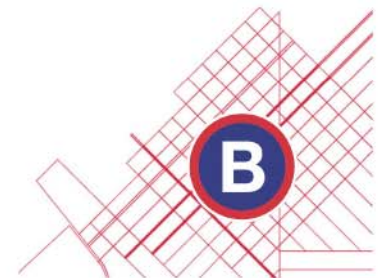
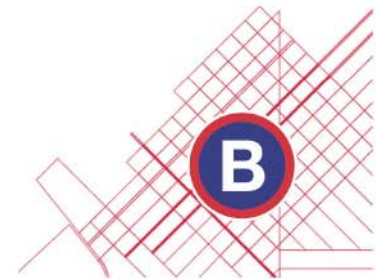


# Madison Bike Share



# Madison – Perfect for Bike Share

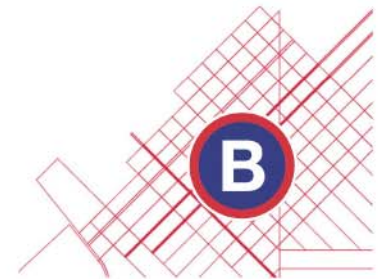
- Extensive bicycle infrastructure
- Active residents
- Strong Political leadership
- Move City to Platinum?



# Bike Share Benefits

## -Denver

- 102, 000 Checkouts
- 211,000 Miles traveled
- 2 miles Average ride
- 312,000 CO2 Avoided
- **43** % of car trips replaced by bike



# Madison Proposal

- 350 bikes
  - May, 2011 (Congress New Urbanism)
- Trek donates Capital Costs
- B-cycle will install and operate
- Madison will provide:
  - Sites and all permits;
  - \$100K/year op expense contribution



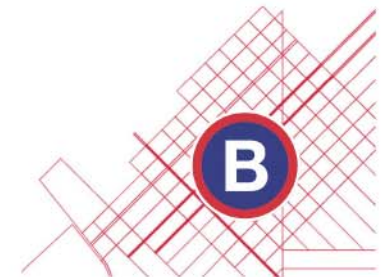
# Product

## 3 Pillars:

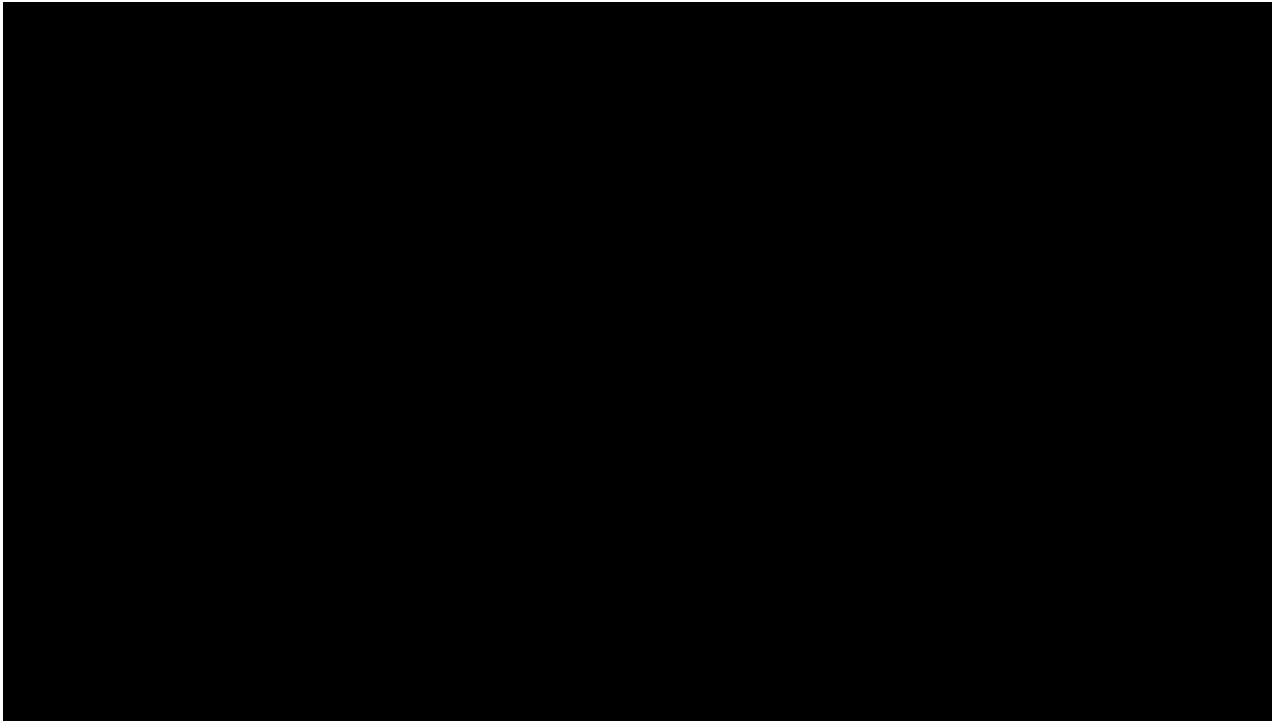
The B-cycle

The B-station

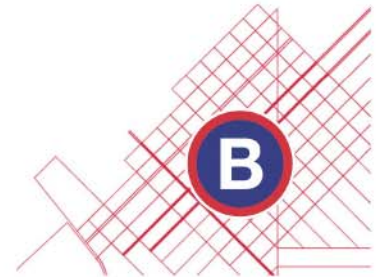
The Software



# How it Works



<http://www.bcycle.com/iframevideodemo.aspx>



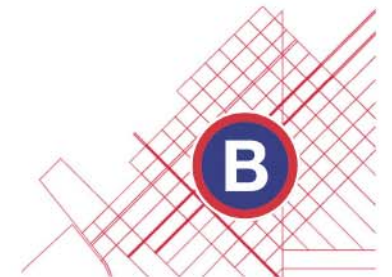
# The B-cycle

Designed by Trek for Bike sharing

Benchmarked Paris, Barcelona, Montreal



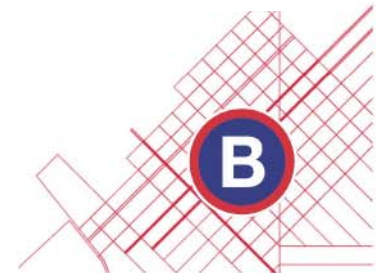
- **Step-through frame**
- Adjustable seat
- 3-speed Shimano hub
- Cable lock with key
- Chain and coat guards
- Always-on lights
- Basket
- Advertising panels



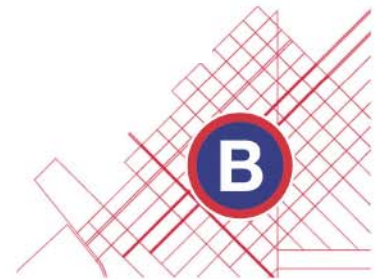


# The B-station

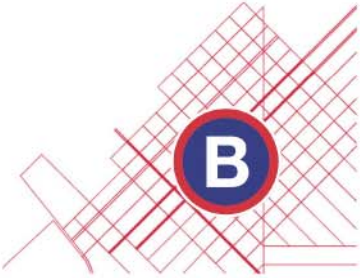
- “Made in the USA”
- Modular and Movable
- Solar Power or AC-Powered Options
- Redundant Locking System
- ADA Compliant
- Wind Tested to 150 Mph



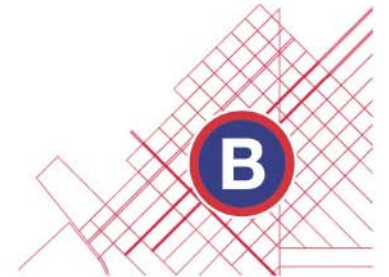




# Single-Sided B-station

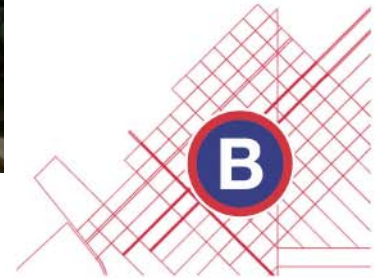


# Double-Sided B-station





# Curved B-station

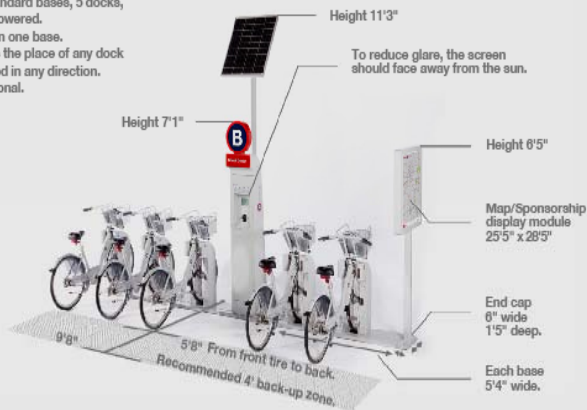


# B station Dimensions

Please contact a B-cycle representative to consult with you on optimal B-station size, configuration options, siting considerations and many other relevant factors.

## Single-sided B-station max 12 bases = 23 docks

- As shown: 3 standard bases, 3 docks, 1 kiosk, solar powered.
- Two docks fit on one base.
- The kiosk takes the place of any dock and can be faced in any direction.
- Solar mast optional.



## Double-sided B-station max 6 bases = 23 docks

- As shown: 3 large bases, 11 docks, 1 kiosk, AC powered.
- Four docks fit on one base.
- The kiosk takes the place of any dock and can be faced in any direction.
- It is preferred to place the kiosk toward the center of B-station configurations with more than three bases.



### Choice #1: Single-sided vs Double-sided

- If you have fewer than 18'6" in depth available, you must use a single-sided B-station.

### Choice #2: AC vs Solar

- Solar power can power a B-station at sites with sufficient sun exposure.

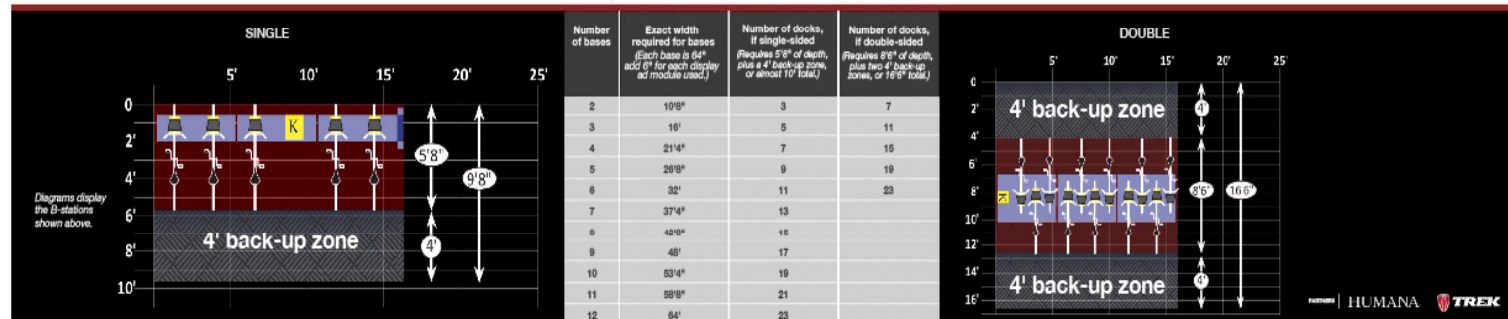
### Choice #3: Standard Base vs Large Base

#### Standard Base

- If a B-station is bolted down, a standard base (18" deep) is utilized.

#### Large Base

- A large base (3'7" deep) is available to provide necessary stability when bolting is not possible.




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Welcome rider | [Join Now](#) | [Login](#)


# FORT LAUDERDALE B cycle

This is your B-Cycle. Use the map to explore your city. Find a station, grab a bike, and go.



Fort Lauderdale B-cycle Station Locations

Find a B-station Location Go



**How It Works** [Learn More](#)

- Sign In**  
Sign up online for your B-card or pay daily at the kiosk.
- Select**  
Pick up a bike from the nearest B-station.
- Ride**  
Ride your bike for as long or far as you want.
- Return**  
Park your B-cycle at the nearest B-station kiosk.

**Featured Price - \$9.99**  
Get a monthly membership for only \$9.99, including Loyal, comfy, new accumulator in light, comfy, new comfy, new accumulator in light, comfy. TK vellet dlp etue let let gise nostrud.

[Learn More](#)

**Fort Lauderdale Rides - Join Us!**  
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[Learn More](#)

Fort Lauderdale B-cycle Buzz [More Buzz](#)

**Blogs, News Articles**

- Bike-sharing comes to Fort Lauderdale**  
By The Denver Post January 14th, 2009 | 12:00 pm  
Accidunt alle nit, sit ad ex elent laor sim diam dolorem doloris. Doloremcommodo porperosdo ex elent laor sim diam. [Read More](#)
- A Free-Bike Solution to Traffic Congestion**  
By Huffington Post January 14th, 2009 | 12:00 pm  
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**Tweets**

- [cwiggins](#) Rode one of the new B-cycles to work today, had a great time and was convenient. #bicycle [http://bit.ly/Cb6s](#) 4:04pm via Twitter
- [mashable](#) Social bike share on the rise with @bicycle. [http://bit.ly/Cb6s](#) 3:48pm, Jan 14th, 2009 pm via Tweetback
- [GOOD](#) Denver stepping it up big time. [http://bit.ly/Cb6s](#) 3:04pm, Jan 14th, 2009 pm via Tweetback
- [boguslogosky](#) Sharing is caring, unless you're talking cold hard cash. [http://bit.ly/Cb6s](#) 3:48pm, Jan 14th, 2009 pm via Tweetback

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Welcome rider | [Join Now](#) | [Login](#)

# B cycle

The magic bike is here.

- [What is B-cycle?](#)
- [Why do we need B-cycle?](#)
- [Who needs B-cycle?](#)

B-cycle is a next-gen bike sharing system. In layman's terms: B-cycles are magic bikes that are there when you want one and gone when you don't. Just swipe your card, grab a bike and get to where you're going. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[JOIN B-CYCLE NOW](#)

**How It Works** [Watch the Demo](#)

- Sign In**  
Sign up online for your B-card or pay daily at the kiosk.
- Select**  
Select a bike from any B-station.
- Ride**  
Ride your bike for as long or far as you want.
- Return**  
Park your B-cycle at any B-station.

**Who Wants It More?** [Find Out](#)

1 33,678 FL Collins

Vote to get B-cycle to your city.  
Enter Zip/City [Go](#)

DO YOU LIKE SHARING? HERE'S MORE.

Buzz on B-cycle [More Buzz](#)

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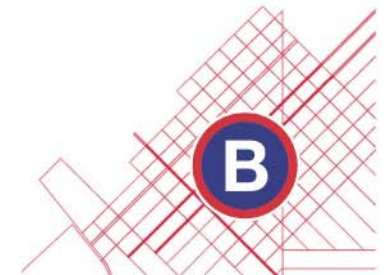
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National / City Site





• VISIT NATIONAL SITE

HOME MY ACCOUNT ABOUT NEWS CONTACT US OTHER CITIES

Welcome back Kyle | Logout

# DENVER B-cycle

Kyle Locke

Welcome to Denver B-Cycle. Below is your account page which provides information on the miles you have rode, carbon you have offset and much more!

**My Summary** | My Profile | My Statements

Total Miles:	432	Member since:	06/09/09
Carbon Offset:	1.37	Membership plan:	Monthly
Calories Burned:	12,345	Membership expires:	05/09/10 <a href="#">Renew</a>
Money Saved:	\$123	<a href="#">Click here to upgrade now to the Annual membership, and just pay the difference of \$10</a>	

**My Trips**

September

DATE	CALORIES BURNED*	CARBON OFFSET*	DISTANCE TRAVELLED
09/29/09	120	0.36%	1.5 miles
09/29/09	990	0.14%	8.5 miles
09/29/09	1234	3.36%	17 miles
09/29/09	435	7.36%	23 miles

\*legal zany goes here

[Show All Trips \(20\)](#)

**My B-stations** Find More  Address/Cross Street

Market St. and Ivy 1301 Market St Denver, CO 80202  
Bikes available: 15  
Docks available: 05

[View Map](#)

Speer St. and King blvd 3401 Market St Denver, CO 80202  
Bikes available: 15  
Docks available: 05

[View Map](#)

Speer St. and 16th st 1301 Market St Denver, CO 80202  
Bikes available: 15  
Docks available: 05

[View Map](#)

• VISIT NATIONAL SITE

HOME MY ACCOUNT ABOUT NEWS CONTACT US OTHER CITIES

Welcome back Kyle | Logout

# DENVER B-cycle

Kyle Locke

**My Summary** | My Account | My Statements

Total Miles:	432	Member since:	05/09/09
Carbon Offset:	1.37%	Membership plan:	Monthly
Calories Burned:	12,345	Membership expires:	05/09/10 <a href="#">Renew</a>
Money Saved:	\$123	<a href="#">Click here to upgrade now to the Annual membership, and just pay the difference of \$10</a>	

**Awesome Milestone Reached!**  
You have ridden 3400 miles on a B-cycle, which is equivalent to riding across the U.S.

**My Trips**

September

DATE	CALORIES BURNED*	CARBON OFFSET*	DISTANCE TRAVELLED
09/29/09	120	0.36%	1.5 miles
09/29/09	990	0.14%	8.5 miles
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[View Map](#)

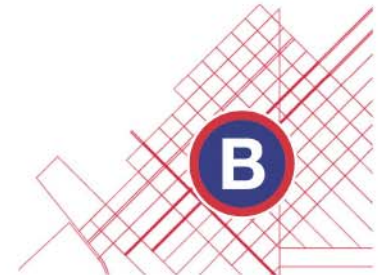
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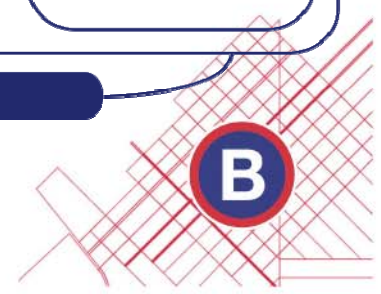
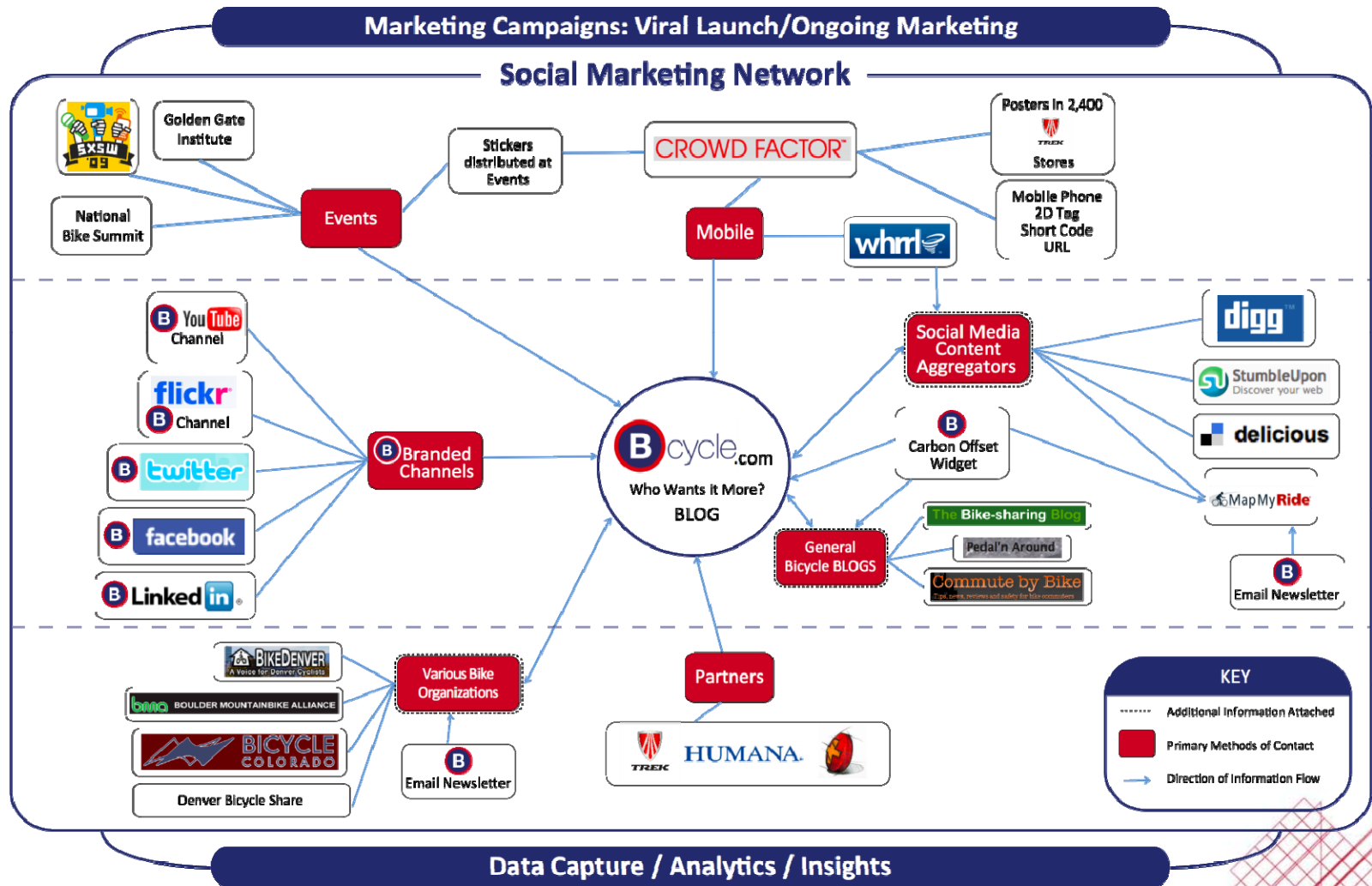
[View Map](#)

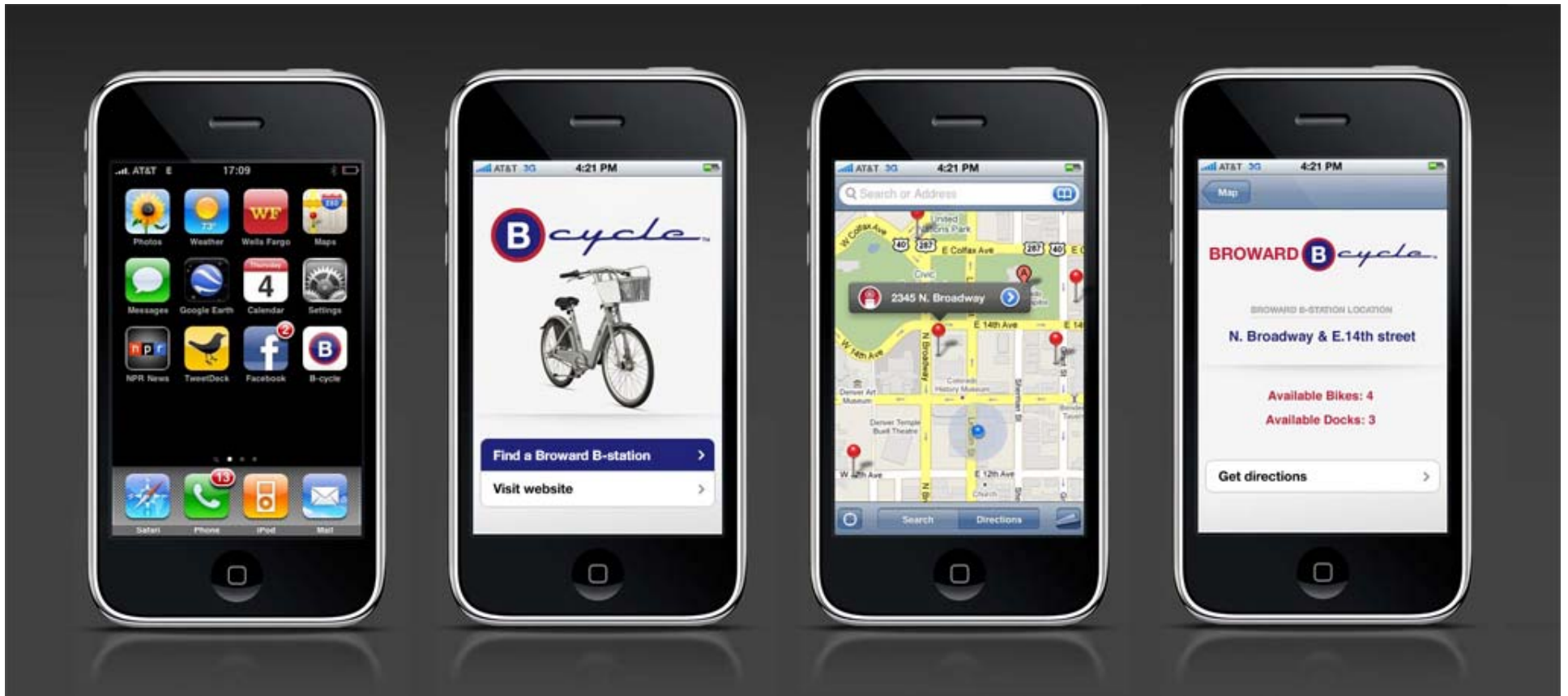
Registered User Site





# Social Media Outreach

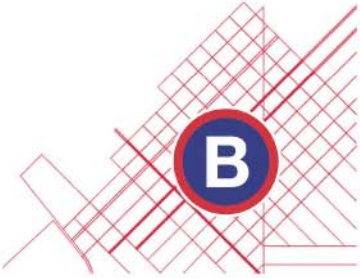




- Quick and Easy search capabilities for bike/space availability
- System sponsors will have logo placement on mobile interface



# Proposed Station Locations in Madison

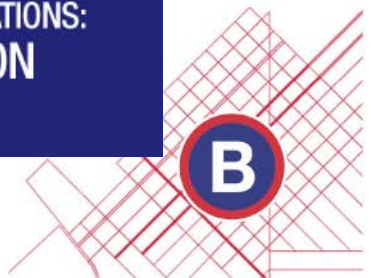


# MADISON **B**cycle™

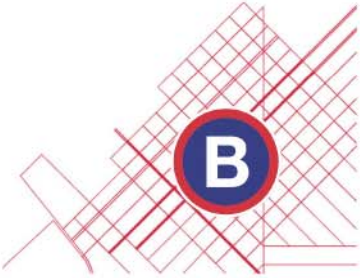
- |                                     |                                    |                              |
|-------------------------------------|------------------------------------|------------------------------|
| 1. Atwood/Goodman Center            | 9. Capital Square 4                | 17. Vilas #1                 |
| 2. Eldorado/Ground Zero             | 10. MATC Downtown Campus           | 18. Vilas #2                 |
| 3. Mansion Hill Inn/Edgewater Hotel | 11. Langdon/Library Mall           | 19. Regent/Monroe St.        |
| 4. Machinery Row                    | 12. Metropolitan Place/Hyatt       | 20. Randall Avenue           |
| 5. Monona Terrace                   | 13. Findorff                       | 21. Johnson/Frances Street   |
| 6. Capital Square 1                 | 14. Kohl Center/W. Washington Ave. | 22. University Square/Avenue |
| 7. Capital Square 2                 | 15. St. Mary's Hospital            | 23. Overture Center          |
| 8. Capital Square 3                 | 16. Meriter Hospital               |                              |



**PROPOSED STATION LOCATIONS:  
CITY OF MADISON**



# Madison Proposal





# Three Year Financial Summary

	1	2	3
Bikes	350	350	350
Stations	35	35	35

## Costs

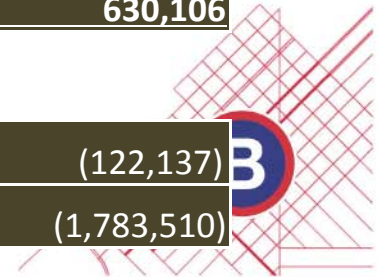
Total Capital Equipment:	\$ 1,022,226	\$ -	\$ -
Total Operating Costs	\$ 747,868	\$ 749,951	\$ 752,243
Total Installation Costs	\$ 327,462	\$ -	\$ -
<b>TOTAL COSTS:</b>	<b>\$ 2,097,555</b>	<b>\$ 749,951</b>	<b>\$ 752,243</b>

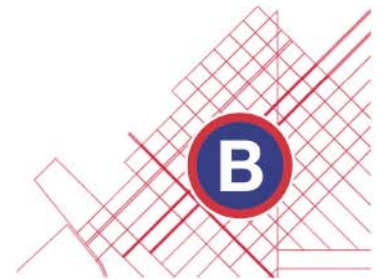
## Revenues

Membership sales	\$ 88,400	\$ 97,240	\$ 106,964
Usage fees	\$ 143,092	\$ 157,401	\$ 173,141
Sponsorship & advertising	\$ 250,000	\$ 250,000	\$ 250,000
Public funds	\$ 100,000	\$ 100,000	\$ 100,000
Capital contribution	\$ -	\$ -	\$ -
<b>TOTAL REVENUE:</b>	<b>\$ 581,492</b>	<b>\$ 604,641</b>	<b>\$ 630,106</b>

## Earnings

Earnings (Revenue - Expenses)	\$ (1,516,063)	\$ (145,310)	\$ (122,137)
Cumulative Earnings	\$ (1,516,063)	\$ (1,661,373)	\$ (1,783,510)



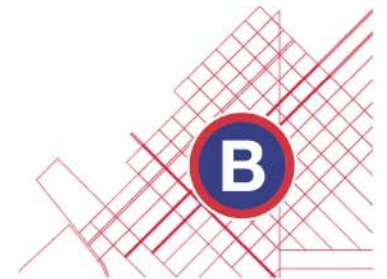






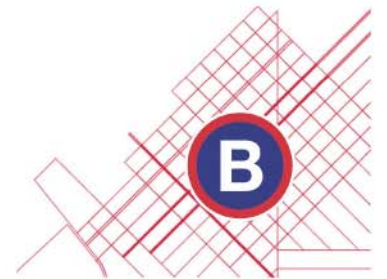
# Tentative User Fees

Membership types	Day pass	Weekly	Annual
Membership cost	\$ 10	\$30	\$65
Student cost	-	-	\$45
1st 30 minutes	\$1	-	-
2nd 30 minutes	\$2	\$2	\$2
3rd 30 minutes	\$3	\$3	\$3
Each subsequent 30 minutes	\$4	\$4	\$4



# Who will use it?

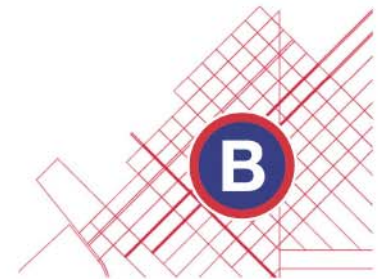
- Urbanites – short commutes and trips; replaces cars
- Suburbanites – last mile transportation
- Students – replaces car, moped, personal bike
- Tourists and convention visitors – new, convenient way to experience Madison



# What's the rush?

- Congress for New Urbanism (June 1)
- Value of Trek commitment

Site selection and permitting – no shortcuts



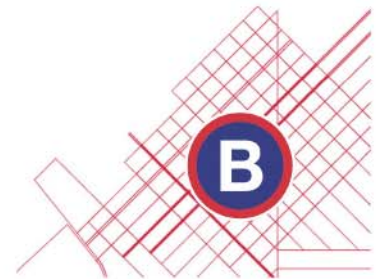
# What's the cost?

City of Madison: \$100K/yr for 3 years

Trek: \$2M year 1, \$750K/yr years 2 & 3

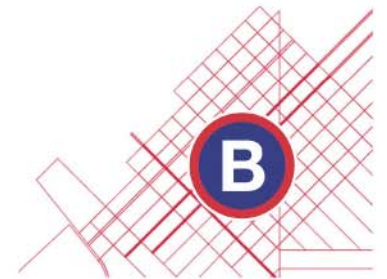
## Value for Madison

- Bike sharing - active public transportation
- Profit sharing
- Local jobs
- Recognition
  - Madison – premier cycling city status
  - League of American Bicyclists – consideration



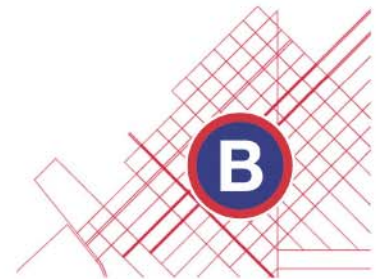
# What's the process?

1. Core team (proposed, contacting) – proposes sites
  - City: Parks, TE, Zoning & Planning, Attorney, Real Estate, Engineering
  - Community: BPMVC, Bike Fed, UW, DMI, Convention & Visitor's Bureau, etc.
2. Logistics/site visits
3. Identify all stakeholders and process for each site
4. Consensus & prioritization
5. Committee approvals
6. Process review, submittals & approvals



# Bike sharing addresses...

- Transportation
- Obesity
- Traffic congestion
- Environment
- Accessibility to businesses for carpoolers & public transit users
- Perception of Madison – progressive, green, bike friendly





# Madison Bike Share

