

“Bring Back the Bike” Campaign Twenty Percent Student-Funded Initiative 2009-2010

The Campaign

Bring Back the Bike is a campaign in which we are looking to educate students on the importance of using alternate means of transportation instead of traveling by car. At a small school where the vast majority of our students live within biking or walking distance of campus, sustainable means of transportation can have a great impact on our carbon footprint as both students and a university. While the campaign can mean a larger commitment to sustainability for the students at PLU, it is also a way to educate them on important lifestyle choices that hopefully will stay with them upon graduating from our university. Thus the goal of the campaign is not only to educate students on the importance of a sustainable commute, but to provide them with an opportunity to make changes that will stick with them after leaving PLU. The campaign will look to make such changes through a number of different projects. The first and largest aspect of the campaign will be the funding of the purchase of more bike racks for the PLU campus. The bike racks will be used as the kick-off to the Bike Co-Op that Outdoor Rec. has been diligently working on organizing. There will be educational programming events such as a bike parade, and selling of helmets by the local fire fighters. In order to show where the funds come from for this project, at least one plaque will be installed by a bike rack.

Funding

Bring Back the Bike is funded through the *Student Resolution for the Purchase of Green Tags and the Support of Renewable Energy by Pacific Lutheran University*, which was passed in 2008 and added a \$10 increase to student tuition each semester. Twenty percent of this annual fund is directed specifically “towards energy conservation implementation” (the ‘Twenty Percent Energy Conservation Fund’ or TPEC Fund).

Involvement

The Bring Back the Bike campaign is student led. The spending of this fund is to be monitored by the sustainability committee, which consists of students, faculty, and staff. For the 2009-2010 school year the committee is chaired by Brian Naasz.

The following student leaders decided that the Bring Back the Bike would be a positive way to spend a portion of the TPEC Fund this year. Student’s names are listed with their positions:

- ASPLU Sustainability Director: Andrew Ratzke
- RHA Sustainability Director: Emily Tollefson
- GREAN President: Becca Krzmarzick

In coming years, this set of positions will continue to be involved in the decision making process for all TPEC funds.

Priorities

Our priorities for choosing the project were:

1. Energy conservation effectiveness
2. Student visibility

3. Potential for short term implementation
4. Longevity of infrastructure and education

We feel that the Bring Back the Bike Campaign fits into all four of these priorities.

Energy Conservation: Everyone knows that the pollution produced by cars is one of the worst things for our planet. More and more we are seeing automotive companies move to greener technologies and citizens move to public transportation. Even more people are walking and riding their bikes. By purchasing more bike racks we will be providing more members of the PLU community with access to riding their bikes instead of taking their car. For example, having bike racks in front of the dorms could mean that students who would like to visit friends, but have no where to hook up their bike, would now have a means of doing so. It also means that people who work on campus but don't live too far away will have a way of commuting that is much more sustainable. Both of these issues have been expressed as a problem from students, faculty, and staff. Every bike we put on the road is one less car, and at a small centralized school sustainable transportation should be the norm not the exception.

Student Visibility: Given that the money in the TPEC fund comes from student sources we were looking for a project that relates to students directly. Bring Back the Bike deals with the issue of sustainable lifestyle choices. PLU strives to educate students to be stewards of the earth. Not only will bike racks provide an opportunity for more students to ride their bikes instead of driving or taking an escort to campus, but bike racks are large physical structures that will be very visible around campus. Like last year's goose neck faucets for the Take Back the Tap water bottles, bike racks will create their own presence which also helps in the implementation of the campaign. They also provide a great opportunity for educational programs surrounding their presence. With a plaque acknowledging the source of funding, students will know that the TPEC portion of their tuition is going toward meaningful, sustainable projects.

Potential for Short Term Implementation: With the constantly changing student population, it is preferable that student led projects be implemented within the school year that the student leaders are present. Also, because the fund was student generated, we felt it important for the outgoing seniors to be able to see that the fund was being used. Bring Back the Bike has the capability of being implemented within the fall semester of 2009.

Longevity of Infrastructure and Education: Bring Back the Bike has substantial opportunity to be a campaign that is carried out for years to come. Since the bike racks will be a permanent structure, people will be able to use them for many years. The plaque will remind future students about how the racks were funded and that every year there is potential for a new project.

The campaign will include:

- **Bike Racks**
 - The racks will be installed in a number of locations on campus:
 - University Center (lower level)
 - Administration Building

- Library – rather than buying a new rack, the bike rack from the pool will be switched with the small ribbon rack already in front of the library
- Shared rack for Mary Baker Russell, Reike, and Morken
- Shared large rack for Hinderlie, Hong, and Kreidler
- Tinglestad
- Shared rack between Foss and Pflueger

This work is to be overseen by Facilities Management represented by Dave Kohler and Sara Paz.

- **Bike Co-Op:** As a part of the Bring Back the Bike campaign, a portion of the TPEC Funds will go towards supporting the Bike Co-Op that Outdoor Rec. is in the process of organizing. The Bike Co-Op will provide students a chance to borrow a bike if they do not have one or cannot afford one at school. It is also another way to draw attention to bike use, and again a great way to educate students on the importance of sustainable transportation. The following support is just for the 2009-2010 school year, however it is possible for the TPEC fund to be used by the Bike Co-Op in subsequent years. The Bike Co-Op will be supported by:
 - Providing funds for parts and maintenance of the bikes that the Co-Op already owns.
 - Collaborating with Outdoor Rec. to advertise both the bike racks and the new Bike Co-Op through programs and events.
- **Education:** Educating consumers on why biking is a more valuable choice than driving in relation to environmental factors (namely energy use) and health factors.
 - One sign will be placed near our largest most visible bike rack.
 - Displays will be set in the UC offering information about the campaign.
 - Signs, displays and brochures to be made by Impact will be purchased by the TPEC fund.
 - Other educational programs may include:
 - Bike parade starting at a bike rack. Bike club and triathlon club as possible partners
 - T-shirts to be sold with the logo. The first 50 students to the parade could get one for free
 - Partnering with the local fire department to sell bike helmets and educate students about the importance of actually wearing a helmet
 - Partnering with Outdoor Rec. and the Bike Co-Op
 - Partnering with RAs of different wings to program to raise awareness
 - Partnering with the Admission office to inform new students of the program and offer new students reusable water bottles
 - Using the already established LuteFit to promote the use of biking as a healthy alternative
 - Partnering with Campus Safety to educate students on bike security
 - Presenting rack locations and information to the Parking Committee and Gretchen Howell, Associate Director of Human Resources

- **Communication:** In order to ensure that the campaign is well circulated we will be using a variety of school media.
 - We will get information on the campaign into the school's newspaper, the MAST as well as the Daily Flyer.

Assessment

Our goal with this project is to see a difference in the number of students who choose to ride their bikes as their means of transportation. The pre-assessment will begin in the month of November and it will be done by having students record the number of bikes that are found in bike racks once a week for the month.

The success of this program will be determined by whether or not we see an increase in the number of bikes in the racks after the new racks have been installed.

Budget

Bike Racks:

- University Center (lower level): \$508.85
- Administration Building: \$348.85
- Shared large rack for Mary Baker Russell, Reike, and Morken: \$508.85
- Shared large rack for Hinderlie, Hong, and Kreidler: \$508.85
- Tingelstad: \$348.85
- Shared rack between Foss and Pflueger: \$348.85

Bike Racks sub-total: \$2573.10

Bike Rack Installation (including concrete, labor, etc.): \$ 5,000 (probably a lot less)

Bike Parts and Work Stations for the Bike Co-Op: \$ 3,500

Impact Posters: \$500

Plaque: \$ 100

T-Shirts: \$ 500

Grand Total: \$ 11,773.10

By signing this project charter I understand and agree to my role in the Bring Back the Bike Campaign

Andrew Ratzke - ASPLU Sustainability Director
Christine Cooley - PLU Sustainability Coordinator

Becca Krzmarzick - G.R.E.A.N. President
Bell - Environmental Health and Safety Manager

Joe

Emily Tollefson - RHA Sustainability Director
Sara Paz - Grounds Maintenance Manager

Dave Kohler - Manager of Facilities Management
Brian Naasz - Sustainability Committee Chair

Tony Berger - Director of Campus Safety
Rebecca Rumpza - Residential Life Facilities Coordinator

Matt Schmitz - Outdoor Rec Director