Grant recipients are required to submit this report to sustainadmin@ams.ubc.ca within one month of project completion.

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**Project name:** Purple and Yellow Bike Share Hubs

**Part One: What the grant achieved:**

- How has your initiative met the criteria of the Sustainability Projects Fund?
  1. How did the project promote the **reduction of ecological footprint**?

This project has increased the Purple and Yellow (P&Y) Bike Share’s capacity to provide sustainable transportation on campus, while also diverting used bicycles from the waste stream thus reducing our ecological footprint here at UBC.

The addition of P&Y bike hubs has strengthened the infrastructure of this free volunteer-run bike share. This has made the bike share a more functional and feasible option for students travelling on campus. The P&Y Bike Share was created to make cycling a more accessible option to students on campus. By being able to access bikes as a sustainable means of transportation, students are able to rely less on fossil fueled forms of transportation.

The bike hubs on UBC campus have addressed one of the major logistical struggles of the P&Y Bike Share. P&Y bicycles are often difficult for share users to find as there are many bike racks for general usage spread across campus. P&Y Bike Share members can now look for a bike at a hub, and bring their bike to a hub when they are done using it. This has made the bike share more functional and increased its capacity to serve UBC students.

As an indirect result of the P&Y hubs the AMS Bike Co-op has also increased its capacity to refurbish new P&Y bicycles, extending the lifespan of bicycles which would otherwise be stripped and recycled. P&Y Hubs have increased visibility and created interest in the P&Y Bike Share, leading to higher attendance during P&Y Volunteer Nights. Since installing the hubs in February we have produced eight new P&Y bicycles, and are on track to produce at least twice as many as last year! (23 P&Y bikes were produced from February 2016-January 2017.)

2. How did the project **increase student engagement**?

The addition of the bike hubs on UBC campus has increased engagement in the P&Y Bike Share. Of the UBC students surveyed at P&Y, a higher proportion have reported that they regularly use the P&Y Bikes since the hubs have been installed. We hope to continue to increase the number of bike share users as the hubs become part of the culture of the bike share.

The hubs have given us the opportunity to create new volunteer roles such as bike hub maintenance. In the future we hope to target the first year residences, Place Vanier and Totem Park, both of which have P&Y Bike Hubs, to recruit for this volunteer opportunity. We hope this
type of programming will give us another way to engage with new students, who often arrive at UBC without their own bicycle, and give them opportunities to learn about bike maintenance and try out cycling.

The visibility of the hubs has prompted an increase in interest in other volunteer opportunities at the Bike Co-op. Students who got involved in the Co-op by participating with P&Y have gone on to join our board and participate in other volunteer programs that the AMS Bike Co-op offers. In this way, the P&Y Bike Hubs continue to raise awareness of the Bike Co-op, supporting interest in our programming and organization as a whole.

3. How did the project contribute to the **educational** aspect of sustainability and how did it approach its plans for **outreach** on campus?

Since the addition of the P&Y bike hubs, the bike share has had a more visible presence on campus resulting in an increased interest in the program. We have been able to recruit many new volunteers to participate in the P&Y Volunteer Nights, during which students maintain the purple and yellow bicycles, and learn about bike repair. This program runs every Tuesday night and relies on volunteers to come work on the P&Y bicycles to maintain the fleet and keep the bike share going. P&Y Volunteer nights provide a collaborative environment for folks from the UBC community to learn about bike maintenance. Since no prior knowledge of mechanics is required, volunteers always end up learning a lot from each other and trained staff as they build on their knowledge and take on new tasks each week.

In addition to our educational P&Y Volunteer Nights we have held specific outreach events to promote the program, and the use of the new program infrastructure. In March we held the P&Y Prize Hunt, a week long event during which students searched for gift cards hidden on P&Y bicycles parked at the new hubs. In the fall we will be holding outreach bike clinics at the hubs by Place Vanier, and Totem Park. We will provide free bike tune ups, and promote the P&Y bike share to those without bikes.

4. How did the project focus on its **longevity and feasibility**?

The P&Y Bike Share started in 1998 and has been a well loved, but fairly informal program of the Bike Co-op since its inception. The addition of P&Y program infrastructure as part of UBC’s built environment has helped increase visibility as well as functionality of the bike share. This program relies on support from volunteers in order to maintain the fleet of bicycles. In order to maintain a strong group of volunteers the Co-op needs to continually recruit new students. Having visible infrastructure on UBC campus will communicate what this program is about to the UBC community and maintain interest from new students (signage at bike hubs explains what the program is about, and how to join). Infrastructure to support the program has helped to ensure the bike share will continue for years to come.

One of the biggest goals of this project was to make the bike share more functional, and to help members find bikes when they want to ride one. Long term planning for this program will focus on creating support around these hubs to ensure they are stocked with bikes, and that these
bikes are well maintained and secure. Ensuring that folks can find a bike when they need one will make this program more functional and appealing to the UBC community. With the hubs now in place we have the infrastructure necessary to take this program to the next step and ensure that it will continue to effectively serve students and the UBC community in the future.

- What was something unexpected that occurred during the event or project?

The UBC campus has specific design guidelines that we were not aware of before designing and selecting locations for the P&Y hubs. This resulted in making several unanticipated changes: upgrading to more expensive racks, several drafts of signage designs, and several changes to hub locations. More administrative time than expected was allocated to coordinating with different stakeholders to create an approved design and have it installed on UBC campus.

- What resources were most difficult to find in order to carry through with the event or project successfully and efficiently?

Administrative time was our most intensively used resource carrying out this project. If we were to approach this type of project in the future we would be careful to collect all design and university guidelines in the initial planning phase, as well as any information available from C+CP regarding the processes involved, and compare them for any inconsistencies or potential roadblocks before creating a timeline.

- Is there any feedback you could provide regarding the service you received from the AMS Sustainability Projects Fund?

We appreciate the flexibility we experienced when dealing with the AMS Sustainability Projects Fund. The fund administrators were very accommodating about budget and timeline changes which allowed us to successfully carry out the project despite it taking much longer than expected.

It was at times difficult to get in touch with administrators from the Sustainability Fund. Perhaps more consistent office hours, or more frequently updated information on the sustainability website would have made it easier to get in touch. We understand that AMS Sustainability Fund did go through an office move at the time we were working on this project, making it harder for us to keep track of the best way to get in contact.

Overall we were were pleased with the support that we received from the AMS Sustainability Fund, and very grateful that this project was made possible by their support. The P&Y bike hubs will ensure further growth and development of the P&Y bike share, and support sustainable transportation on UBC campus. This project would not have been completed without the support of the AMS Sustainability Fund.
Part Two: Sharing your story:

The Purple and Yellow (P&Y) program, run by the AMS Bike Co-op, diverts used bicycles from the waste stream by refurbishing them and giving them a new life as part of the P&Y bike share fleet. Bicycles that have been donated to the Bike Kitchen are repaired and painted by volunteers every Tuesday night. These volunteers keep the bike share running, and in exchange they become members of the P&Y bike share after 6 hours of volunteer service. Members are free to ride any P&Y bike on campus, and lock it up when they’ve finished for the next bike share member to find. Support from the AMS Sustainability Fund has made it possible for the Bike Co-op to install five racks for the P&Y bikes on the UBC campus. These racks serve as hubs to collect P&Y bikes, making bicycles easier for bike share members to find so they can ride and maintain them.

Hannah Fiegenbaum, the P&Y Night Coordinator, came up with the idea for the hubs. There were many volunteers interested in using the bike share, but finding a functional bike when they wanted to ride one was difficult. P&Y bikes would often be forgotten on the edges of campus, and sit and rust in the rain until they were found. Bike Co-op staff and volunteers partnered with Campus and Community Planning (C+CP), who helped coordinate the installation of purple bike racks across campus that serve as bike hubs for the program. Working with C+CP, the Bike Co-op came up with a design for the signs and the racks. In spring of 2017 the hubs were finally installed and ready to use.

The P&Y bike hubs will allow us to serve more people, and help to spread the word about the P&Y Bike Share to the UBC community. These hubs have created a home for the 19 year old P&Y Bike Share in the built environment of UBC which will help ensure that this volunteer run bike share continues to serve the UBC community for years to come!
A P&Y Hub at Totem Park

P&Y Hub Sign

Volunteers at a weekly P&Y Night