



**Colorado State University  
Alternative Transportation Fee Advisory Board  
2019-2020 Project Proposal Form**



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

Estimated Initial Cost: \$0 Estimated Recurring Cost (if applicable): \$64,832.29

Funding Request from ATFAB: \$47,832.29 Matching Funds (if applicable): \$17,000 (HDS) + CR Staff Support (Management, Accounting and Information Technology)

**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: Have not included in previous applications. If you need, please let me know.

Signature/Date: \_\_\_\_\_

Department Head/Director \*

Name: Steve Burn Signature/Date:  1/21/20

\*Whoever 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: NA Signature/Date: \_\_\_\_\_

**Fill out and return proposal documents via email to ATFAB\_CSU@colostate.edu and Aaron.Fodge@colostate.edu Deadline – Tuesday January 21, 2020**

**If project involves infrastructure construction, CSU Facilities must review cost estimates and proposal schedule. Facilities Deadline – Tuesday December 17, 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 2020-2021 school year, we would like to maintain the extended hours at The Spoke, continue to have more mechanics available in high season periods, continue to dispatch the Mobile Shop to high traffic bicycling areas during the high season and student events, maintain the student position that focuses on the Mobile Shop operations and marketing The Spoke through our social media accounts and website. Our additional ask for the 2020-2021 academic year will be to support the annual subscription fee for the point of sale software (Lightspeed), which integrates our sales and inventory between both shops as well as award salary increase to our returning mechanics.

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

Securing funding for the 2020-2021 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 2020-2021 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).**

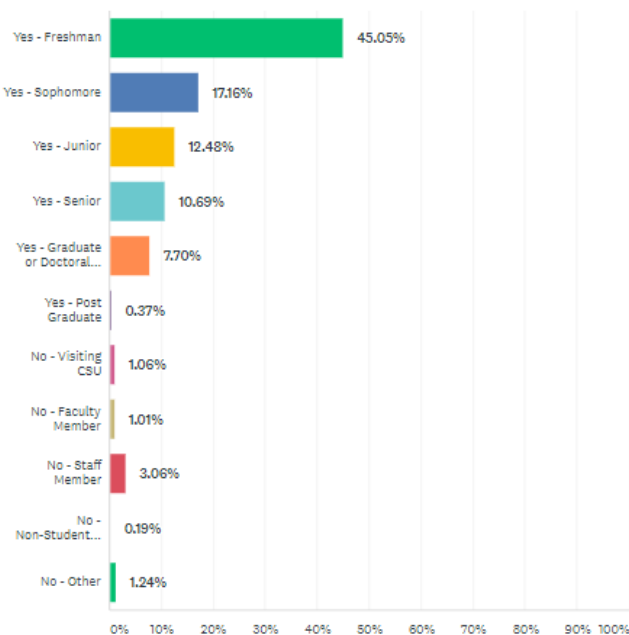
**Website:** <https://atfab.colostate.edu/atfab-bylaws/>

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 8,043 survey responses. The demographic profile of our customer base is 93.45% students with the freshman class being the highest user at 45.05%. 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*

Are you a Student, Staff or Visitor?

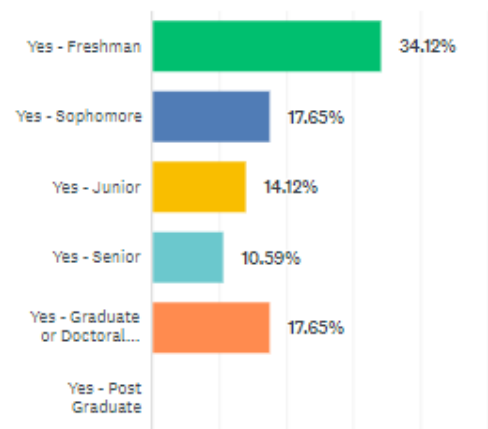
Answered: 8,043 Skipped: 0



The data from Fall 2019 semester shows 11% more Graduate students visiting the Mobile Shop compared to The Spoke in the Pavilion, which is a direct result of our varied locations on campus increasing visibility and accessibility. In year's past Graduate Students would not normally seek The Spoke out as a consistent resource.

Are you a Student, Staff or Visitor?

Answered: 85 Skipped: 0



*Table 2. Percentages of customer types at The Spoke Mobile Shop*

This year, we saw the impact of our ATFAB funding for extended shop hours, more shop mechanics per shift and the Mobile Shop change our reach to off campus customers. In the past we have seen more on campus customers visit the Pavilion location and more off campus customers visit the Mobile Shop. Now we see more off campus customers visiting both the Pavilion and the Mobile Shop at a rate of 55% or higher. As we know more students live off campus, so we think this is a huge win as we are supporting our entire student population, not just those that live on campus.

### Do you live On-Campus or Off-Campus?

Answered: 610 Skipped: 0

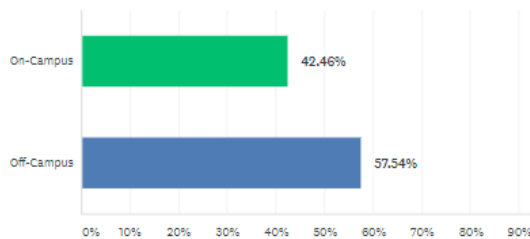


Table 3. Locations of customers for The Spoke Mobile Shop

### Do you live On-Campus or Off-Campus?

Answered: 85 Skipped: 0

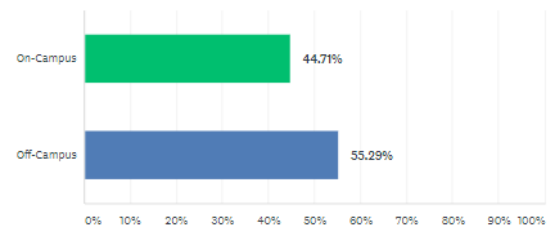


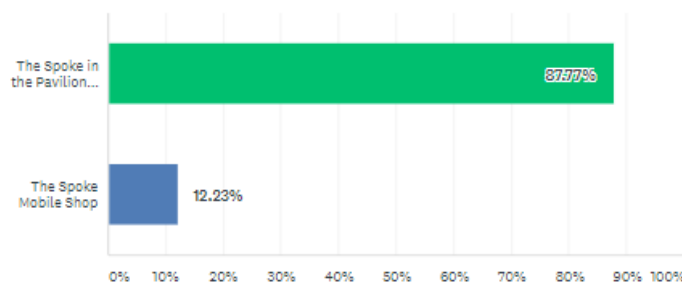
Table 4. Locations of customers for The Spoke - Pavilion

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. We continue to see 12% of our customers are utilizing the mobile shop for their bicycle maintenance needs comparing Fall 19 vs Fall 18. This is consistent with the same time period last year. 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 5. Distribution of customers between both The Spoke locations, Fall 2019

### Which The Spoke are you visiting?

Answered: 695 Skipped: 3



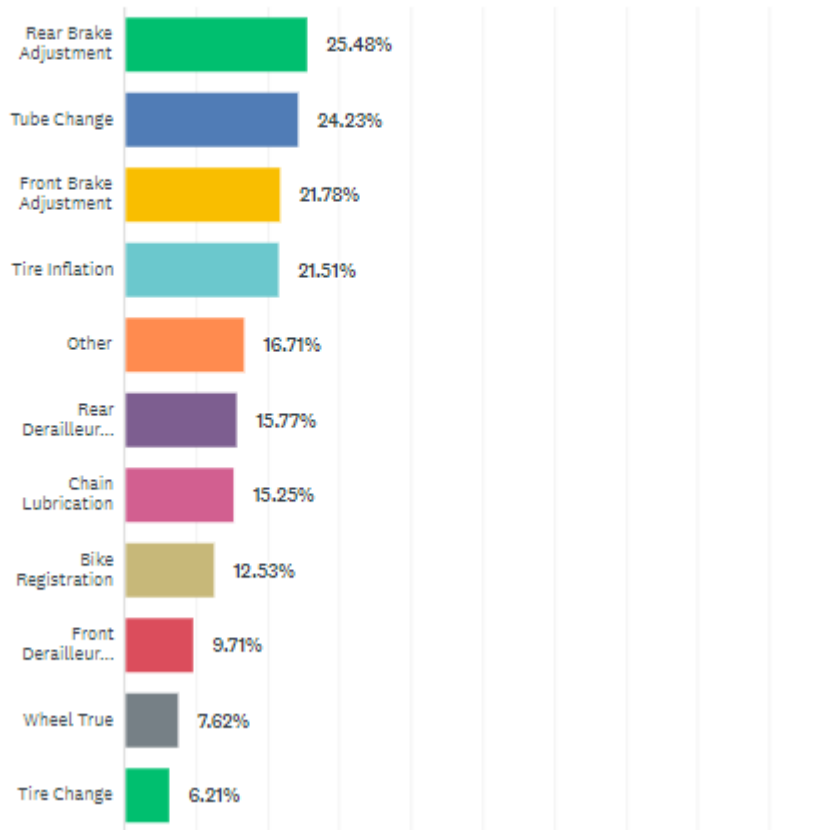
ANSWER CHOICES	RESPONSES
▼ The Spoke in the Pavilion at Laurel Village	87.77% 610
▼ The Spoke Mobile Shop	12.23% 85
<b>TOTAL</b>	<b>695</b>

From July 1, 2018 to June 30, 2019 (ATFAB Funding Cycle 18-19) we had 6827 educational engagements that covered the types of services shown below. From July 1 2019 to December 31 2019 we had 5397 educational engagements vs 4604 the previous same time period, a 17% increase. We are on track to have over 10,000 educational engagements in one year (ATFAB Funding Cycle 19-20), which would be a first.

Table 6. Distribution of service types at all The Spoke locations, FYE19

## What service did we provide you with today? Check all that apply.

Answered: 1,915 Skipped: 0



In summary, The Spoke supports students in the following areas....

- Gain knowledge and best practices in supporting their own bike care
- Support by a mechanic free of charge while removing barriers and creating accessibility and equity
- Experience an inclusive and welcoming environment – eliminating the intimidation of a bike shop
- Learn complicated processes in a systematic manner
- Learn how to become a safe cyclist and advocate for the cycling community
- Resource for information about laws, accessories and best practices for biking on campus
- Empowered with access, confidence and safer travels
- Objectively make bicycling or boarding their primary mode of transportation thus benefiting the environment and the student's health
- Access to professional tool set free of charge to complete own repairs
- Supported by multiple accessible locations
- Gain freedom and opportunity to go anywhere as they are now self-reliant due to the resources found at The Spoke

**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 1769 comments from patrons of The Spoke, spanning from August 24, 2015 to December 31, 2019. 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 – 186 are from Fall Semester 2019.

"Nothing to improve. Morgan was incredibly helpful. He checked over my bike to make sure everything was working properly, he did minor repairs, he answered lots of questions and he taught me about the bike trail maps. I couldn't have asked for better service!!"

Absolutely wonderful service, Morgan helped me and I can tell he cares a ton about bike maintenance and encouraged me to come back to fix some more details and do some tuning when I have more time. Cheers to all of you

Bailey was super helpful. This is an awesome service to have in the community. Thanks folks.

Grayson did a great job teaching me how to change tubes and put on tires. I enjoyed learning, cheaper options, and the timely service! Great place, thank you!

No need to improve anything, John was extremely helpful and explained every step of the process! I would recommend this place to anyone in bike trouble, it's the best!

Ed helped me out a lot. He taught me how to fix my longboard and how to loosen my Trucks. In addition to that he was even let me do it myself after teaching me which helped me in learning a lot. Overall great experience

These guys are awesome! They fixed things I didn't ask for or didn't know, and explained every step of the process. Prices are unbelievably cheap, and quality is incredibly high. Don't stop!

Great to have 3 employees during peak-times. Helped keep the line down on this sunny day.

Love how everyone is willing to teach you about the process of fixing bikes.

Tayne and Matt were a great help today. The Spoke is a great organization and those who work there are very knowledgeable. They were really nice and fun to talk to and are great at educating the customer.

I love the Spoke and employee Matt has stupendous customer service and knowledge of the great world of bicycles! He deserves a raise

This is a great service, makes riding to the university much easier.

Thank you so much for the help! Without my bike traveling around campus would be a hassle.

Morgan & Tayne were amazing selling the bike to me last summer. Morgan explained how the gears work (it's been eons since I rode a bike). and proper way to inflate my tires. All the guys were super friendly, I'll be back

No need to improve anything, John was extremely helpful and explained every step of the process! I would recommend this place to anyone in bike trouble, it's the best!

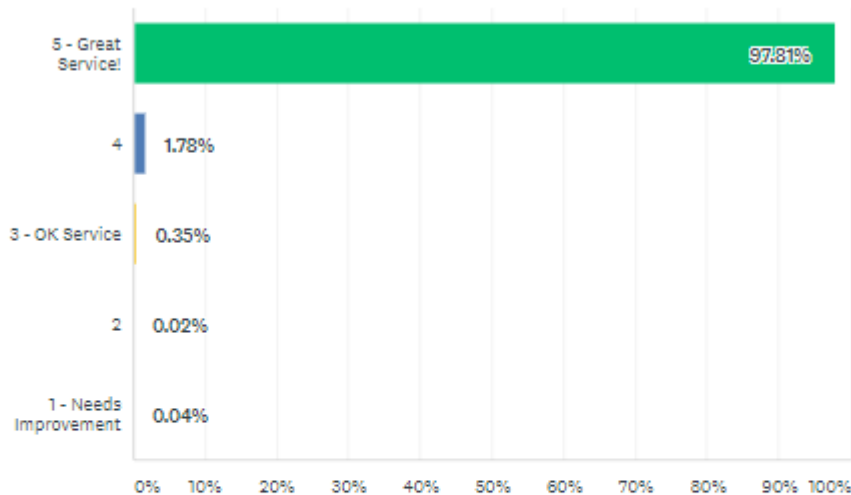
Loved how he taught me how to do it so I can next time

As part of our survey results, we also track customer satisfaction. Of the 8043 responses 97.81%, or 7867 of respondents who are nearly all students feel that we provide 5-star service.

Table 7. Customer satisfaction responses for both locations

## How would you rate the service provided today?

Answered: 8,043 Skipped: 0



ANSWER CHOICES	RESPONSES
5 - Great Service!	97.81% 7,867
4	1.78% 143
3 - OK Service	0.35% 28
2	0.02% 2
1 - Needs Improvement	0.04% 3
<b>TOTAL</b>	<b>8,043</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.**