



TEXAS A&M UNIVERSITY
Transportation Services

Texas A&M ofo Program Update

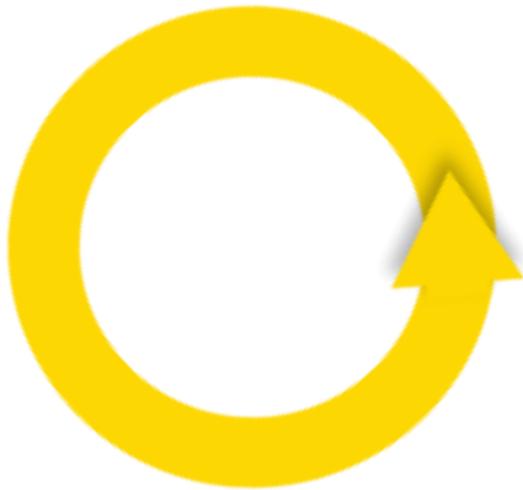
BCS Chamber of Commerce Transportation Committee



June 27, 2018

Peter Lange, Associate Vice President

TRANSPORT.TAMU.EDU



The Texas A&M
Pilot



Timeline to Pilot

January (2017)

Began research and feasibility for implementation at Texas A&M

March thru October (2017)

Identify key factors for RFP

March (2018)

of pilot launch



February (2017)

Involve stakeholders and began planning for smart launch

November thru January (2018)

RFP submitted and awarded & Master Order/Contract Complete



Pilot Usage Data

March

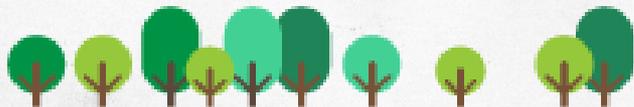


- Registered Users—10,902
- Active Riders—8,948
- Rides—77,167
- Miles—39,016

April

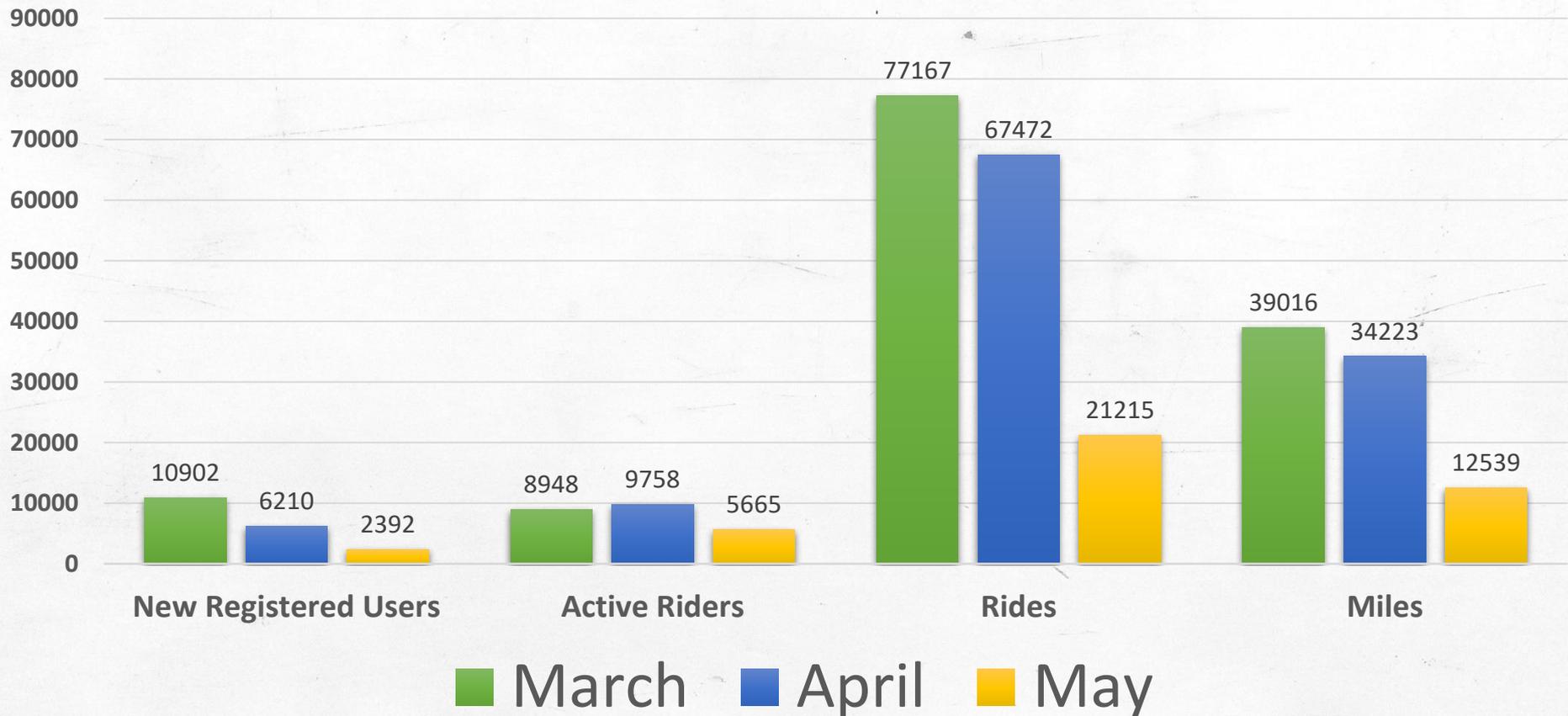


- Registered Users—17,112 (6,210 more)
- Active Riders—9,758
- Rides—144,639 (67,472 more)
- Miles—73,239 (34,223 more)





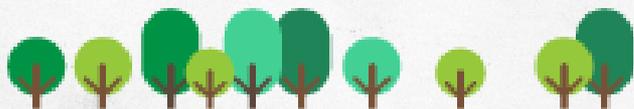
ofo Bike Share Statistics





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

HOME OF THE 12TH MAN

ENTRY 8



THE WAR BYRON MONUMENT
2011







LAWRENCE J. MURPHY



YIELD TO PEDESTRIANS
WHEN CROSSING
STREET

WELLBORN RD

WELLBORN RD

McDonald's

WELLBORN RD

WELLBORN RD

WEST
3347
SOUTH
3044



CARRIER

ISUZU

C4019

ISUZU
AUTOMATIC



Response Teams

- 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



TEXAS A&M UNIVERSITY
Transportation Services



PUBLIC HEALTH
TEXAS A&M UNIVERSITY





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.





Program Outreach

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*

ofo

ofo is a station-free bike sharing app

\$.50/HOUR

download.unlock.ride.

Download & Register.
Download the app to locate the bikes nearby.

Unlock & Ride.
Tap the "unlock" button in the app & scan the QR code on the bike to automatically unlock.

Park & Lock.
When your ride is complete, park safely & legally. Manually lock the bike to end your trip.

Park your ofo bike on the Texas A&M campus.

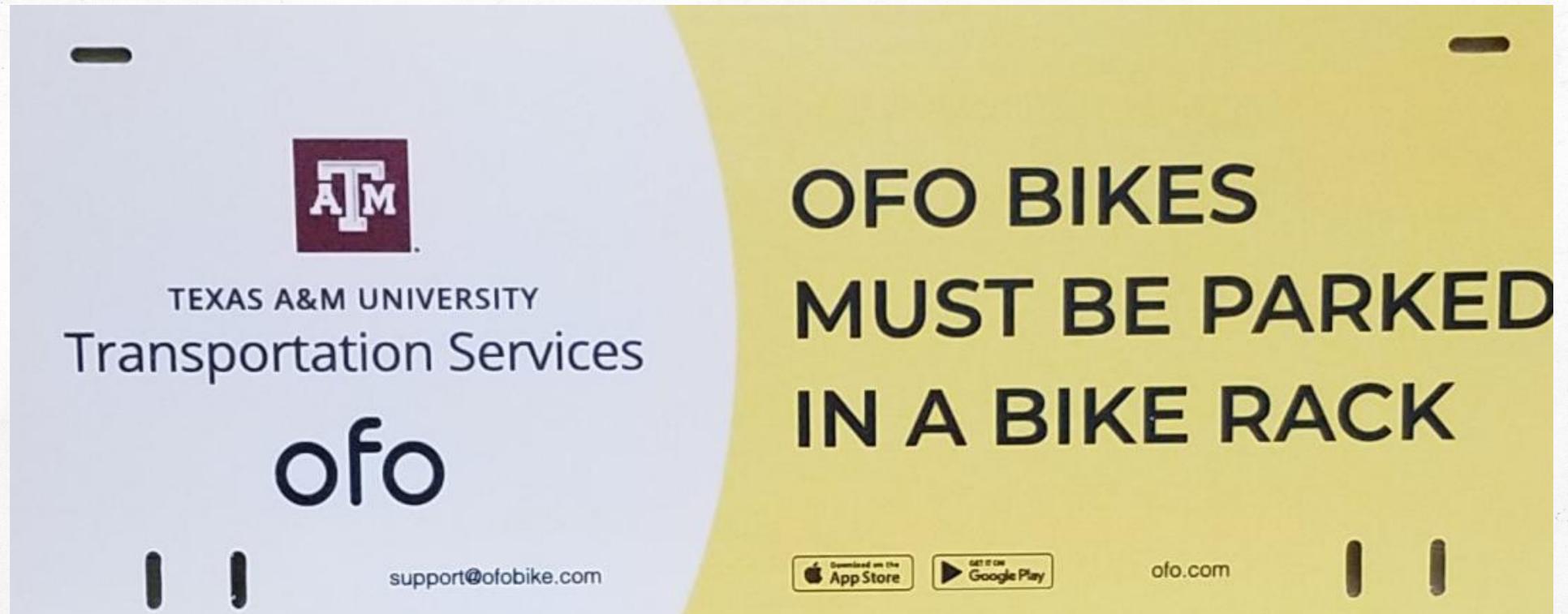
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follow us @ofobicycle | www.ofo.com | support@ofobike.com



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Bike Signage & App Improvements

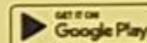


The image shows a sign for an Ofo bike rack. The sign is split into two main sections: a light blue section on the left and a yellow section on the right. The left section contains the Texas A&M University logo, the text 'TEXAS A&M UNIVERSITY Transportation Services', the 'ofo' logo, and the email address 'support@ofobike.com'. The right section contains the text 'OFO BIKES MUST BE PARKED IN A BIKE RACK' in large, bold, black letters. At the bottom of the sign, there are logos for the App Store and Google Play, the website 'ofo.com', and two vertical bars.

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ofo

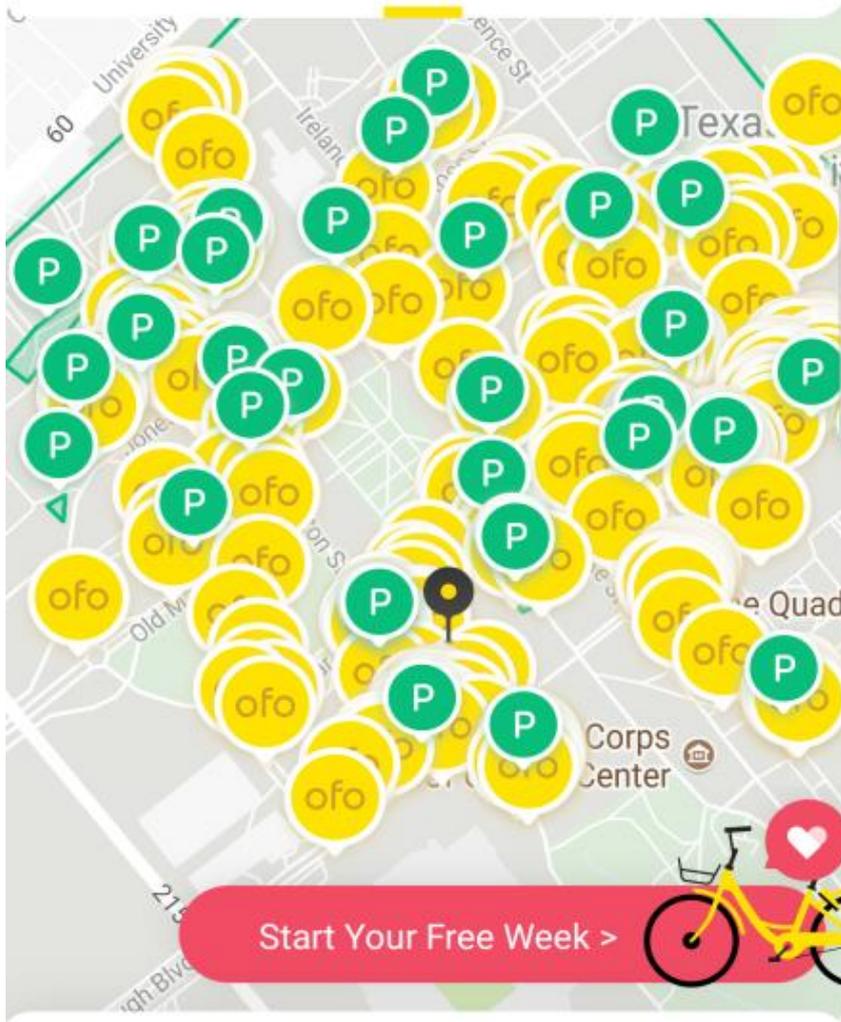
support@ofobike.com



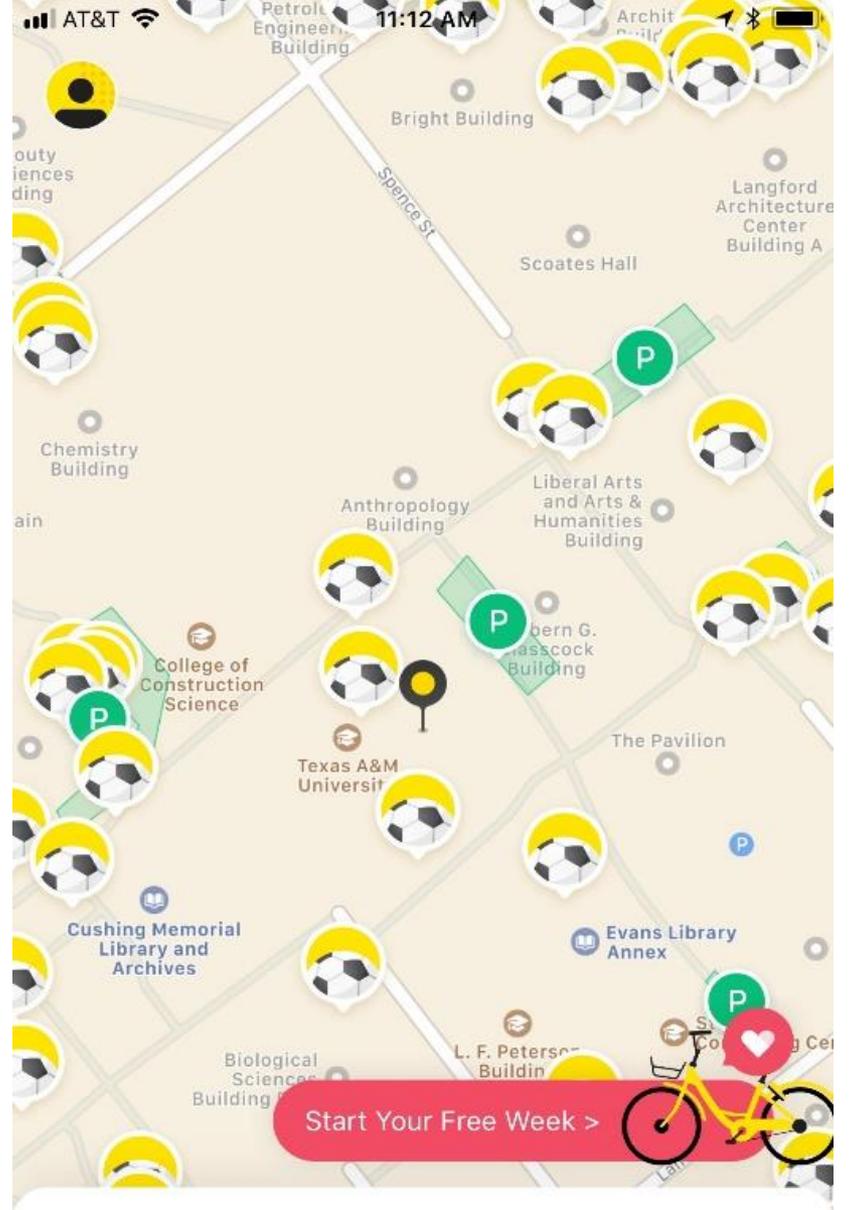
ofo.com



Remember to park in a bike rack, do not block accessibility paths, and park within the green border.

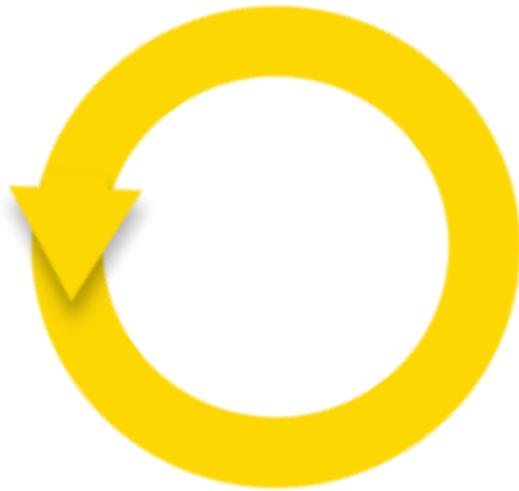


UNLOCK



UNLOCK





Program Usage



Program Usage

3 affordable options!

\$0.50/hr

\$9.95/month

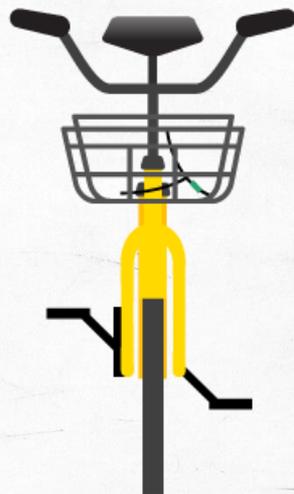
\$34.95/semester



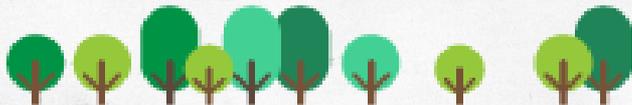


Program Usage

(stats thru 6.25.18)



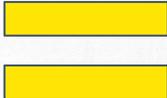
1,700
total bikes





Environmental & Health Impacts

5,339
*Lbs. of CO2 saved**  **111**
*Trees Planted**

753,368
*Calories Burned**  **290**
*Marathons Run**

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.





Paul Tael

9 hrs

Texas A&M to debut new Aggie mascot for Fall 2018 football season.



Like

Comment

Share



'Gelo

@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



12:16pm · 28 Feb 2016 · Twitter for Android

1 LIKE



Reply to @DeAngelo02251 @ofo_bic...

Positive ofo Feedback



Yichen Zhuo is at Texas A&M University.

February 28 at 12:10pm · Instagram ·

OFO shared bikes from China are on campus now. That's dope!!!
#ofobike #tamu #china



1

Like

Comment

Share





Community Outreach

ofo
the global pioneer in dockless bike share







save as many as three lives!



The Blood Center
Brazos Valley
An Affiliate of Red Cross Regional Blood Center

Commit for Life

NORTHGATE
Baptist Church



ofo



ofo





Compliance
(Good Bull👍)



F.D.C.

RITA CROCKER CLEMENTS HALL

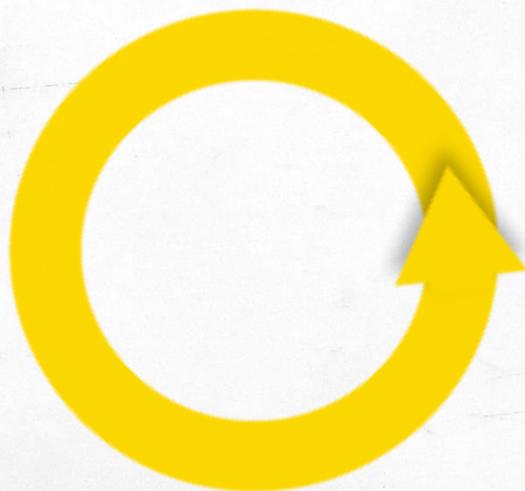






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Survey Data



Student Users with Over 5 Rides (by class)

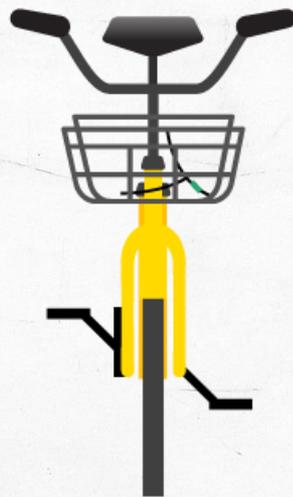
Freshman 27%

Sophomore 15%

Junior 18%

Senior 10%

Graduate 20%



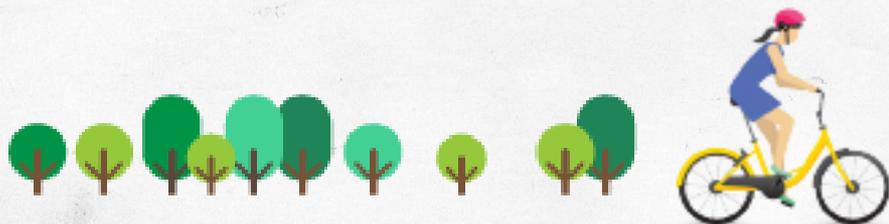
2,066 responded
(survey distro May 1)





Key Findings (costs)

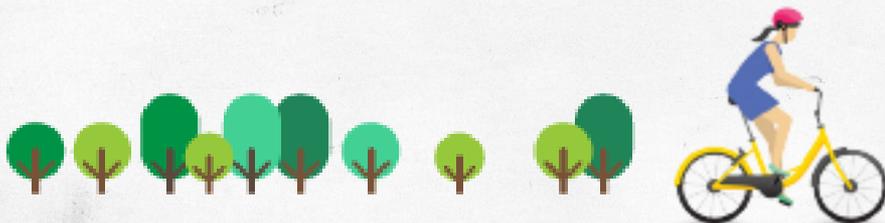
- Students tried it when it was free.
- Students said cost was a barrier.
- “Why pay for ofo if the bus is free?”
- Suspicion about the partnership with ofo and who profits from it.





Key Findings (safety)

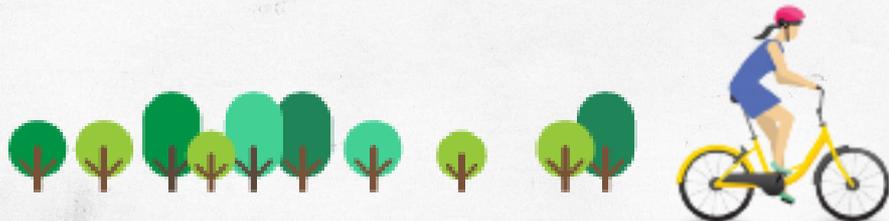
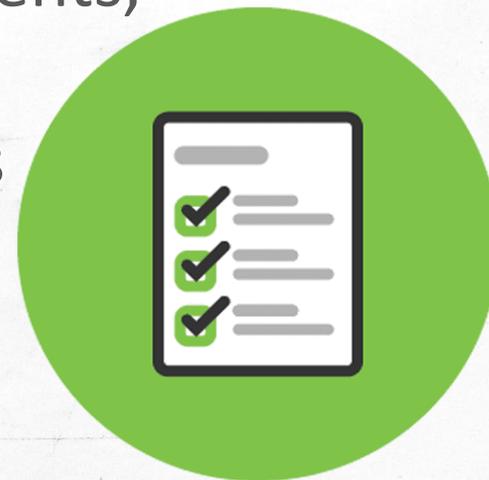
- Concerns about more bikes on campus with inexperienced riders on them.
- Perceived lack of signage and markings on campus raises fear of increased risks for cyclists and pedestrians on shared paths.
- Bike share does encourage helmet use.





Key Findings (compliance)

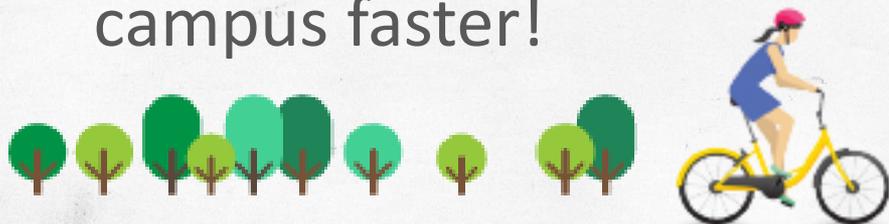
- Concerns about bikes being left everywhere and how they get back to places where students, faculty, and staff need them.
- Worry about defacing campus and bikes blocking sidewalks, paths, or doorways.
- Confusion about the rules and the point system.
- Bike enthusiasts who are already riding regularly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

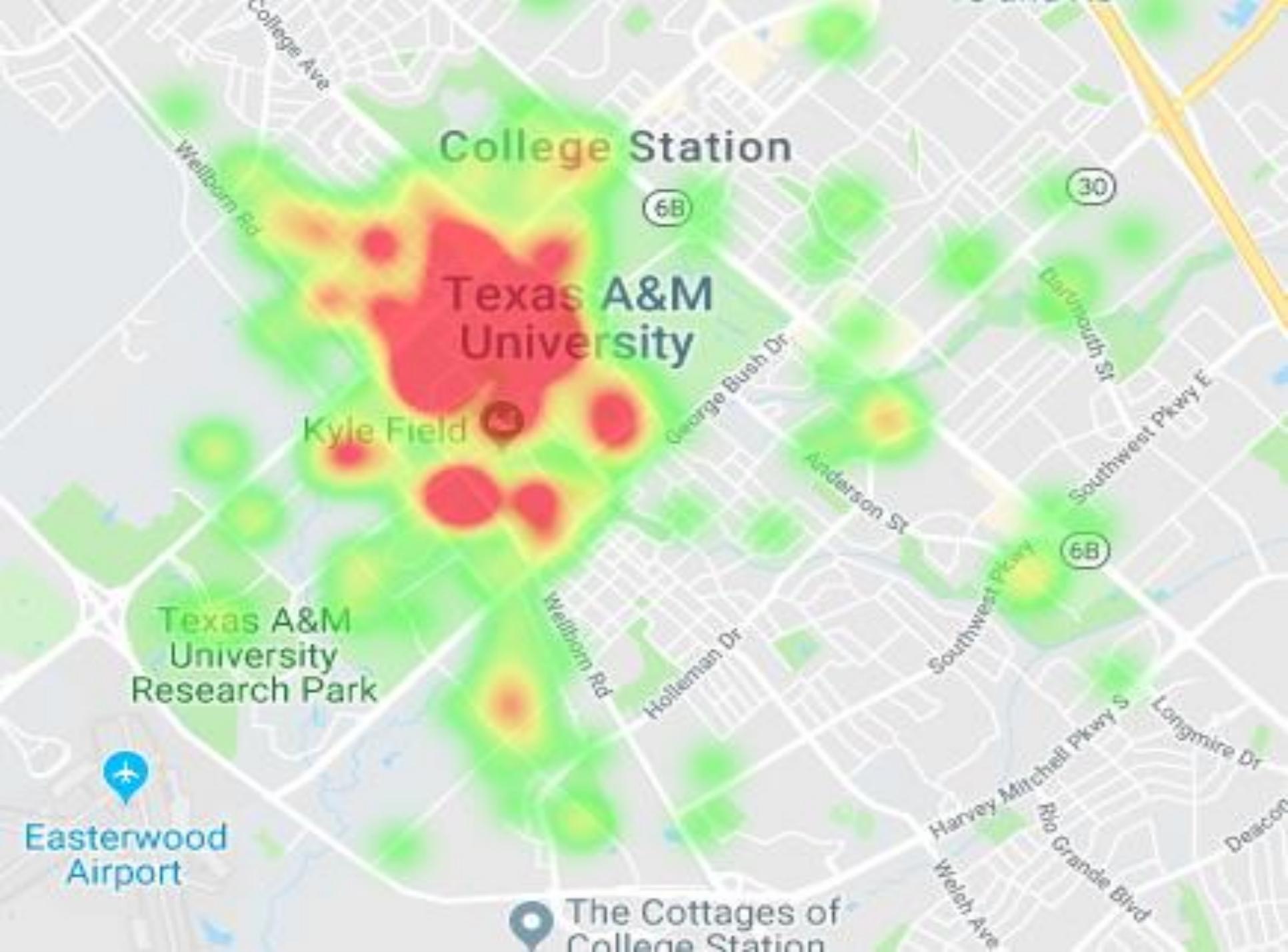




Key Findings (convenience)

- 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!





College Ave

Wellborn Rd

College Station

6B

Texas A&M University

Kyle Field

George Bush Dr

30

Eastmouth St

Anderson St

Southwest Pkwy E

6B

Southwest Pkwy

Texas A&M University Research Park

Wellborn Rd

Hollerman Dr



Easterwood Airport



The Cottages of College Station

Harvey Mitchell Pkwy S

Langmire Dr

Welch Ave

Rio Grande Blvd

Deacon



transport.tamu.edu/bikeshareupdate

ofobikes@tamu.edu

support@ofobike.com

[or in the app](#)

