

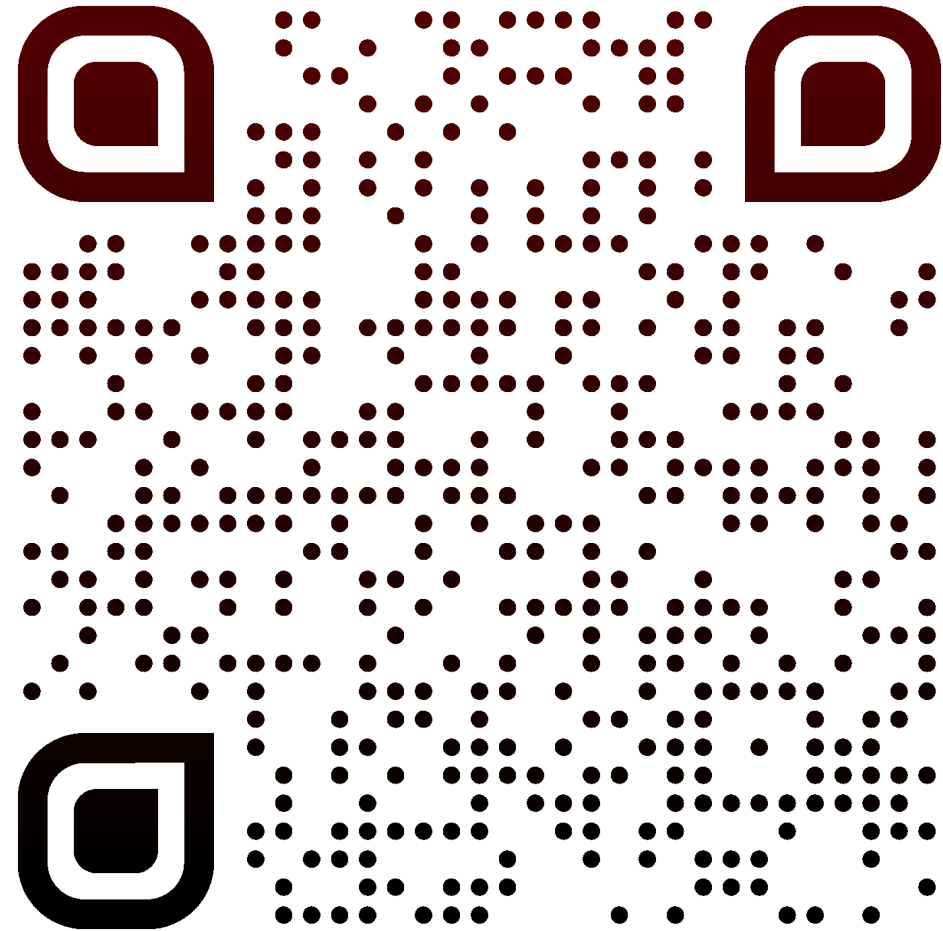
# BUILDING A SUCCESSFUL Shared Mobility Program



Insights from  
**Sustainable Transportation, Marketing & Communications**  
Texas A&M University Transportation Services

# Scan to Join the Discussion

- Use underscores or dashes when entering multiple word answers





# Why Shared Mobility?

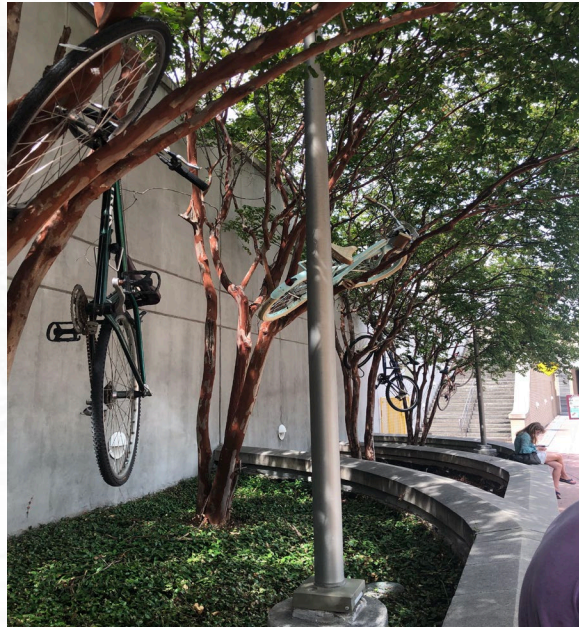
- Abandoned bikes
- Pressure reliever for transit during peak times
- Shared devices can be used by multiple users several times a day





# Why Shared Mobility?

We wanted to go from this to something better...

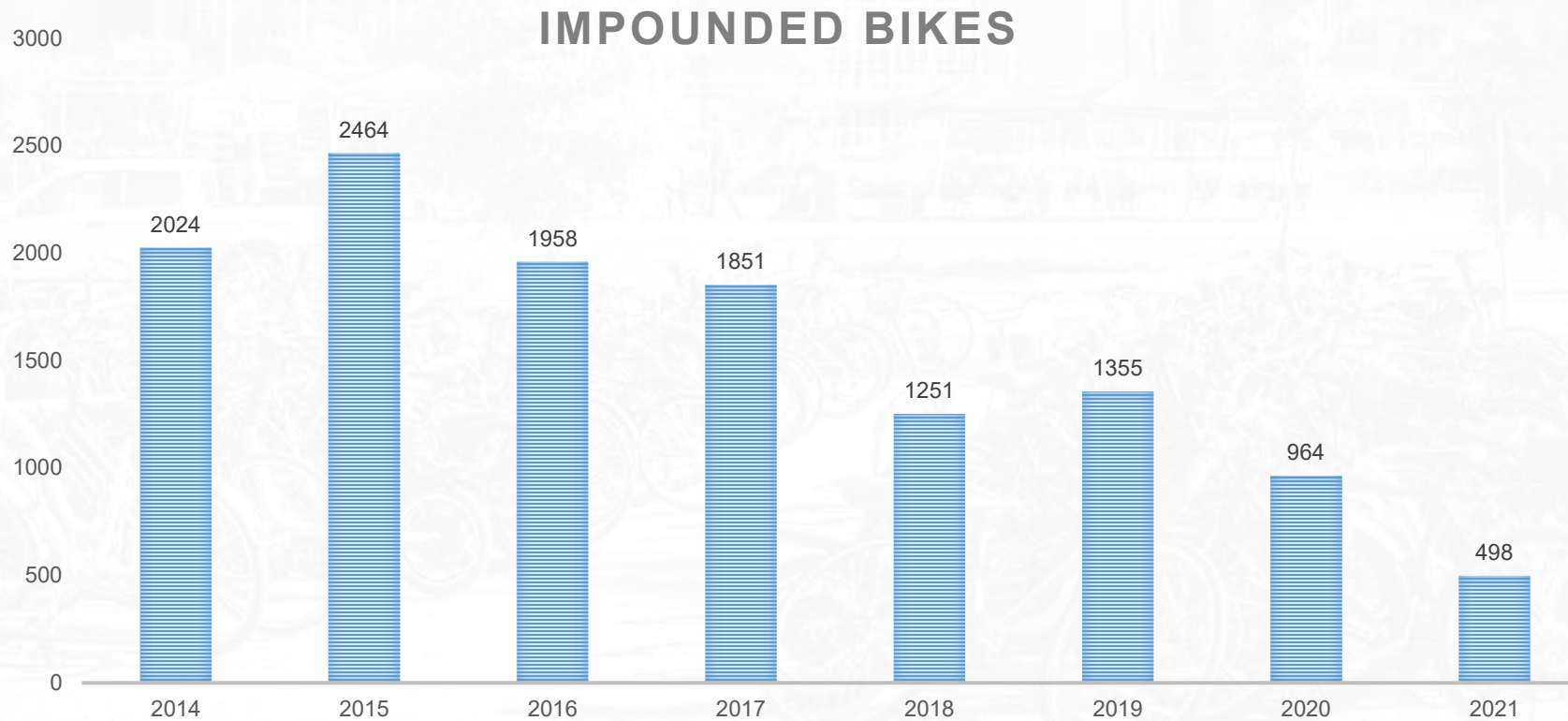




# Why Shared Mobility?

Racks were overcrowded with abandoned bikes

Leaving less room and creating an eyesore



# Our History with Sharing

## Maroon Bikes (2013 - 2015)

- 100 Bikes
- A to A Parking
- Monthly Memberships

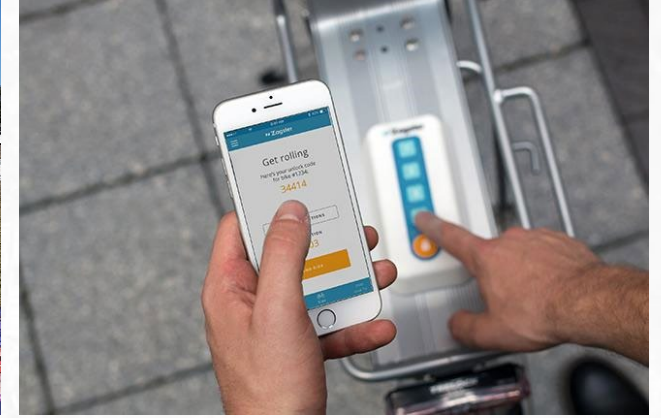




# Our History with Sharing

## Zagster (2017 - 2018)

- 75 Bikes
- Docking stations with app
- Monthly, annual, per-ride





# Our History with Sharing

ofo (2018 - 2019)

- 3,500 Bikes
- Dockles with app
- Memberships or per-ride





# Our History with Sharing

## Veo (2019 - present)

- Now with 1,000 pedal bikes and 1,000 throttle e-bikes
- Originally 2,500 dockless then moved to lock-to
- Memberships and per-ride





# Lessons Learned!



Dockless wasn't going to work...





# Lessons Learned!

## Ride Sharing Bicycle Placed On Top Of Texas A&M's Academic Building Dome

October 29, 2019 Bill Oliver



An Instagram photo has gone viral, showing what appears to be someone with the VeoRide bicycle that wound up on top of the dome of Texas A&M's Academic Building. The image of the person's face covered by a happy face emoji, and their left hand with an Aggie ring giving the "horns down" sign.

That followed a tweet from Texas A&M that also went viral, showing the bicycle on top of the dome.



[HOME](#) / [ABOUT US](#) / [NEWS](#)

## TEXAS A&M MAKES CHANGES TO VEORIDE BIKE-SHARE PROGRAM

Users must stay on campus, lock bicycles to racks when finished  
**The Eagle**

By Megan Rodriguez

Published January 8, 2020

VeoRide users are now required to remain on Texas A&M's campus while using the bicycles and must lock the vehicles to a bike rack or face fines up to \$75.

Local VeoRide employees are retrofitting bicycles with coiled-cable locks, and Texas A&M's Transportation Services workers are bringing in 50 new bike racks this week as the rules go into effect. While 1,200 VeoRides will be available by the start of A&M's spring semester on Monday, employees will continue adding locks to bikes until the entire 2,000-vehicle fleet is back in use. The revised geofence encompasses the A&M campus only, including Park West and University Gardens.

A&M Bike Share Program Coordinator Byron Prestridge said the cost of the bike racks will not be passed onto students, and VeoRide Regional Manager Joe Brummer said the new locks will not result in higher fees for users. Additionally, Prestridge said even before the plan for the new bike locks, A&M was looking to implement bike racks on certain areas of campus.

Prestridge said the system is an effort to "provide an easy, simple and effective way for people to make sure that when they put their bike in a rack, it's not going to get moved."

"We're starting a new year and we have new rules," Prestridge said. "We are looking forward to progressing, and we



VeoRide bicycles on Texas A&M's campus are being outfitted with a mechanism that allows the bikes to be locked on bike racks. While users can park their VeoRides in "coat hanger" racks that are already around campus, the 50 new racks being installed will look different and were designed with the new system in mind.

- Photo by Laura McKenzie

More effective communication was going to be necessary.





# Lessons Learned!

## A New Path...

Listen and talk with all Stakeholders

- University Leadership: Department, Faculty, Staff, Students
- Municipality: City of College Station
- Users: Students, Faculty, Staff, Special Event Visitors
- Vendor

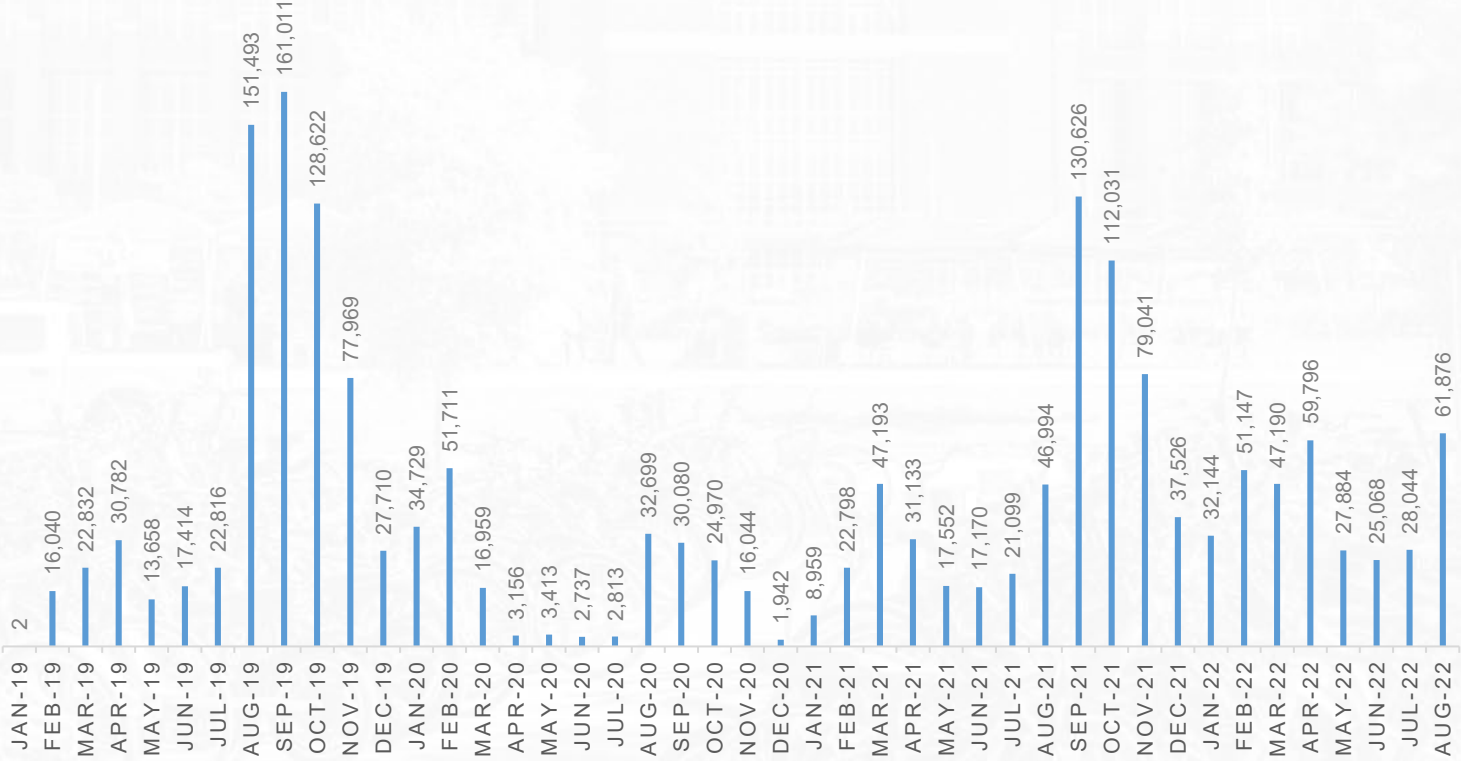


...all have unique requirements to be effective



# Value is in the Numbers

## RIDES PER MONTH



1,796,873 rides total



# Value is in the Numbers

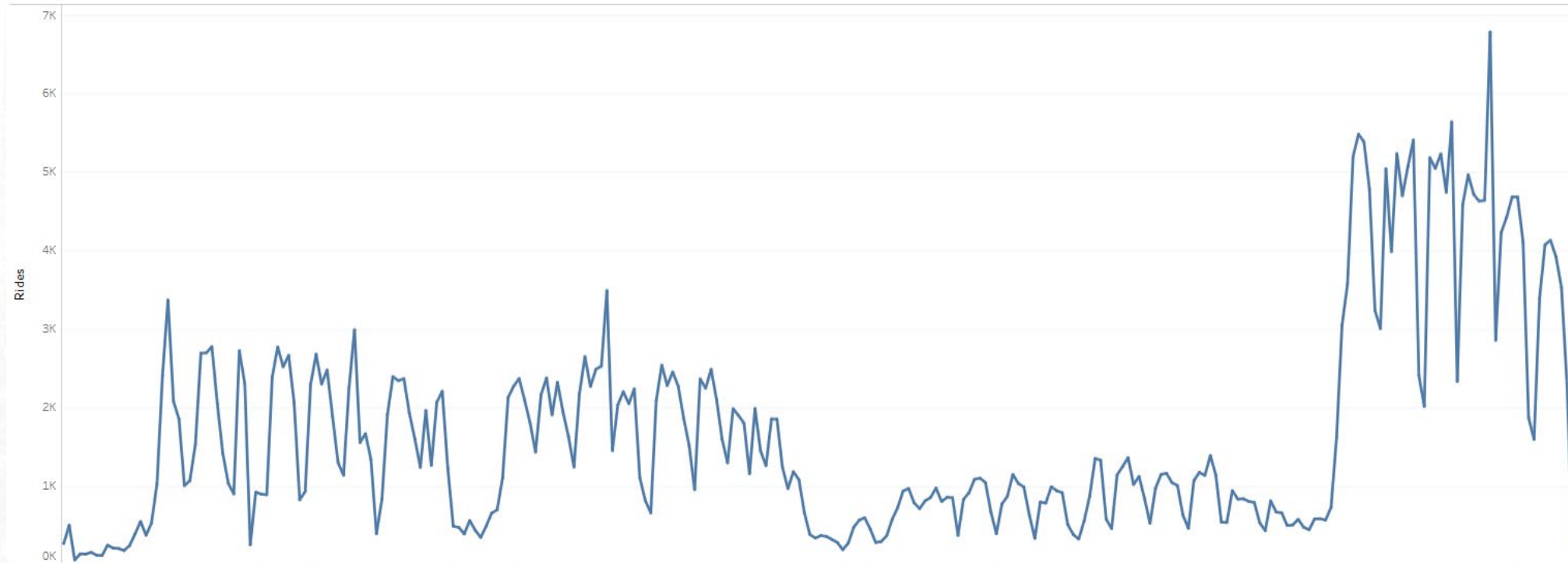
Rides: 459,750

Average Distance: 1.473

Average Minutes: 16.48

Total Distance: 605,536

Total Minutes: 3,693,356

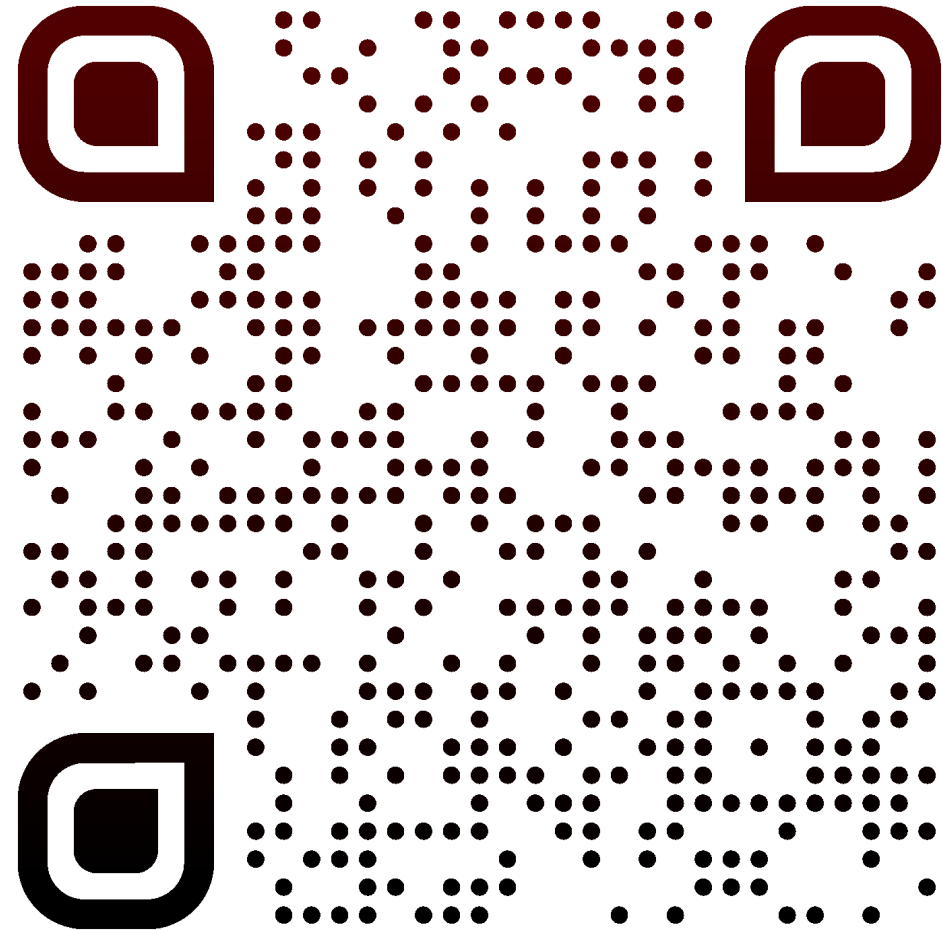


2022 so far!



# Scan to Join the Discussion

- Use underscores or dashes when entering multiple word answers



# Activity

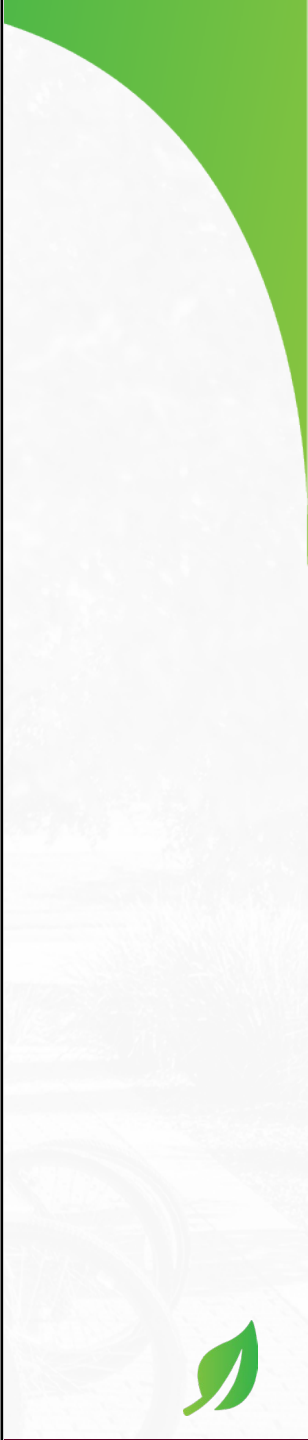






**GATE ARM  
LOWERS  
AFTER  
EACH  
VEHICLE**







# Marketing & Communications



# Challenges Prior to Launch





# Think Multimodal

## MOBILITY OPTIONS

From car share, rideshare and bike share to shuttles and buses, we have a service to take you where you need to be, whether that's on campus, around town, or out of town. Select where you're headed below and find the mobility options to meet your needs!

*I need to travel...*



*to and around campus*



*around town*



*out of town*

# SHARED MOBILITY

*Sidestep the hassle of bicycle and vehicle ownership – and take advantage of our shared mobility options!*



## BIKE SHARE

Bike share offers all of the benefits of biking without the hassle of maintenance and storage. With bike share you can leave your bike at home and enjoy the ride!



## RIDESHARE

Transportation Services presents our Rideshare Solutions Portal—a quick, secure way to find all your commuting options. Set up a profile and search for shared mobility options or post a shared ride of your own!



## CAR SHARE

Zipcar lets you drive a variety of cars on demand, by the hour or the day, around campuses, cities and airports worldwide.

# Great Pairings



## Chardonnay + Brie

Full-bodied whites like Chardonnay compliment mild, smooth cheeses



## Cabernet Sauvignon + Aged Gouda

Hard aged cheeses pair best with equally bold, ageable wines



## Moscato + Pepper jack

Sweeter wines help mellow spicy, zesty cheeses



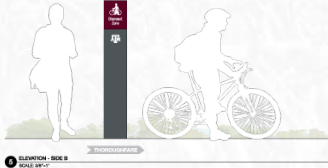
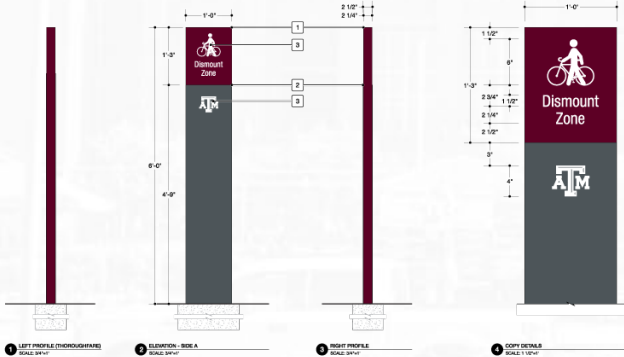
## Transit + Bike share

Bike share helps ensure smooth, rich bus service





# Signage





# Engagement





# Engagement

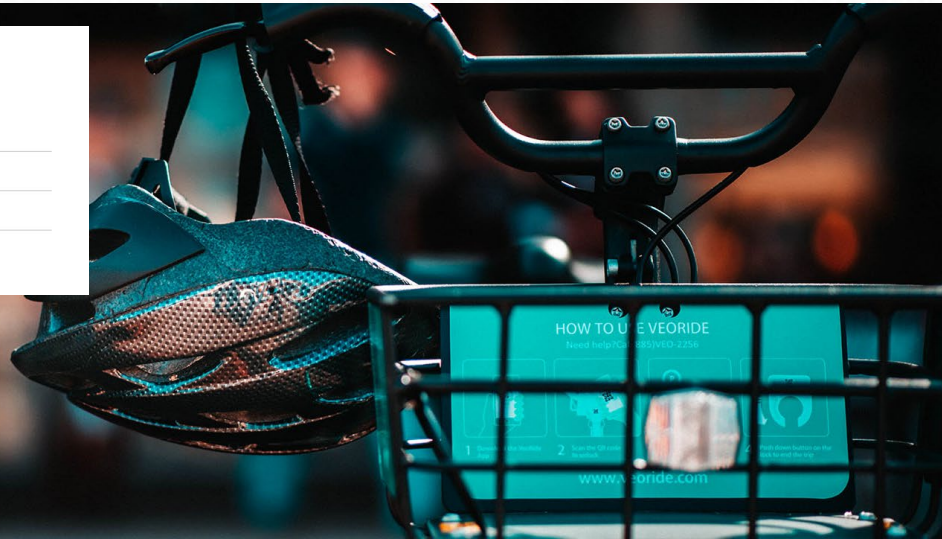




# New Riders Everywhere

## BIKE SAFETY

- › Safety tips
- › Preventing theft
- › Contact University Police
- › Programs and Resources



## BICYCLE SAFETY TIPS

Keep bike in good repair, checking tires, spokes, brakes, pedals and chains.

Be sure bell or horn works properly.

Be sure light is visible for 500ft and reflector for 300ft when riding at night.

Obey all traffic signs and signals.

Always give hand signals before turning.

Yield to pedestrians at crossings or on sidewalks.

Never race or play games on public streets.

Wear a helmet for best protection.

[More tips >](#) [Avoiding cars >](#)





# Connecting with New Riders

**SUSTAINABLE TRANSPORTATION**

- bike share, bike services, programs & registration**  
[transport.tamu.edu/bicycles](https://transport.tamu.edu/bicycles)
- car share, rideshare, shuttles & other mobility programs**  
[transport.tamu.edu/alternative](https://transport.tamu.edu/alternative)
- out-of-town shuttles and airport shuttles**  
[transport.tamu.edu/alternative](https://transport.tamu.edu/alternative)

**DESTINATION AGGIELAND**

Are you ready to be a part of the 12th Man this year but don't know how to prepare?

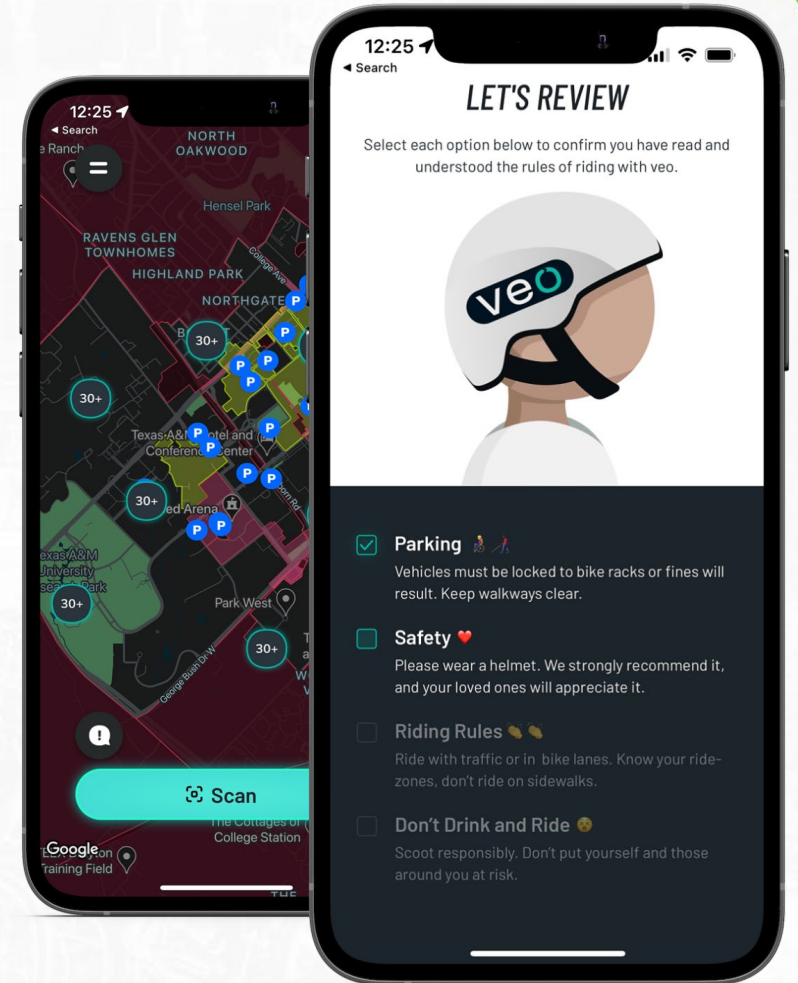
Find Destination Aggieland in the Texas A&M app for maps, parking, traffic, shuttles & more!

**CONNECTING YOU TO CAMPUS**

Getting you from Point A to Point A+

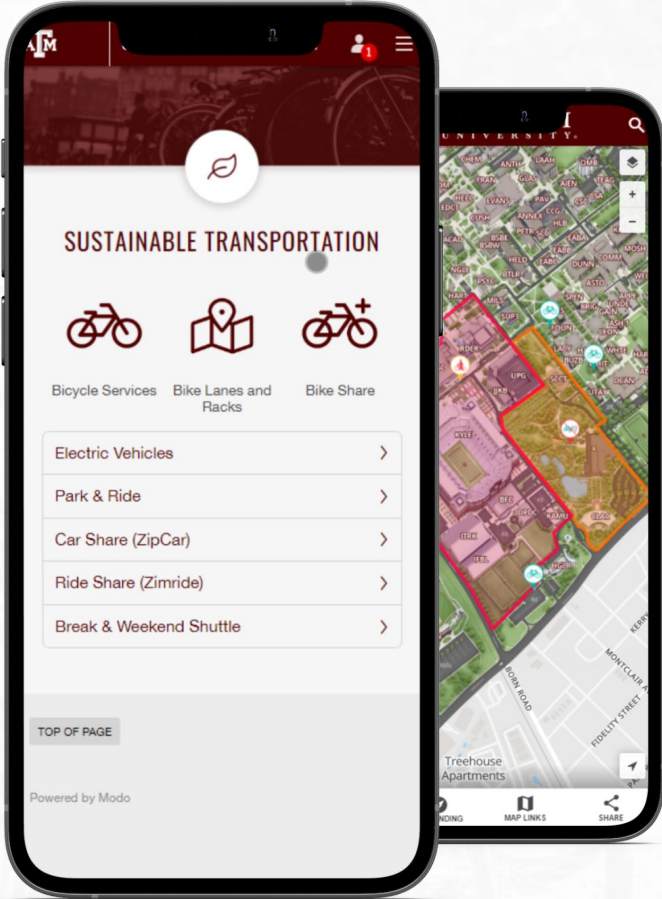
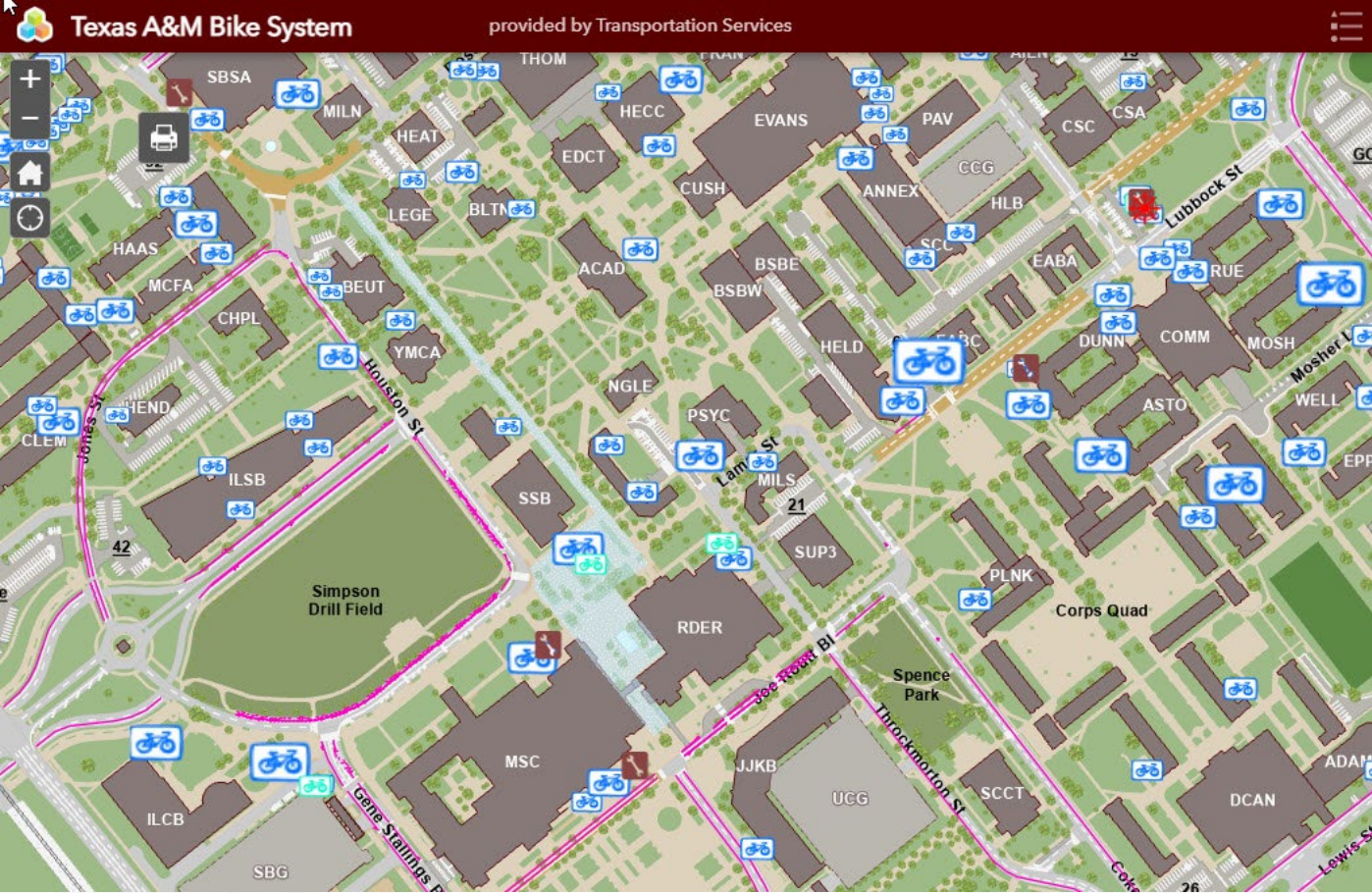


**ATM** Transportation Services





# Spreading Awareness of Resources

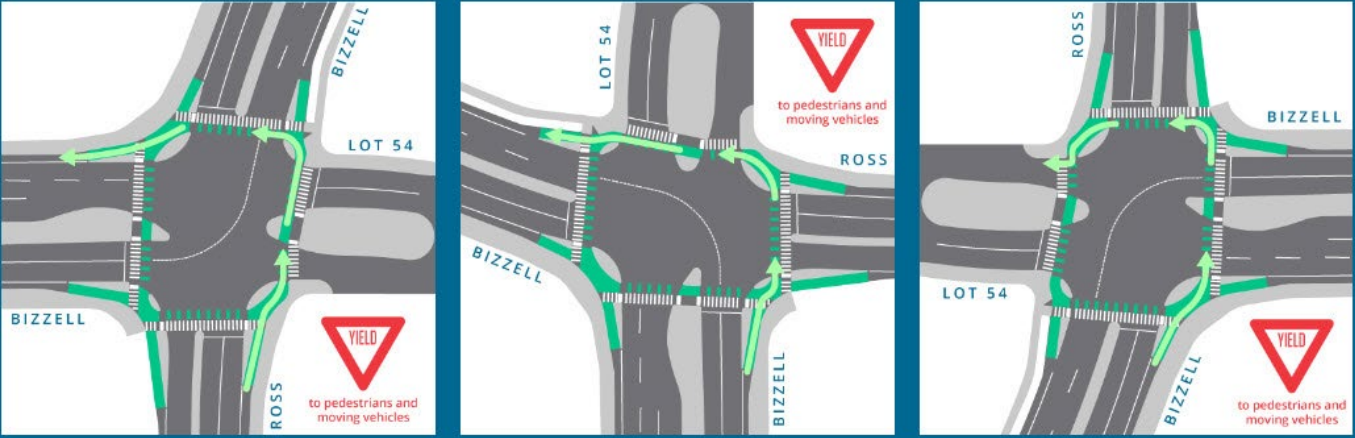




# Spreading Awareness of Resources

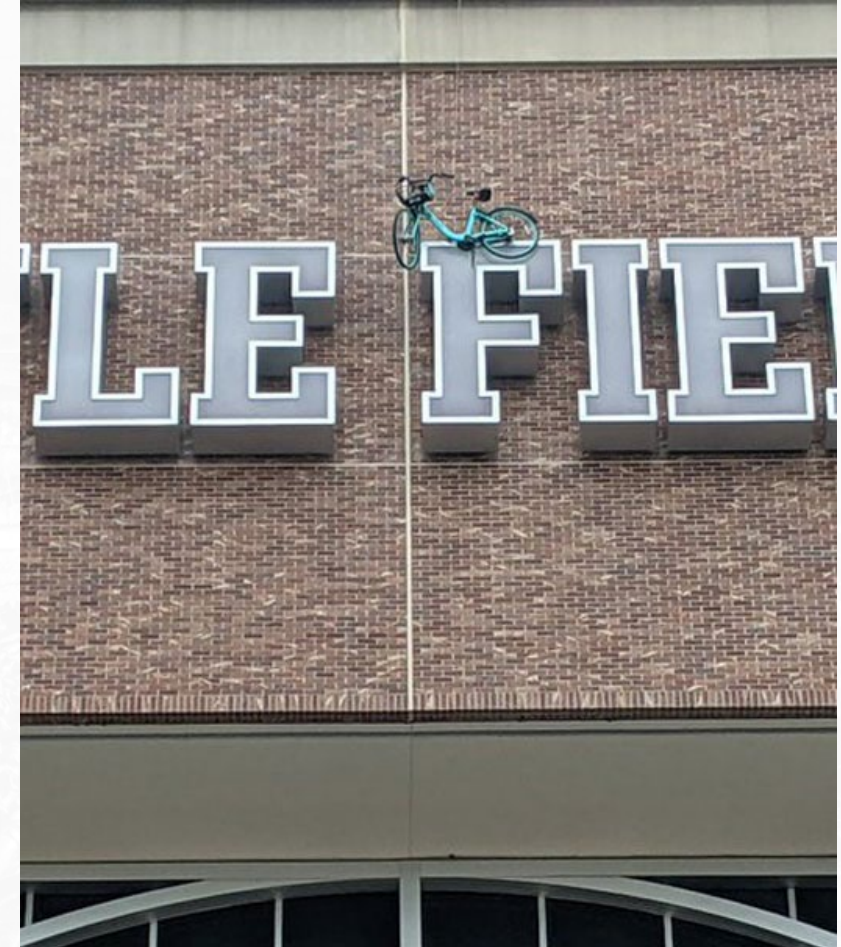
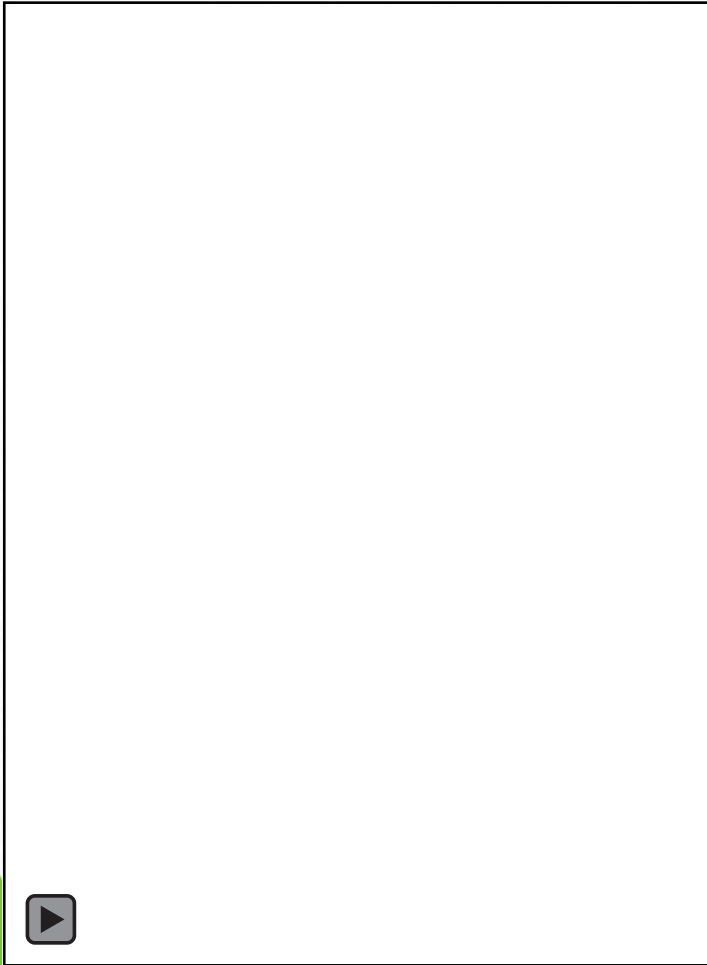
## USE GREEN LANES TO TURN LEFT

The green bike lanes provide a safer option to turn left than using the vehicle lanes to turn across the face of traffic. Yield to pedestrians and moving vehicles when riding through intersections.





# Prepare for Noncompliance





# Controlling the Narrative



**OFF TO A GREAT START!**

As a community, Texas A&M took more than 100,000 rides in support of sustainability using the ofo bike share program. While the overwhelming response throughout the community has been positive, we still have work to do to ensure the program's success.



**NOBODY LIKES A 2%ER**

Current data shows that **fewer than 2%** of users are not using the system as intended. Improper usage and placement not only has a negative impact on our community, it can greatly impact a user's ofo score. If a score drops too low, a user's account will be closed.

Transportation Services | [transport.tamu.edu/ofo](https://transport.tamu.edu/ofo) | ALTERNATIVES



## Veo Makes Adjustments

Veو introduces geo-fencing and locking mechanisms to increase safety and improve campus aesthetic

## [VeوRide has implemented new rules on campus](#)

THE BATTALION | JANUARY 12, 2020

## [Texas A&M makes changes to VeوRide bike-share program](#)

THE EAGLE | JANUARY 8, 2020

## [Transportation Services Announces Rule Changes For VeوRide Bikes](#)

TEXAS A&M TODAY | JANUARY 7, 2020

## [New rules now in effect for VeوRide bike share at Texas A&M](#)

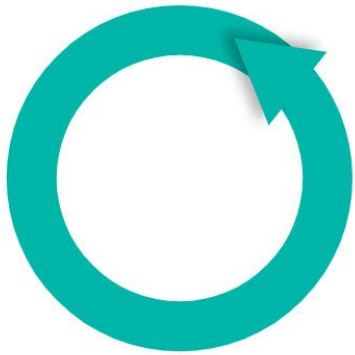
KBTX | JANUARY 7, 2020



# Controlling the Narrative

## SUSTAINABILITY SUCCESS

[bike share stats thru 10.01.22]



1,875,000+

total rides



2,000+

total bikes







1,400,000+





miles travelled



**GOOD  
BULL**

-  use bike lanes, when possible
-  place bikes in bike racks when finished
-  park inside the geofence
-  report issues to [bikes@tamu.edu](mailto:bikes@tamu.edu)



-  impeding the paths of mobility or vision impaired or others by parking on sidewalks
-  defacing campus and the community by placing bikes where they don't belong
-  riding bikes in dismount zones
-  taking bikes into buildings

**BAD  
BULL**





# Lean on Partnerships



# Lean on Partnerships





# Recurring Campaigns



## BICYCLE SAFETY TIPS

Keep bike in good repair, checking tires, spokes, brakes, pedals and chains.

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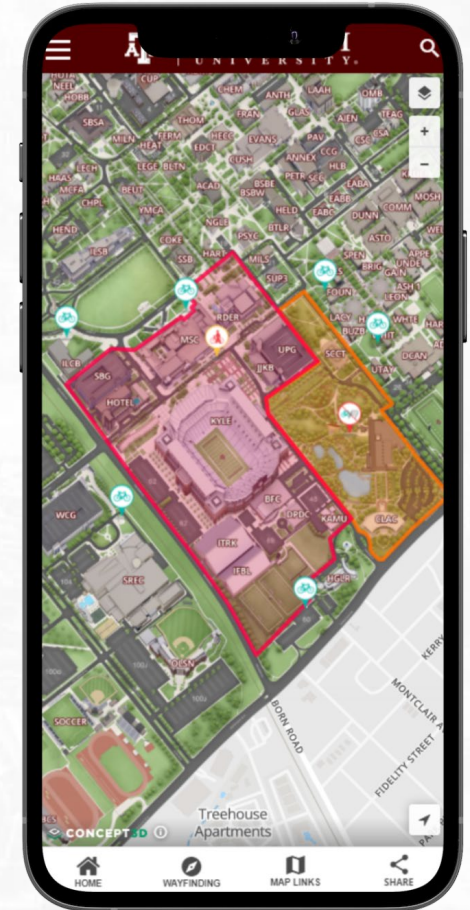
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Wear a helmet for best protection.

[More tips >](#) [Avoiding cars >](#)





# Successes



aggiephotogs



Liked by aggieathletes and 826 others

aggiephotogs Walking, running, scootering, biking... whatever way gets you to the first day of class! 🚲

🏃 #GigEm





# Social Media

