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.
Monthly Bike Checkouts and Miles

Station Checkouts by Month

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