

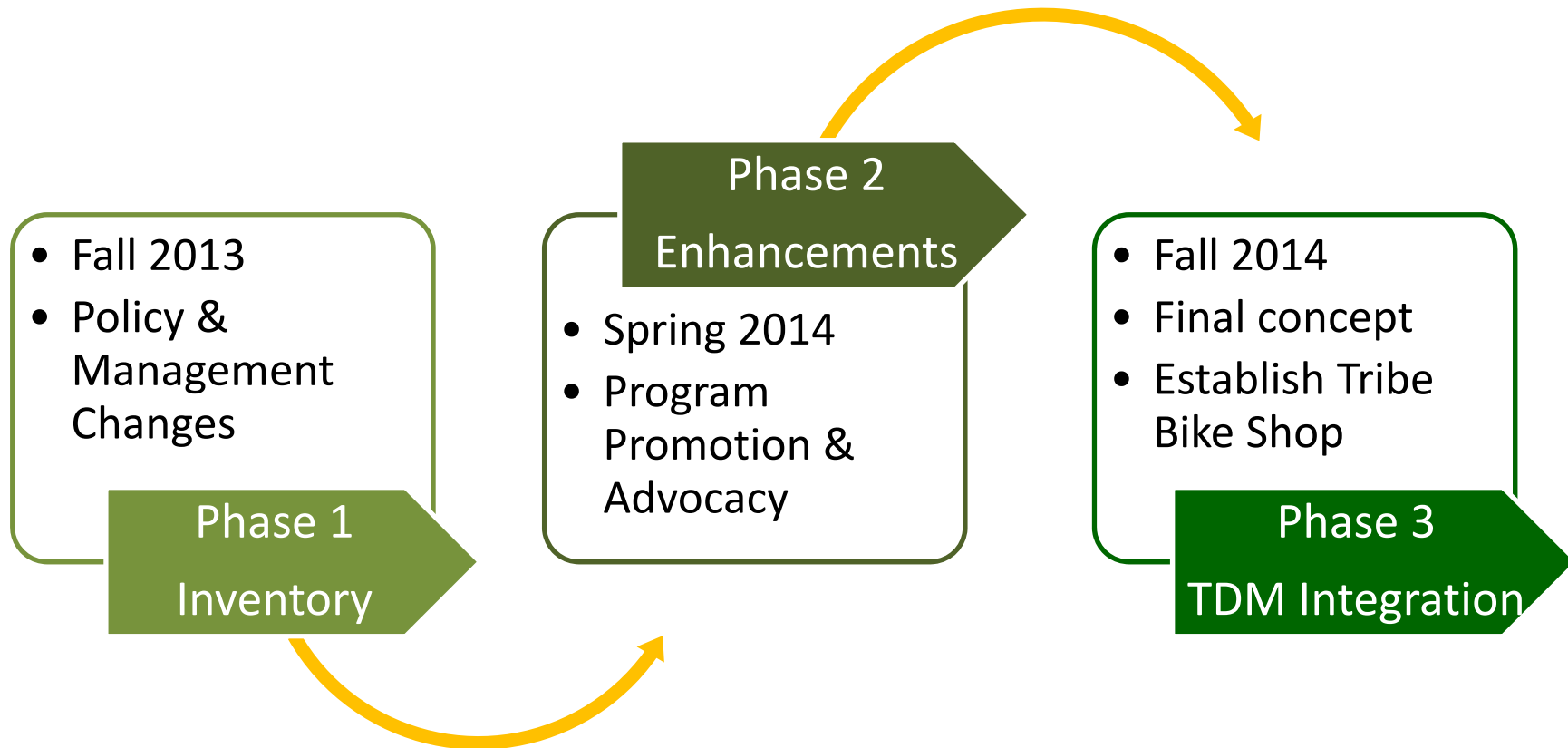
CAMPUS BICYCLE INITIATIVE

**Becoming
Bike friendly**

GOALS

- Improve roads, racks, and provide fixit/air/tool stations
- Increase web presence
- Recruit bike ambassadors & hire mechanics
- Establish a Tribe Bike Shop
- Establish an on demand bike share program – similar to Zipcar model
- Offer incentives and a more structured program
- Change Management
 - Move responsibility from W & M police department to Parking & Transportation
 - Update policies to encourage of bicycle use

Timeline



Phase 2 – Enhancements

Air Pumps & Tools



Phase 2 - Enhancements

Fixit Stations



Phase 2 - Enhancements

Spare Parts & Locks



Signage Overhaul



Phase 2 – Visual ID & Branding

- Jersey Design

William & Mary



William & Mary
version 1
02.12.14

■ PMS
■ PMS
■ PMS

- Branding & Visual Id
Logo



William & Mary Bike Initiative

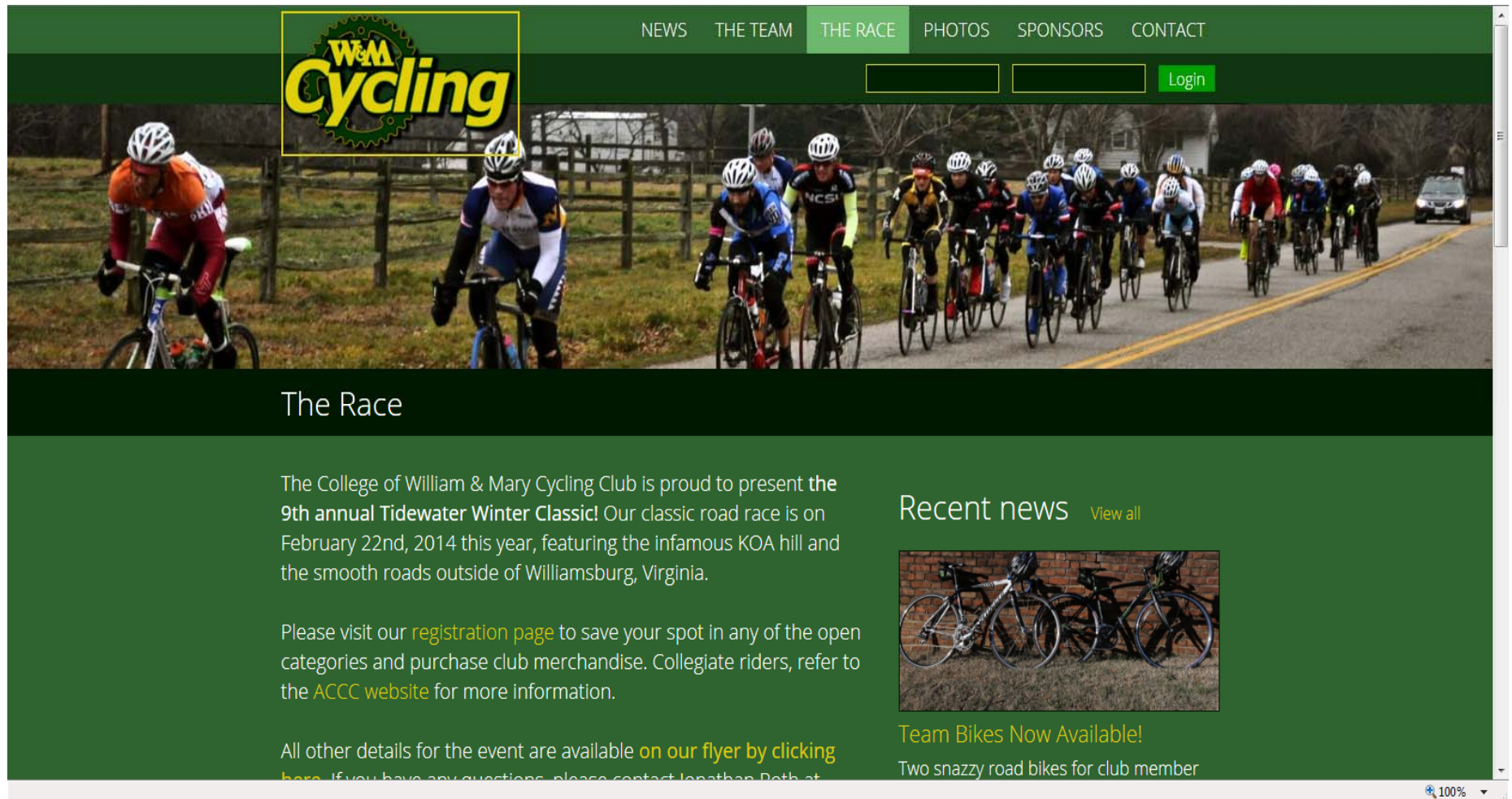


**WILLIAM
& MARY**
bike initiative

Bike Ambassadors & Advocates



Web Presence



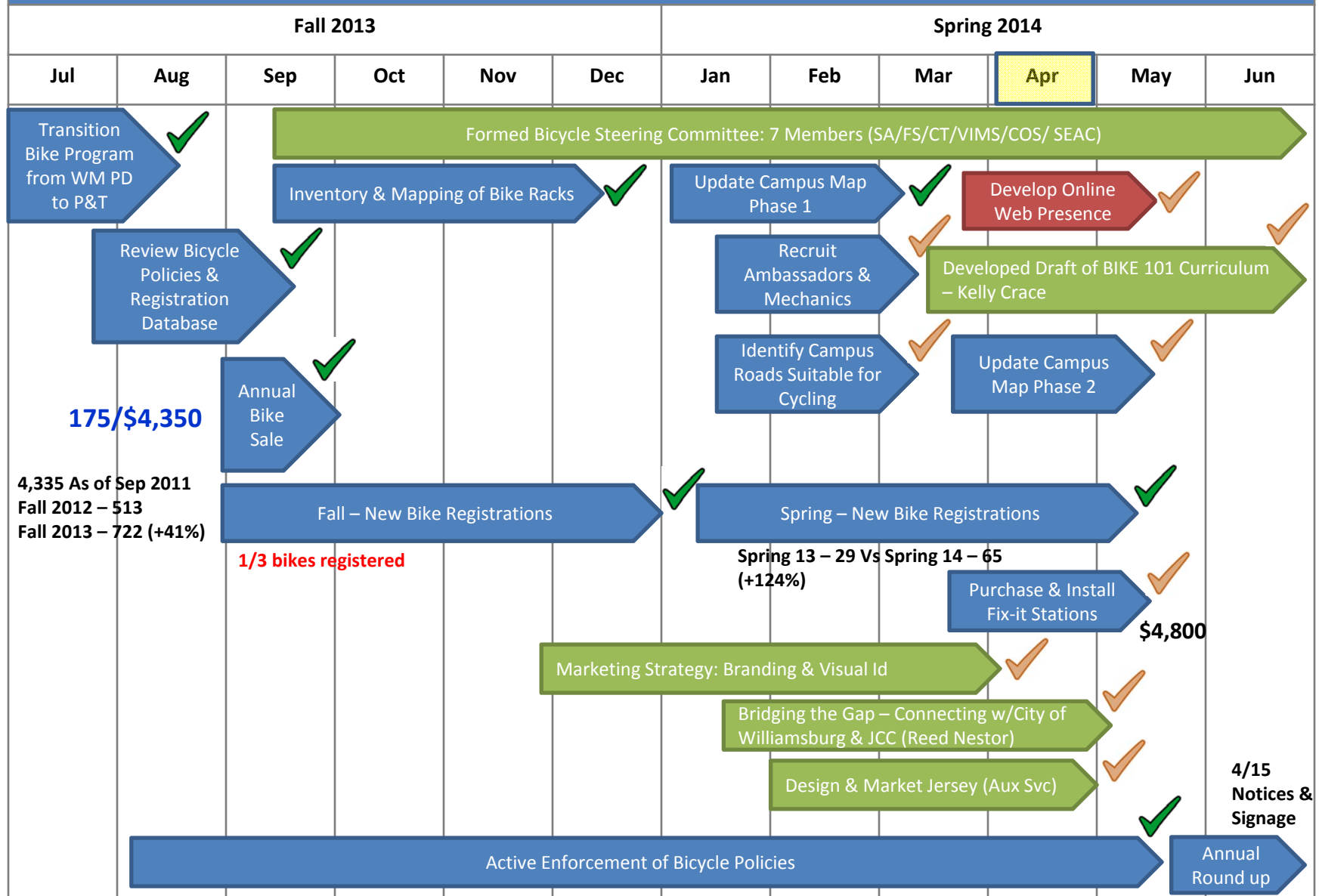
Phase 3

Establish a Lease or Bicycle Rental Program



<http://citibikenyc.com/pricing>

Bicycle Initiative Recap (2013-2014)



 Complete
  In-progress
  Incomplete

The Future



**Saving Space – 9x18 stall
= 35-42 bikes**

**Philosophic & Cultural
Shift**

