



Brandeis University
Waltham, Massachusetts
Transportation

SCHOOL

Brandeis University is a four-year private liberal arts university in Waltham, Massachusetts (a suburb of Boston). The University has approximately 3,300 undergraduate and ??? graduate students. It has an Environmental Studies major and minor, as well as other on campus student groups that work on campus sustainability.

ABSTRACT

DeisBikes 2.0 was a student initiated expansion of the DeisBikes resource offered at Brandeis. DeisBikes, Brandeis' bicycle sharing program, opened in March 2009 as an initiative between students in the Brandeis Student Union and Professor Laura Goldin's *Greening the Ivory Tower: Improving Environmental Sustainability of Brandeis and Community* class. The service originally offered free daylong bicycle rentals to Brandeis undergraduates. In 2010, using a grant from the Brandeis Sustainability Fund, DeisBikes 2.0 expanded DeisBikes by purchasing more equipment to allow for semester long bicycle rentals, and opening a bike shop on campus to increase bike culture. The total cost of the program was \$12,734.89, which included the purchase of 40 new bicycles, as well as other bicycle equipment and tools.

GOALS AND OUTCOMES

Goals

The goal of this project was to make the Brandeis community more sustainable as well as to raise eco-consciousness. By offering semester-long rentals, DeisBikes 2.0 would reduce students' use of cars and other fossil-fuel dependent modes of transportation. The goal was to work to lower Brandeis's carbon-footprint by offering this fun, healthy transportation alternative for a small fee.

In addition to the direct effect that DeisBikes 2.0 would have on our campus' sustainability, the inclusion of a student-run bike shop would promote bike culture on campus. The goal of offering this service is two-fold; it will enable this program to be self-sufficient as well as encourage students to bring bikes from home. Having a bike shop on campus will allow the program to maintain the bikes we have, adding years to the lifetime of each bike.

In the next 2-3 years, DeisBikes hopes to use the revenue from the semester rentals to both pay for bicycle upkeep, and also to annually expand the bike fleet, which will in turn increase potential revenue. This would allow DeisBikes to independently be able to expand and improve in the coming years.

Accomplishments and Outcomes

DeisBikes 2.0 was a great success. In fact, due to the demand for semester long bike rentals, DeisBikes decided to also offer bicycle rentals for the summer. In addition to getting more students biking and thus reducing carbon emissions, this did seem to increase bike culture on campus. MORE

DeisBikes 2.0 purchased 40 Trek-700 bicycles, as well as bike tools and helmets.

Campus Climate Action: Your School's Carbon Footprint

As recorded in *Global Warming on the Road*, a 2006 study conducted by *Environmental Defense*, "roughly 20% of U.S. energy-related CO2 emissions, cars and light trucks are a key source of the nation's global warming emissions." [1] expanded semester-long rental service of DeisBikes will encourage the use of alternative transportation within the Brandeis community. By making biking accessible and affordable for students, Brandeis will decrease gas consumption and reduce greenhouse gasses such as carbon dioxide which contribute to climate change.

ENGAGEMENT AND SUPPORT

Leaders and Supporters

The Brandeis Sustainability Fund was necessary for providing the funds to expand the program. Furthermore, DeisBikes 2.0 worked with Janna Cohen-Rosenthal (Brandeis' Sustainability Coordinator) and Facilities to work out logistics of storing and transporting the bicycles.

Funding and Resources

The entire project cost \$12,734.89. The project was funded by a grant received from the Brandeis Sustainability Fund. The money was used to purchase bike tools, bike stickers, helmets, lights, and kickstands.

CONTACT INFORMATION

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MORE ABOUT YOUR SCHOOL

Campus Sustainability History

Brandeis' Environmental Studies major has a class called "Greening the Ivory Tower" which allows students to work on various projects on campus to improve campus sustainability. Past projects include the creation of a garden, Greening Orientation, as well as many other projects. Brandeis also has a number of clubs involved with environmental activism on and off campus, with clubs such as Students for Environmental Action (SEA), and Natural Living. In 2007, President Jehuda Reinharz signed the Presidents' Climate Commitment, which led to the creation of the Sustainability Coordinator to help fulfill the commitment to sustainability, who works in Facilities. In 2010, SEA helped to create the Brandeis Sustainability Fund to help fund projects that students wish to pursue to make Brandeis more sustainable.