



**Colorado State University Alternative  
Transportation Fee Advisory Board  
2018-2019 Project Proposal Form**



**Project Name/Location:** The Spoke: Extended Hours & Mobile Shop

Estimated Initial Cost: \$0 Estimated Reoccurring Cost (if applicable): \$59,464.97

Funding Request from ATFAB: \$42,464.97 Matching Funds (if applicable): \$17,000 (HDS)+CR  
Matching Funds: For fiscal year 2020, HDS has budgeted \$17,000 for mechanic salaries. The Departments of Central Receiving has provided The Spoke with all its upfront and ongoing development, design, operational and fiscal management, leadership and administrative support gratis to date. In addition, all startup costs (excluding the Mobile Shop) and other development funding since then has been provided by the Departments of Central Receiving through a cost recovery program.

**Please Attach the Full Budget:** Include total cost, amount requested from ATFAB, breakdown of all expenses, funding from other sources, etc. Please be thorough and specific.

Exhibit A: Full Budget Exhibit B: Labor Breakdown

**Submitting Unit:**

Name: Heather Reimer Telephone: 970.491.2736  
Email Address: heather.reimer@colostate.edu Department: Central Receiving  
College or Division: Operations

**Approvals (Signatures):**

Provost/VP: If needed, please advise. Signature/Date: \_\_\_\_\_

Department Head/Director \*

Name: Steve Burn Signature/Date:  1/18/19

\*Whomever oversees the areas affected by the proposed project. For example, if the proposal was to add covered bike parking near the LSC, you need to contact the Director/Department Head in charge of the LSC. Please contact ATFAB with any questions.

**Facilities Management Approval of Estimated Budget/Schedule**

Name: N/A Signature/Date: N/A

**Fill out and return proposal documents via email to ATFAB\_CSU@colostate.edu and  
Aaron.Fodge@colostate.edu *Deadline – Friday January 18, 2019***  
**If project involves infrastructure construction, CSU Facilities must review cost estimates and  
proposal schedule. Facilities Deadline – Friday December 14, 2019**  
**Please email to David Hansen at David.Hansen@colostate.edu**  
If accepted, you will be asked to give a 30-minute formal presentation to the ATFAB.

**As an attached document, please answer the following questions:**

**1. Description of the project (limit to ½ page):**

The Spoke is Colorado State University's on-campus cycling maintenance education training center, primarily serving University students. It serves as a University living lab, operated by students, where it is their goal to work with every student, sharing knowledge, techniques and best practices on bicycle maintenance, safety, and repairs. This proposed project would allow The Spoke to continue to expand its reach, so that all students can utilize this valuable campus resource.

The Spoke at Laurel Village primarily supports those students who live near the Pavilion at Laurel Village and/or pass by the location on their route to and from campus. However, with the extended shop hours and Mobile Shop, those that must go out of their way to use The Spoke services now have a wider range of time to access the resource. In addition, the visibility of The Spoke Mobile Shop has increased the awareness of The Spoke as well as expanded the accessibility of bicycle maintenance services in high traffic bicycling areas.

For the 2019-2020 school year, we would like to maintain the extended hours at The Spoke, continue to have more mechanics available in high season periods, and continue to dispatch the Mobile Shop to high traffic bicycling areas during the high season. This year we would like to expand our staffing to include one operational position that focuses on the Mobile Shop operations and marketing The Spoke through our social media accounts and website.

**2. Approximate timeline for the project (have you contacted Facilities for a bid and proposed schedule, if applicable?):**

Securing funding for the 2019-2020 school year will keep our services consistent so that all students can continue to utilize the extended hours and Mobile Shop addition. We request the funding to coincide with the 2019-2020 CSU fiscal year.

**3. Please provide a discussion of how users will be supported (limit to ¼ page):**

When a student visits either the permanent shop or the mobile shop, student mechanics teach their colleagues a variety of bicycle maintenance skills. This includes everything from a simple tube and tire change to more difficult skills such as overhauling hubs and replacing bearings or truing wheels. In addition, the mechanics educate customers on bicycle safety and the legalities of biking on campus and in the community.

Students are assisted by a mechanic, free of charge, if they participate in maintaining, fixing, and learning and only pay for parts and consumables that are used during the teaching process. If the student feels comfortable working on their own, they have full access to our professional tool set and facility to work independently on their bicycle or skate board.

Ultimately the educational mission of The Spoke is to provide more students with the knowledge to maintain their own bicycle or skate board and use them as their primary mode of transportation around the campus and in the community safely.

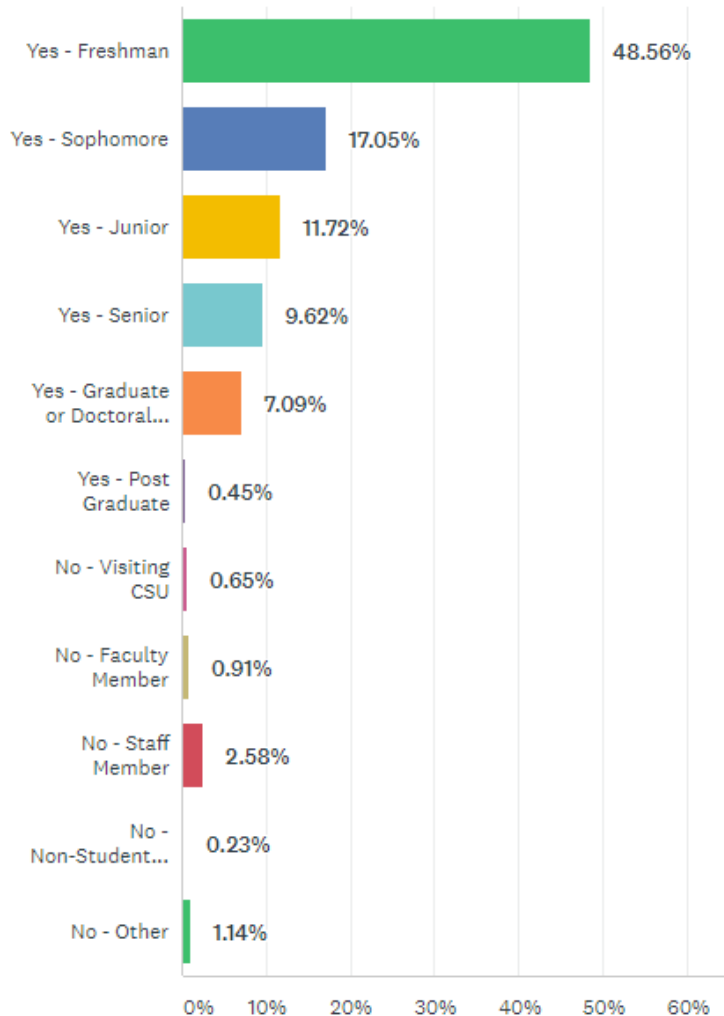
The Mobile Shop has extended service opportunities for those that do not travel to the Northwest end of campus and supports a broader range of students.

**4. Please describe the benefits to students in accordance with ATFAB By-Laws (see Article VII, Funding Rules). Website: <https://atfab.colostate.edu/atfab-bylaws/>**

The Spoke has had a customer experience survey since August 24, 2015. We use this survey to measure our customer satisfaction and to understand the demographics of our customer base.

Over the entirety of our survey history, we have collected 6,598 survey responses. The demographic profile of our customer base is 94.49% students with the freshman class being the highest user at 48.56%. We know with certainty that The Spoke directly benefits CSU Students from Undergraduate to Graduate and Post Graduate Students.

*Table 1. Percentages of customer types at The Spoke locations*



ANSWER CHOICES	RESPONSES	
Yes - Freshman	48.56%	3,204
Yes - Sophomore	17.05%	1,125
Yes - Junior	11.72%	773
Yes - Senior	9.62%	635
Yes - Graduate or Doctoral Candidate	7.09%	468
Yes - Post Graduate	0.45%	30
No - Visiting CSU	0.65%	43
No - Faculty Member	0.91%	60
No - Staff Member	2.58%	170
No - Non-Student Hourly Employee	0.23%	15
No - Other	1.14%	75
<b>TOTAL</b>		<b>6,598</b>

The data from Fall 2018 semester show 5% more Sophomores, Juniors, and Graduate students visited the Mobile Shop compared to The Spoke in the Pavilion. The location of the Mobile Shop varies day-to-day which results in more of the upper-level students seeing our shop and learning about our services. Over time we expect that our reach to all students continues to increase.

Table 2. Customer type percentages at The Spoke in the Pavilion

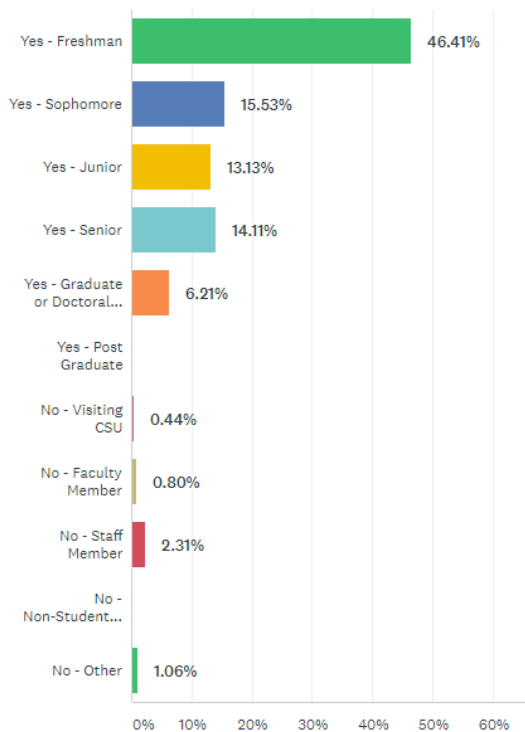
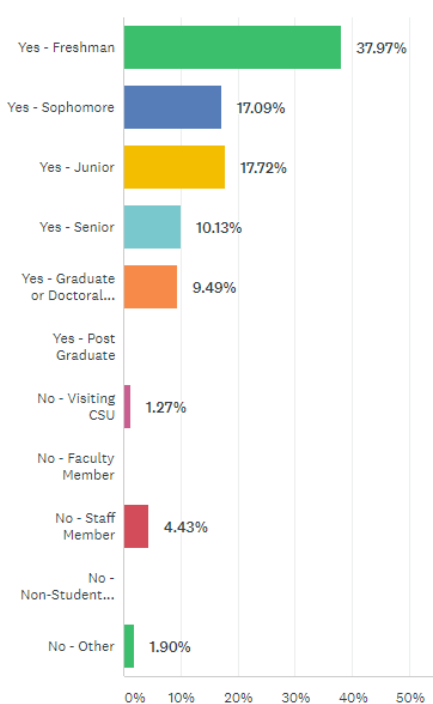


Table 3. Customer type percentages at The Spoke Mobile Shop

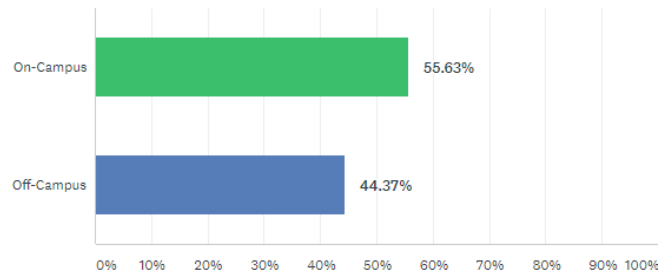


The Spoke Mobile Shop this year has expanded our reach with off-campus customers and residence halls on the south side of campus. The Mobile Shop sees 54% of their student base being off campus residents, while The Spoke at the Pavilion sees 56% of their student base residing on campus. In relation to patrons of The Spoke at the Pavilion that live on-campus, most live in Durward, Alpine, and Pinon. This is consistent with what we have seen in the past, which is most likely due to the proximity of those residence halls to the shop location. Furthermore, patrons of The Spoke Mobile Shop that live on-campus mostly reside in Academic Village, Corbett, and Summit residence halls. All these residence halls are near mobile shop pop-up locations making them successful at reaching a broader customer base.

*Table 4. Locations of the customer base for The Spoke at the Pavilion*

Do you live On-Campus or Off-Campus?

Answered: 1,127 Skipped: 0



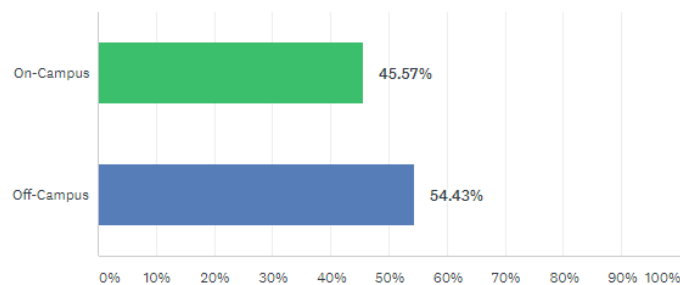
ANSWER CHOICES	RESPONSES
On-Campus	55.63% 627
Off-Campus	44.37% 500
<b>TOTAL</b>	<b>1,127</b>

[Comments \(50\)](#)

*Table 5. Locations of the customer base for The Spoke Mobile Shop*

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
<b>TOTAL</b>	<b>158</b>

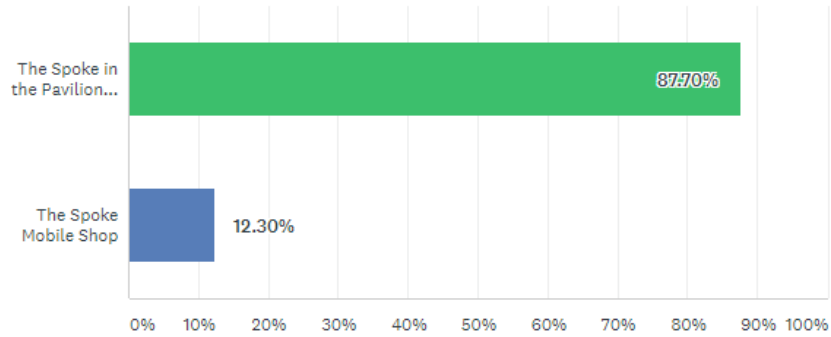
[Comments \(41\)](#)

We meet off-campus students along their path travel and set up our pop-up Mobile Shop locations outside of the residence halls on the South side of campus. Now, over 12% of our customers are utilizing the mobile shop for their bicycle maintenance needs. We found that we were not only teaching how to maintain and fix bicycles, but also spreading awareness of The Spoke at the Pavilion.

Table 6. Distribution of customers between both The Spoke locations

### 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
<b>TOTAL</b>		<b>1,285</b>

We measure our success not only on positive feedback from our customers, but also the number of educational encounters that occur at The Spoke. Table 7 depicts our educational encounters at different times of the year, which primarily consists of teaching our customers maintenance and/or repair techniques for their bicycle. Our most popular educational encounters are rear brake adjustments, tube changes, tire inflation, front brake adjustments, and bike registrations (Table 8). Our teaching moments have increased by 28% between the 2017 and 2018 academic years. The decrease in the summer session educational engagements is directly attributed to the shop closure due to water damage from flooding.

Table 7. Raw number of educational engagements at both locations

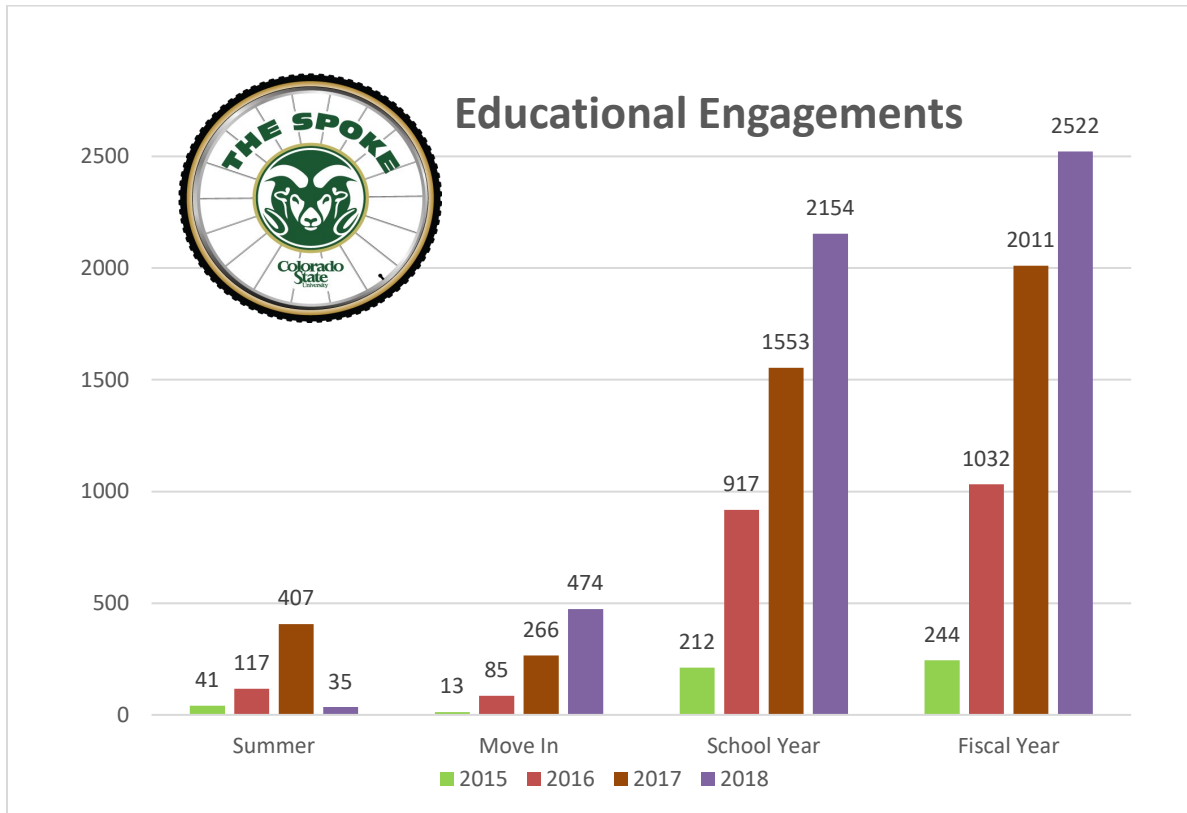
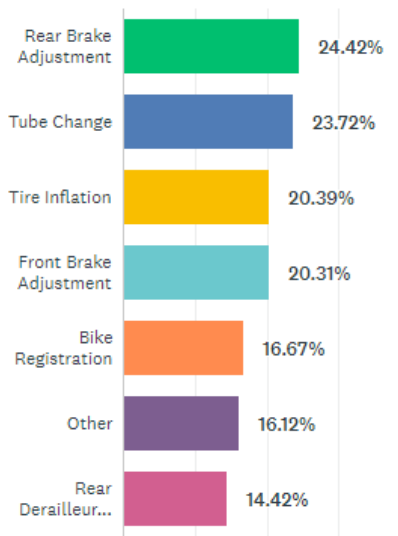
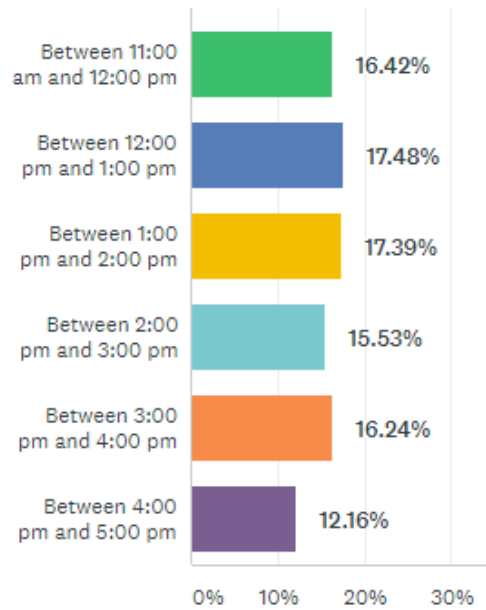


Table 8. Percentages of the top services performed at both locations



The Spoke now assists 42.33% of its customer base in the extended hour range of before 1pm and after 4pm. Table 9 illustrates how there is an even distribution of customer visits across all hours of operation at The Spoke.

Table 9. Customer visit times at The Spoke at the Pavilion



The Spoke enhances transportation safety as we provide students with free training thus providing them with the tools and knowledge to ensure that their bicycle is properly maintained and operating safely at all times. When a student brings in their bicycle, not only do our mechanics address the specific issue they are experiencing, but also teach the student how to review their entire bicycle to ensure it is safe to ride. Through the student's experience, the mechanics educate the students based upon The League of American Bicyclists basic bicycle check, the ABC Quick Check, to ensure riders know how to inspect their bicycle before riding to ensure their safety and the safety of others. In addition, the mechanics share their experience on how to bicycle safely on campus and serve as a resource for information about laws, accessories and best practices for biking on the CSU campus and in the community.

The Spoke provides an environmental benefit to the campus and community by promoting cycling as a primary mode of transportation on our campus. Traveling by bicycle can significantly reduce our energy consumption as well as improve air quality, not to mention the health benefits to the individual. The Spoke removes barriers and creates accessibility and equity by having a free resource for students to learn to maintain their bicycle. By removing barriers such as the need for money to pay for bicycle maintenance through a traditional shop, we create opportunity for everyone. If more students feel comfortable about riding and maintaining their bicycle, we can decrease the number of cars students bring to campus and/or operate on a regular basis.



**5. Please provide any evidence that there is student support for the following proposal (i.e. petitioning, letters of support, requests for proposal by students, ASCSU Resolutions, College Council approvals, etc.) It is highly recommended that proposals reach out to students; the level of student support for your proposal will likely affect the board's decision to fund it.**

See attached Exhibit C, which includes 1,359 comments from patrons of The Spoke, spanning from August 24, 2015 to December 13, 2018. The comments in Exhibit C are divided into the following categories: general positive, expansion, funding, needs improvement, ideas, neutral and a category for each current employee. Any positive comment towards a current employee is categorized under the current employee's name. Specifically comments 1 – 266 are from Fall Semester 2018. We are seeing substantially less comments related to expansion of hours and mechanics and more now focusing on shop size.

“Mobile Spoke is a great idea.”

“I really like the extended hours”

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

“Awesome customer service sand 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!!”

“Keep the funding coming these guys are great”

“Love the portable stations! Please keep funding :)”

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

“Best thing on campus!!!”

“The spoke deserves more funding!”

“Y'all always help out students for little to no charge. Best service and super educational. I appreciate what you guys do for the students”

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

“Justin and Coleman have both helped me and because of it I came in and bought a chain from the spoke. Love the staff love the establishment, great Operation”

“Every worker in here is awesome, perfect service”

“This was a great learning experience and I learned a ton. Great resource on campus.”

“The learning part is awesome! Super glad I know more about my bike.”

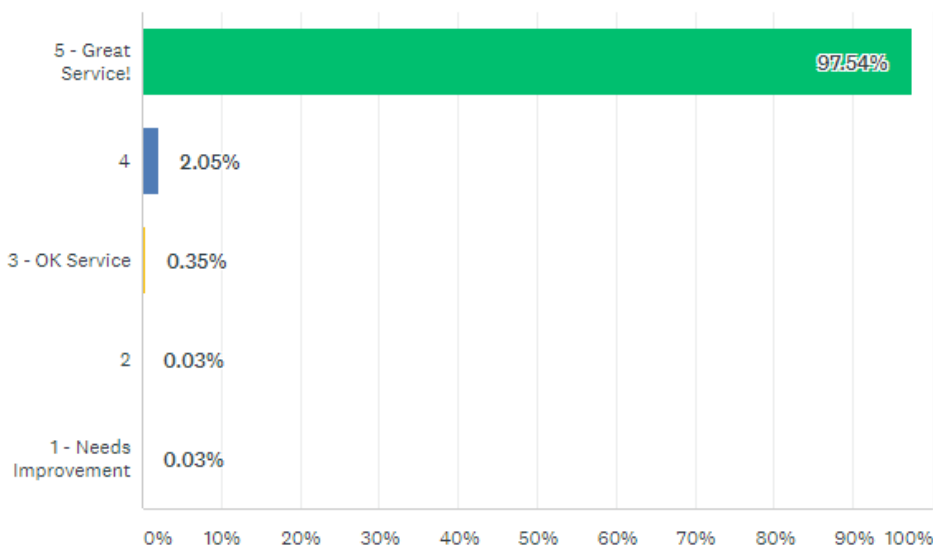
“I love that the service is free when you help repair your own bike!”

“Absolutely great resource. Keep it up.”

“This is the best gig ever, if all of humanity could jump on the train of teaching rather than 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.”

As part of our survey results, we also track customer satisfaction. Of the 6,598 responses 97.54%, or 6,436, of respondents who are nearly all students feel that we provide 5-star service.

Table 10. Customer satisfaction responses for both locations



ANSWER CHOICES	RESPONSES
5 - Great Service!	97.54% 6,436
4	2.05% 135
3 - OK Service	0.35% 23
2	0.03% 2
1 - Needs Improvement	0.03% 2
<b>TOTAL</b>	<b>6,598</b>

**6. Is your project mentioned in any of the CSU Campus Master Plan documents? Have any campus advisory committees discussed this project? It is recommended that you consult an applicable planning or advisory committee for letters of support and advice regarding your proposal. Please attach any documents if applicable.**

The Spoke has had a presence on the Campus Bicycle Advisory Committee (CBAC) since they opened November 19, 2014 with 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.

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.

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

**7. Please provide any additional information below.**