

Campus Shared Services Cycles

Project Lead: Rebecca Andersen

Sponsor: Campus Shared Services

TGIF Grant: \$3,000

Project Theme: Transportation

Project Location

2013 Application Submission

Status: Discontinued

Project Description: Over the next two years, more than 500 UC Berkeley staff members will move to the new CSS Center at 1608 Fourth Street in Berkeley, roughly three miles from the main campus. Some employees based at the new location will need to meet regularly with the faculty and staff that they support on campus. The proposed project will provide an alternate means of reserve-able transportation, an electric bicycle fleet with electric motors that can reach speeds of up to 15 – 25 mph, for those members of CSS who would like an a mode of transportation other than a car. In addition, the program will encourage those who do not use their own bicycles as their primary mode of transportation to use the department-offered electric bicycle.

Goals: The goal of this proposal is to offer alternatives to private, internal combustion powered vehicles, for the purpose of transporting staff as needed to and from the main UC Berkeley campus and the new Campus Shared Services (CSS) Center. We are proposing a shared electric bicycle fleet available to CSS staff, which would serve as an option for free and flexible transportation to and from campus for personal business. Show that electric bicycles offer an ease of travel that is similar to a personal car while at the same time promoting healthy habits and environmentally sustainable behaviors.

Project Implementation Plan

Task	Description	Project Leads	Time Frame
1st Annual Bike to Work Day	Create and distribute survey; analyze and report results to TGIF	Rebecca Andersen	COMPLETED
Initial Survey	Identify equipment (The New Wheel), solicit donations, purchase equipment	Michael Thompson	week of 8/12
Purchase Equipment	Create logo and posters	Rebecca Andersen	8/10
Create Marketing Material	Create logbook, CSS Cycles calendar for check-out, waiver form for participation, and registered users instructions. Establish bicycle parking location(s) on campus and create check-out procedure instructions.	Michael Thompson	End of August
Usage Procedures	Create packet to include maps, check-out procedure, emergency information, safety tips	Rebecca Andersen	week of 9/18

Welcome Packet	Hang posters, send promotional emails, hold safety demo (Contact: Tim Pine on campus to do demo) , and hold "bike to cal" event	Rebecca Andersen	week of 9/18
Initial Launch!	Send registered users a "thank you for helping us commute green!" note, which includes a solicitation for feedback	Michael Thompson	week of 9/18
Thank You & Feedback	TBD	TBD	TBD
Hold second CSS Cycles Event	Create and distribute survey; analyze and report results to TGIF	TBD	TBD
Distribute 2nd Perceptions Survey	TBD	TBD	TBD
Compile program statistics and report to Campus	TBD	TBD (spring)	TBD (spring)
Complete and submit TGIF Final Report		TBD (spring)	TBD (spring)