



For Immediate Release

BIKE NATION ANNOUNCES MAJOR PRIVATELY FUNDED BIKE SHARING PROGRAM WITH THE CITY OF ANAHEIM

ANAHEIM, CA - (February 10, 2012) - A bicycle sharing program is coming to Anaheim and will be available for use by residents, business travelers and guests as early as June. Bike Nation announced a pilot program that will run for one year, at no cost to taxpayers, and is planned to operate in the City's major activity centers, including The Anaheim Resort and Platinum Triangle areas.

The ordinance creating a pilot program for the operation of bicycle sharing systems within the City was approved unanimously by the Anaheim City Council at Tuesday's City Council meeting. The bicycle sharing system will be one of the first such programs in California.

"As an avid bike rider myself, I can testify this is a wonderful way to experience our great city," said **Anaheim Mayor Tom Tait**. "Cycling is suitable for all ages, and I always enjoy the opportunity to experience all Anaheim has to offer through the sport of cycling."

Anaheim Councilmember Kris Murray, an advocate for this program stated, "I'm thrilled that Anaheim is seeking to launch a city bike sharing program for our residents, businesses and visitors. Anaheim continues to be an innovative, environmental leader and a bicycle sharing program will provide a fun, new way for people to get out of their cars and enjoy our downtown Civic Center, MUZEO, resort areas, Convention Center, stadium areas and travel to and from our world-class intermodal transit center ARTIC, which will break ground later this year."

Orange County-based Bike Nation approached the City last year and expressed interest in bringing a system of this type to Anaheim. Such a system will provide residents and visitors a low cost public transportation option that helps to reduce daily traffic and congestion, replacing cars with non-polluting bike trips.

Bicycle sharing involves a system by which bicycles are made available for shared use to individuals. Users of a bicycle sharing system will be able to check a bicycle out from a network of automated bicycle stations and return the bicycle to the same or a different station.

Details of the system will be announced at a later date. At the end of the one year pilot period the program will be evaluated based on effectiveness of the system, and the City Council at that time will determine whether to continue with the program.

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