Best Workplaces for Commuters Webinar
“2013, The Latest Spin on University Bike Share Programs”

Evolution of Yale’s Campus Bikeshare Program

Holly Parker
Director of Sustainable Transportation
Y-BIKES
live at 25 Science Park!
These shared-use Y-Bikes are:

- Freshly tuned-up and ready to go!
- Conveniently located near the loading dock on the 1st floor
- Easily scheduled in Outlook*

Submit the waiver form found at yale.edu/bike to get the combination and use the bike!

*Use outlook to invite Bike1 25 Science Park (smaller bike) or Bike2 25 Science Park (larger bike) to your meeting to schedule it.

Ride one today!

www.yale.edu/bike

“Y-Bike”
Y-Bike

Yale University's departmental bicycle sharing program provides participating university departments with free commuter bicycles for campus use. To date, over 39 bikes have been distributed which have collectively logged over 7,000 miles since the program's inception in May 2008.

By providing an additional transportation option to faculty and staff, we are supporting members of the Yale community who leave their cars at home.

The bicycles come fully-equipped with fenders, lights, bell, rack, rear basket(s), odometer, combination U-lock and helmet.

The Transportation Options program coordinates the purchase and delivery of the bikes.

Y-Bike Rules and Regulations

Each participating department must identify a coordinator who agrees to:

- Secure a bike parking location that is safe and easily accessible to departmental members
- Submit monthly odometer readings
- Bring the bicycle in for maintenance

All participants in the Y-Bike Program must agree to:

- Submit this waiver form prior to using the bike
- Lock bicycle securely any time it is unattended
“Zagster”
Approach the Zagster bikes and...

• Text Zagster the number on the bike

• Zagster texts back the code for the lockbox

• Enter the lockbox code, remove the key (on a retractable cord), unlock the bike and go

• Bring the bike back to same location before midnight
Zagster locations

• The Zagster locations were chosen because (with a few exceptions) they are governed by Yale Support Services—primarily in parking garages. This also means they are sheltered.

• The Yale Sign Committee was not comfortable with Zagster’s signage and general aesthetic. Some modifications were made to the signage to make it acceptable for the most visible locations.
NEED A BIKE?
BORROW OURS.

We’ve got one for you. Right Here!

Reserve your Zagster hours or seconds in advance, online or at the bike.
It’s more convenient than owning.

Join or learn more in seconds at: zagster.com

JOIN • RESERVE • UNLOCK • RIDE » IT’S THAT EASY!

Yale www.zagster.com 1-202-99WEZAG
(1-202-999-3924)
**Bikeshare Locations**

These are the locations of Yale University’s “Zagster” bikeshare pods. Click on a location to see a picture.

Unlisted 3 Collaborators: 14,514 views
Created on Feb 7 - By Brenda - Updated 4 days ago
Rate this map  Write a comment  KML

- 2 Whitney
  Location 1
- 17 Hillhouse
  Location 2
- Gibbs Main Hallway
  Location 3 - Best entrance is Kline Tower; take elevator to level C (Concourse), turn left out of elevator, then turn right - follow hallway to the end, turn left - continue down hallway and you will...
- Prospect Sachem Garage
  Location 4
- Becton Hall
  Location 5
- Sterling Memorial Library, near the Women’s Table
  Location 6
- 79 Howe Garage
  Location 7
- Chapel St & York St
  Location 8
- 50 College Street LEPH
  Location 9
- Amistad Garage
Visibility/Feedback

• If Zagster remains Yale’s bikeshare program vendor, their locations in the parking garages can be made more visible with paint.

• We will actively solicit feedback on the program. Some of the “Phase 1” locations aren’t ideal, some people will prefer a 2-way vs 1-way rental model, and pricing will need to be adjusted. We have asked members of the Yale community to post their comments so we can compile feedback and strive for constant improvement.
Zagster Pricing

• For the duration of the 6-month pilot, the only cost to participants is a $20 annual membership fee. This is reimbursed to anyone who takes Yale’s Bicycle Safety Class (which also provided participants with a free helmet!)

• Late returns cost members $30. Ouch!
## Reporting Tools

### Base Network Stats

<table>
<thead>
<tr>
<th>Total Users</th>
<th>Total rentals</th>
<th>Weekday rentals</th>
<th>Weekend rentals</th>
</tr>
</thead>
<tbody>
<tr>
<td>242</td>
<td>1546</td>
<td>1128</td>
<td>418</td>
</tr>
</tbody>
</table>

### Average Rentals

<table>
<thead>
<tr>
<th>Avg rentals per day</th>
<th>Per weekend day</th>
<th>Per weekday</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.62</td>
<td>15.73</td>
<td>16.98</td>
</tr>
</tbody>
</table>

### Last 10 days

<table>
<thead>
<tr>
<th>New users</th>
<th>Rentals</th>
<th>Average rentals</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>240</td>
<td>24.00</td>
</tr>
</tbody>
</table>

### Reports

- Rental Report
- User Report
- Bike Report

### Statistics

#### Rental Count

- Per Day
- Per Bike
- Per Station
- Per User
- Between Locations

#### Network Totals

<table>
<thead>
<tr>
<th>Station</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sterling Memorial Library</td>
<td>248</td>
</tr>
<tr>
<td>Prospect Garage</td>
<td>181</td>
</tr>
<tr>
<td>Gibbs Main Hallway</td>
<td>37</td>
</tr>
<tr>
<td>Chapel/York Garage</td>
<td>235</td>
</tr>
<tr>
<td>Becton Hall</td>
<td>203</td>
</tr>
<tr>
<td>Amislad Garage</td>
<td>13</td>
</tr>
<tr>
<td>79 Howe</td>
<td>284</td>
</tr>
<tr>
<td>60 College St.</td>
<td>147</td>
</tr>
<tr>
<td>2 Whitney</td>
<td>68</td>
</tr>
<tr>
<td>17 Hillhouse</td>
<td>130</td>
</tr>
<tr>
<td>Total</td>
<td>1546</td>
</tr>
</tbody>
</table>

[Date From] [To] 

[Generate] [To Excel] [Reset]
Future Plans

• Determine breakdown of members by affiliation (faculty, staff or student)

• Implement next generation of Zagster’s technology

• Expand to the City of New Haven
Thank you!

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