

## **Trends Analysis that Support the Case for the Design**

Bike rental programs have been popular for some time in other countries, particularly in Europe and abroad. In more recent years, short-term bike rentals have become more prevalent within the United States, particularly within urban areas and around universities. Denver, Colorado offers bicycles in their downtown, and the greater Washington, D.C. region has an extensive bicycle-sharing program. Other programs can be found in Boston, MA; Miami Beach, FL; and most recently, New York City. There are plans to move forward with bicycle rental programs in Los Angeles, CA; Santa Monica, CA; and San Diego, CA; as well as a program in the greater San Francisco Bay Area.

The increased popularity in bicycle rental programs comes as no surprise on the heels of the popularity in car-sharing programs like Zipcar. Many traditional car rental services such as Hertz and Enterprise also offer similar services. If people are willing to share one form of transportation, they may be willing to experiment with another.

Bicycle rental programs also have two other attractive advantages. Within the United States, more attention has been paid in recent years to ecological concerns, as seen in the prevalence of recycling programs (including UCLA's own zero-waste goal by 2020), the spread of reusable grocery bags, and the popularity of hybrid and electric vehicles. Bicycles offer a very ecologically friendly transportation choice. They also are a choice that is very marketable as being health-conscious, which is an emphasis many public service announcements, and university awareness programs, are focused on. This may be an even bigger selling point in a city such as Los Angeles, where there is a heavier emphasis on subjective physical attractiveness than many other locations.