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Indiana University

Added by Kenney, Grace Rebekah, last edited by Kenney, Grace Rebekah on Jul 15, 2011

Indiana University is currently about to enter the pilot testing stage with Social Bikes this fall.

This would be a GREAT case study to monitor, especially considering the public documents and articles regarding contract negotiation.

[This article](#) discusses the negotiation process between SoBi and IU - including information about concerns, engaged stakeholders, and issues with the program itself. I've highlighted a few important points below:

1. Concerns:

"three crucial requirements the program would need to meet: a guarantee of cost-effectiveness, the option for students to charge payments to their bursar bill and assurance that the program would be sustainable in future years."

2. Engaged Stakeholders:

"Those present at this week's meetings included IU Parking Operations, the Division of Transportation Services, IU administrators, local bike shop representatives, IU Outdoor Adventures, the IU architect's office and the City of Bloomington."

3. Issues with the Program:

- Time - process started August 2010, with implementation for August 2011. Process took one year since SoBi had changes to the actual design of the bike. Also the founder visited the University in order to assess feasibility and make negotiations.

These terms are still being negotiated. Rzepecki will submit to IUSA a first draft of a contract within one to two weeks. From there, the program terms could be accepted, or rejected and the contract process would start over again.

- "Pilot" phase starting with 50 bikes in initial year. Is this enough? Their campus has 42,464 students, and an already strongly established bicycling culture.

4. Comparisons and Contrasts between UIUC and IU Bloomington:

- Acreage: 1468 acres at UIUC; 1933 acres at IUB
- Number of students: 40,000+ at UIUC; 42,464 at IUB
- Academic staff: 2971 at UIUC; 2973 at IUB
- Both campuses are spread out. If they can get 50 bikes for their first year...why can't we as well?

No labels