TDM at Texas A&M University

Association for Commuter Transportation International Conference

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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
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
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.
Program Usage
(stats thru 6.25.18)

183,153 total trips

1,700 total bikes

16,020 sign ups
College Station city council approves ordinance for ride-sharing bicycle programs
Partnering with campus architect while creating updated Campus Master Plan results in heightened focus on access for pedestrians and alternative transportation.

- Pedestrians
- Bicycles
- Public Transportation
- Service & Delivery Vehicles
- Taxis & Ride Sharing
- Multi-occupant vehicles
- Single Occupant vehicles

TDM Successes
Changing Campus Culture

Mobility Hierarchy
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
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