



# Mobilizing the Region

## Bike Share Programs Gain Popularity in New Jersey

March 5th, 2012

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Last week, Red Bank, New Jersey took an important step towards implementing the Jersey Shore's first bike share program, a rental system that makes bikes available for short distance trips. Red Bank is just one of many New Jersey municipalities interested in bike shares. Here are some of the state's most promising programs (and soon-to-be programs).



The Collingswood bike share is one of several in New Jersey | Photo: collingswood.com

### Red Bank

Meadowlink, a transportation management association, recently selected Red Bank as an ideal bike share candidate because of its cyclist-friendly Master Plan and its potential to be a model for other shore towns. With Meadowlink's assistance, the borough applied for a \$100,000 grant from the North Jersey Transportation Planning Authority, a sum which will fund 75% of the bike share program's start-up costs. Red Bank would cover the remainder in a variety of ways, including sponsorship and private donations. The grant aims to give the municipality three years to figure out how to sustain the program. While a decision on the funding may not arrive for over a year, Red Bank Councilwoman Kathy Horgan believes that the time will give the borough an opportunity to develop an effective implementation plan.

### Hoboken and Jersey City

Hoboken and Jersey City are both working with the Hudson County Transportation Management Association to become the county's first municipalities with bike shares. Hoboken, already known for its bicycle-friendly infrastructure, hopes to issue a request for proposals in early spring, and according to Hoboken Transportation and Parking Director Ian Sacs, award a contract by May or June. He said that the city is "trying hard" to have the system operating by summer.

## **Collingswood**

In October 2008, Collingswood started a bike share program using refurbished, donated, and reclaimed bikes. Residents use it like a library, borrowing bikes and returning them when they're finished. They can borrow for an extended period of time, so long as they continue to ride.

## **University Programs**

The Rutgers Green Purchasing Program, in conjunction with the Rutgers University Department of Transportation Services, launched a bike rental pilot program at Rutgers University-New Brunswick. 150 bikes are available for rent throughout campus.

Princeton also has a bike share program, U-Bike, which started in the fall of 2007. The University's Department of Public Safety collects discarded bicycles from around campus and then hands them off to a staff of volunteers, which refurbishes them. After that, students can rent the bikes for the semester. Each bike comes with a lock and free basic maintenance from Princeton's bike co-op.

Meadowlink, the transportation management association that's working with Red Bank, is also collaborating with Rutgers-Newark on a similar program, which is slated to be up and running in about six months.

Of late, bike shares have proliferated throughout the United States, with programs in Washington, D.C., Boston, Denver, and, soon, in New York City. Even the suburbs are getting in on it: Long Beach, NY and

Simsbury, CT have both developed their own systems.