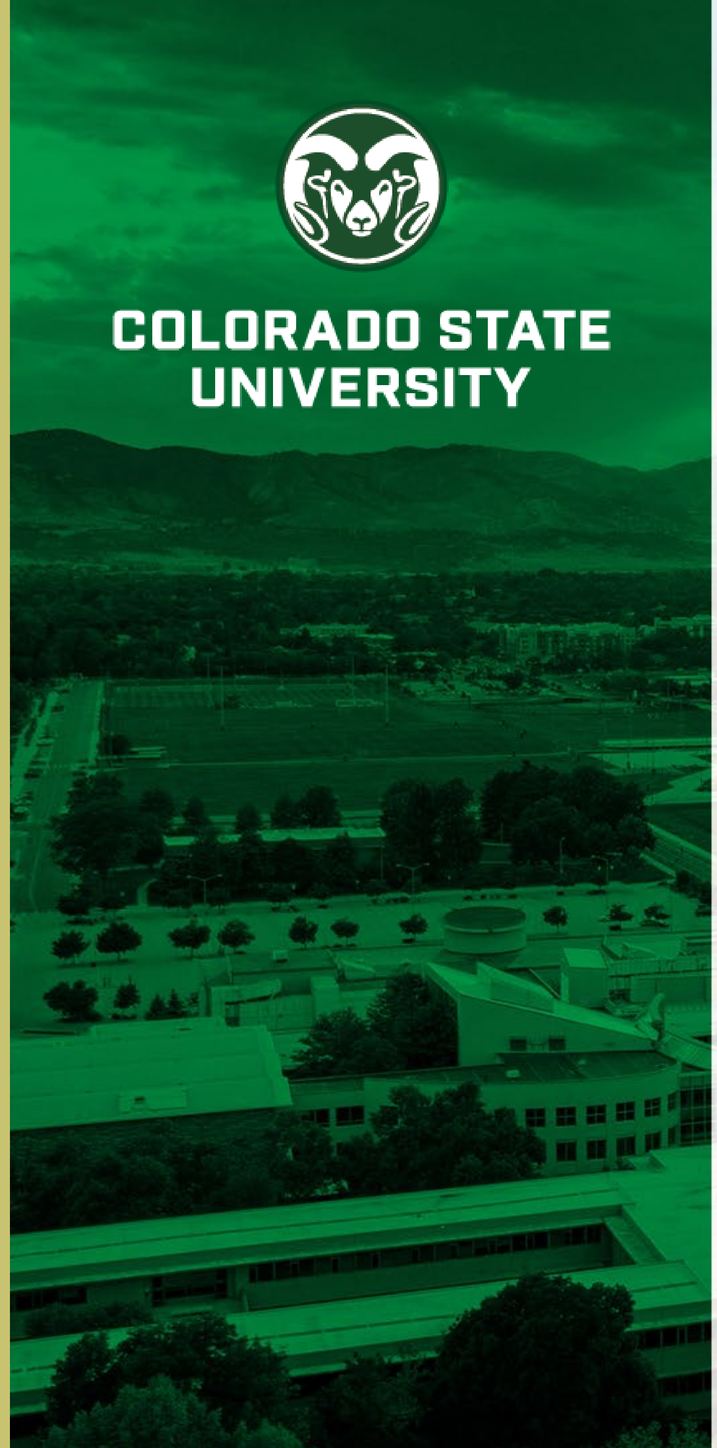


Rams Roll: Advancing Sustainable Active Transportation Solutions

Brad Breese – CSU Police Department

Cam Phillips – CSU Transportation

Heather Reimer – Central Receiving/The Spoke

Laura Carter - Housing and Dining Services

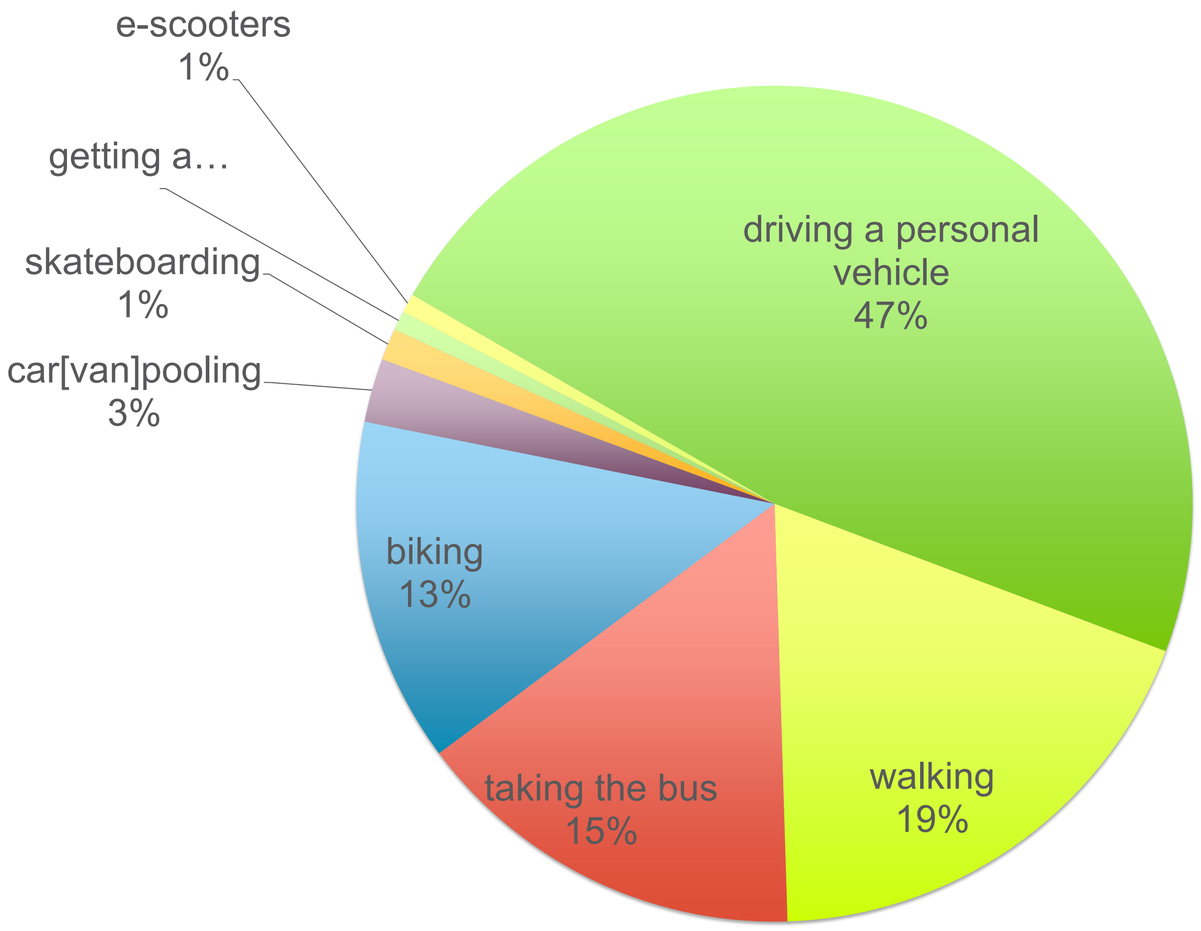
February 3, 2025

The Path Ahead

- Background and Purpose
- The Way Forward
- Budget Proposal

Background and Purpose

Students and Transportation to CSU



Source: 2024 CSU Annual Transportation Survey

- More than 50% of students are using active transportation or transit to access campus
  - Reduces congestion
  - Increases access opportunities
  - More affordable
- 25% of students (approximately 7,000) report using bikes, scooters or skateboards regularly to get to campus

What Students Have Requested

- Reduced theft risk/rates for bikes, scooters, skateboards
- Safe riding
  - Vehicles and riders equipped with safety gear
  - Riders display safe behavior
- Maintenance services for bikes, scooters and boards
- Attractive and well-maintained campus
  - Fewer abandoned bikes
  - Racks and amenities (e.g., fix-it-stations) that are maintained and operational
- Programs that encourage environmentally-friendly transportation
- Education and outreach for active transportation
- Convenient and accessible places to park devices
- Sustainable and dependable programs
- Access to affordable bikes, scooters and boards
- Reduced congestion and keeping transportation costs low

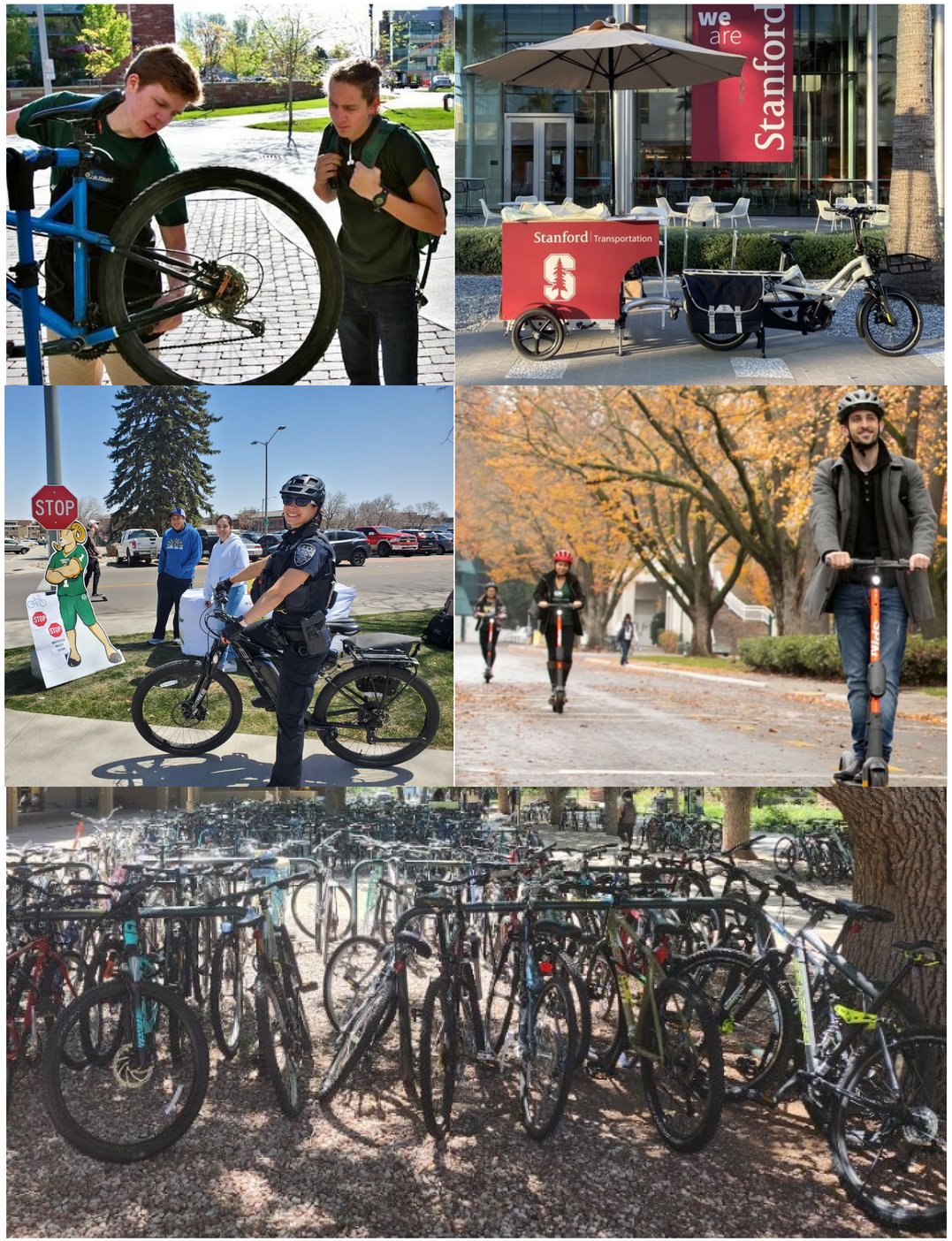
The Way Forward: Rams Roll

Rams Roll

- A bicycle/scooter/skateboard registration, impounding, rack management and education program that is:
  - Efficient
  - Effective
  - Resourced
  - Flexible
  - Sustainable
- Cross-University Partnership
  - CSU Transportation
  - CSU Police Department
  - Central Receiving/The Spoke & Surplus Property
  - Housing and Dining Services

Rams Roll Benefits

- Cross-university partnership
  - Departments leverage expertise
  - Effective use of resources
  - Formalizing and institutionalizing program
- Builds on successful and popular programs funded by ATFAB previously
- Additions to existing programs
- Activating racks and active transportation spaces
  - Safety and less theft
  - Increased ridership



Rams Roll

Registration and Safety Equipment

Rack Management

Access

Outreach and Education

Rams Roll

Registration and Safety Equipment

- Bike Index
- U-lock, cable and lights with registration
- Other safety equipment giveaways

Rams Roll

Registration and Safety Equipment

- Bike Index
- U-lock, cable and lights with registration
- Other safety equipment giveaways

Rack Management

- Patrols
- Rack moves
- Data collection and utilization optimization
- Rack replacements (labor only – racks paid for by PTS & HDS)
- Snow removal

Rams Roll

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Access

- Long-term rental bikes
- Spin reduced rates
- Surplus bikes, scooter and boards
- Maintenance (The Spoke)

Rams Roll

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Access

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Outreach and Education

- Dedicated team
- The Spoke
- Rams Ride Right
- On-the-spot engagements

Budget

Rams Roll Budget

- Maximizes use of existing revenues
- Partner departments dedicating resources to wholistically sustain program
  - IT Support
  - Accounting/HR Support
  - Management Support
  - Other Staff Support
  - Space and Equipment
- Total estimated resource dedication from partners = approx. $170,000

Program Costs and Fee Request

Average Annual Rams Roll Operating Revenue and Expenses	
Total cost to run Rams Roll*	$480,000
Existing revenue dedicated to program*	($125,000)
Request to ATFAB	**$355,000**** **($6.50/student/semester)**

*Not including ~$170,000 “in-kind” contributions from partner departments
**For simplicity, this amount is rounded up from the $353,653 stated in the program budget. See budget for more detailed information regarding projections.

Facts about ATFAB Fees and Rams Roll

- With the fee increase, CSU's transportation fee of $43.50/semester would continue to be one of the lowest in the country
- Bikes, scooters and skateboards account for 25% of primary and secondary trips to campus
- Bus trips make up 30% of primary and secondary trips and there is a dedicated line item of $30.06/semester for supporting transit in the ATFAB fee
- The $6.50/semester fee increase proposed for Rams Roll

Other University Per Semester Transportation Fees (rounded to the nearest dollar)	
CU Boulder	$86
UC Davis*	$105
U of Minnesota**	$74
Virginia Tech	$118

*Includes $10/semester increase that student government is currently considering to support alternative transportation
**Only covers transit. May have additional fees for alternative transportation

Rams Roll Proposed Program Budget

5-Year Capital Investment	FY26	FY27	FY28	FY29	FY30
PD Impounding Vehicle with Branding (Plate # BGQ014)	$ -	$ -	$ -	$ -	$ -
Cargo Bike	$ 5,500				
Panniers for Cargo Bike	$ 275				
Outreach bike trailer	$ 10,000				
Hauling/utility bike trailer	$ 3,000				
Impounding equipment	$ 800				
Total Capital Investment by Year	**$ 19,575**	**$ -**	**$ -**	**$ -**	**$ -**

Revenue	FY26	FY27	FY28	FY29	FY30
Bike Registration ($20 each)	$ (78,000)	$ (81,900)	$ (85,995)	$ (90,295)	$ (94,809)
Bicycle Lock Cuts ($20 each)	$ (1,100)	$ (1,155)	$ (1,213)	$ (1,273)	$ (1,337)
Bicycle Impounds ($35 retrieval fee)	$ (1,225)	$ (1,286)	$ (1,351)	$ (1,418)	$ (1,489)
Surplus Bikes Sales (50% to Surplus, 50% to PD and PTS)	$ (2,650)	$ (2,783)	$ (2,922)	$ (3,068)	$ (3,221)
Potential Student Fee	$ (353,653)	$ (353,653)	$ (353,653)	$ (353,653)	$ (353,653)
Housing and Dining Rack Management Fee	$ (13,500)	$ (13,905)	$ (14,322)	$ (14,752)	$ (15,194)
Secure Bike Parking Revenue	$ (3,400)	$ (3,570)	$ (3,749)	$ (3,936)	$ (4,133)
Micromobilty Vendor Fees	$ (9,000)	$ (9,000)	$ (9,000)	$ (9,000)	$ (9,000)
Housing and Dining Spoke Support*	$ (5,500.00)	$ (5,665.00)	$ (5,834.95)	$ (6,010.00)	$ (6,190.30)
Total Revenue	**$ (468,028)**	**$ (472,917)**	**$ (478,039)**	**$ (483,405)**	**$ (489,027)**

Costs (Excluding Initial Capital Investments)	FY26	FY27	FY28	FY29	FY30
PTS FTE - Program Coordinator (to be hired)	$ 82,810	$ 85,294	$ 87,853	$ 90,489	$ 93,203
Student Hourlies (8 students at 15 hrs per week for 40 weeks/year)	$ 85,274	$ 87,832	$ 90,467	$ 93,181	$ 95,977
Bike Registration Software	$ 5,000	$ 5,150	$ 5,305	$ 5,464	$ 5,628
Bike Registration Stickers	$ 2,200	$ -	$ 2,300	$ -	$ 2,400
Tablets for Remote POS	$ 2,400				$ 2,700
Cell Connectivity for Remote POS	$ 960	$ 989	$ 1,018	$ 1,049	$ 1,080
Maintenance of cargo bike and trailers	$ 250	$ 250	$ 250	$ 250	$ 250
Impounding Equipment Replacement	$ 200	$ 500	$ 500	$ 500	$ 500
Impounding tags, signage, etc.	$ 1,000	$ 500	$ 500	$ 500	$ 500
Marketing and Communications	$ 3,000	$ 3,090	$ 3,183	$ 3,278	$ 3,377
Educational support giveaways	$ 10,000	$ 10,300	$ 10,609	$ 10,927	$ 11,255
Front and Rear bike lights for giveaway with registration	$ 24,500	$ 26,497	$ 28,665	$ 30,998	$ 33,522
U locks and cables for lock giveaway with registration	$ 71,500	$ 77,205	$ 83,367	$ 90,077	$ 97,300
TOTAL PTS COSTS	$ 289,094	$ 297,607	$ 314,017	$ 326,713	$ 347,691
PD .5 FTE - TEEP Coordinator	$ 41,405	$ 42,647	$ 43,927	$ 45,244	$ 46,602
PD Impound Vehicle Fuel Costs	$ 200	$ 206	$ 212	$ 219	$ 225
PD Impounding Vehicle Admin Fee	$ 180	$ 185	$ 191	$ 197	$ 203
Impounding Equipment Replacement	$ 200	$ 200	$ 200	$ 200	$ 200
TOTAL PD COSTS	$ 41,985	$ 43,239	$ 44,530	$ 45,860	$ 47,229
Spoke Shop and Mobile Shop*	$ 110,000	$ 113,300	$ 116,699	$ 120,200	$ 123,806
TOTAL CENTRAL RECEIVING COSTS	$ 110,000	$ 113,300	$ 116,699	$ 120,200	$ 123,806
Total Program Costs (Capital, PTS, PD and CR Combined)	**$ 460,654**	**$ 454,146**	**$ 475,245**	**$ 492,772**	**$ 518,727**

Note: The program will start with an initial cash balance of $62k and a 10% cash balance will be maintained annually.

Rams Roll Engagement and Support

- ASCSU President and VP
- Bike Fort Collins
- Campus Bicycle Advisory Committee
- City of Fort Collins FC Moves
- City of Fort Collins Police Services
- CSU AVP of Safety and Risk Management
- CSU Cycling Team
- CSU Parent and Family Programs and HDS Outreach
- CSU President’s Sustainability Commission
- CSU Residence Hall Association
- CSU Student Sustainability Commission
- CSU Triathlon Club
- CSU VP of University Operations/CFO
- Spin

COLORADO STATE UNIVERSITY

Thank you