



midtown
HOUSTON

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Midtown Houston Commits to Mobility by Expanding Houston BCycle's Network

New Bike Share Station at Midtown Park is Eighth in the District and 89th Across Houston

HOUSTON (Mar. 6, 2019) --- Midtown Houston has just added a 13-dock [Houston BCycle](#) station to the Northeast corner of [Midtown Park](#). Already the most walkable neighborhood in Houston according to [Walk Score](#), Midtown's addition of an eighth Houston BCycle station represents its continued commitment to mobility for residents and visitors alike. ([See full map of stations here](#)).

"Midtown is making a clear and concerted effort to modernize the way people move around their neighborhood and shift the focus from cars to pedestrians and cyclists," said Beth Martin, Executive Director at Houston Bike Share. "We're proud to partner with them to increase access to bike share and promote healthy and fun travel throughout the district."

With stations already lining the border of Midtown at locations like Brazos & McGowen, Milam & Webster, and Baldwin Park, the Midtown Park B-station will provide a central take-off and return point for bike share users in the area. Offering unlimited hour-long rides for \$9 per month, Houston BCycle is an affordable and sustainable option for those looking to go carless in Midtown and beyond.

"The addition of BCycle is the perfect complement to Midtown Park and I'm excited that BCyclists will have the convenience of retrieving or docking their bike in our beautiful greenspace," said Mechelle Philips, Midtown Park Manager. "As we continue to grow, we will continue to work with groups like this to ensure our community is thriving with sustainability in mind. This partnership and expansion are a natural fit for us."

Houston BCycle has undergone a rapid expansion in 2018, moving from just over 50 stations in January to a current total of 90 stations. Along with that expansion has come increased ridership—Houston BCycle riders tallied over 165,000 rides in 2018. This is the seventh consecutive year in which the program has broken its annual trip record.

ABOUT HOUSTON BCYCLE

Houston BCycle currently provides bike share services from 90 stations and 625 bikes across multiple Central Houston neighborhoods. The system is operated by Houston Bike Share, a local 501(c)(3) nonprofit whose mission is to provide equitable access to bike share that fosters recreation, mobility and personal wellness. Learn more at houstonbicycle.com.

ABOUT MIDTOWN HOUSTON

Midtown Houston is comprised of three organizations; Midtown Redevelopment Authority/Tax Increment Reinvestment Zone No. 2, Midtown Management District and Midtown Parks Conservancy. The organizations share the common vision of shaping Midtown into a thriving, pedestrian-friendly, “new urban” community beyond the ability of individual property owners or businesses within the district. Midtown Houston holds the Texas Commission on the Arts Cultural Arts and Entertainment District accreditation.

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