



BCycle

CHANGE THE WORLD
BY GETTING MORE
PEOPLE ON BIKES

AGENDA

- 2018 in review
- 2019 strategy





2018 IN REVIEW

BCycle

A man in a light blue shirt and dark pants with a backpack is looking at his smartphone. He is standing next to a B-Cycle bike station. The background shows a city street with buildings and a utility pole. The image is dimmed to serve as a background for the text.

95%

of users would recommend Madison BCycle to others

87%

say BCycle makes it easier to park and travel in Madison

93%

see BCycle as an enhancement to Madison's transportation system

More than

20,000

users took over

100,000

BCycle trips, traveling nearly

300,000

miles, offsetting over

260,000

pounds of carbon and burning

10,900,000

calories.

2018 RESULTS

2018 was focused on building on the momentum created in 2017.

- 20,850+ users
- 105,000+ trips
 - 2nd highest ridership year in history
 - Set an all-time record for single-week ridership during the CrossFit games in August with 5,721 trips
- 277,000+ miles
- 1 new station: Goodman Community Center





2019 STRATEGY

VISION FOR THE FUTURE

2019:

- 125,000 trips
- E-bike transition
- East Washington corridor expansion

2020 & Beyond:

- S. Park St. expansion
- Suburban expansion
- Transit integration

A SIMPLE SOLUTION TO COMPLEX PROBLEMS



Congestion

Pollution

Obesity

INCREASE DENSITY, THEN EXPAND

2016: 40 stations

Today: 8 new stations

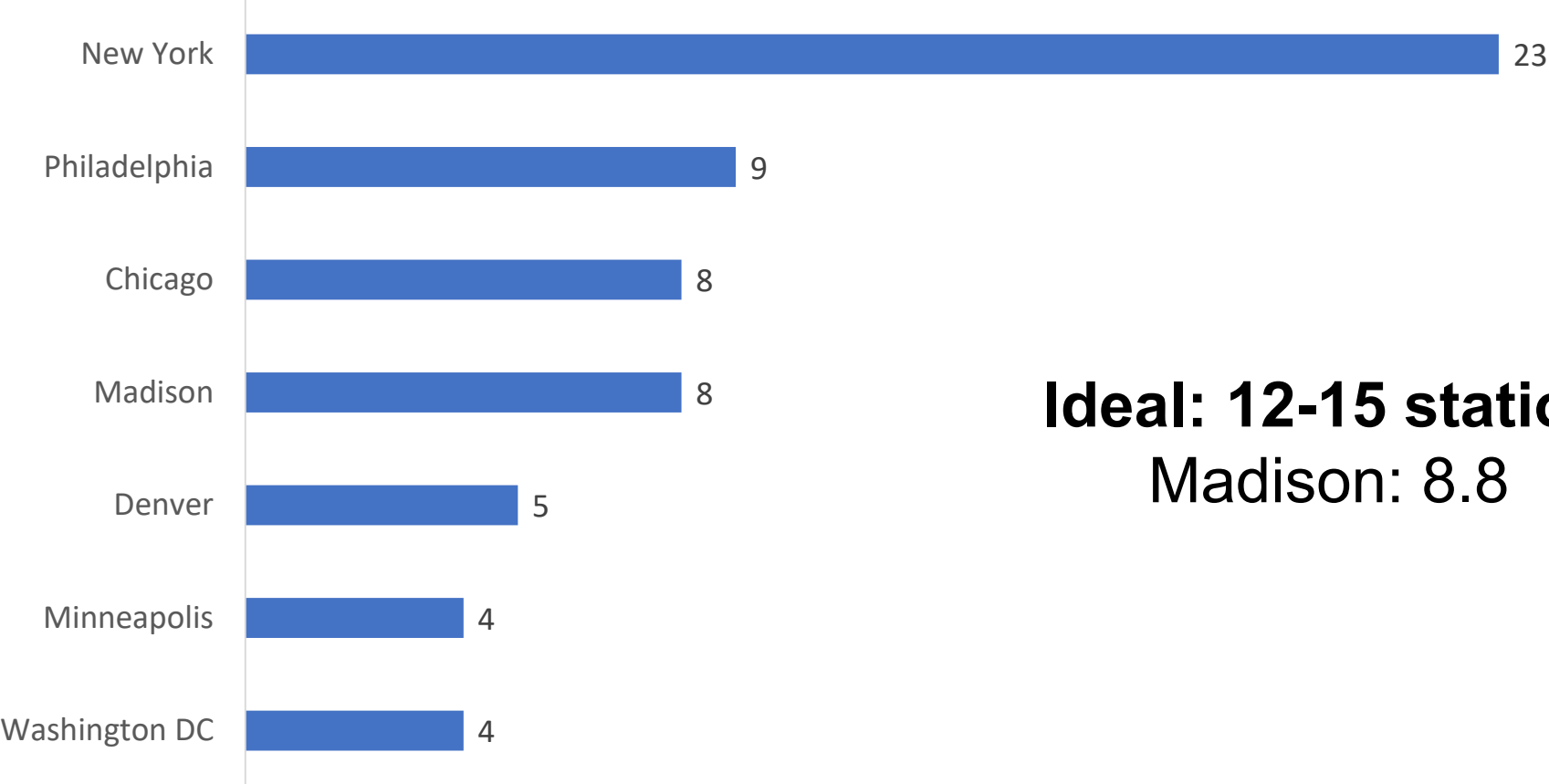
Future Expansion:

- E Wash, 12 new stations
- Darbo-Worthington, 6 new stations
- S. Park St. expansion, 6 new stations



INCREASE DENSITY, THEN EXPAND

System Density: Stations per square mile

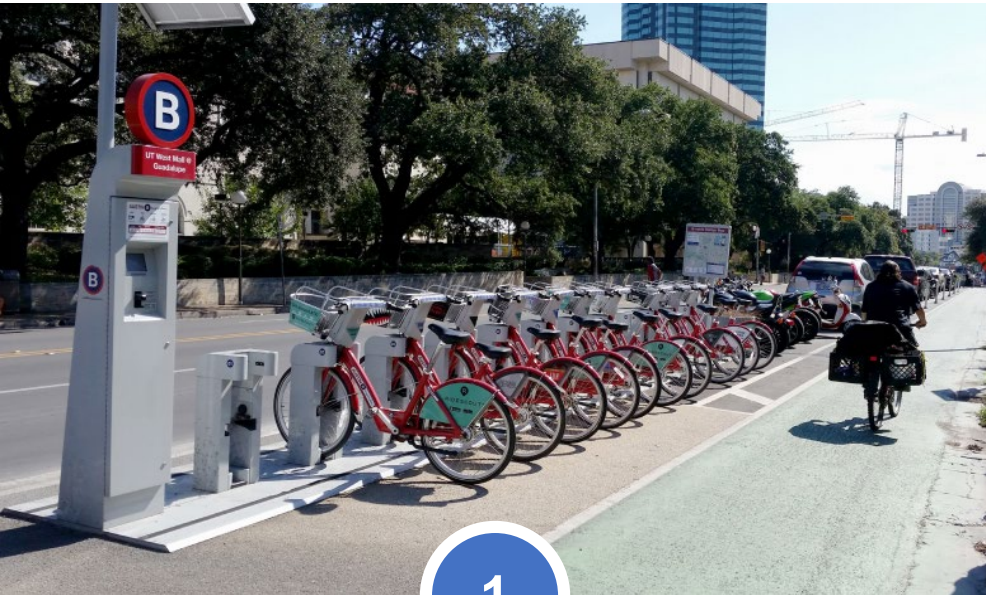


Ideal: 12-15 stations/sq mi
Madison: 8.8

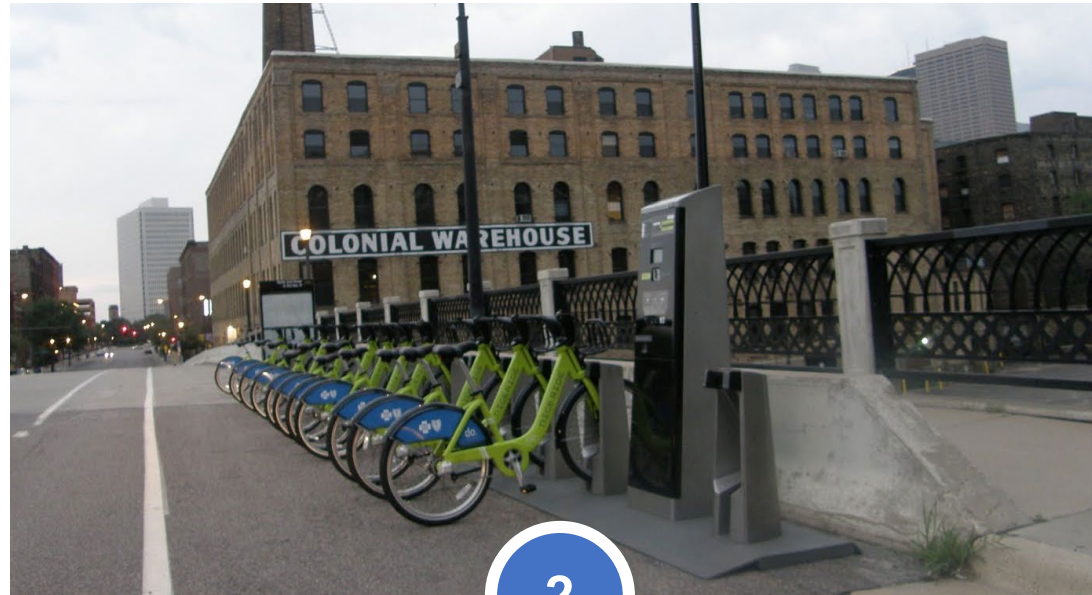
TRANSIT INTEGRATION



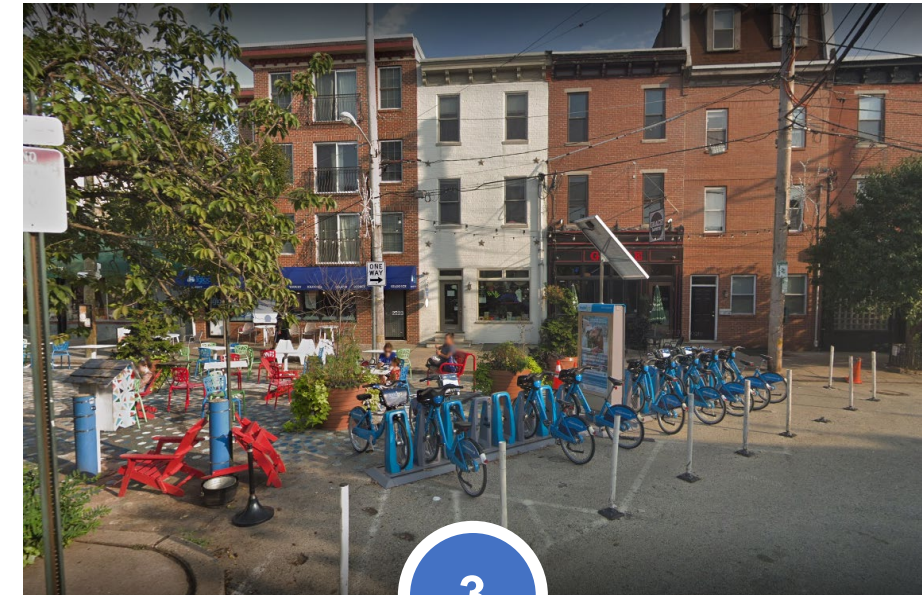
GET CREATIVE



1



2



3

1 Bike share as a bike lane buffer in Austin, TX

2 Bike share on-street corral in Minneapolis, MN

3 Bike share reclaims a low utility street for pedestrian use in Philadelphia, PA



BCYCLE ELECTRIC LAUNCH

Launch BCycle electric bikes:

- Full scale replacement of fleet
- Ramping up to 300 electric bikes
- June 18, 2019 tentative date
 - Remarks at MMB
 - Capitol Square/State Street ride
 - After party at Mansion Hill Inn