



# GREEN FUND

## Project Application

**Green Fund Mission Statement:** “The NAU Green Fund promotes student participation in and provides funding for projects that reduce NAU’s negative impact on the environment and create a culture of sustainability on-campus.”

### REQUIREMENTS FOR FUNDING:

- The project must be implemented on campus.
- The person submitting the project must be a NAU student, faculty, or staff member. • Projects must provide all necessary documents, letters of support, and authorizations prior to submission.
- The Green Fund distributes funding on a **reimbursement basis**. Project teams should partner with an administrative office to provide upfront funding for the project. Once the project has been successfully completed, the Green Fund will reimburse the administrative partner.
- All project applications should be submitted to [greenfund@nau.edu](mailto:greenfund@nau.edu) for review.

**DISCLAIMER:** All applications will go through a comprehensive vetting process. We highly recommend meeting with a Green Fund Committee member prior to submitting the application. The Green Fund Committee member will assist you with every step of writing your project application. If your project is approved, you may be asked to provide more detailed information regarding specific deliverables. **The Green Fund is not responsible for acquiring the necessary permits, permissions, or approvals for a project, although we are happy to assist with this process if needed.** Additionally, the Green Fund does not provide any ongoing maintenance costs unless otherwise specified by the committee. A sponsoring department must take responsibility for operations and management.

**REVIEW PROCESS:** Upon project application submission, the Green Fund will begin to review your project within two weeks. At this time, the Green Fund will provide comments on the project. **This process can extend for long periods of time depending on the scope of the project.** Incomplete applications will not be reviewed until all components are submitted.

**Note:** The Green Fund Committee only meets during the academic year. All projects submitted outside of the regular academic year will be reviewed at the start of the next academic session.

## CONTACT INFORMATION

## Student Contact Information

Project Leader Name: Blaise Ferro

Phone: (732) 395-9733

NAU Email: bgf32@nau.edu

Expected Graduation Date: N/A

Project Name: Yellow Bike

Expansion

Project

### **Project Advisor Information**

Project Advisor Name: Beth Bengala

Phone: (252) 414-6014

NAU Email: Beth.Bengala@nau.edu

NAU Department/Unit for Funding

Reimbursements: Unions and  
Activities

## **PROJECT OVERVIEW**

Please answer the following questions to the best of your ability, for questions that are not applicable, please list N/A.

### **Executive Summary**

Please provide a brief overview of your proposal. Please address how this project will support the goals of the Green Fund (student involvement, creating a culture of sustainability, and lessening NAU's impact):

The Yellow Bike Program began as a small bike share program on campus in 2007. A climate mitigation class developed the idea in order to reduce greenhouse emissions on Northern Arizona University's campus. At first, bikes were obtained through the campus bike round-up then repaired, repainted, and left scattered on campus. They were not locked nor rented in the first few years of the program. However, project lead, Mike Madigan, predicted, "As these programs have advanced in other cities, they've gained a more sophisticated infrastructure where there are actually mechanisms in place to check bikes out, lock bikes up, card-swiping mechanisms, etc." (Navajo Hopi Observer, 2007).

Today, we have a fleet of 110 bikes, serve 1,000 members, and check-out 4,000 rentals per year. They are checked out using your Jack's ID card and the rental is good for 5 days. The Yellow Bike Program has had an extreme impact on our environmental sustainability and affordability of eco-friendly transportation for students. In 2019, we added 100 bikes to the

fleet and saw a 412% increase in rentals to date. We hope to keep addressing the requests of the students in what they want to see in their sustainability culture. Presently, we have addressed the overall quality of our present fleet, by replacing all tires, grips, saddles, and pedals. Next, we hope to address the request for geared bicycles. Adding 20 additional bicycles, all of which will be equipped with internally geared 3 speed hubs.

In addition to the new bicycles, we will be adjusting some infrastructure as well. We will be reopening Yellow Bike Rentals at the DuBois Center to accommodate students living on South Campus and hoping to have easy access to bicycle rentals. In addition, we will begin allowing bicycles to leave campus beginning Fall 2024!

### **Project Components**

1. Does your project require space or construction on campus? If so, where? Please review the "Space Committee Document" located on our webpage and follow the steps to begin requesting a location.

Space for project completion is provided by the Unions and Activities Department in the University Union.

2. Have you obtained all necessary approvals for this project? The Green Fund is not responsible for acquiring the necessary permits, permissions, or approvals for a project, although we are happy to assist with this process if needed. Please attach all letters of support to this application. Letters of support should include confirmation from the sponsoring department that the sponsoring department will cover all upfront expenses and work with the Green Fund Business Manager to acquire reimbursement after project completion.

See Letter of Support from Unions and Activities Department Director.

3. Does the project include any continued maintenance costs? The Green Fund does not provide any ongoing maintenance costs unless specified within the budget and approved by the committee. A sponsoring department must take responsibility for operations and management.

All ongoing maintenance costs are provided by the Unions and Activities Department.

4. Will this project provide funding for student wages? Coordination of wages must be done through the sponsoring department and must be included within the project budget.

This project will be covered within the Unions and Activities Yellow Bike Operation Budget.

Please list all additional sources of funding you have pursued, including department, grants, ASNAU graduate, student government, etc.

N/A

### **Project Specifics**

1. Is there a public outreach plan? How do you plan on communicating your project with the NAU community? Do you require assistance from the Green Fund in your outreach plan?

Coordination of advertising the Yellow Bike Program is assisted through Sun Entertainment and The Green Fund Committee.

2. Are you working with other groups on or off campus? If so, describe your partnership.

N/A

### **Project Parameters**

1. What are the environmental costs and benefits associated with your project? This proposal

fits into a variety of student priorities, most of which include Alternative

Transportation and Social Sustainability. The Yellow Bike program provides bicycles as

an alternate form of transportation in place of using a vehicle, including public transit,

ultimately reducing non-renewable resource depletion and carbon emissions.

Additionally, by providing a more equitable transportation option, it is contributing to

social sustainability.

2. Is this a one time expense or will you require future funding for your project?

This proposal is a one-time expense, however, the Yellow Bike Program will hopefully expand continuously.

3. How will you monitor the impact of your project after its implementation? The Yellow Bike

Program utilizes a Point of Sale software called Fusion. Each month we run our rental numbers compared to the previous years. We will continue to monitor our growth utilizing Fusion to collect renter demographic information, total rentals, and efficiency of operations.

In addition, the Yellow Bike Program will be distributing a survey to the student body by Spring Semester 2025 regarding program improvements, satisfaction rate, and impact on student car usage.

## Project Budget

Please include a thorough breakdown of all project costs, as well as a 5% line item for contingency. Based on the parameters of the project, the committee may increase or decrease this contingency.

### Budget

Item	Quantity Price
Retrospec Chatham 3 spd Cruisers	20 \$6,339.80
Tax Bike Purchase	1 \$587.57
Green Fund Stickers	50 \$74.71
Registration Fees	20 @ \$2.00/registration \$40.00

Rental Stickers "Rent me free at the Union or Dub"	50 \$73.38
Locks	20 \$589.38

<b>5% Contingency (5% of total project cost)</b>	\$385.24
<b>Total Project Cost</b>	\$8,090.08

### Project Timeline

Please provide a timeline for the significant dates of your project. Please add all relevant information and consider any holidays/breaks and time required to obtain necessary approvals.

<b>Timeline</b>
<b>Action &amp; Parties Involved Month/Year</b>
Order all necessary parts Upon Approval Assemble all Bikes July 1-July 15, 2024
Register/Distribute All Bikes August 1, 2024
Begin Renting Bikes August 21, 2024

<b>Anticipated Date of Completion</b>	August 21, 2024
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### Project Completion Checklist

Please complete all of the following items before submitting an application

- Contact Information
- Project Overview
- Project Budget
- Project Timeline
- Obtain **ALL** necessary letters of support for reimbursement, ongoing maintenance, student wages, etc. Attach the letters of support to the completed application. ●
- Submit the completed application to [GreenFund@nau.edu](mailto:GreenFund@nau.edu)

*Thank you for your submission. We deeply appreciate your commitment to sustainability at NAU, and we look forward to working with you.*