

Campus Bike Project Expansion of Service

The Bike Project / Campus Bike Project

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Name of Group:

The Bike Project - Campus Bike Project

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1. Applicant Information and Mission Statement

Mission:

The Bike Project (TBP) is a non-profit, charitable organization of bicycle users whose mission is to educate and empower the community by providing a welcoming space to learn about bicycle repair, engage in maintenance practice, and promote safe cycling through outreach and advocacy activities.

Description:

TBP operates two community bike shops where members can come and use the shop during open hours. Volunteer mechanics staff open hours at both the Campus and IMC shops as well as rebuild donated bikes to purchase. Revenue from the sales of recycled bicycles currently funds overhead to maintain both shops. Membership is reciprocal at either location and so CBP members also benefit from access to the downtown Urbana shop location. The 2012 annual membership fee is \$25 for students and \$40 for non-students.

Brief History:

TBP established operations in the downtown Urbana shop location in 2006 to provide a space, tools, to repair bikes, share knowledge, hold classes, and advocate for bikes in the Urbana-Champaign community. The success of the project, along with the increasing demand for cycling resources on the UIUC campus lead to a partnership in 2010 between the Bike Project and UIUC Facilities and Services to create CBP. Facilities and Services secured rent free space for CBP to operate out of as well as funding for a part-time staff manager. In 2011, the Student Sustainability Committee co-funded that part-time position. CBP has grown and hopes to continue to increase its capacity to serve the UIUC campus.

2. Proposal Summary

Detailed Project Description:

Funding for a Shop Manager and Stipends for Volunteers at the Campus Bike Project

Total requested amount: \$39,872

If awarded, this grant will provide 67% funding of a full-time Shop Manager position and will provide a small stipend for compensation to qualified Campus Bike Project (CBP) volunteers. These funds should be distributed monthly from May 2012 continuing through until April 2013. By increasing the allocation of staff resources and time, CBP will be adequately equipped to serve the current membership levels. Additionally, CBP will be better positioned to engage broader campus audiences interested in the skill set we provide. By developing a pool of vetted

and qualified individuals we create organizational sustainability and forward the mission of this committee and the University of Illinois at Urbana-Champaign (UIUC).

Project Goal:

In order to meet the current user demand adequately, CBP is requesting funding to pay a full-time position and funds to develop several student volunteers thru payment of a small stipend.

A variety of tasks which are routinely the work of CBP shop manager:

- Provide information for visitors regarding CBP
- Reply to inquiries to CBP regarding our mission and bicycle services
- Using hands off techniques, guide participants in safe bike repair and safe use of shop space
- Record shop participation levels and implement strategies for improvement
- Manage wholesale ordering, inventory pricing and payments to vendors
- Maintain consistent supply of bike safety equipment including helmets, lights, and locks
- Actively improve the parts program modeled around the principles of reduce, re-use and recycle
- Coordinate pick-up, intake and/or storage of donations
- Register donations and record quarterly financial history
- Provide a vehicle for on campus and off campus partnerships into the community
- Facilitate education on bike repair/maintenance during all open hours
- Support, organize, participate, help with annual or special bicycle related efforts off site but on campus including but not limited to transportation, safety and sustainability education.

The volume of visitors to the shop, and logistical needs for upkeep of the facility has outgrown the capacity of a part-time manager including the team of regular student volunteers. The projected responsibilities of a full-time manager will be similar to the tasks above but will include more focus on:

- Meeting the increased demand for bike repair/maintenance education during open hours
- Reply to inquiries to CBP regarding our mission and bicycle services on campus
- Appropriately respond to requests for CBP to participate, support and/or organize efforts off site.

CBP will expand open shop hours and provide additional education services in order to continue to effectively contribute to the growing demands of bikes on campus. CBP relies on volunteers to staff the open shop hours, work at special events and maintain the growth of the organization. The ability to compensate some regular volunteers for the work they do has the potential to stabilize the organization while growing the involvement from additional participants in this community project.

3. Project Benefits and Impact:

Sustainability Benefits:

CBP ascribes to the definition of sustainability by its ability to meet present needs without compromising the ability of future generations to meet their needs. In this understanding of sustainability, CBP is sustainable on a number of levels:

- Transportation Alternatives: Bicycles serve as a healthy, reliable and inexpensive means of transportation in comparison to Single-Occupancy Vehicle (SOV) trips. Reducing SOV trips to campus reduces costs for road maintenance and parking infrastructure, and lowers fossil fuel outputs.
- Community Building: CBP and TBP have a strong relationship with Champaign County Bikes and are building alliances with service and education organizations across Urbana and Champaign. Through a partnership with Working Bikes, CBP and TBP have increased its impact regionally and globally by supporting bike programs in developing countries.
- Waste Reduction: CBP operates with very low overhead. CBP has established relationships with UIUC, the City of Urbana, and the City of Champaign, whereby used bikes are donated to the project keeping them from entering the waste stream. Donated bikes are recycled, repaired and/or sold by CBP. Currently, CBP receives many more bikes than we can repair. We will continue to improve these recycling efforts as the University of Illinois campus shop location becomes more well-established.
- Education and Empowerment: CBP encourages education through the Build-a-Bike Program. Members may select an un-repaired bike and learn to make proper repairs themselves under the guidance of CBP staff. This process creates a community of individuals with the skills to reliably maintain their own bikes.

Energy Impact:

Renewable Energy:

- Our transportation options are powered by 100% renewable energy, human power!

Energy Efficiency

- Energy saved: Using the 2,969 unique shop visitors to the Campus Bike Project, recorded in 2011 as the annual rate, a conservative estimate for how much SOV travel could be eliminated from campus would be: **5,938 miles/week of bike trips replacing automobile trips.** With 2,969 cyclists using CBP, this figure is reached with only 2 additional miles per week each. Roughly this equals a single short trip per cyclist. Cases can be made for impacts 10-100 times greater, such as eliminating a larger number of SOV trip miles, or supporting a small percentage of CBP visitors to adopt a car-free or nearly-car-free lifestyle. Estimated energy savings: 20,042 gallons of gasoline annually.

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

- Energy requirements: Only heating, ventilation, and standard electrical service are needed for the space, with fluorescent lighting and occasional powered tool use. This roughly amounts to 1,000 gallons of fuel annually (enough to heat a large home). We assume bike recycling more than makes up for new tool/storage purchases.
- Net energy saved: 20,042 gallons of fuel – 1,000 gallons of heating fuel = 19,042 gallons of fuel saved

= 19,042 gal * 35.65 kWh saved = 678,850 kWh saved
(conversion factor: 1 gal gasoline contains 36,650 watt-hour)²

Environmental Impact:

Global Perspective:

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

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

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

Greenhouse Gas Impact:

(using the provided rates and costs)

19,042 gal gasoline offset * 19.4 pounds CO₂/gallon =

369,400 pounds CO₂ offset

19,042 gal gasoline offset * \$3.00/gal =

\$57,126 in gasoline spending offset

Note since the above is a greater dollar amount than this grant request the argument can be made that in sum University community profits.

Local Perspective:

The Bike Project recycles bikes that might otherwise enter the waste stream. Bikes and parts that we cannot re-use are taken by metal recyclers. In addition to decreasing the number of SOV trips, our presence increases the visibility of bicycle use around campus. More bike visibility leads to increased bike use. We work to drive this sustainable circle of visibility because as more aware drivers become aware we all enjoy safer streets, and ultimately a drastically reduced rate of SOV trips and there by an unrealized amount of energy cost savings.

Social Impacts:

Because transportation is a universal need, we provide CBP services to everyone, undergraduates, graduates community members and even postdoctoral students. We offer a welcoming space where it is routine to encounter people with diverse backgrounds who might not otherwise have crossed paths or engaged in the wider community. Increasing student/staff/faculty mobility means people are able to become more active participants in their academic and surrounding community, regardless of income.

CBP members can learn to repair and maintain their own transportation from other members and volunteers. In addition to the life-skills training in bicycle tools and hardware, we also regularly educate members and visitors in common riding courtesies, legal requirements, safe bike handling, and safety gear is available for purchase at reduced cost. Students gain exposure to an active community of bike enthusiasts who share ideas, knowledge, and expertise on biking locally and sustainably in this community. This cooperative model empowers people to maintain and share the habit of sustainable transportation, spreading the value of bicycle use far beyond the direct impact of the project.

Economic Impact:

By providing sustainable independent transportation to those who otherwise may be limited to walking and public transit, the project has immediate local economic impacts. Increasing the affordable transportation options directly translates into increased possibility to patronize more local businesses or events(e.g., trips to the Market at the Square farmers' market) there by spending in a locally sustainable way. Several additional economic impacts include:

- **Transportation Accessibility:** The sale of refurbished bicycles provides affordable transportation to people who can commute by bicycle to work.
- **Collaborative Reciprocity Between Sustainability Projects:** CBP creates opportunity for relationship and outreach between other sustainable initiatives.(e.g., the Student Farm initiative, SECS). An increased capacity will allow for more work to be done in conjunction with other campus units with similar missions and goals.
- **Creating Jobs:** The clerkship model stipend program creates a position where job training and work experience are also gained.

4. Student Engagement:

Visibility of Project:

The Campus Bike Project has grown involvement by offering the space and now provides a more visible presence for bicycling on-campus, despite sub-optimal real estate for visibility. Through our continued participation in annual events like Naturally Illinois, Quad Day, Earth week and Green on Green and Bike to Work month we will only continue to increase the level of educated cyclists on campus. CBP staffers and volunteers make visits to residence halls to promote bicycle maintenance and provide information about other services offered to CBP members. Upon special request CBP has accommodated formal training sessions with non-member campus registered student organizations. We thrive to create social environments that are fun and approachable in order to stimulate involvement and enthusiasm around the project.

Role that students will play in the project:

Students make up the majority of visitors, as well as volunteers and members, at the Campus Bike Project. CBP bicycles represent the one of the only affordable and convenient transportation options for many students. An often unrecognized effect from the basic hands on nature of all work done in the shop is stress relief. Many students thrive on the variety from focused academics as well as benefiting from the social ties that are often forged from working in common space with others.

Opportunities for involvement in academic curriculum:

To encourage student involvement, CBP has been in contact with professors who may be interested in including project related concepts as an academic service-learning opportunity for their students. Goals of CBP apply to the curricula across many different departments. Both CBP and academic units can have a substantial contribution to the success of the student.

5. Implementation Plan:

CBP shop has proven to be a successful model for creating accessible infrastructure to support the growing bicycling needs in Urbana-Champaign. Membership and sales income are now at a high enough level to pay the one part-time staff required to supervise the space, coordinate volunteers, and run the program. This support level was the proposed estimate required in 2009; more staff hours are needed to satisfy the 2012 demand for services.

Currently CBP holds open shop hours for 16 hours per week. Open shop hours provide opportunities for visitors and members to engage in hands-on training in bike maintenance and repair stated in our mission. Another component of open shop hours is the sales of refurbished bicycles. With a full-time shop manager position, we could double our weekly shop hours dedicate 10 additional hours for development of programming and educational services for greater outreach on campus.

In addition to open shop hours, CBP participates in a variety of sustainability efforts, including, but not limited to, Sustainability Week, Go Green on Green Street, Light the Night, Naturally Illinois Expo and the University YWCA Dump and Run. Attendance at these events raises the visibility of bicycling on campus and offers the opportunity for more member-volunteers to be involved in the organization. With the implementation of this clerkship model volunteer stipend program, CBP can strengthen its current or perspective volunteer involvement within the organization and build a stronger connection to our campus community. We project that CBP, with increased income from expanded open shop hours in 2012, and with added support for education programs from UIUC campus units (see below), will be able to capably fund a full-time Manager position in 2013 and into the future.

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

6. Timeline

For continuous operations, funding is requested to start May 1, 2012.

Shop participation fluctuates with the UIUC academic calendar. Annual programming is developed throughout the calendar year and implemented accordingly. Operations typically begin in spring. However, we must coordinate our planning and to avoid conflict we often coordinate with several additional local bicycle groups.

An Example Planning Cycle:

May-August: Implementation education and staff training

September-November: Crunch time for engaging new volunteers

December-April: Assessment of tasks and volunteer planning

7. Publicity Plan to Acknowledge SSC Contribution:

As the CBP location matures, we constantly seek to better utilize our existing media relationships and develop further media resources at UIUC to publicize this successful initiative. CBP was featured by several local television stations, newspapers, and other media outlets over the last year. We have a committee of volunteers who concentrate on involving others through detailed use of social media channels. As one of the best ambassadors for bicycle transportation on campus, CBP engages, develops and motivates others to help elevate the role of sustainability at the University of Illinois. The CBP is actively seeking new ways to publicize our work and always enjoys considering new methods and opportunities for publicity.

8. Future of Project:

The University was declared a Bronze **Bike Friendly University in 2011** by the League of American Bicyclists. The presence and involvement of CBP and its services played a major role in UIUC receiving the award. CBP intends to continue its commitment to the bike programming required for the UIUC campus to work toward a Silver, Gold, or Platinum level Bike Friendly University status.

Conversion of the CBP Manager position to a full-time position is one step in maintaining momentum behind the current bicycle programming campus. CBP is a critical link to enabling the achievement of established 5 E's goal for a university by the League of American Bicyclists. These goals include Engineering, Education, Encouragement, Enforcement, and Evaluation. Additional ideas CBP may include in its development are employing undergraduate students, opening a more central location, or operating a mobile bike clinics.

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

A strong foundation of cooperation has formed between CBP, Facilities and Services (both offices TDM and Parking), and the Office of Sustainability during CBP's initial two years of operation. This foundation must be strengthened and built on in coming years to further the goals of CBP and those of other UIUC entities who can benefit from expanded non-motorized transportation. CBP looks forward to forming and expanding working relationships with other UIUC units beyond F&S and Office of Sustainability. It is our hope that with collaboration from other campus units, the next decade will be one in which we as a campus take steps to become a national leader in bike sustainability. Support for these CBP positions is a small step to expanding our capacity to realize our sustainability goals. CBP hopes to serve as a catalyst in Champaign County and at UIUC to foster a collaborative commitment to bicycle transportation.

Departmental/ Unit Support and Allies:

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

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

CBP also collaborates with others on campus: Housing, International students, Disabled students athlete program, Engineers without Borders, and the Solar Decathlon for example.

9. Detailed Budget, Other Funding Options, Additional Grants:

Fiscal Review for May 2010 to April 2011:

- Campus Bike Project Manager was a part-time position at an annual cost of \$15,000 per year.
- The Campus Bike Project opened in March 2010. In 2011, it had \$39,970 in total revenue and \$17,153 in total expenses, for net revenue of \$22,817.
- The Campus Bike Project had 3048 total visits, by 2969 unique visitors in nine months of 2010, and 343 memberships originated at the campus location in the same time period.

Fiscal Plan for May 2012 to April 2013:

The Campus Bike Project Manager will be a full-time position with an annual cost of \$41,600 per year. This grant request is for 67% of that cost for one year, or \$27,872, which can be paid in monthly installments beginning in May 2012 and ending in April 2013.

- CBP Annual Revenue (forecast 2012):

Bike Sales: 200 @ \$100 average:	\$20,000
Memberships: 500 @ \$25:	\$12,500
Parts Sales:	\$3,000
SSC Grant(?):	\$39,872
Total Revenue:	\$77,372

- Expenses:

Manager Position:	\$41,600
Volunteer Stipends:	\$12,000
Parts and Supplies:	\$20,000
Total Expenses:	\$73,600

Fiscal Plan Goals for May 2013 to April 2014:

- Revenue:

Bike Sales: 300 @ \$100 average:	\$30,000
Memberships: 600 @ \$25:	\$15,000
Special class / UIUC unit programming*	\$32,000
Parts Sales:	\$ 2,500
Total Revenue:	\$79,500

- Expenses:

Manager Position:	\$41,600
Volunteer Stipends:	\$12,000
Parts and Supplies:	\$20,000
Total Expenses:	\$73,600

*CBP management has discussed some possibilities for funding specific multiple-year ongoing programs, which might be partially funded by other campus units, and pay for CBP services; CBP plans to continue this support inquiry with Facilities and Services and include several other campus units.

Other Funding Options:

Increased open shop hours will allow increased recycled bicycle sales, and generate more revenue and memberships. Membership and recycled bike sales are the main revenue streams. In future years, we project that all funding for the shop manager position will be supported through this revenue. The 2013-2014 budgets also indicate strengthening relationships with other units/departments on campus that will increase the total operating budget.