

HOW

TO...

START A DEPARTMENTAL BIKE SHARE PROGRAM



SUSTAINABILITY OPPORTUNITY

Riding a bike is one of the quickest, greenest ways to get around campus. There are an estimated 13,000 bicyclists at Stanford each day, and the university offers bike racks, bike lockers, and showers to accommodate bike-riding commuters and residents. Departments are encouraged to implement their own bike share programs to make it easier for faculty and staff to ride rather than drive to campus destinations, and at the same time reap the benefits of exercise, fresh air, and the convenience of getting around on two wheels. Stanford's Department of Parking & Transportation Services (P&TS) can help any department, large or small, establish a successful bike share program.

HERE'S HOW

1) Gather a Team to Lead the Program

Designate a person-in-charge or a team to manage the program. Initial steps include:

- Allocate budget to cover the cost of bikes and maintenance, bike helmets, locks, and bike registration.
- Locate a space to store bikes with bike racks and/or bike lockers.
- Establish a secure location to store bike lock keys and loaner helmets.
- Agree on a protocol for use (time restrictions, helmets, basic rules, safety checklist, proper storage, etc.).
- Set up a log book to track bike use and to report problems (damage, mechanical, etc.).

2) Choose Bikes for the Fleet

There are three options to obtain bikes for the fleet: lease bikes, purchase new bikes, or purchase used bikes. Regardless of the choice, recommended bikes should be as simple as possible, such as those without a derailleur so no shifting is required. Bikes with wide tires, wide saddles, and an upright riding position improve the comfort and stability of riders traveling short distances.

- **Leasing the Bike Fleet.** The Campus Bike Shop offers complete fleet rentals that include service and registration. This option may cost more up front, but it reduces the time and expertise required for the program lead by having knowledgeable staff at the [Campus Bike Shop](#) designated to handle maintenance, safety issues, and repairs. The bikes are available in men's and women's models and also come with fenders, racks or baskets, and bike locks. Visit the [Campus Bike Shop bike lease program for Stanford](#) for details.
- **Purchasing New Bikes.** There are more than 15 bicycle shops within two miles of campus, and the Campus Bike Shop is conveniently located on campus. Visit the P&TS website for a [partial list of shops near campus](#) offering full-service bicycle sales, repairs, and more.
- **Purchasing Used Bikes.** Purchasing used bikes is a great way to reduce waste. The purchasing cost is lower, but the bikes require a thorough check-up to ensure they are in good working condition. The purchase of parts and accessories to make the bikes safe and reliable may be necessary. Two options for used bikes include purchasing from local bike shops (please visit the [buying & selling used bicycles](#) section of the P&TS website) or purchasing abandoned bikes that are available to departments through Stanford's [Department of Public Safety \(DPS\)](#) at 650.723.9633.

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3) Register the Bikes

All bikes on Stanford's campus are required by law to be registered. This can be done at the P&TS office, located at 340 Bonair Siding.

4) Maintain the Bikes

If bikes are purchased rather than leased, maintenance will be required on regular basis. The Campus Bike Shop can service bikes for a fee, or bikes can be serviced at any reliable bike shop in the area. Resources for do-it-yourself maintenance include the free [bicycle safety repair stands](#) on campus, which feature an air pump and tools for minor repairs. The Campus Bike Shop also offers tools during normal business hours and an air pump at all times.

5) Prioritize Bike Safety

- **Attend One of Stanford's Bike Safety Classes.** Encourage or require bike share participants to take this free bike safety class, co-hosted twice a month by P&TS and DPS. The one-hour class covers bike safety, bike laws that apply to riders on campus, and riding tips ([register online](#)).
- **Require Bike Helmets.** Bike helmets can save the life or protect the brain function of bike share riders. Don't wait for tragedy to strike. Helmets should be required and worn for every ride, even for short trips around campus. Make helmets available and easily accessible, and establish policies for helmet use for all bike share riders. Helmets should be fitted properly by an expert. Helmets that have visible wear, or that have been dropped or involved in a crash, should be replaced to ensure helmet integrity.
- **Take Advantage of Helmet Discounts.** P&TS and the Campus Bike Shop have partnered to offer an ongoing discounted helmet program. Stanford affiliates can purchase a \$40 retail value helmet for \$20. Moreover, DPS offers an additional \$10 voucher to those who attend Stanford's free bike safety class, bringing the cost of the helmet down to just \$10!

6) Customize and Launch the Program

In preparation for program launch, Stanford's Bicycle Program Coordinator is available to answer questions, share tips, and provide suggestions, including the following:

- How to train bike share users
- How to structure a kick-off event and/or announcement
- How to engage with other bike share programs on campus that are successful models
- How to find bike program and safety resources, such as maps, showers, lockers, etc.



MORE INFORMATION

PARKING & TRANSPORTATION SERVICES

<http://transportation.stanford.edu>

CONTACTS

P&TS: Ariadne Scott, Bicycle Program Coordinator 650.725.2453, bike-information@stanford.edu

Sustainability Programs: Fahmida Ahmed, Associate Director, Office of Sustainability, SEM 650.721.1518, fahmida@stanford.edu

