



2011 Overview



Prepared by Madison B-cycle
January 2012

A strong start

Madison B-cycle is an Urban Bike Sharing Program aimed at making it quick, easy and convenient for people to get around Madison on a bike. Launched in May 2011, Madison B-cycle's first season closed December 15th with 27 stations, 270 bikes, nearly 6,500 users, and over 18,500 trips taken via B-cycle.

B-cycle changes the way people experience Madison.



2011 Season Overview

- Over 18,500 trips taken on B-cycles in 200 days
- Over 6,437 users, 472 Annual members.
- 4.3 million calories burned
- 103,188 pounds of carbon offset
- Average checkouts per week = 638
- Average checkouts per day = 91
- Closed the season with 27 active stations and over 270 B-cycles in the system
- An additional 80 bikes and 8 stations are planned for 2012

Madison B-cycle is a partnership between Trek Bicycle and the City of Madison. Trek provided the bike sharing system to the City of Madison in 2011 and entered a five year commitment to operate the program. Operational costs of the program are generated by user revenues, advertising and sponsorship sales, with Trek covering any additional operating costs.



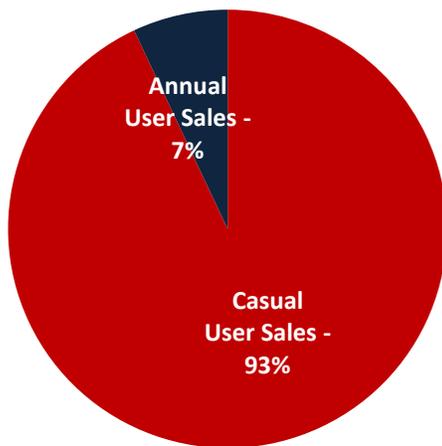
I. Madison B-cycle User Overview

Madison B-cycle users are comprised of two customer types: casual users and annual users. A casual user is defined as someone who buys either a 24-hr or 7-day pass, whereas an annual user is someone who has purchased an Annual Membership.

a. Membership Sales Breakdown

Of all Madison B-cycle users, 9 of 10 customers can be classified as a casual user with the vast majority of users purchasing a membership directly at the B-station.

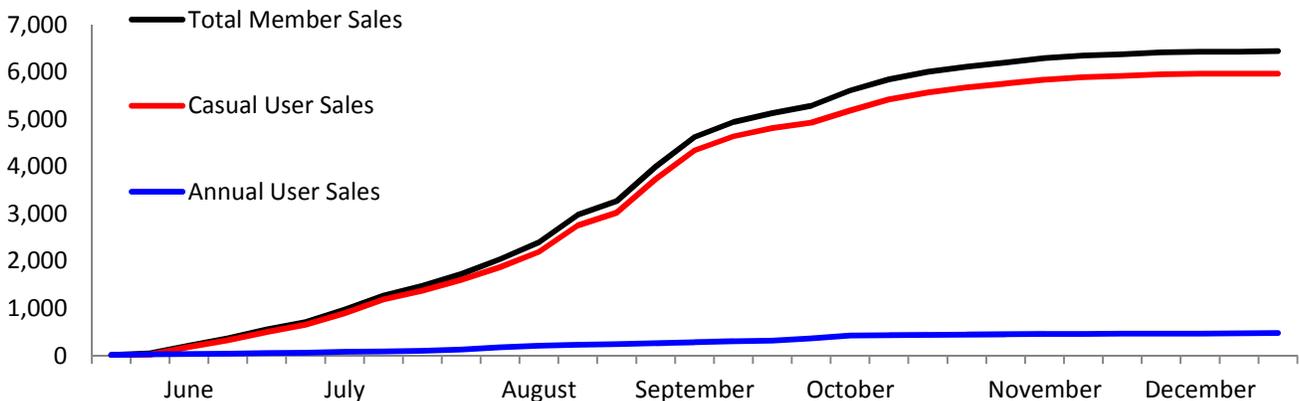
Figure 1: Membership Sales Breakdown



Walk-up users can purchase a 24-hr pass at any B-station using a credit card.

User Type	Total Memberships	% of Users
Casual User	5,965	93
Annual	475	7
Grand Total	6,440	100

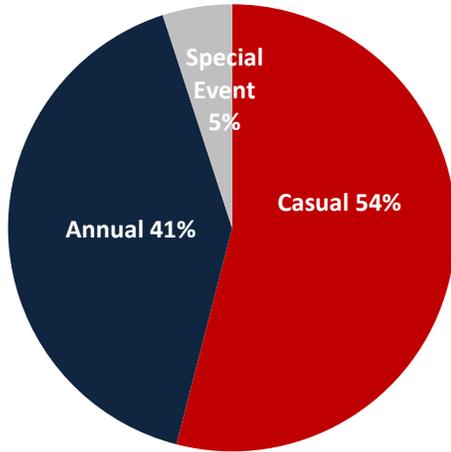
Figure 2: Member Sales Growth by User Type



b. Number of Trips by User Type

Madison B-cycle closed its first season with 18,501 trips. 54 percent of all trips were taken by casual users, while 41 percent of trips were taken by annual members. On average, annual members take a significantly higher number of trips per membership (20.5 trips) when compared to casual users (1.7 trips). While casual user trip growth largely plateaued in October with cooling temperatures, annual member trips continued to climb through December.

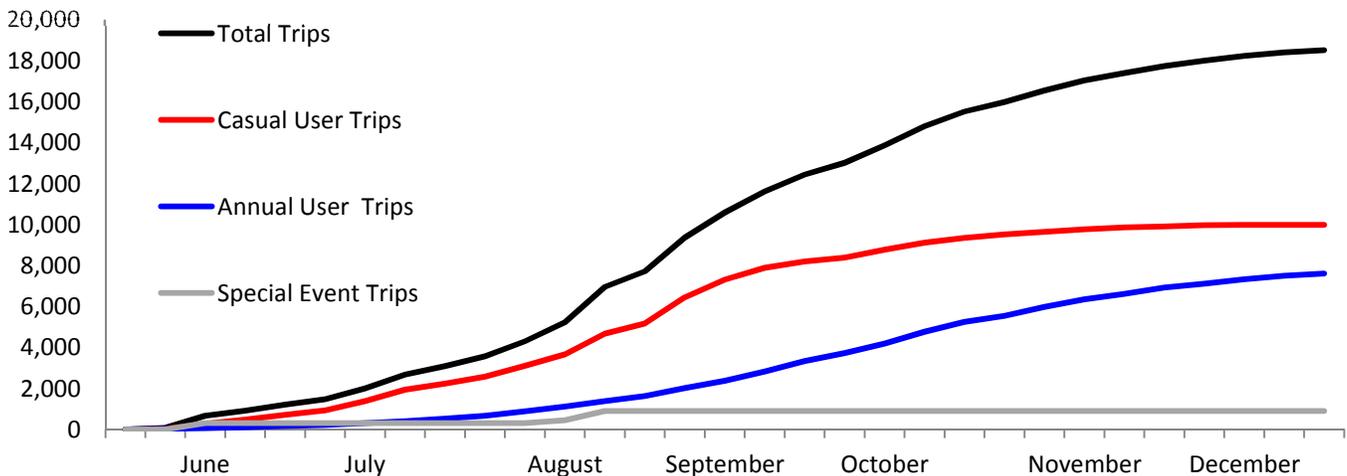
Figure 3: Trip Breakdown by Customer Type



B-cycle users can take an unlimited number of trips during the duration of their membership period.

User Type	Trips	% of Total Trips	Average Trips / User
Casual	9,981	54	1.7
Annual	7,603	41	20.4
Special Event	917	5	n/a
Grand Total	18,495	100	2.85

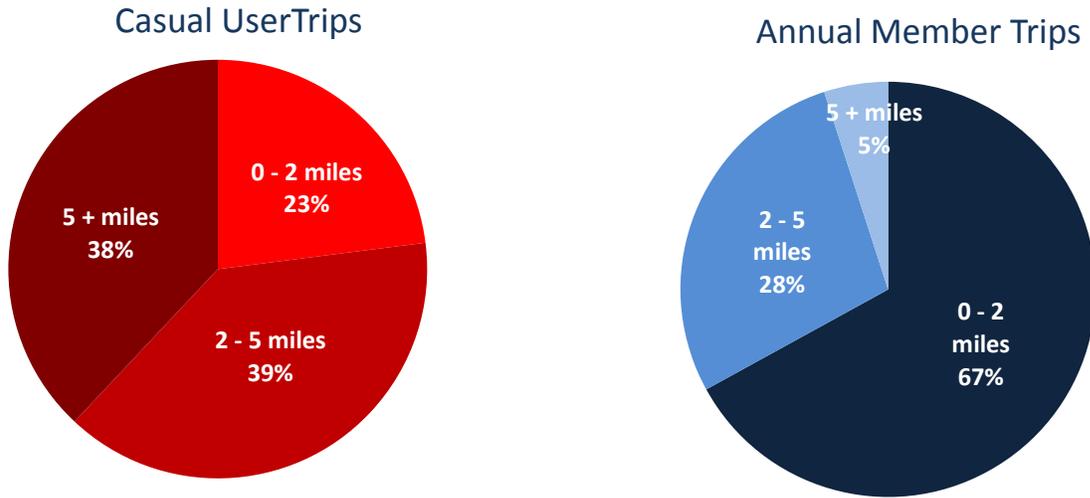
Figure 4: Trip Growth by User Type



c. Trip Distance by User Type

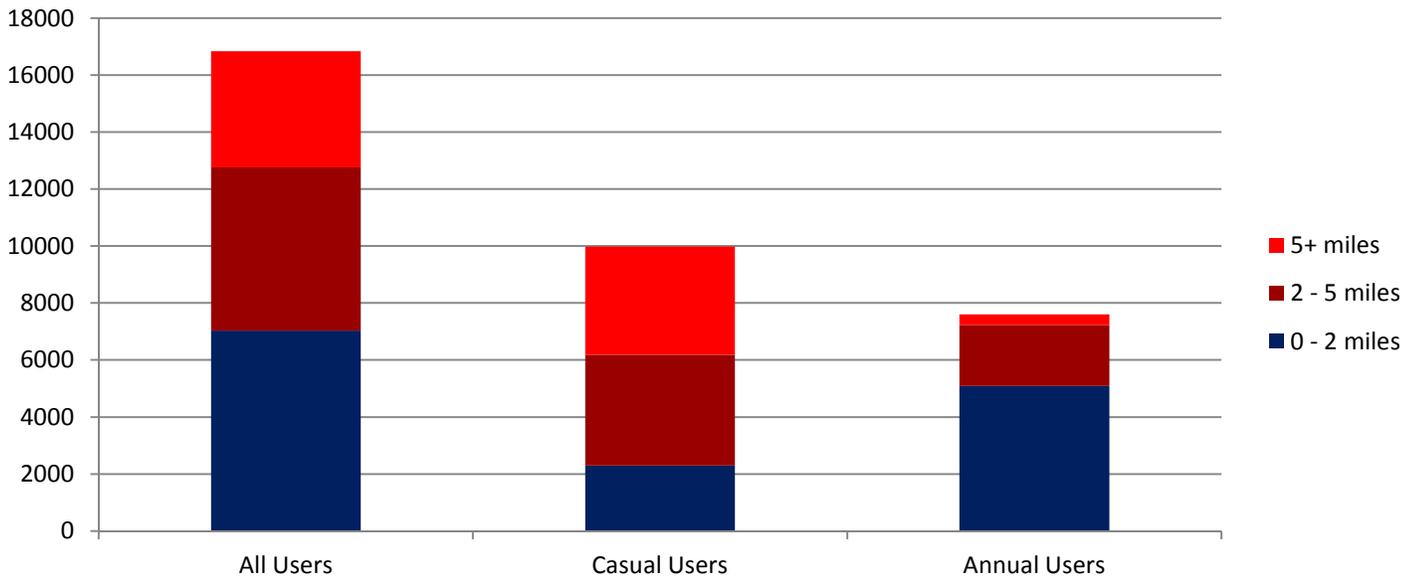
Customers with different membership types use Madison B-cycle in a different manner. Customers with annual memberships tend to take more frequent, short trips whereas casual users tend to take a fewer number of trips that are of longer distance during their membership access period. For annual members of Madison B-cycle, 95 percent of trips taken are between 0 – 5 miles. In contrast, 62 percent of casual user trips are between 0 – 5 miles.

Figure 5: Trip Distance: Casual User vs. Annual Member



Member Type	% Trips 0 to 2 miles	% Trips 2 to 5 miles	% Trips 5 + miles
Casual User*	23	39	38
Annual	67	28	5
Average for all users	38	31	22

Figure 6: Total Trips by Distance by User Type



d. Annual Member Geographic Distribution

Madison B-cycle has 472 annual members spread throughout the greater region, with a heavier concentration of members in Madison's isthmus.

Figure 7: Annual Members by start date – Regional Area

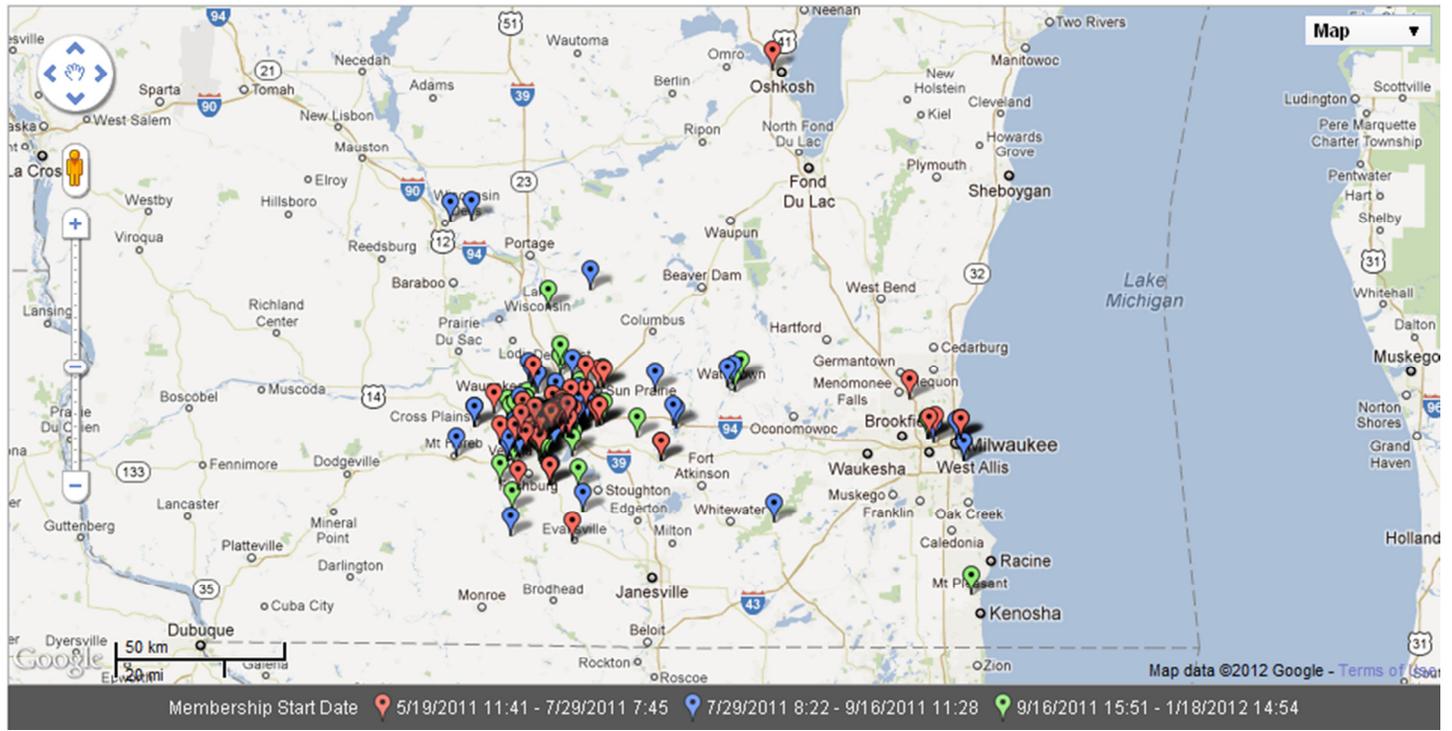
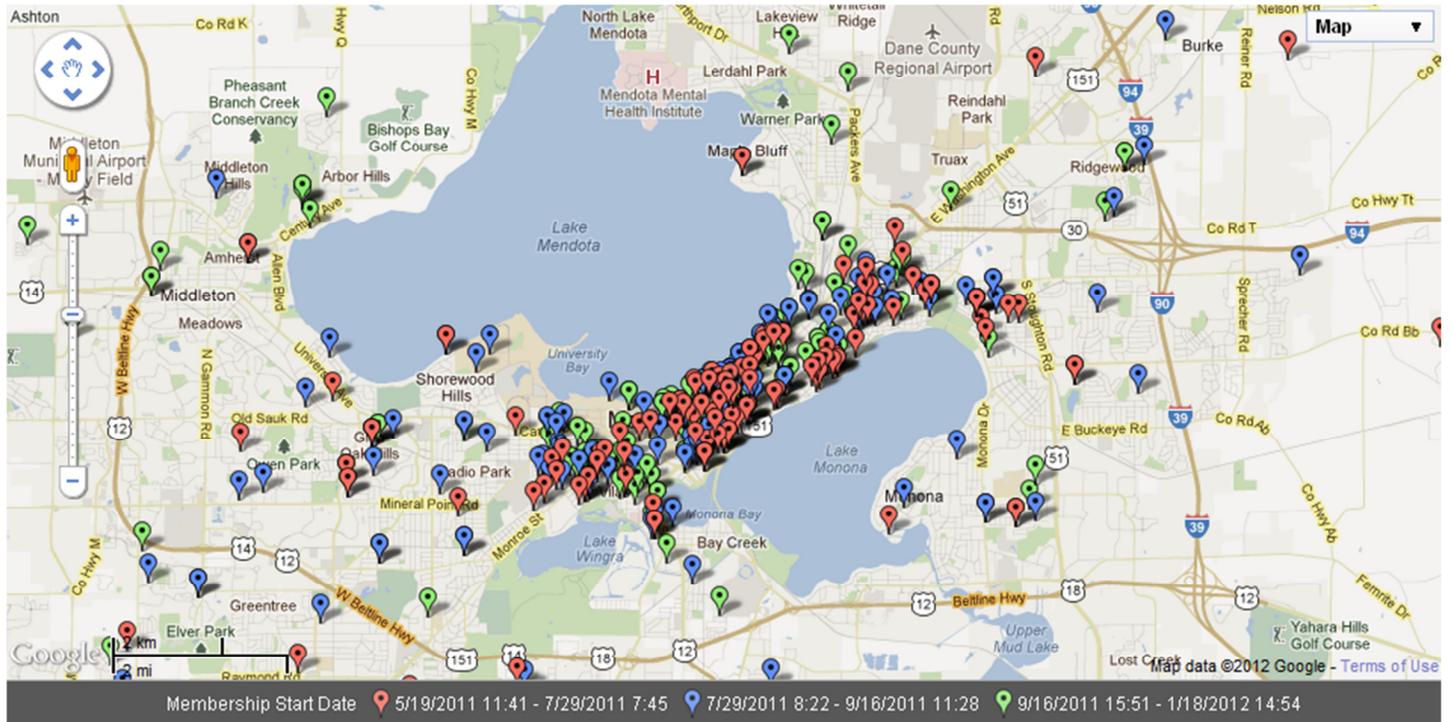


Figure 8: Annual Members by start date– Madison Area



e. Casual User Geographic Distribution by Area Code

Casual users are required to enter their telephone number when checking out a B-cycle at any B-station. Of these walk-up users, 43 percent entered a Wisconsin area code, while 57 percent entered an area code from outside Wisconsin.

User Breakdown by top 25 Area Codes*

Rank	Area Code	Region	Total Users	% of Total
1	608	Madison/Southwest Wisconsin	2373	34%
2	920	Southeast Wisconsin	228	3%
3	262	Southeast Wisconsin	223	3%
4	414	Milwaukee, WI	214	3%
5	715	Northern Wisconsin	154	2%
6	612	Minneapolis, MN	116	2%
7	630	Chicago, IL	110	2%
8	773	Chicago, IL	104	1%
9	847	Northern Illinois	99	1%
10	312	Chicago, IL	98	1%
11	917	New York, NY	84	1%
12	651	Minneapolis, MN	80	1%
13	415	San Francisco, CA	74	1%
14	303	Denver/Boulder, CO	58	1%
15	512	Austin, TX	55	1%
16	617	Boston, MS	55	1%
17	815	Northern Illinois	53	1%
18	206	Seattle, WA	45	1%
19	402	Eastern Nebraska	44	1%
20	202	Washington D.C.	43	1%
21	952	Minneapolis, MN	43	1%
22	503	Portland, OR	42	1%
23	703	Northern Virginia	42	1%
24	214	Dallas, TX	39	1%
25	708	Chicago, IL	38	1%
Total users from top 25 area codes:			4,514	64%
Total users outside top 25 area codes:			2,545	36%

*User information as of 11/1/2011

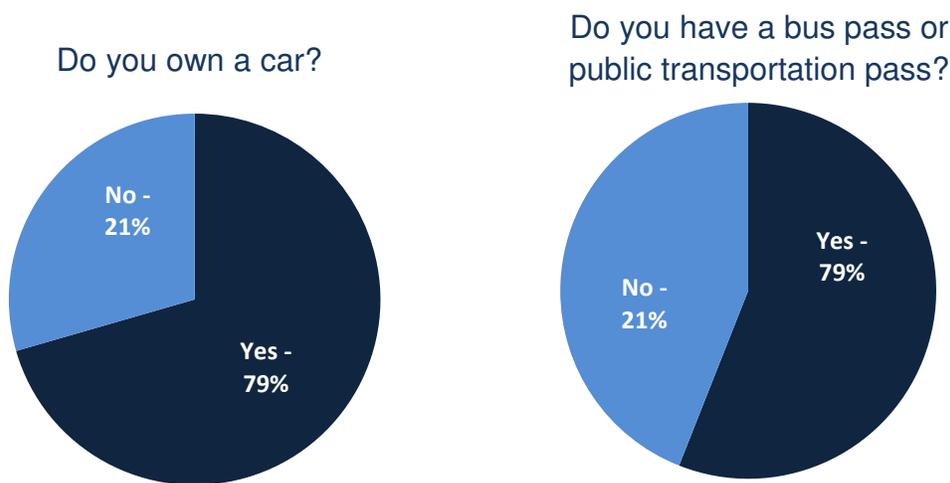
f. User Survey and Social Network Summary

In December 2011, users of Madison B-cycle were asked to complete a survey. The survey aimed to gather information on B-cycle users' current transportation patterns, socioeconomic demographics, and exposure to B-cycle marketing efforts. An invitation was sent to all B-cycle users and annual members. A link to the survey was also listed on Madison B-cycle's Facebook and Twitter accounts. 183 people completed the survey, and their responses are summarized below.

Figures 9 – 13: Madison B-cycle User Survey Responses

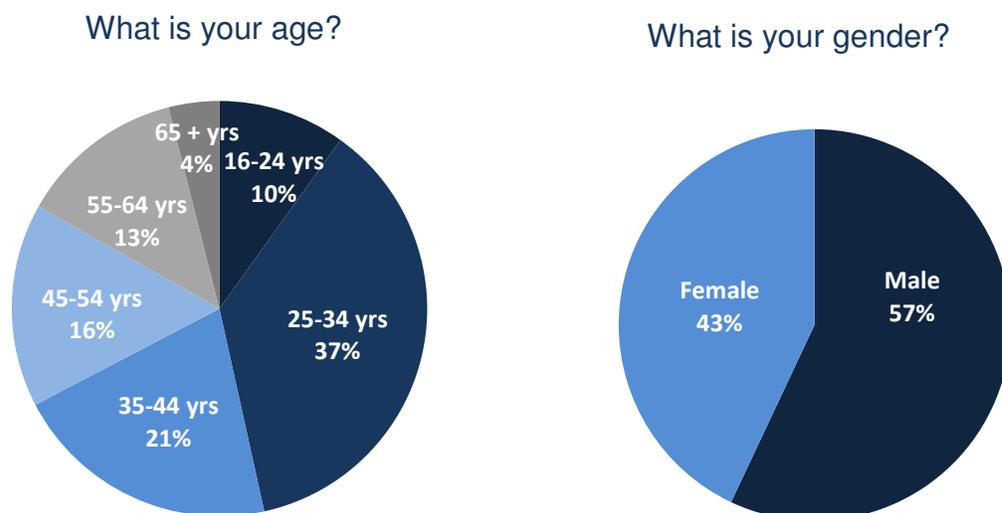
Madison B-cycle users use multiple modes of transportation, with the majority of survey responders owning a car and having a bus pass. B-cycle compliments both of these mode choices.

Figure 9: Auto and bus transportation access



75 percent of survey respondents were between the ages of 25 – 54 years, and slightly more than half were male.

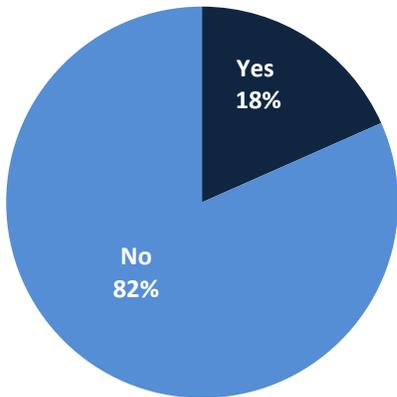
Figure 10: Age and Gender



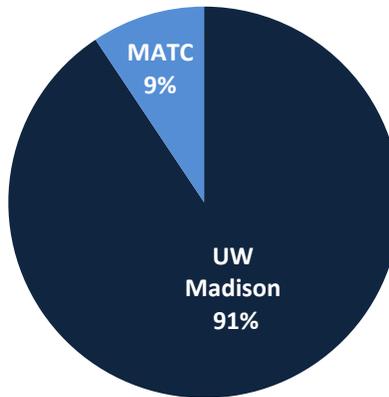
While some survey takers identified themselves as students, the majority of respondents were not. Of the student respondents, 83 percent attend the University of Wisconsin.

Figure 11: Student Users

Are you currently a student?



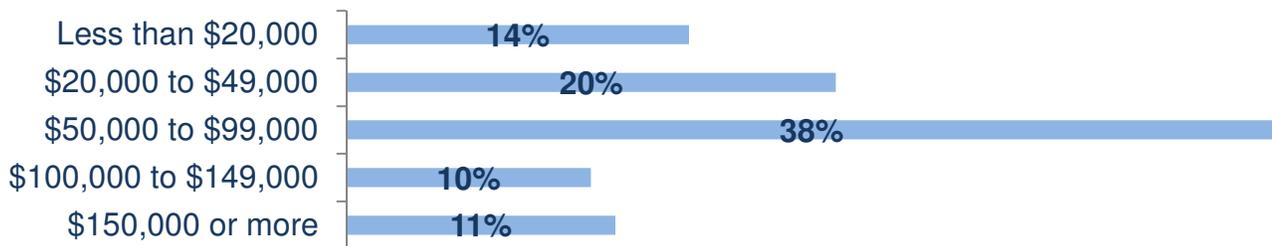
What school do you attend?



Users of Madison B-cycle come from a diverse income background, but 59 percent of survey takers have an annual household income of \$50,000 or more.

Figure 12: Household Income

Annual Household Income



While people heard about Madison B-cycle in a variety of ways, word of mouth marketing and physically seeing a station were the two most predominant ways that people learned about B-cycle.

Figure 13: Marketing Exposure

How did you hear about Madison B-cycle?

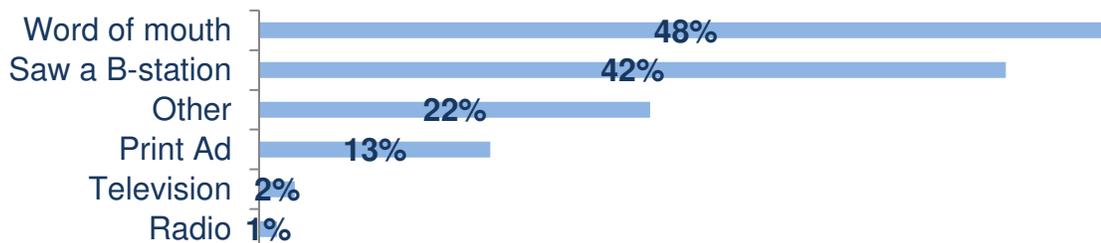
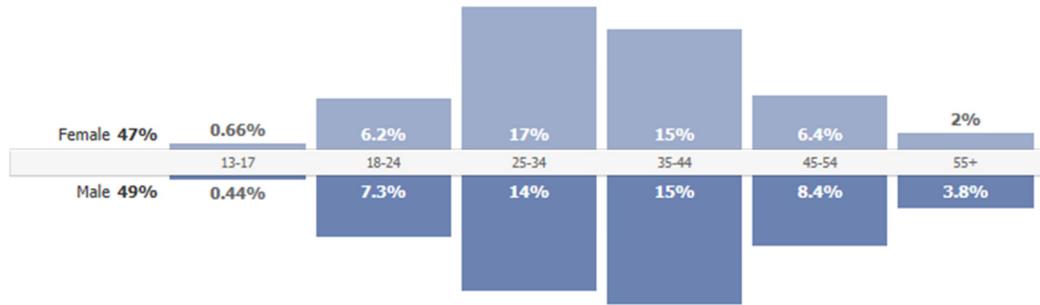


Figure 14: Data and Graph from Facebook.com Madison B-cycle 'Likes'



Demographics

Gender and Age?



Countries?

- 415 United States
- 6 Canada
- 2 Brazil
- 2 Puerto Rico
- 2 France
- 2 Philippines
- 2 Japan
- More

Cities?

- 210 Madison
- 13 Sun Prairie
- 11 Middleton
- 11 Milwaukee

Language?

- 421 English (US)
- 20 English (UK)
- 2 Spanish
- 2 Portuguese (Brazil)
- 1 Bulgarian
- 1 French (France)
- 1 Turkish
- 1 Traditional Chinese (Taiwan)

Total Likes?

455 ↑ 1.11%

Friends of Fans?

173,792 ↑ 2.21%

People Talking About This?

5 ↑ 400%

Weekly Total Reach?

235 ↑ 261.54%

"Great season @Madison_Bcycle! Thanks for making my morning commute more enjoyable! Looking forward to round 2 in the spring!"

II. Madison B-cycle Station Overview

a. 2011 Station Map

Madison B-cycle closed the 2011 season with 27 active stations spread throughout the downtown. Of these stations, 23 are located on city right-of-way, and four stations are located on University of Wisconsin property.



Setting up a staffed “Virtual Kiosk” at special events allows B-cycle users to check bikes in and out at locations that do not have a physical station or where the station does not have the capacity to meet demands of a special event.



b. Checkouts by Station

Reviewing the usage at each station, it is clear that there are some stations that perform at a much higher rate than others. The top 5 performing stations account for over 40 percent of all B-cycle trips taken. While different stations clearly perform at different rates of usage, not all stations were active for the same duration of time and some station were installed significantly later in the season than others

Total Number of Checkouts by Station

Rank	B-station Name	Total Checkouts	Total Docks	% of Total Checkouts
1	N. Park @ Memorial Union	1611	9	9%
2	Wisconsin & E. Mifflin	1543	9	9%
3	John Nolen @ Law Park	1397	11	8%
4	Hawthorne Ct & State Street	1348	9	8%
5	S. Hamilton & W. Main	1155	9	7%
6	Union South	896	22	5%
7	W. Wilson & MLK	854	21	5%
8	S. Breese @ Camp Randall	834	13	5%
9	Eastwood & Division	820	15	5%
10	E. Gorham @ James Madison Park	774	23	4%
11	W. Gilman @ Peace Park	748	9	4%
12	E. Gorham & N. Brearly	610	9	4%
13	Observatory Dr. @ Natatorium Gym	560	17	3%
14	W. Washington & Regent St.	529	17	3%
15	E. Wilson & MLK	511	13	3%
16	E. Doty & S. Pinckney	474	11	3%
17	Vilas Park @ Arboretum	426	15	2%
18	Vilas Park Tennis Courts	353	15	2%
19	N. Park & Spring St.	349	17	2%
20	N. Shore @ Brittingham Park	348	9	2%
21	Olbrich Gardens	345	18	2%
22	N. Thornton @ Tenney Park	302	23	2%
23	Observatory Dr. @ UW Hospital	275	22	2%
24	N. Webster & E. Mifflin	268	11	2%
25	S. Few & Williamson	75	7	0%
26	Wisconsin & W. Johnson	16	10	0%
27	University St. & Charter St.	4	23	0%
	Virtual Kiosk Checkouts	1070	n/a	6%
		Total Checkouts	Total Stall Count	
		18495	450	

III. Looking beyond the numbers: User Feedback

While Madison B-cycle provides system administrators with useful hard data and numbers, the most compelling data is firsthand accounts and comments from B-cycle members and users.

Redefine your workday

I use B-cycle to get to places over the noon hour that I couldn't go to if I had to walk. You can ride down to the Memorial Union, grab a quick lunch and a few minutes on the Terrace, and be back in the office in less than an hour! It completely changes the dynamic of my day as I can get further faster without using the car! I even use it to go from my office to the Post Office and back -- it cuts the time in half for most of my errands.

—Annual Member

B-cycle makes getting around Madison fun.



Discover Madison

We used B-cycle to ride on a weekend in an area of the city we normally wouldn't visit. It was wonderful. It's a great way to discover the city in a new way. We have our own bikes, but can't transport them very easily to Madison so B-cycle is perfect.

- Casual B-cycle User

Rediscover the joy of riding a bike

Prior to seeing a station, I hadn't ridden since I had an accident when I was ten. B-cycle got me back on the bike again, and for that, I thank you! It's been great fun - there have been several trips that I've made for no other reason than to just have a bike ride.

- B-cycle User



IV. Special Thanks

Over the course of the spring and summer of 2011, 27 B-cycle stations sprouted up throughout the downtown at a surprising speed. This quick installation was made possible by the dedicated work of the City of Madison, and was led by the efforts of Parks Superintendent Kevin Briski and his team of colleagues from a diverse array of city departments.

Madison B-cycle is grateful for the support of Trek and, in particular, its Title Sponsor, the Trek Stores of Madison. In a time of shrinking public services and budgets, Trek's unwavering commitment to making Madison a better place to bike made B-cycle possible. Madison B-cycle encourages you to stop out at the Trek Stores of Madison and thank them for their support of Madison B-cycle.

Most importantly, Madison B-cycle is thankful for all the Madison B-cycle riders and users. These users' word of mouth support does more to spread the word about B-cycle than any marketing campaign ever could.

The Madison B-cycle staff is hard at work preparing for our 2012 season, and there is a lot to look forward to. Here are a handful of things to watch for in 2012:

- Opening the season in March with 27 stations, and expanding to over 30 stations and more than 300 bikes in 2012.
- An educational outreach campaign to Madison visitors and residents to let them know what B-cycle is and how it works.
- An expanded partnership with the University of Wisconsin focusing on improved outreach to university students and faculty.
- An active campaign to promote B-cycle in the workplace with corporate and group membership packages as well as business sponsorship opportunities.

2012 promises to be a very exciting year for B-cycle and Madison's downtown. Madison B-cycle invites you to join the ride.

Questions or comments? Please contact:

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All data is from Madison B-cycle's Inaugural 2011 Season (5/22/2011 – 12/15/2011)

