

The Spoke, Educational Bike Shop

ATFAB 2020 Proposal



Agenda

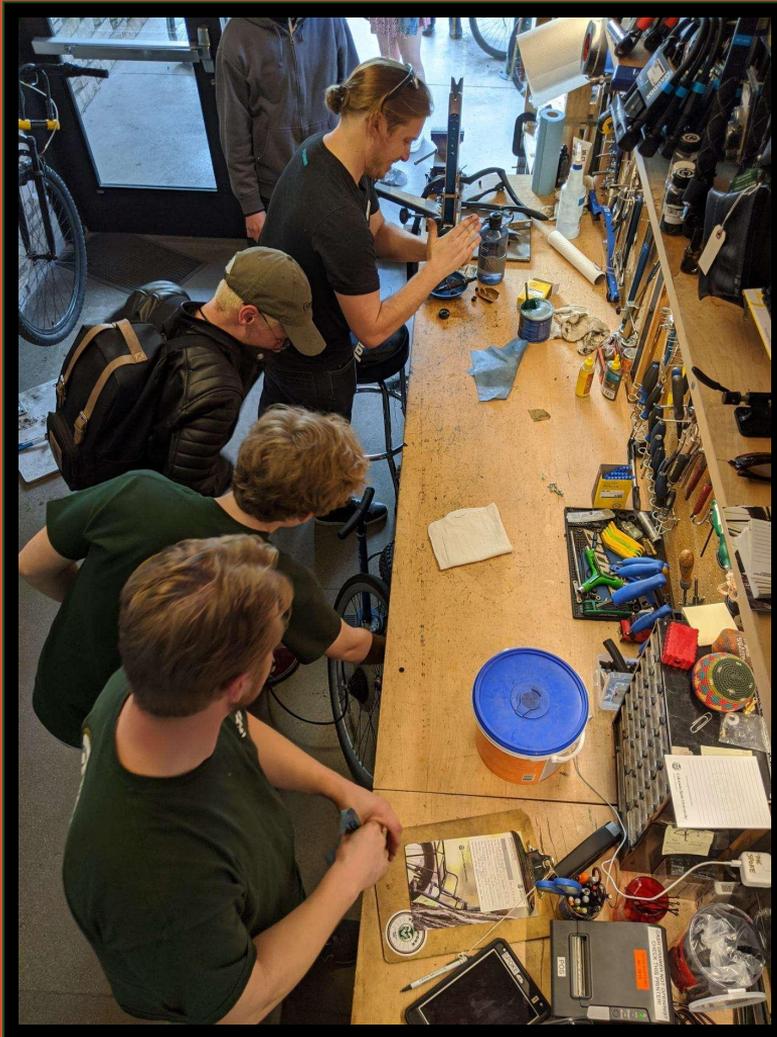
- Overview
- Project Description
- Full Budget
- Support for Users
- Benefits to Students
- Evidence of Support
- Summary



About the Spoke

- Educational on-campus cycling safety and maintenance shop
 - Original location, opened August 2014, in The Pavilion at Laurel Village
 - Second location, opened August 2018, The Mobile Shop
- Primarily serving CSU students
- Serves as a living lab and contributes to STARS Platinum
- Emphasis on knowledge and best practices of bicycle maintenance, safety, and repairs
- Service and labor are free with customer participation





The Spoke Pavilion



The Mobile Shop

WeRide 2019



Project Description-Labor

- The Spoke at the Pavilion
 - Operates daily, Monday-Friday
 - 11 am to 5 pm during academic year
 - Peak season, staffed by three. Low season, staffed by two.
- The Spoke Mobile Shop
 - Operates daily, Monday-Friday
 - Moves to different on-campus locations
 - Stays on site, two hours per day
 - Runs during peak season. August to October and March to May
- The Spoke Operations, Marketing and Social Outreach



Labor Breakdown by Time Period / Area

Location	Session	Year	# of Weeks	Date Range	Mechanics	Shop Hours	Hours Per Day	Days Per Week	Proposed Labor	Notes
Pavilion	Summer	2020	7	July 1 - Aug 16	2	3 pm - 5 pm	3	3	\$ 1,601.89	
Pavilion	Fall Move In	2020	1	Aug 19 - Aug 23	6	9 am - 5 pm	9	6	\$ 4,119.14	Includes a 6th day for WeRide.
Pavilion	Fall High	2020	10	Aug 24 - Oct 30	3	11 am - 5 pm	7	5	\$ 13,349.07	
Pavilion	Fall Low	2020	6	Nov 2 - Dec 18	2	11 am - 5 pm	7	5	\$ 5,339.63	Includes finals week, does not include fall recess.
Pavilion	Spring Low	2021	8	Jan 19 - Mar 12	2	11 am - 5 pm	7	5	\$ 7,119.50	
Pavilion	Spring High	2021	8	Mar 22 - May 14	3	11 am - 5 pm	7	5	\$ 11,747.18	Includes final week, does not include spring break.
Pavilion	Summer	2021	7	May 17 - June 30	2	3 pm - 5 pm	3	3	\$ 1,762.08	
Mobile	Fall	2020	10	Aug 24 - Oct 30	2	Varies	3	5	\$ 4,195.42	Does not include move in. Operating in warmer months.
Mobile	Spring	2021	7	Mar 22 - May 7	2	Varies	3	5	\$ 2,936.80	Does not include finals week. Operating in warmer months.
CR	Fall	2020	16	Aug 26 - Dec 20	1	8 am - 10 am 4 pm - 5 pm	3	5	\$ 3,356.34	
CR	Spring	2021	16	Jan 21 - May 15	1	8 am - 10 am 4 pm - 5 pm	3	5	\$ 3,356.34	
									\$ 58,883.38	
Assumptions:							2020	Hourly Avg Wage	\$ 12.60	
Thirty minutes for opening and closing either shop.								Fringe Rate	0.9%	
Total wage includes fringe rate of 0.9% for FY20.								Total Wage	\$ 12.71	
Hourly wage increases of 10% for those who return										
Spring 2021 and positively impact The Spoke.							2021	Hourly Avg Wage	\$ 13.86	
Average wage is based upon November 19 payroll.								Fringe Rate	0.9%	
								Total Wage	\$ 13.98	

**HDS Support
\$17,000**



The Spoke Staff

Fall 2019



Product Description - Recurring Costs Mobile

<i>The Spoke Mobile Shop Information Technology</i>			
Lightspeed POS Software Annual Fee	1		\$ 2,848.56
Monthly Cellular Service (Two iPads at 12 months)	24	\$ 39.81	\$ 955.44
Credit Card Processing Monthly Service	12	\$ 10.00	\$ 120.00
Credit Card Processing Fees			\$ 25.00
Total Revolving Mobile Shop IT Costs			\$ 3,949.00
<i>The Spoke Mobile Shop Equipment Replacement & Store Use Product</i>			
Store Use Consumables			\$ 400.00
Maintenance & Replacement Costs			\$ 1,600.00
Total Revolving Mobile Shop Costs			\$ 2,000.00



Budget - Summary

- Budget Assumes \$17,000 matching labor funds from HDS
 - HDS also provides location for brick & mortar
- Budget assumes Departments of Central Receiving will still support The Spoke operationally
 - Management, Accounting, IT and Administrative Support
- Total ATFAB Request \$47,832.39
- Additional \$5,367.42 requested above 19-20 ATFAB funding



Total Project Budget \$62,832.39

Support for Users

- Gain knowledge and best practices in supporting their own bike care
- Supported 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

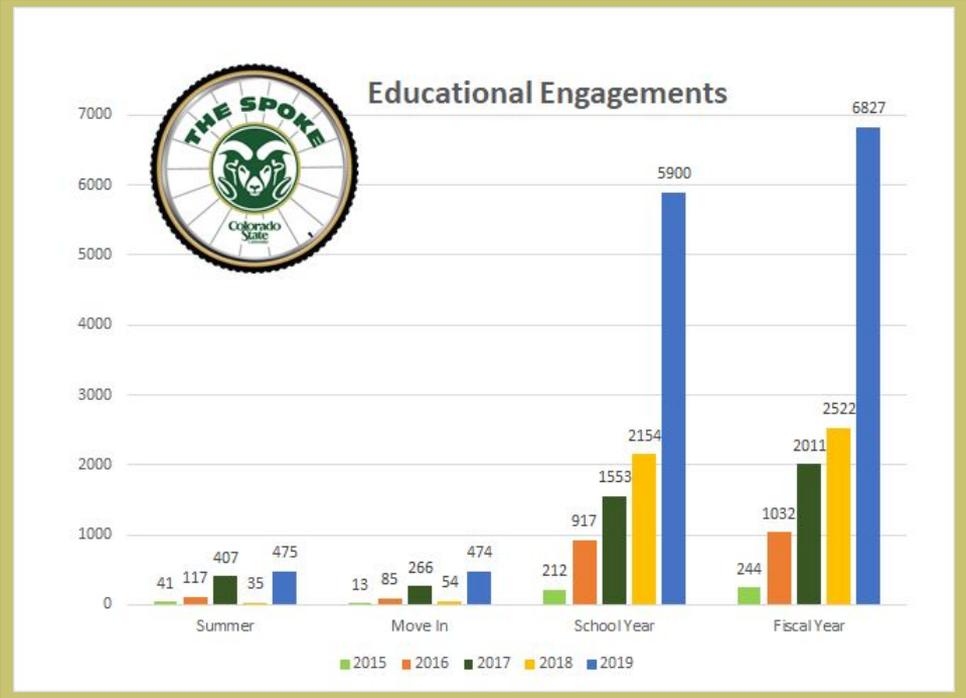


Support for Users

- 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



Support for Users- Usage



Education Engagement- Milestones

10000

November '14 - November '18



6000

July '19 - December '19



10000

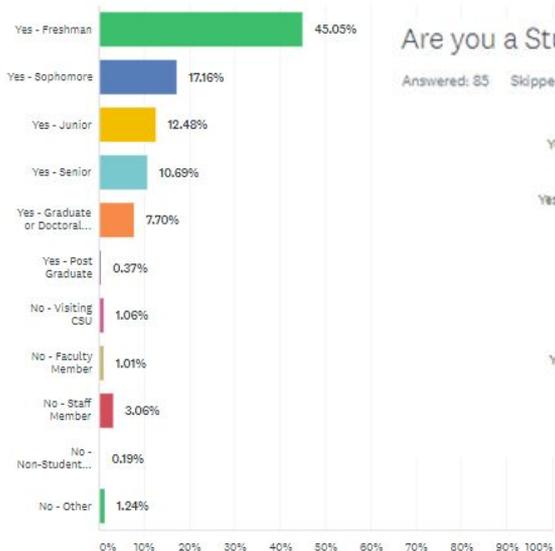
July '19 - June '20 Projected



Support for Users - Student Driven

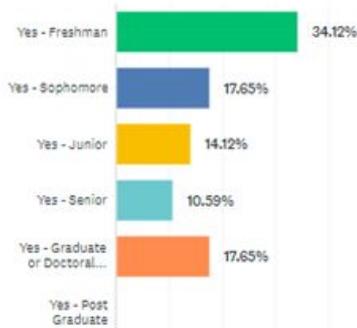
Are you a Student, Staff or Visitor?

Answered: 8,043 Skipped: 0



Are you a Student, Staff or Visitor?

Answered: 85 Skipped: 0



8,043 Surveys

11% More Graduate Students
93.45% Students

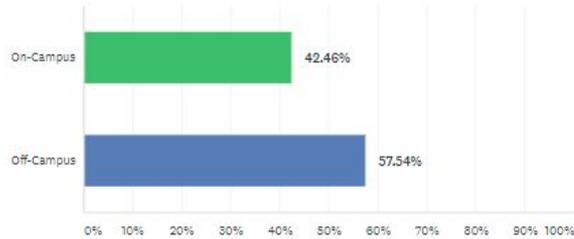
45.05% First Year



Support for Users - Location Driven

Do you live On-Campus or Off-Campus?

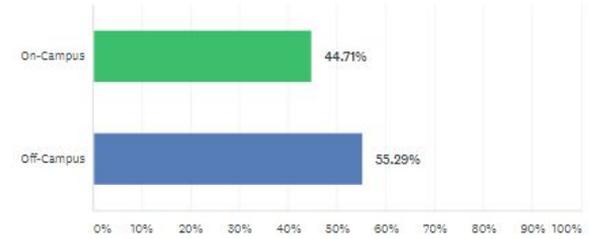
Answered: 610 Skipped: 0



Shop

Do you live On-Campus or Off-Campus?

Answered: 85 Skipped: 0



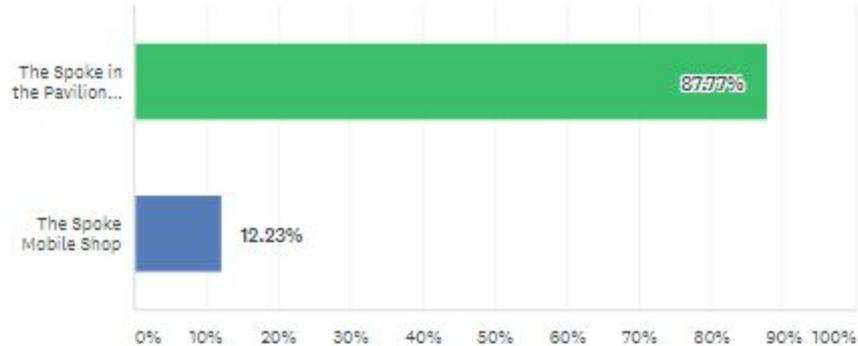
Mobile



Support for Users-Location Driven

Which The Spoke are you visiting?

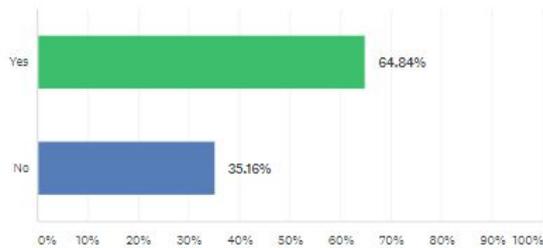
Answered: 695 Skipped: 3



Support for Users - Prior Visits

Have you been to The Spoke (any location) prior to today?

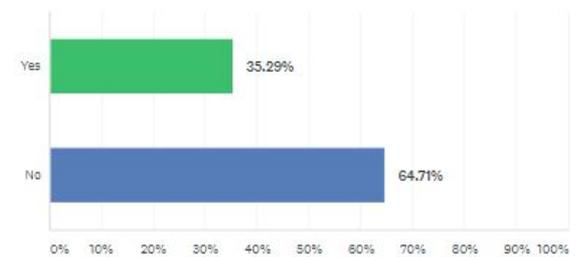
Answered: 603 Skipped: 7



Shop

Have you been to The Spoke (any location) prior to today?

Answered: 85 Skipped: 0



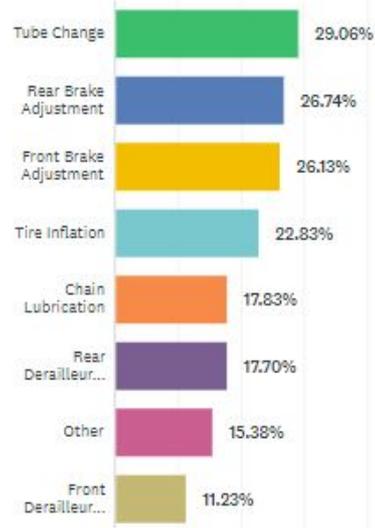
Mobile



Support for Users - Education Categories

What service did we provide you with today?

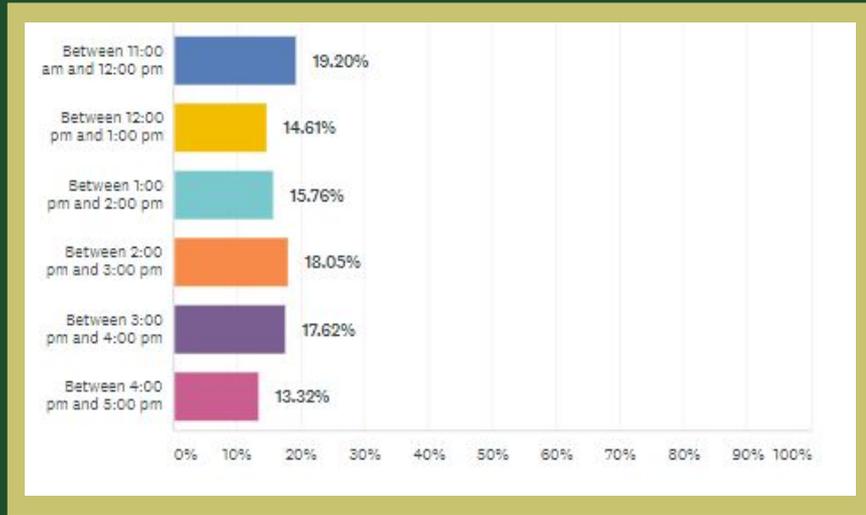
Answered: 819 Skipped: 0



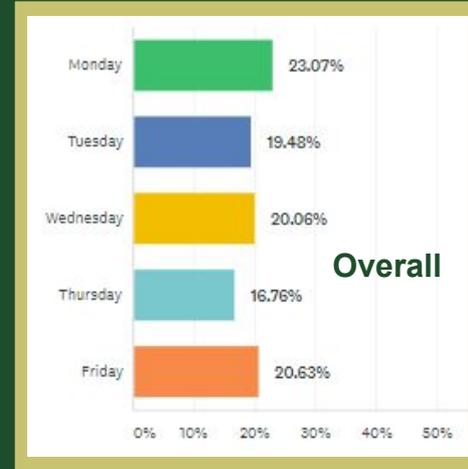
ANSWER CHOICES	RESPONSES	
▼ Tube Change	29.06%	238
▼ Rear Brake Adjustment	26.74%	219
▼ Front Brake Adjustment	26.13%	214
▼ Tire Inflation	22.83%	187
▼ Chain Lubrication	17.83%	146
▼ Rear Derailleur Adjustment	17.70%	145
▼ Other	15.38%	126
▼ Front Derailleur Adjustment	11.23%	92



Support for Users - Timing

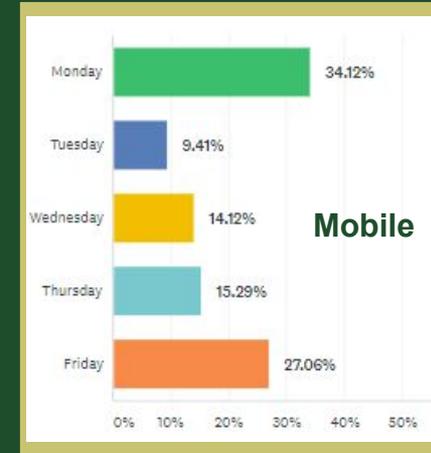


Hours



Overall

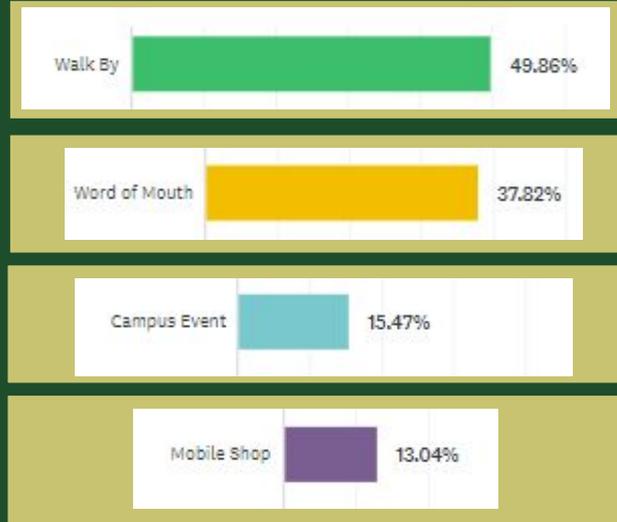
Day



Mobile



Support for Users - Exposure



Winter Bike to Work Day 2019



Evidence of Support - Sustainability



- Tube Recycling Program
- UpCycled Tubes Pouches



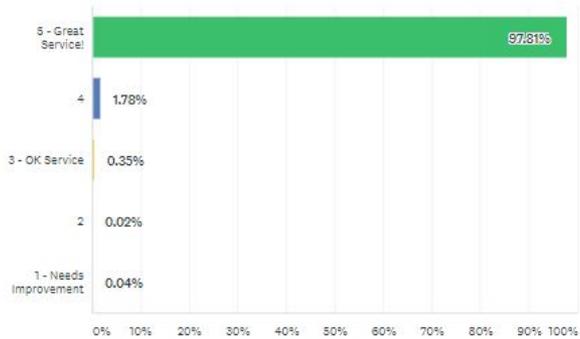
- Bikes as a primary mode of transport means less cars on campus



Evidence of Support - Customer Satisfaction

How would you rate the service provided today?

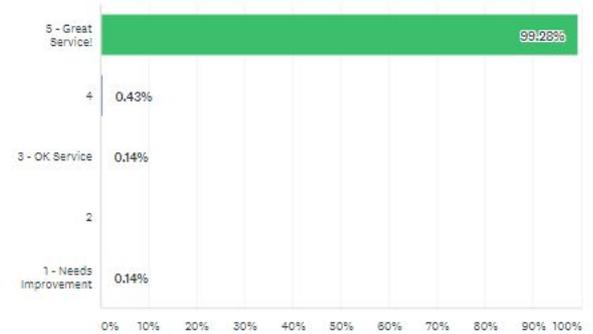
Answered: 8,043 Skipped: 0



Overall

How would you rate the service provided today?

Answered: 698 Skipped: 0



Fall 2019



Evidence of Support - Comments

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

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.

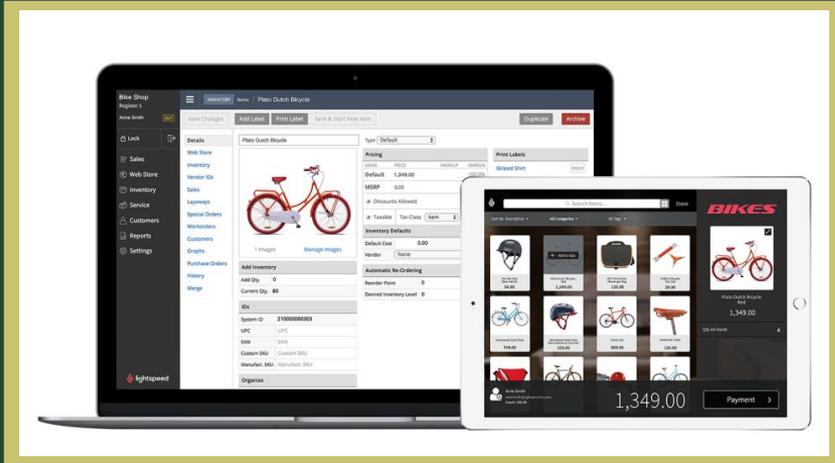
Great to have 3 employees during peak-times. Helped keep the line down on this sunny day.

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

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



Point of Sale System



- Two Shop Integration
- Bike Shop Oriented
- User Friendly & Faster
- Integrated Work Orders
- Inventory Management
- Direct to Vendor
- Real Time Analytics

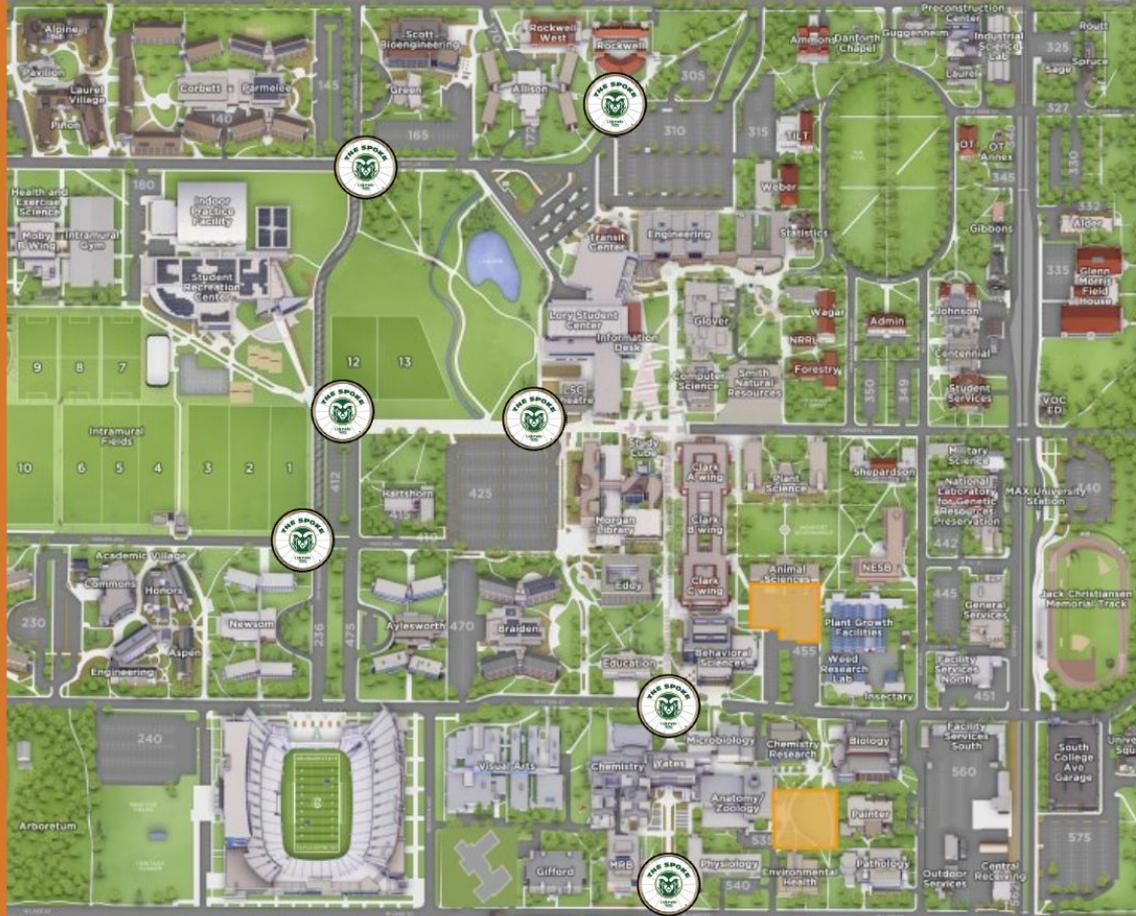


Operational & Marketing Support

- Daily Support Monday through Friday
- Reconcile Mobile Shop
- Replenish & Restock Mobile Shop
- Market Mobile Shop
 - Instagram
 - Facebook
 - Sandwich Board
- Manage Instagram & Facebook for The Spoke
- Develop New Marketing Strategies
- Support Operational Needs of Both Shops



The Spoke Mobile Locations Spring Semester 2020



7 Total Locations

5 Days a Week

High Traffic Locations

Simplified - Targeted
Spring Schedule





THE SPOKE MOBILE SHOP

PROUDLY FUNDED BY



ATFAB
AT COLORADO STATE UNIVER-



8 weeks

40 days

160 mechanic hours

80 operational hours

Weekday	Monday	Tuesday	Wednesday	Thursday	Friday
Staff	David / Charles	Jon / Tayne	Charles / Tayne	Jon / Tayne	David / Charles
Time Open	1:30-3:30	2:30-4:30	2:00-4:00	2:30-4:30	1:30-3:30
3/23/2020	Plum & Meridian	Library/LSC	Newton Statue	Meridian & University	Rockwell
3/30/2020	Lake & Center	Newton Statue	Library/ LSC	Plum/ Meridian	Hughes & Meridian
4/6/2020	Plum & Meridian	Library/ LSC	Newton Statue	Rockwell	Meridian & University
4/13/2020	Lake & Center	Newton Statue	Library/ LSC	Plum/ Meridian	Hughes & Meridian
4/20/2020	Plum & Meridian	Library/ LSC	Newton Statue	Rockwell	Meridian & University
4/27/2020	Lake & Center	Newton Statue	Library/ LSC	Plum/ Meridian	Hughes & Meridian
5/4/2020	Plum & Meridian	Library/ LSC	Newton Statue	Rockwell	Meridian & University
5/11/2020	Lake & Center	Newton Statue	Library/ LSC	Plum/ Meridian	Hughes & Meridian



thespoke@colostate.edu

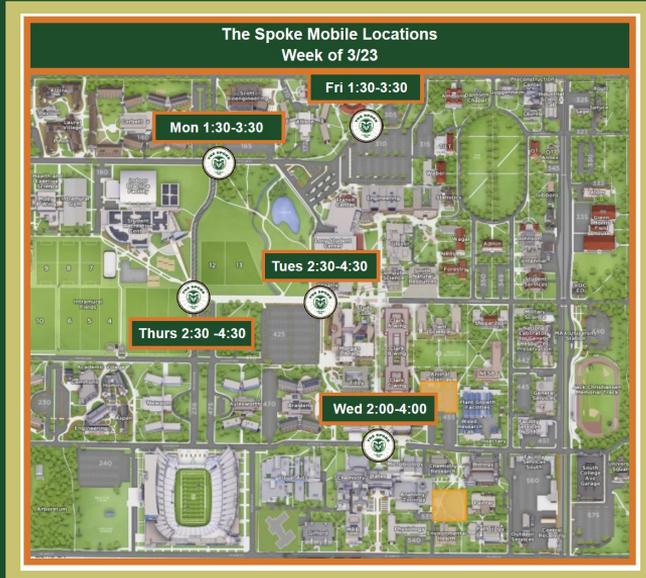
970.491.2453

thespoke.colostate.edu

"We put the tools in your hand."



Mobile Shop Messaging



Weekly Posts



Daily Posts

THE SPOKE
MOBILE SHOP
ATFB

Weekend	Monday	Tuesday	Wednesday	Thursday	Friday
David / Charles	Jon / Taylor	Charles / Taylor	Jon / Taylor	David / Charles	None
3/22/2020	1:30-3:30	2:30-4:30	2:00-4:00	2:30-4:30	2:00-3:30
3/23/2020	Plan & Mendon	Library/UC	Newton Station	Meridian & University	Newton
3/24/2020	Luke & Center	Meridian Station	Library/UC	Plan & Mendon	Hughes & Meridian
4/02/2020	Plan & Mendon	Library/UC	Newton Station	Football	Meridian & University
4/13/2020	Luke & Center	Newton Station	Library/UC	Plan & Mendon	Hughes & Meridian
4/20/2020	Plan & Mendon	Library/UC	Newton Station	Football	Meridian & University
4/27/2020	Luke & Center	Newton Station	Library/UC	Plan & Mendon	Hughes & Meridian
5/04/2020	Plan & Mendon	Plan/UC	Newton Station	Football	Meridian & University
5/11/2020	Luke & Center	Newton Station	Library/UC	Plan & Mendon	Hughes & Meridian

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 970.851.2053
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 "We put the tools in your hand."

MOBILE SHOP SCHEDULE

Website



New Sign!



Advertisement and Growth

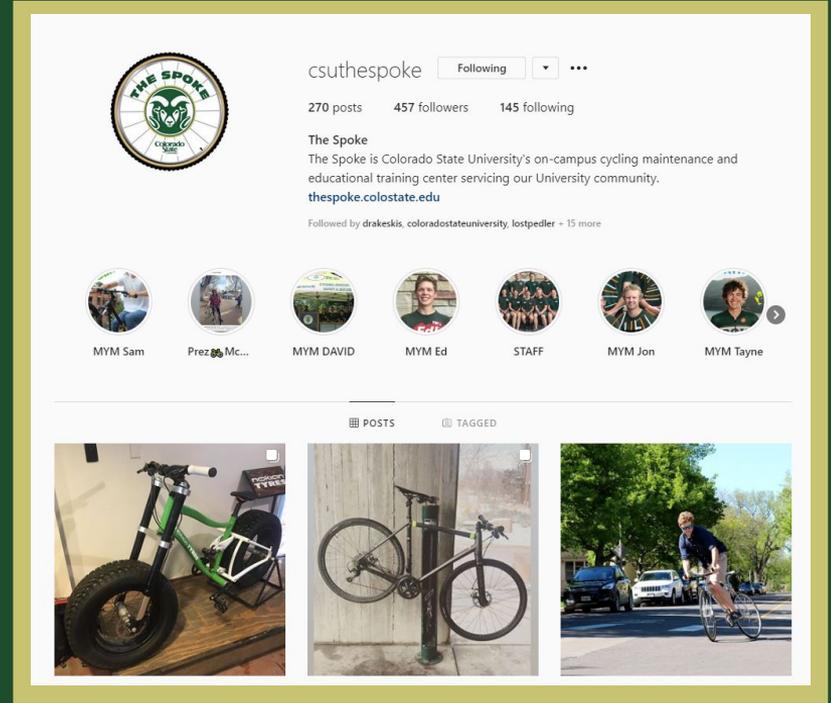


28% follower increase

Goal: Reach more students, connect outside the shop environment

Increase Follower Interaction:

- Shop Updates
- Maintenance Tips
- Meet Your Mechanics Story
- Advertise Cycling Events
- Mobile Shop Location



Boost Engagement



Stories



Share CSU + Foco Cycling News

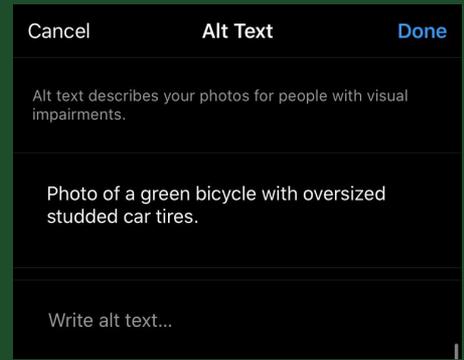
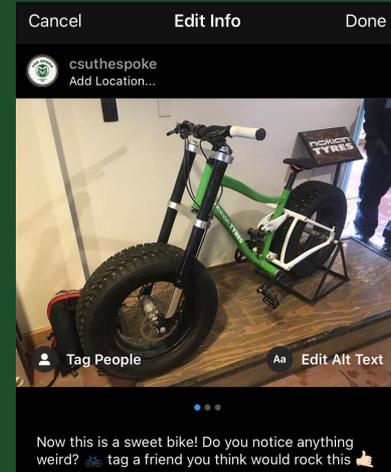


Trivia Giveaway



Accessibility - Alt. Text

- Alternate text (“alt text” or "alt tag") is added to an image to provide a textual alternative to visual information.
- For users who cannot see our photos, they’ll *hear* it using text-to-speech or screen-reading software.
 - By adding an alt text to an image, you make its meaning available to people who, for whatever reason, cannot see it.



Storefront Stickers



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.





Any Questions?

