

# **Greenride Bikeshare Campaign Case Study**

Spring 2018 | By Nate Steers

## **Project Overview**

In early April of 2018, Burlington, Vermont, welcomed Greenride, a pilot regional bikeshare. Though long in the works, there was little student awareness of Greenride and details about the bikeshare were unclear. In an effort to spread awareness and assist members of the UVM community in signing up for bikeshare memberships, the University of Vermont (UVM) Eco-Reps carried out a bikeshare campaign during the second half of the Spring 2018 semester.

## **Background**

In partnership with Chittenden Area Transportation Management Association (CATMA), UVM and Champlain College collaboratively planned and launched Greenride Bikeshare. After a "Request for Proposals" was released in November 2016, Gotcha Bikes, which service a number of other college campuses and communities, were chosen for the Greenride system. This program works for point-to-point trips, providing users the ability to pick up a bicycle at any self-serve bike-station and return it to any other bike station located within the system's service area. The initial launch included 105 bikes (including 25 electric e-bikes) at 17 bike-station hubs located in Burlington, South Burlington and Winooski. Of these 17, 6 were located on UVM's campus in prominent locations including outside of the library, the gym, and residential halls. There are three pricing plans associated with Greenride including single-use, monthly and annual. The single-use plan offers 30 minutes of ride time for \$2/ride while the monthly plan offers 60 minutes of ride time per day for \$15/month, and the annual plan offers 60 minutes of ride time per day for \$50/year. Additionally, the UVM affiliate rate for an annual bikeshare membership was discounted 50% from the standard rate so students, staff and faculty can ride for \$25/year.

Greenride was an important improvement to the existing transportation options for students at the University of Vermont which included CarShare Vermont, Wheeli (a carpooling app), the University's bus system, and the GMT regional bus system. Greenride was intended to not only provide an affordable transportation option for students, but also reduce car dependence, improve individual and community health, and reduce greenhouse gas emissions as well as improve access to the greater Burlington community.

## **Goals**

Through community specific and campus-wide events, the campaign goal was to create awareness of and excitement around Greenride, as well as to sign up members of the UVM community for bikeshare membership. After meeting with a member of the

bikeshare launch team from UVM transportation, Abby Bleything, an objective of signing up 400 UVM members by end of semester was decided upon.

## **Implementation**

### **Smoothie Bike Community Events**

The UVM Eco-Reps consists of 20 students that are divided up into five community teams of Change Agents, with each team assigned to a specified residential area on campus. On a community team level, Eco-Reps promoted Greenride by holding events in residential locations with each team responsible for hosting events at major residence halls in their area of campus. At these events Eco-Reps gave out smoothies made from a bicycle-powered blender and answered questions about Greenride. Eco-Reps also assisted students in signing up for Greenride and gave out coupons for a free bicycle helmet to those who became members on any price plan level while attending the event. The Eco-Reps also offered Bicycle Benefit stickers as an additional incentive for attending students. These stickers are part of a national campaign to encourage biking by giving discounts for riding your bike at businesses throughout the US. In total, these community events had approximately 218 student attendees. Through these events alone Eco-Reps helped 19 students sign up for a Greenride membership.

### **Campus-Wide Events**

In an effort to complete campus-wide outreach, the Eco-Reps ran two promotional events, the Bicycle Parade and Scavenger Hunt, and tabled during UVM's annual Earth Week events.

The Bicycle Parade was held as a way for the UVM community to participate in the regional launch party of Greenride taking place on Church St. Leading up to the event students invited prominent UVM people (including student and faculty leaders) to join the parade as VIPs and ride down from campus to downtown Burlington on Greenride Bicycles. Promotion was done through emailing clubs on campus and through social media, inviting anyone in the UVM community to join the parade on their own bicycle. On the day of the launch event, 20 students and others associated with UVM met at the UVM's Waterman building bike hub to participate in the parade. Additionally Eco-Reps took over UVM's snapchat to promote the Bicycle Parade and discuss Greenride. Coupled with this, Eco-Reps also promoted the Bicycle Parade by creating a Snapchat Geofilter which was displayed on UVM's campus during the event.

The Scavenger Hunt was a week-long contest that Eco-Reps held during Earth Week. This contest sought to promote Greenride by encouraging students to take photos of themselves while completing specific tasks related to Greenride or sustainability more generally. A \$100 giftcard to a local restaurant was awarded to the team who took the most high quality photos of themselves completing scavenger hunt clues. A full list of clues can be seen at the bottom of this case study. There was no necessary registration for people interested in participating, instead the only rule was

that teams had to email Eco-Reps their photo submissions by the last day of the contest. In total we received one team's official submission of 25 photos.

Additionally Eco-Reps tabled every day during Earth Week in the UVM's student center. Throughout this week, Eco-Reps engaged in broader conversations about the events occurring around campus, answered students' questions about Greenride, and helped them to sign up for the program. Through Earth Week tabling efforts, the Eco-Reps reached an additional 150 students and registered 2 students for Greenride memberships.

## **Video Production**

Eco-Reps also helped to promote the Greenride Bikeshare through the creation of a [video](#). Eco-Reps reached out to many community members including students, faculty and staff to participate in the video as actors. Additionally Eco-Reps were able to use drone footage in the video which had never before been done in an Eco-Reps video. This video was promoted through various personal and professional social media accounts and will be played on screens at prominent locations on campus.

## **Timeline**

The UVM Eco-Reps carried out this campaign during the second half of March and throughout the month of April 2018. This weekly schedule includes full group Eco-Reps actions and does not account for the planning and acquiring funds that occurred before the official start of this campaign.

### **Weekly Schedule**

**3/19/18 - 3/26/18**

- UVM's Transportation and Parking Service's Abby Bleything presents to Eco-Reps about Greenride Bikeshare
- Eco-Reps practice answering difficult questions about Greenride
- Greenride trivia taught to Eco-Reps using Jeopardy style game
- Confirmation of Bicycle Smoothie Community Event dates, times and locations

**3/27/18-4/13/18**

- Initiate community level outreach by holding Bicycle Smoothie events
- 10 Bicycle Smoothie events occur at unique locations around campus
- Continued promotion of Smoothie Bike events and Campus-Wide outreach through social media

**4/5/18**

- The Gotcha Group and CATMA install bicycle racks and stock them with Greenride bicycles

**4/18/18**

- Formal regional launch
- UVM Bicycle Parade
- Eco-Reps take over the UVM snapchat to promote launch day events and teach about Greenride
- Final 2 community Smoothie Bike events occur

**4/22/18-4/29/18**

- Greenride Scavenger Hunt event
- Eco-Reps tabling in Davis Center for Earth Week

## **Financing**

Resources for the Greenride Bike Share campaign were financed through the UVM Eco-Reps budget, UVM Inter-Residence Association (IRA) funding, and UVM Department of Transportation. UVM Department of Transportation provided many official Greenride promotional resources such as stickers and helmets. Using IRA funds (\$700) the Eco-Reps purchased most of the smoothie supplies and Bicycle Benefits stickers for community events as well as the grand prize gift card for the campus wide scavenger hunt. The cost of the food, which consisted of ingredients for the smoothies, totaled \$209.15. The 100 Bicycle Benefits stickers were purchased for \$500 from directly from Bicycle Benefits, who generously donated an additional 100 Bicycle Benefits stickers which can be used as prizes for future campaigns. The \$100 scavenger hunt prize was purchased from the Farmhouse Restaurant Group. To get drone footage for the promotional video \$450 was spent at UVM's Spatial Analysis Lab. Compensation for Eco-Reps' time as well as the minimal cost of in-house printing were also components of this campaign.

## **Results**

After the completion of the campaign it was found that Eco-Reps had been directly responsible for 15% of all UVM Bike Share registrations. Eco-Reps held 10 community events attended by approximately 218 students. Two campus wide events, though sparsely participated in, were widely shared on social media (reaching approximately 4,300 people through the Bicycle Parade event page and 6,200 people through the UVM Earthweek Event) creating excitement for Greenride. [UVM Communications](#) covered Eco-Reps involvement in the launch.

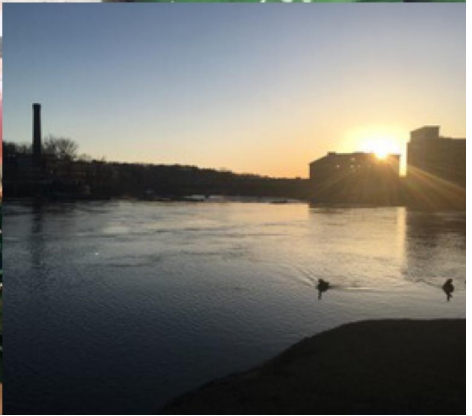
## **Lessons Learned**

While the Greenride Campaign consisted of numerous unique strategies, certain aspects of the campaign made it difficult to gauge the impact driven by the UVM Eco-Reps. While the data available does suggest that Eco-Reps made a significant contribution towards signing up individuals in the UVM community for a Greenride membership, it is difficult to determine quantitatively other impacts such as introducing the Greenride program to those who had never heard of it or clarifying how to use Greenride for those who were confused. Additionally there is no way of knowing how many of the UVM community Greenride members decided to sign up after attending an Eco-Reps event, preventing us from counting them. Many times Eco-Reps acknowledged that attendees at events were interested in signing up for Greenride but were unable to at the event because they did not have a credit card or appropriate funds with them. Though not a significant barrier, ease of signing up should definitely be taken into consideration when launching a bikeshare program on a college campus.

Another important lesson learned was how and when to acquire funding from the UVM Inter-Residence Association. The process for obtaining funds from IRA may be drawn-out and tediously formal, however they are a valuable resource. When requesting IRA funds it is important to schedule requests for funds as early as you can and provide clear reasons as to how these funds will benefit the residential students. At UVM and likely at other college campuses where similar bodies exist, there is not enough knowledge about funding available and consequentially much of the funds provided each semester goes unused. When seeking funds for promotional efforts on college campuses, it is definitely worth looking into groups that may offer funds specifically for educational programming.

Marketing





# bikeshare parade



## smoothie bike with the eco-reps

**TEAM:**

### CLUES

**5 POINTS:**

- Ride a bike to all of the Greenride bikeshare hubs (5 pts./hub)
- Attend as many Earth Week events as possible (5 pts./event)
- Place an Eco-Rep sticker at a cool non-vandalizing location
- Bike to as many Burlington Parks as you can (5 pts./ park)
- Download the Greenride App

**10 POINTS:**

- Bring an idol/sacrificial object to the calamitous statue
- Find an Eco-Rep wearing their EcoReps shirt and take a selfie with them
- Find someone with a Bike Benefits sticker on their helmet
- Show us how you CLEAN UP
- Hydrate or die-drate
- Return a Greenride bikeshare bike to a hub
- "Send it!"
- Meatless Monday meal
- A suave pose on a Greenride bike

**15 POINTS:**

- Best thrifted bike outfit
- Stop by the Bike Co-Op on campus & get someone to autograph your helmet
- Ride all four of the Ben & Jerry's Flavor bikes
- Dumpster Diver? Show us what cool stuff you find & how you repurpose it
- We're suckers for a good sunset/sunrise pic! Especially if they include a bike!
- Compost is HOT. Show us how you compost
- Bring back planking
- Write Yelp reviews for Greenride hubs
- Introduce your team and sing your team's anthem
- Race uphill

**20 POINTS:**

- Get your lecture class to sing "Africa" by Toto in sync (larger class = more pts.)
- Go thank Old Spokes Home staff for their maintenance of the bikeshare
- DIY something from the College Student's Guide to Living Zero Waste
- Post a Hunt photo to Instagram using #SustainableUVM
- Show your appreciation for UVM's staff members
- Be FIRST at a bike hub each morning. Timestamp your photo using SnapChat
- Eat a cone of ice cream that is the same flavor as your bike

**25 POINTS:**

- Do something sustainable with Rally Cat
- Brighten Corey Berman's day
- Get someone to register for Greenride

**TOTAL:**

## BIKESHARE HUNT

### RULES

**PARTICIPATION:** Join the "UVM Earth Week 2018" Facebook event for up to date information. There is no required team size but we recommend four people.

**DOCUMENTATION:** If you simply tell us you did something we won't believe you. Even if you pinky promise. You must have photo or video evidence for all clues answered and submit them in an email before the deadline of April 29th at 11:59pm to [ecoreps@uvm.edu](mailto:ecoreps@uvm.edu). Make sure you include your team name and emails of all team members.

**RULES:** Anything illegal, dangerous, disrespectful, or unnecessarily crude will be frowned upon by us, other teams, the administration, and Cabot the Therapy Dog.

**SCORING:** Point allocation will be fair, subjective and final. The point value listed for each question represents the baseline points you can earn for each clue.

You'll lose points for being mean, copying other teams, not trying hard, and video in portrait mode. Bonus points given for sustainability, thinking outside the box, exceptional quality, cleverness, and maximizing bikeshare use. In other words, high-quality submissions will be rewarded handsomely, while low-quality submissions will be penalized.

**PRIZES:** The first place team will be awarded an \$100 gift card to Farmhouse Restaurant Group (El Cortijo Taqueria, Farmhouse, Guild Tavern, Pascolo). How exciting. Good eats!

