

BikeShare Pilot Project Update



Background

- First-mile/last-mile transit connection
- Grant-funded
- 15 stations; 165 bikes pilot project in city of Fullerton
- Contract awarded to Bike Nation in October 2012
 - \$1.5 M - 2 years with 3 option years
 - Notice to proceed in January 2013



Responsibilities

- OCTA
 - Purchased equipment
 - Retains membership and user fees
 - Pays monthly operating costs
- Vendor
 - Manages operations and maintenance
 - Rebalances bikes
 - Assumes liability
 - Provides customer service
 - Solicits advertising revenue



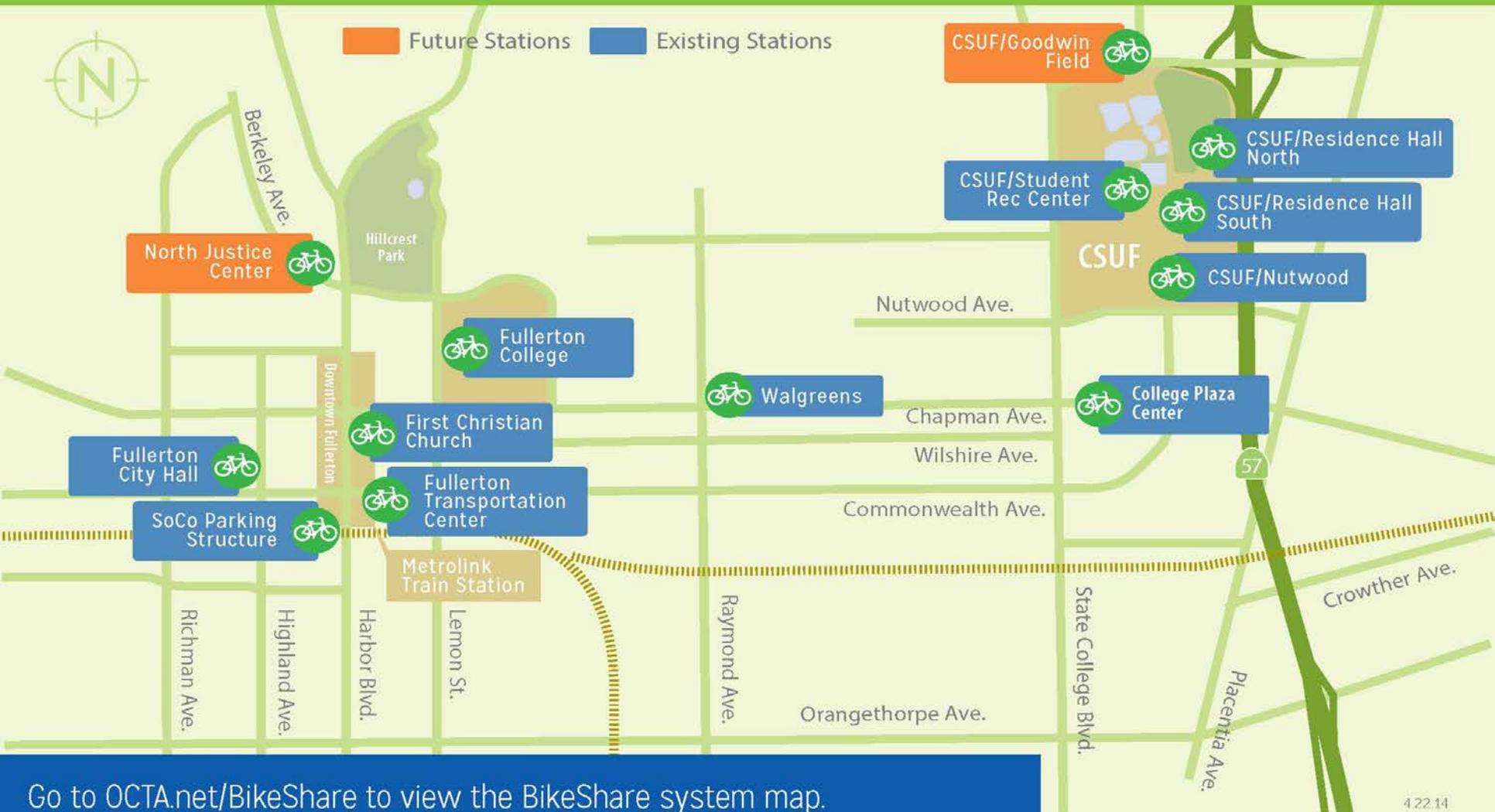
Status

- Start-up Activities
 - Branding and promotional materials
 - Site selection
 - Permits and agreements
- Soft Launch
 - 11 stations deployed
 - Beta test period (January – April)
- Deployment of remaining stations



Station Locations

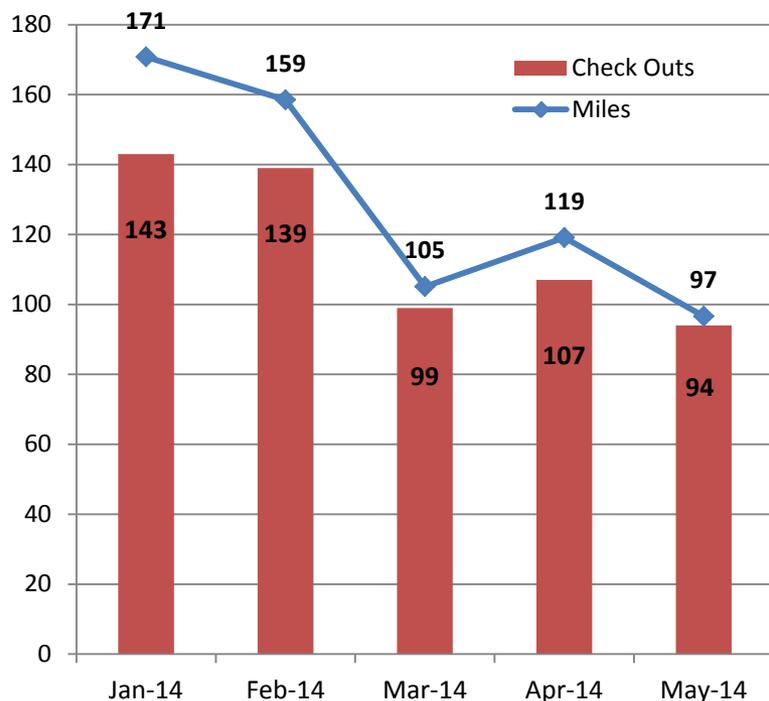
BikeShare Station Locations



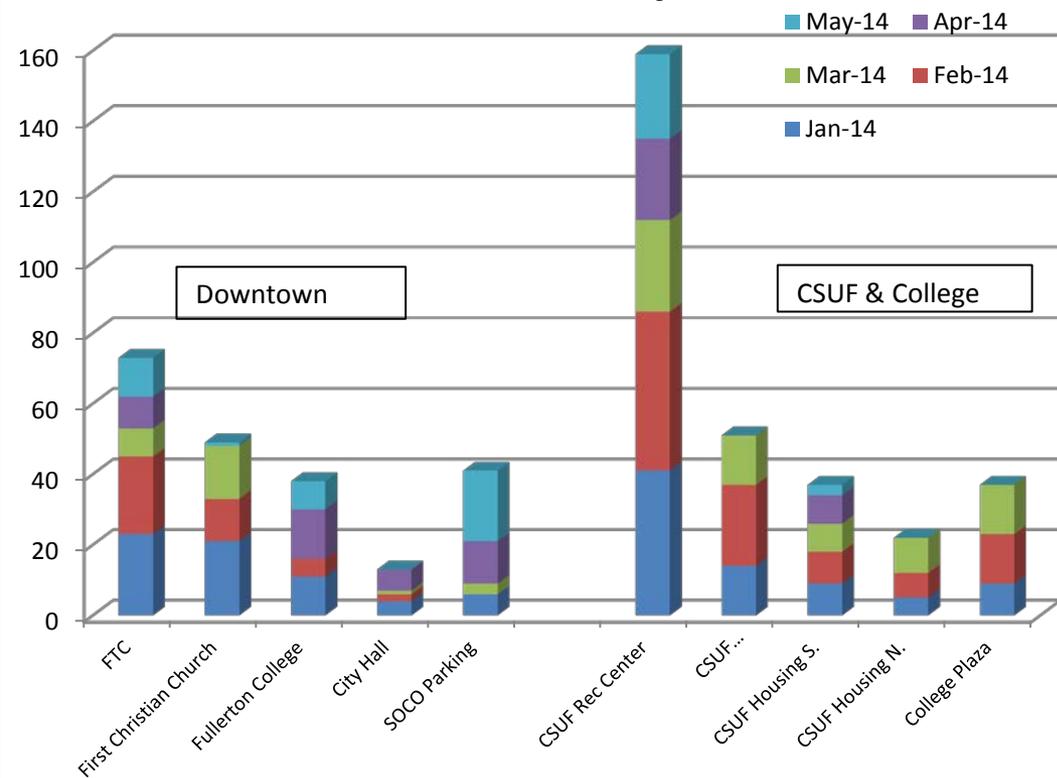
Go to OCTA.net/BikeShare to view the BikeShare system map.

Usage

Monthly Bike Checkouts and Miles



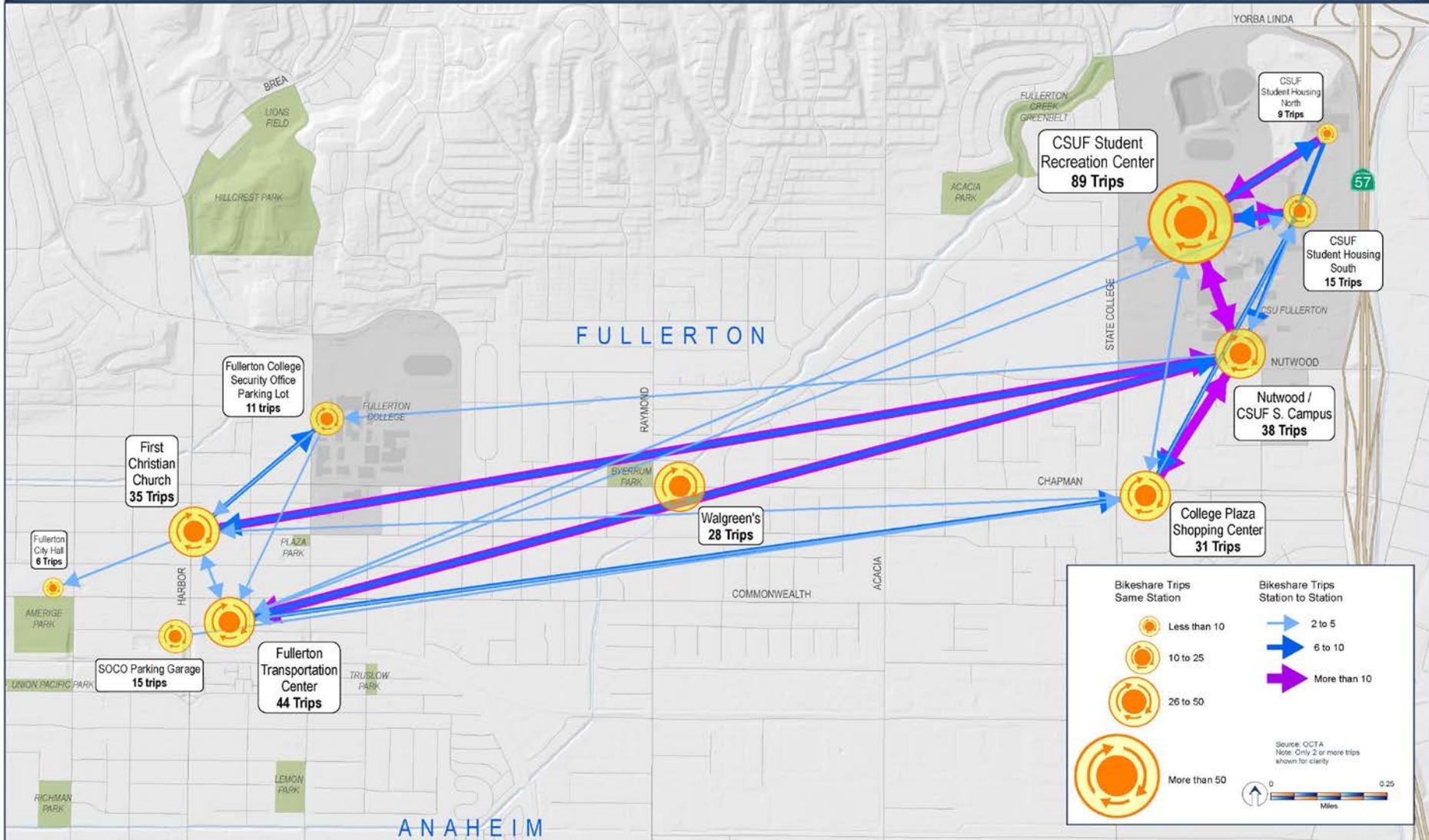
Station Checkouts by Month



FTC = Fullerton Transportation Center; SOCO = South of Commonwealth
 CSUF = California State University Fullerton

Trip Origin & Destination

Bikeshare Station Trips (January - May 2014)



Challenges

- Site selection
- Public unfamiliarity with bike sharing concept
- Additional cost for transit user
- Lack of large employers in the area
- Operational issues
- Long-term sustainability

Next Steps

- Expand advertising and promotion
- Deploy remaining stations
- Assess performance
- Work with vendor to optimize station locations
- Vendor seeks sponsorship opportunities

