STUDENT DISCOVERY AND ANALYSIS REGARDING BICYCLE SHARING STATIONS AT UH CAMPUS

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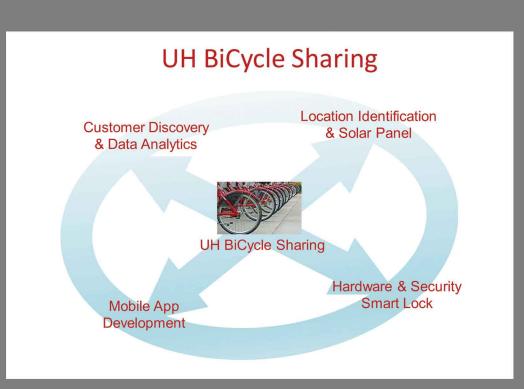
ABSTRACT

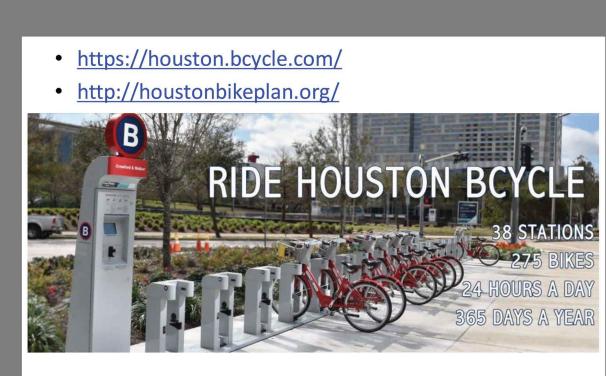
"Bicycle Share @ UH" focuses on creating and testing innovative and integrated system and process that will enable access to transmit and improve transit mobility on an unique urban campus.

Customer Discovery And Data Trend Analytics; Subgroups of a Bigger Group System

- 70% of the residents in the area have poor access to the public transit
- Houston is the 4th-largest city in the USA
 >projected to grow from 7 million in 2015 to 10 million in 2040
- STATED BY STUDENTS TRANSPORTATION IS AN ISSUE ON OUR CAMPUS > Parking > Time issues
- > Walking to classes from accross campus
- **SURVEY PLATFORM** GOOGLE FORMS 3 ITERATIONS
- DURATION OF SURVEY: AUGUST 1ST AUGUST 10TH
- FOUR TYPE OF SURVEY QUESTIONS
- 1. BASIC DATA
- 2. DESIRE TO UTILIZE THE BICYCLE SHARE
- 3. LOCATION PREFERENCE
- 4. PAYMENT PREFERENCE

KEYWORDS - ITERNATIONS, TRANSPORTATION, BICYCLE SHARE, PREFERENCE





Introduction

The Bicycle Share @ UH project (BicycleShare@UH) envisions a transformative transportation solution that addresses the needs of students, faculty, and staff to navigate on campus in a safe and pleasant manner.

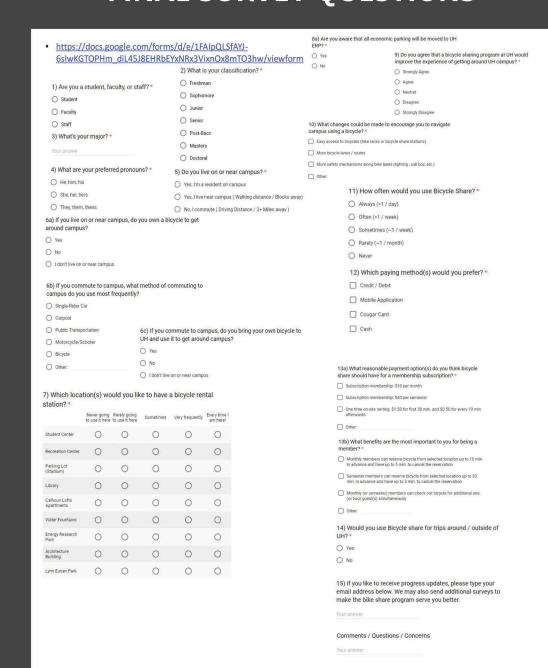
- **PURPOSE** DEVELOP A THEORETICAL BICYCLE SHARING SYSTEM AT THE UNIVERSITY OF HOUSTON.
- **PROMOTES** HEALTHIER LIFESTLYE, GREEN TRANSPORTATION, AND INNOVATION
- TARGETING STUDENT POPULATION

 FEEDBACK & ADVICE HOUSTON'S BCYCLE & UH SUSTAINABILITY OFFICE

KEYWORDS - BICYCLE SHARING SYSTEM, GREEN TRANSPORTATION, INNOVATION

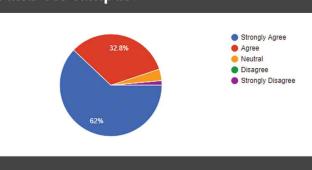
METHODS

FINAL SURVEY QUESTIONS



- SURVEY PLATFORM GOOGLE FORMS 3 ITERATIONS
- **DURATION OF SURVEY:** AUGUST **1ST** AUGUST **10TH**
- FOUR TYPE OF SURVEY QUESTIONS
- 1. BASIC DATA
 2. DESIRE TO UTILIZE THE BICYCLE SHARE
- 3. LOCATION PREFERENCE
 4. PAYMENT PREFERENCE
- WHY ONLY A FEW QUESTIONS AND A FEW ITERATIONS?
- > TO INCREASE RESPONSE QUALITY AND QUANTITY
 TOO MANY SURVEYS = LOW PARTICIPATION / INPUT

Do you agree that a bicycle sharing program at UH would improve the experience of getting around UH campus?



KEYWORDS - ITERNATIONS, TRANSPORTATION, BICYCLE SHARE, PREFERENCE, SUBSCRIPTION, COMMUTE, RESIDENCE

RESULTS

CUSTOMER DISCOVERY

• BASIC DATA:

>Class standing: freshmen-senior, graduate, post-Bacs.
>preferred pronoun
>student/staff/faculty
>Maior:

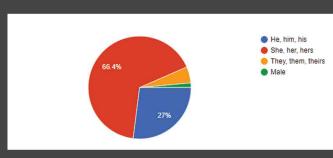
• DESIRE TO UTILIZE BICYCLE SHARE

>Live on or near campus
 >Commute vs. residence
 >using bicycle; how frequent;
 >Will cycling on campus improve your transportation experience
 > Changes needed to use bicycle
 more frequently;

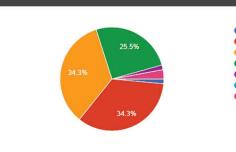
●PREFERENCES | PAYMENT & LOCATION

>student center; recreation center, stadium parking; library; water fountain; architecture; Lynn Eusan park; Calhoun Lofts/Law school; ERP; >subscription, subscription incentive; mobile app; credit card

PREFERRED PRONOUNS IDENTIFIED



PARTICIPANTS CLASSIFICATION



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DATA TREND ANALYTICS

- RESULTS EXCEL
- BASIC DATA:
- > 98% students, more juniors than senior or sophomore or graduate students
- > 60% female: She/Her/Hers
- >78% commute to school via car; ~13% public transportation

• DESIRE TO UTILIZE BICYCLE SHARE

>63% aware of all economy parking locates at ERP
>86% not aware Tiger Trail – connecting ERP and UH campus
>93% believe bike share program will improve
UH transportation experience

• EXPERIENCE IMPROVEMENT

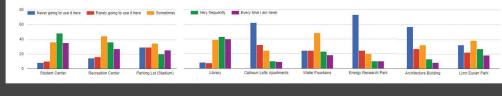
>Easy Access to bicycles (85.0%)
>More Bike Lanes (63.7%%)
>More Safety Mechanisms (52.8%)

• SHARE-SYSTEM USAGE FREQUENCY

>12.5% always
>45% often
> ~27.0% sometime
> ~10.02% never

• LOCATION PREFERENCE

>Top 5: Student center (between its south and north building)
Cougar Village/Lynn Eusan park; Recreation center, Stadium parking;
Farish Hall/water fountain
Other scouted location: library; architecture; Calhoun Lofts/Law school; ERP



• PAYMENT PREFERENCE

> 70% Credit/Debit Cards >~46% Mobile App > ~ 60% Cougar Card >58% 40\$ per semester subscription > ~ 33% Cash > 45% 10\$ per month subscription > 29% one time renting

CONCLUSION

• STYSTEMATICALLY DEVELOPED

a theoretical bicycle sharing system for students at the University of Houston to reduce commuting time on campus

WORKED RIGOROUSLY WITH FACULTY AND STAFF AT THE COLLEGE OF TECHNOLOGY
 FEEDBACK FROM HOUSTON'S BCYCLE AND UH SUSTAINABILITY OFFICE

• DISCOVERED CUSTOMERS IN SEVERAL MAJORS

>Biology
 >Kinesiology
 >Psychology,
 >Business,
 >Political Science,
 and other STEM fields.

• STUDENTS INTERESTED

- > 61% She, her, hers> 39% Him, he, his
- MARKETING DECISIONS FOR BICYCLE STATIONS

>Student center >Library >recreational center
> stadium parking lot >ERP >Water fountains
> Architecture building >Lynn Eusan Park)

• PLAN FOR FALL 2017

>Will reach out to social media of every college to promote the survey in the first month of Fall semester.
>Office of Sustainability will promote the survey.
>Reach out to student organizations again.

REFERENCES

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 Nikhil Schneider – Office and Team Lead;
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• Houston Bcycle:

> Executive Director Carter Stern; Feedback and Advice

• Volunteer:

Daniel Li; Feedback and Advice

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