

**MADISON BCYCLE
TRANSPORTATION
MARCH 2022**



INTRODUCTIONS

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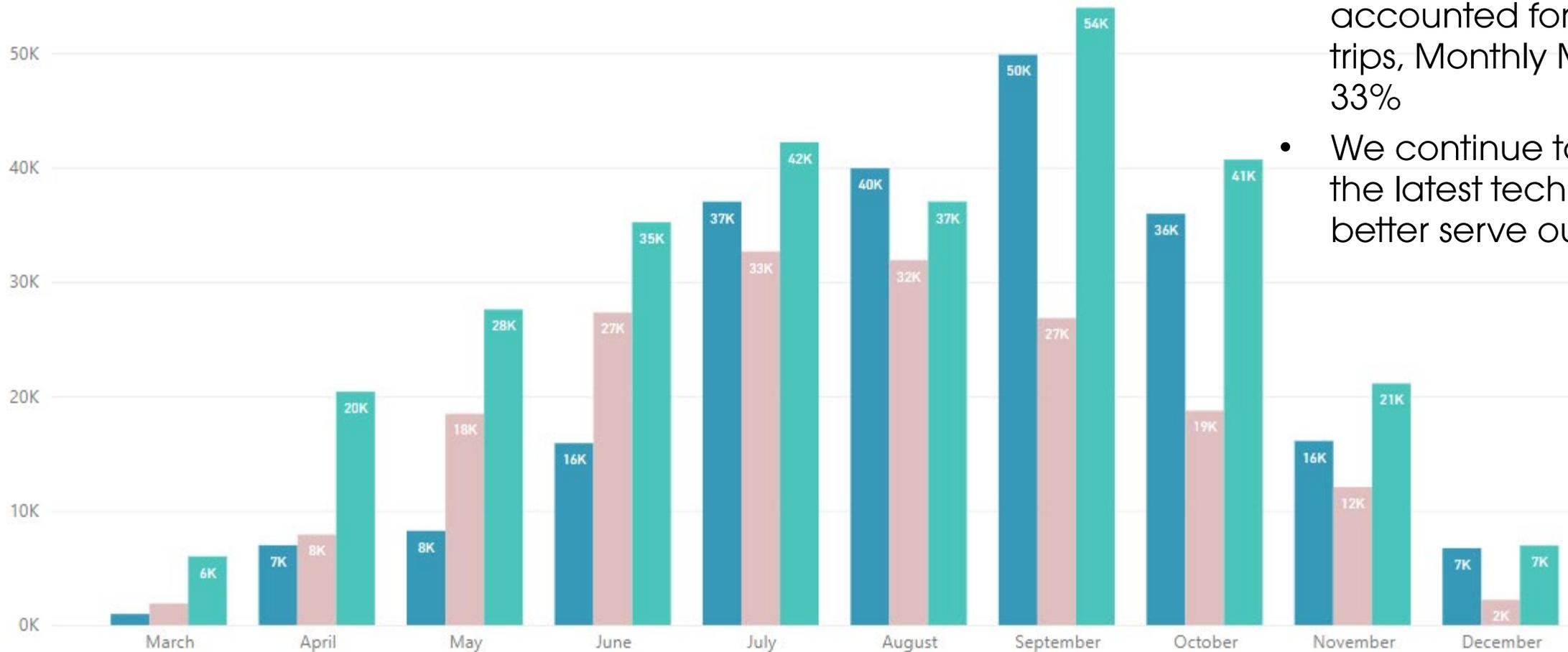
RIDERSHIP UPDATE

11 YEARS: 1.33M TRIPS



Madison BCycle Historical Trip Data

Year ● 2019 ● 2020 ● 2021



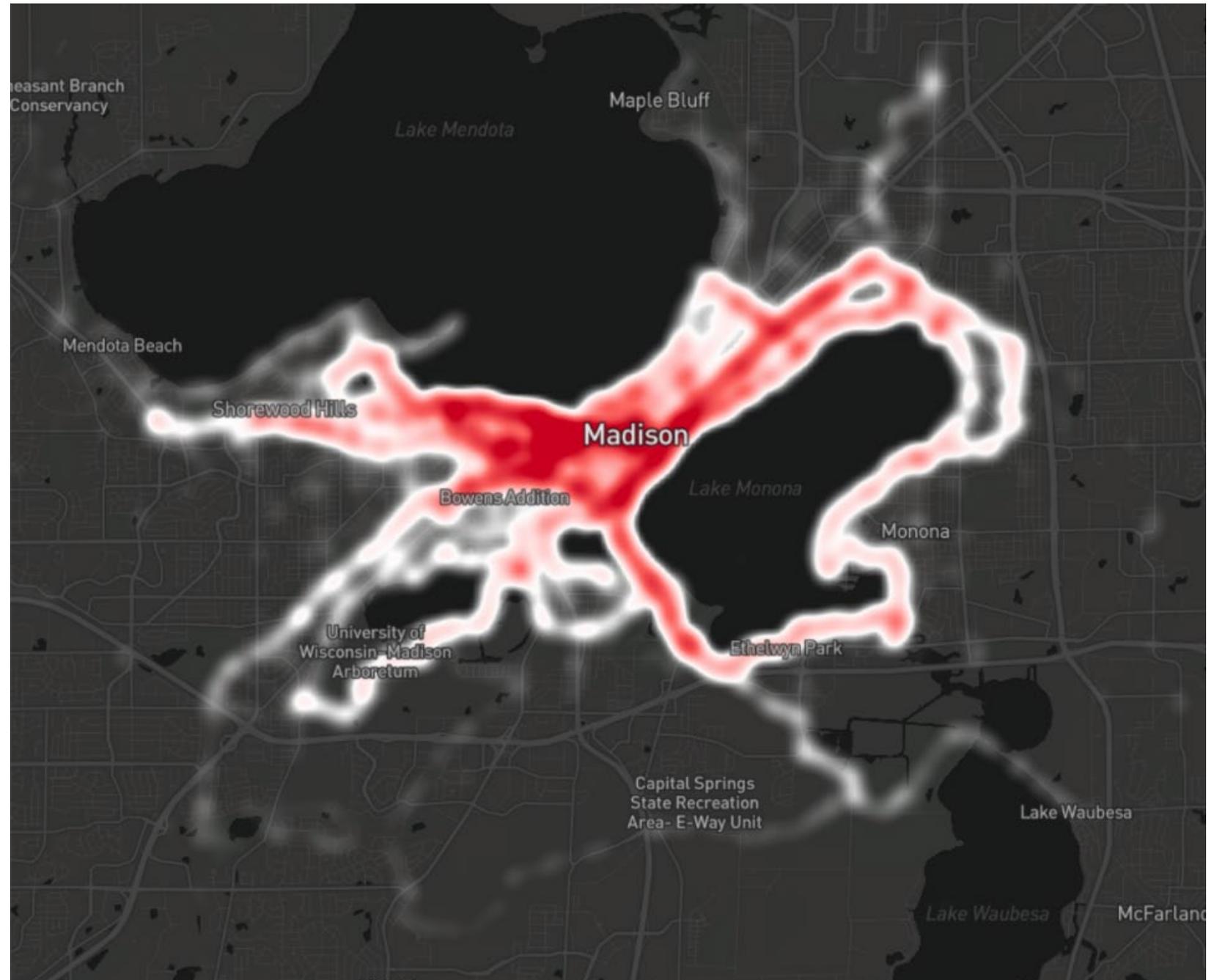
2021 in Review

- **309k total trips taken**
- Mobile checkouts accounted for 74% of all checkout attempts.
- Annual Members accounted for 45% of trips, Monthly Members 33%
- We continue to rollout the latest technology to better serve our riders.

2021 HEATMAP

Avg. Trip Durations:

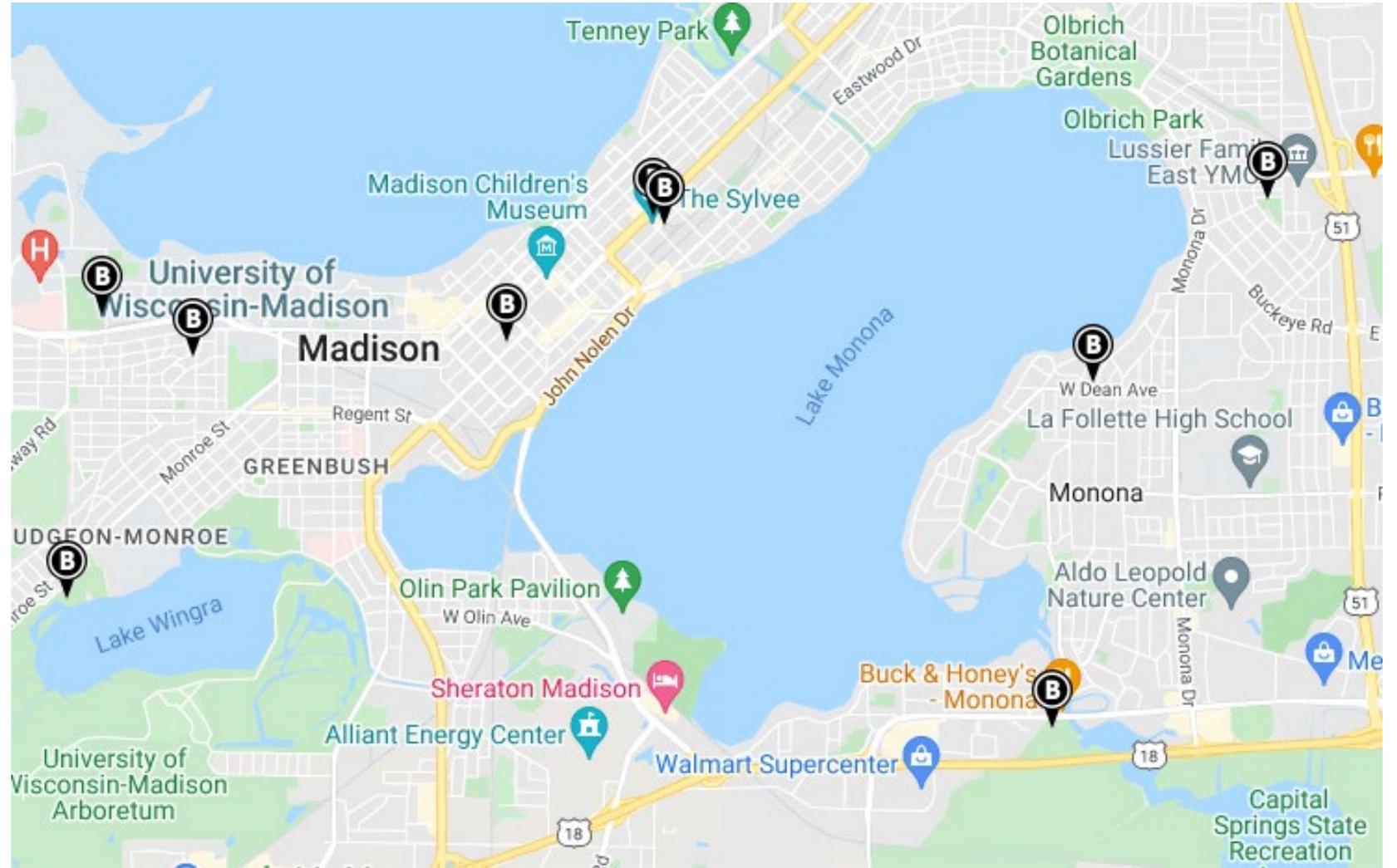
- Single Ride and Day Pass: 51 minutes
- Annual and Monthly Members: 20 minutes



NEW STATIONS

2021 New Stations

- 9 new stations totaling 71 new docks
- Positioned to help expand recreational ridership.
- Set us up well for further expansion in the future.



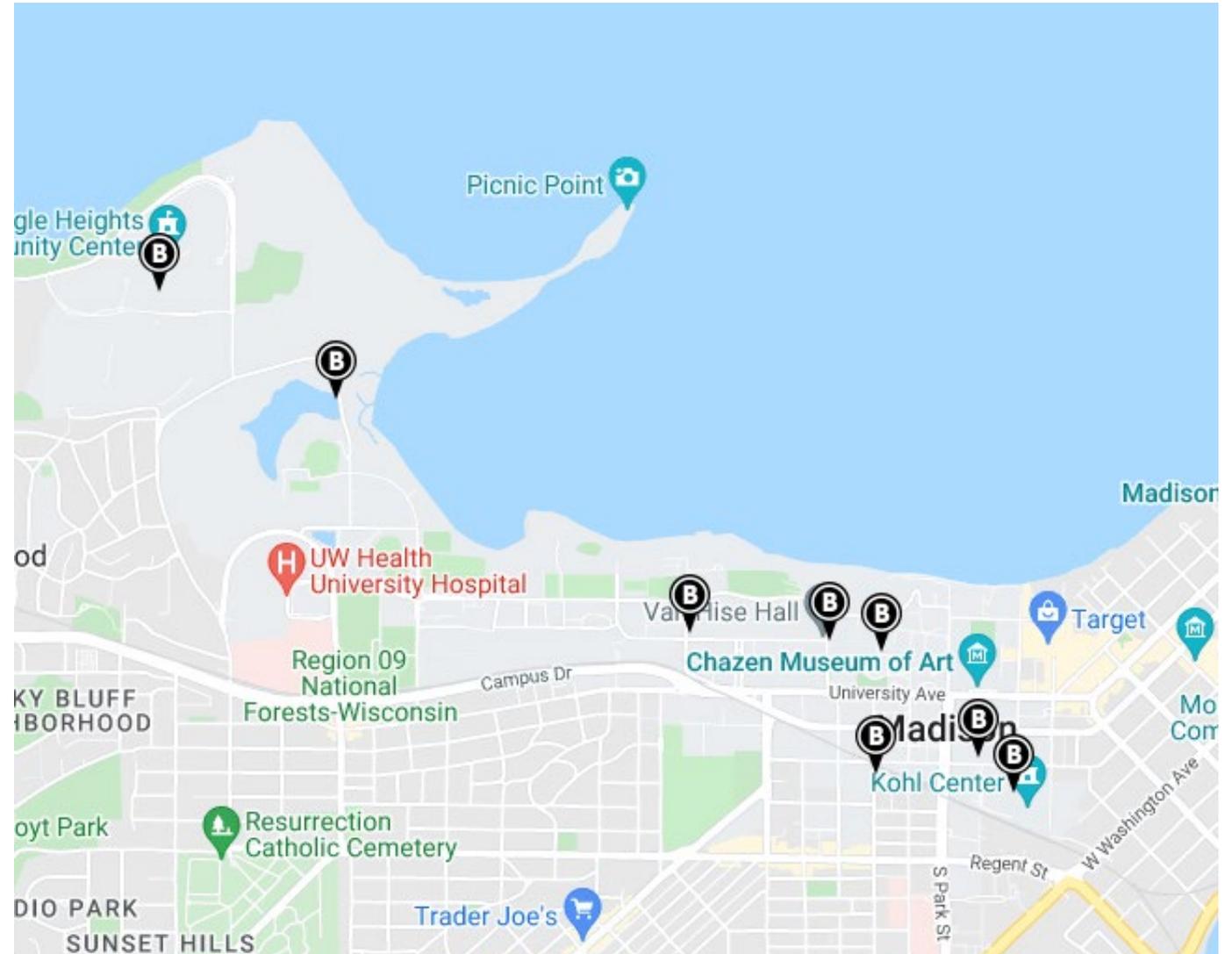


STATION UPDATES

NEW STATIONS

Planned UW Stations 2022

- 8 new stations totaling 64 docks.
- These stations will help alleviate pressure on our current stations on the UW Campus.
- Provide stations closer to UW housing facilities.



NEW STATIONS

Planned TAP Grant stations: Madison

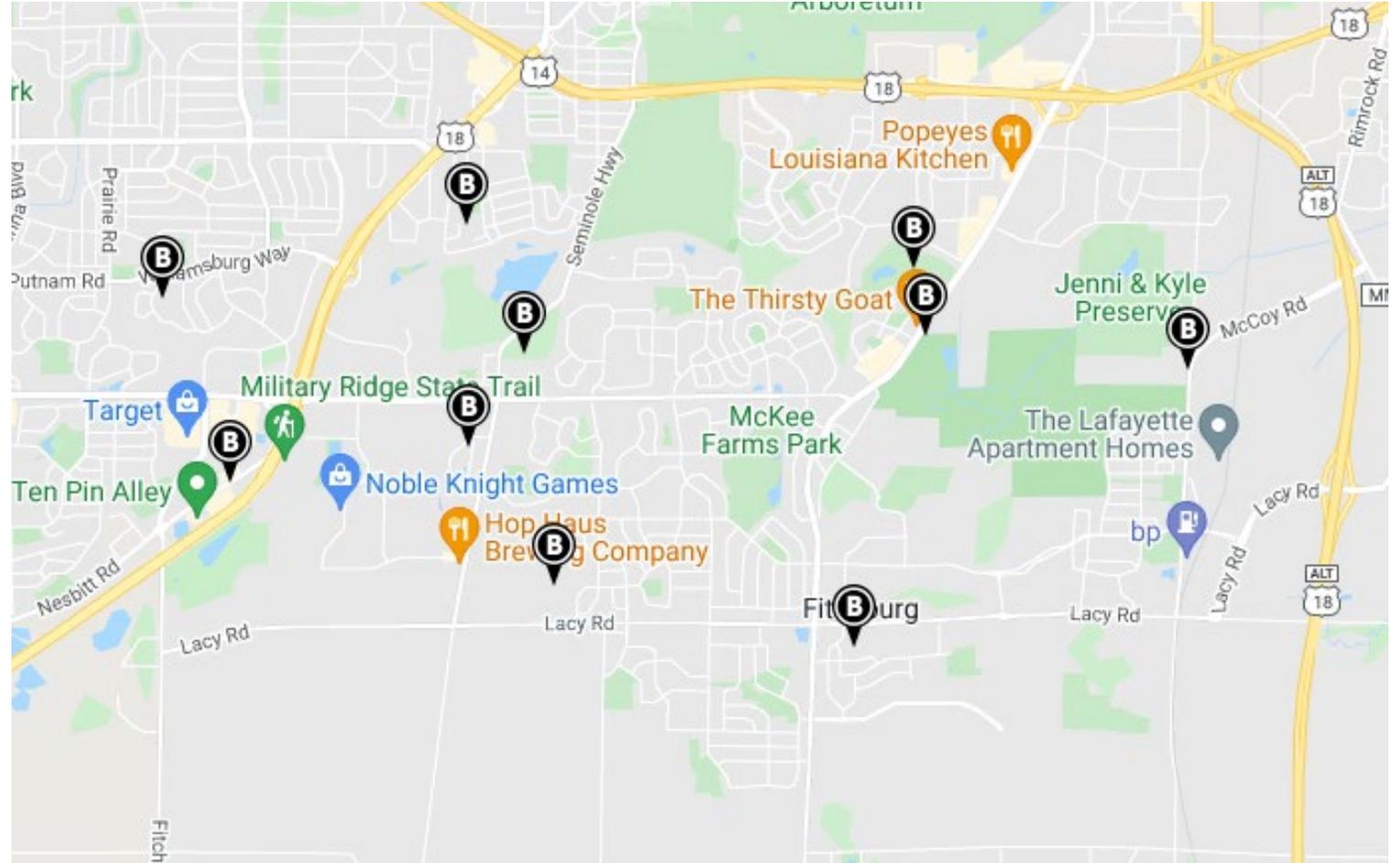
- 11 planned stations totaling 100 bikes as well as adding 55 e-bikes.
- Will help us place stations in areas that have greatest need and reliance on public transportation.
- The focus of these stations is to reach underserved parts of Madison.
- More locations near libraries, parks and community services



NEW STATIONS

Planned TAP Grant stations: Fitchburg

- 10 planned stations totaling 100 docks, as well as adding 55 e-bikes.
- Focus is to help expand BCycle to Fitchburg.
- These stations will take advantage of the excellent bike path system to further connect the greater Madison area.





IN THE COMMUNITY

B Cycle

Community Pass Program

- **Back for 2022:** Community Pass Program brings equitable access to its bike share system for Madison riders and library card holders.
- More than 300 trips in 2021 (Sept 13 – Dec 15)
- Free to any Madison Public Library Member





Madison BCycle Art Bikes

2022 Program Planning Underway

Looking for sponsors





Now Hiring

rekbikes.com/career



Try an

BCycle Youth Internship

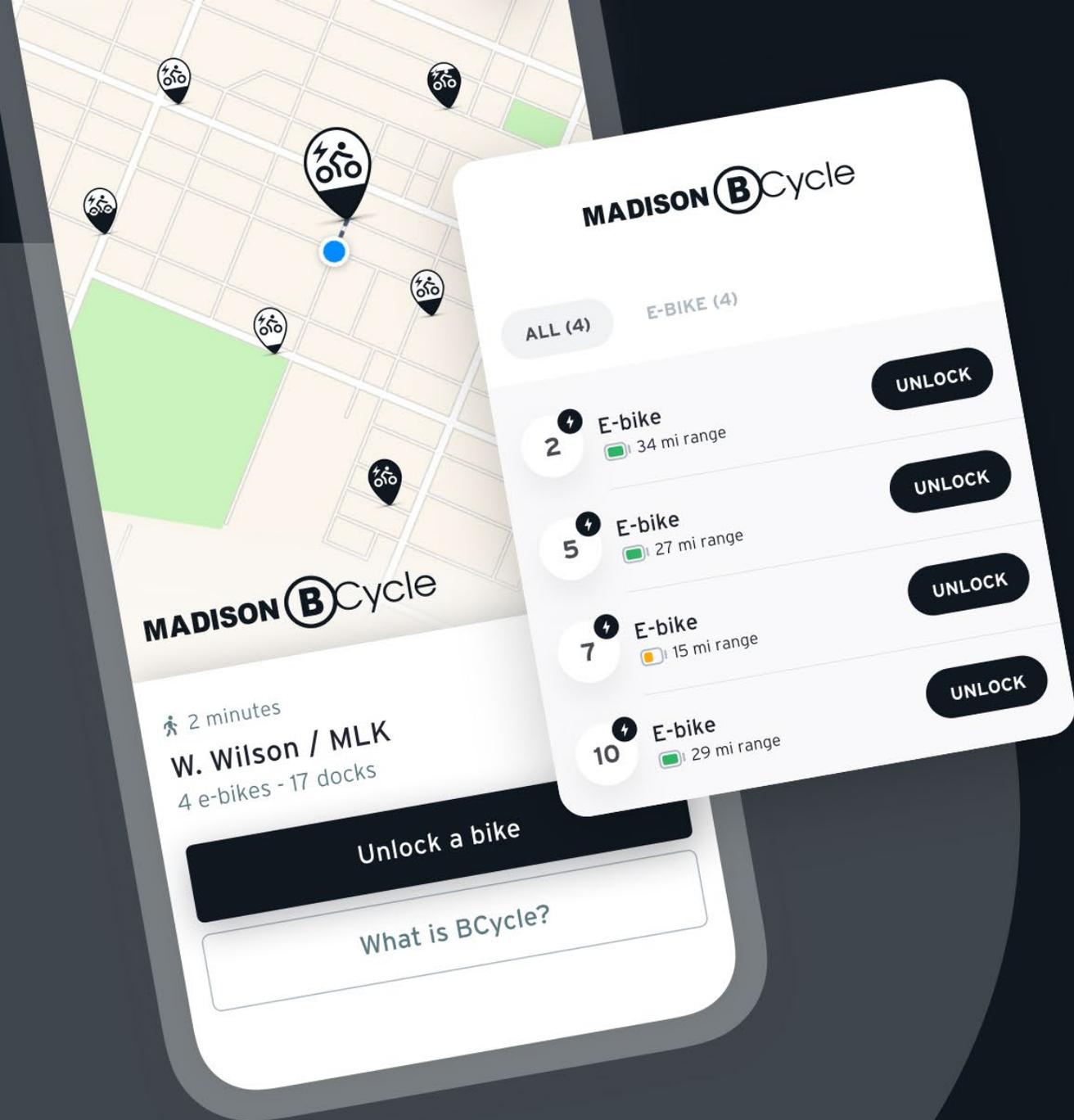
3 students graduated from 2021 program and received BCycle Youth Technician Certification





WHAT'S NEXT

B Cycle



Download Transit. Unlock a bike.

NEW! 🗺️ 🚲 🗺️ Bus-to-bike trips just got easier! Now you can purchase a Madison BCycle pass, unlock a bike and get A-to-B directions with @transitapp.



Vision for 2022 & Beyond

Increase access: Bike share as transit

- Utilize TAP funding to fill in underserved areas of Madison
- TransitApp integration
- 3.0 implementation – increased flexibility and smaller station footprint
- Promote BCycle educational workshops
- Include BCycle at the table to plan other public transportation initiatives (BRT, High-speed train, etc)

Drive sustainability:

- Commit to making a difference and partner with those that are already effectively making change
 - Sustain Dane Member 2022
 - BCycle Battery recycling program
 - Daily operations, lessen carbon footprint

Expand regionally:

- Partner with municipalities who see the value in bike share
- Business & residential developments

Thank You!