The Spoke, Educational Bike Shop

ATFAB 2021 Proposal

Agenda

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

The Spoke Laural Village

est. August 2014

The Mobile Shop

est. August 2018

Project Description Assumptions

- Maintain Our Essence
- Education is Paramount
- Knowledge is Free
- Sustainability is at our Core
- Student’s Success is our Success
- COVID is Managed

Project Description - Labor

- The Spoke at the Pavilion
  - Operates Monday-Friday
  - 11 am to 4 pm during academic year
  - Appointments during Winter breaks
  - Peak season, staffed by three. Low season, staffed by two.

- The Spoke Mobile Shop
  - Operates Monday-Friday peak season (Aug to Oct)
  - High bike traffic on-campus locations
  - On site, two hours per day

- The Spoke Operations, Marketing and Social Outreach

Labor Breakdown at Laurel Village

Exhibit A: Full Budget

Annual Revolving Costs			
The Spoke at Laurel Village Labor			
Summer	21		$ 1,645.11
Fall Move In	21		$ 4,230.29
Fall High Season	21		$ 13,709.28
Fall Low Season	21		$ 5,483.71
Spring Low Season	22		$ 7,311.62
Spring High Season	22		$ 10,967.43
Summer	22		$ 1,645.11
Total Labor			**$ 44,992.56**

Labor Breakdown for Mobile Shop and Operations

The Spoke Mobile Shop Labor				
Fall High Season	21		$	3,916.94
Spring High Season	22		$	2,741.86
Total Labor			**$**	**6,658.79**

The Spoke Operational & Social Media Support				
Fall	21		$	3,133.55
Spring	22		$	3,133.55
Total Labor			**$**	**6,267.10**

Operational & Marketing Support

- Daily Support
- Reconcile Mobile Shop
- Replenish & Restock Mobile Shop
- Market Mobile Shop
  - Instagram
  - Facebook
  - Sandwich Board
- Manage Instagram & Facebook for The Spoke
- Support Operational Needs of Both Shops
- Track Metrics

Mobile Shop Messaging

Weekly Posts

Daily Posts

Website

Information Technology and Capital Equipment Costs

The Spoke Mobile Shop Information Technology			
Lightspeed POS Software Annual Fee	1		$ 3,216.00
Monthly Cellular Service (Five iPads, 12 months)	5	$ 79.73	$ 956.76
Credit Card Processing Monthly Service	12	$ 10.00	$ 120.00
Credit Card Processing Fees			$ 25.00
Total Revolving Mobile Shop IT Costs			**$ 4,317.76**

The Spoke Mobile Shop Equipment Replacement & Store Use Product			
Store Use Consumables			$ 400.00
Maintenance & Replacement Costs			$ 1,600.00
Total Revolving Mobile Shop Costs			**$ 2,000.00**

Funding Support

- University Housing will NOT provide funds due to uncertainty around COVID-19
- University Housing DOES provide location for brick & mortar & all costs involved with the maintenance of that location
- Departments of Central Receiving SUPPORTS The Spoke operationally with Management, Accounting, Information Technology and Administrative Support
- Additional $16,403.83 requested above 20-21 ATFAB funding

Total Costs and ATFAB Funding Request

Annual Revolving Costs	$	64,236.22
Housing & Dining Services Matching Labor Funds	$	-
ATFAB Funding Request	$	64,236.22

Support for Users

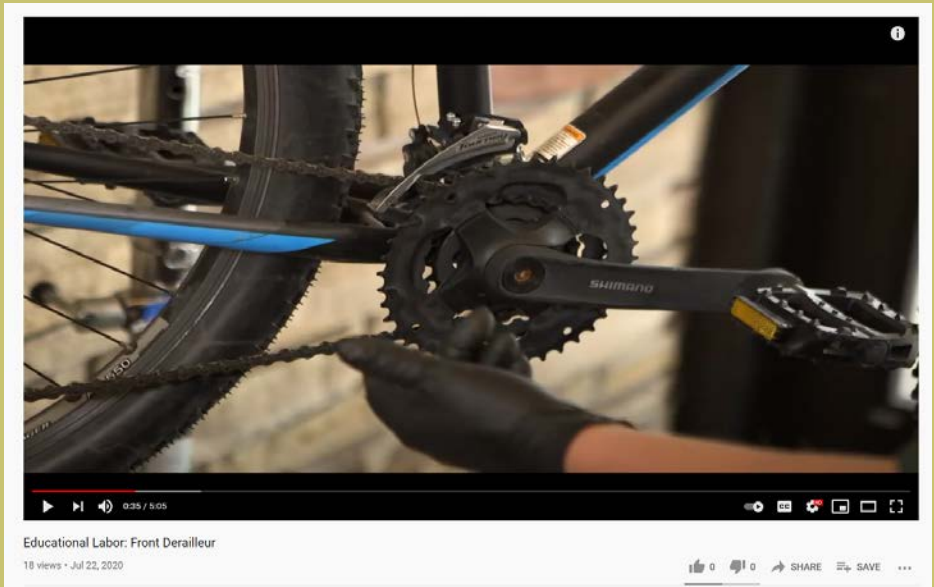
- Gain knowledge and best practices in supporting their own bike care
- Supported by a mechanic free of charge while removing barriers and creating accessibility and equity
- Experience an inclusive and welcoming environment – eliminating the intimidation of a bike shop
- Learn complicated processes 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

Winter Bike to Work Day 2019

Support for Users- YouTube Channel

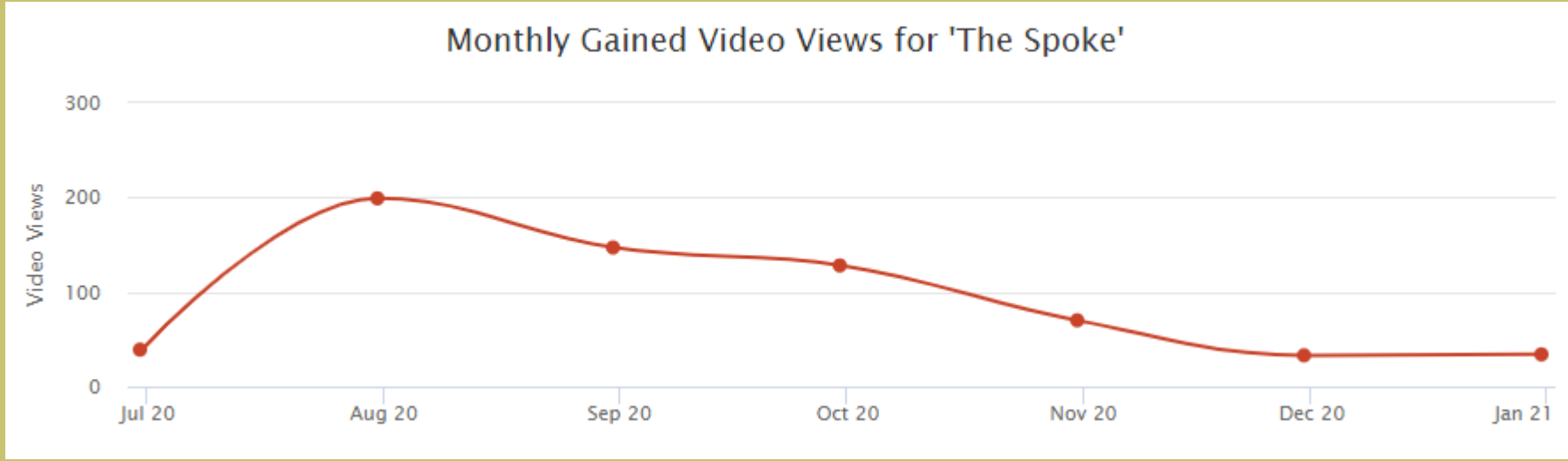


- YouTube series developed to cover 90% of all repairs currently 24 videos in this channel.
- Instead of working with mechanic, customer watches a video of same repair either while at The Spoke or on demand at home or on the road.
- Allows customers to have step-by-step tutorials outside of normal shop hours

Support for Users- YouTube Channel Information

- 43 total videos, covering over 100 repair topics
- Topics include common repairs to complicated overhauls of components
- Bicycle and pedestrian safety videos also included (road rules, light regulations, bike registration)
- Customers now have access to The Spoke's knowledgebase at home and can repeatedly watch tutorials at their own pace
- Videos greatly increase reach and help with accessibility; all videos include captioning and option to slow or increase video speed

Support for Users- YouTube Channel



- Cumulative viewership of The Spoke's YouTube channel has surpassed 4300 views.
- In-person educational engagements were ~1400 in Fall 2020
- YouTube series educates far beyond the reach of the Pavilion
- 21 Subscribers

Support for Users – Branding Proposal

- The Spoke is currently in the proposal process for a branding effort to better wayfinding.
- Currently, The Spoke is difficult to find with no exterior branding
- The Spoke is often mistaken for Recycled Cycles
- Centerpiece of branding effort is an upcycled bicycle created by artist Bryan Peterson, “Big Bike”
- The bike is a unique and large piece, donated by the City of Fort Collins
- Created from pieces of recycled scrap metal, promoting alternative transportation and fulfills CSU’s sustainability mission

Evidence of Support - Sustainability

- Tube Recycling Program
- UpCycled Tubes Pouches

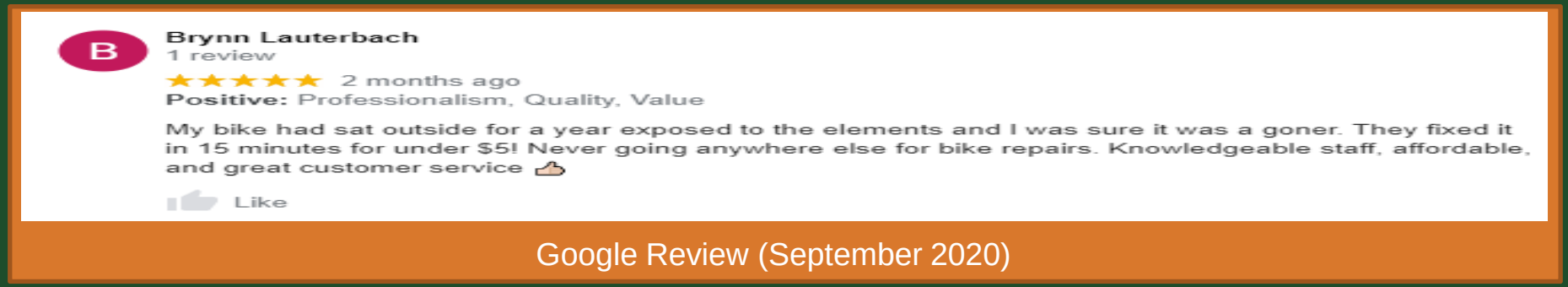
- Bikes as a primary mode of transport means less cars on campus

Evidence of Support – Google Reviews

Jordan
Local Guide · 48 reviews · 8 photos
★★★★★ a month ago
Awesome concept. Friendly and knowledgeable staff. The least amount of money I've ever spent at a bike shop!

Like

Google Review (October 2020)



Brynn Lauterbach
1 review
★★★★★ 2 months ago
Positive: Professionalism, Quality, Value

My bike had sat outside for a year exposed to the elements and I was sure it was a goner. They fixed it in 15 minutes for under $5! Never going anywhere else for bike repairs. Knowledgeable staff, affordable, and great customer service

Like

Google Review (September 2020)

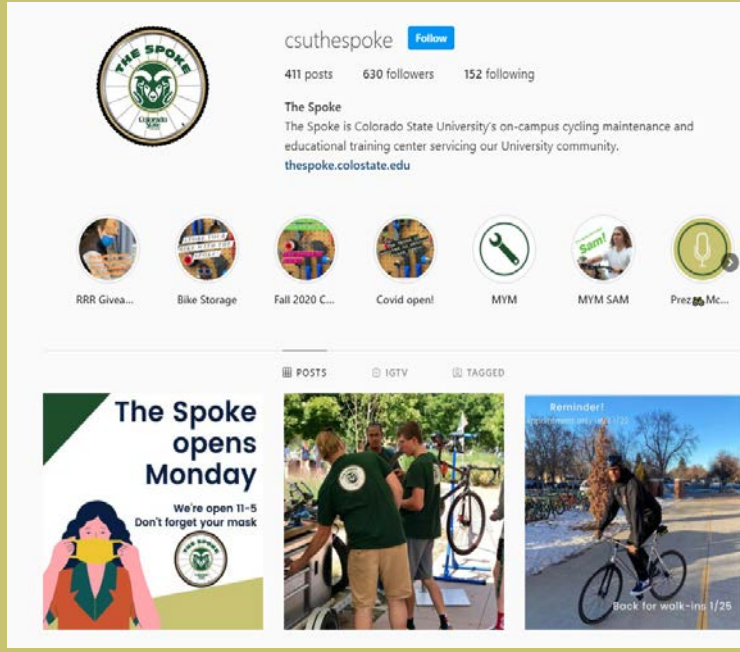
Evidence of Support – Instagram

31.8% follower increase last 12 months

Goal: Reach more students, communicate shop status and COVID-19 Updates

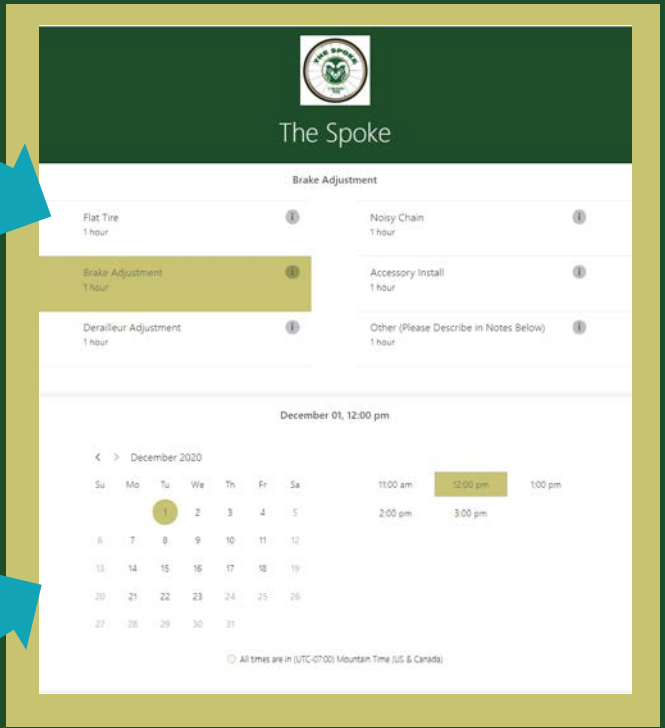
Increase Follower Interaction:

- Shop Updates
- Closures and COVID information
- Maintenance Tips
- Booking Updates
- Mobile Shop Location



Evidence of Support - Appointments

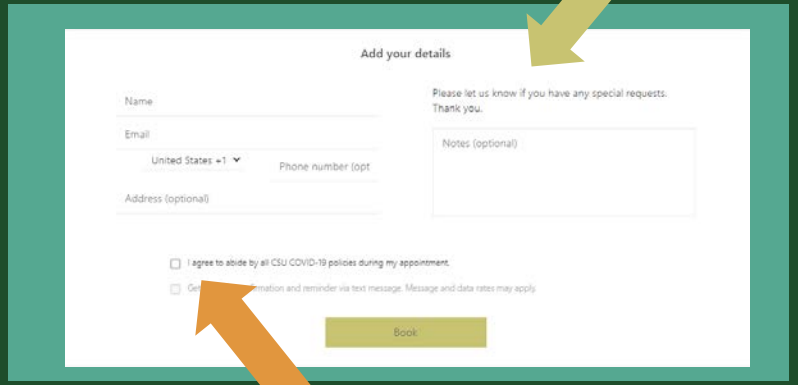
Customer selects service from a suggested list



New appointment scheduling service webpage

Customer chooses date and time (11a-4p) daily

Provided space to voice any additional information for mechanic



Customer must agree to adhere to COVID-19 policies

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 and beyond
- 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.
- Despite the challenges of COVID-19, we pledge to continue to serve the community.

Any Questions?