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WKU bike share program eyes expansion downtown

By AARON MUDD amudd@bgdailynews.com Dec 17, 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/

After a fleet of bikes arrived this month on Western Kentucky University's campus as part of a new way for students and staff to get around, the program is eyeing expansion into downtown Bowling Green.

“We’ve done hundreds of rides across campus so far,” said Tyler Hanna, who coordinates the fleet of 175 bikes for VeoRide.

Hanna said Thursday the micro-mobility sharing company has seen hundreds of users sign up for the service since it became available Dec. 6.

“Most rides are lasting under 15 minutes,” he said, describing the program’s user base as a mix of students and faculty.

Participating in the bike-share program is simple. Users download the VeoRide mobile phone app to locate and rent the bikes, which are branded with WKU logos and colors. After that, students 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 pay-as-you-go rental rate for a bike is 50 cents for 15 minutes. Day passes are available for \$6.99 and include unlimited two-hour rides. Monthly rates for students, faculty and staff are \$13.99 and \$48.99 annually and include unlimited one-hour rides. Standard rates are \$28.99 monthly and \$99.99 annually.

So far, most riders are using the bikes to get to class or back to their residence halls, but Hanna said that could change when spring classes begin next month. That’s because the company is planning to add some new locations downtown over the coming weeks.

In the meantime, Hanna said, the company will work to maintain consistent service on campus for students’ over winter break.

Jennifer Tougas, director of WKU’s parking and transportation department, has seen a rapid increase in interest from students.

“They picked up on them immediately,” Tougas said of the program. “We’re excited that the students seem to be enjoying it already.”

– Follow education reporter Aaron Mudd on Twitter @BGDN_edbeat or visit bgdailynews.com.

Aaron Mudd

Education reporter. Covers education and related issues, focusing primarily on the Bowling Green and Warren County public school districts and Western Kentucky University.