IIT ENPRO 352

March 2nd, 2011

Overview
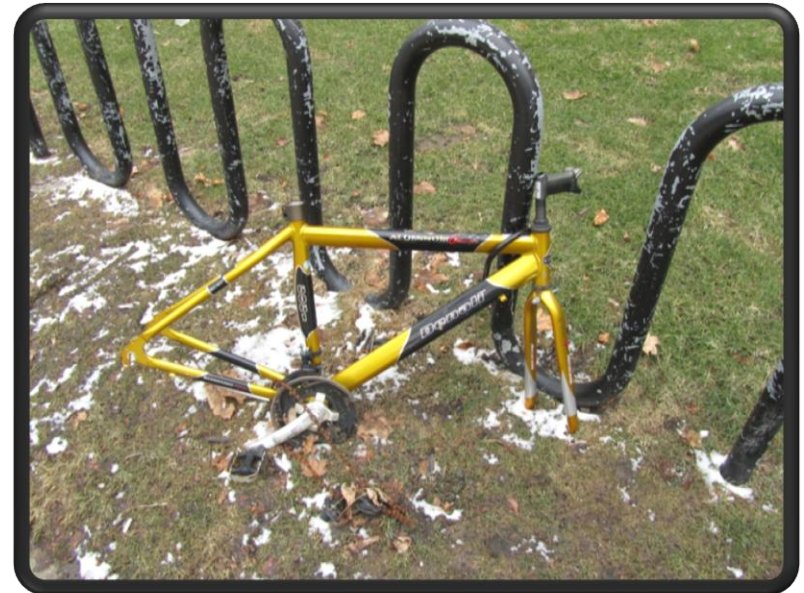
- Introduction
  - Problem
  - Team Generation
- Research
  - Bike Sharing Programs
  - Campus-Wide Survey
  - Similar IIT Programs
- Planning/Implementation
  - Storage Stations
  - Bike Repair Station
  - Incentives Program
  - Web Portal

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15 RIDE IIT

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Project Purpose

"Increase the number of total miles by which community members use bicycles."

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The Problem

The Team

Team Leader: Quintin Potter		
Business Team	Marketing Team	Incentive Team
Joe Muchna	Tom Hammond	Quintin Potter
Raymond Harris	Peter Binggeser	Trang Nguyen
Tryphaena Manoharan	Tony Lademan	Tiuana Williams
Max Ramminger	Connor Ross	Yijin Wu
Danny Varghese		

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Bike Sharing Programs

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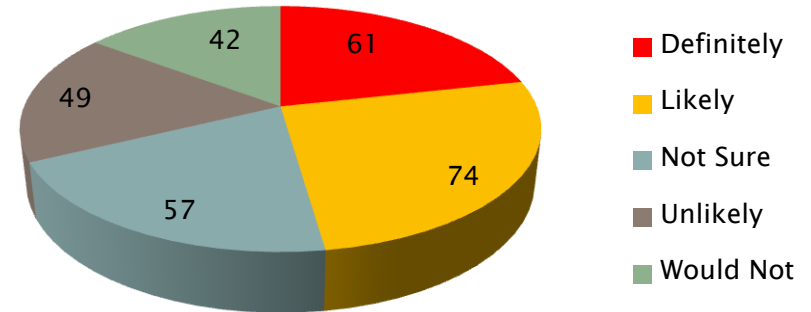- Over $100,000 invested.

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

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Campus Survey

▸ 283 Total Participants
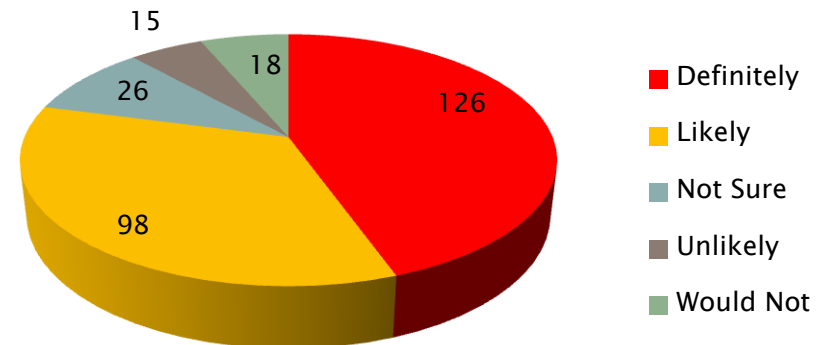
○ 250 Students
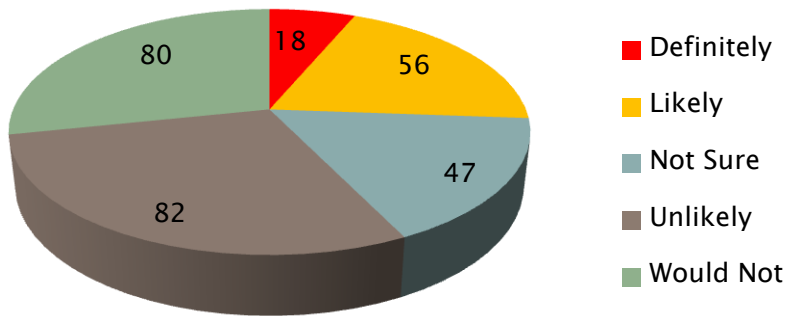
○ 7 Faculty Members

○ 26 Staff Members

Rental Bikes

- Definitely
- Likely
- Not Sure
- Unlikely
- Would Not

42, 61, 49, 74, 57

Storage Options

- Definitely
- Likely
- Not Sure
- Unlikely
- Would Not

15, 18, 26, 126, 98

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Survey Results (cont'd)

MerIIT Badges

- Definitely — 18
- Likely — 56
- Not Sure — 47
- Unlikely — 82
- Would Not — 80

Campus Discounts

- Definitely — 114
- Likely — 105
- Not Sure — 21
- Unlikely — 26
- Would Not — 17

Chicago Discounts

- Definitely — 144
- Likely — 99
- Not Sure — 16
- Unlikely — 9
- Would Not — 15

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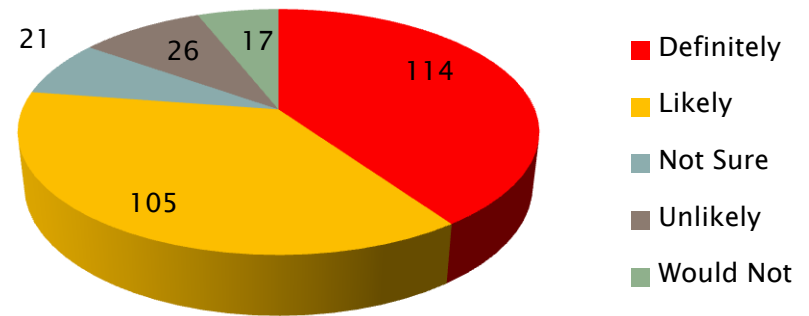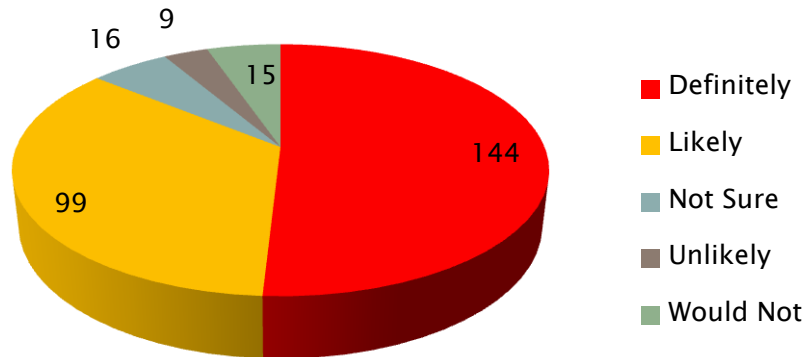
Survey Results (cont'd)

Repair/Retail Shop

- Definitely — 98
- Likely — 75
- Not Sure — 49
- Unlikely — 37
- Would Not — 24

Maps

- Definitely — 84
- Likely — 100
- Not Sure — 41
- Unlikely — 30
- Would Not — 28

Safety

- Definitely — 105
- Likely — 102
- Not Sure — 27
- Unlikely — 20
- Would Not — 29

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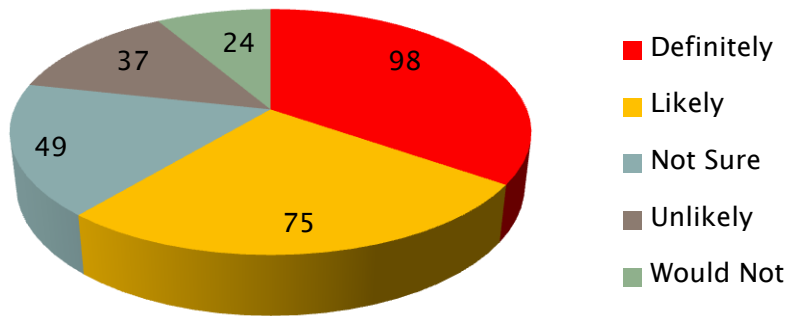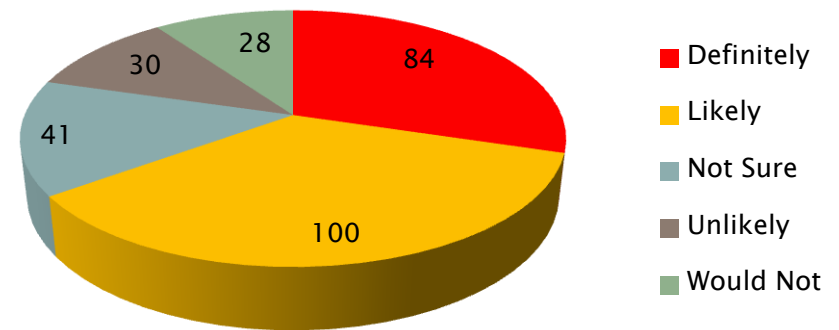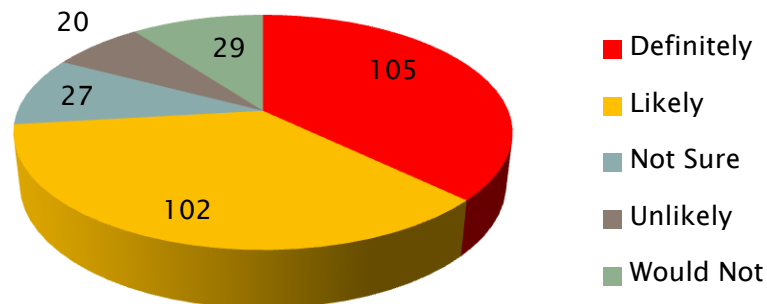
Similar Initiatives

Bike Storage Solutions

CYCLESAFE BICYCLE LOCKER SYSTEMS
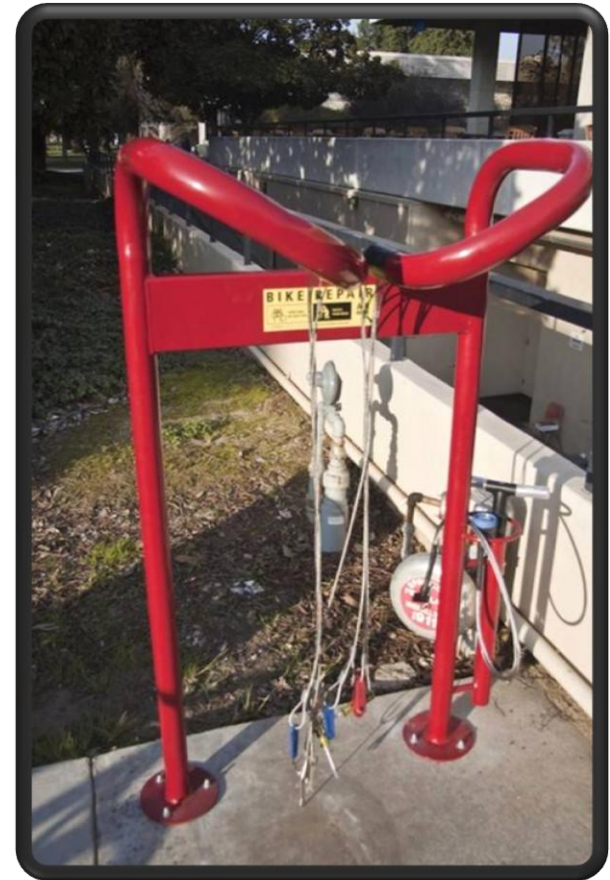PROPARK® SERIES

Engineered
for
Durable
Performance

- Space Efficient Designs

- Durability

- Variety of Locking Systems

- Shelter for Existing Racks

- Provide Advertising Space

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Bike Repair Stations

- Provide Access to Tools/Air

- Located Adjacent to Bike Storage

- Bike Parts at 7-11/Bookstore

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Web Portal

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

BIKE 2015 PLAN
CITY OF CHICAGO

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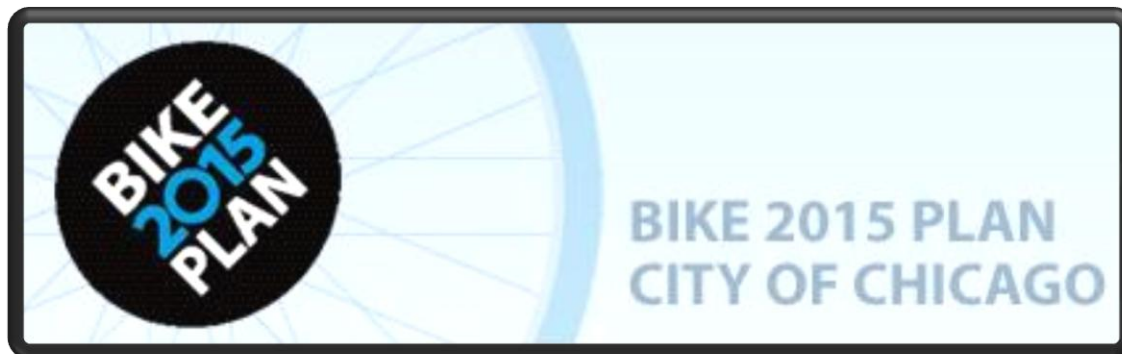
Looking Forward...

▸ Develop Bike Storage Business Model

▸ Establish Proposed Budget

▸ Locate Incentive/Advertisement Partners

▸ IIT Portal Prototype

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Questions?

Thank you.