

Zagster: Taking Off the Training Wheels

A SLURP 195 Project by Christy Chow

Some Background...

The Zagster bikes were brought to SCU as the result of a SLURP project from last year. The project was headed by Colleen Henn in conjunction with Transportation Services. When the bikes actually got to campus, Colleen was studying abroad. That's where my journey began!

When the Bikes Came to SCU...

Initial Barriers:

- Very few people knew about the program
- General lack of knowledge about details (pricing, operating the service, etc.)
- No consistent promotion
- Nobody to serve as a main project manager, so burden fell on Transportation Services

My Role: Zagster 2.0

<u>Barrier</u>	<u>Method of Mitigating</u>
Lack of promotion/campus awareness	<ul style="list-style-type: none">- Implement signage on campus- Table frequently- Surveys- Contests and raffles- Speak with tour groups and Student Ambassadors
Lack of knowledge about the service by potential users	<ul style="list-style-type: none">- Tabling outreach- Survey follow-ups to address specific questions and concerns- Informational signage
Nobody to serve as main project manager/promoter	<ul style="list-style-type: none">- Role evolved from SLURP Project researcher to main student contact between SCU and company (est. by Transportation Services and Zagster)

Sample Informational Graphic:

Meet the Bike



Cruiser

- › Adjustable seat height fits adult riders
- › Activate the front and rear lights at night
- › Keep the U-lock in the basket while you ride
- › 7 gears of shifting lets you ride anywhere
- › Fenders and a chain guard keep you clean

How It Works

- 1. BORROW**
Enter your bike's number into the app and tap "START RIDE". You'll get a code to open and close the lockbox.
- 2. UNLOCK**
Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Close the lockbox before you ride.
- 3. RIDE**
Have fun and stay safe! Use the U-lock to keep the bike secure if you make stops along the way. Your lockbox code will continue to work during your ride.
- 4. RETURN**
When you're done, lock the bike back to a SCU Zagster station and close the lockbox. Then go to the app and tap "END RIDE".

Pricing

Limited Eligibility
This bike share is only available to Santa Clara University students, staff and faculty.

MEMBERSHIP FEE
\$35 one time fee

Rides shorter than 2 hours are **FREE**

then pay **\$2/hour** up to **\$16/ride**

You will be charged an additional \$30 late fee for keeping a bike over 24 hours.

Need some wheels?

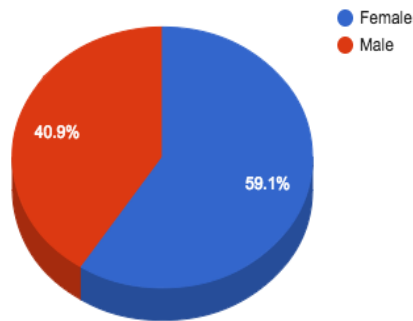
Join Zagster, SCU's bike share program!

It's easy, affordable, and sustainable!

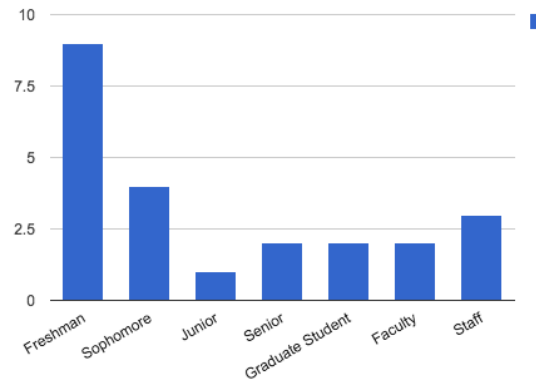
Learn more at www.zagster.com/scu

Some Findings from a Recent Survey:

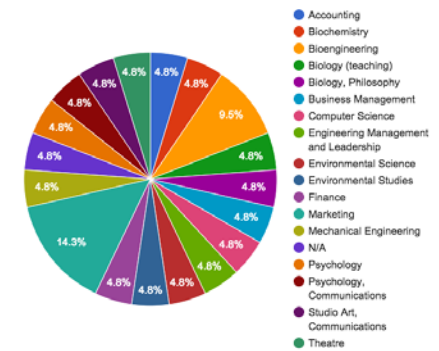
Gender of Users (Based on survey sample size of 22)



Year in School (survey-based, sample size = 23)



Major in School (survey-based, sample size = 21)



- Survey respondents gave me suggestions and helpful comments about what could be improved
 - App issues/ease of use
 - Bike rack locations
 - Providing helmets
 - etc.

Current Barriers & Recommendations

<u>Barrier</u>	<u>Recommendation</u>
Promotion	<ul style="list-style-type: none">- Keep up consistency with signage- Continue to promote heavily at relevant events, esp. early in the Fall Quarter!- I will meet with leaders of relevant clubs (Green Club, etc.) to strengthen ties, gain more promoters, develop partnership to have greater reach- Use updated survey data to market more specifically to certain types of potential users- Welcome Weekend/Orientation packets
Lack of knowledge about program/use	<ul style="list-style-type: none">- Keep working to develop deals with departments for their staff/faculty to use bikes- Continue to send out surveys to current users to identify and mitigate new and existing barriers

Acknowledgements!

A HUGE 'Thank You!' goes to the following:

- Millie Kenney/SCU Transportation Services
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- Zagster Team (Travis Reik, Regan Cleminson)
- Lindsey Kalkbrenner
- Leah Nakasaki-Peterson
- My SLURP 195 peers
- Noreen Golden
- Colleen Henn
- ... everyone else who has played a part!