UPDATE
Since last reported, MACycle has continued/finally finished with the initiatives outlined in the previous director’s goals.
Service now has a system for recording purchases.
A system is now in place for assessing service usage, recording statistics on customers.
The service is in the early stages of increasing security.
A full, properly documented inventory and price system is in or almost in place, going hand in hand with new organization.
A promo plan is being finalized, including a rebranding for the service.
We’ve been having difficulty finding people to apply for our executive roles.

SERVICE USAGE
Previously, there was not a system in place for accurately quantifying the amount of people using the service. Continued the previous director’s system of just recording people when they came in.

Now, we take the person’s gender, status as a student (undergrad, grad, faculty, non-student), reason for visit (whether they spent money or not), and how they heard about the service.

From two weeks of data, we have an average of 3 people per day, with only 2 of the last 18 people being women, 3 being grad students, and almost everyone hearing about the service through a friend. This could hopefully direct our promotional campaign later in the year.

PAST EVENTS, PROJECTS & ACTIVITIES
MACycle had a super successful bike auction the previous September. We made the largest profit yet, and that definitely improved the standing of the service. For several weeks afterwards we were packed. Great success we hope to repeat this coming year. We attempted to run a bike theft awareness campaign. We didn’t get past the planning/preliminary stages of the campaign, shot a video for maybe 30 minutes.

Last year we also held a bike workshop that was attended by 2-3 people.
As well, a bike ride to Princess Point was held. This attracted some attention, with 6 or so participants (not including volunteers). This is a good turnout that we hope to repeat.

UPCOMING EVENTS, PROJECTS & ACTIVITIES
I intend to run a campaign for bike bylaw awareness. Honestly, I have never run a campaign before. To avoid slightly pitfalls like last year, I intend to go through planning with individuals that have already run successful campaigns. One example was the SCSN Student Housing bylaw campaign. They had a really great video (with the glasses and stuff) that also featured bylaw officers. My plan is to either collaborate with the people that worked on that and feature SCSN as part of a next-year-bylaw-initiative, or at least have people consult on how to run the campaign. Shifting the focus to safety and laws could help to reduce the barriers people face when considering cycling around Hamilton (i.e., how do I commute safely? Do I want to take that risk?).

For the summer, I foresee two projects. One is our rebranding that is underway. I hope to bring a new logo to an EB meeting soon, as well as having new shop print material up. This will hopefully include annexing the currently homeless bike repair stand out by BSB field. I have reached out to the company that installs them to possibly order a replacement part (a universal pump head) since the ones we stock don’t fit. When we rebrand we may change signage there. As well, a promotional campaign is being planned. This will include new signage with our new logo, and if I have my way, direct advertisement at bike racks on campus.

For the summer, I plan to run monthly rides. Probably on a Saturday every month, although I’m not certain if it should be road or mountain. With the help of a hopefully hired Events Coordinator exec, it could be a fun way to engage the few people around here ever summer. We have already begun polling people who use the service if they would be interested in that but so far no one has said they’ll be sticking around for the summer.

The process of raising prices is coming along nicely. The AVP (Finance) and myself have prepared a rough increased price list. We plan to run a small focus group session with people both familiar with bike part prices, and casual users and commuters who are less so familiar. This will help us test out the prices and not be a shocker to our customers. Below is a sample:
As for membership sales, we are still divided on how these will work. My preferred and proposed plan is as follows: Have a two-lane either “pay as you use, $5 per time”, or flat $10 for membership. Thus, people who use the service more than once will just be bumped to a membership, and those who use it only once don’t have to shell out as much.

Updating this price list goes hand in hand with tracking inventory and sales. One the far column of that spreadsheet we have a list of inventory we store, and so, on cashing someone out, we will update the inventory tab on the right and store the receipt (both new protocols). So far this works great, but I can foresee trouble, as the shop gets busier. The only people handling money and the register so far are either the mechanic or myself.
BUDGET
As of the time of writing there has been no money spent. Carrying over on our Underground budget was $960 that I have dipped into very slightly for digital promotions.

One hurdle is replacing stolen property; over the winter, $300 in power tools was stolen from the shop. I have decided to take action and repair the security problems MACycle has been facing, having also been stolen from last year. Solutions are twofold: firstly, we are in the process of obtaining a lockable safe to store expensive goods for when we replace them. Secondly, I have consulted with Security Services, and on their recommendation, am waiting to receive a quote for a motion-detection alarm system and proximity card locks. Projected to be $2000-3000, this is a necessity since it is our permanent space and would eliminate the problem of there being many keys floating around from previous directors.

VOLUNTEERS
So far we have one occasional experienced volunteer two hours a week. Otherwise, it’s either myself, or the mechanic, or the both of us in the shop at any given time and has been so far manageable. Hopefully when the school year starts we’ll have more people interested and involved in volunteering.

CURRENT CHALLENGES
We are having a hard time finding people to apply for our exec positions. Not only because it’s a summer position, but also because the MSU has been having trouble on the whole. Organizing the space and taking inventory is taking a while. The shop has never really been organized or cleaned or maintained, and redoing years of disorganization and mismanagement is arduous.

SUCCESSES
A success has definitely happened on the part of EB. Having two paid employees at MACycle is a strong improvement over the way the service has previously operated. Being able to divide our time, with myself doing things like going to MSU meetings and working on planning and hiring and having the mechanic in the shop makes managing the service more … manageable.