College of Charleston’s Bike Share Program:
An Annual Summary
2014-2015 Academic Year
Summary of the 2014-2015 Academic Year

**Figure 1** A graph showing the number of uses, number of sign-ups, and number of registered users for the 2014-2015 academic years

- Our bike fleet expanded from eight to sixteen for the start of the academic year.
- The bike share was used **1,825 times** during the year. Almost two and a half times more than the 2013-2014 academic year.
- We had **288 new users sign up** to use the Bike Share Program.
- **303 different users** checked out a bike meaning that **47% of registered users used the program** at least once.
- During the Fall semester, a **Bike Share user survey** was conducted and received many **positive reviews**; **79% of users are students**; **91% of users would recommend the Bike Share Program to a friend**.
- The Office of Sustainability hosted the College’s first **Sustainable Transit Day** during Sustainability Week. This day promoted **alternative uses of transportation to commute to the College** by students, faculty and staff. The hashtag #CofCMoves was used to track responses on Facebook, Twitter, and Instagram.
- **Sustainable Transportation Interns** began using the League of American Bicyclists’ Bike Friendly University Application as a guide in helping making the campus more bicycle friendly.
- We saw a significant increase in average monthly usage of the bike share program between the first and second year.

![Figure 2: A graphing showing the semester averages for uses per month, use per rider, and use per bike.](image)
Fall Semester Summary

Figure 3: A graph showing the total sign-ups, total uses, total riders during the Fall 2014 semester.

- During the Fall semester the Bike Share was used a total of **1,105 times**.
- **204 campus community members** signed up to use the program.
- During the semester, a **Bike User Survey** was conducted to receive input from users about the program. The survey found that:
  - Users primarily use the program for **exercise/recreation** and **errands**.
  - **91% of users would recommend** the Bike Share to a friend.
  - Most people **heard about the program from a friend (51%) or from seeing the bicycles outside of Stern Center (40%)**.
  - **Satisfaction was rated on a scale of 1-5** (1 being most positive and 5 being most negative) on four aspects of the program listed below. The average rating for each is shown in parenthesis. Respondents rated each of the aspects highly with the ease of checkout process being the highest average rating:
    - Functionality of Equipment (1.96)
    - Ease of Checkout Process (1.65)
    - Riding the Bikes (2.05)
    - Overall Experience (1.71)
o Loose handlebars, seats, and chains were the **most frequently reported** issued for maintenance.

![Reported Maintenance Issues](image)

*Figure 4: A chart showing the reported maintenance issues from the bike user survey.*

o **87% of respondents agreed or strongly agreed** that the program has allowed them to bike when they otherwise may not have done so.
Spring Semester Summary

Figure 5 A graph that shows the total number of sign-ups, total uses, and total riders during the Spring 2015 semester.

- There were a total of 720 uses and 84 community member signups during the Spring semester.
The campus’s first **Sustainable Transit Day** was held during Sustainability Week. The event promoted and encouraged students, faculty, and staff to use alternative means of transportation to get to campus. The hashtag #CofCMoves was used on social media platforms such as Facebook and Twitter to promote the event and allow the campus community to participate and share their daily commute.

- Tweets and Facebook statuses came in showing **use of alternative transportation** from several people, including the **CofC Row Crew** and the director of the historic preservation program.

- Before **Sustainable Transit Day**, we sent e-mails to the campus body to find people who took **alternative means of transport every day to commute to the College** and featured them on the **Office of Sustainability’s Facebook Page**.
It has been a great second year for the Bike Share Program at the College of Charleston. In comparison to the 2013-2014 Academic year, when the Bike Share Program launched, usage has increased 2.5 times. We added eight more bikes to the fleet increasing the total to sixteen bikes. It was used 1,825 times during the academic year. There was an additional 288 sign-ups bringing the total sign ups to 669 registered members. The interns at the Office of Sustainability have been creating different ways to make the Bike Share Program known around campus and featured in several publications around Charleston during the 2013-2014 year.

Figure 6 above demonstrates the usage of the Bike Share over the course of the academic year. The trends show an increase in usage during the middle of each semester, corresponding with the changing temperatures in Charleston before it either gets too hot or cold. During periods that school is not in session the usages drop, which is to be expected because students and faculty are not usually on campus and the students are the majority users of the Bike Share. The Bike Share is not in use during school holidays, such as winter break and Spring Break, as the bicycles are in for routine maintenance.
The bike share was used the most during the month of **September with 345 uses.** **August was the month with the most sign-ups with 75.** This is most likely because of the new students coming onto campus learning about and signing up for the program. This was consistent with the first year of the program when **August had the most sign-ups with 84.**

The program was not used much during the summer between school years. There were a total of **16 uses during the Summer 2014**, which included only June and July. However, during the **Summer 2015 semester**, there have been more check-outs in June alone with 28 uses. This is because of summer classes and a few student groups on campus checking out the bikes.

During the Fall 2014 semester a survey of Bike Share users was conducted. **79% of the users are students** while **faculty and staff comprise 4% and 17%, respectively.** Most users had heard about the Bike Share program by a friend/co-worker (51%) or by seeing the bikes outside of Stern Center (40%). Users reported that most of the uses were for running errands or exercise/recreation. **91% of the Bike Share users responded that they would recommend the Bike Share program to a friend.**

Generally, the program has been well received by the campus community, but there are **some areas in which to improve**, such as the **maintenance issues.** **38% of respondents reported maintenance issues**, the most was **16 respondents had problems with the chain** and **14 respondents had issues with loose equipment** (handlebars, seat, etc.) As the program is run mostly by interns, it is possible that maintenance of certain bikes can slip through the cracks. However, some bikes get checked out by the same person who does not bring it back for interns to be able to perform regular maintenance.

In the **Spring 2015 semester**, there was a **frequency of people not returning the bicycles within the allowed amount of time.** For late returns, a 3-strike policy was implemented giving users several warnings about the program’s return policies before assessing a fine. Multiple emails were sent to offenders and sometimes there would be responses, but other times it escalated into phone calls and text messages in order to get the bicycle back. Coming up with stiffer punishment or fines had been discussed; none of which have been implemented.
The future of the bike share program includes a bike shelter at the Stern Center to help lengthen the lives of the bicycles for the program.