Agenda

1. THB Capstone Overview
2. Summary of Methods
3. General Findings
4. Recommendations

- Enhance Visibility & Marketing
- Improve Current Operational Processes
- Lobby for Campus Bike Infrastructure
Capstone Overview
**Key Goals**

*To gain insight into…*

- How current users experience the program,
- Where the bikes are going; and
- Interest on campus for an expanded program.

**Key Questions**

*How can Tar Heel Bikes…*

- Improve user experience,
- Bolster brand image,
- Build on/off-campus awareness; and
- Increase total number of repeat riders?
Methods
We collected data using four methods...

**Pilot Year Check-out Data Analysis**
- 13 months of data
- > 1,000 entries

**Current User Survey**
- 2 weeks of data
- 6 responses

**General Student Body Survey**
- 1 week of data collection
- 152 responses

**GPS Spatial Analysis**
- 1 week of data
- 25 data points
Findings
Pilot Year Check-out Data

**Rides Per Month**

- Jan-13: 12
- Feb-13: 79
- Mar-13: 81
- Apr-13: 56
- May-13: 7
- Jun-13: 2
- Jul-13: 175
- Aug-13: 238
- Sep-13: 175
- Oct-13: 169
- Nov-13: 27
- Dec-13: 75
- Jan-14: 112
- Feb-14: 17
- Mar-14: 17

*Note: Analysis was run on a dataset including 1050 entries, over a 13 month period.*
Pilot Year Check-out Data

Male/Female User Breakdown

- Male: 57%
- Female: 43%

Average Number of Rides

- Female: 3.32 rides
- Male: 5.80 rides
- Total: 4.79 rides
77% of THB users only account for 29% of total rides.
Pilot Year Check-out Data

Rides Per Building

<table>
<thead>
<tr>
<th>Building</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craig</td>
<td>266</td>
</tr>
<tr>
<td>Ehringhaus</td>
<td>332</td>
</tr>
<tr>
<td>Hinton James</td>
<td>452</td>
</tr>
</tbody>
</table>

Users Per Building

<table>
<thead>
<tr>
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</tr>
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<tbody>
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<td>79</td>
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<tr>
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<td>87</td>
</tr>
</tbody>
</table>

Percentage of THB users per residence hall:

- Craig: 10.3%
- Ehringhaus: 15.6%
- Hinton James: 10.6%

Is there a reason why a greater percentage of E-Haus residents use THB?
Modes of transportation to campus are diverse, but most people prefer to walk while on campus.
General Student Interest Survey

Do You Own a Bike?

- Yes: 38%
- No: 62%

Would you ride a bike if you could borrow one for free?

- Yes: 77
- No: 47
- Maybe: 27
Many students do not feel safe riding a bicycle on campus
Prior to this survey, had you heard about Tar Heel Bikes?

- Yes
  - On-Campus: 36%
  - Off-Campus: 47%
Most students with prior knowledge did not learn about THB through marketing campaigns.
General Student Interest Survey

Students that responded positively to the following questions...

- Would you like to see the program extended to other residence halls? 83%
- Do you think THB is a useful program? 76%
- Would you like to see THB extended to off campus residents? 67%

Interest to expand THB certainly exists...
GPS Spatial Analysis

THB Destination Hotspots
Recommendations
Recommendations

- Improve Current Operational Processes
- Enhance Visibility & Marketing
- Lobby for Improved Campus Bike Infra.

Short-term, Direct Impact

Long-term, Indirect Impact
Improve Current Operational Processes

Observation:

The majority of THB riders do not use the bikes more than five times.

Why?

Possible Causes:

Internal

- Questionable brand experience
  - Missing or mislabeled keys
  - Damaged or broken bikes
  - Non-THB bikes flooding racks

External

- Infrastructure/Geography Constraints
  - Lack of designated bike paths
  - Hilly topography
Improve Current Operational Processes

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- Infrastructure/Geography Constraints
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Possible Solutions:

Organize keys and place them in a separate THB box:
- A designated box can help office staff keep track of keys and broken bikes.

Prominently mark designated THB bike racks:
- Better signage to mark THB racks can help decrease the number of non-THB bikes that use them.

Flag unauthorized bikes on THB racks:
- A simple reminder is all it takes to let someone know not to use THB racks.

Streamline Maintenance:
- Improving communication between RHA, THB, and the ReCYCLEry will help decrease bike downtime.
Implement:**

Assign responsibility and hold individual THB members accountable for making sure procedures are followed:

- On a weekly or bi-weekly basis...
- Check and record the status of bikes, keys, racks, and procedural compliance...
- Identify and report all red flags at weekly steering committee meetings.
Enhance Visibility and Marketing

Observation 1:
The main way people hear about THB is through WOM and visually seeing Tar Heel Bikes.

Observation 2:
More off-campus students know about THB than off campus students.

Prior to this survey, had you heard about Tar Heel Bikes?

- On-Campus: 36% yes
- Off-Campus: 47% yes
Possible Solutions:

**Clearly and prominently designate THB racks:**
- Most prominent way to market, might as well bolster.
- Better signage to mark THB racks can help decrease the number of non-THB bikes that use them.
- Signage can include points of interest and possible destination.

**Market towards freshman at orientation and week of welcome:**
- Incoming first years are a key target market for THB.
- Orientation is a great time to disseminate information about THB to a critical mass of first years.
- Brand Tar Heel Bikes as part of the Carolina experience.
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Enhance Visibility and Marketing

Suggested Destinations

- Weaver St. Market: 25 mins walk, 45 mins by bike
- Fetzer Gym: 7 mins walk, 18 mins by bike
- Granville Towers: 11 mins walk, 28 mins by bike
- UNC Frisbee Golf: 10 mins walk, 29 mins by bike
- The Pit: 10 mins walk, 22 mins by bike
- NC Botanical Gardens: 8 mins walk, 25 mins by bike

You are here.
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Lobby for Campus Bike Infrastructure

Observation 1:

Lack of campus bikability is an impediment to more widespread bike use.

Possible Solution:

Get involved with local governance and planning groups to lobby for campus bike infrastructure.

- Partner with UNC Public Safety, NC DOT, and Chapel Hill Planning to crowd source comprehensive and financially feasible solutions.

- Build grassroots support for better, protected bike lanes.

- Present findings to local policymakers.
We would like to acknowledge the gracious support and assistance of the following individuals:

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- **Jill Mead** - *Graduate Student*, Department of City and Regional Planning
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- **Department of Housing and Residential Education Desk staff**
Questions?