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Houston Bike Share Program Expands in Midtown Houston *Leading the way in “new urban” transportation*

Houston, TX (November 13, 2015) – On Thursday, November 19 at Noon, Houston Bike Share will unveil Midtown’s fifth Houston B-cycle station located at Brazos and McGowen. The newest station is in direct response to community stakeholders’ request for additional pedestrian enhancements and alternative modes of transportation in the 10-Year Service and Improvement Plan.

During the series of stakeholder engagements, B-cycle stations were specifically requested to enhance the already developing Midtown bike community. The Bike Share program is designed to connect residents, commuters and visitors to Midtown’s rich business, cultural art and entertainment venues while experiencing displays of public art.

Midtown’s Management District is the first Management District to underwrite the cost of a new Houston B-cycle station in the City of Houston. Midtown’s CEO Matt Thibodeaux said, “We continue to be responsive to the needs of our constituency. We’re focused on providing convenient, healthy, and affordable transportation alternatives to residents and visitors of Midtown.”

The newly installed station will feature 13 bike docks and 8 signature red B-cycles to accompany the ongoing work of creating a “new urban” walkable community that also includes ongoing development of sidewalks and planting trees. In the Service and Improvement Plan, a target walkability goal of 91 has been set, which once completed would place Midtown in the top-tier of walkable communities.

“Midtown is leading the way in creating better transportation alternatives while fostering a healthier, sustainable neighborhood,” states Monte Large, Urban Planning Committee Chair. “We welcome residents and visitors to take a spin around Midtown to learn about the amazing culture the district has to offer.”

The newest Houston B-cycle station in Midtown is funded by Midtown Management District. The District has plans for additional stations in the future.

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About Midtown Houston

Midtown Houston is comprised of two organizations committed to making Midtown a model of urban living in the center of Houston, Texas. The two organizations are the Midtown Redevelopment Authority/Tax Increment Reinvestment Zone No. 2 and the Midtown Management District. These organizations undertake projects with widespread benefit to the area that is beyond the ability of individual property owners or businesses within the district to provide. Both organizations share the common vision of shaping Midtown into a thriving, pedestrian-friendly urban community with distinct responsibilities. Midtown was the first management district in Texas to receive the Cultural Arts & Entertainment District accreditation from the Texas Commission on the Arts.