

## **Expected Context of Use**

Although UCLA already offers lengthier bike rentals, those who borrow them are still responsible for all the responsibilities associated with ownership: registering them according to university housing policies, ensuring they are stored securely, etc. By using short-term rentals with pre-determined storage, these concerns are removed.

It is expected that the majority of frequent users will be students, staff, and faculty of UCLA. Although long-term (e.g., for the duration of the quarter) bike rentals currently exist at UCLA, these bike kiosks focus on short-term rentals: at maximum length, 24 hours, and most rentals likely averaging between 2-4 hours. Staff and faculty may be interested in using the bikes between parking garages and their destination on campus, particularly if they are assigned off-campus parking such as Lot 32 on Kinross Avenue, or if they commute to Westwood by some other method of transit (e.g., the Exposition Line, bus, or planned subway line). Students may wish to take bikes between university housing and their classes: both De Neve Plaza for undergraduates and Weyburn Terrace for graduate students are fairly removed from the rest of campus, and bikes may be particularly welcome for those students that have evening classes and may not feel comfortable walking through campus in the dark by themselves.

Although students, staff, and faculty are expected to be the most common users, the rental system will not be locked to only those with a Bruin ID card. Visitors to campus may also be interested in renting a bicycle for short-term use. These visitors may be friends or family of current students, staff, or faculty members, or may be prospective students and/or family members touring the campus and surrounding neighborhood.