The Spoke:
ATFAB 2019 Proposal

Agenda

- Overview
- Project Description
  - The Pavilion & Mobile Shop Labor
  - Mobile Shop Recurring Costs
- Full Budget
- Support for Users
- Benefits to Students
- Evidence of Support
- Summary

About The Spoke

- On-campus cycling safety and maintenance education training center
  - First Location: The Pavilion @ Laurel Village, Opened August 2014
  - Second Location: The Mobile Shop, Opened August 2018
- Servicing our University students, faculty and staff
- Sharing knowledge, techniques, and best practices for maintenance, safety, and repairs
- Service and labor is free as long as customer participates
- Bicycle classes and outreach
- Bicycle registration
- Sale of wear items (tires, tubes, chains, etc & free helmets (or donation)
- New Services – Student Bike Rentals, Bike Storage, Bike Shipping

Project Description – Mechanic Labor

- The Spoke at the Pavilion in Laurel Village
  - Monday to Friday 11 am to 5 pm during the Academic Year
  - During peak season, three mechanics in shop, during low season two.
- The Spoke Mobile Shop
  - Monday to Friday for 2 hours per day during the Academic Year
  - During peak season August through October and March through May
  - Additional support for mobile shop operations
    - Marketing
      - Social Media
      - Website
    - Operations
      - Signage
      - Reconciliation

Location	Session	Year	# of Weeks	Date Range	Mechanics	Shop Hours	Hours Per Day	Days Per Week	Proposed Labor
Pavilion	Summer	2019	7	July 1 - Aug 16	2	3 pm - 5 pm	3	3	$ 1,550.29
Pavilion	Fall Move In	2019	1	Aug 19 - Aug 25	6	9 am - 5 pm	9	6	$ 3,986.45
Pavilion	Fall High	2019	10	Aug 26 - Nov 1	3	11 am - 5 pm	7	5	$ 12,919.06
Pavilion	Fall Low	2019	6	Nov 4 - Dec 20	2	11 am - 5 pm	7	5	$ 5,167.63
Pavilion	Spring Low	2020	8	Jan 21 - Mar 13	2	11 am - 5 pm	7	5	$ 6,890.17
Pavilion	Spring High	2020	8	Mar 23 - May 15	3	11 am - 5 pm	7	5	$ 11,099.57
Pavilion	Summer	2020	7	May 18 - June 30	2	3 pm - 5 pm	3	3	$ 1,664.94
Mobile	Fall	2019	10	Aug 26 - Nov 1	2	Varies	3	5	$ 3,964.13
Mobile	Spring	2020	7	Mar 23 - May 8	2	Varies	3	5	$ 2,774.89
CR	Fall	2019	16	Aug 26 - Dec 20	1	8 am - 10 am 4 pm - 5 pm	3	5	$ 3,171.30
CR	Spring	2020	16	Jan 21 - May 15	1	8 am - 10 am 4 pm - 5 pm	3	5	$ 3,171.30
									$ 56,359.73

Assumptions:
Thirty minutes for opening and closing either shop.
Total wage includes fringe rate of 1.1% for FY20.
Hourly wage increases by 90 cents on Jan. 1 2019 & another 90 cents on Jan. 1 2020 due to state minimum wage adjustment.
Average wage is based upon December 18 payroll.

2019	Hourly Avg Wage	$	12.17
	Fringe Rate		1.1%
	Total Wage	$	12.30
2020	Hourly Avg Wage	$	13.07
	Fringe Rate		1.1%
	Total Wage	$	13.21

HDS Support $17,000

Project Description – Recurring Costs Mobile

- Mobile Shop Information Technology $1,105.24
  - Cellular Service
  - Credit Card Processing Service & Fees
- Mobile Shop Equipment Replacement $1,600.00
  - Maintenance & Replacement Costs
- Mobile Shop Store Use Consumables $400.00
- Total: $3,105.24 FY19-20

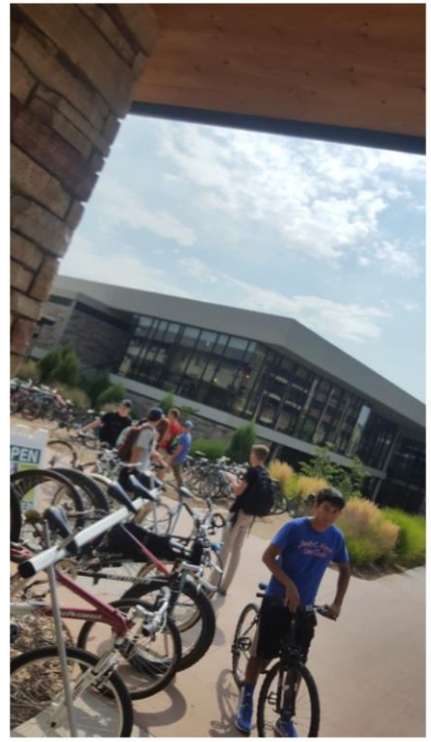
Budget – Summary

- Total Project Budget $59,464.97

- Budget assumes $17,000 matching labor funds from HDS
  - HDS also provides location for brick & mortar shop
- Budget assumes Departments of Central Receiving will still support The Spoke operationally.
  - Design, management, operational and administrative support

- Total ATFAB Request $42,464.97

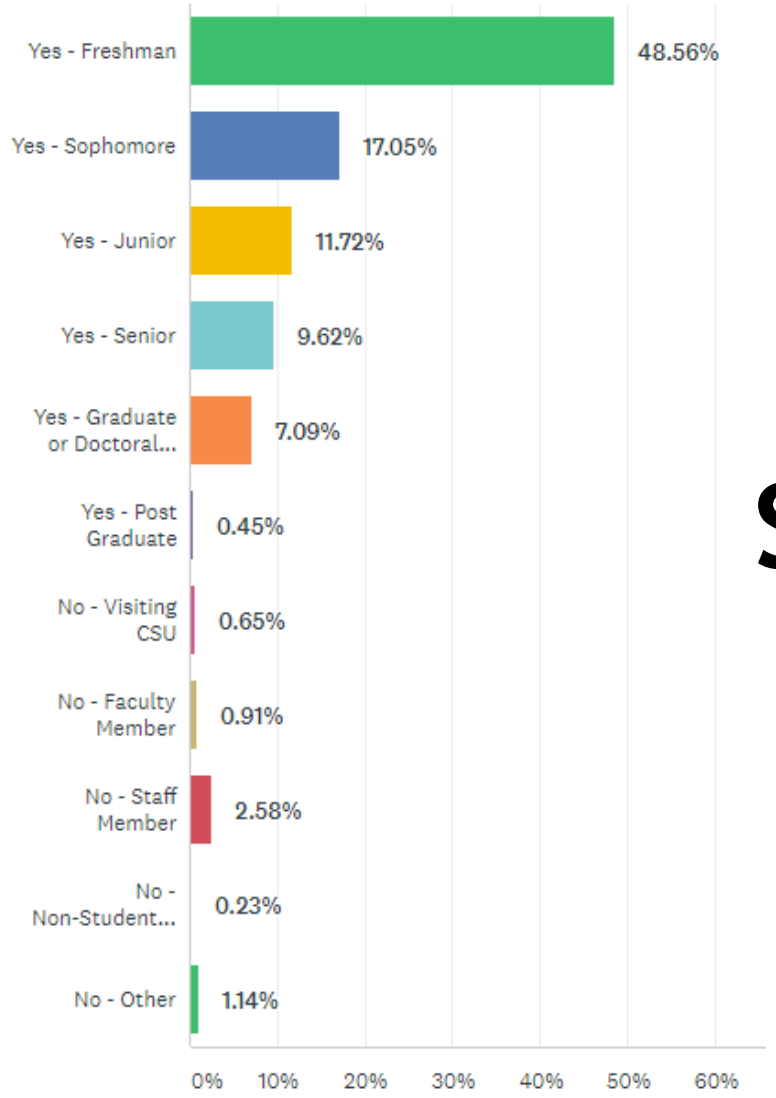
- Additional $9,232.97 requested above 18 – 19 ATFAB Funding



Support For Users

- Gain knowledge and best practices in supporting their own bike care
- Supported by a mechanic free of charge
- Experience an inclusive and welcoming environment – eliminating the intimidation of a bike shop
  - Apprenticeship Program
- Learn complicated processes in a systematic manner
- Learn how to become a safe cyclist and advocate for the cycling community
- Empowered with access, confidence and safer travels
- Objectively make bicycling or boarding their primary mode of transportation
- Access to professional tool set complete own repairs
- Supported by multiple accessible locations
- Gain freedom and opportunity to go anywhere as they are now self reliant

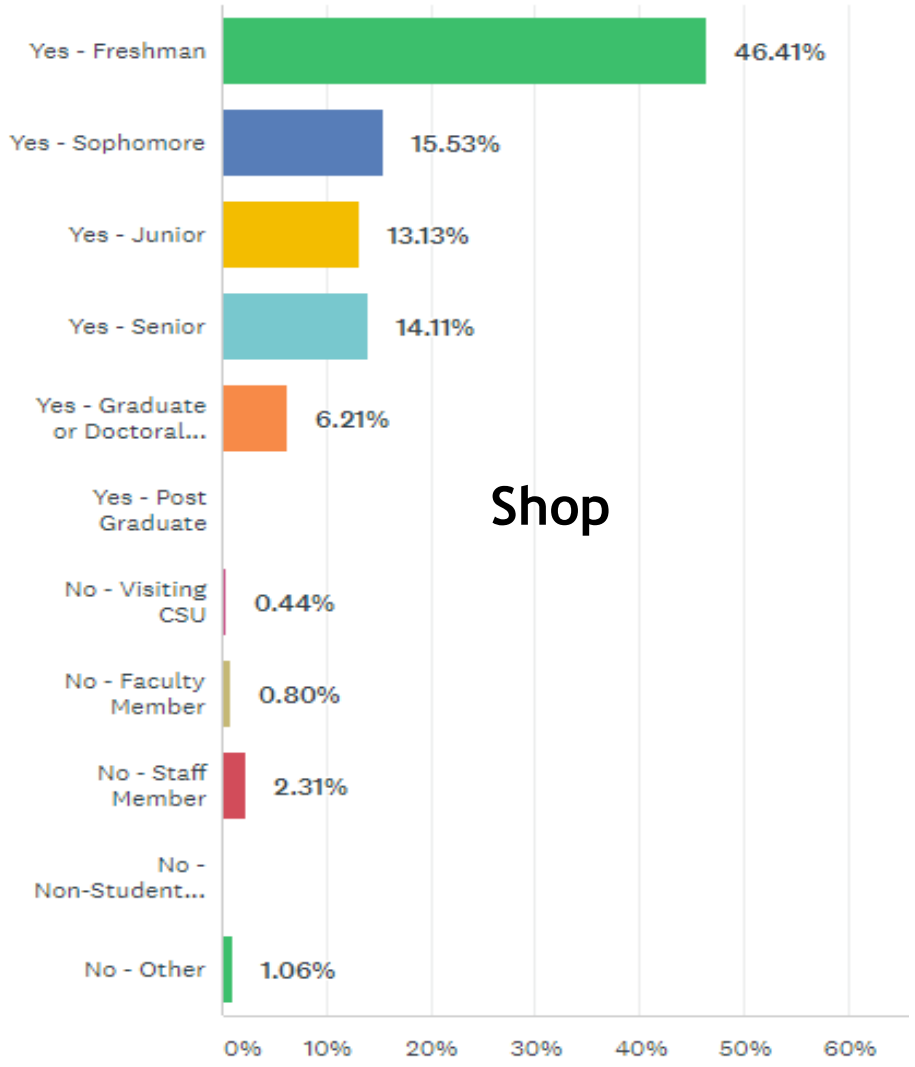
Support for Users – Student Driven



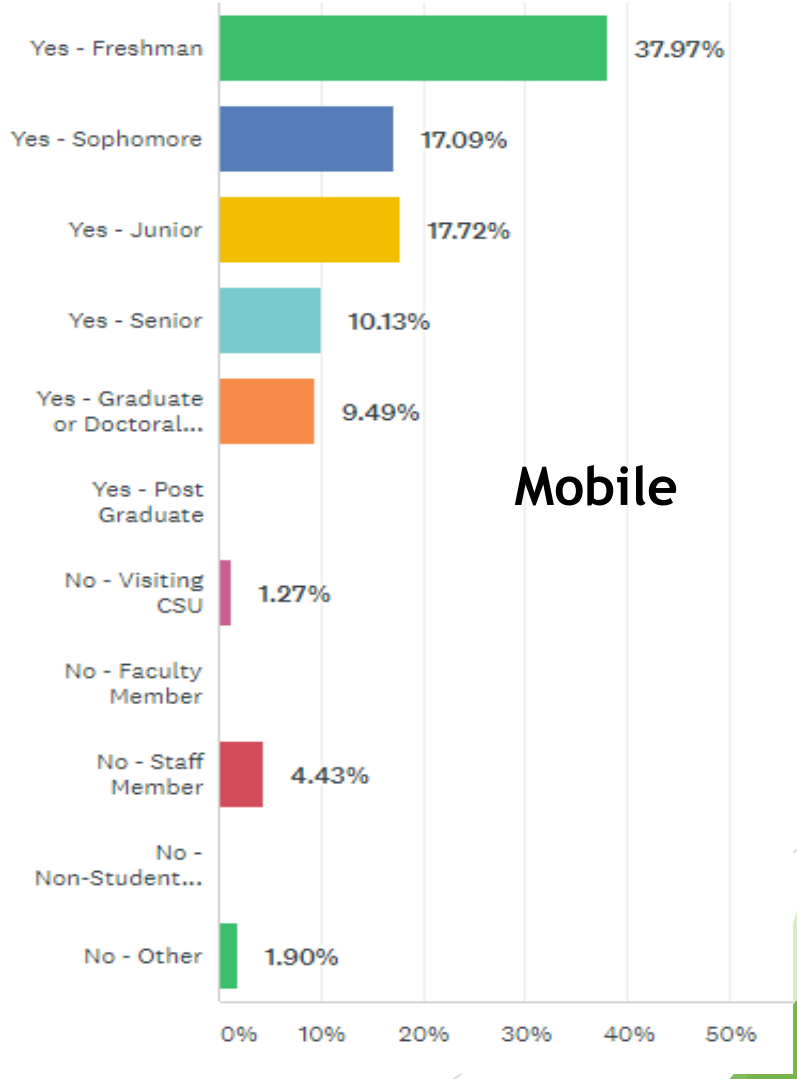
Students

94.49%

Support for Users – Student Driven



Shop



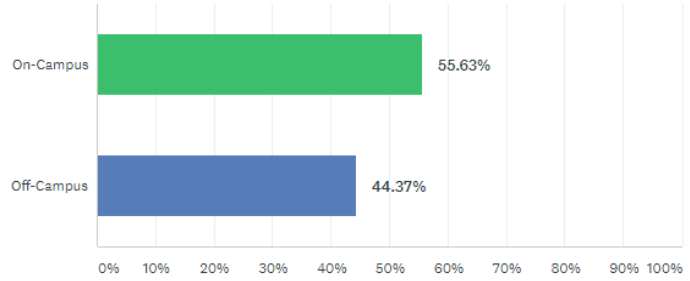
Mobile

Support for Users – Location Driven

Shop

Do you live On-Campus or Off-Campus?

Answered: 1,127 Skipped: 0



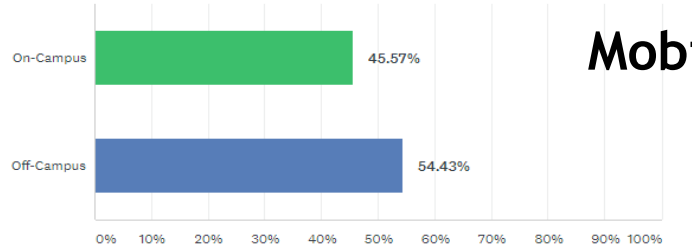
ANSWER CHOICES	RESPONSES	
On-Campus	55.63%	627
Off-Campus	44.37%	500
TOTAL		1,127

Comments (50)

Mobile

Do you live On-Campus or Off-Campus?

Answered: 158 Skipped: 0



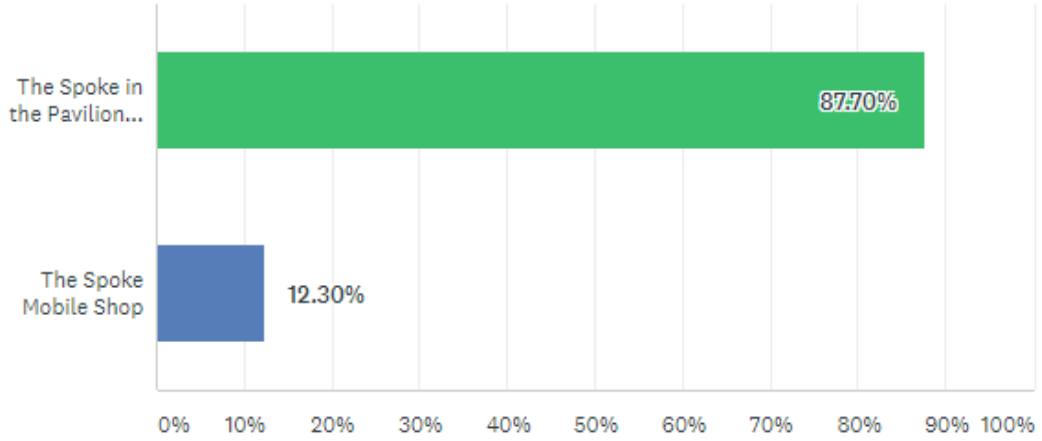
ANSWER CHOICES	RESPONSES	
On-Campus	45.57%	72
Off-Campus	54.43%	86
TOTAL		158

Comments (41)

Support for Users – Location Driven

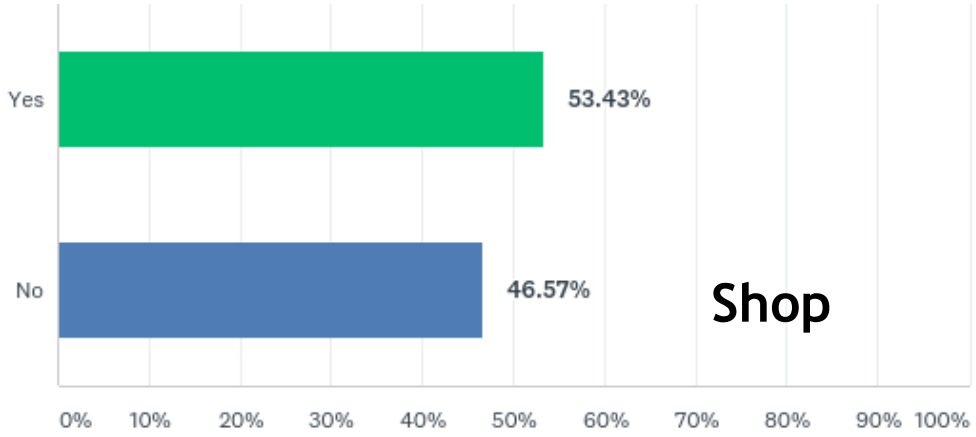
Which The Spoke are you visiting?

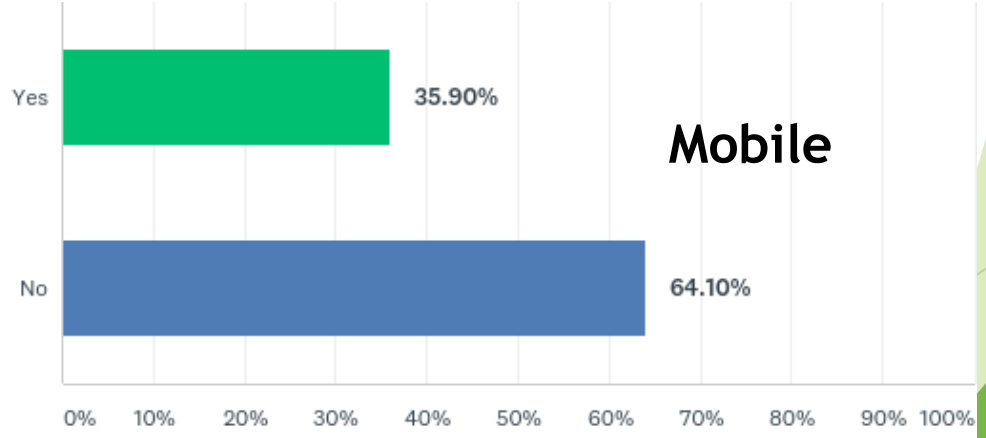
Answered: 1,285 Skipped: 5



ANSWER CHOICES	RESPONSES	
The Spoke in the Pavilion at Laurel Village	87.70%	1,127
The Spoke Mobile Shop	12.30%	158
TOTAL		1,285

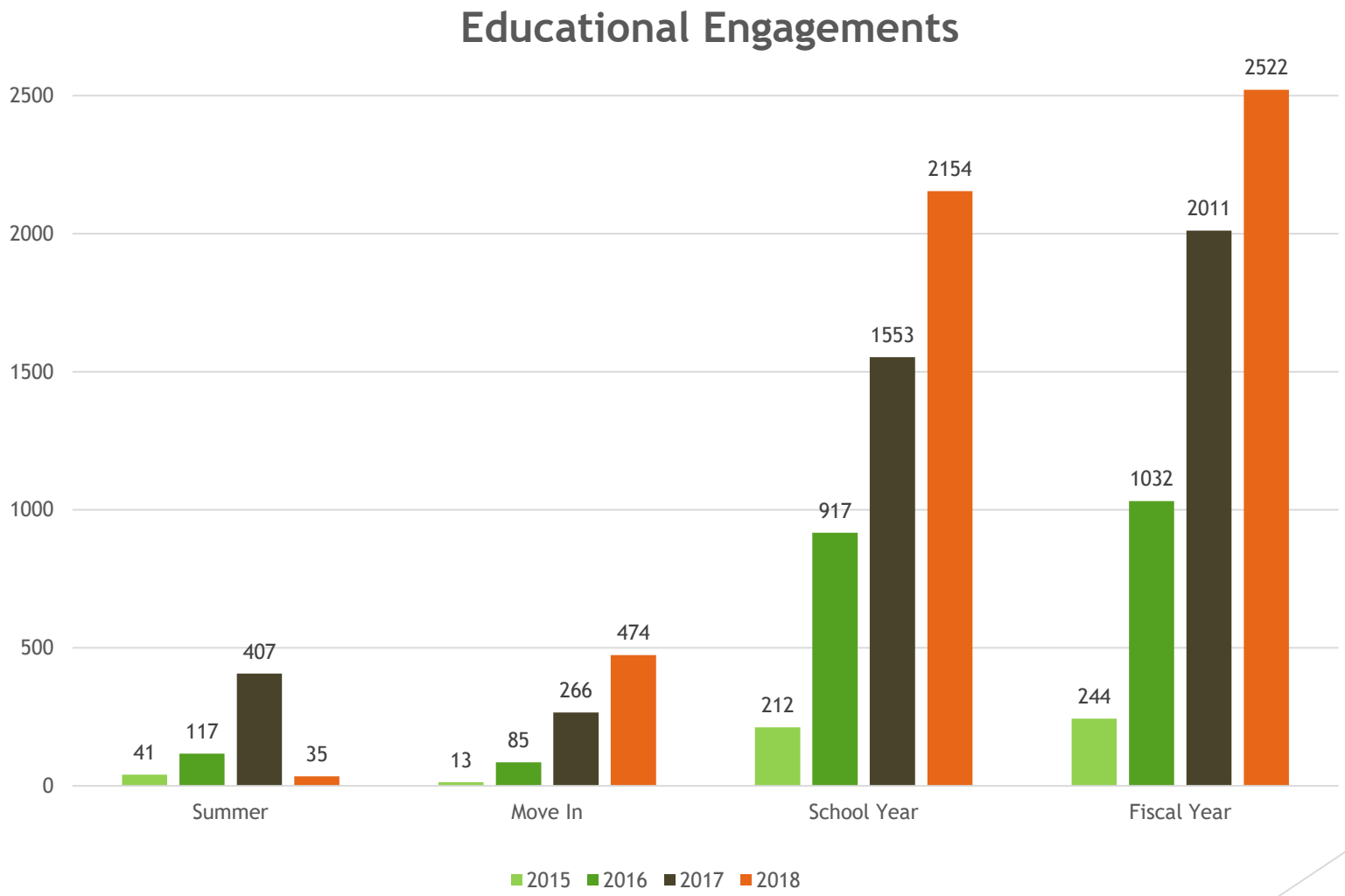
Support for Users – Prior Visits



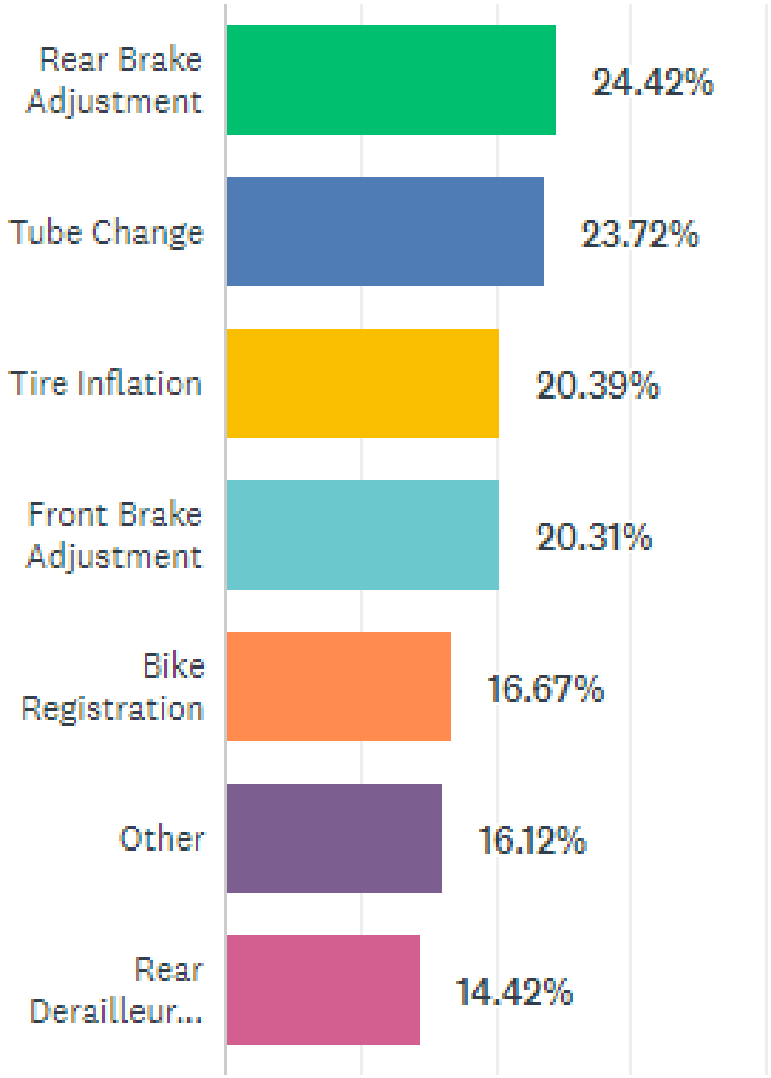


Have you been to The Spoke prior to today?

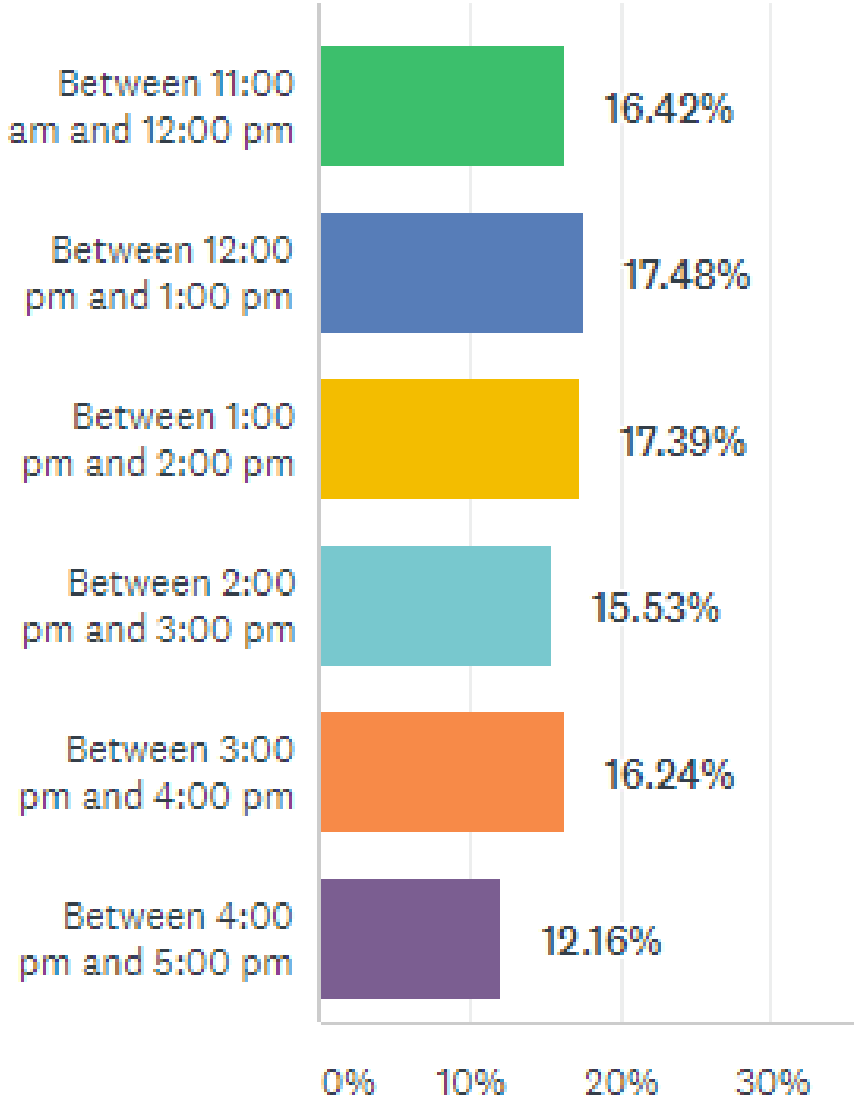
Support for Users –Usage



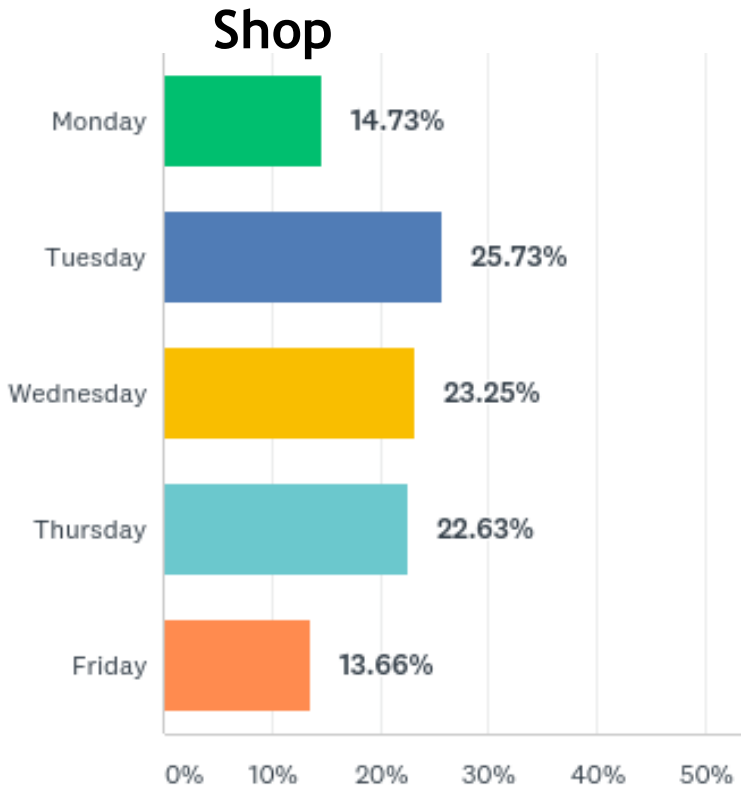
Support for Users – Educational Categories

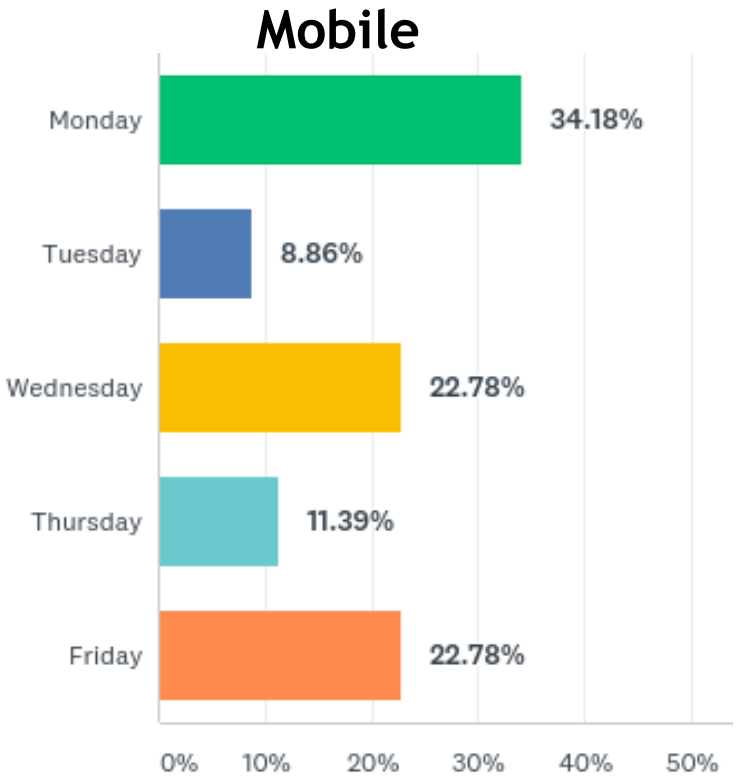


Support for Users – Time of Day



Support for Users – Time of Week





Support for Users – Exposure

The Spoke at Laurel Village

ANSWER CHOICES	RESPONSES	
Walk By	54.75%	617
Housing & Dining Services (HDS)	13.84%	156
Active Transportation Fee Advisory Board (ATFAB)	2.84%	32
Campus Event	16.42%	185
Collegian - Paper	0.00%	0
Collegian - Online	0.00%	0
Facebook	3.19%	36
Twitter	0.00%	0
Website	8.87%	100
Newspaper Article / Campus Publication	3.46%	39
Word of Mouth	33.01%	372
Poster	0.00%	0
Other	4.08%	46
Active Transportation Fee Advisory Board (ATFAB)	0.00%	0
Campus Event	0.00%	0
Newspaper Article / Campus Publication	0.00%	0
Total Respondents: 1,127		

The Spoke Mobile Shop

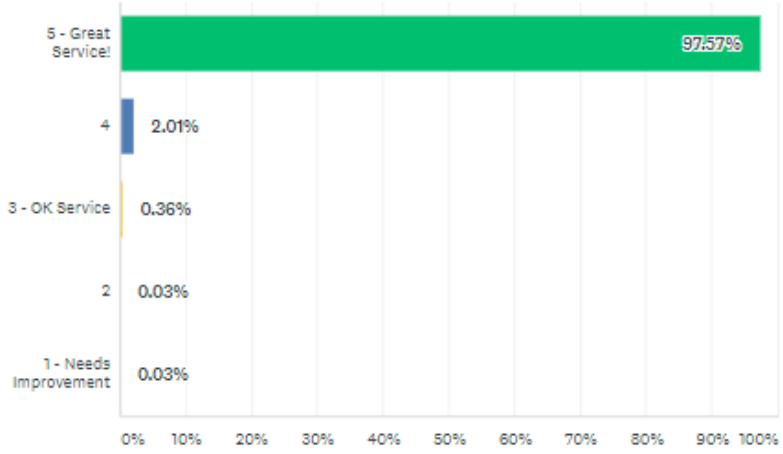
ANSWER CHOICES	RESPONSES	
Walk By	77.22%	122
Housing & Dining Services (HDS)	7.59%	12
Active Transportation Fee Advisory Board (ATFAB)	0.63%	1
Campus Event	9.49%	15
Collegian - Paper	0.00%	0
Collegian - Online	0.00%	0
Facebook	1.90%	3
Twitter	0.00%	0
Website	6.33%	10
Newspaper Article / Campus Publication	1.27%	2
Word of Mouth	21.52%	34
Poster	0.00%	0
Other	2.53%	4
Active Transportation Fee Advisory Board (ATFAB)	0.00%	0
Campus Event	0.00%	0
Newspaper Article / Campus Publication	0.00%	0
Total Respondents: 158		

Answered: 158 Skipped: 0

Evidence of Support- Customer Satisfaction

How would you rate the service provided today?

Answered: 6,707 Skipped: 0



ANSWER CHOICES	RESPONSES	
5 - Great Service!	97.57%	6,544
4	2.01%	135
3 - OK Service	0.36%	24
2	0.03%	2
1 - Needs Improvement	0.03%	2
TOTAL		6,707

- Of the 6,707 responses 97.57%, or 6,544 respondents, feel that our service is 5 STARS

Evidence of Support - Comments

"Awesome customer service and I'm so grateful for the help. I've been meaning to go in, just haven't had time. Very glad they were out at the mobile shop!!"

"Mobile Spoke is a great idea."

"Love the portable stations! Please keep funding :)"

"I really like the extended hours"

"Please continue funding this place, it's the best thing that my student fee goes toward."

"Very thorough in teaching about bike maintenance. Highly recommend. 11-2pm visit for maintenance."

"I wouldn't be able to ride my bike for all these years if it weren't for you guys!"

"This is the best gig ever, if all of humanity could jump on the train of teaching rather then asking for money I think this world would be a better place. I learned a lot in my short time here and I think it's super cool that the tools are available for me to work on my own bike from what I learn."

Evidence of Support - University

- **University Strategic Plan**
  - The Spoke contributes to the implementation of the university's strategic plan by being the best place to learn, work and discover and supports the strategic initiatives of ***championing student success and CSU will be accountable, sustainable and responsible***.
- **Master Plan / Bicycle Friendly University**
  - The Spoke maintains a presence on the Campus Bicycle Advisory Committee (CBAC) since opening November 19, 2014. Either Heather Reimer (Past 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. The Spoke is a living lab and is integral to the Platinum Bicycle Friendly University designation.

In Summary

- As The Spoke has grown and expanded, so has our reach.
  - Initially our focus was on-campus housing communities
  - Now, our goal is to reach the entire student population
- Our customer base is very diverse.
  - The educational component allows us to have impact with diverse student groups, and cater to all learning styles and experience
- By removing barriers to entry, like cost, we create opportunity for all.
- If more students feel comfortable with riding and maintaining bicycles, we can effectively decrease vehicle usage.