Overview

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- Research
  - Bike Sharing Programs
  - Campus–Wide Survey
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  - Storage Stations
  - Bike Repair Station
  - Incentives Program
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Project Purpose

“Increase the number of total miles by which community members use bicycles.”
The Problem
# The Team

**Team Leader: Quintin Potter**

<table>
<thead>
<tr>
<th>Business Team</th>
<th>Marketing Team</th>
<th>Incentive Team</th>
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<tbody>
<tr>
<td>Joe Muchna</td>
<td>Tom Hammond</td>
<td>Quintin Potter</td>
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<tr>
<td>Raymond Harris</td>
<td>Peter Binggeser</td>
<td>Trang Nguyen</td>
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<td>Tryphaena Manoharan</td>
<td>Tony Lademan</td>
<td>Tiuana Williams</td>
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<td>Max Ramminger</td>
<td>Connor Ross</td>
<td>Yijin Wu</td>
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<td>Danny Varghese</td>
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Bike Sharing Programs

- ~65 New Bikes
- Over $100,000 invested.

- ~30 Refurbished Bikes
- ~30 New Bikes
- Around $4,000 invested.
Campus Survey

- 283 Total Participants
  - 250 Students
  - 7 Faculty Members
  - 26 Staff Members

Rental Bikes

- Definitely: 61
- Likely: 74
- Not Sure: 57
- Unlikely: 49
- Would Not: 42

Storage Options

- Definitely: 126
- Likely: 98
- Not Sure: 26
- Unlikely: 18
- Would Not: 15
Survey Results (cont’d)

MerIIIT Badges
- Definitely: 56
- Likely: 18
- Not Sure: 47
- Unlikely: 82
- Would Not: 80

Campus Discounts
- Definitely: 114
- Likely: 105
- Not Sure: 26
- Unlikely: 21
- Would Not: 17

Chicago Discounts
- Definitely: 144
- Likely: 99
- Not Sure: 15
- Unlikely: 16
- Would Not: 9
Similar Initiatives

CHICAGO Bcycle

ganGreen

ride Nit
Bike Storage Solutions

CYCLESAFE BICYCLE LOCKER SYSTEMS
PROPARK® SERIES

- Space Efficient Designs
- Durability
- Variety of Locking Systems
- Shelter for Existing Racks
- Provide Advertising Space

Engineered for Durable Performance
Bike Repair Stations

- Provide Access to Tools/Air
- Located Adjacent to Bike Storage
- Bike Parts at 7–11/Bookstore
Web Portal

Welcome to the RideIIT channel. Here you can find information regarding the bike storage and share program as well as other bicycling resources.

On-Campus Resources
- Bike Storage and Equipment Rental: Keating all day
- Repair Shop: Keating 12pm-5pm

Useful Off-Campus Resources
- Partner Link 1
- Partner Link 2
- Partner Link 3
Incentives

- IIT Bookstore Discounts
- Local Vendor Discounts
- Frequent User Bonus
- RideIIT Apparel/Accessories
- Health Insurance Premium Discount
Potential Grants

- Congestion Mitigation and Air Quality Improvement Program and Surface Transportation Program
- Chicago Department of Transportation
- Public Building Commission
- Department of Revenue
Looking Forward...

- Develop Bike Storage Business Model
- Establish Proposed Budget
- Locate Incentive/Advertisement Partners
- IIT Portal Prototype
Questions?

Thank you.