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## WKU gears up for bike share program

By AARON MUDD [amudd@bgdailynews.com](mailto:amudd@bgdailynews.com) Sep 29, 2018

Western Kentucky University has partnered with VeoRide, a micro-mobility sharing company that has agreed to provide 180 seven-speed bikes for the bike share program scheduled to begin next month.

Photo courtesy of VeoRide

Western Kentucky University is gearing up to launch a bike share program next month that will allow students to glide down the Hill on bikes branded with WKU logos and colors.

WKU has entered into an agreement with VeoRide, a micro-mobility sharing company, that will provide 180 seven-speed bikes at no cost to the university, according to a news release.

Jennifer Tougas, director of parking and transportation at WKU, said she hopes to see the bikes on campus by late October. Part of the goal is to give students without cars who live on campus another way to get around, she said.

“This really provides a mobility option for those students,” she said.

Students simply need to download the VeoRide mobile phone app to locate and rent bikes. After that, students just open Bluetooth on their phone and scan the bike's QR code, or enter the bike's ID to unlock it and begin the ride, the release said.

Students can then park at one of several designated parking spots identified through the app and end the ride with the push of a button.

According to the release, the current pay-as-you-go rental rate is 50 cents for 15 minutes. Day passes are available for \$6.99 and include unlimited two-hour rides.

Other packages are available at a discount to students, faculty and staff for \$13.99 a month and \$48.99 annually, and includes unlimited one-hour rides. Standard rates are \$28.99 monthly and \$99.99 annually.



Tougas said a solar panel on the bike powers its electronics, which include headlights and taillights and a GPS-tracker. The bike also features an electronic lock on its rear wheel. All of the charges to use the bike are handled through the app.

Tougas said the locations of the parking spaces are still being decided, but a few will likely be downtown. She said WKU is working with the city to roll out the program. The bikes will be regularly distributed where needed.

“It’s a very comfortable ride, and it’s fun to take it for a spin,” she said of the experience the service offers.

VeoRide was started by two Purdue University alumni who began launching the micro-mobility share service earlier this year, the release said. The company currently operates more than 15 programs nationwide in Arkansas, Illinois, Iowa, Kansas, Massachusetts, New Hampshire and Texas.

“Survey results indicate that WKU students are very interested in this service,” Brad Wheeler, associate vice president of business services, said in the release. “We are excited to announce the VeoRide team as our exclusive provider of branded, app-enabled bikes. This partnership provides important opportunities for mobility, outdoor recreation, environmental connections, sustainable living and health.”

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