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University of Illinois at Chicago

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File	Modified
2011 Campus Travel Survey Report.pdf UIC Campus Travel Survey	Jun 27, 2011 by Kenney, Grace Rebekah

Press Release: <http://blog.sustainability.uic.edu/2011/03/chicago-b-cycle-encourages-students-and.html>

History of bicycle sharing at UIC campus

- Bicycle à took down bike racks in City in Fall due to tourist season being over.
- Decided wanted to put on Universities, did program info
- Costs were high
- Uni provided the site, the program itself used solar and GPS, and needed electricity over the winter
- Turned the program over to an auxiliary service
- Wanted the campus to commit to doing it
- \$25 for winter membership – 2 hours
- This covers maintenance cost and not the capital

Why it didn't work

- Contact not negotiated til Spring Break and only 6 weeks were left of school
- They sent one mass mail advertisement to students, and had a table in the student center
- UIC put out some info as well
- Equipment was rusty à after only one season in the city
- Didn't look impressive
- Identified 6 locations, put in 5, near main transit stations
- Weather is a big factor to deter ridership
- Weather at end of spring semester was not conducive to cycling

Costs

- \$1000/bike à but is this one-time, or an annual fee?
- There are 30-40 bikes total/ with 10/rack
- Sign up online for membership
- 1-time ride, fee is \$10/hr
- They did some bike tours during Earth Week
- Weather is a big factor to deter ridership

Now

- Have developed prototype for refurbished bike program
- No funds to run it. Working with the police station.
- College of cycling is a student group – looking at them to possibly run it
- Legal issues à if people are riding for work issues, then the compensation is a problem
- Looking at getting a waiver
- Looking at semester bike rentals
- Students need someone to fix up bikes and do that
- Looking at making a course
 - 1st year – Build a Bike course
 - Cost \$200, student pay for, and then are given a bike

- Hopefully they will run a group/corps who could do this.
- Promised for summer, but nothing out yet.

Mode shift

- By expanding the program, not going to create a mode switch
- Students and using feet/bus mostly already.
- Student did study on why people would use bikes more
 - Looked at drivers of cars.

Financial Issues

- Q: What would you do to get the bike back?
A: Deposit? If have \$ for deposit, why not buy?
- If Deposit is low, won't see bike at end of semester.
- Does a deposit mean a Maintenance guarantee?
- Look at what would charge against them
- Making it a library style charge

iCard option?

- UIC i-Card people are against this.
- Can't put charge because this is not an academic-related charge

Problems?

- UIC infrastructure issues. Delineated paths. Nothing on campus itself.

Funding

- Bicycle would work on finding sponsors.
- Don't want UIC and Bicycle to go to multiple donors – since there are problems of Bicycle targeting a company that has a sponsorship or scholarship set up with UIC, maybe they'll revoke it, making problems for future students. Gotta look at issues of sponsorship options.
- Groupon was targeted
- Vendor looks into negotiations
- Question of city advertisements

Survey

- Did a survey of mode shifts.
- See carbon offset.
- Transit shift.
- 25% of student population live in a 2-3 mile radius of campus.
- Average commute is 15 miles.

Goal

Interconnected campus, health, mode shift

Next steps:

First things first: secure bike parking, then funding!!!

No labels