

UIUC-VeoRide Program 1st Month Review

Presented by: Ben Thomas



Veoride

Agenda



Veoride

-
- **Pre Launch efforts**
 - **Dashboard summary** - 20 mins
 - **Analyze popular pickup/drop-off locations**
 - **Analyze Riding Path Heat Map**
 - **A list of challenges / Issues we have seen**
 - **Moving Forward**
 - **Q&A** -40 mins

Personnel summary



- **Jonathan Crawford - Market Launcher**
- **Responsible for launching UofI/Urbana/Champaign market in Sep**
- **Collaborated with local vendors (E.G. Neutral Cycle) and businesses in pre-launch period to ensure the success of the program**
- **Attend Farmers Market since June to promote the program and conduct riders' education**
- **Hire and train local operations team**
- **Trained Ben on current Market at UIUC**



- **Ben Thomas – GM UIUC**
- **Responsible for Daily Operations and Partnership**
- **Family is moving to Champaign in 2 weeks**
- **Excited to grow partnerships with UIUC and the cities of Champaign & Urbana**

Summary

45,814

Total Rides



7,992
Total Riders



232
Total Subscription



18,558
Miles Ridden



529
Total Bikes



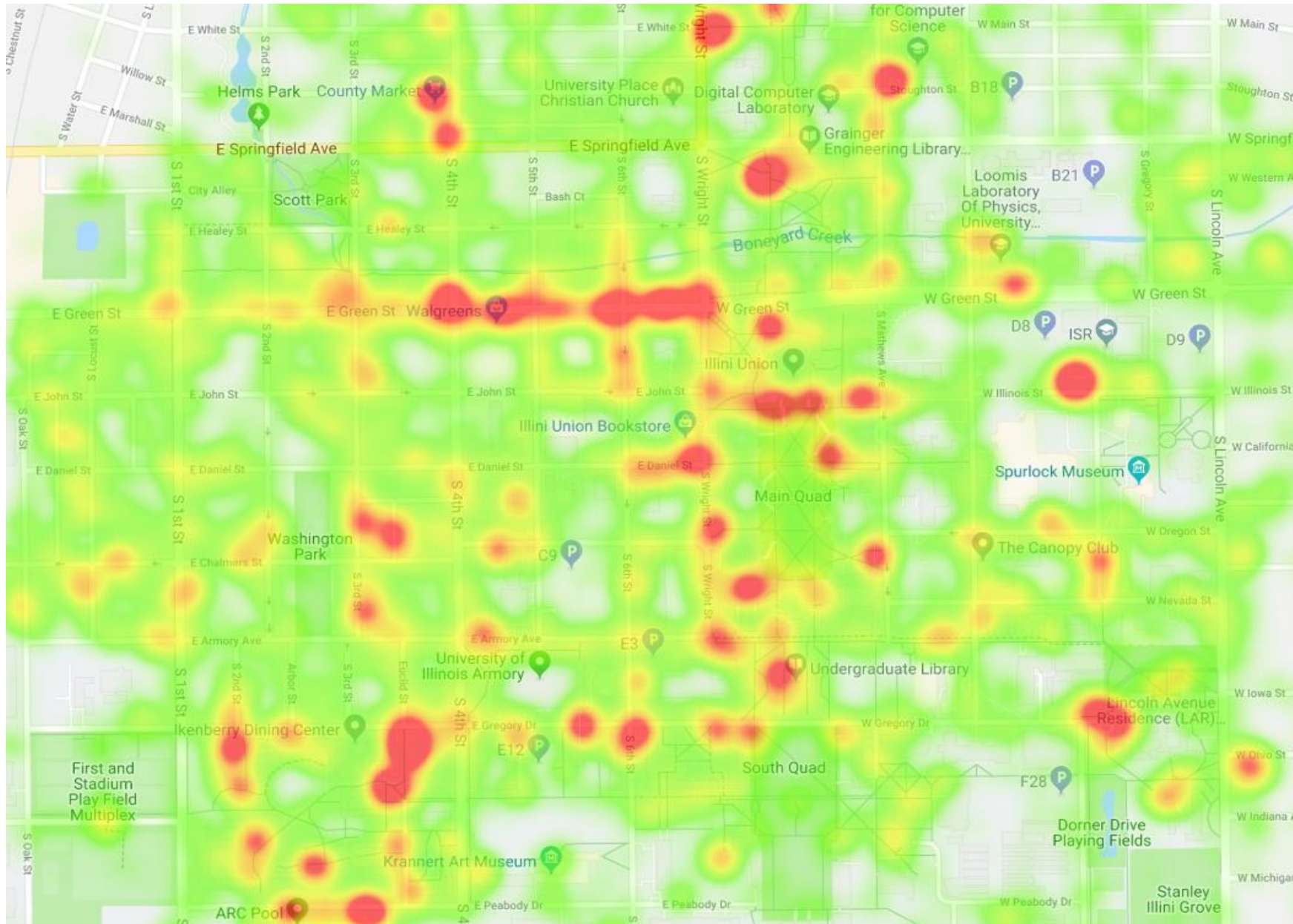
1,048,527
Calories Burnt



7,478,874
Grams Emission Reduced

- **Bike Utilization Rate: 5 rides/day/bike**
- **Peak time utilization rate: 8 rides/day/bike from Sept 10th-Sept 30th**
- **Bike in circulation: 93% - 96%**

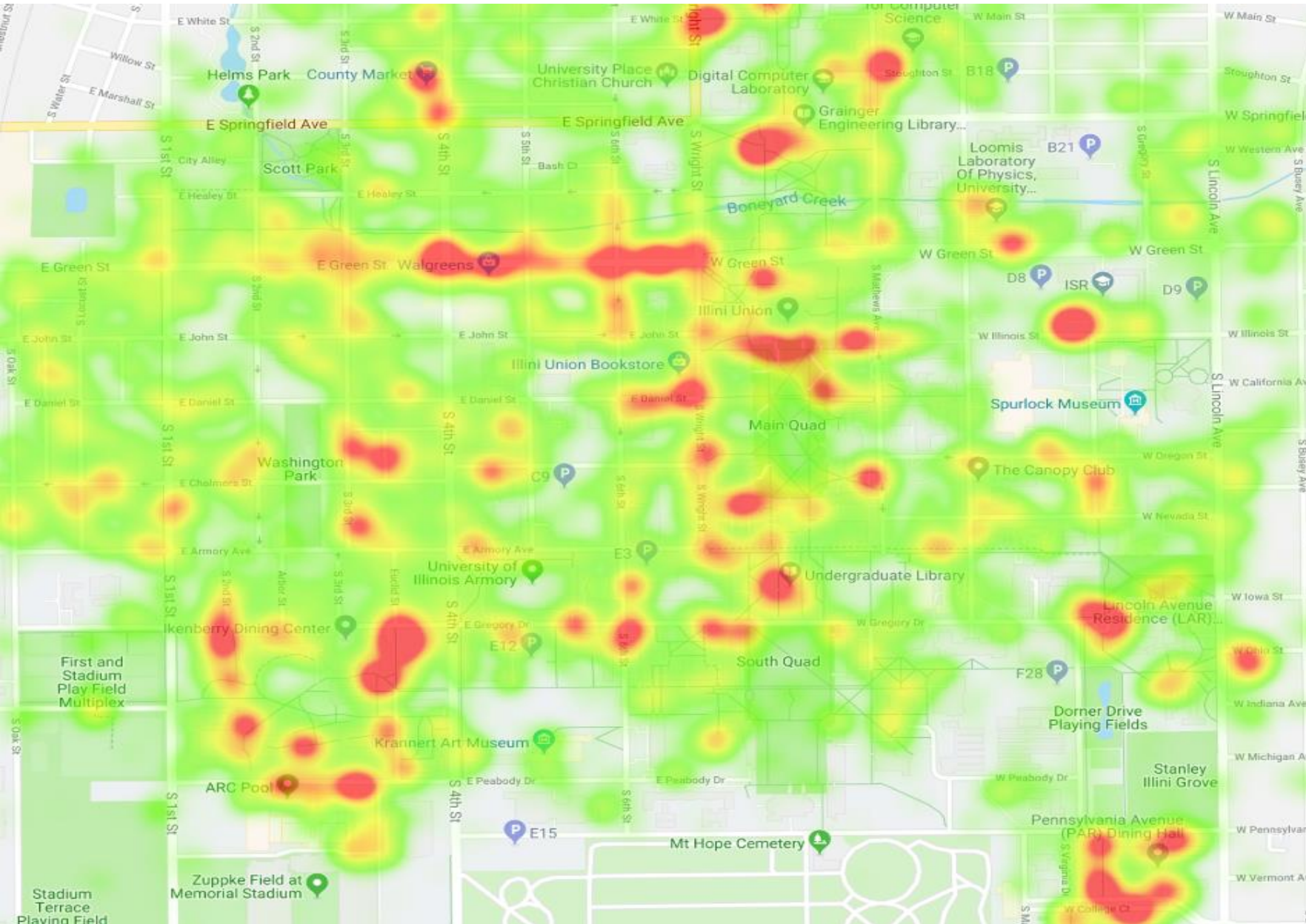
Heat Map – Pickup Location



Top Locations:

1. Corners of Green & 4th st – 6th st
2. Ikenberry Dining Center
3. Lincoln Avenue Residence Hall
4. Oglesby Hall (FAR)
5. Talbot Laboratory
6. Wardall Hall
7. ARC
8. Illini Union Bookstore

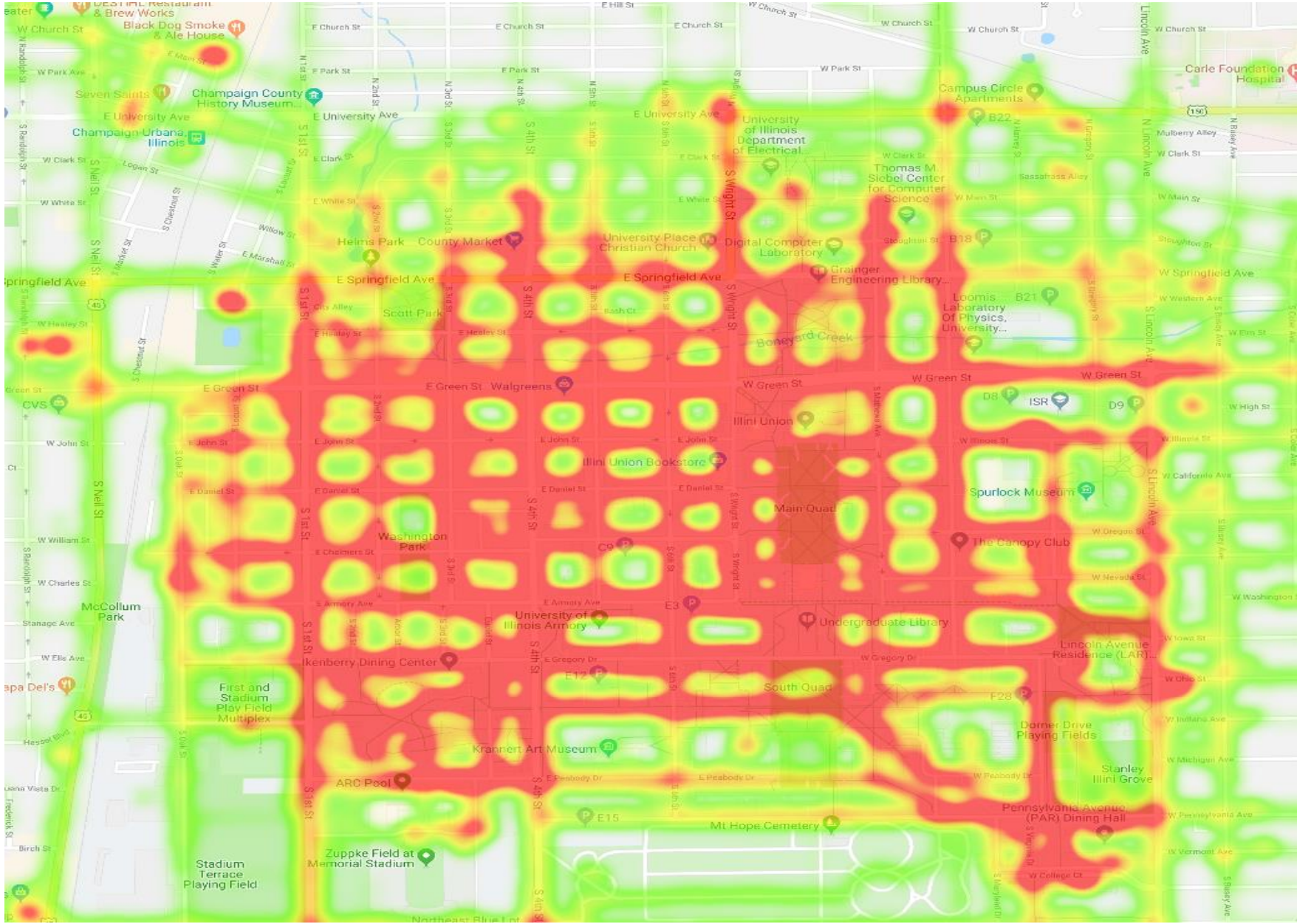
Heat Map – Dropoff Location



Top Locations:

1. Green & Wright
2. Lincoln Avenue Residence Hall
3. Ikenberry Dining Center
4. ARC
5. Oglesby Hall (FAR)
6. Undergraduate Library
7. Bromley Hall
8. Talbot Laboratory

Riding Path Heat Map



Challenges and Solutions

Items	Challenges / Issues	Solutions
1	Users are asking for more bikes	<ul style="list-style-type: none">a. Collaborate with the city and university for adding permitsb. Hiring more techniciansc. Use heat maps to deploy more effectively
2	We didn't have a launch event so students and residents have many "how to" questions	<p>Emphasis on riders' education:</p> <ul style="list-style-type: none">a. Marketing with instructional flyersb. Work with the city to understand big community events that VeoRide can participate inc. Ask for city and university contacts

Collaboration with UIUC & Community

1. I hotel – Advertising and Education for customers
2. Working with Property Managements to provide gift cards for tenants
3. Oct 13th – Home coming - Bike Education and demonstrations
4. Oct 31st – Halloween costume contest
5. Your input on current market and goals for VeoRide

