

Bike CofC: Fall 2013 Semester Report





Fall 2013 Semester Bike Share Report

Formally launched with the start of fall semester classes, the CofC bike share has completed its first full semester of use. Thanks to the support and collaboration from the Stern Center student employees and building staff, the bike share was **used a total of 290 times** and we had a total of **171 campus community members sign-up** to use the program (Figure 1). The bike share was also featured in the Post and Courier and in Portico magazine. Of the 171 people who signed up, **159 used the bike share at least once**; meaning that **92%** of registered riders used the program. On average, **riders used the bike share 1.7 times** over the semester, indicating that most people have used the bike share more than once. Numbers were comparable on a month-to-month basis, with the exception of new sign-ups, which were concentrated at the beginning of the semester (Figure 2). It was also evident that several students use the bike share on a regular basis; a number of **students frequently check out the bikes up to 9 times per month**. This shows us that some students are adapting the CofC Bike Share into their daily lives. The day of the week bikes are most frequently used is **Thursday** but Saturdays and Sundays also experience heavy usage. Below we break down data for of each month's usage, ridership and additional sign-ups.

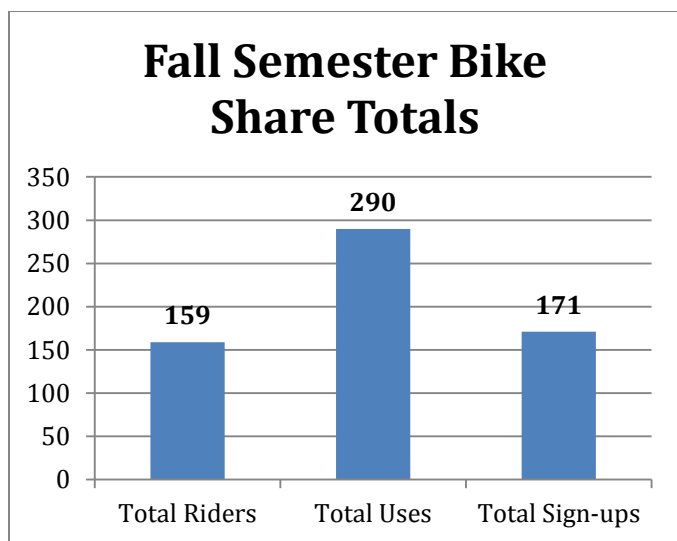


Figure 1: Semester Totals- Figure 1 displays the Fall 2013 semester totals for sign-ups, uses, and riders.

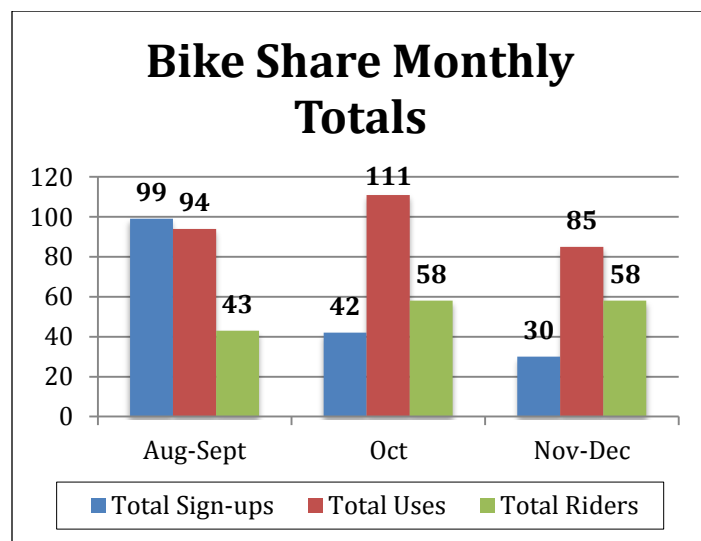


Figure 2: Monthly Breakdowns- Figure 2 displays the monthly breakdowns of sign-ups, uses, and riders over the Fall 2013 semester. August and December were combined with September and November respectively due to the limited semester overlap with those months.

While we experienced an excellent initial reception to the program, there were several issues that arose over the course of the semester. Rider accountability with equipment was the most prominent. During the semester, 2 of the initial 8 helmets and 7 of the original 8 pairs of lights were lost. To address



these issues, the check-in and check-out processes were altered to add equipment columns to the sheets so it would be more apparent which rider was responsible for the missing equipment. We also adjusted the policy on requiring riders to take a helmet to offering the rider the helmet, instead. We hope these changes will result in greater accountability for the safety equipment. There were also several occurrences of bike share riders keeping bikes overnight; bike rentals are only for the day and are required to be returned each night by close of the Stern Center. During one of these incidences, a bike was stolen from a rider while in their possession. The bike has since been replaced and the student was charged the cost to replace the bike. Additionally, we revoked privileges of the riders who failed to return the bikes on time on multiple occasions. We have also increased the number of times the check-out sheets are reviewed by our staff and clarified with the Stern Center staff that they should contact us immediately if a bike is not returned. With the changes implemented, we hope to see fewer issues in the spring semester.

Our data indicate that the first semester was a successful one for the bike share program. With very little advertising we saw almost 200 people sign up and the program experienced continual usage throughout the semester. This semester we expect to report similar usage figures to the fall 2013 semester with the potential to increase due to enhanced advertising efforts. A student group will be focusing their semester project on increasing awareness for alternative forms of transportation offered at the College. We will also be surveying riders mid semester in order to assess their opinions of the program and to provide us with data that can be used to help improve the program and the overall rider experience. With the support from the Stern Center Staff, we are on track to have another successful semester for the CofC Bike Share.



August/September

- For the months of August and September the bike share was used **94 times**.
- The most frequent day of the week it was used during this time was **Wednesday** (see Figure 3).
- There were a total of **99 new sign-ups** for the bike share during this time.
- The average use per rider for August and September was **2.2**

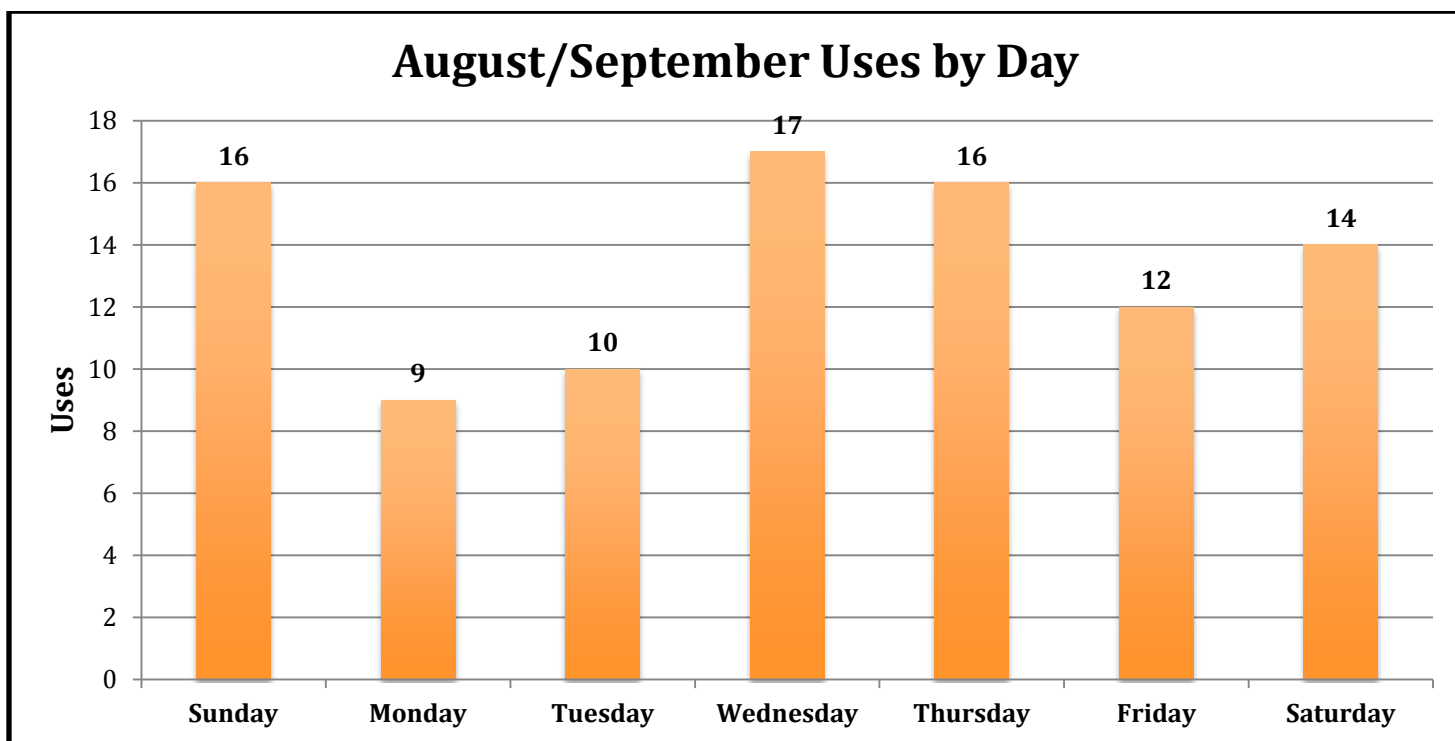


Figure 3: Uses Per Day of the Week - Uses per day of the week during the months of August/September for the CofC Bike Share Program.



October

- For the month of October the bike share was used **111 times**, the highest total over the course of semester.
- The most frequent day of the week it was used during the month of October was **Thursday** (see Figure 4).
- There were **42 new sign ups** for the bike share during the month.
- The average use per rider was **1.9**.

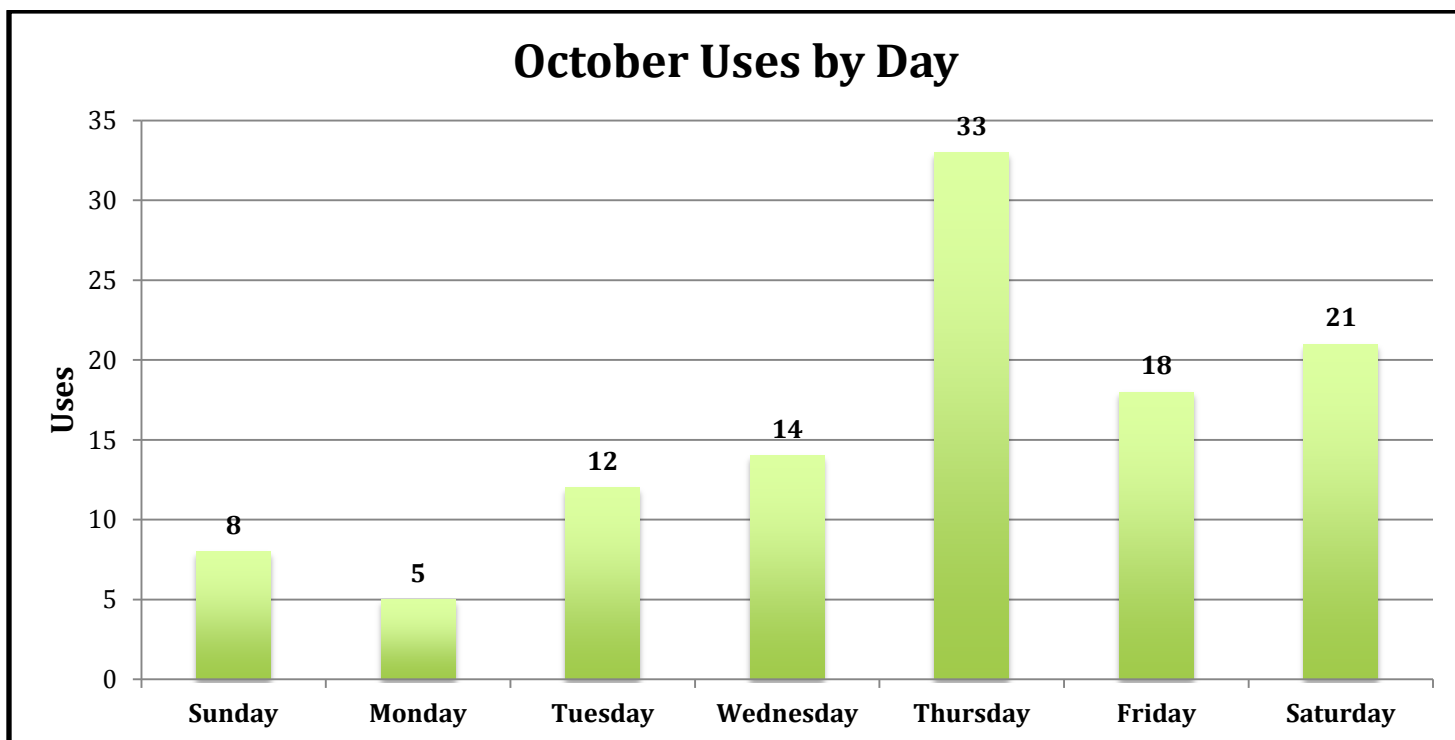


Figure 4: Uses Per Day of the Week- Uses per day of the week for the month of October for the CofC Bike Share Program.



November/December

- For the months of November and December the bike share was used a total of **85 times**.
- The most frequent day of the week it was used during the months of November and December was **Saturday** (Figure 5).
- There were **30 new sign-ups** for the bike share during this time.
- The average use per rider was **1.5**.

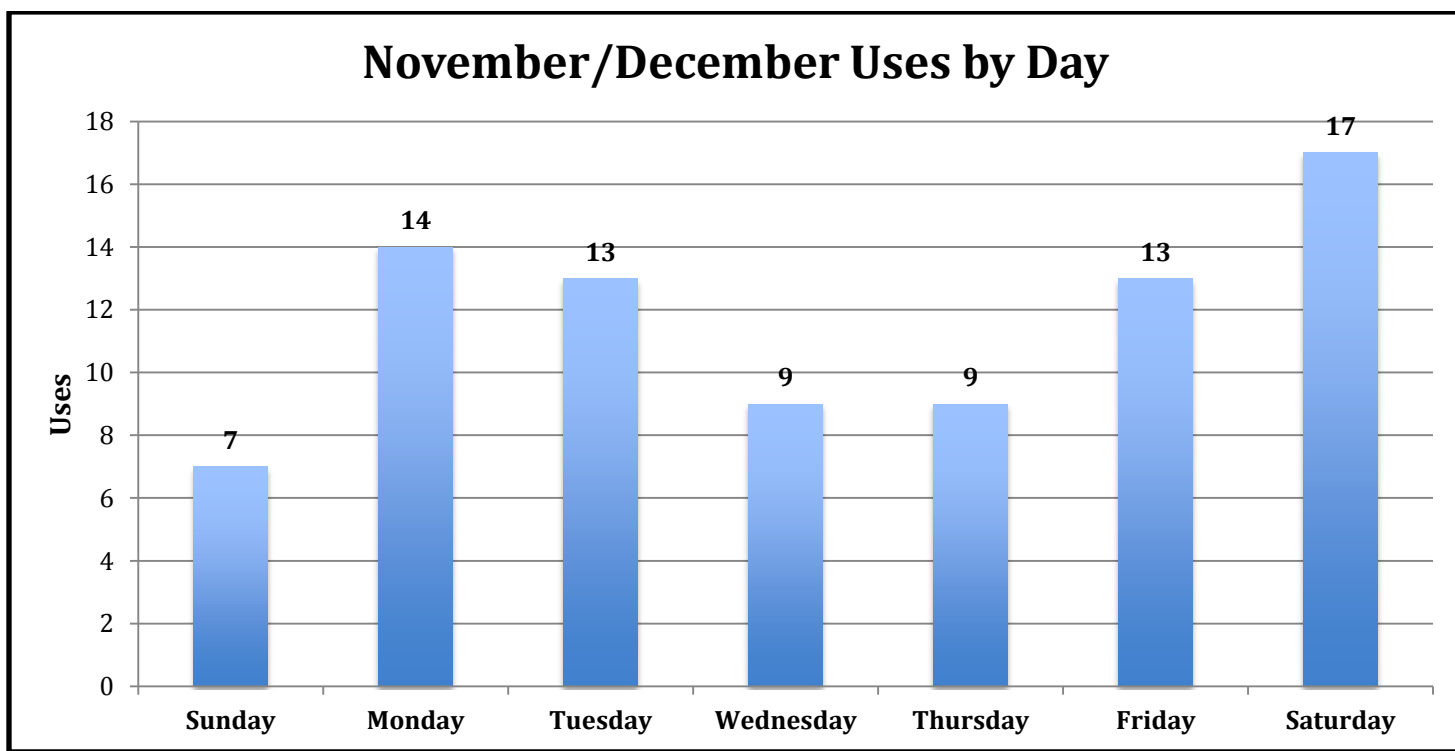


Figure 5: Uses Per Day of the Week- Uses per day of the week during the months of November/December for the CofC Bike Share Program.