      2. Market Analysis Survey
         1. Allie Bucciarelli: Develop the survey by using her expertise in developing survey questions and work with our sample survey group to evaluate how effective our survey is.
         2. Ryan Hair:  In charge of researching data to formulate the survey and analyzing the questions we ask in our survey to see if they will be effective.
         3. Levi Kamp:  Will research similar bike sharing programs to understand what the demand was as well as their target population and how they found a way to implement a service in their community.  Examine the Feasibility Study done over the summer by Grace Kenney to find background about bike sharing on campus.
         4. Paul Stanton:  Find target groups to participate in the focus groups and interviews. Will contact local hotels to see about short term visitors.  Will contact local groups to find community participants.  Outreach to other groups on campus such as the Steering Committee and the Student Sustainability Committee to learn more about their projects and what they have found about the possibilities of a bike sharing program on campus.
         5. Joe Walsh: Analyze focus group and interview data to find key data points that will be used to create the survey.  Will also work with interviewing participants who are interested in expressing more of their thoughts as well as conducting focus groups.
      3. Faculty Bike Sharing
         1. Alex Wendt: Alex will act as team leader and do the compiling work for the project proposal paper.  He will deal with all group planning and scheduling for group meetings.
         2. Alex Kim: Alex will act as the team contact person and will deal with all email communications with people and groups that we will be working with.  He will also manage communications through Google docs that the team members use.
         3. Justin Staples: Justin will be in charge of compiling notes from the group members, typing them up and making them available for the rest of the group.
         4. Joncarlo Campos: Joncarlo with be in charge of interviewing and asking questions to possible clients and groups that we hope to work with throughout the semester
         5. Pratham (Tom) Gandhi: Tom will be dealing with cost analysis for our project.  He will deal with researching prices for items needed for the project and how we can minimize these costs.
         6. All Team Members: All group members will be responsible for writing a share of all group papers and editing each other’s group work.
   4. Customers/Stakeholders:
      1. The community: The community will help us by taking the market analysis survey and giving us results to determine whether or not a bike sharing program is feasible for Facilities and Services to implement on campus for students, faculty, and/or visitors. Furthermore, they will be part of our interviews and focus groups in an effort to help gain knowledge on the biker-pedestrian relationship while answering questions about the feasibility of a bike sharing system.
   5. Subject Matter Experts:
      1. Champaign County Bikes
      2. Grace Kenney conducted a feasibility study in the summer of 2011 about bike sharing.
      3. Campus Bike Project-Carl Stewart
      4. Steering Committee: Knows what they are looking for in a bike share program and can help the Market Analysis group direct certain questions on the survey.
      5. Other campuses that have a bike sharing program: This will allow us to understand more about the potential participants we may have in a bike sharing program in Champaign-Urbana.  This will help us determine factors that are important for community members in a bike sharing analysis.
2. **Backup Plans**
   1. Bike Culture on Campus
      1. We will need to talk to our stakeholders and our sponsor when things go wrong to try and work around the issues at hand.
      2. We will need to plan for how long this process will take in order to institute a successful bike education program.
      3. We will also need to meet with the other groups should we run into problems with our plan.
   2. Market Analysis Survey
      1. Potential risk in survey questions being flawed or biased
         1. Mitigate problem by working with several committee groups on campus to find what they are looking for specifically.  Initially survey will be sent to a trial group of students and faculty to test comprehensibility of survey before it is finalized for next semester’s use.  We also do not want our questions to sway participants’ responses, requiring us to be as neutral as possible, eliminating bias. We also are distributing a test-run survey, with the purpose of finding flaws and biased statements before it is given to next semester’s students.
      2. Survey takers are not representative of potential population who would be willing to participate in bike sharing program.
         1. Before we hand our survey over to next semester’s students, we will need to fight this potential risk by selecting different options to find a diverse group of participants.  Survey questions will need to have people self identify so when the other group analyzes the data, they can notice trends among common participants.
   3. Faculty Bike Sharing
      1. In the event that we are unable to finish the handbook detailing our model for departmental bike sharing, we will highlight important information for another group to include in a future handbook and we will also create a poster. The poster will clearly illustrate what the program is and how it works. We also will put a greater focus on researching.  The research will be on how the financial and health benefits of biking outweighs the risks that are posed by the traffic on campus.  This will help convince new departments to fund the program.
3. **Budget Estimate**
   1. Bike Culture on Campus
      1. We are continuing to find how much money certain bike education programs cost, although we are finding that they will cost enough money where F&S will need to be involved to see if we can get any sponsors.
   2. Market Analysis Survey
      1. Next semester’s group may need funding to send out the survey to thousands of members.
   3. Faculty Bike Sharing
      1. This group will not require much budget at all.  Because the main deliverable will be a digital booklet, this can be produced and spread around campus at no cost.  We will also produce a few hard copies in addition to the digital booklet so that could be done with a budget of $100.
      2. If at all we decide to pilot a program with one department, the budget will largely depend on the number of bikes the department chooses to buy (in relation to prospective number of users) plus some miscellaneous costs. The cost of these bikes will be covered by the participating department.

**E. Deliverables**  
  
Bike Market Analysis Group:  
  
 We designed a survey that can be used for next semester’s Grab-A-Bike section.  This is posted on UIUC Qualtrics and will let people take it online.    
 We created a working document to explain what survey research questions will show.  This document will allow people in the next section to understand our reasoning and can build upon the types of questions we want to ask.  
 We created a document focusing on the next steps with the survey for the next semester to complete.  This includes how to follow up with gathering the survey results and presenting them to Facilities and Services and other stakeholders.  
  
  
Bike Departmental Group:

Created a handbook to help other departments implement a bike share system.

Talked to Kinesiology Department

Biking in Community:

We have done research on extensive studies on the measures different communities and universities have taken to help their biking culture in their respective areas. We have compiled a document with certain suggestions for implementing a successful bike education program on campus, and plan to give this document to Facilities and Services, who are considering putting a bike sharing program on campus for students and faculty. We also will give Facilities and Services a summary of reports our group members have done individually to further enhance the general knowledge of the current biking situation on campus and improvements that can be made to benefit the biking community. The summary will also demonstrate what has previously worked in several communities in regards to bike sharing and how to adequately improve the relationship between biker and pedestrians.

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**Another Student Survey**-  Dirc Bike Campaign  
*Peter Roper*  
*University of Colorado at Boulder*  
*Environmental Center*  
*303-492-8414, bicycle@colorado.edu*  
**Summary:** Individuals at University of Colorado at Boulder have addressed sidewalk safety issues by focusing on the “civility” element of the sidewalk culture. The campaign has focused on capturing the attention of sidewalk users, often plugged away into a variety of technologies that distract their immediate attention. The campaign has used three tactics to help increase awareness for behaviors they want to reduce including high visibility print, "accident" scenes, and online social media such as a blog or a facebook page.  
  
**Bike Survey B**  
*Submitted to the Champaign-Urbana Mass Transit District*  
*Prepared by T.Y. Lin International*  
*June 2011 Review Draft*  
**Summary:** Bike Survey B surveyed MTD drivers and aspects of operating their Buses around, pedestrians, bicycles and other motorists. Included are detailed charts and graphs with the results of the surveys of questions about frequent traffic violations by each group.  
  
**Bike Survey C**  
*Submitted to the Champaign-Urbana Mass Transit District*  
*Prepared by T.Y. Lin International*  
*June 2011 Review Draft*  
**Summary:** Surveyed patrons of MTD about how they travel to the U of I campus, what methods they prefer and why. Also inquire about obstacles they’ve faced with motorists, bicycles or other pedestrians. Each survey question is followed up by a detailed chart and accompanied with a graph.  
  
**Campaign for Portland to improve pedestrian/bike relations**  
**Bicycle Transportation Alliance World Headquarters**  
*618 NW Glisan St #401 Portland, OR 97209*  
*Phone: 503.226.0676 begin\_of\_the\_skype\_highlighting              503.226.0676      end\_of\_the\_skype\_highlighting | Fax: 503.226.0498*  
*Multi-Modal*  
*Transportation*  
*Study*  
*FINAL REPORT*  
*March 2007*  
*Prepared for*  
*The University of Illinois at*  
*Urbana-Champaign*  
*By: Martin Alexiou Bryson*  
**Summary:** Portland Bicycle Transportation Alliance provides bike education covering overall including bicycle safety and actual driving on the road. BTA offers the bike education program to encourage students and families to bike to school.  
  
**Pedestrian Safety on Campus Crosswalks in Big Ten Universities**  
**(Traffic Operations Lab Series No. 21)**  
J. Rodriguez, J. Medina, R. F. Benekohal, R. Black, M-H Wang  
Department of Civil and Environmental Engineering  
University of Illinois at Urbana-Champaign  
205 N. Mathews Ave.  
Urbana, Illinois 61801  
**Summary:** summarized the results of meetings and site visits to the campuses of the Big Ten Universities to discuss crosswalk safety issues and corrective measures implemented to improve pedestrian safety. Covered are university administration, education and enforcement, transit services, parking, pedestrian/bike bridges, pedestrian exclusive areas, pedestrian and bike signs, bike paths and signs, pedestrian guiding measures, pedestrian islands, pedestrian signals, traffic reducing devices, future plans and recommendations.  
  
Market Analysis Group:  
 Worked with Amelia Neptune, Morgan Johnston, the Steering Committee with Facilities and Services to develop the market analysis survey and generate new questions.  Used several different bike-share systems to evaluate pricing schemes as well as the feasibility and marketability of it including Boston, Washington D.C, University of Wisconsin-Madison.  Held focus groups with several different people.  We used Qualtrics survey to send out to our class as well as other individuals.

Boston Bike Share Program, “New Balance Hubway”

<http://www.thehubway.com/>

Washington D.C. Bike Share Program, “Capital Bike Share”

<http://www.capitalbikeshare.com/>

Madison Bike Share Program, “Madison B-cycle”

<http://madison.bcycle.com/>

Focus Group sessions held on October 20, gained feedback from ENG 315 Grab-A-Bike section on questions and areas of interest pertinent to developing a market analysis survey

Qualtrics Survey Research

<https://uiuc.qualtrics.com/SE/?SID=SV_eRkHm305KlPMJJW>

Bike-share Department:  
 The Departmental Bike Sharing group conducted most of its research through interviews.  We spoke with Wojtek regarding how the bike sharing program for the faculty and staff at the Kinesiology Department and what the benefits of having a bike sharing program are.  We also interviewed some of the management at Durst Cycle and Fitness about different repairs that are commonly needed for bikes.  We spoke frequently with Amelia Neptune and Morgan Johnston at Facilities and Services for help with putting together our manual.  We also communicated with the heads of both the Law department and the Urban Planning department.  We spoke with them about possibly piloting our proposed departmental Bike sharing program.

**G. Work Remaining**  
  
Work Remaining

Market Analysis:

* Finalize survey questions
* Analyze survey results to determine needs/wants from a bike sharing program
* Research and locate vendors for the bike sharing program

Bike Sharing:

* Improve handbook with thorough information on implementing a bike sharing program
* Expand program to more departments and, eventually, campus-wide

Bike Culture:

* Further research of bike education programs
* Locate funding resources
* Implementation of bike education program recommendations
* Further exploration of other means of improving the campus bike culture

**H. Learning**  
Paul: Taking this course has been very beneficial for me because it’s developing my project management, communication, and teamwork skills.  Coming into this course I heard that it was a really cool class to take because students were able to come together to do a project together.  In most other courses students aren’t able to apply course material to real life situations.  In this course we are able to learn more about bike-sharing systems and the importance of working with the local community to enact a project and throughout this course we’ve been able to see these skills implemented.  It’s also really nice to work with different students.  This has been one of the greatest parts of this course for me because I’ve met a lot of great people and learned a lot about how to work with others.  It’s also been very interesting to take on the Learning Through Inquiry report to learn more about something very specific and how it relates back to our overall project.  I’ve learned about factors that contribute to why cities choose to implement bike-share programs as well as why citizens choose to participate.  This kind of inquiry based learning allows me to exercise my abilities in detailed orientated communication as well as my passion for learning something new each day.  
  
Alex K: When I first joined this class, I had imagined more time spent in sub-groups designing, building and implementation of actual bike sharing system on the campus as I have done in other ENG315 sections. However, this course offered me a challenge that I have not been through even as a senior as of yet: learning how to collaborate in a group that reached beyond academic achievement. A comprehensive manual for departmental bike sharing was developed within my sub-group. Development of the manual required communication with Facilities and Services, the university’s academic departments as well as commercial bike shops in local area. Considering the future implication of the communication held throughout this semester, all communication was carried out in a professional manner for possible future references. It was realized that I was representing not just myself and team, but the whole class when I was communicating with the stakeholders (students, departments, local co-op organizations, etc); further deliberation was required before taking any actions.  
The intedepartmental communications were mediated by multiple group members, and it was learned that even in a group of five people, having all group members on the same page can be difficult. It could not be assumed that all members of the group was aware of what one knew from just shared the e-mail exchanges. Interestingly, what kept my sub-group relatively up-to-date was the weekly presentations of sub-team updates for the entire class; preparing for the presentation necessitated all members of the sub-group to learn all the required updates. All in all, this project provided an opportunity to develop formal communication skills as well as working in a group for multiple clients; such an invaluable experience would prove to become advantageous after graduation when my peer workforce would not have had this kind of experience. I am glad to have been a part of this class.  
  
JC: When selecting my  courses I had no knowledge of the Grab-A-Bike LINC section and had no idea what to expect. I wanted to make a positive change not only on campus, but also the community. I was also tired of all the cliche notes and lecture based learning and desired something different. This class allowed me to learn a different way, I learned through questioning and seeking the truth. Some of the assignments we did allowed for academic growth in and out of the classroom. In doing so I grew to appreciate why I was doing things a certain way and also discussed how I’d apply what I’d learned in the future. Over the semester I refined many important skills that I’ll certainly use in the future. I learned how to collaborate with other’s to achieve a common goal and developed friendships along the way. I learned important project management skills that I’ll surely use later in life and also learned important interview skills that I’ll iimplement throughout my journalism career. The class was fun and very interesting and I’d recommend it to anyone looking for something fulfilling and different.  
  
Joe:  This semester’s Grab-a-Bike LINC section seemed like a great way to become involved in the community and make difference.  With minimal knowledge of what this course entailed, the benefits were unforeseen. At this point in the semester, it is clear that the class as a whole has developed both on a professional and a personal level. Not only were friendships made, which strengthened the overall work ethic, but pertinent skill sets were picked up along the way.  For example, the class requires many writing assignments to be completed as a group and individually. Not to mention, some of the assignments need to be submitted within close deadlines.  Three of the larger and more important skill sets are learned from this process alone: teamwork, management skills (time and project based), and written communication.  It was necessary for the class to collaborate in order to complete these writing projects.  Seeing that they are written papers, it is hard to have all sixteen students typing the paper at once.  In order to combat this, only a handful of classmates could step up and complete the assignments for the class.  These students, in essence, became the project managers for that assignment. They are responsible for managing the timeline of the project and the people within their group by implementing team strategies. Having interest in account management, this proved to be an extremely valuable skill set to strengthen.  Being able to manage a class that only meets twice a week and get the assignment in on time was quite the hurdle to pass in the beginning, but it became easier as the semester progressed. As mentioned earlier, the teamwork skills and the management skills learned from this class are invaluable, but so are the written communication skills.  The amount of communication that was done through written assignments is a lot in itself, let alone all of the emails sent between group members, the project managers, and Facilities and Services. Any practice with writing betters a person in the professional landscape, and this class certainly offers the practice that is necessary.  All in all, a lot of what was learned through this class will be used in application to the real world and bettering the student’s future as a young professional!  
  
Jeffrey Etter: Throughout this semester in the Grab-a-Bike LINC class I have learned a great deal about what it takes to work in a team while enhancing my personal skills along the way. This learning in the community based class is a lot different from the other classes I have taken throughout my college career. This class has proven challenging due to the large amount of individual work that needs to all come together in making one cohesive idea. I would say my communication and time management skills were improved dramatically due to the rigorous and challenging concept of this class, which I am extremely happy to have experienced. I have also learned how to become a better leader throughout the semester and value every one's opinions as equal. Everyone in this class had great ideas and making sure everyone had their voice heard and was able to put their touch on this project was a way in which I learned how to lead more effectively. Lastly, I learned that getting to know people of different backgrounds and experiences will make myself a better person too. Everyone in this class brought something different to the table and being able to take all those different parts and combine them into a team really showed me the value of team work. I will forever believe the best work is done in a team, and this class is a big reason why.  
  
Katie Campbell: Over the course of the semester, the LINC class for Grab-a-Bike has been insightful both personally and professionally. The project-based course has taught me to be more responsible and the values of working in a group that would be similar to the circumstances I would encounter with a job. Not only were we held responsible for the work that our project managers assigned us, but we were expected to be responsible for turning out our own work, making and meeting our own deadlines, assigning our group members projects, communicating what we have accomplished to one another, and reporting back to our project managers about the progress we had made in the course. We, as group members, were each responsible for some part of the project, and as a result motivated one another to get things done accurately, punctually, and effectively. Sometimes this meant turning to one another for help on tasks that were difficult or ask about things that were confusing. By doing so, we developed a sense of teamwork that would be valuable in the business field today. Despite some obstacles that we ran into, we were able to successfully accomplish our goals with effective communication and teamwork. These indispensable qualities I acquired from the class, that would have been lost in another course based on tests and exams, can be applied towards my future projects and jobs making the LINC experience a valuable one.  
  
Nate: Throughout the semester I have learned a great deal about the proper way to carry out group work, how to communicate with others, and also how to adhere to project deadlines. I believe this class has taught me to participate more often in class by forming small groups for us to work in. The different groups we were in made it easier for your voice to be heard and also helped me to understand certain concepts better occasionally because team members can explain to you the objectives we are working on if you are unclear about a specific matter. The Grab-A-Bike class has adequate application to having an actual career or job also, because one of its main focuses is meeting certain deadlines within a given amount of time, which correlates well into how certain jobs operate. By doing research to fulfill specific requirements for each project, I learned the best way to relay relevant information to my other team members is early and often, so we can be sure our final document is cohesive and comprehensible. Our team managers have demonstrated to us what constitutes a good team member and behaviors to avoid and pursue when working together in groups to complete a certain project. Occasionally, I might have been hesitant to add my input into a discussion which was going on amongst my other group members, but I have learned that there is most likely no such thing as an unintelligent question or idea when working together as a group because it can help the group come up with new ideas and give your classmates a new perspective. I have attained a general knowledge about issues in our community in regards to biking, and know possible ways in which we can improve the biking situation on our campus through a bike sharing program. Our specific groups have found information which may conceivably lay the foundation for future classes to build upon and create approaches to solve problems within the biking community and culture.  
  
Allie:  
This semester in the Grab-A-Bike section of LINC has taught me a lot about the importance of project management. While the class provided us with various deadlines to meet for immediate projects and individual assignments, there were also deadlines that were created internally by each team in order to achieve a means to the end result: our final project. Each team worked together to create the final project, and just as most projects are, there was only one deadline: the due date. As this project was a semester-long, ongoing process, each team was required to make their own set of deadlines, completing the project one step at a time. I believe that this was a really great way to handle the work load and has taught me a lot about project maintenance and group work. As an advertising major interested in Account Management, this project really displayed how important it is to take a larger project, break it up into shorter segments, and stick to deadlines. By breaking it up into smaller segments, we were able to accomplish so much more without being overwhelmed by a massive work load. I believe that this was a valuable lesson that I can most definitely utilize in my future professional career.  
  
Alex W: Throughout this semester, I think I have grown in how I work in a group.  This class have provided me with more experience in working on research with others and collaborating with others to form a solution.  This is a valuable learning opportunity that we have been provided with and I think it will help me greatly when working on projects in my career as an engineer.  In this, we got to practice dividing up work depending on the strengths of each group member and then building off of each other's work.  This not only helped us accomplish our goals throughout the semester, but it also made our work stronger.  Aside from learning how to work productively with others in research, we learned a lot about biking in our community.  We discovered that there is a lot of work that can and needs to be done for the biking situation in Champaign, Urbana and Campus.  There is also great potential for setting up a bike sharing program for both the students on campus and the faculty and staff.  We have actually started to make steps toward starting a couple pilot departmental bike sharing programs very soon.  This semester has turned out to be a real success.  
  
Cristina Martinez:  
Throughout the semester I have grown as a student and team member because of the Learning in Community class. Specifically the Grab-a-Bike section has taught me so much about the bike culture on campus. As a student in the previous years, I always knew that there was an issue with the biking presence on campus. People generally hold negative attitudes towards bikers, and everyone complains about the bike paths on campus. However, there is so much involved with making a significant change on campus that it is not something that can easily be accomplished. Although our work as the bike culture group may not seem as significant as the work produced by the other groups, it is important to for making a well educated choice. Contrary to popular belief, the university is working to make changes to the campus to improve bicycle and pedestrian safety. This class has also taught me the importance of working and thinking as a team. To function better as a team, it is important to ensure that everyone is on the same page. This class has benefited me by teaching me about bicycle and pedestrian safety, and by teaching me about being a stronger team member.  
  
Levi: This class has taught us how to collectively collaborate large amounts of various information – related to bike sharing – into one cohesive document.  We have also been given the great experience to work with in important business on campus, Facilities & Services. This has given us the opportunity to present information and improved our communication skills to a more professional level.  Communication skills are perhaps the most important part in the real world.  Being able to participate in group work through solid method of communication is something employers strive for in potential employees.  This class has been a great way for me to experience working with a real company with a real goal, while being a full time student.  
  
Shawn Afryl  
 Bike sharing has been quite an interesting class this semester. I’ve found that working in a large group requires a lot of time commitment and patience. It also has taught me to trust that other group members will perform their assigned duties. I have also grown to be more open in a group than I have been in the past. I tend to be very quiet and reserved and still am but I am much more comfortable now. I generally just observed the group and did what was assigned to me and now I’ve taken more of an assertive role and speak my mind and request certain assignments. With the pressure of fellow group members depending on me to complete my assigned tasks, I have been consistent with completing assignments on time where in years past I was very careless with my assignments. I feel that this class is preparing me for life after college where I may be asked to work with a group of co-workers to accomplish a particular task. With what I’ve learned in ENG 315 I plan to carry with me into the work force when I graduate from the university.  
  
Ryan Hair:  
This LINC Eng 315 Grab-A-Bike course has taught me a lot of things, including about myself, others, and groups in general. It has taught me how to be successful in a group in a sort of way that is beneficial for all parties involved. Before this course, I did not have much prior experience in working in groups or just with others in general, in any class or working environment.  Furthermore, with this class being dedicated on projects, it has taught me how to balance my time and my schedule even to find time for others to get our work done that is needed. It has made me more responsible in two ways. One is that of making sure that I get my work done for class or other meetings time not only for the benefit of myself but for my classmates as well. The next thing is to get my work in a timely manner and to not procrastinate as much because I have to meet with my group at reasonable times and I can no longer do work just on my time, but on others time. This impact will benefit me the most than any other thing that I have learned from this class.  
  
Katie Song: At the beginning of the semester, I was very worried about this course a lot because I have never taken this kind of class before in my previous college. I was not used to the discussion type of course, group activities and so forth. It, however, gave me a motivation to work harder and on time. Over the semester, this course posed lots of challenge to me and I could not understand anything what we were working on before, but I have tried my best to catch up with other group members. I would not know how to share work and collaborate with the group if I have not taken this class yet. In actual society, we need leadership, cooperation, a teamwork skill and a commitment to the teamwork. This course taught me all of these. I would definitely recommend other students to take this new type of course.  
  
Pratham Gandhi: When i first read the course’s description, i was sold on the fact that it would actually allow me to carry out practical work outside of the traditional classroom setting. The class has delivered nothing less. I have been able to broaden my time and project management skills, along with improving my team working abilities. Not only have i been able to vastly improve my knowledge about biking in general, it has also allowed me to understand the nuances of actually setting up a bike sharing program. This will be invaluable experience as i go forward in my professional life and take on tougher challenges. Time management is another skill that this class has allowed me develop. The simple fact that every assignment i had to do was a part of a much larger group assignment motivated me to complete my work on time, not only for me, but also for my team members. Sometimes when the work became a little to much or too confusing, i turned to my team members for help which further developed my team working skills while at the same time allowed me to form much stronger team bonds.Also the formal correspondence i have had with the university departments, our project partner and local businesses has allowed me to develop my formal communications skills, something that will prove very helpful in the future. Overall this class has really helped me develop my skill set and has been a lot of fun to be a part of at the same time!  
  
**I. Recommendations**  
  
We recommend for Facilities and Services to use the information we have gathered to make informed decisions regarding the bike sharing program on campus. Market Analysis is needed to determine the structure of the bike-sharing program, and it is recommended that our survey is finalized to then be distributed throughout the campus community. Bike Sharing will submit their handbook for thorough information regarding on the most effective structure of a bike-sharing program. This handbook will be accessible online and would be available for all departments on campus. Additionally, we believe the program should be expanded to other faculty members before expanding it university-wide because of a lower risk with faculty. Finally, Bike Culture analysis has determined that a bike education program is a strong method of eliminating or reducing that negative attitude towards cyclists. The reasoning behind that belief is that the negative attitude stems from the lack of knowledge, and the rampant rule breaking of cyclists who are not aware of the rules and regulations that apply to them. More thorough information on recommendations of structure of bike education programs will be presented to Facilities and Services separately.   
  
**J. Appendix**

**Survey Comments**

**November 9, 2011**

**Facilities and Services Comments**

ENG 315: Grab A Bike (GAB) Survey

The following survey is for Grab-A-Bike, an ENG 315 LINC section.  This survey will assess students, staff, and community members’ interest in a bike sharing program on the University of Illinois at Urbana-Champaign campus. All survey administrators shall keep personal information completely confidential.   
Directions: For the following questions, please circle one answer for each statement unless directed otherwise.

1. Do you bike on campus?
   * Yes
   * No
     + If you bike, why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
     + If you don’t bike, why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Have you heard of bike sharing?
   * Yes
   * No
3. Would you be willing to participate in a bike sharing program?
   * Yes
   * No
   * Haven’t heard of it
4. Bike sharing users must pay a membership fee (either daily, monthly or yearly) to use the system.  
   (Please use the following scale to complete sections I- IV.)  
     
   I. How likely would you be willing to pay for hourly rental?

1) Never pay  
2) Very not likely to pay  
3) Not likely to pay  
4) Indifferent  
5) Likely pay  
6) Most likely to  pay

$1-$2 1 2 3 4 5 6

$2-$3 1 2 3 4 5 6

$3-$4 1 2 3 4 5 6

$4-$5 1 2 3 4 5 6

1. How likely would you be willing to pay for a full day rental?

1) Never pay  
2) Very not likely to pay  
3) Not likely to pay  
4) Indifferent  
5) Likely pay  
6) Most likely to  pay

$2-$4 1 2 3 4 5 6

$5-$7 1 2 3 4 5 6

$8-$10 1 2 3 4 5 6

$11-$12 1 2 3 4 5 6

1. How likely would you be willing to pay for monthly rental?

1) Never pay  
2) Very not likely to pay  
3) Not likely to pay  
4) Indifferent  
5) Likely pay  
6) Most likely to  pay

$15-$20 1 2 3 4 5 6

$21-$25 1 2 3 4 5 6

$26-$30 1 2 3 4 5 6

$31-$35 1 2 3 4 5 6

1. How likely would you be willing to pay for an annual membership?

1) Never pay  
2) Very not likely to pay  
3) Not likely to pay  
4) Indifferent  
5) Likely pay  
6) Most likely to  pay

$40-$50 1 2 3 4 5 6

$51-$60 1 2 3 4 5 6

$61-$70 1 2 3 4 5 6  
$71-$80 1 2 3 4 5 6

7. What kind of system would you use? (For descriptions, please click links.)

* Kiosk [Click Here for Description](http://cdn.mos.bikeradar.com/images/news/2010/09/09/1284065945644-cam883pgywnj-280-75.jpg)
* Bike rental center [Click Here for Description](http://en.wikipedia.org/wiki/Bike_rental)
* SoBi Social Bikes [Click Here for Description](http://en.wikipedia.org/wiki/Bike_rental)

8. Based on the type of station, where would you use the bike rental?

* Downtown Champaign
* Downtown Urbana
* In campus town
* On campus
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9 .How often do you currently use a bike?

* 0 times a week
* 1-4 times a week
* 5-7 times a week
* 8 or more times a week

10. Do you currently own a bike on campus

* Yes

No

11. Do you currently own a car on campus?

* Yes
* No

12. Do you currently have a scooter on campus?

* Yes
* No

13. Do you currently have a motorcycle on campus?

* Yes
* No

14. What uses could you envision using a bike for? (Circle all that apply.)

* Ride to class
* Leisure
* Off-campus rides
* Work purposes
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

15. For which of your trips do you travel by car? (Circle all that apply.)

* School
* Journey to or from work
* Work-related trips
* Job interviews
* Grocery shopping
* Other shopping
* School Childcare
* Medical Appointments/Emergencies,
* Recreation/Social trips
* None of these
* Other:

16. In which of the following locations would you like to see a bike sharing station?   
(Circle all that apply.)

* Six-Pack dorms
* Engineering quad
* South quad near the architecture building
* South farms
* PAR/FAR
* Krannert Center for Performing Arts
* Main quad (near Chem Annex)
* CRCE
* Lincoln Square Mall
* Downtown Champaign (Neil Street)
* Union
* ARC
* Armory
* BIF
* E14
* iHotel
* Arboretum
* Bromley
* Main Library
* Assembly Hall
* McKinley Health Center
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

17. On average, how often do you use the following modes of transportation?  
(Please use the following scale to complete the question.)  
  
1) Never   
2) 1+ times per year  
3) 1+ times per every couple months  
4) 1+ times a month  
5) 1+ times per week  
6) 1+ times per day

Car 1 2 3 4 5 6

Public Transit 1 2 3 4 5 6

Bicycle (seasonal) 1 2 3 4 5 6

Motorcycle (seasonal) 1 2 3 4 5 6

Walking 1 2 3 4 5 6

18. When you ride a bike, what is the most common purpose of your trip?  

* Recreation/exercise
* Commute to work or school
* Social (visiting friends, going to a movie, etc.)
* Shopping or errands
* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

19. Please state whether you agree or disagree with the following statements.

* + I feel safe when I use public transit.      
    Agree Indifferent Disagree
  + I feel comfortable when I use public transit.   
    Agree Indifferent Disagree
  + Saving money on transportation is important to me.   
    Agree Indifferent Disagree
  + I am concerned about environmental issues.   
    Agree Indifferent Disagree
  + It’s easy to walk to my preferred grocery store.   
    Agree Indifferent Disagree
  + There is usually an open parking space on my block                   
    Agree   Indifferent       Disagree
  + I feel comfortable walking in my neighborhood.   
    Agree Indifferent Disagree
  + My neighborhood is well-served by public transit.   
    Agree Indifferent Disagree
  + Bike sharing is better for the community   
    Agree Indifferent Disagree

23. Are you a:

* Student
* Staff
* Visitor
* Community Member
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_

24. Age: \_\_\_\_\_\_\_\_

25. Where do you live?

* Champaign – on campus
* Urbana – on campus
* Champaign
* Urbana
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_  
    
  Please add any questions or additional comments:

**November 25, 2011**

**Facilities and Services Comments:**

Before we give the survey to the steering committee, there are a couple things I’d like your group to provide us with, which I’ve also included in the comments on both docs:

1.       Before question #2, I think we need to provide people with a very short description of what bike sharing is. If you guys could pull together just a few sentences to succinctly summarize what it is, that would be great.

2.       For #5, where we ask about the different kinds of systems, I think a short description is needed in the survey itself. Using Grace’s report and any other research you have done, please write 1-3 sentences about each type. I think linking to the images is also a good idea, but it’s not enough on its own.

If you could please send me these 4 descriptions (1 for bike sharing overall, and then 1 for each of the 3 systems) by Monday, I’ll then send the survey out to the Steering Committee on Monday when I’m back in the office.

**December 1, 2011**

**Steering Committee Comments:**

**MGuerra Comments**

*ENG 315: UI Bikes* Bike Sharing Survey

This survey will assess students, staff, faculty and community members’ interest in a potential bike sharing program on the University of Illinois at Urbana-Champaign campus. A bike sharing system is a service that makes bikes available on a short-term basis for shared use among individuals. Survey administrators reserve the right to share high-level results of the survey, but any personal information disclosed will remain confidential.   
  
Directions: For the following questions, please circle one answer for each statement unless directed otherwise.

1. Do you bike on campus? ( I suggest a second question that asks if respondents ride a bike elsewhere – many people who ride bikes at home may be interested in riding on campus even thoughtthey do not do so currently. For instance people who live too far to commute on bikes might be interested in a bike share to ride to meetings or for errands, getting to the ARC or CRCE to workout, etc.)
   * Yes
   * No
     + If you bike, why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
     + If you don’t bike, why not? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1a . **(IF ANSWERED ‘YES’ TO #1)** How often do you currently use a bike? (1 time=1 round trip)

* 0 times a week
* 1-4 times a week
* 5-7 times a week
* 8 or more times a week

1b. **(IF ANSWERED ‘YES’ TO #1)** When you ride a bike, what is the most common purpose of your trip?

* Recreation/exercise
* Commute to work or school
* Traveling to and from meetings, or other work related trips
* Social (visiting friends, going to a movie, etc.)
* Shopping or errands
* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1c . **(IF ANSWERED ‘NO’ TO #1)** Do you know how to ride a bike?

* Yes
* No

1. Have you heard of bike sharing?
   * Yes
   * No
   * (Note: You might consider asking for a definition (or adding one multiple choice question as to what a bike share program is) if people say they have heard of it – to see if they really understand what it is)
   * (It might also be useful to ask if respondents have every used a bike share program elsewhere. If they answer yes, ask where, what they used it for, and to rate their experience from good to unsatisfactory)
2. Would you be interested in using a bike sharing program at the University of Illinois?
   * Yes
   * No
   * Not sure yet.
3. Bike sharing users often must pay a membership fee (either daily, monthly or yearly) to use the system.  
   (Please use the following scale to complete sections I- IV.)
4. I suggest you first ask how often and for how long respondents would want to use a bike, then follow up with the cost questions.)  
     
   I. How likely would you be willing to pay the following amounts for hourly bike rental?

1) Never pay  
2) Not likely to pay  
3) Indifferent  
4) Likely to pay  
5) Definitely pay

$1-$2/hour 1 2 3 4 5

$2-$3/hour 1 2 3 4 5

$3-$4/hour 1 2 3 4 5

$4-$5/hour 1 2 3 4 5

1. How likely would you be willing to pay the following amounts for a full-day bike rental?

1) Never pay  
2) Not likely to pay  
3) Indifferent  
4) Likely to pay  
5) Definitely pay

$2-$4/day 1 2 3 4 5

$5-$7/day 1 2 3 4 5

$8-$10/ day 1 2 3 4 5

$11-$15/ day 1 2 3 4 5

1. How likely would you be willing to pay the following amounts for monthly bike rental?

1) Never pay  
2) Not likely to pay  
3) Indifferent  
4) Likely to pay  
5) Definitely pay

$5-$15/month 1 2 3 4 5

$16-$25/month 1 2 3 4 5

$26-$30/month 1 2 3 4 5

$31-$35/month 1 2 3 4 5

1. How likely would you be willing to pay the following amounts for an annual membership?

1) Never pay  
2) Not likely to pay  
3) Indifferent  
4) Likely to pay  
5) Definitely pay

$40-$50/year 1 2 3 4 5

$51-$60/year 1 2 3 4 5

$61-$70/year 1 2 3 4 5   
$71-$80/year 1 2 3 4 5

5. Based on the descriptions below, what kind of system would you most like to use? (NOTE: This question includes some jargon. I suggest rewording using lay language that people who are not technical or high level cyclists will understand)

* Kiosk   
  A multiple-location program in which individual bikes can be checked out via smart card at a specified location. [Click Here for Image](http://cdn.mos.bikeradar.com/images/news/2010/09/09/1284065945644-cam883pgywnj-280-75.jpg) ( I am not sure all respondents will know what a smart card is)
* Bike rental center   
  A single-location program in which bike can be checked out through an operational assistant. [Click Here for full Description](http://en.wikipedia.org/wiki/Bike_rental) (I am not sure all respondents will understand what an operational assistant is)
* SoBi Social Bikes   
  Utilizes GPS technology to track individual location of bikes in a given area. [Click Here for Image](http://bicycledesign.net/wp-content/uploads/2011/07/sobi-bike-rear.jpg) (I am not sure people will understand this description – the point is that people can find a bike by using GPS I right? This isn’t clear from the description)
* No Preference
* Cycle available for use in my department

6. In which of the following locations would you be most likely to use a bike sharing station?   
(Circle all that apply.) (NOTE: I suggest organizing the list in some way to make it easier to use. You could organize by location, alphabetically or some other way. It might also be useful to have the ability to click to see the location on a map)

* Engineering Quad
* Parking Lot B1 (at Springfield and Goodwin Ave)
* Main Quad (near Matthews St.)
* Main Quad (near Wright St.)
* Illini Union (near Green Street)
* Krannert Center for Performing Arts
* Bromley Hall
* Business Instructional Facility
* Main Library
* Armory Building
* Ikenberry Commons
* ARC
* McKinley Health Center
* Pennsylvania Avenue Residence Hall/Florida Avenue Residence Hall
* CRCE
* South Quad (near the architecture building)
* Parking Lot E14 (at Kirby and First St.)
* Assembly Hall
* iHotel and Conference Center
* Arboretum (near Japan House)
* Research Park
* South Farms
* Downtown Champaign (near Neil St. and Church St.)
* Illinois Terminal
* Lincoln Square Village (near Farmer’s Market)
* Downtown Urbana Parking Garage
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. For what types of trips could you envision renting a bike? (Circle all that apply.)

* Commuting to work
* Commuting to class
* Traveling to and from meetings, or other work related trips
* Running errands
* Social/leisure
* Off-campus/recreational rides
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. Do you currently own a bike in Champaign-Urbana?

* Yes
* No

9. If Champaign-Urbana is not your permanent residence, do you currently own a bike somewhere else?

* Yes
* No
* Not applicable; C-U is my permanent residence.

10. Do you currently own a car on campus?

* Yes
* No

11. Do you currently own a scooter on campus?

* Yes
* No

12. Do you currently own a motorcycle on campus?

* Yes
* No

13. Do you currently use car sharing (ZipCar) on campus?

* Yes
* No

14. What types of trips do you normally travel by car? (Circle all that apply.) Are you asking about car use on campus or in general? I think the question needs to be more specific or you will not get reliable data.

* School
* Journey to or from work
* Work-related trips
* Job interviews
* Grocery shopping
* Other shopping
* Childcare
* Medical Appointments/Emergencies
* Recreation/Social trips
* None of these
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

15. On average, how often do you use the following modes of transportation in Champaign-Urbana?  
(Please use the following scale to complete the question.) (NOTE: I suggest the following:

* Split this question in to two – ask about transportation mode on campus and in Champaign – Urbana. You might get different answers.
* Take a good look at the survey in general and be sure to organize the questions to separate question about campus from questions about C-U. If respondents are confused you’ll get unreliable data.
* Add a question asking if respondents would use bike share primarily on campus, in C-U or both.)  
    
  0) Never   
  1) 1+ times per year  
  2) 1+ times per every couple months  
  3) 1+ times a month  
  4) 1+ times per week  
  5) 1+ times per day

Car or ZipCar 0 1 2 3 4 5

Public Transit 0 1 2 3 4 5

Bicycle (while in season) 0 1 2 3 4 5

Motorcycle or Scooter (while in season) 0 1 2 3 4 5

Walking 0 1 2 3 4 5

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_ 0 1 2 3 4 5

16. Please state whether you agree or disagree with the following statements. (NOTE: Most of these questions relate to transportation off campus. That’s fine if that’s your motive. But if you are trying to ascertain beliefs about transportation on the campus, I suggest you either change or add questions)

* + I feel safe when I ride a bike.      
    Agree Indifferent Disagree
  + I feel comfortable when I ride a bike on the street.   
    Agree Indifferent Disagree
  + Saving money on transportation is important to me.   
    Agree Indifferent Disagree
  + I am concerned about the environment.   
    Agree Indifferent Disagree
  + It’s easy to walk to a store from my home.   
    Agree Indifferent Disagree
  + There is usually a parking space available near my home.                   
    Agree   Indifferent       Disagree
  + There is usually a parking space available near my primary destination (work/school).  
    Agree   Indifferent       Disagree
  + I feel comfortable walking in my neighborhood.   
    Agree Indifferent Disagree
  + My neighborhood is well-served by public transit.   
    Agree Indifferent Disagree
  + It would be nice to have bike sharing in our community.   
    Agree Indifferent Disagree

17. Are you a:

* Undergraduate Student
* Graduate Student
* Full Time/Permanent Staff (NOTE: I suggest splitting AP and Civil Service staff into two categories)
* Part Time/Temporary Staff (NOTE: The campus has part time permanent staff, and what is called Extra Help staff. I suggest splitting these two categories)
* Faculty
* University Retiree
* Visitor
* Community Member
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_

18. Age: \_\_\_\_\_\_\_\_

19. Gender: \_\_\_\_\_\_\_\_\_\_

20. Where are you from?

* Illinois
* Out-of-State, U.S.A.
* International

21. Where do you live?

* Champaign – on campus
* Urbana – on campus
* Champaign – off campus
* Urbana – off campus
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_

22. Please add any questions or additional comments about bike sharing or biking in Champaign-Urbana:

**Carl Stewart Comments – At end**

*ENG 315: UI Bikes* Bike Sharing Survey

This survey will assess students, staff, faculty and community members’ interest in a potential bike sharing program on the University of Illinois at Urbana-Champaign campus. A bike sharing system is a service that makes bikes available on a short-term basis for shared use among individuals. Survey administrators reserve the right to share high-level results of the survey, but any personal information disclosed will remain confidential.   
  
Directions: For the following questions, please circle one answer for each statement unless directed otherwise.

1. Do you bike on campus?

* Yes
* No
* If you bike, why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* If you don’t bike, why not? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1a . **(IF ANSWERED ‘YES’ TO #1)** How often do you currently use a bike? (1 time=1 round trip)

* 0 times a week
* 1-4 times a week
* 5-7 times a week
* 8 or more times a week

1b. **(IF ANSWERED ‘YES’ TO #1)** When you ride a bike, what is the most common purpose of your trip?

* Recreation/exercise
* Commute to work or school
* Social (visiting friends, going to a movie, etc.)
* Shopping or errands
* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1c . **(IF ANSWERED ‘NO’ TO #1)** Do you know how to ride a bike?

* Yes
* No

1. Have you heard of bike sharing?

* Yes
* No

1. Would you be interested in using a bike sharing program at the University of Illinois?

* Yes
* No
* Not sure yet.

1. Bike sharing users often buy a subscription to use the system.[[a]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt1)  
   (Please use the following scale to complete sections I- IV.)  
     
   I. How likely would you be willing to pay the following amounts for hourly bike rental[[b]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt2)?

1) Never pay  
2) Not likely to pay  
3) Indifferent  
4) Likely to pay  
5) Definitely pay[[c]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt3)

$1-$2/hour                        1        2        3        4        5

$2-$3/hour                        1        2        3        4        5

$3-$4/hour                        1        2        3        4        5

$4-$5/hour                        1        2        3        4        5

1. How likely would you be willing to pay the following amounts for a full-day bike rental?

1) Never pay  
2) Not likely to pay  
3) Indifferent  
4) Likely to pay  
5) Definitely pay

$2-$4/day                        1        2        3        4        5

$5-$7/day                        1        2        3        4        5

$8-$10/ day                        1        2        3        4        5

$11-$15/ day                        1        2        3        4        5

1. How likely would you be willing to pay the following amounts for monthly bike rental?

1) Never pay  
2) Not likely to pay  
3) Indifferent  
4) Likely to pay  
5) Definitely pay

$5-$15/month                        1        2        3        4        5

$16-$25/month                        1        2        3        4        5

$26-$30/month                        1        2        3        4        5

$31-$35/month                        1        2        3        4        5

1. How likely would you be willing to pay the following amounts for an annual membership?

1) Never pay  
2) Not likely to pay  
3) Indifferent  
4) Likely to pay  
5) Definitely pay

$40-$50/year                        1        2        3        4        5

$51-$60/year                        1        2        3        4        5

$61-$70/year                        1        2        3        4        5          
$71-$80/year                        1        2        3        4        5

5. Based on the descriptions below, what kind of system would you most like to use?[[d]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt4)

* Kiosk   
  A multiple-location program in which individual bikes can be checked out via smart card at a specified location. [Click Here for Image](http://cdn.mos.bikeradar.com/images/news/2010/09/09/1284065945644-cam883pgywnj-280-75.jpg)
* Bike rental center   
  A single-location program in which bike can be checked out through an operational assistant. [Click Here for full Description](http://en.wikipedia.org/wiki/Bike_rental)
* SoBi Social Bikes   
  Utilizes GPS technology to track individual location of bikes in a given area. [Click Here for Image](http://bicycledesign.net/wp-content/uploads/2011/07/sobi-bike-rear.jpg)
* No Preference

6. In which of the following locations would you be most likely to use a bike sharing station[[e]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt5)?   
(Circle all that apply.[[f]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt6))

* Engineering Quad
* Parking Lot B1 (at Springfield and Goodwin Ave)
* Main Quad (near Matthews St.)
* Main Quad (near Wright St.)
* Illini Union (near Green Street)
* Krannert Center for Performing Arts
* Bromley Hall
* Business Instructional Facility
* Main Library
* Armory Building
* Ikenberry Commons
* ARC
* McKinley Health Center
* Pennsylvania Avenue Residence Hall/Florida Avenue Residence Hall
* CRCE
* South Quad (near the architecture building)
* Parking Lot E14 (at Kirby and First St.)
* Assembly Hall
* iHotel and Conference Center
* Arboretum (near Japan House)
* Research Park
* South Farms
* Downtown Champaign (near Neil St. and Church St.)
* Illinois Terminal
* Lincoln Square Village (near Farmer’s Market)
* Downtown Urbana Parking Garage
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. For what types of trips could you envision renting a bike?[[g]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt7) (Circle all that apply.)

* Commuting to work
* Commuting to class
* Running errands
* Social/leisure
* Off-campus/recreational rides
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. Do you currently own a bike in Champaign-Urbana?

* Yes
* No

9. If Champaign-Urbana is not your permanent residence, do you currently own a bike somewhere else?

* Yes
* No
* Not applicable; C-U is my permanent residence.[[h]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt8)

10. Do you currently own a car on campus?

* Yes
* No

11. Do you currently own a scooter on campus?

* Yes
* No

12. Do you currently own a motorcycle on campus?

* Yes
* No

13. Do you currently use [[i]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt9)car sharing (ZipCar) on campus?

* Yes
* No

14.  What types of trips do you normally travel by car[[j]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt10)? (Circle all that apply.)

* School
* Journey to or from work
* Work-related trips
* Job interviews
* Grocery shopping
* Other shopping
* Childcare
* Medical Appointments/Emergencies
* Recreation/Social trips
* None of these
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

15. On average, how often do you use the following modes of transportation in Champaign-Urbana?  
(Please use the following scale to complete the question.)  
  
0) Never   
1) 1+ times per year  
2) 1+ times per every couple months  
3) 1+ times a month  
4) 1+ times per week  
5) 1+ times per day

Car or ZipCar[[k]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt11)                                0        1        2        3        4        5

Public Transit                                0        1        2        3        4        5

Bicycle (while in season)                0        1        2        3        4        5

Motorcycle or Scooter (while in season)         0        1        2        3        4        5

Walking                                0        1        2        3        4        5

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_                        0        1        2        3        4        5

16. Please state whether you agree or disagree with the following statements[[l]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt12).

* I feel safe when I ride a bike.                             
  Agree         Indifferent        Disagree
* I feel comfortable when I ride a bike on the street[[m]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt13).                  
  Agree         Indifferent        Disagree
* Saving money on transportation is important to me.          
  Agree         Indifferent        Disagree
* I am concerned about the environment.                  
  Agree         Indifferent        Disagree
* It’s easy to walk to a store from my home.          
  Agree         Indifferent        Disagree
* There is usually a parking space  available near my home.                   
  Agree   Indifferent       Disagree
* There is usually a parking space available near my primary destination (work/school).  
  Agree   Indifferent       Disagree
* I feel comfortable walking in my neighborhood.          
  Agree         Indifferent        Disagree
* My neighborhood is well-served by public transit.          
  Agree         Indifferent        Disagree
* It would be nice to have bike sharing in our community.           
  Agree         Indifferent        Disagree

17. Are you a:

* Undergraduate Student
* Graduate Student
* Full Time/Permanent Staff
* Part Time/Temporary Staff
* Faculty
* University Retiree
* Visitor
* Community Member
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_

18. Age: \_\_\_\_\_\_\_\_

19. Gender: \_\_\_\_\_\_\_\_\_\_

20. Where are you from?

* Illinois
* Out-of-State, U.S.A.
* International

21. Where do you live?

* Champaign – on campus
* Urbana – on campus
* Champaign – off campus
* Urbana – off campus
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_

22. Please add any questions or additional comments about bike sharing or biking in Champaign-Urbana:

[[a]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref1)campusbikeproject:

often must pay a fee :(

[[b]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref2)campusbikeproject:

an hour is a long time for bike use

[[c]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref3)campusbikeproject:

start with Definitely end w/never

[[d]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref4)campusbikeproject:

too techy\*  consider generic descriptor like Selfserve Kiosk, Bicycle Library, Smart Bike

[[e]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref5)campusbikeproject:

If bicycle sharing was available at which locations could you most likely use it?

[[f]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref6)campusbikeproject:

Reverse this list start w/DT Urbana and end with Engineering quad.

[[g]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref7)campusbikeproject:

Would you attempt these journeys on a bicycle?

[[h]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref8)campusbikeproject:

skip #8, Do you own a bike which is somewhere notC-U?

[[i]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref9)campusbikeproject:

many "subscribers"  may not "use"

[[j]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref10)campusbikeproject:

journeys do you make by car

[[k]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref11)campusbikeproject:

probably should separate private automobile

[[l]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref12)campusbikeproject:

re-order the statements, starting with "It is easy to walk...

[[m]](file:///C:\\Documents%20and%20Settings\\aneptune\\Local%20Settings\\Temporary%20Internet%20Files\\Content.Outlook\\5V6XKEX9\\UI%20Bike%20Sharing%20Survey_11%2018%2011%20docx.html" \l "cmnt_ref13)campusbikeproject:

maybe add: "on my neighborhood st." and a second question "on minor arterials like Lincoln or Green"

**Additional Comments**…

**From Rick Langlois:**

#6) I would add a couple of North Campus locations and maybe cut back some south campus locations. There is a massive parking structure on University Ave for example. As well as Beckman and Seibel, etc.  
Other than that I don't see anything that I feel needs to be changed.

**From Grace Kenney:**

About the order - I think it would be better to keep the information related to types of trips around campus and cars and whatnot at the beginning since it leads into the ideas of bikes and bike rental purpose.

About bike rental - I think some basic definitions should be put out there instead of a link to a wikipedia page. I don't think many people will take the time to click and read through another different page than the one they're on. If we can include some comparison/contrast photos of different types of bicycle sharing systems, that would be great too - just so people know what they're looking at and how the different technology and systems differ from one another. Could we instead include links to videos of B-Cycle and SoBi?

Other than that, I am really happy with the work that has been done!