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July 2011 Update

Added by Kenney, Grace Rebekah, last edited by Kenney, Grace Rebekah on Jul 19, 2011

Update on what has happened and will happen next.

Dear Steering Committee Members:

In the past month, we have met and discussed bicycle sharing programs for campuses with UIC, UChicago, and Loyola University, as well as the members of the Steering Committee. We also recently met with B-cycles in Chicago. We have acquired information regarding possibilities for campus as well as particular concerns to be aware of as we progress further.

Following is a list of recommendations, based on the interviews:

- Solid data is required – hence a survey must be conducted of all students and staff
- A strong marketing plan is key to the success of the integration of the program
 - Target people who would actually use the program
 - Use marketing skills like ‘point-of-decision’ to initiate modal change
 - Use being ‘Green’ as a marketing aspect
 - Needs to be searchable on University website
- Vandalism and theft is a large concern
- Phasing is the key to the sustainability of the program – not a “big bang” but an incremental system
 - Need for control of staff time – don’t start out too big too quickly
 - No paper-based systems, just use online platform
 - Most schools not equipped to operate system for themselves
 - Ease of access crucial
 - Refurbished bicycle program would not endear itself to users
- Culture of bicycles and perceptions of bicycles on campus needs to be better established
 - Overall bigger picture – need to address campus needs in order to implement this program
- Hard to quantify the actual environmental impact
- Peter Fox should be talked to regarding iHotel potential
- “Even a bike share program that fails can be a success”

The next steps will be related to finding out key information regarding how to apply these concepts to the UIUC campus. A three-tiered program is being examined for application for what is seen as the three different audiences this program will serve:

- Departmental bikes – for faculty and staff, similar to ICCB
- Kiosk bikes – for conferences, tours, outside users
- Student bicycle system

All of this information can be found on the UIUC wiki page: <https://wiki.cites.uiuc.edu/wiki/display/UIUCBicycles/Bicycle+Sharing+Program>

This site is useful for sharing general information. As for specific meeting notes, we can allow only users with a NetID access to the minutes for the time being, or I can also send them to you upon request.

We look forward to our meeting on the 22nd, from 1:30-3:00 PM, at the Physical Plant Services Building. An agenda will be sent out in advance, and we look forward to sharing our current findings and recommendations, as well as receiving your feedback.

Regards,

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No labels