

**MADISON BCYCLE
TRANSPORTATION COMMISSION
JULY 2021**



INTRODUCTIONS

Helen Bradley – General Manager, Madison BCycle

Kurt Mueller – Operations Manager, Madison BCycle



AGENDA

1. RIDERSHIP YTD
2. STATION UPDATES
3. IN THE COMMUNITY
4. WHAT'S NEXT

RIDERSHIP UPDATE

10 YEARS: 1.16M TRIPS



Electric bikes supercharge BCycle program; ridership doubled in 2019 with electrified fleet

Pedaling Towards a Greener Future, BCycle Offers Free Electric Bicycle Rides in Celebration of Earth Day

Art Bike Program supports local artists, nonprofits

Madison BCycle worked with artists to decorate 28 bikes, each advocating a community organization.

Madison's BCycle bike share booming amid pandemic

Farther, Faster and No Sweat: Bike-Sharing and the E-Bike Boom

GALLERY: Madison BCycle's Art Bikes have hit the road

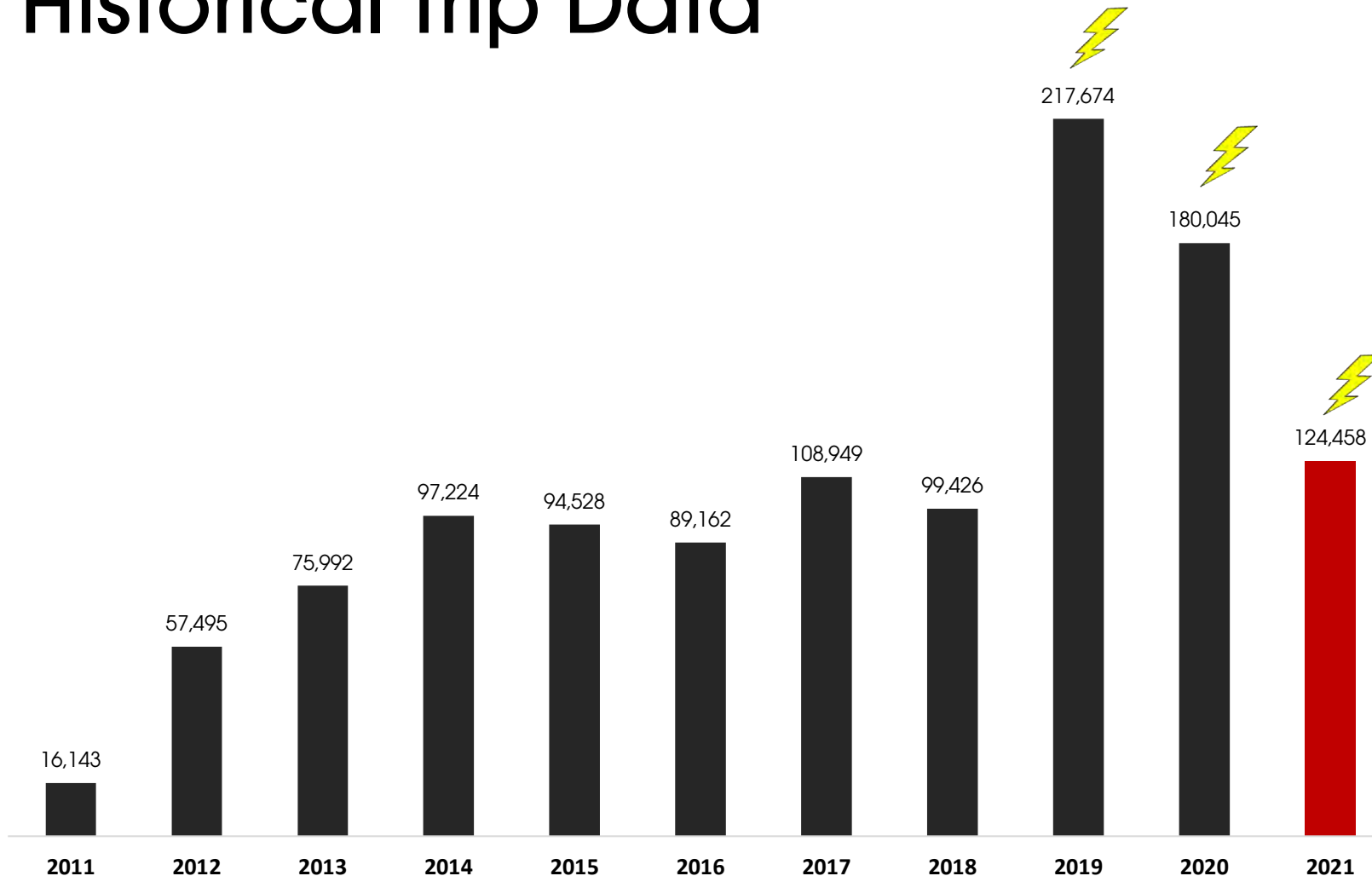
Nonprofits partner with local artists to highlight positive changes in Dane County through artwork on e-bikes

BCycle stations unveiled in Monona

E-bikes now available for rent along Lake Loop bike path



Madison BCycle Historical Trip Data



E-bikes have changed the game.

2019

- Trips +170% in 2019 after June launch of e-bikes
- Highest BCycle utilization rate in the country

2020

- Trips remain on par with 2019, despite Covid headwinds

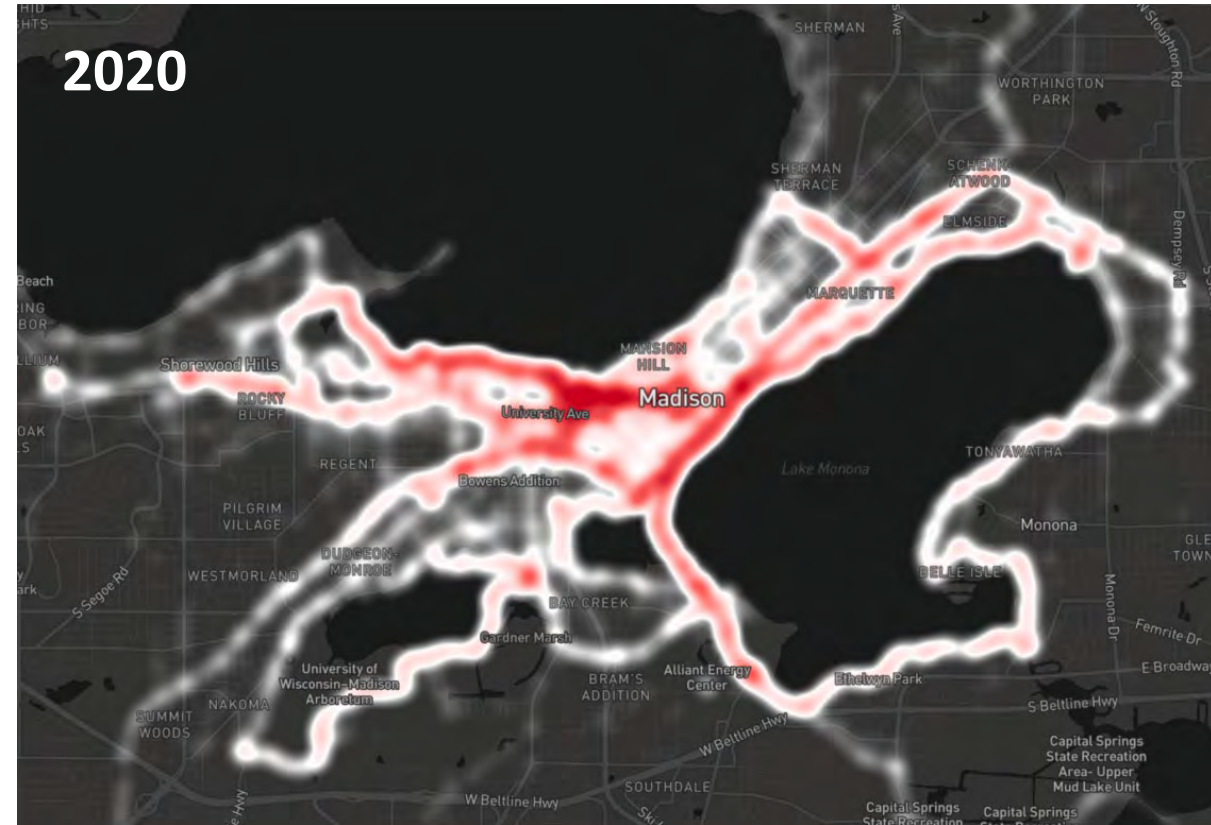
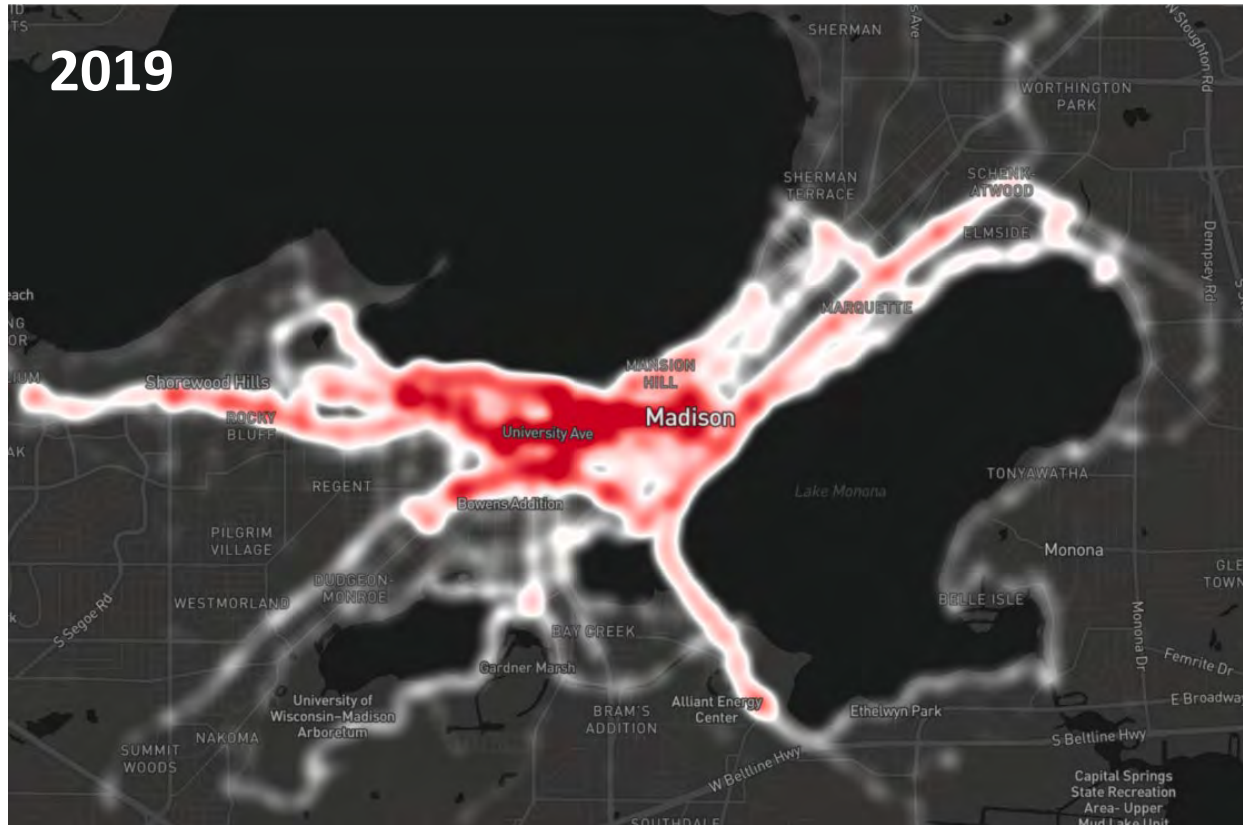
2021 – YTD July 24

- Ridership is up every month compared to 2020.
- On pace for over 250,000 trips

2019 v. 2020 HEATMAP

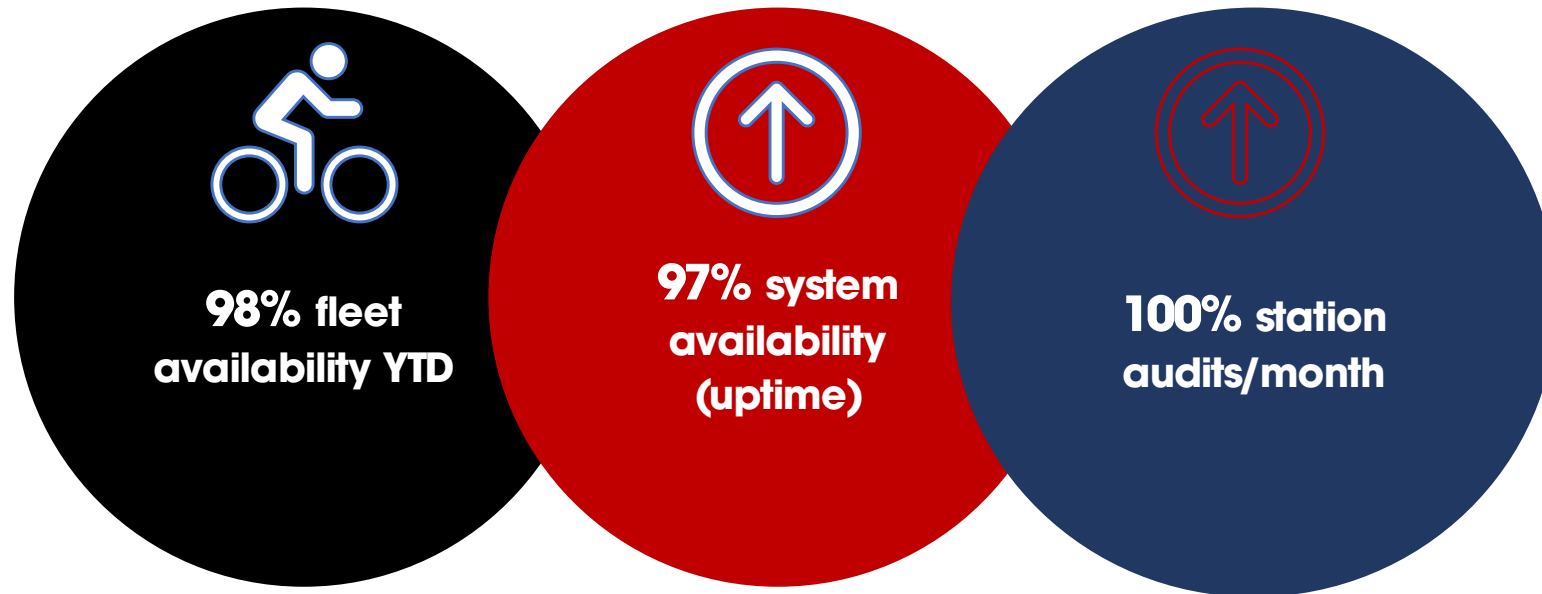
2021

1. Mobile checkout has stayed about same 63% → 69%
2. More Annual pass members 42% and Monthly 30%;
Casual trips 26%



DAILY AND MONTHLY OPERATIONS

- (28) NEW bikes-built YTD
- (22) new 3.0 docks to be installed
- (1) new solar station





STATION UPDATES

NEW STATIONS

Capital City Trail at Garver

9-3-2020



NEW STATIONS

City of Monona at Schluter Park

4-16-2021



NEW STATIONS

City of Monona at Grand Crossing

4-16-2021



COMING SOON

Breese Stevens is back!

Summer 2021



COMING SOON

(NEW) Coming Soon:

Overture @Fairchild (10)

The Heights (4)

Pinney Library (7)

East Washington (12)

University Ave. (14)





IN THE COMMUNITY

B Cycle



Madison BCycle Art Bikes

- 28 bikes
- 20 artists
- 4 kiosk wraps
- 13 sponsors
- 16 nonprofits

\$3,500 in additional sponsor
donations made to nonprofits





BCycle Youth Internship

Students from Goodman
TeenWorks program





WHAT'S NEXT

B Cycle

BCYCLE PRODUCT UPDATES

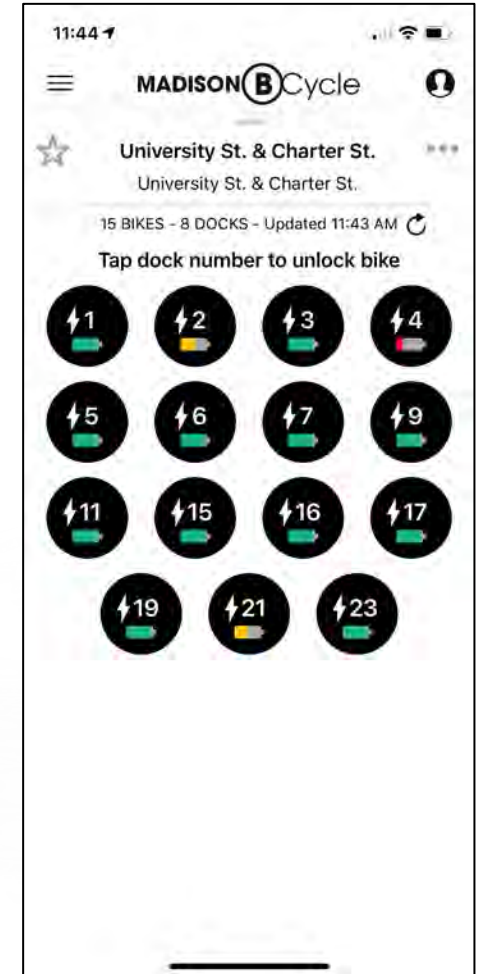
3.0 Dock

Aug 2020 Rev B Field testing
Sept 2020 Product Launch



Bike Battery Tracker

-All Bikes were outfitted with Bluetooth battery trackers during 2020 Offseason



Vision for 2021 & Beyond

Increase access: Bike share as transit

- Fill in:
 - East Washington corridor
 - Park Street expansion
 - North Side
- 3.0 implementation – increased flexibility and smaller station footprint
- Focus on low-income communities and areas with high use of public transportation

Drive sustainability: Adapt to changing trends, when and where people are riding

- Fill in gaps at recreational destinations
Downtown and State Street

Grow partnerships to extend system reach:

- Business & residential developments
- Underserved neighborhoods
- Neighboring communities (Fitchburg, Middleton, McFarland)

Thank You!