

# Getting Started with Bike Share On Your College Campus



**Thinking about bringing bike share to your college campus? Great. We can help.**

Bike share programs are a great way to promote a more sustainable and healthy campus by encouraging students to use cycling for both recreation and transportation.

The program will be configured so only your students can access the bikes, and you can monitor rides so you always know who has the bikes. Plus, the bikes are checked out and returned to designated bike stations, so the bikes are available at predictable locations.

Plus, since the bikes come with your logo, they show off your school pride everywhere they go.

Here are some steps to get you rolling in the right direction.

**1**

## Decide the Size of System

Not sure how many bikes you need? First, estimate the number of participants in your program – typically between 20-30% of your total population. Then plan for 1 bike for every 15-20 riders. So, if you estimate 100 riders in your system, we suggest starting with a 5-bike system. Note that you can expand your system later on. If this is your first experience with bike share, no need to over-invest. Even a small system can have a big impact. The important thing is to get started.

**2**

## Branding Your System

Your bicycles will come branded with your school logo on the sides of the frame and the basket panels. The racks and App will also have your logo. If your bikes come with the premium branding, we will also custom paint the fenders and chainguard to match your school colors. For more information, ask for our **Branding Guide** with information on the branding locations and the types of artwork we need.

**3**

## Identify Station Locations

The On Bike Share racks can be located inside or outside – they just need to be mounted onto concrete. The racks do *not* need any power.

You can have multiple bike stations in your system, each with however many racks make sense for each location. Locating stations where students typically start and end their riders will help encourage them to build a ride into their routine.

The best locations will likely be near student housing, dining halls, libraries, recreation centers and other popular destinations. You will need to work with your facilities or housing department to help select locations.

**4**

## Installation and Set Up

Bicycle Assembly. The bicycles will arrive **95% assembled**. You add the pedals, handlebar and basket. We provide the tools, instructions and a video to guide you through the assembly. Final assembly takes about 10 minutes per bike.

Rack Installation. The On Bike Share racks can be located inside or outside – they just need to be mounted onto concrete. The racks do *not* need any power. Each rack takes about 5-10 minutes to install. The mounting hardware is included with the racks. Ask for our **Site Planning Guide** with information on rack configurations and spacing.

## 5 System Launch & Use

The two keys to a successful launch are **communication** and **education**.

Our Customer Resources website has a **Rider Guide** that you can email to your students when you announce your program. Launch events are also a great way to kickstart your program and demonstrate the bike checkout/return process.

For your students, they use the **On Bike Share App** to join the system and accept the waiver. Once activated into the system, students use the App to select the bike they want to ride, and the App unlocks the bike from the rack. Students must return the bike to a docking rack to end the ride. This keeps the bikes neatly organized at the stations.



## 6 On-Going Management

The On Bike Share system is cloud-based, so there is no software for you to install. You can add as many Admins to the system as you'd like. Admins get a login to the Admin portal to monitor and manage your system. The Admin software tracks bike use, so you always know who has bikes.

During the first 60 days after launch, admins are encouraged to check the Admin portal daily to activate riders, address any problem reports, and monitor system use.

## 7 Bike Testing & Maintenance

The On Bike Share bicycles were designed for high durability and low maintenance. However, the bicycles will still need periodic inspections and maintenance. This will improve bike safety, prolong the life of the bike, and maximize bike availability.

The On Bike Share system includes an App just for Admins called the **On Bike Maintenance App**. Admins can use this App at the bike station to rebalance bikes, check battery levels and test each bike. This App also allows you to record bike maintenance so you can document and track bike service done by you or contracted bike mechanics. ■