

Mad River Bikes

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Program Overview

- Community based free bike share program
- Serving town of Waitsfield
- Provides free bikes to both residents and visitors for short distances
- Operates from Early May-October



Initial Observations

- Third Year of Operation
- Annual Budget of \$2000
- Implementation Strategy
 - Bikes available at random locations in Waitsfield for public use
 - Maintained by program members
 - Bikes donated by local vendors and families

Mad Bikes of Waitsfield Guidelines

- Mad Bikes of Waitsfield are available for free use for local sticker on the bike
- Mad Bikes of Waitsfield and Irasville
- Ride at your own risk!
- Wear a helmet! Helmets are not provided, so remember to bring your own
- Follow the rules of the road
- Find a Mad Bike to any bike rack with a green flag when you're done
- Return a Mad Bike to report a bike that is in need of maintenance (Mad Bikes of Waitsfield are for adults to use (there are no children's bikes))
- Call 496-4477



Organizational Breakdown

- **7 members of Mad Bikes include:**

Laura Brines, Dave Cain, Liz Weller, Troy Kingsbury, Peter Lazorchak, Sue Frechette, Taz

- Located in Mad River Valley of Vermont and Subgroup of Valley Futures Network
- Sponsored by
 - Town of Waitsfield, Mad River Valley Recreational District, Mad River Valley Health Center, Mad River Valley Rotary Club, Local Businesses and Private Individuals

History and Current Status

2008

- Acquired & distributed small fleet of bicycles outfitted with baskets
- Program shutdown shortly after initiation due to liability issues
- Mediated legal with consulting firm in Burlington
- Became associated with the Town of Waitsfield to gain insurance coverage

2009

- Became officially the Waitsfield Bike Committee

2010

- Currently operates 20 bicycles under \$2000 annual budget
- Bikes and parts housed in a donated facility
- Bikes used mainly by local teenagers
- Program is looking to expand and improve services

Challenges

- Time and Volunteers
- Participation and awareness
- Official location for program
- Budget constraints

Our Role

- Observe
- Research
- Consult
- Recommend



Our Role In The Process

- Researched and compiled case studies regarding various bike share programs related to Mad Bikes, including:
 - *Putney Bikes*
 - *Seattle Green Bikes*
 - *Collinswood Bike Share*
 - *Pottstown Bike Share*
 - *Free Ride!*

Putney Bike Project

- Initiated in 2007
- Started with 10 bikes and 4 bike racks
- Similar obstacles as Mad Bikes
- Halted in 2009 to re-evaluate the program



Seattle Green Bikes

- Free bike share program
- Community bike program started by Guy Olson with 20 donated bikes
- Did interviews for local newspapers and radio shows to get publicity
- Use of bikes targeted at commuters
- Olson plans to pursue working with local school children on the project



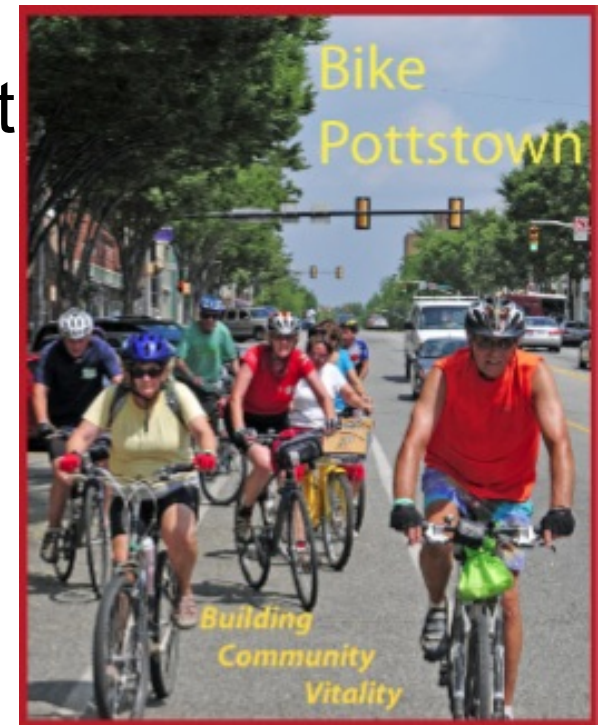
Collinswood Bike Share

- Mission to cut down on use of cars.
- Used as bike library by Department of Recreation who owns, maintains, and manages the bikes.
- Participants asked to wear helmet, use bike lock, those under 18 need parent signature, and
- Fee is \$25 a year.
- Volunteer bike mechanics will provide knowledge to participants and given free membership.



Pottstown Bike Share

- Bike Pottstown is a free bicycle sharing program.
- Bikes are picked up and returned the same day.
- Mission is to promote alternative modes of transportation.
- 30 bikes, age requirement, no helmet requirements.



Freeride Montpelier

- Free bike share program in Montpelier, Vermont
- Promotes bicycling by providing affordable used bikes and access to tools, skills, and information for bike maintenance
- Non-profit and voluntarily run
- \$15-\$300 for fixing/refurbishing bikes by mechanics
- \$5/hr or \$30/yr donation if working on own bike in shop



Outcomes

- Mission Statement

“Mad River Bikes aims to provide a fun alternative source of transportation through a free bike-sharing program. This program provides bike education, along with promoting the health of individuals, the community and the environment.”

How we came to this outcome

- Question program members
- Worked as team to isolate key themes and perspectives from each Mad Bike member
- Formulated Mission Statement

Next steps

- Raise and allocate funds
- Organize bikes and create a maintenance schedule
- Create official Mad River bike location for information, bike storage, bike workshop

What we took away from the project

- Importance of visioning in the 'creating process'
- Importance of operation efficiency
- Balancing visioning and applicability
- Collaboration

Add'l Research and Questions

- Past projects that acquired a project building
- Education and promotion strategies
- Safety awareness
- Overall program structuring
- Utilizing events for marketing and community awareness

Questions?

