



**MADISON  
B-CYCLE UPDATES**

**B**Cycle

# RIDERSHIP AND CHANGING TRENDS

## 2019

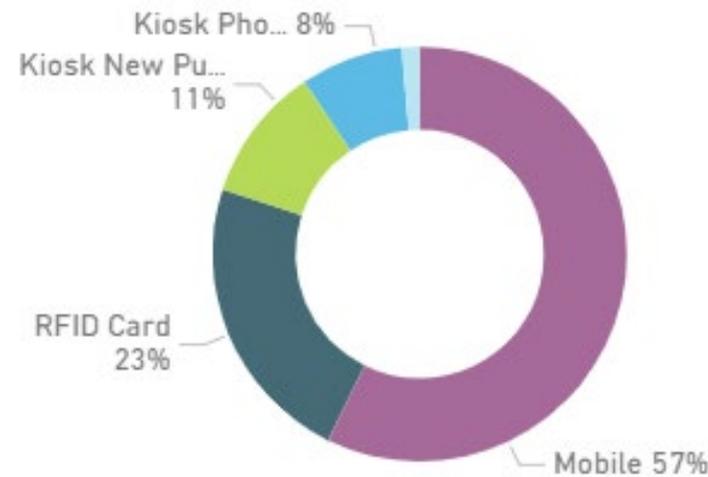
### Top 5 Stations:

1. UW Natatorium Gym
2. Union South
3. Library Mall
4. University & Charter St
5. Memorial Union

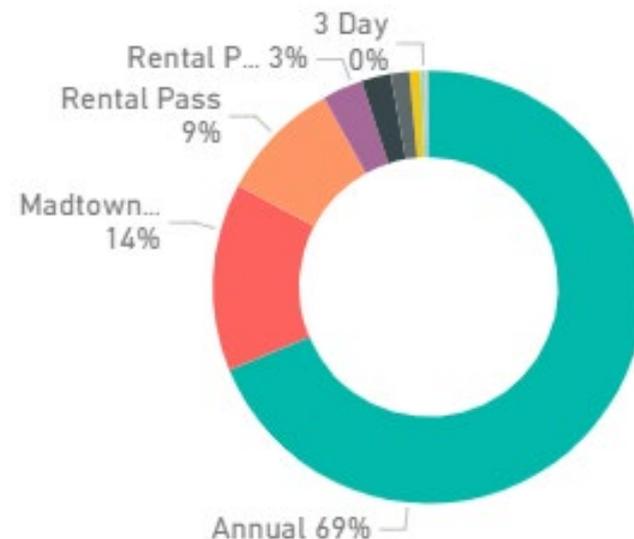
### Other Trends:

1. Mobile checkout jumped from 17% → 57%
2. Annual members represented 69% of trips; Monthly 14%; Casual trips 17%

Rider Trips by Checkout Method



Rider Trips by Membership Type



## 2020

### Top 5 Stations:

1. N. Lake St & University Ave
2. Lakeshore & Dejope
3. Vilas Park & Arboretum
4. University & Bassett
5. N. Park & Spring St

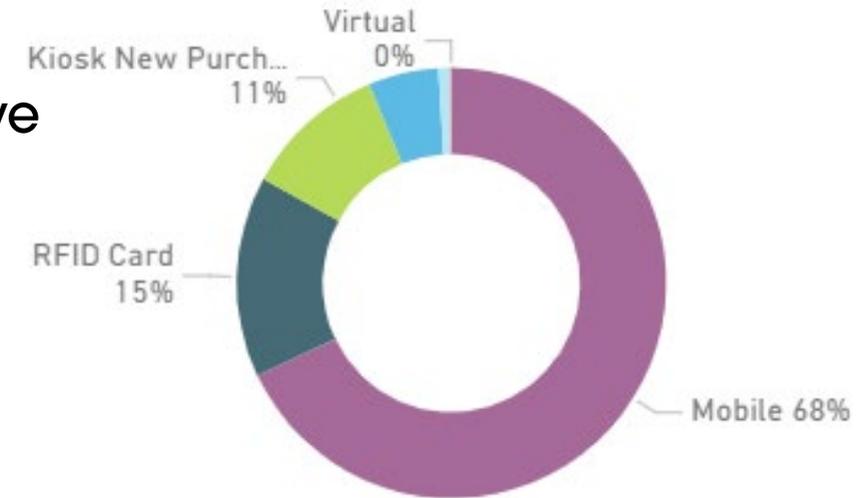
### Other Trends:

1. Mobile checkout continues to grow from 57% → 68%
2. Member trips nearly split between Annual 39% and Monthly 37%; Casual trips 24%

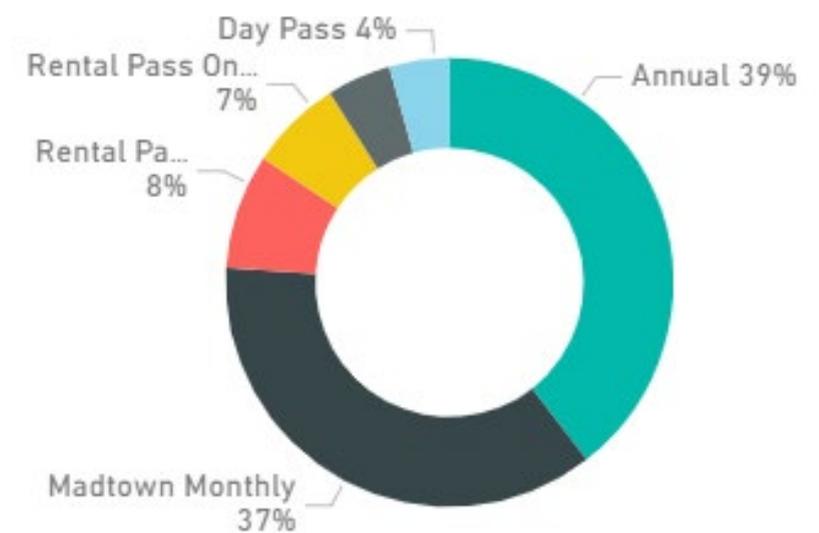
### When did people ride in 2020?

- Ridership heaviest Fri/Sat
- Peak ridership 4-7pm on weekdays

Rider Trips by Checkout Method

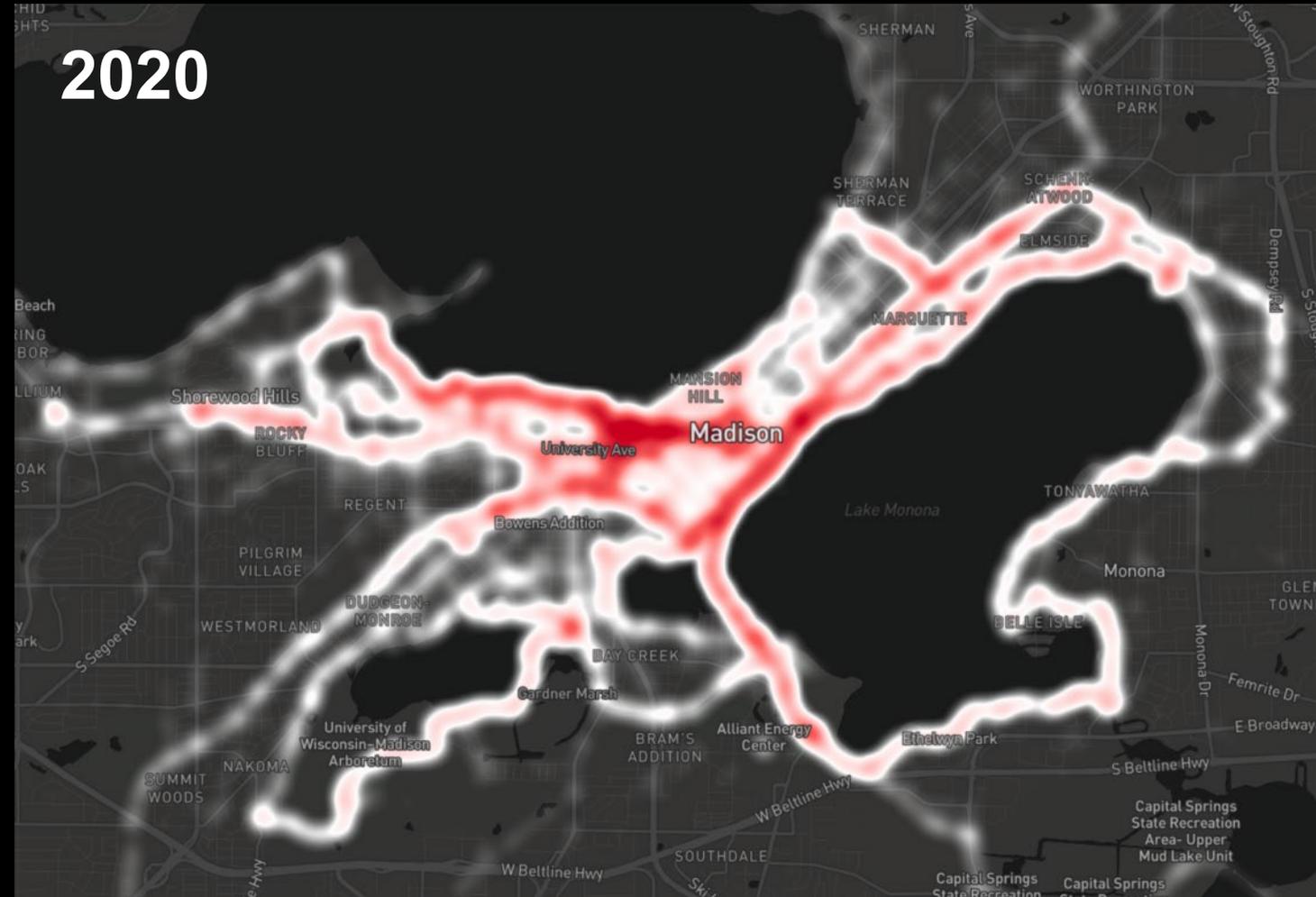
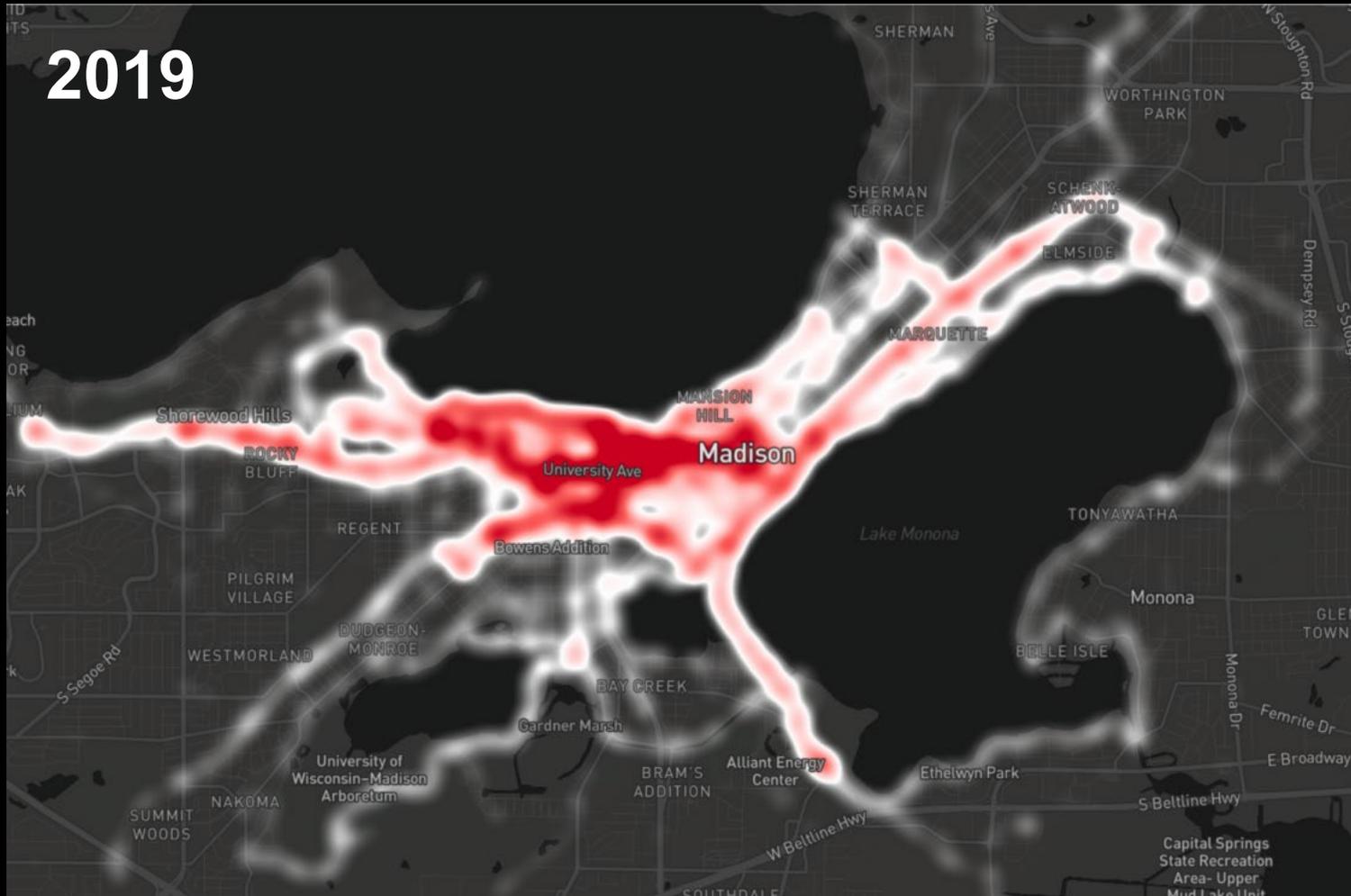


Rider Trips by Membership Type

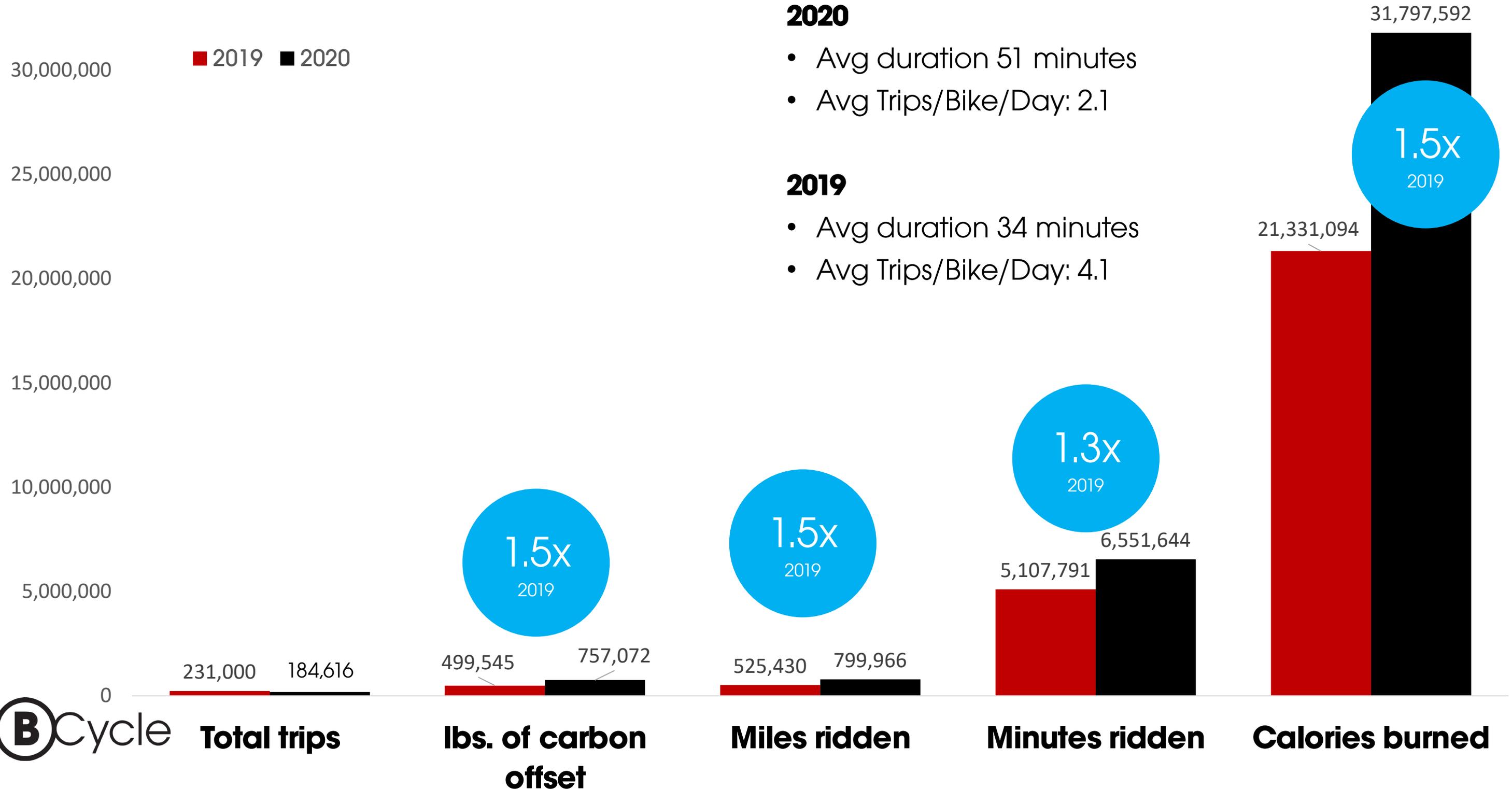


\*Numbers as of Jan 4, 2021

# 2019 v. 2020 HEATMAP



# SUMMARY OF 2020 TRIPS



# BCycle Annual Member Survey results

- #1 reason for riding this season: Recreation / Riding with friends or family
- 33% of respondents were new to BCycle this year
  - 60% of these people said they started riding BCycle because they felt it was a socially distant way to get outside, get fresh air and exercise.
- 77% of respondents say they own a vehicle
- 55% of all respondents, when riding, said BCycle replaced using a personal bike
- 40% said it replaced the use of city bus transit

# 2021 GOALS

- Add bikeshare as a TDM strategy:
  - Work with transportation committee and developers to incorporate BCycle into TDM requirement discussions. How we can get our foot in the door earlier on in the project
  - Promote BCycle as a commuter benefit with our corporate memberships, corporate wellness programs
- Increase bikeshare equity
  - Create more programs for youth and underserved
  - Equity pass options, bike workshops and more
- Make bikeshare profitable continue to sustain and grow over the next 10+ years
- Continue to make positive strides towards carbon offset creating a healthier environment + healthy people





## Madison BCycle Art Bikes



- Intentional artwork, collaborating with advocacy groups to transform our bikes into powerful, symbolic mobile pieces of art
- Bring awareness to issues such as environmental impacts, human rights, celebrate culture and encourage artists to create art with meaning that spreads a message of inclusion and awareness



**BIKE BOOM**

**B** Cycle

# WHAT HAPPENED IN VEGAS??



What can happen  
when there is a  
safe place to  
ride



***Local residents took to the streets in record numbers, echoing Mr. Las Vegas' sentiment: "I've never done this!"***

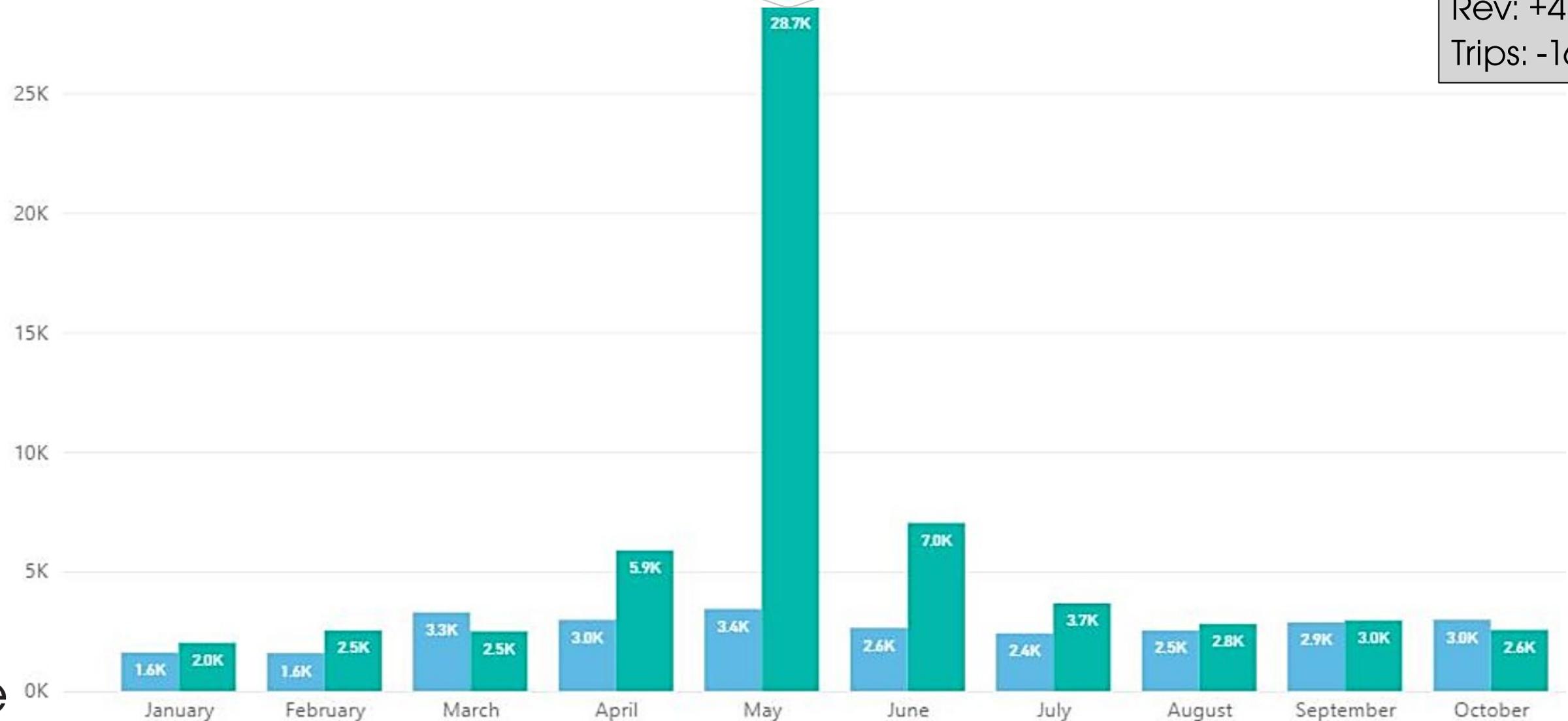
# WHAT HAPPENED IN VEGAS??

**Las Vegas**  
Rev: +406%  
Trips: +128%

**Madison**  
Rev: +47%  
Trips: -16%

Rider Trips by Month and Year

Year ● 2019 ● 2020



# HOW DO WE KEEP THE MOMENTUM GOING?

- Disruption created by COVID-19 has significantly changed people's perception of walking and biking
- Morning traffic in major Chinese cities is now even higher than 2019 averages. That means higher levels of air pollution, more congestion, and a lower quality of life.\*
- Madison sustainability plan goals to get 40% of commuters riding bicycles or buses and reduce overall vehicle-miles traveled or transportation-related emissions
- Incentivize employers to offer non-traditional commuter benefit options especially around downtown



**EXPANSION: STATION  
PERMIT REQUESTS**

## 2021 Expansion Plans

- State St scattered locations
  - Revitalization / Streatery program access
- Downtown around the capital
  - Commuter locations for additional transit
- Recreational locations
  - Monona Lake Loop
  - Arb/Vilas area
  - Additional trail locations
- Additional street closure plans for 2021

## 2021 Relocation Plans

- State St and Francis St.
  - Unplugged daily
- Others to be discussed with Aaron Canton and Mark K

# State St @ The Overture Center



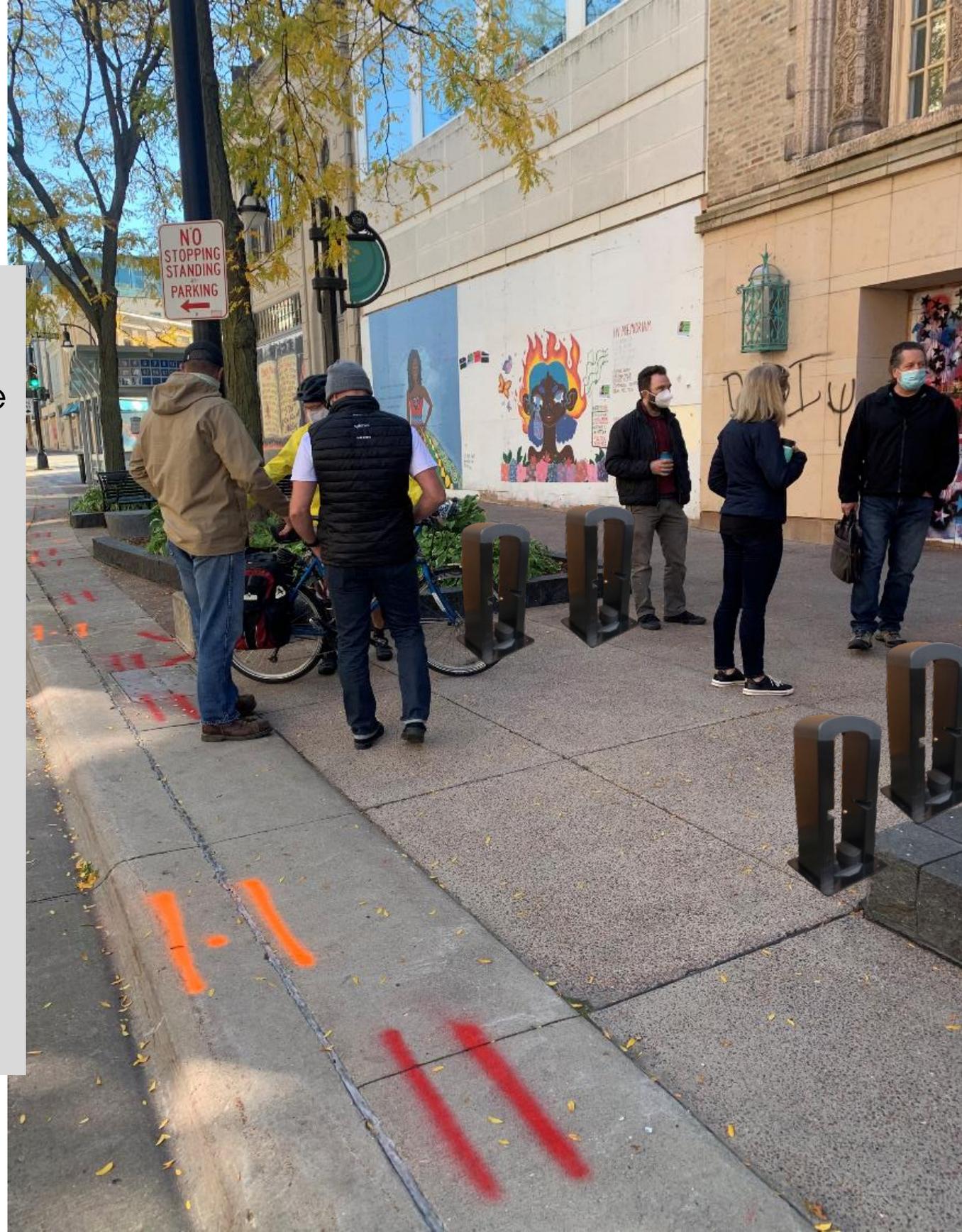
Station Details:  
3.0 docks in between planter boxes – can be angled/staggered or in-line

Dimensions: Concrete pad: 4' x 5'

Number of sides: 1

Number of Docks: 2+

Power Source: Lithium batteries



# State St @ Fresco

Station Details:  
3.0 docks would be in-line with light pole

Dimensions:  
Each pad 4'x5'

Station/bike:  
3.0 docks

Number of sides:  
1

Number of Docks:  
2-4

Power Source:  
Lithium batteries



# Henry St @ The Overture Center

## Station Details:

*This area could support a 1.0 or 3.0 station*

Station/bike: 1.0 Station = 1 kiosk + 9 docks OR  
14 – 3.0 docks.

Concrete pad: 35'

## Number of sides:

1

Number of Docks: Up to 14 3.0 docks

Power Source: AC/Solar 1.0 station or 3.0  
lithium battery powered docks

Other Needs: Winter removal





Station Details:  
*This part of the State St corridor is owned and managed by the Overture Center.*

Station/bike: 1.0 A/C and 3.0 lithium battery available.

Concrete pad:  
10.5' long

Number of sides:  
1-2 with angle and staggering available

Number of Docks: 4 with bike racks. 4-9 with removal of existing bike racks

Power Source: Internal lithium dock batteries

Other Needs: We need the Overture to approve any additions to there site. We would also like to request removal of some older bike racks that would be replaced with more modern 3.0 docks.



# Fairchild St @ The Overture Center



# MLK Blvd. @ Main St.

## Station Details:

*South end of MLK & Main St*

Dimensions: Station/bike: 3.0 docks recommended

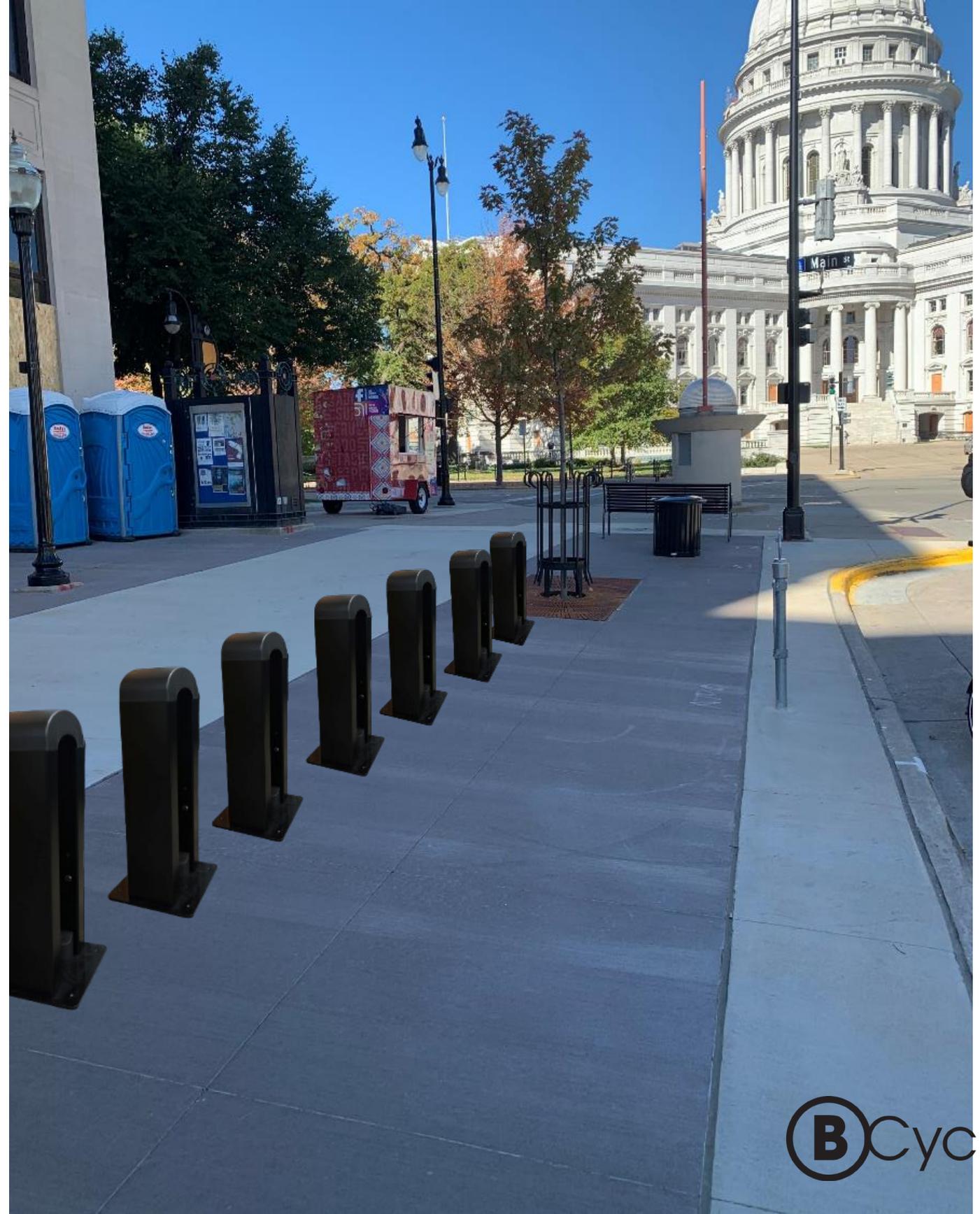
Concrete pad: 137' lineal feet of useable sidewalk space for docks.

Number of sides: 1 sided; 1.0 or 3.0

Number of Docks: up to 54 - 3.0 docks or 2 - 1.0 stations with 7-11 docks

Power Source: 3.0 have own lithium batteries and the 1.0 stations would need to feed off power from a street light or electric hookup

Other Needs: Access to the street light wiring if the 1.0 stations were chosen.





# King St @ Topsy Cow

## Station Details:

Ideal setting for King St. corridor  
and 3.0 docks

Station/bike: 3.0

Concrete pad: 26 LF of usable  
concrete

Number of sides: 1

Number of Docks: 10 possible  
3.0 docks

Power Source: Lithium

Other Needs: Removal of  
single post style double bike  
holder.



# King St @ Topsy Cow

Station Details:

*3.0 Stations*

Number of sides: 1

Number of Docks: 4

Power Source: Battery

Other Needs: Removal of single bike rack



# Chocolate Shoppe at Capital City Trail

## Station Details:

3.0 Stations

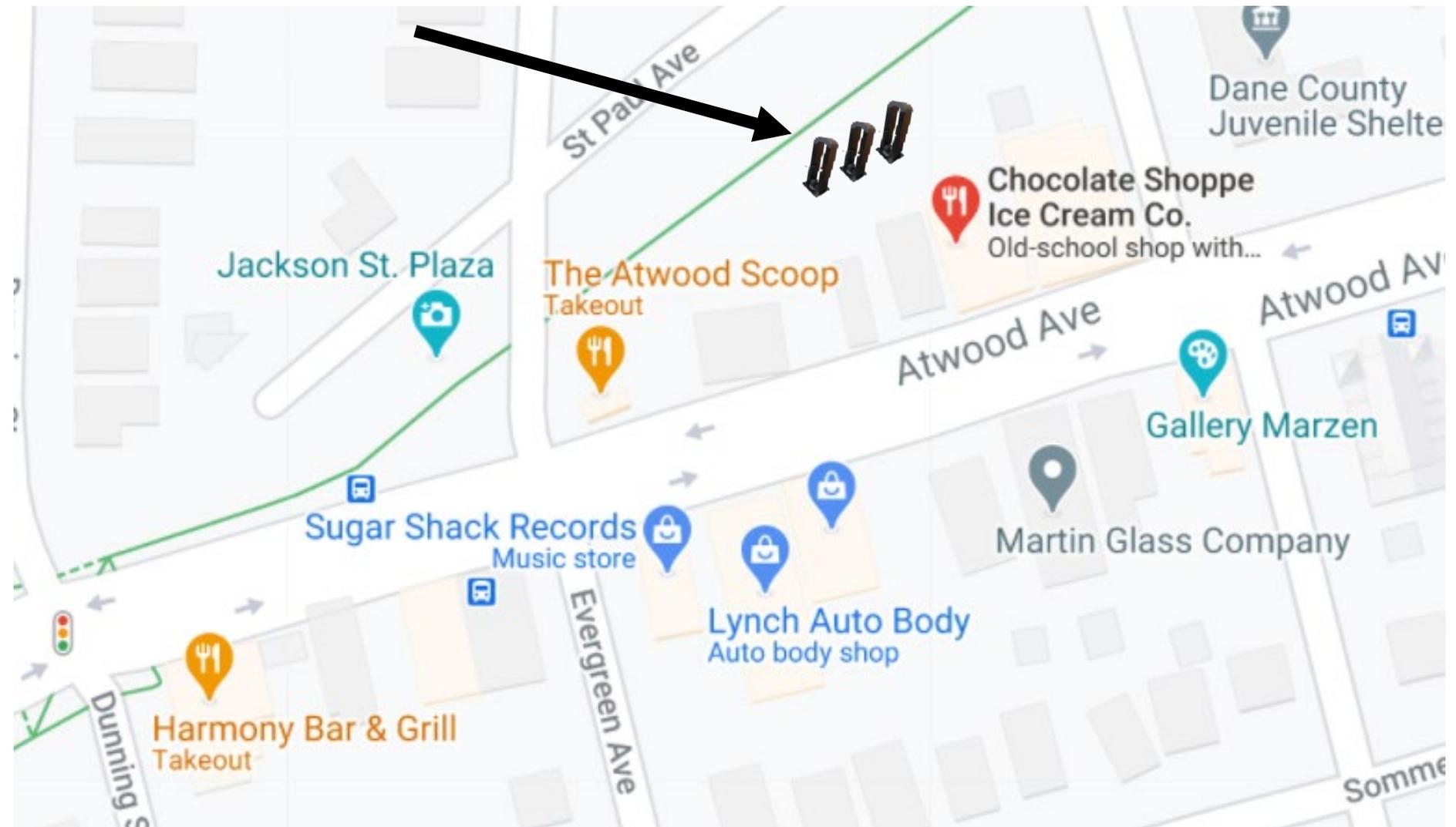
Concrete pad: May be needed

Number of sides: 1

Number of Docks: 3-4

Power Source: Battery

Other Needs: Keep and reposition existing bike rack



We often see BCycles parked outside the Chocolate Shoppe and at Ohio Tavern. There is an existing bike rack next to a bench right on the path, where we could place 3-4 3.0 docks.



# Winnebago at S. 2nd St.

Station Details:

*3.0 Stations*

Number of sides: 1

Number of Docks: 4

Power Source: Battery

Other Needs: Keep and reposition existing bike rack



# Orton Park on the Lake Loop

Station Details:

*3.0 Stations – any corner of Orton Park on the Lake Loop Route*

Dimensions:

Concrete pad: Will be needed

Number of sides: 1

Number of Docks: 5-6

Power Source: Battery



# Other locations, discussed in the past



Madison Public Market



UW Health Union Corners



Pinney Library





**THANK YOU!**

**QUESTIONS?**

**B**Cycle