Pedal-2-Power Final Report

Corey Hammond
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SportsArt G575U

Purchased and Delivered: March 2015

Integrated Micro-Inverter

Live Wattage Display
Marketing Strategies & Data

- Postcards
- Posters
- Tabling Sessions
- Smoothie Event
Obstacles & Successes

Obstacles:

- Initially proposed event not feasible (Tree Lighting)
- Initial design of portable bike replaced by stationary design
- How do we measure electricity??

Successes:

- Marketing materials
- Schapiro bike & EC bike!!
Metrics

How do we plan to measure success?

• Residence hall competition - in progress
  1 Charge = 15 minutes = electricity

Do Students Actually Ride Our Bikes?
Yes They Do!

How much electricity?
70-watt fan = ~250 hours
200-watt refrigerator = ~85 hours
Average household consumption (~30 kWh/day) = 57%

How many “Charges”? (15 minute rides)
1,352 “charges”

How far?
5,431 miles = ~12 round trips to DC and back
Next Steps...

Continue Stationary Bike Contest in Schapiro and EC

Collect monthly data on bikes in Schapiro and EC

Post updates on Columbia Housing TVs

Establish a lasting presence on Columbia’s campus

What is Pedal2Power?

• We aim to harness green energy from YOU!
• We want to increase awareness about the amount of energy needed to power our day-to-day lives!
• By showing students how many hours of biking it takes to fuel simple tasks, we want people to think twice about their energy usage habits and the availability of alternative green power sources.

Competition Rules

• To Enter the Competition: ride the Pedal2Power bike for at least 15 minutes
• 15 minutes riding the bike = a “charge”
• “Charges” put YOU in the competition for our prizes at the end of the year
• Students with the most “charges” win!

So What Should I Do?

1. Bike for 15 minutes on the Pedal2Power Bike and get a “CHARGE.”
2. After biking for 15 minutes, film yourself riding the bike, show the timer on the bike, and then turn the camera to your face and give a thumbs up/smile.
3. Email the video to Pedal2Power at pedal2power.columbia@gmail.com with your NAME and UNI.
   • Every 15 minutes you are on the bike counts as a CHARGE.
   • Riders with the most CHARGES win!

Prizes Include a Bluetooth Speaker, Flex & So Much More!!!

The Pedal2Power Bike

Converts your pedaling to green energy that is plugged back into the grid!

Located in Schapiro and East Campus
(8th Floor) Residence Hall Gyms!

Supported by the Columbia Green Fund!

Apply for the Green Fund for a chance to receive $5,000-10,000.
Learn more at environment.columbia.edu
Thank You!