Pedal-2-Power

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Initiative+Goals

“Transform mechanical energy into electricity through the use of modified stationary bikes, while also educating the student body about green energy and how it can be harnessed”

Original Goal…

Modified Goal
Marketing Strategies & Data

- John Jay Dining Hall, November 12th
- Spoke with ~120 interested students & community members
- Green energy data will be available after we receive the bikes in the coming weeks
Online Presence

Pedal2Power is a student-led project funded by the 2014 Columbia University Environmental Stewardship Green Fund

Mission
Reducing Columbia University's energy needs by allowing students to create green energy through exercise.

What do we do?
Bring new energy-generating spin bikes to residence halls and host cycling events & competitions to power events on campus.

Feel free to contact our team at: pedal2power.columbia@gmail.com. We look forward to potential collaborations, support, and questions!

Pedal-2-Power
Bringing new, energy-generating spin bikes to Columbia residence halls, and hosting cycling competitions to power events on campus

www.pedal2power.org/

...and an Instagram @cu_pedal2power!
Progress Metrics

How do we plan to measure success?

- # Riders
  - Residence Halls
    - Recorded by riders (text→email)
  - Relay for Life
    - Recorded by volunteers staffing the event (EcoLions)

- Wattage generated
  - Utilize Columbia Building Dashboard

- Response
  - UNIs collected at promotional events
# Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starting budget</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>Promotional postcards</td>
<td>$195.50</td>
</tr>
<tr>
<td>Fitness bike (pending)</td>
<td>$3,195.00</td>
</tr>
<tr>
<td>Remaining funds</td>
<td>$4609.50</td>
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</tbody>
</table>

- Relay for Life booth
- Deep cycle batteries
- Promotional + educational materials
- Additional bike
- Year-end prize
  - Bike? iPad?
Obstacles & Successes

Obstacles:
- Initially proposed event not feasible (Tree Lighting)
- Initial design of portable bike replaced by stationary design

Successes:
- Marketing materials
- Social media presence
- Approval for bikes, about to order them

Strategies to successfully modify behaviors:

- Consider permanence & future sustainability of project
- Allow more time for scheduling & coordinating
Next Steps...

- Deliver bicycle to Schapiro residence hall
- Post educational information
- Collect system data
- Determine new purchases
- Continue planning events:
  - Glass House Rocks
  - Relay for Life