



**Colorado State University  
Alternative Transportation Fee Advisory Board  
2023-2024 Project Proposal Form**



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

Estimated Initial Cost: \$0 Estimated Recurring Cost (if applicable): \$110,127.74 ATFAB + \$33,090.55 (CR/HDS)

Funding Request from ATFAB: \$110,127.74 Full OR \$105,127.74 with HDS \$5K Matching Funds (if applicable): CR Staff Support (Management, Accounting, and Information Technology) valued at \$28,850.55, HDS Marketing Support valued at \$4,240.00, HDS Move In Week Labor Tentative Matching Funds \$5,000.00 (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: 1/20/23

\*Whomever 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 20, 2023***

***If project involves infrastructure construction, CSU Facilities must review cost estimates and proposal schedule. Facilities Deadline – Friday December 9, 2022. 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 Pavilion Shop hours and Mobile Shop, supported by ATFAB, those that must go out of their way to use The Spoke services have a wider range of time and locations 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 2023-2024 school year, we would like to maintain the current academic year hours (11 am to 5 pm) at The Spoke, including the appointment only times during academic breaks and maintain three to four mechanics on shift during our Pavilion hours to maintain service levels. We would continue to dispatch the Mobile Shop to high traffic bicycling areas extending the time to when temperatures are 50 degrees or higher rather than 60 degrees, which would allow us to be out from August to November and February to May. 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.

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

Securing funding for the 2023-2024 school year will maintain 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 2023-2024 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. In addition, the mobile shop allows students that either have compromised immune systems or are worried about close contact to utilize this service in an

open air, socially distanced environment. In both scenarios, we continue to promote an inclusive and welcoming environment.

**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 tracks our impact to the student community through our customer experience survey and our point-of-sale transactions. Since the surveys inception (2015), we have received over 10,000 responses.

For Fall 2022 semester, our survey results show that 96% of our users are students with the percentage evenly split amongst Junior, Senior and Graduate Students at approximately 9-12%, while our highest user is 1<sup>st</sup> year students at 35% and Sophomores are our 2<sup>nd</sup> highest user at 17%. We see a split between off campus and on campus living with our reach pulling 55% of off campus students to The Spoke, while 45% live on campus. 82% of our customer base visited the pavilion shop vs the mobile shop during the Fall 2022 semester and 56% of our customer base is returning customers while 44% are discovering The Spoke for the first time.

We taught over 5000 educational concepts in the Fall 2022 semester with our highest educational impact related to ensuring proper tire inflation and repairing flats. Our next highest impact was brake and derailleur adjustments, tire installs and chain lube. We will be on trend to engage in over 10,000 educational engagements this year, our first time ever. Last academic year, we engaged in 7239 educational encounters.

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 2023 surveys where students have actively shared their support of The Spoke.

*This is such an awesome resource for students and staff to have! If possible, get these guys a bigger space so they have more room to help people. Other than that, would recommend to anyone especially if you want to learn more about your bike!*

*Love that so many women work here! Great job ladies!*

*Extremely helpful, fixed a multitude of problems and explained what was wrong and what they were doing so I could be aware in the future. Gave general advice and were very kind and engaged while doing so. It was everything I had hoped to be helped with and more when I decided to go to the Spoke, and they even found other problems I hadn't noticed and fixed those.*

*Thank you for your service. It's invaluable.*

*The guy who helped me today was respectful, informative, and super nice. I really appreciate him actually educating me on what to do with my bike.*

*Phenomenal experience, the guys there are excellent! The service was fast, precise, and high quality. The guys are kind, knowledgeable, and very approachable. They make sure to explain the process and give tips/advice how to repair or protect your bike in the future.*

*The guys that work at the spoke are phenomenal! They're fast, smart, kind, and very approachable. They explain each step, give advice, and suggestions on how to protect or repair your bikes. Great experience each time I've needed help.*

*Katie is an excellent employee and was so helpful. She not only fixed my bike for free but walked me through what she was doing along the way. 10/10 experience*

*Everyone is so nice and helpful. They provide an essential service in our community. Pay these people more.*

*Really glad this option is available to students. Took the financial stress away and encourages me to get my bike looked at whenever there is an issue. Shoutout to Matthew for great service!*

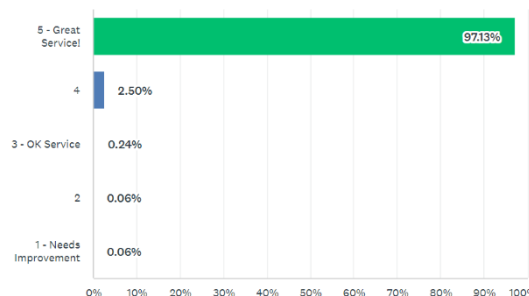
*Mobile shop by Rockwell is amazing! 1000/10 service. Taught me everything i need to know to fix issue and my bike is better! Great experience!*

*The people here are awesome. Super helpful and really happy to give advice. I seriously feel the spoke is one of the coolest things available to CSU students.*

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 2023 semester.

How would you rate the service provided today?

Answered: 1,637 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**

HDS Services	Time/Charge	Cost of Services
Graphic Design & Photography (\$120/hr)	20 hours	\$ 2,400.00
Resident Communications & Promotions (\$120/hr)	12 hours	\$ 1,400.00
Digital Sign Advertising (\$110/sign)	4 signs	\$ 440.00
<b>TOTAL</b>		<b>\$ 4,240.00</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 \$5000, which was similar to their support for the 22-23 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.