



**Colorado State University  
Alternative Transportation Fee Advisory Board  
2021-2022 Project Proposal Form**



**Project Name/Location:** The Spoke Pavilion & Mobile Shop Operations

Estimated Initial Cost: \$0 Estimated Recurring Cost (if applicable): \$64,236.22

Funding Request from ATFAB: \$64,236.22 Matching Funds (if applicable): 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: \_\_\_\_\_ Signature/Date: \_\_\_\_\_

Department Head/Director \*

Name:  Signature/Date: 1/19/21

\*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 – Wednesday January 20, 2021*  
If project involves infrastructure construction, CSU Facilities must review cost estimates and proposal  
schedule. Facilities Deadline – Friday December 18, 2020 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 2021-2022 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 2021-2022 academic year will be to support the ongoing costs for PPE for our staff and customers. We would like to continue to operate during the ongoing COVID-19 pandemic, while maintaining utmost safety and respect to mitigate possible transmission of the virus to fulfill our objective of servicing the campus community.

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

Securing funding for the 2021-2022 school year will keep our services consistent so that all students can continue to utilize the extended hours and Mobile Shop addition despite the ongoing pandemic and campus closures. We request the funding to coincide with the 2021-2022 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.

During pandemic protocols, when students visit The Spoke, they are greeted by a mechanic outside to make initial contact with the student to determine the services required. The mechanic brings the bike inside the shop to have a spoke mechanic complete the repair, and during the time of the repair the student watches a video created by The Spoke for that specific repair. The videos maintain the educational aspect of The Spoke’s learning model. Services are completed free of charge if they watch the video and only pay for parts and consumables used during the teaching process. Ultimately the educational mission of The Spoke is to provide more students with the knowledge to maintain their own bicycle or skateboard and use them as their primary mode of transportation around the campus and in the community safely. As soon as pandemic protocols are lifted, we will move back to our normal one on one in-person teaching environment.

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. Additionally, the mobile shop has the benefit of operating outdoors, creating additional capacity to maintain bikes, and supporting social distancing while still operating at full capacity.

In addition, as the Fall Semester moved to online learning, we were still able to maintain our accessibility by moving to an appointment only system between Fall Break and the start of Spring Semester. Normally the Spoke is not open during University closures such as Winter Break. We plan to continue with an appointment only system as the University moves to online classes post Spring Break through the Summer.

**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 traditionally used customer experience survey since 2015. However, due to the ongoing pandemic, we have temporarily stopped using the survey to reduce many hands touching a single iPad. Instead, we are using YouTube analytics to track customer engagement.

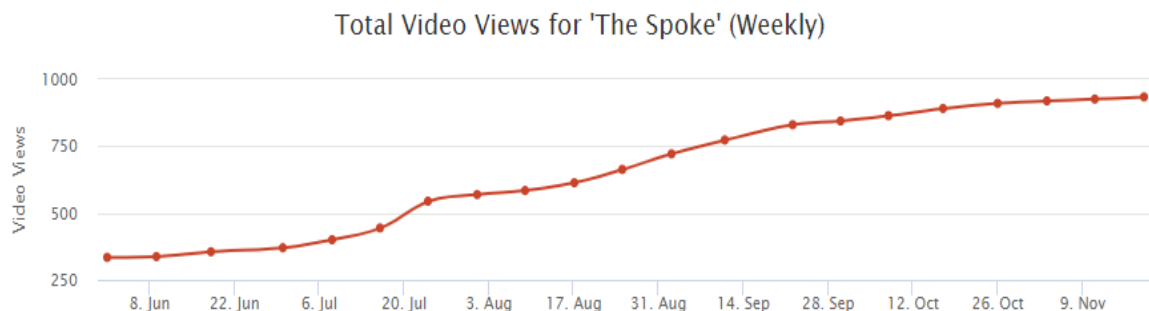


Table 1: Cumulative YouTube viewership fall 2020.

The data shows that despite a troublesome semester, the YouTube channel was successful. From this chart we can infer that viewership expanded beyond mechanics showing customers videos. By November we reached roughly 1000 video views weekly, this number outpaces our educational engagements which averaged 98 per week during fall of 2020. This metric represents a huge accomplishment for The Spoke during the pandemic as we are still reaching a large audience and more importantly, an audience beyond those physically present at The Spoke.



Table 2: Air quality index (AQI) for Fort Collins August-October (Oranges and yellows indicate unhealthy days)

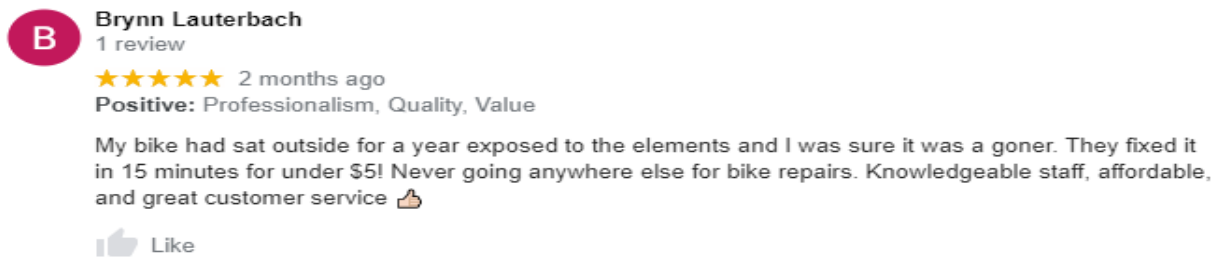
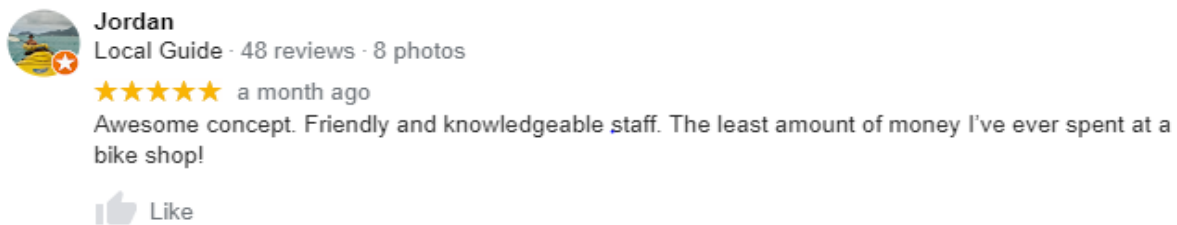
We meet off-campus students along popular bike corridors and set up pop-up Mobile Shop locations at a variety of locations around campus to extend the reach of The Spoke. The mobile shop not only teaches bicycle maintenance and education, but also spreads awareness of The Spoke at the Pavilion. During much of fall 2020, multiple forest fires adversely impacted air quality. The chart above shows three months of air quality data and indicates most days during that three-month period suffered from poor air quality. Despite the air quality, many students and staff still relied on a bicycle for transport to and from campus and the mobile shop went out 40 of 50 scheduled days to support those using alternative transportation.

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 despite the ongoing challenges of campus closures due to the pandemic
- 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

- Supported by multiple accessible locations
- Use The Spoke’s YouTube channel as a resource for off-campus or after-hours repair help
- 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.**



*Table 3: Unsolicited Google reviews from customers during fall 2020.*

The above reviews are from google and were posted during Fall 2020. These types of reviews are particularly favorable since these are unsolicited and take considerable effort to post. These reviews show the appreciation for the service and value prospect of The Spoke.

The comments below are from Fall 2019 and are from our survey. We lack the same amount of data from fall 2020 since we stopped using the survey out of an abundance of caution. We feel these particular reviews still resonate and convey the service-oriented mentality of The Spoke.

“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

**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.**

Exhibit C: University Housing (UH) Funding Response Letter. Normally UH funds a portion of The Spoke mechanic salary. In 20-21, they budgeted \$16,000 to The Spoke. After inquiry to their Management Team, they are not able at this time to commit to a 21-22 budget for The Spoke due to the budget constraints resulting from COVID-19.

Exhibit D: Fall Semester Reopening Plan Approved by Pandemic Planning Team (PPT). Our Reopening Plan was approved by the PPT in August 2020 and will continue while pandemic protocols are in place.