



Timeline

- August 23 in port Savanna GA**
- August 25 clear customs**
- August 30 arrive on campus**
- September 2 mechanical build**
- September 4 electronics build**
- September 7 available about campus**





A promotional graphic for the Share-A-Bull Bikes program. The background features a green bicycle with a basket, parked on a paved path next to a fountain with several water jets. A large green circle on the left contains the text "FREE Cross-Campus BIKES". In the top right corner, there is a circular logo for the "STUDENT GREEN ENERGY FUND" with a recycling symbol and the text "USF TURNING GOLD TO GREEN". Below the bicycle, the text reads "RIDE IT. LOCK IT. LEAVE IT." followed by the website "usf.edu/shareabull". At the bottom right, the "SHARE-A-BULL BIKES" logo is displayed, featuring a stylized bull head. The bottom of the graphic includes the "USF STUDENT AFFAIRS UNIVERSITY OF SOUTH FLORIDA" logo and the tagline "Inspiring learning, changing lives, one student at a time." with decorative green and yellow wavy lines on the left side.

FREE
Cross-Campus
BIKES

STUDENT GREEN ENERGY FUND
USF
TURNING GOLD TO GREEN

RIDE IT. LOCK IT. LEAVE IT.
usf.edu/shareabull

SHARE-A-BULL
BIKES

USF STUDENT AFFAIRS
UNIVERSITY OF SOUTH FLORIDA
Inspiring learning, changing lives, one student at a time.

Mission

To provide the University of South Florida community access to an enjoyable, safe and emissions-free way to travel while increasing physical activity.



The footer of the mission statement page, featuring the "USF STUDENT AFFAIRS UNIVERSITY OF SOUTH FLORIDA" logo and the tagline "Inspiring learning, changing lives, one student at a time." with decorative green and yellow wavy lines on the left side.

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Enjoy the Benefits

1. Reduce Emissions
2. Be Physically Active
3. Commute Easily Cross-Campus
4. Free!

RIDE IT. LOCK IT. LEAVE IT.
usf.edu/shareabull

SHARE-A-BULL
BIKES

USF STUDENT AFFAIRS
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Tagline

Ride It. Lock It. Leave It.



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CHECKOUT
A BIKE &
Ride Anytime
FOR FREE!



RIDE IT. LOCK IT. LEAVE IT.
usf.edu/shareabull

SHARE-A-BULL
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TURNING GOLD TO GREEN

Gold Bikes Campaign

Campaign 1

Intended Outcome: Bring awareness to First-Year and Residential Students that Share-A-Bull Bikes is coming to campus.



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The graphic features a smartphone on the left displaying a list of steps under the heading "How it Works". To the right is a green bicycle with a basket. A circular logo at the top center reads "STUDENT GREEN ENERGY FUND USF MAKING GOLD TO GREEN". The background shows a campus walkway. The bottom right contains the USF Student Affairs logo and tagline.

How it Works

1. Download Social Bicycle app
2. Reserve Bike
3. Unlock It
4. Ride It
5. Lock It

RIDE IT. LOCK IT. LEAVE IT.
usf.edu/shareabull

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BIKES

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Registration Party

Campaign 2

Intended Outcome: Register 300 students to the SOBI app during this two-hour period of time. Registration Party will take place 8/26 from 11 AM-1 PM.



The bottom of the slide features the USF Student Affairs logo and tagline, identical to the one in the first slide.

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Bulls Walk and Bike Week

Campaign 3

Intended Outcome: Partner with organizations across campus to help bring awareness campus-wide to the launch of Share-A-Bull Bikes. Walk and Bike week will run 9/1-9/3.





Launch Celebration

Campaign 4

Intended Outcome: Public celebration with ribbon cutting for the launch of Share-A-Bull Bikes in mid-September.





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Questions?

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