



REPORT

From the office of the...
MACycle Coordinator

TO: Members of the Executive Board
FROM: David Zaslavsky
SUBJECT: MACycle Report 2
DATE: May 15, 2018

UPDATE

- The service is in full summer swing, reaching full capacity almost every day we're open.
- 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 almost in place, going hand in hand with new organization.
- A promo plan is being finalized, including a rebranding for the service. Await it at EB soon.
- Found executives.

SERVICE USAGE

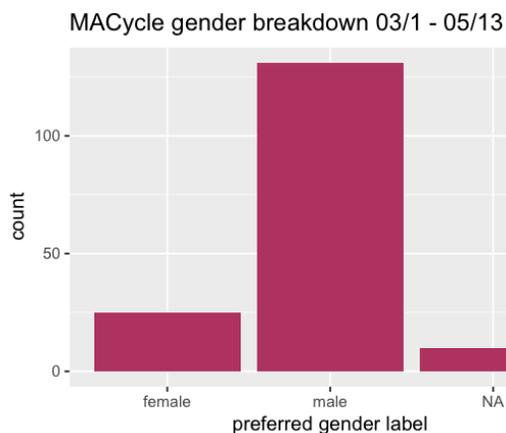


Figure 1 Results of asking what gender each customer identifies themselves as. n = 166 of 166 obs., NAs the result of a customer leaving before being asked.

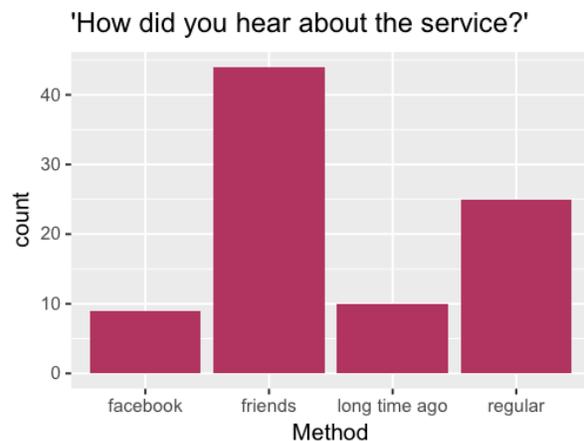
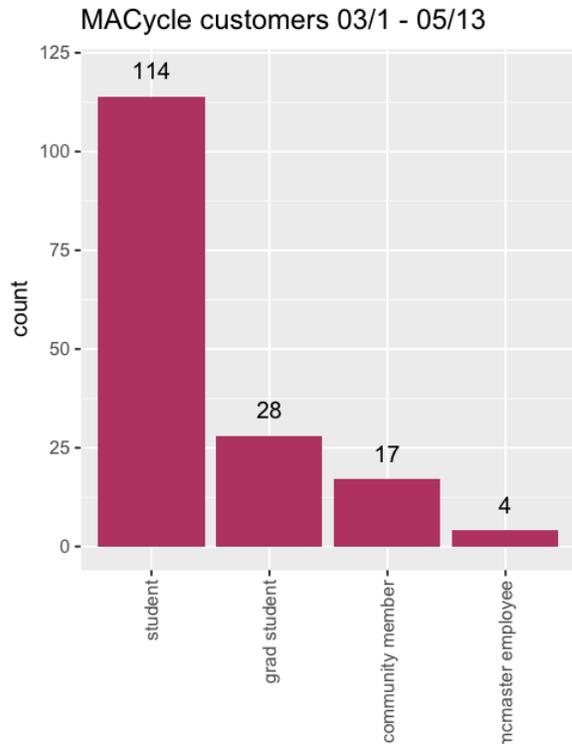


Figure 2 Results of customers being asked "how did you hear about this service?". Only answers >5 counts included, n = 88 of 166 total obs.

As a result of our new system on tallying our customers, we can now see the demographics of our users (Figures 1 to 3). Our users are disproportionately male (Fig. 1) and are probably either regulars (i.e., have been coming very often consistently) or heard

about it recently through friends (Fig. 2). What this tells us is that our online and advertising system is not really great/not working (something we are actively aware of). As previously mentioned, I applied the service for a grant that would allow us to improve our outreach to the McMaster and surrounding community and encourage underrepresented groups to come out (first time customers, people who aren't male). As well, I believe that this could affect how we sell memberships: if the majority of our customers are not regulars who use the service over and over, it would make sense to lower the cost of entry and sell a \$5-one time, \$10-membership immediately option, as I mentioned in my previous report.



Here is a breakdown of our customers by position within the McMaster community (Figure 3). As expected, the overwhelming majority of our customer base are undergraduate students. However, we do have a sizable amount (about 50 people) that are not; as the summer goes on, I expect that there will be more and more of those people. This data is important because it shows that only 2/3rds of our customer base are students, yet everyone pays the same membership fee, MSU member or not.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

New signage is in place in the shop courtesy of the Underground. It looks really good and will go nicely with the bylaw campaign we'll run in the school year.

Figure 3 Results from customers asked what position they hold within McMaster. n = 163 of 166 obs., omitted are NAs (people who left without answering).

There was a lack of interest in group road rides during the summer – we would poll people who came by, and nobody really wants that to ride for fun (all of our customers juts get from point A to point B). Perhaps there will be more success during the year when more people are here?

BUDGET

TOTALS	
AMOUT BUDGETED	\$8,300.00
HOW MUCH YOU SPENT	\$1,240.95
WHAT YOU HAVE LEFT	\$7,059.05

Still waiting to re-purchase stolen goods. Holding off until I get a nice lockable safe for that. Probably won't need to restock again until the beginning of the school year.

CURRENT CHALLENGES

Honestly, right now we're just chilling. The shop is very manageable in the summer with two paid positions. Relatively hectic during our weeknight operations but a good hectic. Almost always at full capacity on those days.

SUCSESSES

Organizing the space and taking inventory took a while. The shop has never really been organized or cleaned or maintained, and redoing years of disorganization and mismanagement was arduous but now we're at a good place.

We now empty our registers and turn in our receipts. That's new but hopefully soon we can actually assess and look at our revenue.