

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:

- We highly recommend meeting with a Green Fund member prior to submitting the application.
- Since the Green Fund distributes funding on a [reimbursement basis](#), project teams must partner with an administrative office to support implementation of the project. Once the project has met its agreed upon deliverables, the administrative partner will be reimbursed by the Green Fund.
- The person submitting the project must be an NAU student, faculty, and/or staff.
- Projects must provide all necessary documents, letters of support, and authorizations prior to reviewal.
- The project must be implemented on campus.

Disclaimer: This application is preliminary; you may be asked to provide more information in order for your project to be considered for evaluation. Incomplete applications will not be considered; however, applications may be conditionally approved with certain stipulations. If your project is approved, you may be asked to provide more detailed information regarding specific deliverables corresponding to the milestones defined in your timeline. The Green Fund is not responsible for acquiring the necessary permits, permissions, or approvals for a project; though, we will help if assistance is needed. Additionally, the Green Fund does not provide any ongoing costs. The sponsoring department must take responsibility for operations and management. All applications must and will go through a vetting process.

Reviewal timeline: Once your application is submitted, the Green Fund will review your project within three weeks during the regular school semester. Incomplete applications *will not* be reviewed until all components are submitted. The application review may take one meeting or several months as additional questions may be asked or approval from administration may be needed.

Application Components: All components *must* be included for the application to be reviewed by the committee.

1. Project Overview
2. Green Fund Criteria
3. Application Information
4. Detailed budget
5. Project timeline, including milestone
6. Any and all necessary permits, permissions, or approvals
7. Operations & Maintenance Plan addressing:
 - a. Necessary maintenance schedule and duration
 - b. Individuals responsible for the maintenance
 - c. Any and all costs associated with the maintenance
 - d. Project Evaluation Plan

Project Overview

Contact Information Project Leader Name: Kristen Ribich Phone: 928-523-1523

E-mail: kristen.ribich@nau.edu

Project Advisor Name: Megan Proctor Phone: 928-523-6026 E-mail:

megan.proctor@nau.edu

Sponsoring Department: _Unions and Student

Activities_____

Project name: _Yellow Bike Rental

Program_____

NAU Department/Unit for funding reimbursements (Attach letter of commitment from departmental representative):

Does this project involve space needs or construction on campus (y/n)___No Additional Space_____

If yes, have you reviewed the “Space Committee Document” located on our Get Involved page? (y/n) __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 provides an essential service for our student population; a means of independent transportation. Bicycles in this program are in high demand, and frequently all equipment is checked out and we turn interested students away. We are requesting capital to re-launch this program and continue to provide an environmentally and socially sustainable transportation option for students. With an expanded program, more students will have the opportunity to lessen NAU’s overall impact, particularly regarding Carbon Neutrality Goals, and cultivate a better understanding of the benefits and ease of alternate transportation, contributing to a culture of sustainability at NAU.

Green Fund Criteria

Please address with a short answer how your proposal meets the Green Fund criteria for funding a project. Your project does not need to fulfill each criterion, but your project should align with most.

Relationship to Carbon Neutrality/Green Fund Goals

1. Carbon Neutrality Goals - Please review [NAU’s Sustainability Action Plan](#) and identify how your project aligns with the goals.

The Yellow Bike Program aligns most with NAU’s Carbon Neutrality Goal regarding transportation. Part of the NAU Transportation Action Plan discusses decreasing emissions from community to and from campus, as well as from community across campus, and the Yellow Bike Program is specifically named as Action 8 of Objective 2. The average of 57 working bikes in the Yellow Bike Program were used by 1,092 people during the 2018-2019 academic year, helping to not only cultivate a Biking Culture on campus, but in turn contributing to decreased emissions and helping achieve NAU’s transportation goal.

2. Impact - What are the environmental costs and benefits associated with this project?

There are myriad environmental benefits associated with the Yellow Bike Program. Increased biking is associated with decreased automobile use; when this occurs even as few as one to three miles, it can have a significant impact on emissions and fuel consumption, decreasing each (1). Additionally, the more NAU promotes bike use on campus, the fewer automobiles are required, leading to fewer cars physically taking up space at NAU. While there are some costs associated with the materials to make bicycles, lock, and upkeep, this is far outweighed by the benefits.

(1) Thomas Gotschi, Ph.D. and Kevin Mills, J.D. Active Transportation for America. The Case for Federal Investment in Bicycling and Walking. (Rails-to-Trails Conservancy, 2008).

3. Sustainable Development Goals: Describe how your project supports one or more of the United Nations Sustainable Development Goals (<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>)

The Yellow Bike Program impacts not only Goal 11 regarding Sustainable Cities and Communities, but also Goal 10 regarding Reduced Inequalities. Biking, as a form of alternate transportation, reduces non-renewable resource depletion and carbon emissions; both reductions ultimately contribute to more sustainable environmental practices and management of human consumption. Additionally, The Yellow Bike Program impacts social sustainability which reduces inequalities in myriad ways, including contributing to equity, social justice, and cultural competence. Since the program is free to the NAU campus community, it provides more equitable transportation opportunities, especially for those who cannot afford a car or their own bike, and may therefore be limited in their access to Flagstaff. The Yellow Bike Program supports “the capacity of current and future generations to create healthy and livable communities. Socially Sustainable communities are equitable, diverse,” contributing to the wellbeing of the individuals who make up the NAU campus community as well as overall social justice efforts (2). Additionally, for students and staff who have a different relationship with the environment than that of the Western world, The Yellow Bike Program buffers efforts of cultural competence at NAU.

(2) S. McKenzie. Social sustainability: Towards some definitions. Working paper series No. 27. (University of South Australia, Hawke Research Institute, 2004). [definition developed as part of a social sustainability project (Western Australian Council of Social Services; WACOSS)].

Campus Community

4. Visibility – If applicable, is there a public outreach plan? How will faculty, staff, and students engage with the project?

The Yellow Bike Program has been at NAU for eight years; many students, faculty, and staff know about this program. However, as new students and staff enter our community each year, renewed outreach and marketing is integral. Working with NAU Social provides a highly visual, low environmental impact to increase visibility as we re-launch this program. Additionally, with renewed financial support, we can confidently promote the Yellow Bike Program at staple NAU events including Orientation EXPO, Community Fair, REC the Night, and the Student Involvement Fair to reach out to students.

5. Meets Student Priorities – Explain how your proposal fits into one or more of the following categories: (1) Renewable Energy, (2) Energy Efficiency, (3) Conservation & Education, (4)

Water Use Reduction Efforts, (5) Alternative Transportation, (6) Sustainable Landscaping, Gardening, or Composting, (7) Waste Minimization or Recycling, or (8) Social Sustainability. 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.

6. Campus Community Involvement – How are you working with other groups on and off campus?

The Yellow Bike Program has a long-standing partnership with Campus Recreation, who help facilitate the program and promote outreach. The program has also partnered with Parking and Transportation Services to collaborate on working toward NAU's Carbon Neutrality Goals, and to limit traffic congestion at the Flagstaff Mountain campus. There is already strong infrastructure on campus to promote bike use including bike lanes and accessible air pumps. We plan to partner with Health Promotion to promote this program as a means of wellness.

Additionally, as previously mentioned, with continued financial support, we would like to explore new partnerships to grow use of the Yellow Bike Program in ways that align with other NAU goals and priorities.

Project Parameters

7. Economic Feasibility - Is your project financially efficient? Is this a one-time expense or will you need

future funding? Does the project have additional funding sources?

The Yellow Bike Program is financially efficient; NAU's Campus Services and Activities department will sponsor the program's maintenance but does not have the budget to provide the up-front costs of purchasing the bikes, locks, and safety lights. This is a one-time expense to cover the relaunch of the program, as the previous source of funding for this portion is no longer feasible.

8. Program Longevity – Who will run the program after you leave NAU? Will students continue to use the

project in the future?

This program has been a boon to NAU for years, even helping contribute to securing Gold-Level on the National Bike-Friendly Campus list by the League of American Bicyclists. The program is a benefit to the entire NAU campus community, and with the capital to re-launch with additional Yellow Bikes, I am confident students will continue to use and benefit from it, as it has before I entered this position, and as I am sure it will after I leave. Campus and Student Activities will continue to support the good that the Yellow Bike Program does, and will strive to find a way to keep it running

9. Reasonable Timeline - How long will it take to implement your project? What is your timeline for when

you will start and when you expect to begin to see results?

We anticipate a six-week timeline between receiving the capital necessary to re-launch the program, and complete implementation. With existing infrastructure, the bulk of our timeline accounts for shipping the materials, conducting inventory, and entering them into our tracking system. Our team will be able to work on renewed marketing efforts and the implementation process concurrently.

10. Outcome – Projects must have a defined outcome. If the outcome is quantifiable, what is your data collection strategy?

We know there a need for this program to relaunch and expand; the bikes we currently have are frequently all checked out and we must turn people away. Our outcome is to increase the reach of the Yellow Bike Program as defined by number of unique users and the number of repeat uses by the same users. We are switching our check-out and inventory database to a new program, Fusion, which will enable us to more easily track and run reports on this data.

Preliminary Questions

Please answer the following questions:

1. Does your project require space or construction on campus? If so, where?

No, no additional space is required.

If yes, review the “Space Committee Document” located on our Get Involved webpage and follow the steps to begin requesting a location.

2. Have you obtained all necessary approvals for this project?

Yes

a. If Yes, please attach all letters of support. Letters of Support should include confirmation from the sponsoring department that they will cover all upfront expenses and work with the Green Fund manager to acquire reimbursement after project completion. If any ongoing operations and maintenance is required of your project, provide a Letter of Support from the entity that will be covering those costs and/or services. Please note that the Space Committee will not give a formal letter of support until the Green Fund has approved a proposal, so you do NOT need to include a Space Committee letter of support at this time. b. If No, please explain your progress and plan for attaining letters of support. 3. Will this project provide funding for student wages?

No, this project will not directly provide funding for student wages.

4. Please list all additional sources of funding you have asked. Include departments, grants, ASNAU, GSG, etc.

The Campus and Student Activities department previously funded this program through the annual bike sale. The bike sale is no longer a sustainable option to generate funds for the program; thus, the Campus and Student Activities department has committed to funding the maintenance and longevity of this program as long as we can secure funding for the installment of new bikes for the 2019-2020 academic year.

5. Has this project been submitted for consideration before?

No, it has not.

a. If Yes, please ensure that all requested revisions have been addressed in the narrative. 6. Have any of the Green Fund Committee members been involved in this project?

Not yet.

a. If Yes, please identify all committee members:

Detailed Budget

For the detailed budget, please include detailed information on how money will be spent on this page. Must be very specific, **please add a line item of 5% for contingency.**

Item	Quantity	Rate	Sub-Total
Bicycles	100	\$178.50	\$17,850.00
Bicycle Locks	100	\$16.99	\$1,699.15
Bicycle Lights (2 pack)	100	\$16.99	\$1,699.00
Bicycle Helmet	100	14.99	\$1,499.00
Bike Registration with NAU PD	100	\$2.00	\$200.00
Marketing- Standard Banners	2	\$57.00	\$114.00
Marketing- Retractable Banners	3	\$176.70	\$530.10
Marketing- Vinyl Bike Stickers	100	\$5.00	\$500.00
Taxes		\$2089.37	
5% Contingency			\$1,309.03
Total:			\$27,489.65

Timeline

The timeline should include significant implementation dates for your project.

Please add information such as shipping time and consider any holidays or breaks.

Example:

Item Yellow Bike Steps Who When 1 Order and have shipped Bikes, locks, and lights from Single Track and Amazon.

Darrion Edwards Week 1

2 Marketing Purchases Kristen Ribich Week 1 3 Inventory and registration of bikes Darrion Edwards Week 5 4 Put out inventory Darrion Edwards Week 6

Capital Planning and

Campus Operations Campus Services and Activities October 15th, 2019

Green Fund Committee Members,

I have reviewed the proposal to partner with the Green Fund to re-launch the Yellow Bike Program at NAU, and extend my full support, as well as our departmental support, for this project. Campus Services and Activities has supported this

program for many years. Our department understands the benefits that the Yellow Bike Program provides to students

and is committed to doing what we can to ensure its continued success.

Campus Services and Activities will continue to fund the student worker bicycle mechanics who monitor and fix our

equipment. We have budgeted accordingly to cover the costs of replacement equipment and

already have the major equipment necessary to perform mechanical repairs and promote the longevity of the bicycles, and thus the program overall. Campus Services and Activities understands that future expenses (lost helmets, lost bike lights, sticker/banner replacements, additional registration fees, and any additional future expenses) must be covered by Campus **Services and**

Activities. We understand that the Green Fund is only responsible for the initial purchase of the materials approved in

this proposal and will not fund continued **maintenance of the program.**

We are dedicated to ensuring our programs are data-driven and informed by student priorities. We have completely shifted our check-out **process to a system** called Fusion and will be **able to capture more data regarding** who is checking

out bikes and the frequency unique **users are returning.** Additionally, we will begin to start examining the amount of

time that bikes are taken out of rotation for maintenance to identify opportunity for increased efficiency. Ultimately, our

goal is to **have more bikes available for more students.**

Our department strongly believes in NAU's Sustainability Action Plan. We are confident that the Yellow Bike Program has

a robust legacy of contributing to these goals, and that there is opportunity to further support them, particularly NAU's

Carbon Neutrality Goal **regarding transportation**, by re-launching the Yellow Bike Program and adding new bicycles to the fleet. The Yellow Bike Program contributes to more than just environmental sustainability, it contributes to a

sustainability culture on campus, supporting equity through social sustainability and engaging more demographics in this culture. We appreciate your consideration of adding the Yellow Bike Program to NAU's and the Green Fund's myriad **sustainability** efforts.

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Megan Proctor Student
Unions & Activities Director
Campus Services and
Activities