



TEXAS A&M UNIVERSITY  
Transportation Services

# TDM at Texas A&M University



***Association for Commuter Transportation International Conference***

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TEXAS A&M UNIVERSITY

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# About Texas A&M University



- Located in College Station, Texas
- Fourth-largest U.S. university – 5,200 acres
- 12,000 faculty/staff, 63,000 students
- 34,096 parking spaces; 6 garages; 2/3 space in surface lots



# TDM at Texas A&M



- 9,000 bikes (including bike share); 14,000 bike parking spaces
- 1,700 (3,000+ in fall) bikes in dockless bike share fleet
- 125 bikes in bike lease fleet
- 10 vehicles in car share fleet; 15-33% utilization
- Ride share; 2,550 posts in last 90 days
- Break/Weekend shuttles
- Electric vehicle charging
- Park and Ride



# How is TDM changing at Texas A&M?

- Very successful pilot and implementation of dockless bike share program this year
- First-time ever dip in transit ridership
  - *7.75 million rides per year*
  - *10 off-campus routes; 8 on-campus routes*
  - *Limited city transit service*
- Parking spaces vs. population creates pinch (finally)





# TDM Challenges



- Managing dockless bike share
- Collaboration with community/state
  - *Dockless bike share*
  - *Bike and pedestrian infrastructure*
- Aging transit fleet
- Changing the campus culture



# TDM Challenges

## *Managing Dockless Bike Share*

- **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.



# HOME OF THE 12TH MAN

ENTRY 8



THE WAR BYIN MONUMENT  
2011







YIELD TO PEDESTRIANS  
WHEN ON CROSSWALK

WELLBORN RD

WELLBORN RD

McDonald's

WELLBORN RD

WELLBORN RD

WEST  
3347  
SOUTH  
3044



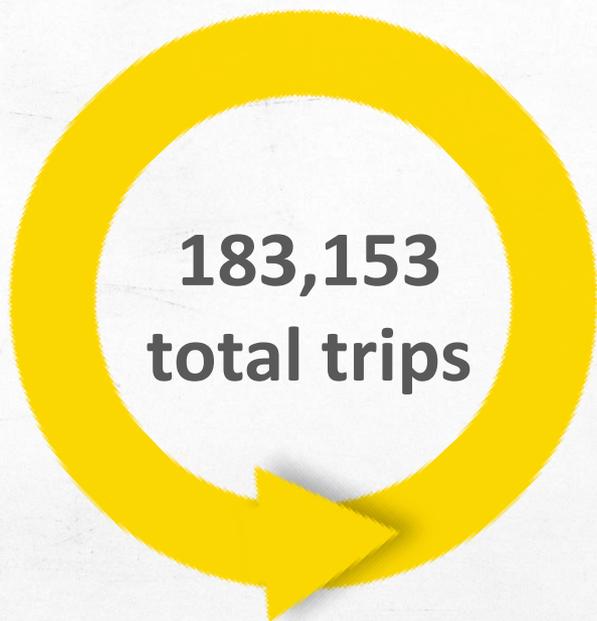
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# Program Usage

*(stats thru 6.25.18)*





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## College Station city council approves ordinance for ride-sharing bicycle programs



By Rusty Surette | Posted: Thu 9:41 PM, Jul 12, 2018 | Updated: Thu 9:58 PM, Jul 12, 2018

# TDM Successes

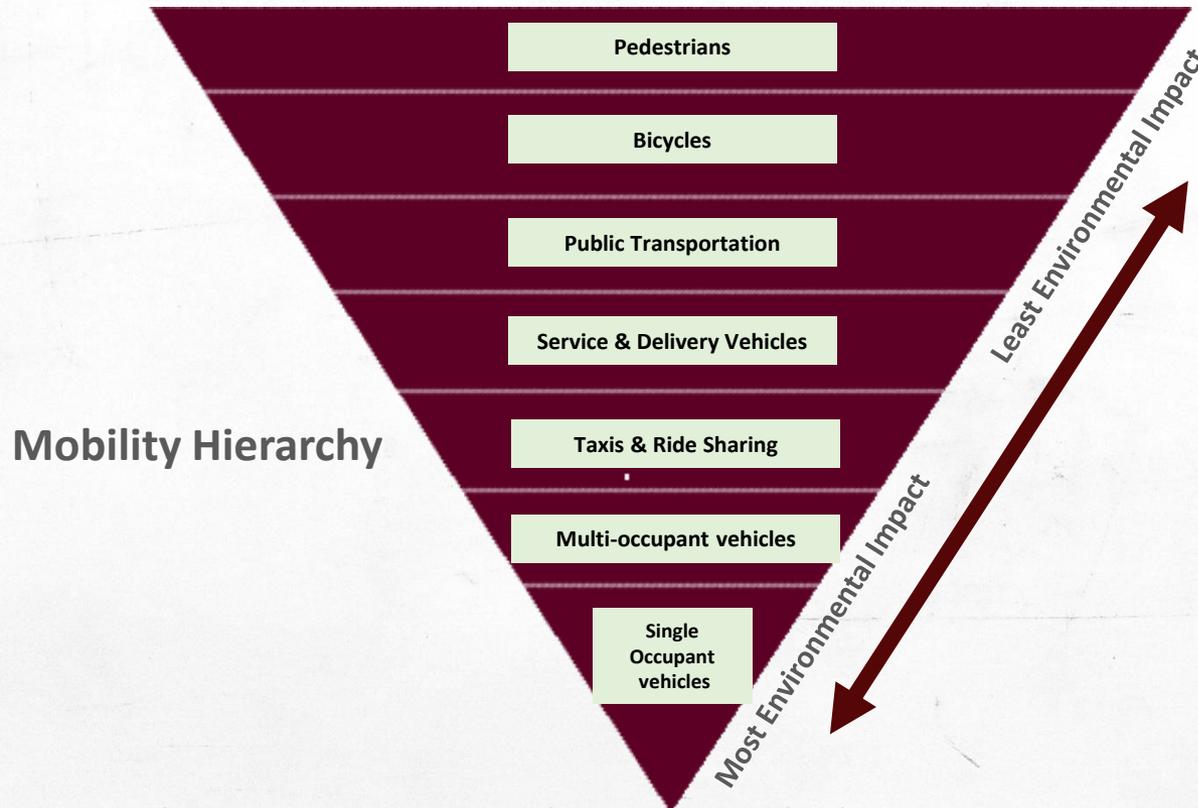
## *Collaboration with Community*





# TDM Successes

## *Changing Campus Culture*



- Partnering with campus architect while creating updated **Campus Master Plan** results in heightened focus on access for pedestrians and alternative transportation.



# TDM Successes

## *Changing Campus Culture*



## *Campus Transformational Mobility Plan*

*Focused on transforming the university into a **greener**, more **people-centric** campus by focusing on **pedestrian and bicycle connections**, **enhanced transit options**, **shared transportation services**, **innovative technologies** and **autonomous vehicles**.*



## Despite Challenges



- Bike share: “best market” for a university in the U.S.
- City ordinance aligns with our initiative
- Influential groups support change in campus culture

A black and white photograph of five young adults (three men and two women) sitting in the front and back seats of a car. They are all smiling and giving thumbs up. The man in the front passenger seat is wearing a t-shirt that says "TEXAS A&M". The man in the driver's seat is wearing a t-shirt that says "Masher".

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