



REPORT

From the office of the...

MACycle Director

TO: Members of the Executive Board
FROM: Richard Chen
SUBJECT: MACycle Final Report
DATE: January 12, 2018

UPDATE

Service is closed as of November 30. I think an early March opening is reasonable. We will keep an eye on demand during February.

SERVICE USAGE

Saw consistent full capacity at peak hours during September and October. Last day we open each week is always the busiest.

Decreased usage but consistent demand during November. Would recommend more staff training at this time.

PAST EVENTS, PROJECTS & ACTIVITIES

Activities from 2017:

- Bike to Work Day
 - Joint activities with Cycle Hamilton and McMaster Sustainability Office
- Bike Auction
 - Recommended for next time: table, free food and refreshments, bring some accessories to sell (sold lots of locks at the auction this year), start looking for auctioneers early
- Bike Ride
 - Was very fun, we had good bonding between a group of strangers
- Bike workshop
 - We had it during regular shop hours and did see an increase in the amount of people that came
- Shop upgrades
- Social media contest
 - 21,000 people reached with bike give-away contest
 - Good way to get attention before the bike auction

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Recommended new projects for next year:

- Install security webcams
- Social media contest (win a bike, free lights, etc) – up to whoever's in charge

- With the bike give-away, the bike size was an issue and obviously only one winner
- Theft awareness campaign – 50-60 reports of theft a week during Fall 2017
- Revised bike workshop syllabus
 - Based on what happened this year, we've made changes to what we will be teaching people
 - More focus on what problems are applicable to the typical cyclist (how to take care of your bike in the winter and in general, what to do if your chain falls off, cycling laws, etc). Less focus on things we mechanics do e.g. bottom bracket replacement.
- Price adjustment – some ideas
 - Instead of a membership, you pay \$2 per use of the shop (\$3 for non-MSU members)
 - \$10 membership still available; grants unlimited usage of the shop; expires August 31st instead of May 1st, as the “new school year” starts in September.
 - Prices will be at retail pricing, but students get a discount
 - Taxes will be charged rather than included in the price
 - Possibly a price-match system where we will match the price of an item if it's listed cheaper from some online retailer (to accommodate for the price increase, which is most noticeably seen in more expensive items)
- Apply for MEC grant
- Take pictures of the weekly sales reports and send them to AVP Services, now that we have a cash register to record everything.

BUDGET

Accounting paid the invoices before I had a chance to; the cost for the new repair stand is included in this.

I think the current amount of allocated budget is pretty good. We have lots of components left over that we'll have time to sell next time we open and I also bought a lot of tools this year. We also widened our inventory; I've wrote a document of recommendations on inventory (e.g. what to buy, amount) to pass on to the next Director. I would say the current allocated budget is fair. In the future, we wouldn't need to spend this much.

A legit inventory count was done at the end of the year and there were a few thousand dollars' worth of supplies.

McMaster Student's Union							
Dept. 0108 - MacCycle							
For the Seven Months Ending November 30, 2017							
	Current	Prior Yr.	Current	Prior Yr.	Prior Yr.	Approved	% Budget
	Month	Month	YTD	YTD	YE	Budget	Used
	November	November	2017-18	2016-17	2016-17	2018	To Date
8 All:							
9 3301-0108 MCYC - SALES REVENUE	(883.13)	(672.57)	(13,148.92)	(11,764.43)	(12,737.89)	(13,000.00)	101.15%
10 3801-0108 MCYC - OTHER REVENUE			(8.00)		(143.00)		#DIV/0!
11 5101-0108 MCYC - TELEPHONE	28.30		198.10	141.50	339.60	350.00	56.60%
12 6494-0108 MCYC - VOLUNTEER RECOGNITION			(172.08)	172.08	172.08	750.00	(22.94%)
13 6501-0108 MCYC - ADV. & PROMO.			1,712.94	586.49	586.49	1,500.00	114.20%
14 6603-0108 MCYC - SPECIAL PROJECTS	332.99		1,220.64	115.69	115.69	1,500.00	81.38%
15 6604-0108 MCYC - PARTS	5,389.15	442.95	14,783.38	5,300.34	9,791.40	8,300.00	178.11%
16 7001-0108 MCYC - WAGES	433.14	509.52	3,041.26	6,135.82	6,984.50	4,000.00	76.03%
17 7101-0108 MCYC - BENEFITS	33.47	44.56	290.38	556.63	636.40	200.00	145.19%
18 8001-0108 MCYC - DEPRECIATION EXPENSE	47.69	138.31	95.38	276.62	414.93	420.00	22.71%
19 8501-0108 MCYC - HST/GST EXPENSE		(30.41)	909.57	148.15	355.50		#DIV/0!
20							
21 Total All	5,381.61	432.36	8,922.65	1,668.89	6,515.70	4,020.00	221.96%
22							
23							58.3%
24							
25 Balance remaining on Underground voucher for Adv. & Promo		\$ 967.50					

VOLUNTEERS

We got two experienced volunteers graduating this year. Fortunately, we got 4 new volunteers committed for the long term. 3 are first years, 1 is in his third year. This is very good - we'll have enough staff for 2018, and if we get a similar turnout for 2019 that would be fantastic. The promos we did this year most likely helped with getting volunteers. We also updated our website this year and added to it an application form for people interested in volunteering. In the future, there needs to be promotions, as for the last three years we haven't gotten any new volunteers (other than me).

I'd say we could've done better with volunteer training this year. Based on observations they learn the basics the best from refurbishing bicycles rather than help clients, which is more difficult. I've made recommendations on refurbishing bikes and volunteer training to pass on to the next Director.

CURRENT CHALLENGES

The most common request we were unable to fulfill this year was providing refurbished bikes for sale. We don't get many donations so we got nothing to refurbish. Next year I would recommend contacting New Hope Community Bikes about whether they can donate some bikes they are going to scrap to us.

Another big issue as mentioned previously was getting new volunteers and volunteer retention. However, with the long-term volunteers we've gotten this year I'm optimistic that this would get better.

SUCSESSES

I think MACycle got a soft reboot this year, and is on its way to more positive changes.