Texas A&M ofo Program Update

BCS Chamber of Commerce Transportation Committee

June 27, 2018

Peter Lange, Associate Vice President
Timeline to Pilot

January (2017)
Began research and feasibility for implementation at Texas A&M

February (2017)
Involve stakeholders and began planning for smart launch

March thru October (2017)
Identify key factors for RFP

November thru January (2018)
RFP submitted and awarded & Master Order/Contract Complete

March (2018)
ofo pilot launch
March

- Registered Users — 10,902
- Active Riders — 8,948
- Rides — 77,167
- Miles — 39,016

April

- Registered Users — 17,112 (6,210 more)
- Active Riders — 9,758
- Rides — 144,639 (67,472 more)
- Miles — 73,239 (34,223 more)
ofo Bike Share Statistics

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<th>March</th>
<th>April</th>
<th>May</th>
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<td>New Registered Users</td>
<td>10902</td>
<td>6210</td>
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<td>Miles</td>
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Program Challenges

• The complaint that bikes are “everywhere”
  ➢ Around 2% of the rides end in an “everywhere” manner (Grossly non-compliant trip end).
  ➢ This is a real issue since they stand out and are possibly hazardous.
  ➢ This is a user-behavior problem we are addressing.

• “One of your bikes is abandoned at {location}”
  ➢ When a bike appears in the community, the rider may not be done with it; the rider or someone else may ride it back to campus.
  ➢ Education still needed about what bike share is.
Reported Incidents
Transportation Services response teams

- 2-man team and student workers patrol campus, respond to reports and take corrective actions.

Ofo response teams

- 7-man team patrols on/off campus.
  - 2 full-time drivers, mechanics and 3 part-time patrollers.
- 2 vans.
Program Outreach
Program Outreach

What are We Doing About it?

Actively engaged with stakeholders to get a handle on policies and procedures to move forward.
Program Outreach

• Transportation Services
  ➢ Meets regularly with stakeholders to discuss program updates and to collect feedback.
  ➢ Actively promotes the program through a variety of communications channels and events.
    ▪ Appreciation, social media, news, advertising, etc.

• ofo Brand Ambassador Program
  ➢ 3 student ambassadors actively engage students about the ofo program.
  ➢ Conduct “meet and greets” with local businesses to educate about ofo.
New Student Conference Outreach

➢ Over 30 in-person (summer) presentations reaching more than 33,000 students & family members.
➢ Promo card for 5 free rides during visit.
➢ ofo bikes on display at resource tables.
➢ ofo bikes on Rudder Plaza with ofo rep for show and tell.
➢ Bike racks filled with yellow bikes to market ofo program.
➢ ofo info on departmental Tips for Success flyer
Bike Signage & App Improvements
Remember to park in a bike rack, do not block accessibility paths, and park within the green border.
Program Usage
3 affordable options!

$0.50/hr

$9.95/month

$34.95/semester
Program Usage
(stats thru 6.25.18)

183,153 total trips
1,700 total bikes
16,020 sign ups
Lbs. of CO2 saved: 5,339
Trees Planted: 111
Calories Burned: 753,368
Marathons Run: 290

Notes: (1) The CO2 emissions are estimated based on average CO2 emissions from a typical passenger vehicle traveling the same distance. (2) The average calories burned are estimated based on a 170-pound person cycling the same distance through a typical city environment. (3) Tree estimates are based on 48 pounds CO2 absorbed per tree per year. (4) On average, 2600 calories are burned per marathon.
Texas A&M University Transportation Services

Positive ofo Feedback

Paul Taele
9 hrs
Texas A&M to debut new Aggie mascot for Fall 2018 football season.

'Melo
@DeAngelo02251
@ofo_bicycle thanks for bringing this to TAMU, absolutely time saving. If I graduate it's because I can now make it to class.

Yichen Zhuo is at Texas A&M University
February 21 at 12:10pm · Instagram
OFO shared bikes from China are on campus now. That's dope!!! #ofobike #tamu #china
Community Outreach
Compliance
(Good Bull👍)
Survey Data
Student Users with Over 5 Rides (by class)

- Freshman: 27%
- Sophomore: 15%
- Junior: 18%
- Senior: 10%
- Graduate: 20%

2,066 responded (survey distro May 1)
Key Findings (costs)

- Students tried it when it was free.
- Students said cost was a barrier.
- “Why pay for ofo if the bus is free?”
- Suspicion about the partnership with ofo and who profits from it.
Key Findings (safety)

- Concerns about more bikes on campus with inexperienced riders on them.
- Perceived lack of signage and markings on campus raises fear of increased risks for cyclists and pedestrians on shared paths.
- Bike share does encourage helmet use.
Key Findings
(compliance)

• Concerns about bikes being left everywhere and how they get back to places where students, faculty, and staff need them.
• Worry about defacing campus and bikes blocking sidewalks, paths, or doorways.
• Confusion about the rules and the point system.
• Bike enthusiasts who are already riding regularly are concerned about sharing the bike racks.
Key Findings (convenience)

- Users found the bikes fun, easy to use, and convenient for getting across campus or to parking.
- Some use after midnight when the bus no longer is in use.
- Users liked not waiting for the bus and getting across campus faster!
transport.tamu.edu/bikeshareupdate
ofobikes@tamu.edu
support@ofobike.com
or in the app