



The Spoke:

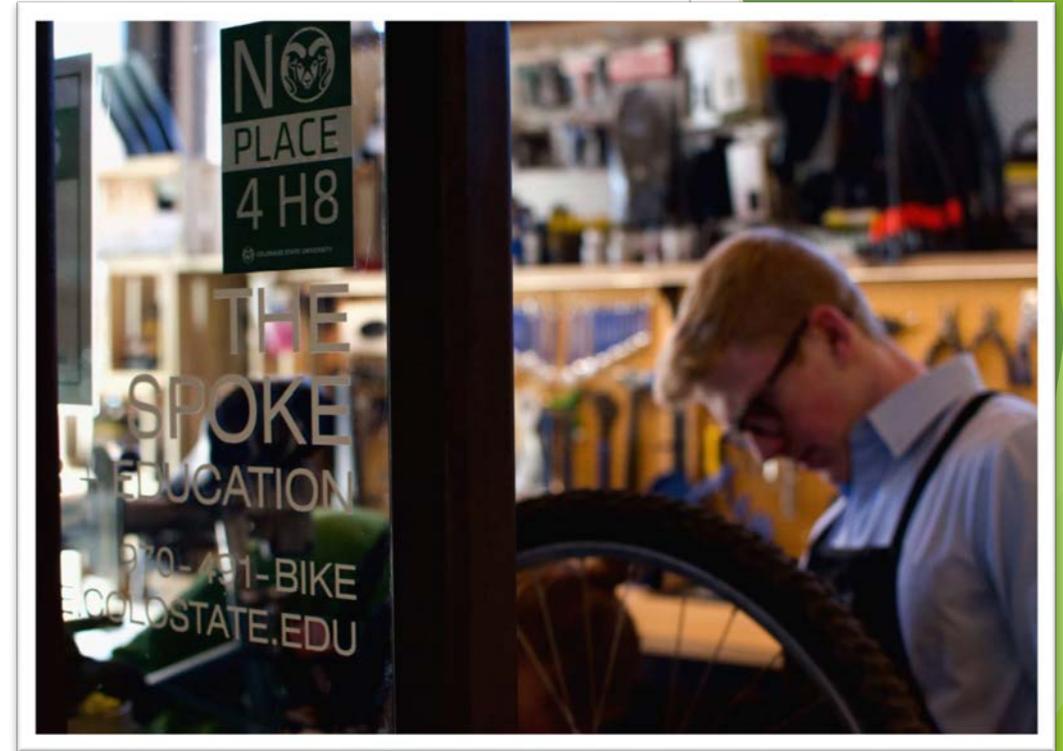
Extended Hours & Mobile Shop

Project Proposal



Agenda

- ▶ Overview
- ▶ Project Description
 - ▶ Extended Hours / Staffing
 - ▶ Mobile Bike Shop
- ▶ Budget
- ▶ Support for Users
- ▶ Benefits to Students
- ▶ Evidence of Support
- ▶ Summary



About The Spoke

- ▶ On-campus cycling safety and maintenance education training center
- ▶ Servicing our University students, faculty and staff
- ▶ Located in the Pavilion at Laurel Village, a LEED Platinum Certified Building
- ▶ Opened August 2014
- ▶ Share knowledge, techniques, and best practices for maintenance, safety, and repairs
- ▶ Service/Labor is free as long as customer participates in the repair
 - ▶ “I will put the tool in your hand.”
- ▶ Education classes and outreach
- ▶ Bike registration
- ▶ Sale of wear items and product
- ▶ Department maintenance services



Project Description - Extended Hours

- ▶ Currently, The Spoke is open from 1:00 - 4:30 pm Monday through Friday. Funding supports 2 mechanics on staff during these hours.
 - ▶ We would like to extend our hours to 10:30 - 4:30 pm Monday through Friday.
 - ▶ Additionally, we would like to support 3 mechanics on staff during peak seasons; August - October & March - April.
 - ▶ Extend our summer hours to be open 1:30 - 4:30 pm Monday through Friday with 2 mechanics on staff



Project Description - Mobile Shop

- ▶ A mobile shop would enable The Spoke to largely expand its reach and better achieve its objective of sharing knowledge, techniques, and best practices for bicycle maintenance, safety, and repairs.
 - ▶ The mobile shop would pop up in high traffic and bicycle-dense areas
 - ▶ Open Monday through Friday, 4 hours per day, depending on demand
 - ▶ Open only during peak seasons, August - October & March - April
 - ▶ Ability to take payment for product and provide free educational services



Budget - Revolving

- ▶ Annual Revolving Costs: \$54,451 total
 - ▶ The Spoke at Laurel Village Labor:
 - ▶ \$36,486 [Academic Year] + \$6,021 [Summer Season] = \$42,507 total
 - ▶ The Spoke Mobile Shop Labor:
 - ▶ \$4,703 [Fall Peak Season] + \$4,161 [Spring Peak Season] = \$8,864 total
 - ▶ Mobile Shop Information Technology:
 - ▶ \$960 [Monthly Cellular Service - Annual] + \$120 [C.C. Processing - Annual] = \$1,080 total
 - ▶ The Spoke Mobile Shop Equipment Replacement & Store Use Product:
 - ▶ \$400 [Store Use Consumables] + \$1,600 [Maintenance & Replacement Costs] = \$2,000 total



Budget - Startup

▶ Initial Startup Costs - The Spoke Mobile Shop

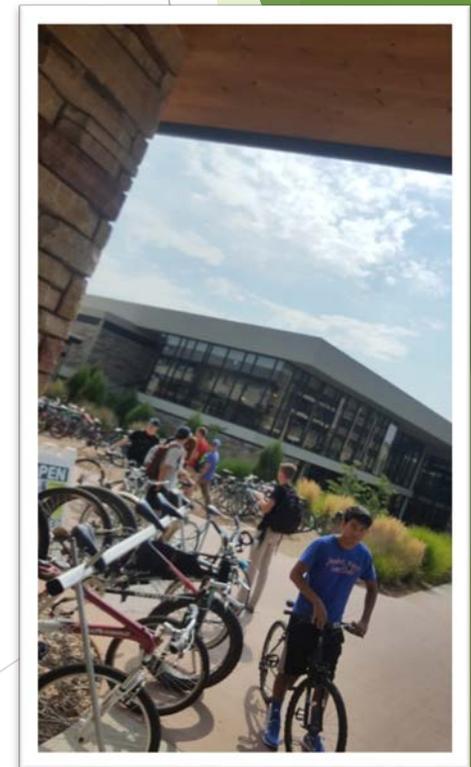
- ▶ Bicycle
- ▶ Trailer
- ▶ Trail Setup
- ▶ 10x10 Tent
- ▶ Mechanic Stands & Racks
- ▶ Tools
- ▶ iPad (2) & Case
- ▶ Inventory (3 Months)
- ▶ Marketing Signage

\$8,772.07 Total



Budget - Summary

- ▶ Total Project Budget \$63,500
- ▶ Budget assumes no matching labor funds from HDS
 - ▶ HDS provides location
 - ▶ Budgeted \$17,000 for mechanic salaries during fiscal year 2018
- ▶ Budget assumes Departments of Central Receiving will still support The Spoke operationally.
 - ▶ Design, management, operational and administrative support
 - ▶ Provided start-up costs and development funding for location.
- ▶ If funding is received by August 1, 2018, extended hours and mobile shop could begin Move In Week 2018.



Support For Users

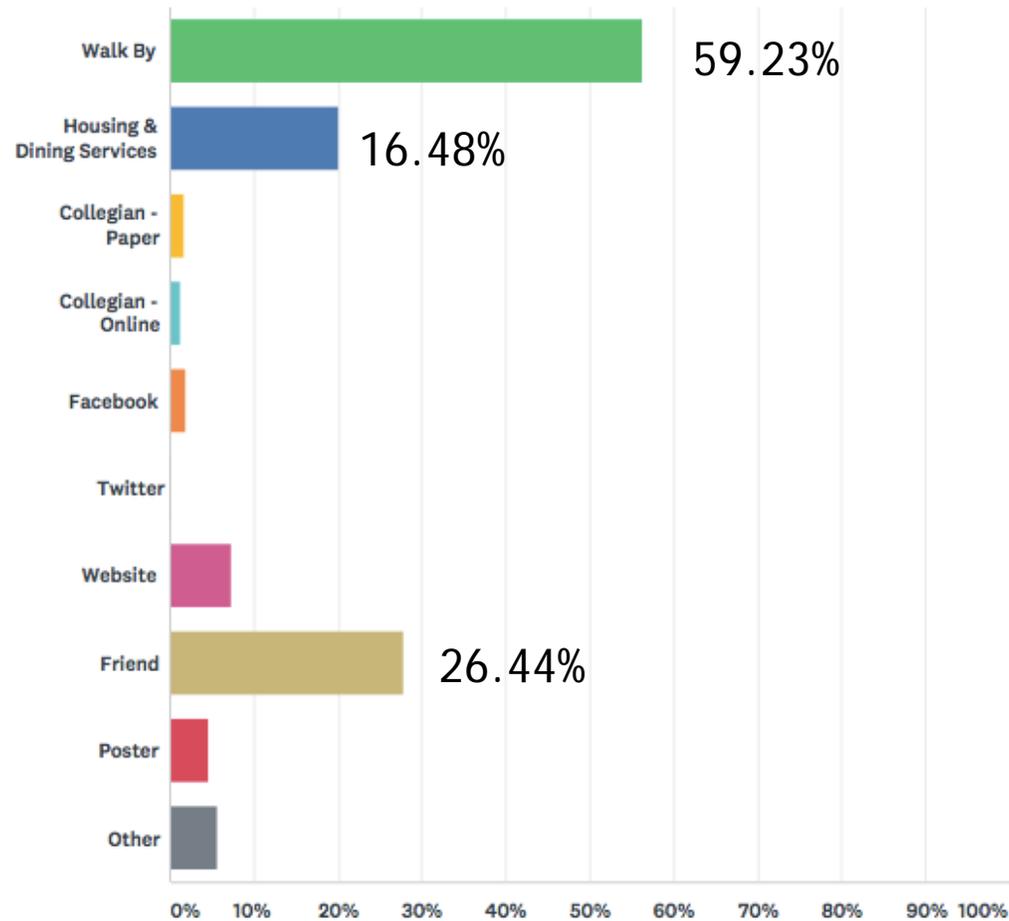
- ▶ Users gain knowledge and best practices in supporting their own bike care
- ▶ Users are supported by a mechanic free of charge
- ▶ Users experience an inclusive and welcoming environment - eliminating the intimidation of bike shop
- ▶ Users gain freedom and opportunity to go anywhere as they are now self reliant
- ▶ Users learn complicated processes in a simplified manner
- ▶ Users learn how to be a safe cyclists and can now advocate for the cycling community
- ▶ Users are empowered with access and safe travels



Support for Users - Location Driven

Q9 How did you hear about The Spoke?

Answered: 1,413 Skipped: 0



Support for Users - Location Driven



Residence Hall Bike Totals			
Braiden Hall	= 250	Allison Hall	= 159
Newsome Hall	= 197	Parmelee Hall	= 250
Academic village	= 273	Corbett Hall	= 545
Edwards Hall	= 213	Pinon Hall	= 51
Summit Hall	= 265	Pavilion	= 103
Ingersoll Hall	= 195	Durward Hall	= 285
		Westfall Hall	= 222
Total		= 3432	

Academic V Engineering	1.22%	13
Academic V Honors	1.98%	21
Academic Village	3.95%	42
Aggie Village	2.92%	31
Allison	3.20%	34
Alpine	7.71%	82
Aspen	2.16%	23
Braiden	1.88%	20
Corbett	14.11%	150
Durward	17.59%	187
Edwards	3.57%	38
IHouse	0.38%	4
Ingersoll	3.01%	32
Laurel Village	0.75%	8
Newsom	3.76%	40
Parmelee	4.23%	45
Pinon	12.42%	132
Westfall	9.60%	46

Support for Users - Location Driven



Exhibit E: Proposed Mobile Shop Pop Up Locations

★ = Potential Mobile Shop Pop Up Locations



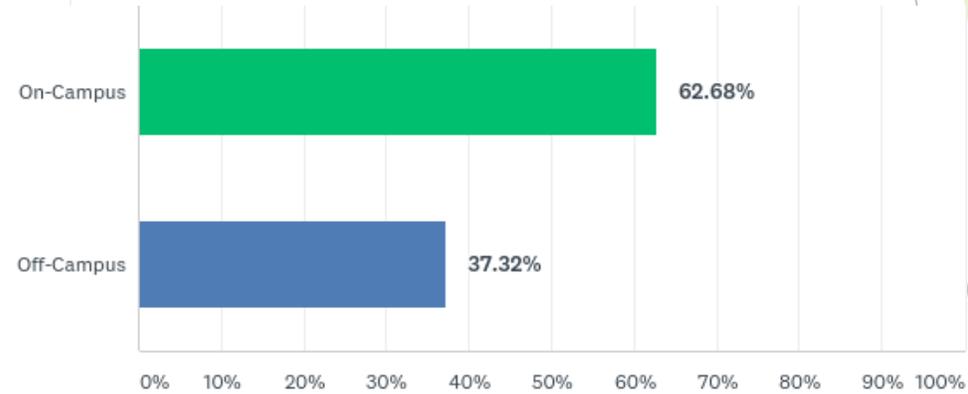
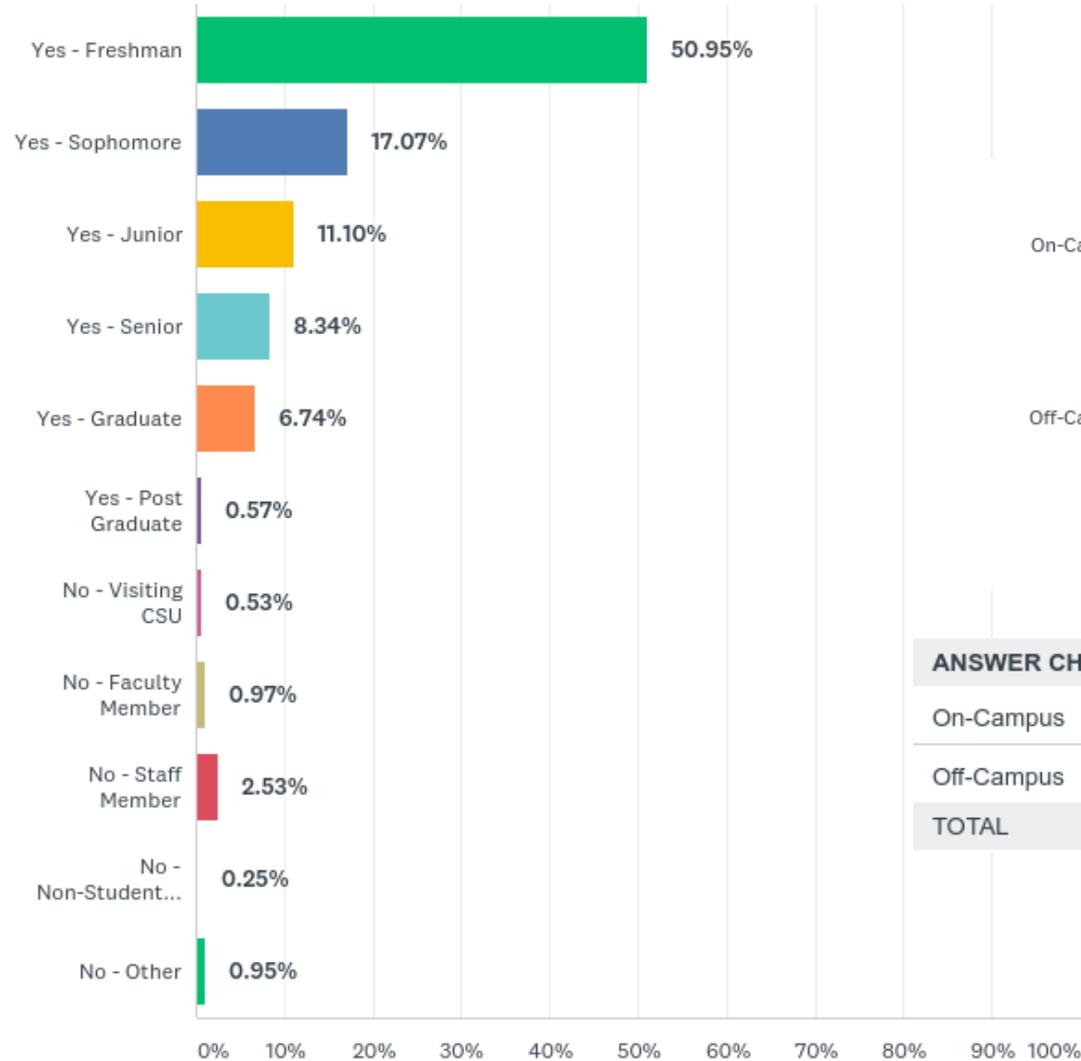
Evidence of Support - Survey Results



- ▶ The Spoke has had a customer experience survey since August 24, 2015. We use this survey to measure our customer satisfaction as well as understand the demographics of our customer.
- ▶ We have collected 4,746 survey responses.
 - ▶ 94.77% CSU students, with the freshman class being the highest user at 50.95%.
 - ▶ 63% living on campus, 37% live off campus
- ▶ We know with certainty that The Spoke directly benefits CSU Students from Undergraduate to Graduate Students.
- ▶ As The Spoke grows, we are servicing a more general population. We desire to expand our reach and impact past resident hall populations to the off campus community that use their bike as a daily mode of transportation.



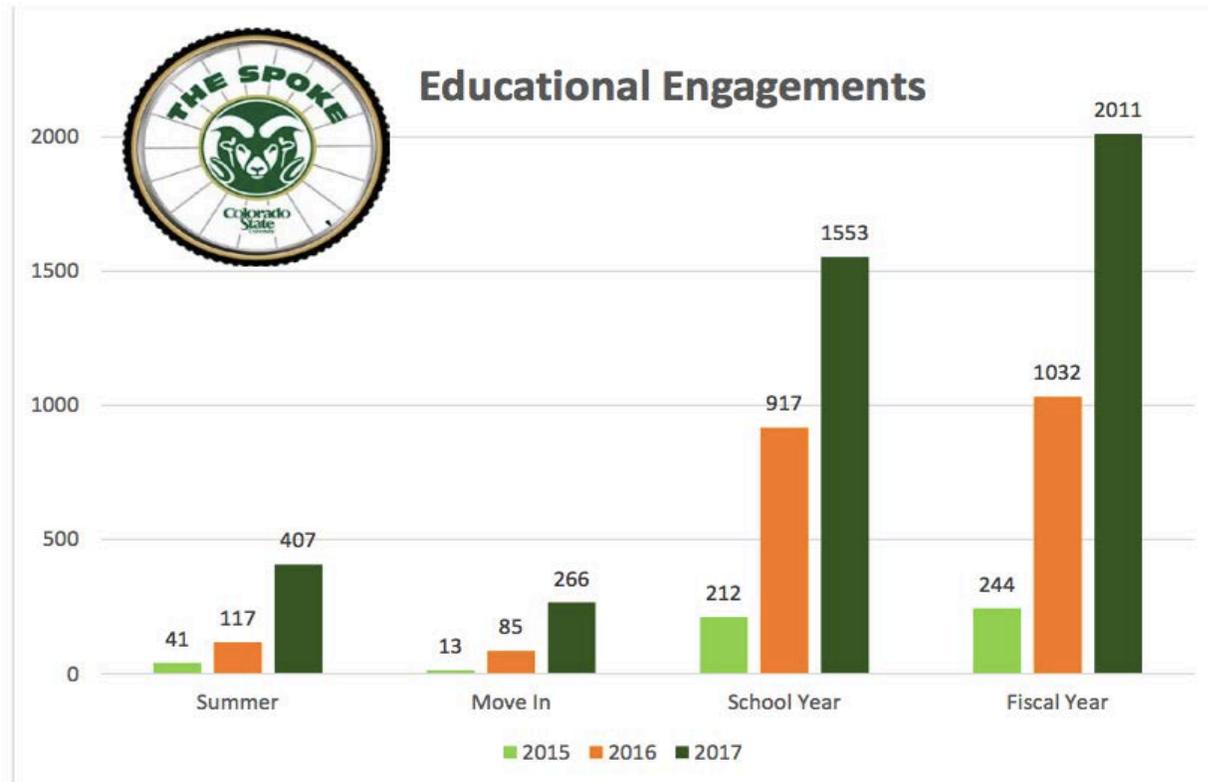
Evidence of Support - Users



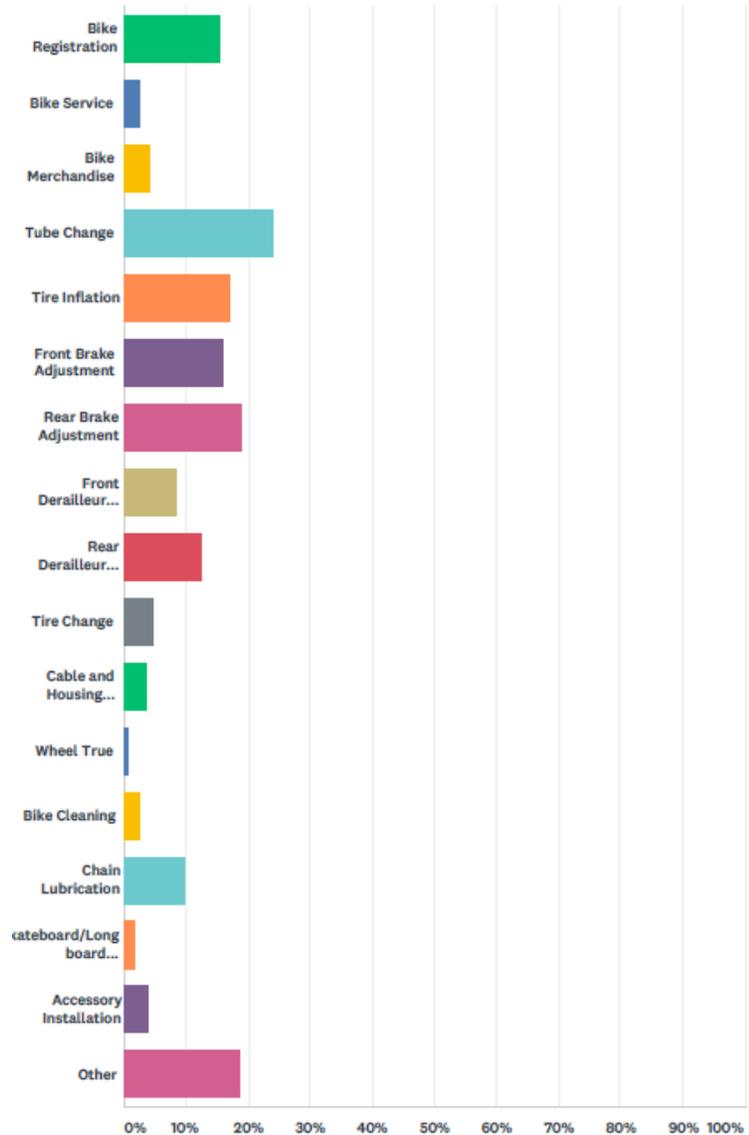
ANSWER CHOICES	RESPONSES	
On-Campus	62.68%	2,975
Off-Campus	37.32%	1,771
TOTAL		4,746

Evidence of Support – Total Engagements

- ▶ Our most popular educational engagements are changing a flat tire, tire inflation, adjusting front and rear brakes and adjusting front and rear derailleurs.
- ▶ Our teaching moments have increased by over 40% between 2017 and 2016 academic year.



Evidence of Support - Educational Types

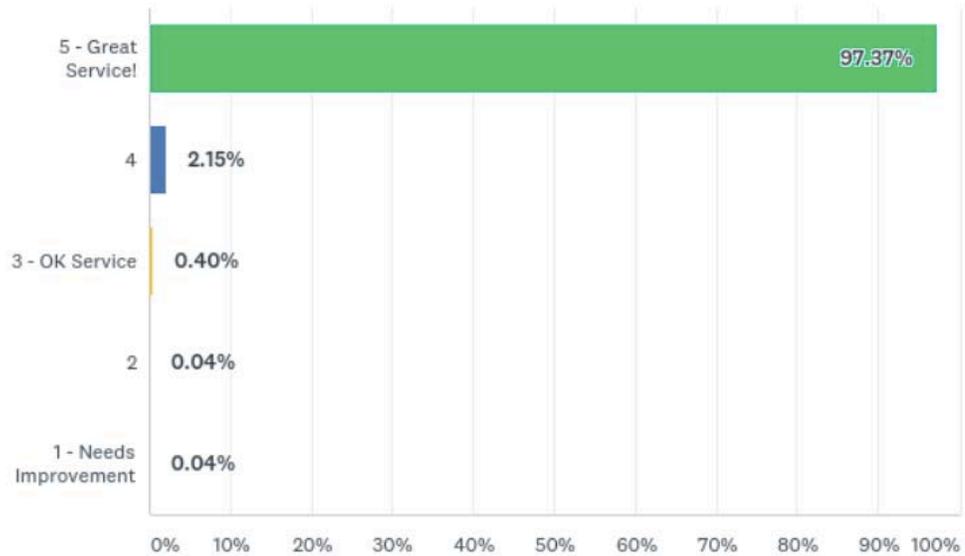


Tube Change	24%
Rear Brake	19%
Other	19%
Tire Inflation	17%
Front Brake	16%

Evidence of Support- Customer Satisfaction



- ▶ Of the 4,746 responses 97%, or 4,621 respondents, all feel that our service is 5 star.

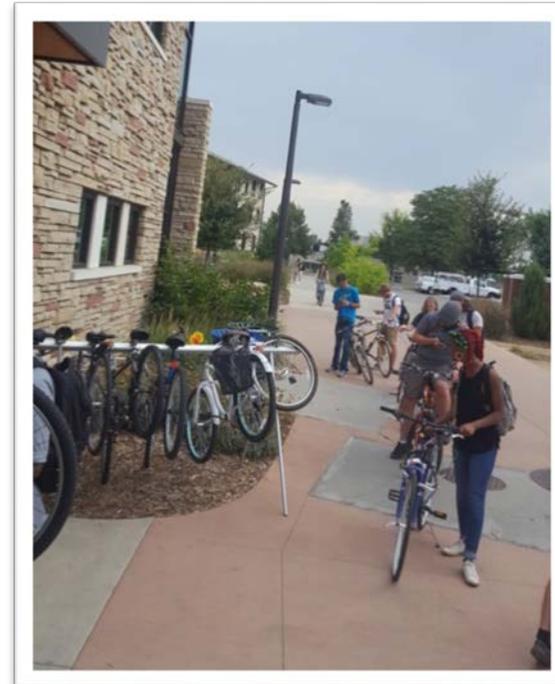


ANSWER CHOICES	RESPONSES	
5 - Great Service!	97.37%	4,621
4	2.15%	102
3 - OK Service	0.40%	19
2	0.04%	2
1 - Needs Improvement	0.04%	2
TOTAL		4,746

Evidence of Support - Comments

- ▶ Of the 4,746 survey responses, 917 comments have been received. Comments are broken down into the following categories: general positive, expansion, ideas, neutral and a category for each current employee.
 - ▶ Expansion includes comments about expanding size of current shop, extending current hours, and having more mechanics on staff; over 70% of the expansion comments have been submitted since August 21, 2017 as the level of students visiting The Spoke has grown

Coleman	<div style="width: 5.78%;"></div>	5.78%	53
Ed	<div style="width: 0.55%;"></div>	0.55%	5
Expansion	<div style="width: 10.69%;"></div>	10.69%	98
General Positive	<div style="width: 84.51%;"></div>	84.51%	775
Ideas	<div style="width: 3.27%;"></div>	3.27%	30
Justin	<div style="width: 0.76%;"></div>	0.76%	7
Neutral	<div style="width: 4.69%;"></div>	4.69%	43
Shay	<div style="width: 1.20%;"></div>	1.20%	11
Zach	<div style="width: 0.44%;"></div>	0.44%	4





Evidence of Support - Comments



Great Work Space Nice Think Experience Perfect

Great Job Y'all Friendly Bigger Shop

Coleman Fantastic Awesome Employees

Service Good Work Guys Great Place Bike

Wonderful Learned Zach Staff Line Super Helpful Spoke



Evidence of Support – Comments

- ▶ “The mechanics are hard working and take good care. They did an awesome job Although the shop could be upgraded and more staff added. I waited 30 mins for service.”
- ▶ “Awesome service!! Poor guys could use a bigger space though ??”
- ▶ “A bigger shop would be excellent! These guys do great work with what they have, imagine what they could do with more!”
- ▶ “More bike equipment would be great rather than just tools. Bigger building room and have university pay for it. ;) ”
- ▶ “They are amazing give them funding and a bigger shop!!!”
- ▶ “ GREAT SERVICE!! Needs more space and larger staff during peak hours. ”
- ▶ “Make it bigger! These guys do some fresh work, but sometimes there's a really long line man. Just give them a gnarly shop because they're awesome”
- ▶ “I loved the option to have a hands-on experience in exchange for no labor fee! The employee was super informative and knowledgeable in his field. One thing I noticed was that The Spoke seemed a little cramped for the attendants. If there's a petition for a larger location, I'm on board.”



Evidence of Support - University



▶ University Strategic Plan

- ▶ The Spoke also contributes to the university's strategic plan of CSU will be the best place to learn, work and discover by supporting the strategic initiatives of we will *champion student success and CSU will be accountable, sustainable and responsible.*

▶ Master Plan / Bicycle Friendly University

- ▶ The Spoke has had a presence on the Campus Bicycle Advisory Committee (CBAC) since they opened November 19, 2014 with either Heather Reimer (current Co-Chair CBAC and The Spoke Student Staff Liaison), Jake Drenth (Past The Spoke Student Staff Liaison) or a student mechanic from The Spoke attending meetings.

▶ AASHE STARS 2.1

- ▶ The Spoke is part of the campus' sustainability initiative garnering points for AASHE's STARS 2.1 Platinum award as a living lab and is also integral to the Platinum Bicycle Friendly University designation.

In Summary

- ▶ As The Spoke has grown and expanded, we have expanded our reach.
 - ▶ Initially we were catering to only the on-campus housing community
 - ▶ Now, we have adjusted our goals to reach the entire student population
- ▶ Our customer base is very diverse.
 - ▶ The educational component allows us to have special impacts with diverse student groups and caters to all learning styles and levels of experience
- ▶ By removing barriers to entry, such as the need for money to pay to maintain your bicycle through a traditional shop, we are creating opportunity for all.
- ▶ If more students feeling comfortable about riding and maintaining their bicycle, we can decrease the amount of cars students bring to campus and/or operate on a regular basis.

