



IIT ENPRO 352

APRIL 28th, 2011

Overview

- ▶ Introduction
 - Project Purpose
 - Problems at Hand
 - Team Generation
 - Scheduling and Progress
- ▶ Research
 - Campus Survey
 - Similar Initiatives
 - Bike Friendly Community
- ▶ Proposed Solution
 - Bike Storage System
 - Bike Repair Shop
 - Webportal Incentives Program
- ▶ Implementation



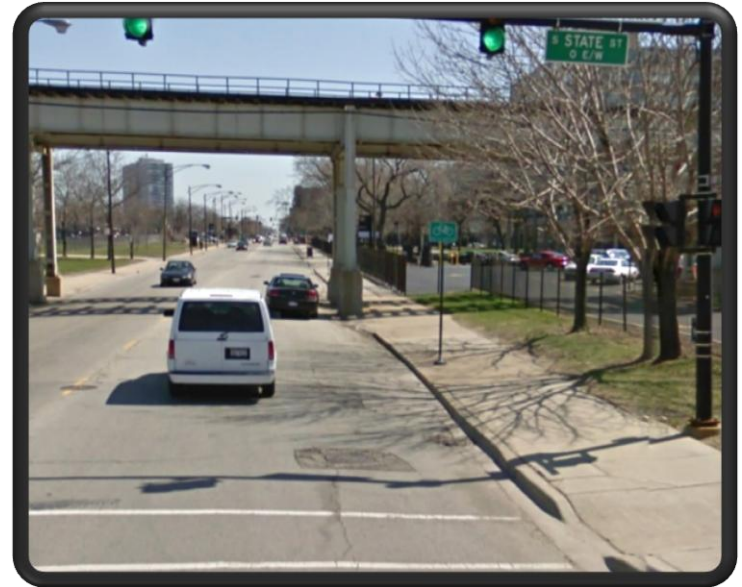
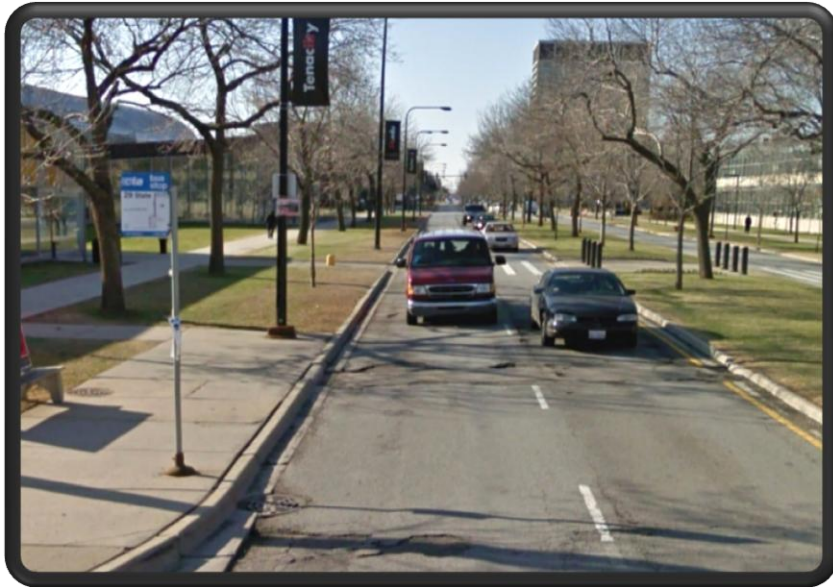
Project Purpose

“Increase the number of miles ridden by IIT community members annually.”

The Problems



More Problems



The Team

Team Leader: Quintin Potter

Business Team

Joe Muchna

Raymond Harris

Tryphaena Manoharan

Max Ramminger

Danny Varghese

Marketing Team

Tom Hammond

Peter Binggeser

Tony Lademan

Connor Ross

Incentive Team

Quintin Potter

Trang Nguyen

Tiuana Williams

Yijin Wu

Scheduling and Progress

- ▶ Weekly Agendas
- ▶ Project Task List
- ▶ Bicycle Friendly Community Application



Researching the Issues

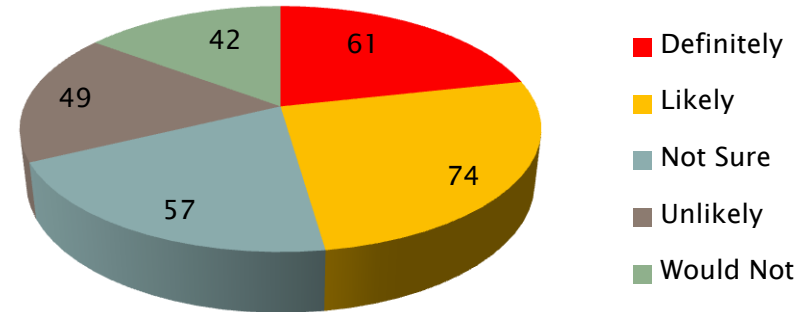
- ▶ Campus Wide Survey
 - Why don't more IIT students ride to campus?
 - What improvements do existing riders desire?
- ▶ Similar Programs at Other Universities
- ▶ Bike Friendly Communities

Campus Survey

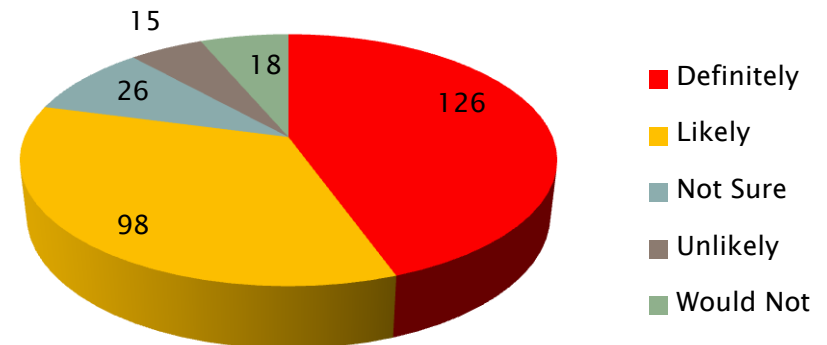
▶ 283 Total Participants

- 250 Students
- 7 Faculty Members
- 26 Staff Members

Rental Bikes

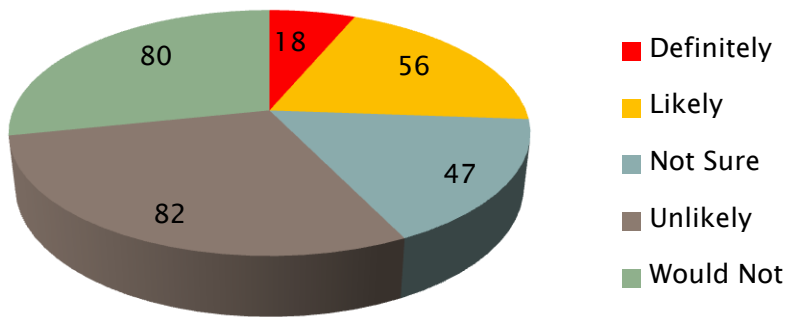


Storage Options

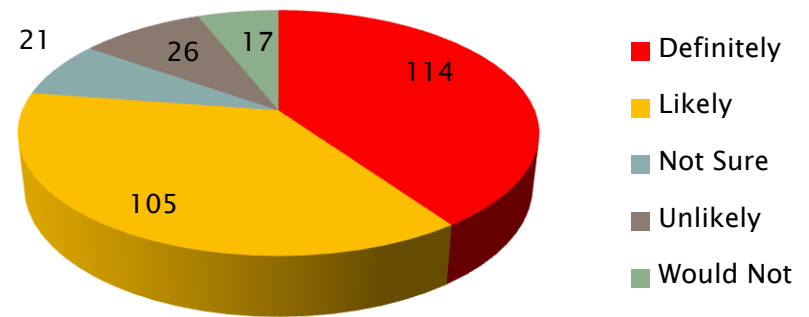


Survey Results (cont'd)

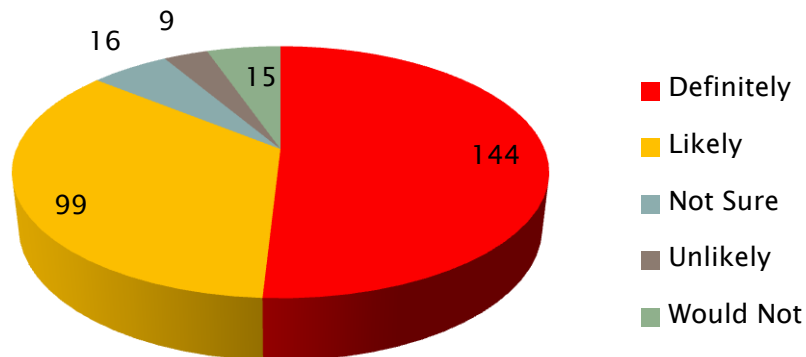
MerIIT Badges



Campus Discounts

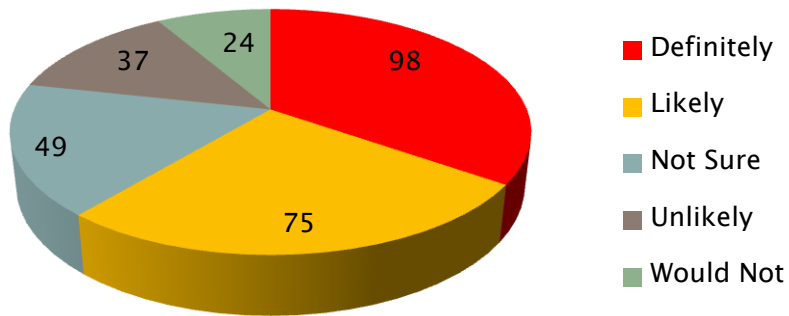


Chicago Discounts

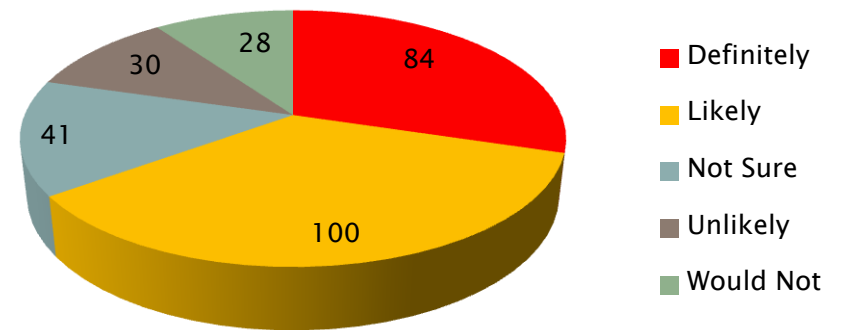


Survey Results (cont'd)

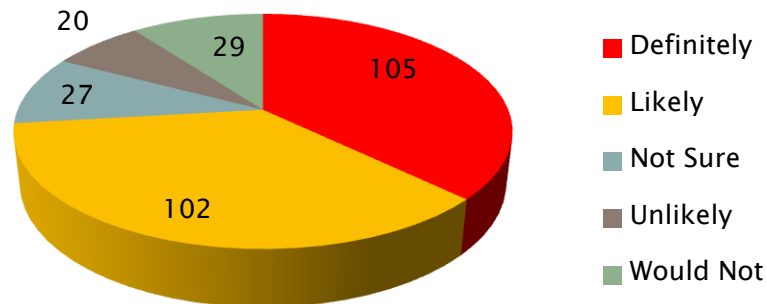
Repair/Retail Shop



Maps



Safety



Similar Initiatives

CHICAGO **B** *cycle*™



gan Green



ride it

Bike Sharing Programs



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



LOYOLA
UNIVERSITY
CHICAGO

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

Our Solution

- ▶ **Make IIT a Bike Friendly Community**
 - Improve bike storage on campus.
 - Create a bike repair shop on campus.

- ▶ **Create an Incentives Program**
 - IIT Portal integration.
 - Partner with local companies.



Bike Storage Solutions



	Standard
Initial Investment	-\$120,000.00
Annual Fee	\$0.00
Setup Fee	\$0.00
Student Salaries	-\$6,120.00
Total Startup Costs	-\$126,120.00

SAF funding	\$5,000.00
Grants	N/A
Advertising	\$15,000.00
Membership fees	\$23,760.00
Total Revenue	\$43,760.00

	Standard Cash Flow
1 st Year	-\$82,360.00
2 nd Year	-\$44,720.00
3 rd Year	-\$7,080.00
4 th Year	\$30,560.00
5 th Year	\$68,200.00

Storage Solutions Cont'd



	Standard	Platinum
Initial Investment	-\$77,670.00	-\$77,670.00
Annual Fee	-\$13,200.00	-\$19,800.00
Setup Fee	-\$1,600.00	-\$3,500.00
Student Salaries	-\$6,120.00	-\$6,120.00
Total Startup Costs	-\$98,590.00	-\$107,090.00

SAF funding	\$5,000.00	\$5,000.00
Grants	N/A	N/A
Advertising	\$15,000.00	\$15,000.00
Membership fees	\$23,760.00	\$23,760.00
Total Revenue	\$43,760.00	\$43,760.00

Standard Difference	Platinum Difference
-\$19,320.00	-\$25,920.00
\$43,760.00	\$43,760.00
\$24,440.00	\$17,840.00

	Standard Cash Flow	Platinum Cash Flow
1st Year	-\$54,830.00	-\$63,330.00
2nd Year	-\$30,390.00	-\$45,490.00
3rd Year	-\$5,950.00	-\$27,650.00
4th Year	\$18,490.00	-\$9,810.00
5th Year	\$42,930.00	\$8,030.00

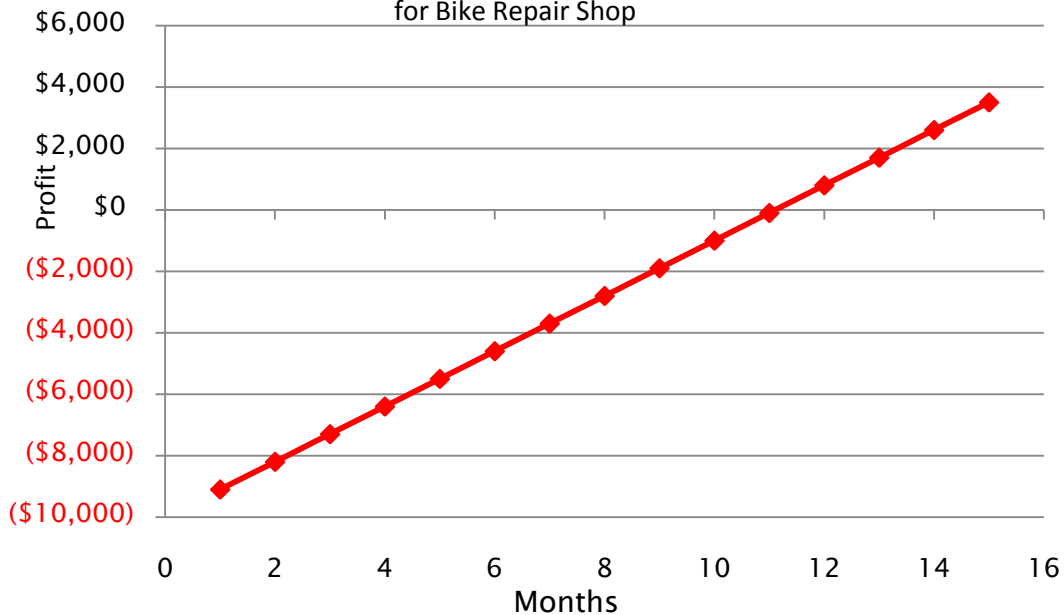
Bike Repair Shop

- ▶ Student run organization
- ▶ Supplies necessary parts and repairs
- ▶ Access to tools



Bike Repair Shop Cont'd

Average Monthly Net Profit
for Bike Repair Shop



Initial Investment (Equipment/Tools)	(\$10,000)
Student Worker	\$10/hr
Rent	\$0.00
Average Number of Customers per Month	60
Average Customer Bill	\$30
Average Gross Revenue Per Month	\$1,800
Average Minutes Spent Per Customer	30
Average Labor Cost Per Customer	\$5.00
Average Labor Cost Per Month	\$300
Average Cost of Parts Per Customer	\$10
Average Cost of Parts Per Month	\$600
Note: Financial Model takes into account not paying rent, and no taxes	

Potential Grants

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



Web Portal

The screenshot shows the IIT web portal interface. At the top, it says "ILLINOIS INSTITUTE OF TECHNOLOGY" and "iit". Below that, it says "Welcome Anthony J. Lademan" and "You are currently logged in." There are navigation icons for E-mail, Calendar, Groups, Admin, blackboard, etc. The main content area has several tabs: "About this Tab - Student Life", "Students Speak", and "RideIIT". The "RideIIT" tab is highlighted, and a red arrow points from it to a larger, detailed view of the "RideIIT" channel in the foreground.

Students Speak

for change
STUDENTS
SPEAK
for change

RideIIT

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

Your bike is currently: **Checked in.**

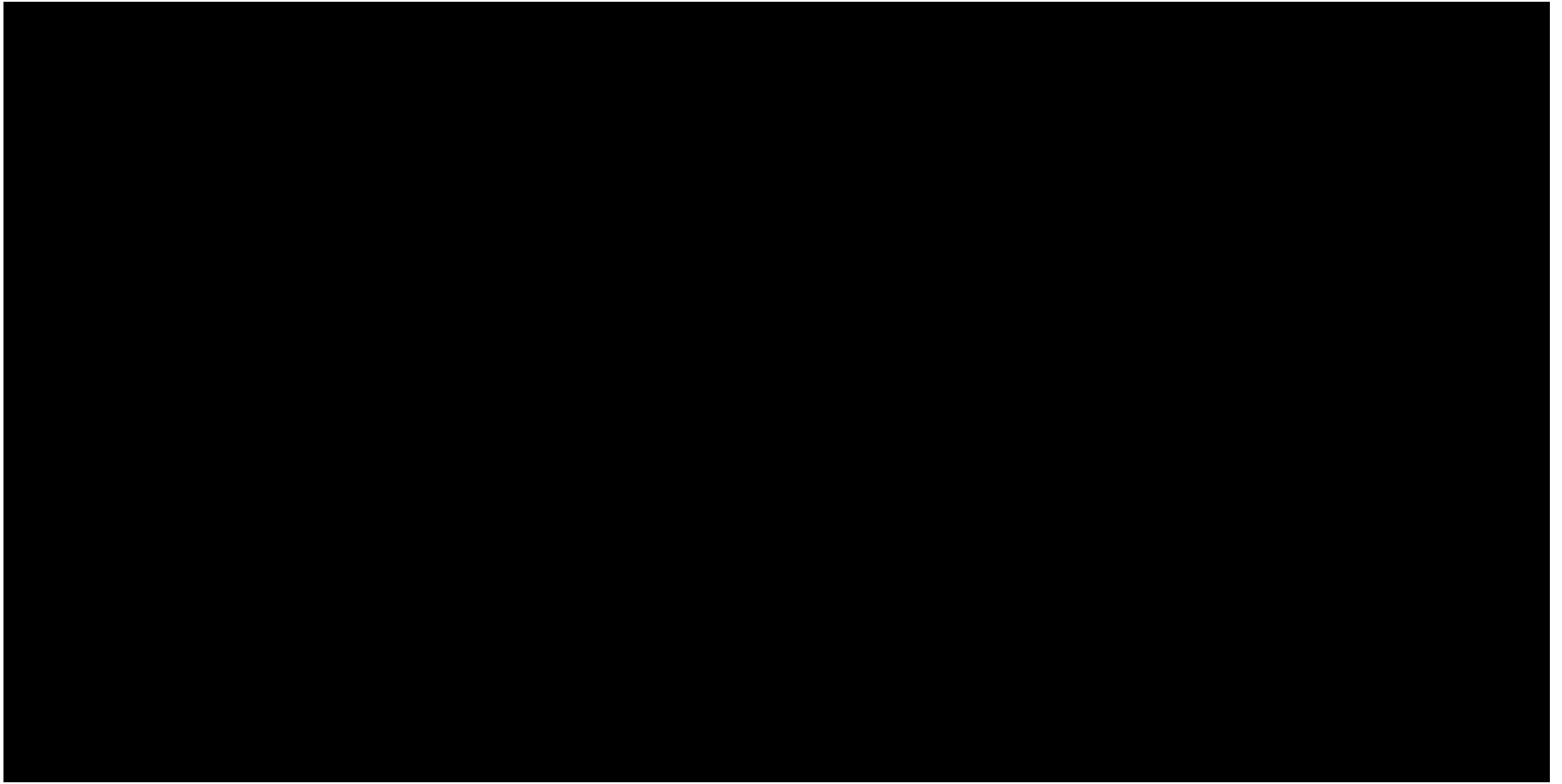
On-Campus Resources

- 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



Implementation

- ▶ Make IIT a Bike Friendly Community
 - Submitting completed application form in June.
- ▶ Create an improved bike storage system on campus.
- ▶ Create a student run bike shop.

Questions?

The logo for "ride it" features the word "ride" in a bold, black, lowercase sans-serif font. Above the letters "i", "d", and "e" is a stylized white chain with black outlines and circular links. To the right of "ride" is the word "it" in a bold, red, lowercase sans-serif font.

ride it

Thank you.