In determining a rental price schedule, two main factors need to be considered:

- Is it affordable for the student?
- Will the bike pay for itself over the course of its life?

With the reasonable expectation for a bike to remain in service for six years the following prices should meet both criteria:

<table>
<thead>
<tr>
<th></th>
<th>Day</th>
<th>Week</th>
<th>Semester</th>
<th>Maintenance</th>
<th>Deposit</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMU Bike Rental</td>
<td>$5</td>
<td>$20</td>
<td>$90</td>
<td>Basic Incl.</td>
<td>No deposit</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Student is responsible for Lost / Stolen / Damaged equipment</td>
<td>Hold is placed on students account for outstanding penalties</td>
</tr>
</tbody>
</table>

**Bicycles: Connecting Campus and Community**

Increased bike use carries with it benefits that will extend far beyond the borders of the WMU campus. A broader utilization of bicycles by students will aid in automobile traffic reduction and help alleviate parking issues both off campus as well as on it.

Downtown Kalamazoo businesses will also benefit, with bicycles providing a convenient, free-parking mode of transportation for students who could otherwise only enjoy the downtown inconveniently by foot or by car.

Ultimately, WMU and the City of Kalamazoo will need to work hand-in-hand to maximize the benefits of bicycle use and to promote a safer, healthier, and greener community.
University of Michigan
- U of M launched their bike rental program, named Blue Bikes in the fall of 2012
- Blue Bikes started with 30 bikes, but demand has already warranted an expansion of the program
- In conjunction with the rental program, U of M increased bike parking and "fix-it" stations

Michigan State University
- MSU has been a leader in promoting bike use on campus since 2003
- Their bike rental system has evolved and grown with time. At its start it only leased refurbished bikes to faculty, but has since grown to encompass students as well as opening a full fledged bike shop.
- MSU had over 150 rentals in 2008

Grand Valley State University
- GVSU implemented their bike rental program in the fall on 2011
- They use refurbished bikes which are obtained from the police department
- This method allows for very inexpensive rental prices for students, though the drawback is higher maintenance costs

Creating a Bike Rental at WMU

Start Small
Beginning with a ten bike pilot will allow the program to pass through the inevitable initial learning curve and develop our own best practices without risking a large capital investment.

A small pilot will also help determine interest in bike rental, allowing for appropriate expansion when demand dictates.

Choosing the Right Bike
Choosing the appropriate bike for the job is essential. We need to strike a balance between comfort and ease of use with low maintenance costs and affordability.

The table below shows a comparison of four popular models with relevant specifications.

<table>
<thead>
<tr>
<th>Brand &amp; Model</th>
<th>Hub</th>
<th>Rack/Basket</th>
<th>Fenders/Chain guard</th>
<th>Step-through Avail.</th>
<th>Weight</th>
<th>$$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Torker T800</td>
<td>8 speed internal</td>
<td>Rear rack</td>
<td>Incl.</td>
<td>Yes</td>
<td>N/A</td>
<td>649</td>
</tr>
<tr>
<td>Jamis Commuter 3</td>
<td>7 speed internal</td>
<td>Rear rack</td>
<td>Incl.</td>
<td>Yes</td>
<td>29.5 lbs</td>
<td>750</td>
</tr>
<tr>
<td>Kona Dr. Good</td>
<td>7 speed internal</td>
<td>Front rack</td>
<td>Fenders only</td>
<td>No</td>
<td>N/A</td>
<td>899</td>
</tr>
<tr>
<td>Giant Seek 1</td>
<td>8 speed internal</td>
<td>None</td>
<td>None</td>
<td>No</td>
<td>N/A</td>
<td>1075</td>
</tr>
</tbody>
</table>

Infrastructure to Support Broader Bike Use on Campus

Shared use pathways are a necessity on a bike friendly campus. Not only do they facilitate easier commutes by bike, but they mitigate risk to pedestrians by clearly displaying the shared nature of the path.

Expanded parking options for bicyclists will begin to create a more bike friendly atmosphere on campus.

Additional compressed air locations and self-service mechanical stations for quick fixes are two more smalls steps toward WMU becoming a truly bike friendly campus.

Rental Programs on Michigan Campuses

Choosing the Right Bike
Choosing the appropriate bike for the job is essential. We need to strike a balance between comfort and ease of use with low maintenance costs and affordability.