My project looks at the state of bike sharing in the world, before focusing on the university bike share in the United States, including a consideration of the optimal program for the University of Vermont. Finally, I look into New Orleans as a case study of the barriers to bike sharing. Bike sharing began in Amsterdam in the 60s when white bikes were released into the streets for all to use. The lack of accountability mechanism that plagues first generation systems sparked the evolution of bike sharing's second generation in the 90s with a set of human operated stations around Denmark. The inefficiency of human powered stations gave way to automated hubs that signaled the third generation of bike sharing, which has exploded over the past decade. Montreal, Washington DC, Paris, Barcelona, and Dublin are just a few of the over one hundred municipal third generation bike shares throughout the world.

Today there exist some hundred American universities that offer bike-sharing services to their students. These bike shares take the form of all three generations and more. One advantage universities have over municipalities when developing bike shares is the presence of student ID card networks which can often be used to track bicycles. This keeps universities from the multimillion dollar investments that most third generation systems require. I have conceptualized an ID card based system for the University of Vermont, which builds on the success of University of Chicago's Recycles and Emory's Bike Emory programs. In UVM's system, students will be able to use their CatCards to check out keys from the front desks of buildings on campus with bike hubs outside. The CatCards enable us to build a network to track bikes and assess fines. Finally, after seeing first hand the success stories of Montreal, Washington DC, and Barcelona, I travelled to New Orleans to witness the cultural, political, and economic roadblocks to the advent of a bike share in the city.