Final Report
Promoting Blue Bikes at the University of Michigan

Environment 391: Sustainability and the Campus
Fall 2012

Pedal Power Crew
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Executive Summary

Transportation, because of its contribution to greenhouse gas emissions, must be critically assessed as the University of Michigan works toward its goal of reducing emissions 25% by 2025. In order to decrease emissions, the university is utilizing various modes of sustainable transportation. These include but are not limited to: van sharing programs for faculty and staff, hybrid vehicles, and bike sharing. Before U-M launches a bike sharing program projected to start in Fall 2013, the university decided to develop a smaller bike rental program through Outdoor Adventures (OA), a program within U-M Recreational Sports. Planet Blue donated 30 Blue Bikes to OA to start the program in Fall 2012. These bikes were divided for semester and daily rental. This report focuses on the 15 bikes available for daily rental and recommends programs aimed at increasing rental usage rates.

Our primary goal was to increase Blue Bike rentals and in the process, promote sustainable commuting and foster a biking culture on campus. In order to accomplish these goals, our group held three biking events. These events aided in our understanding of what goes into planning and running an event and raised student awareness about Blue Bikes and U-M Sustainability. We distributed feedback surveys to determine the efficacy of these events. To gain further information we distributed a Qualtrics survey to 3,004 freshmen and sophomores.

Although attendance for the events was not as large as expected, we were able to glean the following important insights. A key finding was that freshmen and sophomores had the most enthusiasm for biking on campus. In addition, the survey showed that 65% of freshmen and sophomores do not have access to a bike on campus. Despite this, 60% of those surveyed showed interest in attending recreational biking events. Furthermore, we found that time and weather significantly impact attendance rates. Lastly, using directed advertising to target core constituencies increased attendance at events.

From these findings and biking events, we developed a set of recommendations that would allow Outdoor Adventures to increase the visibility of blue bikes on campus. These recommendations include targeting incoming freshman and sophomores, focusing on Residential Advisors and summer programs, utilizing bike event guides, and incorporating recreation-focused biking events. These event guides contain pre-planned biking events to Ann Arbor parks and entertainment venues. We developed event guides that include logistical information, and group bike-rental form. OA can provide these to various campus groups and programs. By supplying campus groups with event guides, biking events can be easily facilitated.

While increasing bike usage is no panacea, it does mark a step in the right direction towards reducing the university’s greenhouse gas emissions. Moving forward, it is our hope that OA implements these recommendations to promote a more vibrant, healthier, and cleaner U-M.
Introduction

Transportation significantly contributes to greenhouse gas emissions. Because of this, the University of Michigan must critically assess transportation as it works toward its 2025 Sustainability Goal of reducing greenhouse gas emissions 25%. In Fall 2012, Outdoor Adventures, a program within U-M Rec Sports, acquired 30 rental bikes in known as Blue Bikes as a preliminary step to instituting a bike-sharing program through a partnership among OA, Parking & Transportation Services, the Office of Campus Sustainability, and the University Planner's Office. The rental bike program also reinforces the University of Michigan’s designation as a Bike Friendly University by the League of American Bicyclists in 2011 (Michels). Outdoor Adventures sought innovative ways to use the bikes on campus. They hoped to increase biking on campus and further foster a biking culture in Ann Arbor.

To help OA accomplish these goals, we held three “shuttle” bike trips throughout the Fall 2012 semester. A “bike shuttle” is simply an organized bike ride to a destination. A bike shuttle encourages students to branch out of the “campus bubble,” while promoting Blue Bikes. Planned routes, and itineraries were integral parts of these shuttles. There were two bike shuttles to Selma Cafe, a local foods breakfast held on Friday mornings, and one trip to the Ann Arbor Farmer’s Market followed by a local foods cookout at Outdoor Adventures. These destinations coincided with an early goal to increase sustainable-food awareness in the U-M community. This goal, however, was eliminated so that we could fully develop the goal of promoting Blue Bikes.

Selma is located about a mile and a half from the U-M campus. It is not convenient enough to walk to on a Friday morning, yet it is close enough to bike to. Furthermore, by visiting an establishment that promotes local foods and sustainable consumption, the university’s commitment to lowering greenhouse gas emissions was again addressed.

The other bike shuttle was to the Ann Arbor Farmer’s Market. The shuttle once again left from Outdoor Adventure’s Rental Center. While at the Farmer’s Market, the participants purchased local foods. Afterward, a cookout with the Farmer’s Markets foods was held at OA. During this event, participants saw the relative ease of commuting to the Farmer’s Market. Again, this shuttle trip brought attention to Blue Bikes, and at the same time, promoted sustainable commuting.

After each of these events, we distributed feedback forms to gather input about biking. In addition, we distributed a survey to 3,004 freshmen and sophomores to gain information about biking habits and event preferences. All of this information can be found in the findings.

The findings led to a set of pre-planned biking events guides, a blue bike rental form, and trip leader guides. These are packaged as a set of biking-related recommendations for OA. We created the event recommendations with RAs and summer programs in mind. However, they are designed to be accessible by any campus group.
(See Appendices 1, 2, 3)
**Project Goals**

The overarching goal was to bring attention to the new Blue Bikes resources. Other goals were to utilize biking as a form of sustainable transportation and to work to foster a bike culture on campus and within Ann Arbor. Pedal Power accomplished this goal by increasing the visibility of the bikes through group bike events and a group biking event guide, which also brought attention to Outdoor Adventures.

**Objectives**

The objectives were as follows: first, to host at least three biking events. Second, to provide an analysis of these events. And, finally, to compose a plan for the future, which would include a detailed report of how to utilize Blue Bikes.
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Methodology

To accomplish our project goals, we used an event-based strategy. Our methods focused on the planning, promotion and execution of three biking events, as well as data collection.

Events

We needed fair weather for the events, so our events took place early in the semester: the bike shuttles took place on October 19, October 26, and on November 3. For the Selma events, we met at a central location with the bikes and rode as a group to Selma. Our Farmer’s Market trip was similar, but in addition to the shuttle, we bought ingredients and cooked a sustainable meal at OA. Also at the event, we distributed information sheets about sustainable transportation and food to participants. These sheets provided relevant information that participants could refer back to.

(See Appendix 6)

Promotion

In keeping with the sustainable nature of our events, we chose a paperless promotion strategy. We disseminated information through Facebook and the OA electronic newsletter to target U-M student body. Also, some Residential Advisors (RAs) and Diversity Peer Educators (DPEs) provided their residents with information about the events via e-mail. Finally, we contacted the organizers of U-M Bike Week and worked with them to promote our events.
**Event Feedback**

After the events, we asked participants to complete an in-person feedback form. These generated the first pieces of information for our recommendations. They established participants’ baseline knowledge about biking at U-M and Blue Bikes. Furthermore, the form asked about event specifics such as the length of the ride and participants’ interest in biking on campus. For example, because of the feedback form, we found it would be helpful to make a reservation and decrease wait time. (See Appendix 4)

The feedback from the first Selma event helped us improve the second Selma trip to the café. We found that no one had heard about the event through email, so we contacted RAs and DPEs for the second event and asked them to email our event information to students in their residence hall. This led to an increase of freshmen and sophomore participants at our third event. Based on these results and additional research, we decided to focus on underclassman.

**Survey**

We created a survey targeted at freshmen and sophomores, with a primary goal to gauge student interest about biking events on campus. By targeting underclassman, we focused on students who would be on campus for a longer duration of time. This would allow OA to feasibly aid in promoting a long-term biking culture. The survey was sent to 3,004 students on November 19, 2012. We also used social media to expand our sample size, posting the survey link on the Official University of Michigan Class of 2015 and Class of 2016 Facebook pages. Our response rate was 11.3 percent. (See Appendix 1)
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U-M Bike Designation

The League of American Bicyclists designated the University of Michigan as a “Bicycle Friendly University”. U-M is one of 35 universities to receive this designation. Schools received this label to recognize their efforts in promoting a biking culture. These efforts involve building biking infrastructure and educating students and staff. To support sustainable transportation, such as bicycling, it is important to have adequate infrastructure. There are many places on the U-M to park and securely lock a bike. To expand this biking infrastructure, in 2012, U-M installed bike repair stations, such as the one located near the C.C. Little Building. Installations like these show U-M’s commitment to promoting biking culture and sustainable transportation.

Ann Arbor Bike Designation

The city of Ann Arbor encompasses the campus. With its many bike lanes, Ann Arbor has also been designated by the League of American Bicyclists as a “Bicycle Friendly City” (Bicycling Magazine). In 2010, Bicycling Magazine named the city of Ann Arbor the 14th most bike-friendly city in America. Also in 2010, Ann Arbor added 10 additional miles of biking lanes, bringing the total amount of biking lanes to 36.2 miles (A2gov.org). Research shows that the addition of biking lanes directly increases the number of cyclists on the road (Buehler and Pucher). Enhancing the infrastructure in the city and on campus furthers biking culture.

Biking Events

Survey results show that many students on campus do not have access to a bike. Only 31% of underclassmen on campus own a bike, while 65% do not, and 1% participates in bike rental programs. Lack of bike access hinders participation in biking-related events. If the bikes were provided, the majority of the students (60%) said they would be interested in attending biking related events. The most popular days to participate in biking related events are on the weekend: Friday, Saturday, and Sunday. The most suitable times to hold the events were found to be after 2 pm, with the length of the event being no longer than two hours. To gauge interests in different biking destinations, six possible locations were provided (See graph below). The top three destinations include parks, entertainment venues such as movie theaters and bowling alleys, and restaurants/dining. Grocery stores received the least interest of all the locations.
Outdoor Adventures

Thirty-five percent of students surveyed had not heard of OA. Also, the majority (63%) was not aware that OA rents bikes for semester and day use. When asked about their interest in renting a bike from OA, 79% indicated that they would be unlikely to do so. This statistic suggests that holding organized bike events in already-established communities such as residence halls (via RAs) or summer programs will ensure that Blue Bikes will reach their maximum potential.

Event Feedback

In addition to the survey, we analyzed feedback results from our events. We found that everyone who participated in the events enjoyed the experience and felt the 1 to 2 mile bike ride was an adequate distance. While the majority of the participants used walking as their primary mode of transportation, most were interested in continuing to become involved in the biking culture at the University. Events like these help to raise awareness of available biking options on campus. Feedback forms indicated that before these events, the majority of the participants had not heard of the Blue Bikes.
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Target Incoming Freshmen and Sophomores

When planning for an event, specifying the intended audience is an important part of successful event marketing. With a narrower audience, event planners can formulate specific strategies tailored to the interests of the target audience. As a result of our events, we found that directing marketing at a specific audience, rather than hailing an undefined audience through general mass-emails or social media advertising, increased participant’s enthusiasm. Feedback from the Selma Cafè shuttles indicated that there is slight interest in continued involvement in biking on campus. No freshmen and only one sophomore attended, and the rest of the participants were seniors. When three freshmen attended the Farmer’s Market event, however, their interest level was higher. (See Appendix 4)

After taking a broad approach for our first two events and experiencing disappointing attendance numbers, our group decided to change our marketing approach. As found in the research of Patricia King, “[development of new approaches] built on prior levels and sets the groundwork for subsequent levels.” Students need time in order to build new approaches and interest. In order to have the most development, students that have the largest amount of time at the university should be targeted (Patricia M. King). Reviewing this research led us to target freshmen and sophomores.

Freshmen are the most malleable students. Because they generally have four years left at the university, they have more time to develop behaviors. Research states that behaviors students establish in their first-year at college develop throughout their college careers (Barry Z. Posner). Seniors do not have this opportunity for long-term growth, as their remaining time at the university is limited. Additionally, research shows that “...seniors spoke about how the goals of graduating and earning good grades became their primary target goals during their senior year” (Arief Darmanegara Liem, et al). With the pressures associated with finishing college holding priority, seniors have less time for new experiences, such as biking.

When event planners know exactly which group of students they are trying to appeal to, they will be able to better strategize method of communication they should use: emails, letters, paper flyers, etc.

Focus on Residential Advisors and Summer Programs

RAs and Summer Program Leaders focus on fostering community and development in their program. As research shows, outdoor pursuits are extremely effective for developing a strong sense of community (Breunig, et al). The unique nature of outdoor activities, such as biking, also allows for the psychological benefits of being outdoors and being physically active (Focht, Brian). For these reasons, RAs and Summer Program Leaders can benefit from group bike rides with their respective programs.
aUtilize Bike Event Guides

Survey responses indicated that the maximum amount of time participants want to spend at an event is two hours. It is important to recognize that these results would likely change if students had more information about the type of event. A two hour bike event to a soccer game, for example, would be unrealistic, so event planners should use this time span as only a general starting point.

Incorporate Recreational-Focused Biking Events

Freshmen and sophomores are more interested in biking events that are fun and recreational, rather than practical trips such as riding to grocery stores. Survey results showed that over 56% of respondents were either “not interested” or only “slightly interested” in grocery shopping trips. This destination also had the largest number of students, 125, who responded they were “not interested.” (See figure below)

According to survey results, freshmen and sophomores are most interested in biking events that take place in parks. This destination received 52 “very strongly interested” responses, which is more than double the other options. Parks also received 80 “strongly interested” responses and was again the leading destination in this category.

The following are listed in order of most responded interest to least responded interest: parks, entertainment venues, restaurants/dining, sporting events, and tours of campus/Ann Arbor.

We would measure the success of these recommendations by seeing if there was an increase in daily blue bike rental rates from OA.
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If the University is to become a leader in fighting climate change then it must take innovative steps. Biking, while itself not a new technology, holds the promise of creating a healthier and more sustainable campus. It is our hope that biking events, such as the ones we have outlined, can be help promote sustainability. On a larger scale, increasing the number of student bikers, one event at a time, will contribute to a flourishing campus bike culture. As it catches on, more people will choose biking over riding in greenhouse gas-emitting vehicles.

Throughout the process we came to understand that there is no “silver bullet” in creating a sustainable campus. However, programs such as Blue Bikes are a step in the right direction for U-M in becoming the leader and best in sustainability.
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Appendix 1

RA/Residence Hall Biking Events:

Group Bike Ride through Bandemer Park
Relax, Have Fun, and Bond with Your Hall

Purpose:

1. To foster opportunities to grow and bond as a Hall
2. To increase awareness about Outdoor Adventures (OA) and the available opportunities for students through their programs (especially the bike rental program)
3. To offer a fun and sustainable activity for RAs/Halls

Logistics:

- **What**: A group bike ride to Bandemer Park and through the biking trails

  Bandemer Park is a natural area along the Huron River. The park is accessed off North Main at Lake Shore Drive and off Barton Drive where it meets Whitmore Lake Road. The park features accessible trails through the main body of the park, restrooms, benches, accessible canoe dock, fishing deck, shelter, picnic areas, and grills. Dirt footpaths wander throughout the site, with views of the river and other unique habitat prevalent. Brochures are available for this park. Bandemer is directly west across the river from Argo. (www.a2gov.org)

- **When**: Anytime during the school year, taking in consideration weather

  OA Hours:
  10am to 6pm - Monday, Friday
  12pm to 6pm – Tuesday, Wednesday, Thursday
  Closed - Saturday and Sunday

- **Where**: Event will start and end at Outdoor Adventures’ Rental Center; but majority of time is spent at Bandemer Park

- **Who**: RAs or anyone part of the Hall
  Staffing: OA will provide enough staff to make sure that the logistics of liability forms are taken care of, all participants are properly equipped with bikes and helmets, and that any technical gear challenges are managed.

**Budget:**
Outdoor Adventures - $5/bike for the day
Total - $5/person
Outdoor Adventures Trip Leader Guide
Group Bike Ride through Bandemer Park

Itinerary:

Day of the Event (example times)

1:00pm – Meet at OA Rental Center, 336 Hill St. OA staff will provide bikes and helmets and go over basic biking signals as well as a breakdown of the ride.
1:20pm – Leave for Bandemer Park
1:40pm – Arrive at Bandemer Park
2:00pm- 3:30pm – Spend time on trails at Bandemer Park
3:40pm - Leave for OA
4:00pm - Arrive back at OA. Before participants leave, group them up to talk about opportunities available to them, if they had fun/any comments. See below for wrap-up content from OA.

OA Wrap-Up: So what exactly does Outdoor Adventures do here at the University? Outdoor Adventures run trips all throughout the year, everything from backpacking in Sleeping Bear dunes to Sea Kayaking in the Everglades. OA provides wilderness medicine classes and hosts the BANFF film festival annually. OA rents camping gear, canoes, kayaks, skis and other outdoor gear! You can even come climb at MRock, OA’s very own rock wall in the Intermural Sports Building! For more information call us at (734) 764-3967 or stop our rental center on 336 Hill Street.

Directions:

Trip from OA to Bandemer Park

Est. Time = 15 minutes, 2.1 Miles

Start: Outdoor Adventures, 336 Hill Street, Ann Arbor, MI 48104
1) Head east on Hill St toward S. Division St
2) Turn left onto S. Division St
3) Continue onto Broadway St.
4) Turn left
5) Turn right
6) Turn right toward Lake Shore Dr
7) Turn left onto Lake Shore Dr
End: Bandemer Park, Lake Shore Drive, Ann Arbor, MI
Trip from Bandemer Park to OA

Est. Time = 17 minutes, 2.3 Miles

Start: Bandemer Park, Lake Shore Drive, Ann Arbor, MI
1) Head east on Lake Shore Dr
2) Turn right
3) Turn left toward Swift St
4) Turn left toward Swift St
5) Turn right onto Swift St
6) Turn right onto Broadway St
7) Continue onto Beakes St
8) Turn left onto N. 5th Ave
9) Turn left onto Hill St
End: Outdoor Adventures, 336 Hill Street, Ann Arbor, MI 48104

Tips for a successful biking trip

1. Bring a couple copies of directions (To and from location)
2. Provide an event itinerary (Helps to let everyone know the schedule)
3. Remind students to bring M-Cards (For events that need identification)
4. Remind students to bring money (Depending on events that requires fees and accessories)
5. Encourage students to bring water bottles (Students may not know blue bikes can transport water bottles)
6. Remind students to dress for the weather (Gloves make all the difference in cold weather biking)
7. Encourage students to bring backpacks (Can be used to carry sports equipment or snacks)
8. Try to provide snacks (Important during long biking events)
9. Be aware of biking transportation (When biking with a group of students, it is important to have a group leader in the front of the biking group and one in the back to ensure students are secure at all times)
Group Bike Ride to University of Michigan Soccer Game
Build Community in Your Residence Hall and Experience Michigan School Pride at the U-M Soccer Stadium

Purpose:

10. To build a sense of community between students in residence halls and encourage bonds between RAs and the students in their halls
11. To increase awareness about Outdoor Adventures (OA) and the available opportunities for students through their programs (especially the bike rental program)
12. To offer a fun and sustainable activity hosted by RAs early in the school year to jumpstart the creation of a close hall community

Logistics:

-What: A group bike ride to the U-M Soccer Stadium to watch a Varsity Men’s Soccer Game

   The University of Michigan Men’s Varsity Soccer team has a long tradition of success on the field and popularity with students. The new U-M Soccer Stadium is an optimal biking event destination because it is slightly beyond the range of a comfortable walk from Central Campus -- with a one way walk time of just over thirty minutes -- but a short, easy bike ride. The student section at the games provide an opportunity for new students to immerse themselves in Michigan’s legendary school spirit, while bonding with their hall-mates and RAs. (www.mgoblue.com)

-When: While the Men’s Varsity Soccer team has not released its 2013-2014 schedule, the games run from late August until early November. Most games are on Friday or Sunday evenings, with the occasionally Tuesday game and afternoon game. An afternoon game would ensure that students would not be riding in the dark.

-Where: Event will start and end at Outdoor Adventures’ Rental Center, but the majority of time is spent at the U-M Soccer Stadium

-Who: RAs and their residential advisees.
   Staffing: OA will provide enough staff to make sure the logistics of liability forms are taken care of, all participants are properly equipped with bikes and helmets, and that any technical gear challenges are managed.

*Important to Note:

Outside food or drink is prohibited in the soccer stadium. An optional addition to this event could include a hall meal before or after the event, either in a Residential Dining Hall or at a local restaurant.

Budget:
Outdoor Adventures - $5/bike for the day
U-M Soccer Stadium: admission to games if free for students with their M-Cards
Outdoor Adventures Trip Leader Guide
Group Bike Ride to University of Michigan Soccer Game

Itinerary:

Day of the Event (example times for a 4:00pm game)

3:30pm – Meet at OA Rental Center, 336 Hill St. OA staff will provide bikes and helmets and go over basic biking signals as well as a breakdown of the ride.
3:40pm – Leave for U-M Soccer Stadium
3:50pm – Arrive at U-M Soccer Stadium; lock bikes/helmets.
3:50pm- about 7:00pm – At stadium for game
7:00pm - Leave for OA
7:10pm - Arrive back at OA. Before participants leave, discuss opportunities available to them through OA, if they had fun/any comments. See below for wrap-up content from OA.

OA Wrap-Up:
So what exactly does Outdoor Adventures do here at the University? Outdoor Adventures run trips all throughout the year, everything from backpacking in Sleeping Bear dunes to Sea Kayaking in the Everglades. OA provides wilderness medicine classes and hosts the BANFF film festival annually. OA rents camping gear, canoes, kayaks, skis and other outdoor gear! You can even come climb at MRock, OA’s very own rock wall in the Intramural Sports Building! For more information call us at (734) 764-3967 or stop our rental center on 336 Hill Street.

Directions: note -- directions have been created to stay on a bike-friendly route. It is not the most direct route, but event organizers should use discretion if they chose to take a route along busier roads

Trip from OA to the U-M Soccer Stadium

Est. Time = 12 minutes, 1.8 Miles
Start: Outdoor Adventures, 336 Hill Street, Ann Arbor, MI 48104
1) Head east on Hill St toward S Division St
2) Turn right onto S Division St
3) Turn right onto E Hoover Ave
4) Turn left onto S Main St
5) Keep right at the fork
6) Turn left to stay on S Main St.
7) Turn left onto Golfview Ln (Destination will be on the right)
End: U-M Soccer Stadium
Trip from U-M Soccer Stadium to OA

Est. Time = 12 minutes, 1.8 Miles

Start: U-M Soccer Stadium
1) Head west on Golfview Ln toward S Main St
2) Turn right onto S Main St
3) Turn right to stay on S Main St
4) Turn right onto E Hoover Ave
5) Turn left onto S Division St
6) Turn left onto Hill St (Destination will be on the left)
End: Outdoor Adventures, 336 Hill Street, Ann Arbor, MI 48104

Tips for a successful biking trip

1. Bring a couple copies of directions (To and from location)
2. Provide an event itinerary (Helps to let everyone know the schedule)
3. Remind students to bring M-Cards (For events that need identification)
4. Remind students to bring money (Depending on events that requires fees and accessories)
5. Encourage students to bring water bottles (Students may not know blue bikes can transport water bottles)
6. Remind students to dress for the weather (Gloves make all the difference in cold weather biking)
7. Encourage students to bring backpacks (Can be used to carry sports equipment or snacks)
8. Try to provide snacks (Important during long biking events)
9. Be aware of biking transportation (When biking with a group of students, it is important to have a group leader in the front of the biking group and one in the back to ensure students are secure at all times)
Group Bike Ride to Colonial Lanes Bowling Alley
Take a quick and easy trip to the bowling alley

Purpose:
To foster opportunities to learn about biking around the campus/ Ann Arbor
To increase awareness about Outdoor Adventures (OA) and the available opportunities for students through their programs (especially the bike rental program)

Logistics:
- **What**: A group bike ride to Colonial Lanes Bowling Alley

- **When**: During semester, day of choice
  
  Open Bowling Hours: Monday-Friday 11am-5pm

- **Where**: Event will start and end at Outdoor Adventures’ Rental Center; but majority of time is spent at Colonial Lanes Ann Arbor

- **Who**: Any interested student
  
  **Staffing**: OA will provide enough staff to make sure that the logistics of liability forms are taken care of, all participants are properly equipped with bikes and helmets, and that any technical gear challenges are managed.

*Important to Note:

Lane availability varies, and it is highly recommended that one call prior to arriving (734) 665-4474

Budget:
Outdoor Adventures - $5/bike for the day
Colonial Lanes: $14.95 per lane per hour, or $3.25 per game
  
  $3.50 for shoe rental

Total – Between $15-20 per person
Outdoor Adventures Trip Leader Guide
Group Bike Ride to University of Michigan Soccer Game

Itinerary:

Day of the Event (example times)

3:00pm – Meet at OA Rental Center, 336 Hill St. OA staff will provide bikes and helmets and go over basic biking signals as well as a breakdown of the ride.
3:20pm – Leave for Colonial Lanes.
3:40pm – Arrive at Colonial Lanes; lock bikes/helmets.
3:40pm- 5:00pm – Spend time at Colonial Lanes
5:10pm - Leave for OA
5:30pm - Arrive back at OA. Before participants leave, group them up to talk about opportunities available to them, if they had fun/any comments. See below for wrap-up content from OA.

OA Wrap-Up:
So what exactly does Outdoor Adventures do here at the University?
Outdoor Adventures run trips all throughout the year, everything from backpacking in Sleeping Bear dunes to Sea Kayaking in the Everglades. OA provides wilderness medicine classes and hosts the BANFF film festival annually. OA rents camping gear, canoes, kayaks, skis and other outdoor gear! You can even come climb at MRock, OA’s very own rock wall in the Intermural Sports Building! For more information call us at (734) 764-3967 or stop our rental center on 336 Hill Street.

Directions:

Trip from OA to Colonial Lanes

Est. Time = 10 minutes, 1.2 Miles

Start: Outdoor Adventures, 336 Hill Street, Ann Arbor, MI 48104
1. Head east on Hill St toward S Division St
2. Turn right onto S Division St
3. Turn left onto E Hoover Ave
4. Turn right onto S State St
5. Turn left onto Stimson St
6. Turn right onto Industrial Hwy destination will be on the left
End: Colonial Lanes, 1950 South Industrial Highway, Ann Arbor, MI
Trip from Colonial Lanes to Outdoor Adventures

Est. Time = 10 minutes, 1.2 Miles

Start: Colonial Lanes, 1950 South Industrial Highway, Ann Arbor, MI
1. Turn left onto Stimson St
2. Turn right onto S State St
3. Turn left onto E Hoover Ave
4. Turn right onto S Division St
5. Turn left onto Hill St
End: Outdoor Adventures, 336 Hill Street, Ann Arbor, MI 48104

Tips for a successful biking trip

1. Bring a couple copies of directions (To and from location)
2. Provide an event itinerary (Helps to let everyone know the schedule)
3. Remind students to bring M-Cards (For events that need identification)
4. Remind students to bring money (Depending on events that requires fees and accessories)
5. Encourage students to bring water bottles (Students may not know blue bikes can transport water bottles)
6. Remind students to dress for the weather (Gloves make all the difference in cold weather biking)
7. Encourage students to bring backpacks (Can be used to carry sports equipment or snacks)
8. Try to provide snacks (Important during long biking events)
9. Be aware of biking transportation (When biking with a group of students, it is important to have a group leader in the front of the biking group and one in the back to ensure students are secure at all times)
Appendix 2

Summer Program Biking Events:

**Group Bike Ride to Fuller Park Pool**

*Relax, Have Fun, and Bond with Your Summer Program*

**Purpose:**

1. To foster opportunities to grow and bond as a summer program group
2. To increase awareness about Outdoor Adventures (OA) and the available opportunities for students through their programs (especially the bike rental program)
3. To offer a fun and sustainable Summer Program activity

**Logistics:**

- **What:** A group bike ride to Fuller Park and Fuller Park Pool and use of the amenities there.

  Fuller Park is a 60-acre recreation area located on Fuller Road and Maiden Lane. The park contains soccer fields that are scheduled by the Ann Arbor Soccer Association, a 50 meter outdoor pool, and a water slide, with restroom and locker room facilities. A concession stand operates in the summer when the pool is open. The perimeter of the park is the Huron River, with a pedestrian bridge connection to Island Park. The play area was designed and built by the community and is one of the largest in the City. There are picnic tables located near the play area, and parking both at the park and across Fuller Road. During the week this parking area is used by the University. An accessible asphalt path connects to the play area and pool facilities. (www.a2gov.org)

- **When:** During summer programs, day of choice

  Pool Hours: May 26 - Sept 3
  May 26 through June 14 - 1:00pm to 7:00pm
  June 15 through Sept 3 - 1:00pm to 8:00pm

- **Where:** Event will start and end at Outdoor Adventures’ Rental Center; but majority of time is spent at Fuller Park and Fuller Park Pool

- **Who:** Any summer program participants
  
  **Staffing:** OA will provide enough staff to make sure that the logistics of liability forms are taken care of, all participants are properly equipped with bikes and helmets, and that any technical gear challenges are managed.

*Important to Note:*

 Fuller Pool provides vending machines for snacks, beverages and ice cream. **Personal food items are allowed** within designated areas of the pool deck
provided there are no glass containers, alcoholic beverages, large coolers, or litter/debris on the pool deck. (taken from www.a2gov.org)

**Budget:**
Outdoor Adventures - $5/bike for the day
Fuller Park Pool - $5/adult(18+), $4/youth(4-17)
   Pool can be rented for groups, call (734) 794-6236 for more information
Total - $9 or $10/ person
Outdoor Adventures Trip Leader Guide

Group Bike Ride to Fuller Park Pool

Itinerary:

Day of the Event (example times)

12:00pm – Meet at OA Rental Center, 336 Hill St. OA staff will provide bikes and helmets and go over basic biking signals as well as a breakdown of the ride.
1:20pm – Leave for Fuller Park Pool.
1:40pm – Arrive at Fuller Park; lock bikes/helmets.
2:00pm - 4:30pm – Spend time at Fuller Park and Fuller Park Pool
4:40pm - Leave for OA
5:00pm - Arrive back at OA. Before participants leave, group them up to talk about opportunities available to them, if they had fun/any comments. See below for wrap-up content from OA.

OA Wrap-Up:
So what exactly does Outdoor Adventures do here at the University? Outdoor Adventures run trips all throughout the year, everything from backpacking in Sleeping Bear dunes to Sea Kayaking in the Everglades. OA provides wilderness medicine classes and hosts the BANFF film festival annually. OA rents camping gear, canoes, kayaks, skis and other outdoor gear! You can even come climb at MRock, OA’s very own rock wall in the Intermural Sports Building! For more information call us at (734) 764-3967 or stop our rental center on 336 Hill Street.

Directions:
Trip from OA to Fuller Pool

Est. Time = 13 minutes, 2.0 Miles
Start: Outdoor Adventures, 336 Hill Street, Ann Arbor, MI 48104
1. Head east on Hill St toward S. Division St
2. Turn left on S. Division St
3. Turn right onto Lawrence St
4. Turn left onto N. State St
5. Turn right onto Fuller St
6. Turn left onto Fuller Rd
7. Turn right onto E. Medical Center D
8. Turn left toward Fuller Rd
9. Turn left toward Fuller Rd
10. Turn right onto Fuller Rd
Trip from Fuller Pool to OA

Est. Time = 14 minutes, 2.0 Miles

Tips for a successful biking trip

1. Bring a couple copies of directions (To and from location)
2. Provide an event itinerary (Helps to let everyone know the schedule)
3. Remind students to bring M-Cards (For events that need identification)
4. Remind students to bring money (Depending on events that requires fees and accessories)
5. Encourage students to bring water bottles (Students may not know blue bikes can transport water bottles)
6. Remind students to dress for the weather (Gloves make all the difference in cold weather biking)
7. Encourage students to bring backpacks (Can be used to carry sports equipment or snacks)
8. Try to provide snacks (Important during long biking events)
9. Be aware of biking transportation (When biking with a group of students, it is important to have a group leader in the front of the biking group and one in the back to ensure students are secure at all times)
Group Bike Ride Veterans Memorial Sports Complex
Relax, Have Fun, and Bond with Your Summer Program

Purpose:

1. To foster opportunities to grow and bond as a summer program group
2. To increase awareness about Outdoor Adventures (OA) and the available opportunities for students through their programs (especially the bike rental program)
3. To offer a fun and sustainable activity

Logistics:

-What: A group bike ride to Veteran Memorial sports complex and use of the amenities there
  
  Veterans Memorial Park Pool: The Veterans Memorial Park Pool features a fan-shaped zero depth area with a “raindrop,” interactive water play apparatus, a handicap access ramp, and a 125 foot waterslide. Minimum height requirement for use of the slide is 42”.

  Veterans Memorial Park Indoor Ice Arena: The newly renovated Veterans Memorial Park Indoor Ice Arena is one of Ann Arbor's most popular recreational facilities. The complex includes a regulation size rink of 85' x 200' with spectator seating for 800. A complete snack bar service and vending are available in the main lobby, along with coin-operated lockers and storage units. A standard line of hockey and skating accessories are available in the Pro Shop. Four hockey team rooms are provided. The Arena is available for ice rental until May.

  Veteran Memorial Fitness Center: Enhance your visits at Veterans Memorial Park Sports Complex by using our exercise and training room.

  Veterans Memorial Park offers additional fun outdoor activities including: Lit baseball, softball diamonds, and tennis courts (www.a2gov.org)

-When: During summer programs, day of choice

  **Pool**: Memorial Day – Labor Day
  Monday-Friday - 3:00pm to 7:00 pm
  Weekends – 12:00pm to 7:00 pm

  **Ice Arena**: All Year
  Monday- 11:10am-1:10pm
  Tuesday & Wednesday- 11:10am-1:10pm & 1:20pm-2:45pm
  Thursday - 11:00am to 1:00pm
  Friday- 10:00am- 10:50am & 11:00am- 1:00pm
  Weekends-1:00pm to 2:30pm
**Exercise training room:** All year
7 days a week- 8:00am to 8:00pm

- **Where:** Event will start and end at Outdoor Adventures’ Rental Center; majority of time is spent at Veterans Memorial Sports Complex

- **Who:** Any summer program participants
  Staffing: OA will provide enough staff to make sure that the logistics of liability forms are taken care of, all participants are properly equipped with bikes and helmets, and that any technical gear challenges are managed.

*Important to Note:*  
In addition to vending machines for snacks and beverages, personal food items are welcome within the facility, excluding the pool deck. No glass or alcohol allowed.

**Budget:**
Outdoor Adventures - $5/bike for the day
Pool - $5/adult(18+), $4/youth(4-17)
Ice arena - $5/adult(18+), $4/youth(4-17), $3 skate rental
Exercise center - $3/day
Total - $10 to $13/ person
Outdoor Adventures Trip Leader Guide
Group Bike Ride to Veterans Memorial Sports Complex

Itinerary:

Day of the Event (example times)

12:00pm – Meet at OA Rental Center, 336 Hill St. OA staff will provide bikes and helmets and go over basic biking signals as well as a breakdown of the ride.
1:20pm – Leave for Veterans Memorial Park
1:40pm – Arrive at Veterans Memorial Park; lock bikes/helmets.
2:00pm- 4:30pm – Spend time at Veterans Memorial Park Sports Complex
4:40pm - Leave for OA
5:00pm - Arrive back at OA. Before participants leave, group them up to talk about opportunities available to them, if they had fun/any comments. See below for wrap-up content from OA.

OA Wrap-Up:
So what exactly does Outdoor Adventures do here at the University?
Outdoor Adventures run trips all throughout the year, everything from backpacking in Sleeping Bear dunes to Sea Kayaking in the Everglades. OA provides wilderness medicine classes and hosts the BANFF film festival annually. OA rents camping gear, canoes, kayaks, skis and other outdoor gear! You can even come climb at MRock, OA’s very own rock wall in the Intermural Sports Building! For more information call us at (734) 764-3967 or stop our rental center on 336 Hill Street.

Directions:
Trip from OA to Veterans Memorial Park

Est. Time = 15 minutes, 2.4Miles

Start: Outdoor Adventures, 336 Hill Street, Ann Arbor, MI 48104
1. Head east on Hill St toward S Division St
2. Turn right on S Divison St
3. Turn right onto E Hoover Ave
4. Turn left on S Main St
5. Turn right onto Pauline Blvd
6. Turn right onto W Stadium Blvd
7. Continue onto S Maple Rd
8. Turn right onto Jackson Ave
End: Veterans Memorial Park,
2150 Jackson Avenue, Ann Arbor, MI 48104
Trip from Veterans Memorial Park to OA

Est Time = 13 minutes, 2.6Miles

Start: Veterans Memorial Park, 2150 Jackson Avenue, Ann Arbor, MI 48103
1. Head east on Jackson Ave Toward Collingwood Dr
2. Turn right on Collingwood Dr
3. Turn left onto W Stadium Blvd
4. Turn left onto Pauline Blvd
5. Turn left on S Main St
6. Turn left onto E Hoover Ave
7. Turn left onto Brown St
8. Turn right onto Hill St
End: Outdoor Adventures Center, 336 Hill Street, Ann Arbor, MI 48104

Tips for a successful biking trip

1. Bring a couple copies of directions (To and from location)
2. Provide an event itinerary (Helps to let everyone know the schedule)
3. Remind students to bring M-Cards (For events that need identification)
4. Remind students to bring money (Depending on events that requires fees and accessories)
5. Encourage students to bring water bottles (Students may not know blue bikes can transport water bottles)
6. Remind students to dress for the weather (Gloves make all the difference in cold weather biking)
7. Encourage students to bring backpacks (Can be used to carry sports equipment or snacks)
8. Try to provide snacks (Important during long biking events)
9. Be aware of biking transportation (When biking with a group of students, it is important to have a group leader in the front of the biking group and one in the back to ensure students are secure at all times)
Incoming Student Bike Tour of Campus
Familiarize Yourself with our Bikeable Campus

Purpose:

1. To introduce incoming students to the University of Michigan
2. To increase awareness about Outdoor Adventures (OA) and the available opportunities for students through that program (especially the bike rental program)
3. To demonstrate the ease of biking on campus

Logistics:

-What: A group bike ride/tour around Central and North Campuses
-When: Late August/ Early September, preferably midday to avoid traffic/ congestion
-Where: Event will start and end at the Cube
-Who: Any incoming student
  Staffing: OA will provide enough staff to make sure that the logistics of liability forms are taken care of, all participants are properly equipped with bikes and helmets, and that any technical gear challenges are managed. A campus tour guide/ or trained OA member will accompany the ride.

Budget:
Outdoor Adventures - $5/bike for the day
Total - $5 per person
Outdoor Adventures Trip Leader Guide

Incoming Student Bike Tour of Campus

Itinerary:

Day of the Event (example times)

11:00am – Meet at the Cube (across from Student Activities Building.) OA staff will provide bikes and helmets and go over basic biking signals as well as a breakdown of the ride.
11:20am – Leave for first stop, the Union
11:22am – Arrive at Union. Give tour information.
11:25am – Depart Union for Mason Hall/ Diag
11:28am - Arrive at Mason Hall/ Diag. Give tour information
11:33am - Depart for MLB/ North Quad
11:35am - Arrive at MLB/ North Quad. Give tour information
11:40am - Depart for Mosher-Jordan Hall
11:47am - Arrive Mosher-Jordan Hall. Give tour information/ talk about housing
11:55am - Depart for North Campus Diag
12:15pm - Arrive North Campus Diag. Give tour information. Discuss College of Engineering
12:30pm - Depart for the Cube
12:50pm - Arrive at Cube. Conclude Tour

OA Wrap-Up:
So what exactly does Outdoor Adventures do here at the University?
Outdoor Adventures run trips all throughout the year, everything from backpacking in Sleeping Bear dunes to Sea Kayaking in the Everglades. OA provides wilderness medicine classes and hosts the BANFF film festival annually. OA rents camping gear, canoes, kayaks, skis and other outdoor gear! You can even come climb at MRock, OA’s very own rock wall in the Intermural Sports Building! For more information call us at (734) 764-3967 or stop our rental center on 336 Hill Street.

Route Map:
Trip from Cube to Cube

Blue markers indicate miles travelled
Est. Time = 2 hours, 6.0 Miles

**Tips for a successful biking trip**

1. Bring a couple copies of directions (To and from location)
2. Provide an event itinerary (Helps to let everyone know the schedule)
3. Remind students to bring M-Cards (For events that need identification)
4. Remind students to bring money (Depending on events that requires fees and accessories)
5. Encourage students to bring water bottles (Students may not know blue bikes can transport water bottles)
6. Remind students to dress for the weather (Gloves make all the difference in cold weather biking)
7. Encourage students to bring backpacks (Can be used to carry sports equipment or snacks)
8. Try to provide snacks (Important during long biking events)
9. Be aware of biking transportation (When biking with a group of students, it is important to have a group leader in the front of the biking group and one in the back to ensure students are secure at all times)
Blue Bikes Rental Form

Thank you for choosing to utilize Outdoor Adventures for your event! Please fill in the information below and return to Outdoor Adventures as soon as possible via fax, e-mail, or in person (addresses are provided below). Once Outdoor Adventures has received your information, we can review your event request and send a confirmation of date, time, and other logistics.

Campus Group:_______________________________________

Day Required (2 options):________________________________________________________

Number of Participants (15 bikes are available at a time): __________

Biking Event Options:

_____Bike Ride through Bandemer Park
_____Bike Ride to U-M Soccer Game
_____Bike Ride to Colonial Lanes Bowling Alley
_____Bike Ride to Fuller Park Pool
_____Bike Ride to Bowling Alley
_____Bike Tour for Incoming Freshman

Biking Instructor: Y/N

CONTACT INFORMATION

Name of Contact:_______________________________________

E-mail:________________________________ Telephone:___________________________

PAYMENT INFORMATION

_____Cash
_____Check (make out to )
_____U-M Shortcode:____________________
Appendix 4

Feedback Forms

Selma Café

Biking to Selma Café – Feedback Form DATA

5 Total Surveys

No freshmen
2 sophomores
no juniors
3 seniors

1. How did you hear about the event? (check all that apply)
   ◌ Friends / Other Students – 3
   ◌ Email – 0
   ◌ Facebook / Social Media – 4
   ◌ Other – 0

2. How do you get around campus? (check all that apply)
   ◌ Car – 0
   ◌ Bus – 2
   ◌ Walking – 5
   ◌ Biking – 1
   ◌ Other – 0

3. Had you heard about Outdoor Adventures' Planet Blue bikes before this event?
   ◌ Yes – 2
   ◌ No – 3

4. Did you feel like the bike ride was too long?
   ◌ Yes – 0
   ◌ No – 5

5. After this event, do you think you will continue to get involved with the biking culture on campus? 1 – least likely 5 – most likely
   ◌ 1 – 0
   ◌ 2 – 1
6. After this event, do you think you will consider utilizing more local, sustainable food in your daily life? 1 – least likely 5 – most likely
   ○ 1 – 1
   ○ 2 – 1
   ○ 3 – 1
   ○ 4 – 1
   ○ 5 – 1

7. Any other comments or suggestions?

   “It was fun!”

---

Above is the flyer used to promote the Selma Café Bike Shuttle Event
Farmer’s Market

Biking to Farmer's Market – Feedback Form DATA

3 total responses, all freshmen

1. How did you hear about the event? (check all that apply)
   - Friends / Other Students – 2
   - Email – 1
   - Facebook / Social Media – 1
   - Other – 0

2. How do you get around campus? (check all that apply)
   - Car – 0
   - Bus – 1
   - Walking – 3
   - Biking – 0
   - Other – 0

3. Had you heard about Outdoor Adventures' Planet Blue bikes before this event?
   - Yes – 1
   - No – 2

4. Had you been to the Farmer's Market before this event?
   - Yes – 1
   - No – 2

5. Did you feel like the bike ride was too long?
   - Yes – 0
   - No – 3

6. After this event, do you think you will continue to get involved with the biking culture on campus? 1 – least likely 5 – most likely
   - 1 – 0
   - 2 – 0
   - 3 – 2
   - 4 – 1
   - 5 – 0

7. After this event, do you think you will consider utilizing more local, sustainable food in your daily life? 1 – least likely 5 – most likely
   - 1 – 0
   - 2 – 0
   - 3 – 2
   - 4 – 1
   - 5 – 0
8. After this event, do you think you visit the Farmer's Market again? 1 – least likely  5 – most likely
1 – 0
2 – 0
3 – 0
4 – 3
5 – 0

Any other comments or suggestions?

“Whoever cooked the eggs did a good job”
1.) Do you have access to a bike on campus?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>No</td>
<td>221</td>
<td>65%</td>
</tr>
<tr>
<td>2</td>
<td>Yes, I own</td>
<td>104</td>
<td>31%</td>
</tr>
<tr>
<td>3</td>
<td>Yes, I rent</td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td>4</td>
<td>Yes, I share</td>
<td>10</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>338</td>
<td>100%</td>
</tr>
</tbody>
</table>

Statistic | Value
---|---
Min Value | 1
Max Value | 4
Mean | 1.41
Variance | 0.44
Standard Deviation | 0.66
Total Responses | 338
2.) What do you consider your level of biking experience?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>None</td>
<td>9</td>
<td>3%</td>
</tr>
<tr>
<td>2</td>
<td>Beginner</td>
<td>78</td>
<td>23%</td>
</tr>
<tr>
<td>3</td>
<td>Intermediate</td>
<td>222</td>
<td>66%</td>
</tr>
<tr>
<td>4</td>
<td>Expert</td>
<td>29</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>338</td>
<td>100%</td>
</tr>
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<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>4</td>
</tr>
<tr>
<td>Mean</td>
<td>2.80</td>
</tr>
<tr>
<td>Variance</td>
<td>0.38</td>
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<tr>
<td>Standard Deviation</td>
<td>0.62</td>
</tr>
<tr>
<td>Total Responses</td>
<td>338</td>
</tr>
</tbody>
</table>
3.) For recreational activities, are you more likely to bike alone or in a group?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>More likely to bike alone</td>
<td>200</td>
<td>59%</td>
</tr>
<tr>
<td>2</td>
<td>More likely to bike in a group</td>
<td>138</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>338</td>
<td>100%</td>
</tr>
</tbody>
</table>

Statistic | Value
---|---
Min Value | 1
Max Value | 2
Mean | 1.41
Variance | 0.24
Standard Deviation | 0.49
Total Responses | 338

4.) What day(s) of the week are you more likely to participate in a student group event?
<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
</table>
| 1  | Monday     | 86       | 25%
| 2  | Tuesday    | 99       | 29%
| 3  | Wednesday  | 94       | 28%
| 4  | Thursday   | 115      | 34%
| 5  | Friday     | 133      | 39%
| 6  | Saturday   | 191      | 57%
| 7  | Sunday     | 150      | 44%

**Statistic** | **Value**
---|---
Min Value | 1
Max Value | 7
Total Responses | 338

5.) If you were going to go on a leisure bike ride, what time(s) of the day are you most likely to go?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
</table>
| 1  | before 11 am | 68       | 20%
| 2  | 11 am - 2 pm | 98       | 29%
| 3  | 2 pm - 5 pm  | 172      | 51%
| 4  | after 5 pm   | 159      | 47%

**Statistic** | **Value**
---|---
Min Value | 1
Max Value | 4
Total Responses | 338
6.) What is the maximum amount of time you would spend at a student group event?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>None</td>
<td>10</td>
<td>3%</td>
</tr>
<tr>
<td>2</td>
<td>1/2 Hour</td>
<td>11</td>
<td>3%</td>
</tr>
<tr>
<td>3</td>
<td>1 Hour</td>
<td>63</td>
<td>19%</td>
</tr>
<tr>
<td>4</td>
<td>1 1/2 Hours</td>
<td>54</td>
<td>16%</td>
</tr>
<tr>
<td>5</td>
<td>2 Hours</td>
<td>136</td>
<td>40%</td>
</tr>
<tr>
<td>6</td>
<td>2 1/2 Hours</td>
<td>25</td>
<td>7%</td>
</tr>
<tr>
<td>7</td>
<td>3+ Hours</td>
<td>39</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>338</td>
<td>100%</td>
</tr>
</tbody>
</table>

7.) If bikes were provided, how likely are you to attend biking-related events on campus?
<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Very Unlikely</td>
<td>30</td>
<td>9%</td>
</tr>
<tr>
<td>2</td>
<td>Unlikely</td>
<td>39</td>
<td>12%</td>
</tr>
<tr>
<td>3</td>
<td>Somewhat Unlikely</td>
<td>63</td>
<td>19%</td>
</tr>
<tr>
<td>4</td>
<td>Somewhat Likely</td>
<td>120</td>
<td>36%</td>
</tr>
<tr>
<td>5</td>
<td>Likely</td>
<td>56</td>
<td>17%</td>
</tr>
<tr>
<td>6</td>
<td>Very Likely</td>
<td>22</td>
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<td></td>
<td>Total</td>
<td>330</td>
<td>100%</td>
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<table>
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<tbody>
<tr>
<td>Min Value</td>
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<tr>
<td>Total Responses</td>
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</table>

8.) If bikes were provided, where would you be interested in biking to during a group bike ride?

[Graph showing interest levels for different locations]
<table>
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<th>#</th>
<th>Question</th>
<th>No Interest</th>
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<th>Interested</th>
<th>Strongly Interested</th>
<th>Very Strongly Interested</th>
<th>Mean</th>
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<td>2</td>
<td>Grocery Store</td>
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<td>92</td>
<td>36</td>
<td>16</td>
<td>330</td>
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<tr>
<td>3</td>
<td>Restaurants/Dining</td>
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<td>79</td>
<td>115</td>
<td>39</td>
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<td>4</td>
<td>Entertainment Venues</td>
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<td>61</td>
<td>122</td>
<td>67</td>
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<td>330</td>
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<td>Sporting Events</td>
<td>88</td>
<td>91</td>
<td>83</td>
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<td>20</td>
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<td>6</td>
<td>Parks</td>
<td>42</td>
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<th>Entertainment Venues</th>
<th>Sporting Events</th>
<th>Parks</th>
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<td>1</td>
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<td>5</td>
<td>5</td>
<td>5</td>
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<td>Mean</td>
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<td>2.48</td>
<td>2.84</td>
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<td>1.27</td>
<td>1.33</td>
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<td>1.13</td>
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### 9.) Have you heard of Outdoor Adventures?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
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<th>%</th>
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<td>211</td>
<td>65%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>115</td>
<td>35%</td>
</tr>
<tr>
<td></td>
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<td>326</td>
<td>100%</td>
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</table>

<table>
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<tr>
<td>Max Value</td>
<td>2</td>
</tr>
<tr>
<td>Mean</td>
<td>1.35</td>
</tr>
<tr>
<td>Variance</td>
<td>0.23</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.48</td>
</tr>
<tr>
<td>Total Responses</td>
<td>326</td>
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</table>
10.) Are you aware that Outdoor Adventures rents out bikes for semester and day use?

<table>
<thead>
<tr>
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<th>Answer</th>
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<th>%</th>
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<td>2</td>
<td>No</td>
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<td>2</td>
</tr>
<tr>
<td>Mean</td>
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<tr>
<td>Variance</td>
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11.) How likely are you to rent a bike from Outdoor Adventures for a day?

<table>
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<th>%</th>
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<td>2</td>
<td>Unlikely</td>
<td>96</td>
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</tr>
<tr>
<td>3</td>
<td>Somewhat Unlikely</td>
<td>64</td>
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</tr>
<tr>
<td>4</td>
<td>Somewhat Likely</td>
<td>56</td>
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</tr>
<tr>
<td>5</td>
<td>Likely</td>
<td>9</td>
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</tr>
<tr>
<td>6</td>
<td>Very Likely</td>
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<td>1%</td>
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<tr>
<td></td>
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<tr>
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<td>Total Responses</td>
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### 12.) What year are you in school?

<table>
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<td>Sophomore</td>
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<td>Total</td>
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<table>
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<tr>
<td>Total Responses</td>
<td>324</td>
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</tbody>
</table>
13.) If you live in a residence hall, which hall do you live in?

<table>
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<th>Response</th>
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<td>East Quadrangle</td>
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</tr>
<tr>
<td>2</td>
<td>Fletcher Hall</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>3</td>
<td>Helen Newberry</td>
<td>5</td>
<td>2%</td>
</tr>
<tr>
<td>4</td>
<td>North Quadrangle</td>
<td>8</td>
<td>2%</td>
</tr>
<tr>
<td>5</td>
<td>South Quadrangle</td>
<td>24</td>
<td>7%</td>
</tr>
<tr>
<td>6</td>
<td>West Quadrangle &amp; Cambridge House</td>
<td>37</td>
<td>11%</td>
</tr>
<tr>
<td>7</td>
<td>Alice Lloyd Hall</td>
<td>10</td>
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</tr>
<tr>
<td>8</td>
<td>Couzens Hall</td>
<td>15</td>
<td>5%</td>
</tr>
<tr>
<td>9</td>
<td>Mary Markley Hall</td>
<td>27</td>
<td>8%</td>
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<td>Mosher-Jordan Hall</td>
<td>17</td>
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<tr>
<td>11</td>
<td>Oxford Houses</td>
<td>14</td>
<td>4%</td>
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<tr>
<td>12</td>
<td>Stockwell Hall</td>
<td>9</td>
<td>3%</td>
</tr>
<tr>
<td>13</td>
<td>Baits Houses</td>
<td>17</td>
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<td>14</td>
<td>Bursley Hall</td>
<td>35</td>
<td>11%</td>
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<td>15</td>
<td>Northwood III</td>
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<td>16</td>
<td>Northwood I &amp; II</td>
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<tr>
<td>17</td>
<td>Henderson House</td>
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<td>0%</td>
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<td>18</td>
<td>Martha Cook Building</td>
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<tr>
<td>19</td>
<td>None</td>
<td>79</td>
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<tr>
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<td>Total</td>
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Statistic | Value  
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Min Value | 2  
Max Value | 19  
Mean | 11.80  
Variance | 27.78  
Standard Deviation | 5.27  
Total Responses | 322  

55
### 14.) Are you a member of any of the following?

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<td>2</td>
<td>Health Sciences Scholars Program</td>
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</tr>
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<td>3</td>
<td>Honors Program</td>
<td>25</td>
<td>28%</td>
</tr>
<tr>
<td>4</td>
<td>Living Arts</td>
<td>8</td>
<td>9%</td>
</tr>
<tr>
<td>5</td>
<td>Lloyd Hall Scholars Program</td>
<td>6</td>
<td>7%</td>
</tr>
<tr>
<td>6</td>
<td>Max Kade German Residence</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>7</td>
<td>Michigan Community Scholars Program</td>
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<td>9%</td>
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<tr>
<td>8</td>
<td>Michigan Research Community</td>
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<td>9%</td>
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<td>Residential College</td>
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<td>10</td>
<td>Women In Science and Engineering Residence Program</td>
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### Statistic

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<tr>
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### 15.) Are you part of any of the following student organizations?

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<td>1</td>
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<tr>
<td>2</td>
<td>College</td>
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<tr>
<td>no.</td>
<td>Organization</td>
<td>Members</td>
<td>%</td>
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<tr>
<td>----</td>
<td>-----------------------------------------------------------------------------</td>
<td>---------</td>
<td>-------</td>
</tr>
<tr>
<td>3</td>
<td>Democrats Environmental Committee</td>
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<td></td>
</tr>
<tr>
<td>4</td>
<td>Cultivating Community</td>
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<td>8%</td>
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<tr>
<td>5</td>
<td>Environmental Action (EnAct)</td>
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<td>6</td>
<td>Environmental Health Student Organization (SPH)</td>
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<td>7</td>
<td>Environmental Issues Commission (EIC)</td>
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<td>8</td>
<td>Environmental Law Society</td>
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<td>Erb Institute Student Advisory Board</td>
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<tr>
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<td>Ford School Environmental Policy Organization</td>
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<td>0%</td>
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<td>11</td>
<td>GlobeMed</td>
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<tr>
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<td>Green Greeks</td>
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<td>Hayerukim</td>
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<td>Kill-A-Watt</td>
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<td>Michigan Student Sustainability Coalition</td>
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<tr>
<td>No.</td>
<td>Organization</td>
<td>Support</td>
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<td>-----</td>
<td>--------------------------------------------------</td>
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<td>Advocating Recycling (MSTAR)</td>
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<td>23</td>
<td>Ross Net Impact</td>
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<td>SNRE Student Government</td>
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<td>Sustainable Agriculture Work Group</td>
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<td>30</td>
<td>Sustainable Alternative Energy Student Council</td>
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<td>31</td>
<td>The Detroit Partnership</td>
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<td>4%</td>
</tr>
<tr>
<td>32</td>
<td>The Society of Les Voyageurs</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>33</td>
<td>The University of Michigan Solar Car Team</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>34</td>
<td>University of Michigan Planners Network</td>
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<td>0%</td>
</tr>
</tbody>
</table>
I'd like a bike to own

Love the bike renal program and very excited to see it around. I would use it if I didn't already own a couple bikes!

The rates outdoor adventures charges for renting bikes is way too high. For $70 I could buy a fairly nice used bike. I think there should be a free bike share around campus, swipe your M card at a station, unlock the bike, park it at another station and swipe it in with your M-card.

Starting a UM "biker" gang would be CLUTCH

If I lived on campus, I would be more interested in biking.

I want to go mountain biking! Or trail riding! I love bike tours, but none of my friends like biking as much as I do.

I have a bike to get to and from mens rowing paritce

If someone were organizing a recreational cycling group to go to parks/venues, that'd be awesome. But I don't think I'd rent a bike when I have one already (although I might attend a repair workshop or something of the like).
17.) How interested are you in talking to Outdoor Adventures about renting bikes for an event with a student group, residence hall, or group of friends?

<table>
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<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
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<td>25%</td>
</tr>
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<td>3</td>
<td>Somewhat Uninterested</td>
<td>81</td>
<td>25%</td>
</tr>
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</tr>
<tr>
<td>Mean</td>
<td>2.66</td>
</tr>
<tr>
<td>Variance</td>
<td>1.45</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>1.20</td>
</tr>
<tr>
<td>Total Responses</td>
<td>326</td>
</tr>
</tbody>
</table>
### Appendix 6

**Biking Information Sheet**

<table>
<thead>
<tr>
<th>Blue Bikes</th>
<th>Why Bike?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planet Blue donated 30 Blue Bikes to Outdoor Adventures for student use year-round!</td>
<td>Improve Your Health</td>
</tr>
<tr>
<td>Pricing: $5 / Day $10 / Weekend $75 / Semester</td>
<td>Biking is a great way to increase the amount of exercise you get and to strengthen your legs and core.</td>
</tr>
<tr>
<td>Pick-up and drop-off locations: Outdoor Adventures 336 Hill St</td>
<td>Save Money</td>
</tr>
<tr>
<td>Hours for Rental: Mon &amp; Fri: 10a - 6p Tue-Thu: 12p-6p</td>
<td>Biking is sufficiently less money than using a car or taxi to get around campus - all you pay for is the bike!</td>
</tr>
<tr>
<td>NCRB 2375 Hubbard Rd</td>
<td>Cleaner Air</td>
</tr>
<tr>
<td><strong>Ann Arbor Farmer’s Market</strong></td>
<td>Using human energy to power the bike, bikes generate zero emissions, which means cleaner, more breathable air for everyone</td>
</tr>
<tr>
<td>A wide variety of produce, dairy, honey, salsa, breads, coffee, prepared foods, crafts and much more at 315 Detroit Street! At the Farmer’s Market, you support the local economy and sustainable production!</td>
<td>Sustain The Planet</td>
</tr>
<tr>
<td>Market Hours: January - April Saturdays ONLY 8am-3pm</td>
<td>Bikes use no energy, generate zero emissions, and reduce your carbon footprint. All of this leads to a planet that will stick around.</td>
</tr>
<tr>
<td>May - December Wed &amp; Sat 7am to 3pm</td>
<td>Reduce Stress</td>
</tr>
<tr>
<td>June-October Wednesday 4pm to 8pm</td>
<td>What better way to unwind and relax than a bike ride? Combining exercise and nature, cycling is a fun, meditative activity!</td>
</tr>
</tbody>
</table>
Executive Summary

Introduction

Methodology

Findings

Recommendations

Conclusion

Appendix

References
References


