



# YEARplan13

*Department: MACycle*

*Date Submitted:*

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*Date Revised:*

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*Date Approved:*

## MISSION an overview

MACycle Co-op’s mission is to encourage sustainable, alternative transportation to students by empowering them with the knowledge and ability to repair/maintain their own bicycles. We do this by teaching students how to fix their own cycles by utilizing specialty bicycle tools, providing bicycle parts (at cost) and by providing refurbished bicycles for an affordable price. This makes cycling a viable source of transportation for students and the McMaster community.

## ROLES that individuals play

List all positions found within or in relation to your department including full-time and part time staff, as well as one of a few general volunteer roles if applicable and how their role intersects with yours.

|     | Name of Individual    | Role(s)  |
|-----|-----------------------|--|
| 1.  | David Yoon            | Co-Coordinator. Manager of MACycle.  |
| 2.  | Jackson Waite         | Same as above.   |
| 3.  | Bosiah Balugan        | Volunteer Mechanic. Assists in teaching mechanical skills to service users and repairing donated bicycles for sale.          |
| 4.  | John Yoon             | Same as above.   |
| 5.  | Aleks Niedra          | Same as above.   |
| 6.  | Chris Slusar          | Same as above.   |
| 7.  | Steven Thomas         | Same as above.   |
| 8.  | Jeff Doucet           | V.P. Finance. Assists in budget management and financial concerns relating to MACycle.                                       |
| 9.  | Anna D’Angela         | V.P Administration. Assists in co-ordinating MACycle with MSU employees and other services, to achieve organizational goals. |
| 10. | MSU Accounting Dep’t. | Assists in the resolution of invoices and other financial matters.   |
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# OBJECTIVES

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| Objective 1  | Create an effective workspace in the new location.   |
| Description  | Set up and organize the new shop location in an effective format.  |
| Benefits     | This will directly benefit students and staff as an organized space will speed up repair times and lead to a more efficient operation.   |
| Difficulties | Finding replacement furnishings for the shop pieces lost in the process of moving locations. Also, figuring out the most efficient way to organize the shop space while also maintaining the access points that Facility Service staff that also need access to the space. |
| Long-term    | Hopefully by next year the shop will be laid out effectively and further action will not be necessary.   |
| How          | Rearranging furnishings and shop equipment will be an ongoing process as we will better understand how to utilize the space. Contracting work tables to be built will need to be done, and should be completed by the end of October or November at the absolute latest.   |
| Partners     | MACycle staff will be helpful for accomplishing this task as they will have ideas on how to arrange the shop properly. Our woodworker Rick Mattatall will build shop tables as he has done in the past for MACycle.  |

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| Objective 2  | Create a reliable team of volunteers/executives.   |
| Description  | Build a team of volunteers/executives to improve shop performance and reduce load.   |
| Benefits     | By having a reliable team of volunteers/executives workload in the shop will be reduced, which will free up time to work on fixing bicycles for resale and performing administrative duties. As well, executive would be encouraged to conduct events/workshops and perform administrative duties. |
| Difficulties | Difficulties will include recruiting staff as in the past it has been hard to retain staff as the year goes on. As well, determining executive positions and their responsibilities will take much thought.  |
| Long-term    | This objective could be built upon next year by formalizing roles for executives and perform an actual hiring process for positions.   |
| How          | We will address this by maintaining better relationships with staff and create a better community at MACycle that will keep volunteers coming back. This will be an ongoing process that will take place throughout the entire year.   |
| Partners     | We can use other PTMs, the McMaster Cycling Club and general word-of-mouth to spread the word about positions and volunteer opportunities.   |

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| Objective 3 | Sell all remaining bicycles at the shop. |
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| Description  | Finish refurbishing all remaining bicycles at MACycle and sell them to the community.  |
| Benefits     | This will benefit students as they will have the opportunity to obtain a low cost means of transportation. In addition this will create a revenue stream for MACycle and create additional storage/workspace.  |
| Difficulties | The lack of shop time to repair the leftover bicycles in the first few months will be a problem. As the winter sets in the problem will be alleviated through the diminishing number of service users.   |
| Long-term    | This could potentially be built upon next year by having dedicated staff to repair the donated bikes during shop hours while the remaining staff provides regular MACycle service.   |
| How          | Fixing the sellable bicycles once there becomes adequate shop time to do so. We may also conduct “ <i>build nights</i> ” where we completely overhaul a bike after shop hours as a means to have sellable bicycles and to teach volunteers repair methods. |
| Partners     | For the actual sale of the bicycles we will use social media and our website to advertise sellable bicycles and as such we will use the MSU’s Social Media Co-coordinator’s expertise to help make the initiative as successful as possible.               |

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| Objective 4  | Create an inventory system to better prepare for part needs.  |
| Description  | Introduce methods of recording and analyzing inventory data.  |
| Benefits     | The benefits of this will be to better understand the inventory needs of the shop at specific times of the year and to have an appropriate inventory schedule to ensure there will be no shortages. |
| Difficulties | Difficulties will include having the time to perform the administrative duties during shop hours when there are many users to serve and in designing a system that will serve all of our needs.     |
| Long-term    | Potentially purchasing a specially designed enterprise resource planning (ERP) software. Otherwise fine tuning the system that will be in place.  |
| How          | We will start this process by switching manual records of inventory into digital records in Excel. This will be fully implemented by the end of October.  |
| Partners     | Maggie Gallagher, who has past experience in implementing similar systems with 1280 and Compass.  |

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| Objective 5 | Switch manual records with electronic records.  |
| Description | Switch manual records of sales, order and membership information into an electronic format.   |
| Benefits    | This will benefit the students as we will better be able to contact customers when we receive their parts and it will also help make sure our supplier is sending us all of our orders. A database of members will be useful for compiling mailing lists and for creating service usage data. |

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| Difficulties | Difficulties will be in having the administrative time during shop hours to utilize this system.   |
| Long-term    | This could be built upon by using enterprise resource planning software (ERP), and customer relationship management software (CRM).  |
| How          | The steps we will take will be to create the various templates for the electronic records and teaching the staff how to use this new method. This should be completed by the end of October. |
| Partners     | Maggie Gallagher, who has past experience in implementing similar systems with 1280 and Compass.   |

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| Objective 6  | Create an appealing space in the new location.  |
| Description  | Furnish the new shop in a way that will make it more aesthetically appealing and provide a more welcoming environment than the stock storage space.                 |
| Benefits     | This will make the shop more approachable and more enjoyable to work in.  |
| Difficulties | Bicycle shops are notoriously dirty and putting up any sort of wall pieces will be difficult as we have cinderblock walls and a chain-link fence.                   |
| Long-term    | This could be built upon next year by continuing to design the shop in an appealing manner.   |
| How          | Cleaning is always an ongoing process and procuring items for the shop will be ongoing as we decide which furnishings are appropriate for the space.                |
| Partners     | We will utilize The Underground print center and their design staff to create wall pieces and signage that will be effective in creating a good looking shop space. |

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| Objective 7  | Work with the McMaster Cycling Club.   |
| Description  | Make ties with the McMaster Cycling Club and work on mutual cycling efforts.   |
| Benefits     | The combination of these groups could yield a more cohesive cycling culture at McMaster and the possibilities of collaboration on cycling related events for the McMaster community. |
| Difficulties | Finding time to meet with the Cycling Club.  |
| Long-term    | This could be built upon next year by working with the club for more cycling related events and to do more work in promoting cycling to the McMaster community.                      |
| How          | We will communicate with the executives and members of the McMaster Cycling Club and see what they are willing to work on.   |
| Partners     | The Clubs Co-coordinator will be able to provide more information on what we can do logistically with a MSU club.  |

# GOALS to strive for

List 3 things that you would like to have prepared for the beginning of September

- 1) Bike Auction planned.
- 2) Full inventory of parts and tools.
- 3) Fully functional shop space.

List 3 things you would like to have completed during the fall term (1<sup>st</sup>)

- 1) Sold all remaining MACycle bicycles
- 2) Host a casual community ride.
- 3) Have a reliable team of executives and volunteers.

List 3 things you would like to have completed during the winter term (2<sup>nd</sup>)

- 1) Wheel building seminar.
- 2) Bicycles ready for sale for spring.
- 3) Train volunteers in repair through the refurbishing of leftover bicycles.

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

- Creating an electronic system where we will have better idea of shop inventory, inventory schedules, part sales and an electronic database of members to use for usage statistics.
- Implementing a strong social media platform on which to keep members up to date on the happenings at MACycle via *Facebook, Twitter, etc.*
- The knowledge that we helped hundreds of people fix their bicycles and that we are keeping a cycling as a means of transportation and recreation viable for students.
- Selling off bicycles that we've stored for years and thus creating useable storage space.
- Having trained volunteers to the point where they can work autonomously in the shop.

# MASTER SUMMARY calendar and checklist

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|-------------------------|--|
| Summer<br>(preparation) | <ul style="list-style-type: none"> <li>- Set up shop in new location.</li> <li>- Acquire necessary inventory.</li> <li>- Refurbish bikes for sale in September</li> </ul>      |
| September               | <ul style="list-style-type: none"> <li>- Sell remaining bicycles.</li> <li>- Conduct the annual bike auction</li> <li>-Build a solid team of executives/volunteers.</li> </ul> |
| October                 | <ul style="list-style-type: none"> <li>- Start refurbishing any leftover bikes.</li> </ul>   |

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|          | <ul style="list-style-type: none"> <li>- Finish switching to electronic records.</li> <li>- Get bench built</li> </ul>  |
| November | <ul style="list-style-type: none"> <li>- Potentially have another bike auction.</li> <li>- Finishing refurbishing leftover bicycles.</li> </ul>   |
| December | <ul style="list-style-type: none"> <li>- Christmas social.</li> <li>- Finishing refurbishing leftover bicycles.</li> </ul>  |
| January  | <ul style="list-style-type: none"> <li>- Wheel building seminar</li> <li>- Finishing refurbishing leftover bicycles.</li> </ul>   |
| February | <ul style="list-style-type: none"> <li>- Wheel building seminar</li> <li>- Finishing refurbishing leftover bicycles.</li> </ul>   |
| March    | <ul style="list-style-type: none"> <li>- Bike auction if supply is great enough.</li> <li>- Finishing refurbishing leftover bicycles.</li> </ul>  |
| April    | <ul style="list-style-type: none"> <li>- Bike auction if supply is great enough.</li> <li>- Finishing refurbishing leftover bicycles.</li> </ul>  |
| Weekly   | <ul style="list-style-type: none"> <li>- Ensure adequate stock levels.</li> <li>- Ensure bills are paid on time.</li> <li>- Fix as many bikes as possible.</li> <li>- Keep members up to date on happenings through social media</li> <li>- Finish overhauling bikes to sell</li> </ul> |

## COLLABORATION within the MSU

A. MACycle could collaborate with the Queer Students Community Centre on an initiative on creating a women and GLBTQ specific shop time alongside the Hamilton Womyn's Bike Collective. This could address an unmet need of McMaster students. From this we would gain the peace of mind that we are helping the entire McMaster population and not unintentionally excluding specific groups.

B. The Hamilton Womyn's Bike Collective and MACycle have discussed the idea of creating women and GLBTQ specific shop hours. This is a need as expressed by members of the collective and we both feel like MACycle could be a great space for this to occur. From this we could gain a more diverse user base of MACycle and could benefit a group whose needs have not been met elsewhere. This would also help get MACycle get recognition outside of the usual McMaster community.

## FINAL COMMENTS