



**Colorado State University  
Alternative Transportation Fee Advisory Board  
2022-2023 Project Proposal Form**



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

Estimated Initial Cost: \$0 Estimated Recurring Cost (if applicable): \$99,610.78

Funding Request from ATFAB: \$74,203.31 Matching Funds (if applicable): CR Staff Support (Management, Accounting, and Information Technology) valued at \$22,022.47, HDS Marketing Support valued at \$3,385.00, HDS Move In Week Labor Tentative Matching Funds \$4,500.00 (not yet approved).

**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: 1/20/22

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

**Fill out and return proposal documents via email to ATFAB\_CSU@colostate.edu and Aaron.Fodge@colostate.edu *Deadline for final submissions – Friday January 21<sup>st</sup>, 2022***

***If project involves infrastructure construction, CSU Facilities must review cost estimates and proposal schedule. Facilities Deadline – Friday December 10<sup>th</sup>, 2021 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 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 Pavilion 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 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 2022-2023 school year, we would like to maintain the extended hours at The Spoke, including the new appointment only times during academic breaks and eliminating high and low season timing at the Pavilion Shop. This means there will always be three mechanics available during our Pavilion hours to service our increasing need. We would continue to dispatch the Mobile Shop to high traffic bicycling areas extending that time to when temperatures are 50 degrees or higher rather than 60 degrees, which would allow us to be out up to Thanksgiving break and prior to Spring Break. In addition, the Mobile Shop would participate in active transportation and sustainability events, and we would maintain the student position that focuses on the Mobile Shop operations and marketing The Spoke through our social media accounts and website. In the coming year we also plan to have a Lead Mechanic position to create continuity and leadership for the now 15-member team. This position was established in Spring 2022 to effectively design the role with the desire for this lead to continue as an ongoing role beginning Fall 2022.

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

Securing funding for the 2022-2023 school year will expand our services, so that all students can continue to utilize the Pavilion Shop and Mobile Shop and have an option for an alternative safe transportation mode on campus. We request the funding to coincide with the 2022-2023 CSU fiscal year.

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

When a student visits either the Pavilion 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. They also, from time to time, may work on skateboards, scooters, and e-bikes.

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 participate in campus alternative transportation and sustainability events.

Furthermore, from our experience through the pandemic, we found appointment only as another option to increase our reach. This allows us to be available to students during academic breaks without having to staff at full capacity all day. This flexibility keeps our labor costs diminished, while remaining accessible.

**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 a customer experience survey since 2015. However, due to the pandemic, we had a gap in that tracking. Since August 2021, we were able to begin this measurement method again in addition to tracking through our point-of-sale system to better understand our benefit to the students of CSU.

For Fall 2021 semester, the shop was able to return to the traditional teaching model of “putting a tool in your hand”, so the students have an experiential learning experience. Our survey results show that 94% of our users are students with the percentage evenly split amongst Sophomore, Junior, and Senior at approximately 16%, while our highest user is 1<sup>st</sup> year students at 40% and a growing population of graduate students using the service at 6%. We are now seeing a split between off campus and on campus living with our reach pulling 53% of off campus students to The Spoke, while 47% live on campus.

We taught nearly 5000 educational concepts in the Fall 2021 semester with our highest educational impact related to ensuring proper tire inflation and repairing flats. Our next highest impact was brake and drive train adjustments. We will be on trend to engage in over 10,000 educational engagements this year, which is in line with what our expectation was pre-pandemic.

In addition to teaching our students, we also want to make sure the service is accessible. With the Mobile Shop, 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.

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 and experiential 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
- 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.**

The comments below are from Fall 2021 surveys where students have actively shared their support of The Spoke.

*They did an amazing job! I didn't catch my mechanics name but my bike tires are always a pain in the ass clocking in at about 14 inches. He was efficient and even helped prevent future problems with my wheels.*

*They were really helpful and explained everything that they were doing. They also went above and beyond with finding things and fixing them. It was really a great experience. 10/10 recommend*

*Love the educational piece! Keep up the good work! :)*

*Everyone was so fantastic today! I learned a lot about my bike, and they spent 2 hours just fixing everything that was wrong with it. I bought it from recycled cycles, and unfortunately I found out that they sold me a bike that had a lot of issues. However, everyone was so nice and fixed all my major issues!*

*Good team of people who are willing to figure out you problems.*

*Great service - very knowledgeable and helpful. Good price and value in learning how to adjust things on the bike. No complaints*

*Matthew did a great job helping me fix my brakes! Super positive attitude and very knowledgeable. Thought I was going to feel stupid but he made sure I felt informed and learned something new.*

*I've come in for a tube change and been walked through a couple of times, but I learned something new today all the same about tire tape and how it can shift. Great service, informative and friendly.*

*I walked in and my bike needed a lot of love and Cody was super friendly and immediately jumped up to help me. He did the work quickly but also helped me to learn what he was doing and how the bike worked. He was super knowledgeable about bikes as a whole and made my day much better. Definitely coming back in the future*

*This team is really doing wonders. The free labor is extremely helpful for saving money and the free teachings are amazing for the future!!*

*They are all very friendly and ver knowledgeable. They really know their bikes! It was pretty cool watching them work and they were open to any questions I had. It is also great that I get to learn a lot more about bikes as a first time user.*

*Absolutely incredible experience! I love having this resource on campus. So wonderful, it helped me learn more about my bike and fix a repair I had been dreading. Thank you Spoke!!*

*Great staff, friendly and knew what they were doing; Went beyond my knowledge and instructed me on how to maintain my bike without their assistance while recognizing issues I couldn't and taking the initiative to resolve them during my visit.*

*I seriously love The Spoke!! I made a mistake by ever trying Road 34 because The Spoke was busy - and for good reason. It's super affordable as a college student and they do an excellent job teaching you how to do it yourself. I will never go anywhere again for anything for my bike in Fort Collins other than The Spoke!! I wish there were more bike shops who were as passionate as the students who work here because it seems like a lot of other places just try to rip you off, and especially if you do not know much about bikes! The Spoke is an honest and great community of bikers that are passionate about what they do and always provide the best service. Thank you so much for your existence!!!*

*Cody was very helpful! He found exactly what the problem was, fixed it, and explained everything he was doing to me so I could do it in the future.*

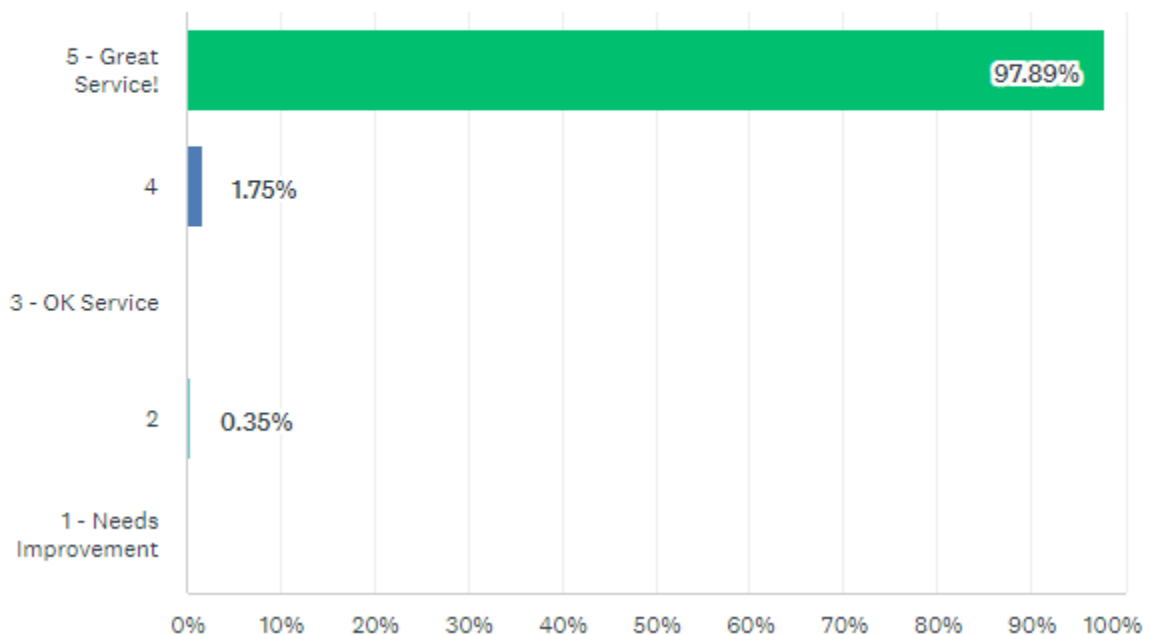
*What a great experience! I felt listened to, and like we had all the time in the world to get my bike working right. It's behaving so much better now. Thank you!*

*Keep this place open its saved my life so many times:)*

In addition, we also ask the student to rate their experience at The Spoke and we continue to receive 5 star reviews on a scale of 1 – 5 with 5 being the highest. This data reflects Fall 2021 semester.

## How would you rate the service provided today?

Answered: 285 Skipped: 0



**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 courageous strategic plan by supporting green – a sustainable thriving planet and gold – a flourishing humanity. Through green we will bring targeted impact to environmental health and climate change and lifelong learning for students, CSU community and the greater community. Through gold we will support equity and justice, individual and community strength and prosperity, civic engagement and lifelong learning for students, CSU community and the greater community

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

**HDS Marketing Support**

AVENUE	VALUE	FREQUENCY	TOTAL	<i>Unit of Measurement</i>
Direct Resident Communication	\$ 15.00	3	\$ 45.00	<i>hours annually</i>
Digital Sign Ad Posting	\$ 50.00	4	\$ 200.00	<i>annually</i>
<a href="#">Dining Center Tablecards</a>	\$ 40.00	2	\$ 80.00	<i>annually</i>
Special Projects Time	\$ 30.00	20	\$ 600.00	<i>hours annually</i>
Social Media Promotion	\$ 15.00	4	\$ 60.00	<i>annually</i>
Design Time	\$ 120.00	20	\$ 2,400.00	<i>hours annually</i>
<b>TOTAL</b>			<b>\$ 3,385.00</b>	

**HDS Move In Week Labor Tentative Matching Funds**

HDS is exploring the ability to support Move In Week Labor with tentative matching funds of \$4500, which was similar to their support for the 21-22 Academic Year. Due to their budget timeline, this funding is not yet approved from HDS.

**CR Staff Support (Management, Accounting, and Information Technology)**

Support Focus	Hours Per Week	Weeks Per Year*	Total Hours Per Year	Rate Per Hour**	Total Costs
IT Support	2	49	98	\$46.93	\$4,598.76
Accounting Support	3	49	147	\$21.95	\$3,226.65
Management Support	5	49	245	\$57.95	\$14,197.05
			<b>Total</b>		<b>\$22,022.47</b>

\*Removing Spring Break, Fall Break and Christmas / New Year's Week

\*\*Based upon current salary for these positions, plus fringe at 28.6% for IT and Management.

