Bike CofC: Annual Summary
2013-2014 Academic Year Executive Summary

Yearly Totals

- The bike share was used 710 times during the year.
- 381 campus community members signed-up to use the program.
- 277 different users checked out a bike meaning that 72% of registered users used the program at least once.
- The bike share program was featured in an article by the College’s Marketing Division and the program was picked up for a story and was profiled by a local news station.

Recap of Fall Semester Data

- During the fall semester the bike share was used a total of 290 times.
- 171 campus community members signed-up to use the program.
- The bike share was also featured in the Post and Courier and in Portico magazine.
Spring 2014 Semester Bike Share Report

The College of Charleston Bike Share Program followed up a successful first semester of operation with another great semester in the spring of 2014. The spring semester saw an additional 211 campus community members sign up to use the program bring the total number of registered users to 381. The total uses for the program is up to 710, with 420 of those uses coming during the spring semester (Figure 2), which is a 45% increase in usage from fall to spring. The trend of lower usage that we experience towards the end of the fall semester continued during the first two months of the spring, which is most likely due to the cold temperatures during the winter months. However, the month of March became the program’s most used month with 1112 uses. This usage total was 1 use more than the 111 uses from October despite the first week of March being spring break. Numbers for April and May were combined due to the limited semester overlap with the month of May; the bike share operated up until spring graduation on May 9th. The program was used 232 times during April and May, a 107% increase from the previous highest usage total from March.

Program sign ups followed a similar trend. 61 new sign ups were recorded during the months of January and February, and a total of 150 new sign ups were recorded during the March-May period. 77 sign ups were recorded during April/May, and was the highest monthly sign up total since the launch of the program (Figure 1).

In order to address equipment accountability issues experienced during the fall semester, we made changes to the bike equipment policy eliminating the requirement that helmets and bike lights be given

Figure 1: Displays the monthly breakdowns of sign-ups and uses. April and May were combined due to limited semester overlap with the month of May; the bike

Figure 2: Displays the yearly totals for total uses, total sign-ups, and total riders for the academic year.
to each user upon check-out of a bike. The exception being dusk/night time hours where bike lights are

required by state law. This policy change resulted in no loss of equipment in the spring compared to
two missing helmets and seven pairs of lights that were lost during the fall semester. Similar to the fall,
there were multiple instances of bikes being returned to the Stern Center the day after they had been
checked out. Office of Sustainability staff emailed users returning bikes late to remind them of the
program policy that bikes are to be returned to the Stern Center one hour before closing. This is
important because it provides an extra reminder to users about the bike return policy and increases user
accountability. Two bikes were reported as missing or stolen over the course of the semester; these bikes
will be replaced over the summer in order for the bike share program to return to full capacity for the
upcoming fall semester. While there were seemingly more incidents over the course of the spring
compared to the fall, it is unsurprising given the heavier traffic seen by the program during the months of
March, April, and May.

While the increase in usage is partially attributable to the seasonal change from winter to spring,
some credit should go to the increase in marketing in order to expand the program’s profile on campus.
During the spring, a description of the bike share program was added to the weekly student activities
e-mail that gets sent out to all students on campus. In addition to this, the program was profiled by the
College’s Marketing Division in an article that was released at the beginning of March. Along with the
article, the Marketing Division created a bike share infographic with stats and info from the program’s
first semester. Following the release of the article and infographic, the bike share program was picked
up for a report by a local news station.

Future initiatives for the bike share program include marketing the program as a means of
transportation to the new Harbor Walk classroom location and the installation of a bike shelter outside of
Stern Center in order to help better protect them from the weather. A bike share user survey will be
released during the upcoming fall semester in order to help assess the program and get feedback from
users. Beyond maintaining the program we are looking to improve our outreach efforts in the form of
bike maintenance and awareness workshops in order to bring an educational component to the Office’s
bike initiatives.

Special thanks to all of the student employees who work the Stern Center Information Desk, Nicki
Jenkins, Mandi Bryson, and Joe Snecinski from the Office of Student Life, Barbara Hallberg from Cougar
Card Services, and Ron Menchaca and Melissa Whetzel from Marketing for helping us spread the word about the College’s bike share program and making it a successful program.
January

- For the month of January the bike share was used 29 times.
- The most frequent day of the week it was used during this time was Saturday (see Figure 3).
- There were a total of 18 new sign-ups for the bike share during this time.

**Figure 3: Uses Per Day of the Week**  Uses per day of the week during the month January for the CofC Bike Share Program.
**February**

- For the month of February the bike share was used **55 times**.
- The most frequent day of the week it was used during the month of February was **Monday** (see Figure 4).
- There were **43 new sign-ups** for the bike share during the month.

![February Uses by Day](image)

*Figure 4: Uses Per Day of the Week* - Uses per day of the week for the month of February for the CofC Bike Share Program.
March

- For the month of March the bike share was used a total of **112 times**.
- The most frequent day of the week it was used during the month of March was **Monday** (Figure 5).
- There were **72 new sign-ups** for the bike share during this time.

![March usage chart](image.png)

**Figure 5: Uses Per Day of the Week** - Uses per day of the week during the month of March for the CofC Bike Share Program.
April/May

- For the months of April and May the bike share was used a total of **232 times**.
- The most frequent day of the week it was used during the months of April and May was **Thursday** (Figure 6).
- There were **77 new sign-ups** for the bike share during this time.

![April/May Uses per Day](chart.png)

**Figure 6: Uses Per Day of the Week** - Uses per day of the week during the months of April and May for the CofC Bike Share Program.