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16 June 2011 First Steering Committee Meeting

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Bike Sharing Steering Committee Meeting – 1st Meeting Minutes

16 June 2011, 3:00 PM

Physical Plant Services Building, Room 127.

Present: Rebecca Bird, Michele Guerra, Bill Volk (representing Cynthia Hoyle), Morgan Johnston, Grace Kenney, Rhonda Kirts, Rick Langlois, Gabe Lewis, Mike Lyon, Ari Sahagun, Carl Stewart, Mishauno Woggon.

Discussion:

Questions – first draft

1) Why? Health

Who? Students, employees, community

2) Existing data – both cities have a small system, rarely used, miPlan, Social marketing

3) Michele – has had a lot of feedback from employees saying that they would use a bike if available. Campus Rec is starting a kind of bicycle program. The Wellness Center is doing a needs assessment for wellness programs. Focus group will form from departments that requested it. Looking at needs, barriers, etc. Can include a question or two about bike sharing – health, efficiency (to get buy in from supervisors).

What would the cities need to know?

1) Rebecca – not a lot of interest expected because of density and volume. Maybe work with larger employees like Carle.

2) Michele – can give us contact information of people at Carle.

3) Rick – Urbana downtown garage is a great location.

4) Bill – hard to meet demand and ongoing issue to redistribute bikes.

5) Michele – potential user survey on one-way trips, meeting and back, to class then home

6) Bill – larger schools in previous research

Comparable – looked at cities

Need to look at other schools

UIC is different type of campus

We should look at finding similar locations

Switch to unlimited access – lots of demand is a good thing – just figure it out

Home-grown vs. Commercial vendor systems

1) Rick – doesn't have to be home grown, right? Need to get financial information

Home grown found bikes –

Vandalism – biggest hazard

Quick adjust to fit people

Swipe Systems

Access to purchase bikes for \$100, why rent it?

Why take care of them?

Need to access both downtowns

Talk to other campuses – how did they overcome

Employee and rider incentives

- 1) Michele - from employee perspective – kiosks not as likely to be popular

Need educational and social marketing component

- 2) Not too hot and sweaty, will save time

Using a car is a hassle, bike and walk is time saver

- 3) Rick - Do the for-profit systems have locks? Yes, needed here

- 4) Mishauno – zipcar dept. account. Bicycle dept accounts.

Sustainability/Environment

- 1) Ari – benchmark sustainability – does the bike offset VMT?

Marketing techniques/programs

Demographics – cultural barriers?

Why wouldn't you use the bike share program?

- 2) ICCB – free, easy access

Incentives to bike – don't exist

Parking ¿pre-paid/sunk cost¿

- 3) Bill – students more likely to use the bus than staff

- 4) Mishauno other schools - what are they doing ? Ask the companies what issues they see for a campus.

Next meeting

7/22/2011 Friday 1:30 PM, Physical Plant Services Building, Room 127

Week of July 4-8, Grace will send update with findings and results.

CITES Wiki and access to be sent out in following week.

No labels