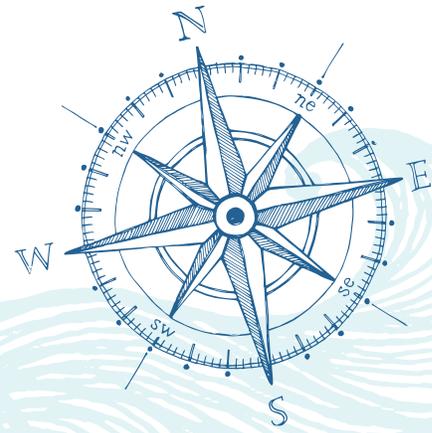


BUILDING COLLABORATIVE COMMUNITIES

NAVIGATING CHALLENGES, CHARTING INNOVATIONS



2018 CSU FACILITIES MANAGEMENT CONFERENCE

BPA WINNING CAMPUS:

California State University,
Northridge

PROJECT NAME:

Launching a Dockless
Bikeshare Program

PROJECT COST:

\$0

DELIVERY METHOD:

N/A

SCHEDULE:

9/2017 – 1/2018

KEY CONTRIBUTORS:

CSUN Associated Students

Facilities Planning, Design &
Construction

Police and Parking Services

BEST PRACTICE AWARD CATEGORY: SUSTAINABILITY

Project Description

The start of the spring 2018 Semester marked the launch of a Dockless Bikeshare program at CSUN. Staff from Facilities Planning and Associated Students worked with LimeBike to coordinate the deployment and management of 400 dockless, GPS-enabled bicycles, available to all campus users for just \$0.50. The effort stemmed from CSUN's Climate Action Plan, and aims to reduce greenhouse gas emissions by addressing the first-last mile challenge for commuting students and employees. Thorough inter-departmental communication ensured that all campus concerns could be addressed, and custom solutions were devised and implemented to meet CSUN's specific needs.

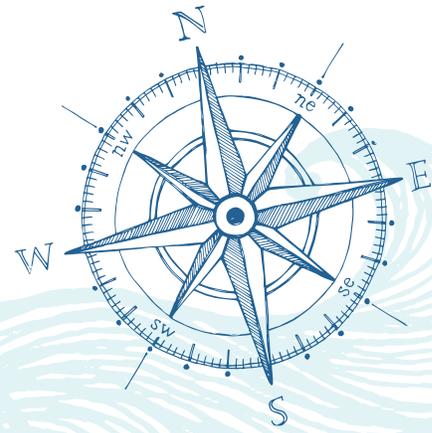
Key Challenges

1. The combined commutes of 38,000 nonresidential students and 5,000 employees comprise half of the University's greenhouse gas emissions, and cause significant congestion around the campus.
2. The campus is located over a mile from the nearest Metrolink station and even further from a main bus route to downtown LA.
3. The location of student housing has led residents to rely on a shuttlebus to get to and from the campus, and those who do not own a vehicle must rent a car or rideshare if they want to purchase groceries or go off campus.
4. Over 50% of the student population lives within 5 miles of the campus and still drives.



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What makes this project a Best Practice Award Winner?

1. **Innovative:** The result was the deployment of 400 dockless, GPS-enabled smart bicycles by LimeBike. While CSUN is the deployment site, the bicycles are not restricted to campus, and have already traveled over 20 miles away. Both Associated Students Marketing and Campus Marketing created educational material to promote LimeBike. Associated Students created a video showcasing the basics of using LimeBike, Campus Marketing released a news story leading up to the program's launch, and both promoted LimeBike through social media during the first week of the launch. In the first semester of the program, CSUN's 10,124 LimeBike users took 79,677 rides, totaling 30,171 miles. Because each bike can be tracked via GPS, route and ridership data provided to CSUN by LimeBike will be used to inform planning decisions regarding transportation and bicycle infrastructure. It is hoped that the community of Northridge will also utilize this data to similar ends.

LimeBike created a promotional code to give CSUN users ten free rides, and also held table events at campus housing as well as on the main campus during the first week of the launch. With its social media presence, Associated Students marketed the program to students, and collaborated with LimeBike to tailor their messaging. LimeBike happily agreed to spend the first days of the program's launch speaking with students directly to teach them about LimeBike, and also agreed to hire students to make up 50% of their operations team.

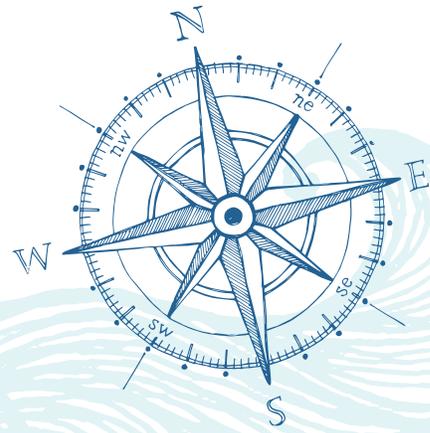
2. **Collaboration:** As the entire campus stood to be impacted by LimeBike, several departments were consulted throughout the planning process. Facilities led the effort by meeting with Police and Parking Services, Student Housing, Associated Students and the University Student Union. Student Government passed a resolution in support of the program, and was instrumental in gaining the support of upper Administration. Stakeholders identified ways in which their programs could benefit from LimeBike, but also what issues it could potentially create so that these could be proactively addressed.

The planning process involved leadership from different campus entities throughout, to ensure that everyone had a complete understanding of how the program would function. This also equipped a wide variety of stakeholders to accurately answer questions and address concerns about the program, leading to better verbal dissemination of information among campus users. Engaging the variety of stakeholders in the planning process helped ensure that the launch of the program went smoothly, and that there were clear expectations and lines of communication between campus stakeholders and LimeBike staff. Proactively addressing foreseeable issues and involving the entire campus community generated campus-wide support and excitement for LimeBike, and made CSUN ready to adapt to any unforeseen challenges.



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- Value Creation:** The dockless aspect of LimeBike raised many concerns from campus stakeholders when presented. The primary concern was the potential abandonment of bicycles by campus users, which could block sidewalks and emergency exits, and cause damage to the built and natural environment. For this reason, it was decided that users would be instructed to park LimeBikes in bike racks. A survey of all bike racks was conducted to ensure that this would not impede access for those with personal bicycles, and all racks were integrated into the LimeBike app as parking zones. Additionally, stickers were placed on the ground at each rack, denoting them as LimeBike parking spaces.

Associated Students partnered with LimeBike's operations team to ensure that improperly parked bicycles could be moved within 30 minutes of being reported. LimeBike pays them for this service and has hired CSUN students to comprise 50% of their local operations staff. LimeBike placed signs on each bicycle instructing users to return them to bike racks, and agreed to set up tables on campus during the week of the launch to teach students about the program. Making these adaptations contributed greatly to the program's success on campus, and forged a strong working relationship between CSUN and LimeBike.

Implementation of a bicycle share program that would increase mobility around the Campus, address the first and last-mile challenge for alternative commuters, and build connectivity with surrounding businesses and living communities. The bicycles are being used by students, faculty and staff to get to class, attend meetings, eat lunch off campus, commute to and from campus, go shopping, access public transit, or just to have fun.

The project cost to the Campus is \$0. LimeBike coordinates the deployment and management of 400 dockless, GPS-enabled bicycles, available to all Campus users for just \$0.50.

- Other Criteria Met by Campus:**

- Produces long-term benefits to the campus community.
- Can be successfully replicated on other campuses.
- Improves campus stakeholder participation, resulting in positive behavior change.
- Demonstrates reduced environmental impact.
- Creates or enhances health and well-being, economic, and/or socioeconomic equity of the campus community.
- Adopts methodology for successful implementation (i.e., tools, technology, approaches, and techniques).
- Integrates academic and/or student participation into campus activities.
- Demonstrates clarity, thoroughness, and inspiration in a concise manner.
- Enhanced Health and/or Socioeconomic equity of campus community.

