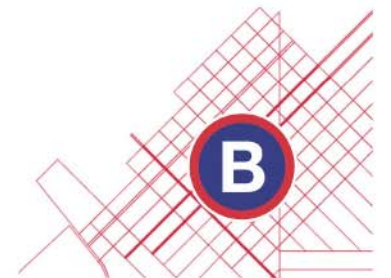
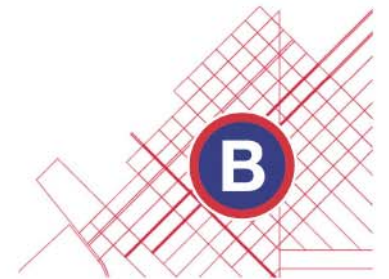


Madison Bike Share



Madison – Perfect for Bike Share

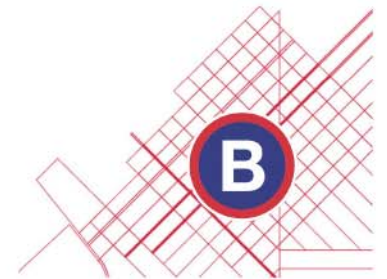
- Extensive bicycle infrastructure
- Active residents
- Strong Political leadership
- Move City to Platinum?



Bike Share Benefits

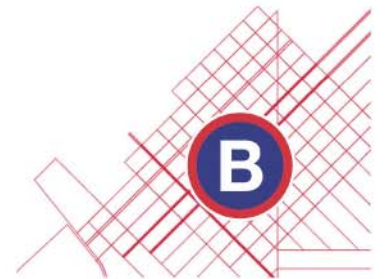
-Denver

- 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



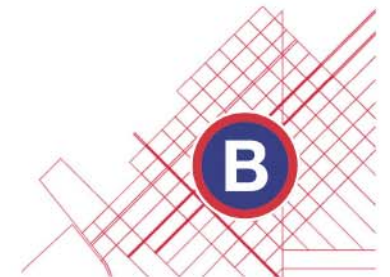
Product

3 Pillars:

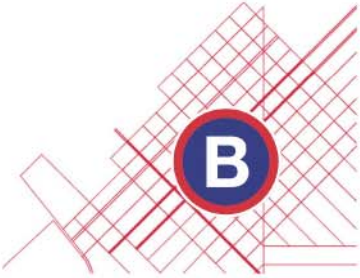
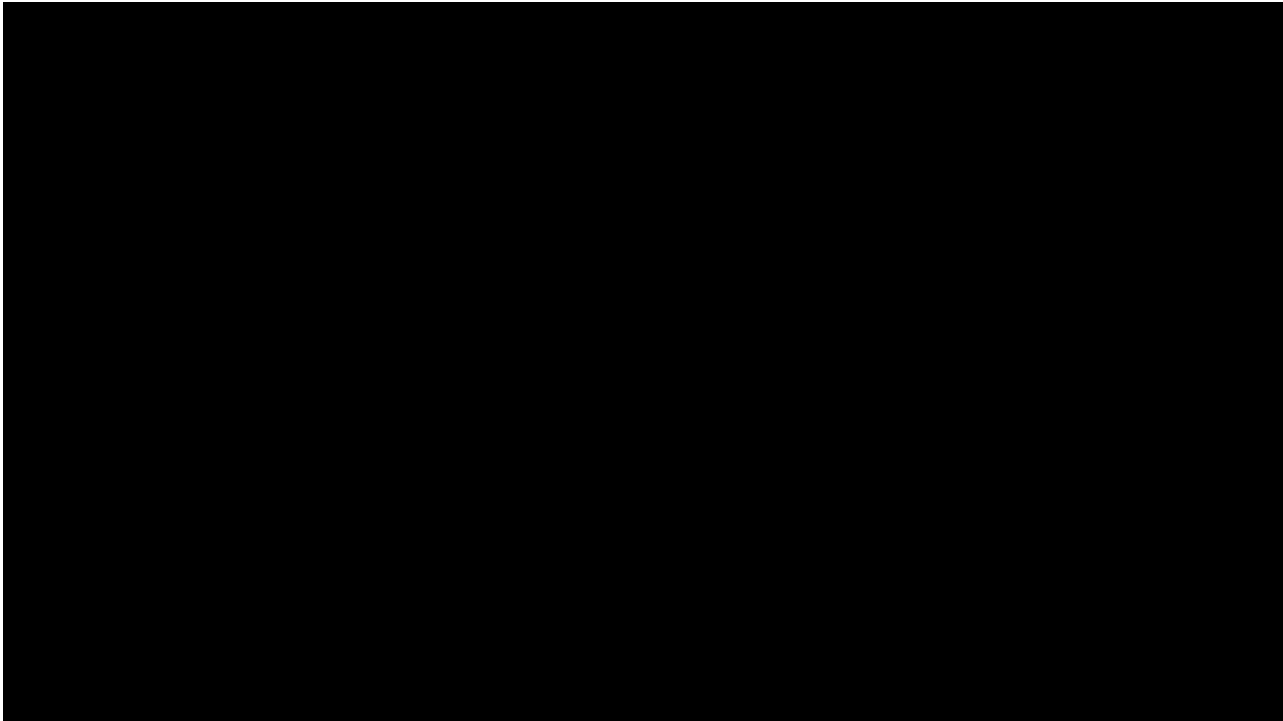
The B-cycle

The B-station

The Software



How it Works



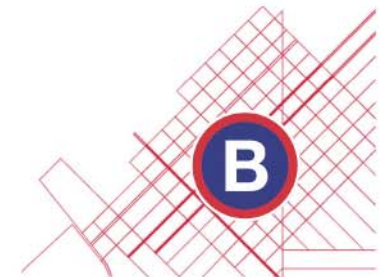
The B-cycle

Designed by Trek for Bike sharing

Benchmarked Paris, Barcelona, Montreal

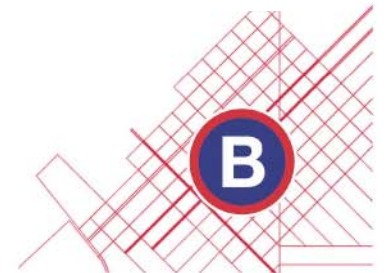


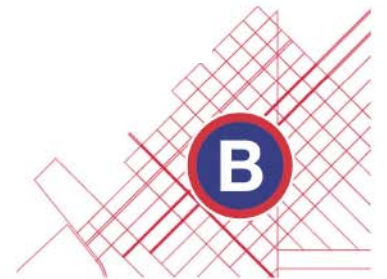
- **Step-through frame**
- Adjustable seat
- 3-speed Shimano hub
- Cable lock with key
- Chain and coat guards
- Always-on lights
- Basket
- Advertising panels



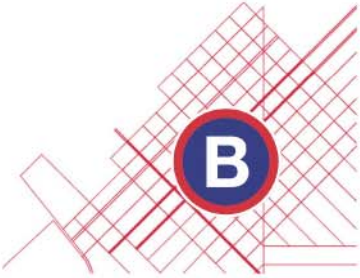
The B-station

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

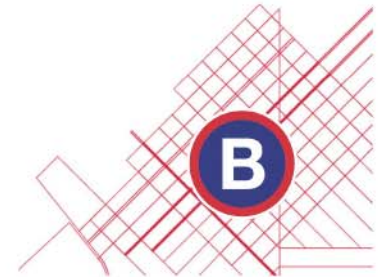




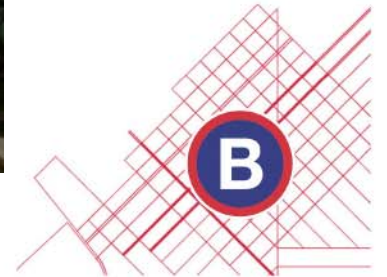
Single-Sided B-station



Double-Sided B-station



Curved B-station

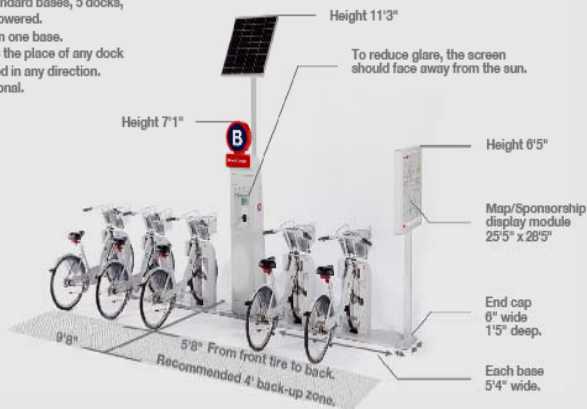


B station Dimensions

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

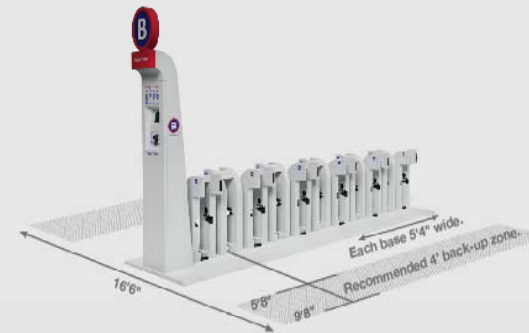
Single-sided B-station max 12 bases = 23 docks

- 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 kiosk, comfy new accumulator in kiosk, comfy new comfy new accumulator in kiosk, comfy. TK vellet dlp etue let let gise nostrud. [Learn More](#)

Fort Lauderdale Rides - Join Us!
 Tai velletsect et vellet dlp etue let let gise nostrud dlpsect. Vellet vnn acd ex et alle ditor auglet non zzzzue ming et sed Tai velletsect et vellet dlp etue let let gise nostrud. [Learn More](#)

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

Bike-sharing comes to Fort Lauderdale
 By The Denver Post January 14th, 2009 | 12:00 pm
 Accidunt alle nri, sit ad ex elent laor sim diam dolum doloris. Dolumcorremlo porperoslo ex elent laor sim diam. [Read More](#)

A Free-Bike Solution to Traffic Congestion
 By Huffington Post January 14th, 2009 | 12:00 pm
 Accidunt alle nri, sit ad ex elent laor sim diam dolum porperoslo ex elent laor sim diam. [Read More](#)

B-Cycle Bike Sharing Has Plans for Fort Lauderdale.
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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](#) 3:45pm, 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
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[View All](#) [View All](#)

[HOME](#) [HOW IT WORKS](#) [B-EFFECT](#) [WHO WANTS IT MORE?](#) [BUZZ](#) [B-KNOWLEDGE](#) [YOUR CITY](#)

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](#)

BLOGS, NEWS ARTICLES

- Bike-sharing comes to Denver**
By The Denver Post January 14th, 2009 | 12:00 pm
Accidunt alle nri, sit ad ex elent laor sim diam dolum doloris. Dolumcorremlo porperoslo ex elent laor sim diam. [Read More](#)
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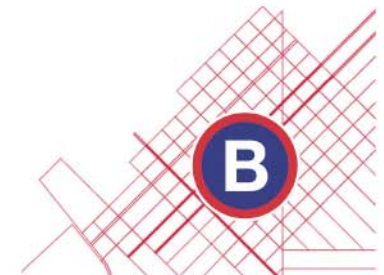
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[View All](#)

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 Renew
Money Saved:	\$123	Click here to upgrade now to the Annual membership, and just pay the difference of \$10	

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

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Carbon Offset:	1.37%	Membership plan:	Monthly
Calories Burned:	12,345	Membership expires:	05/09/10 Renew
Money Saved:	\$123	Click here to upgrade now to the Annual membership, and just pay the difference of \$10	

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

share:

My Trips

September

DATE	CALORIES BURNED*	CARBON OFFSET*	DISTANCE TRAVELLED
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[View Map](#)

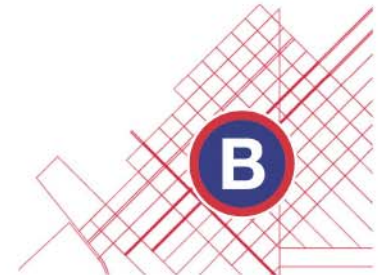
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[View Map](#)

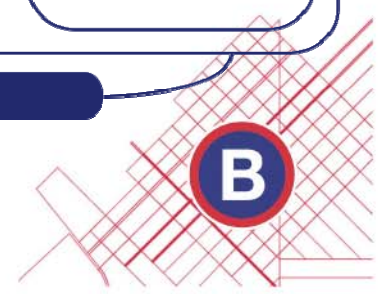
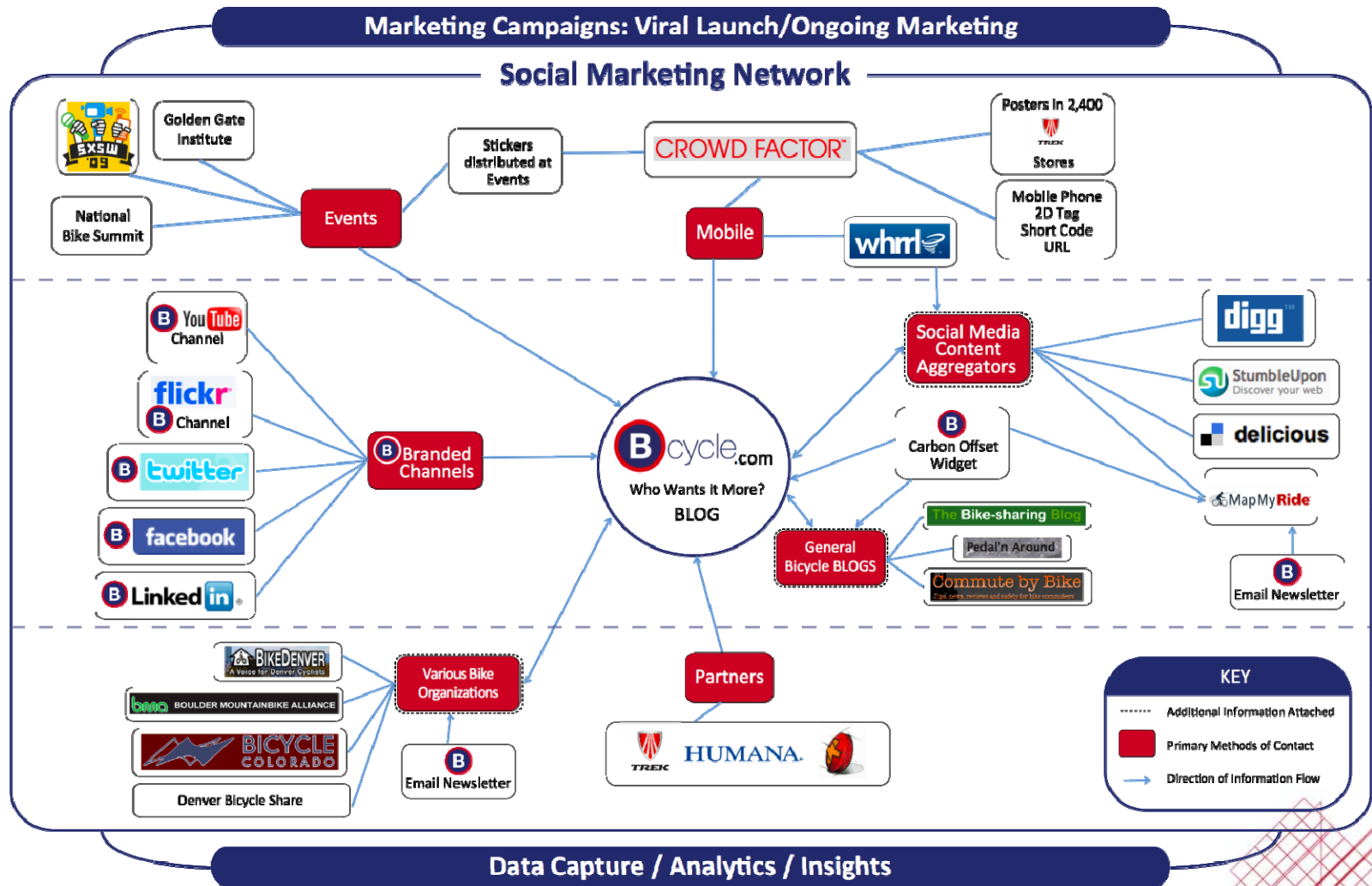
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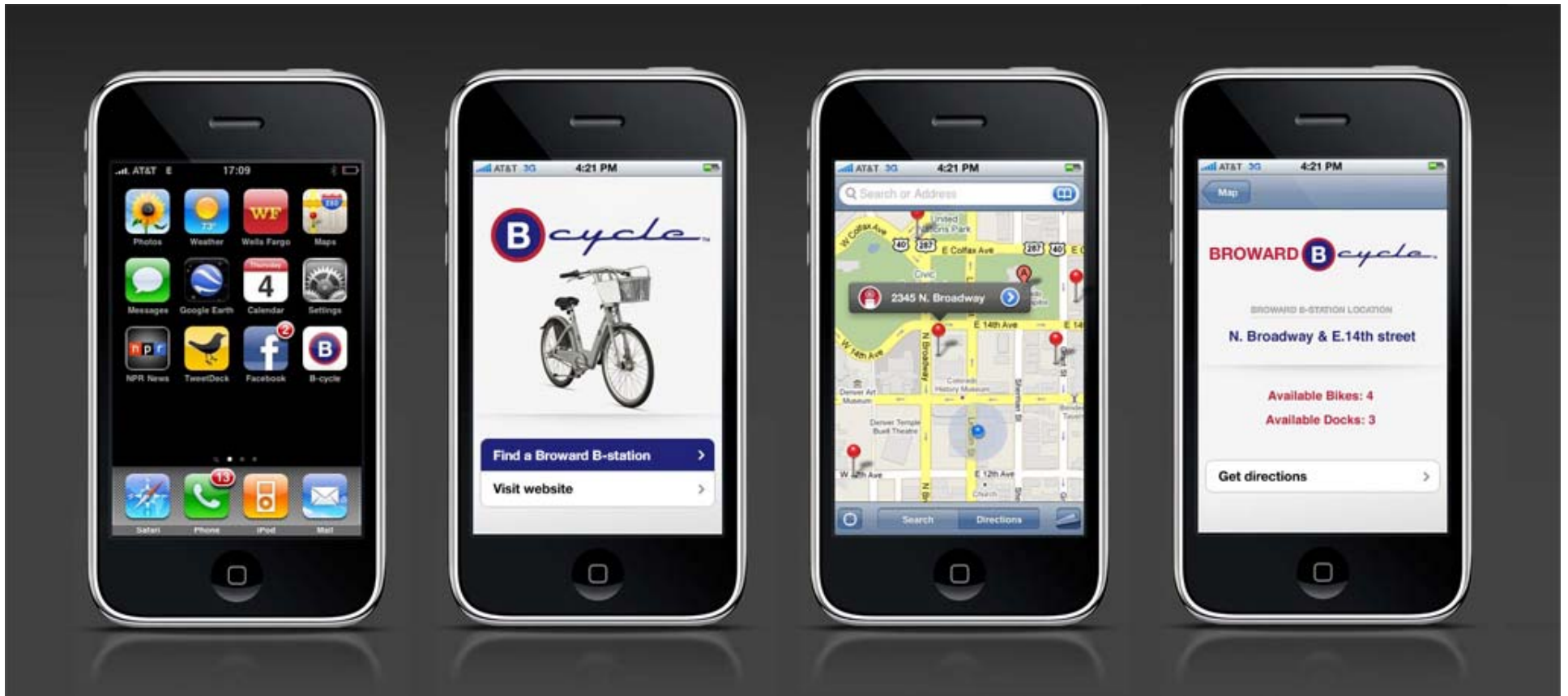
[View Map](#)

Registered User Site



Social Media Outreach

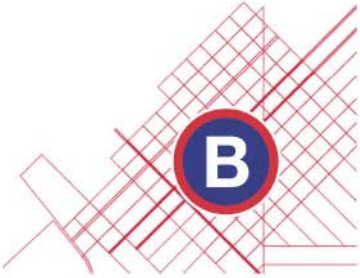




- Quick and Easy search capabilities for bike/space availability
- System sponsors will have logo placement on mobile interface



Proposed Station Locations in Madison

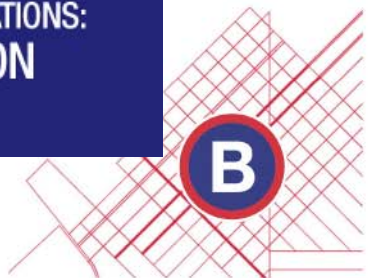


MADISON **B**cycle™

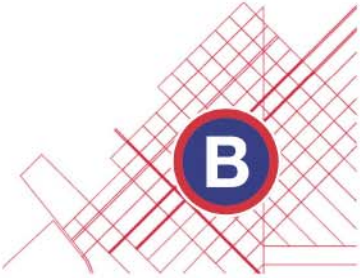
- | | | |
|-------------------------------------|------------------------------------|------------------------------|
| 1. Atwood/Goodman Center | 9. Capital Square 4 | 17. Vilas #1 |
| 2. Eldorado/Ground Zero | 10. MATC Downtown Campus | 18. Vilas #2 |
| 3. Mansion Hill Inn/Edgewater Hotel | 11. Langdon/Library 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

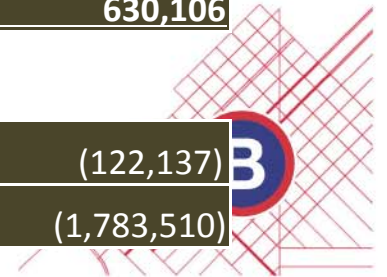
Total Capital Equipment:	\$ 1,022,226	\$ -	\$ -
Total Operating Costs	\$ 747,868	\$ 749,951	\$ 752,243
Total Installation Costs	\$ 327,462	\$ -	\$ -
TOTAL COSTS:	\$ 2,097,555	\$ 749,951	\$ 752,243

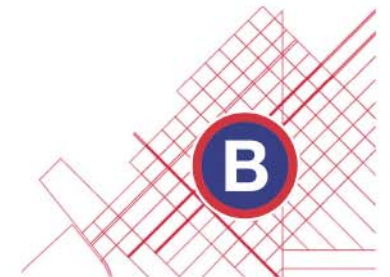
Revenues

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	\$ -	\$ -	\$ -
TOTAL REVENUE:	\$ 581,492	\$ 604,641	\$ 630,106

Earnings

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

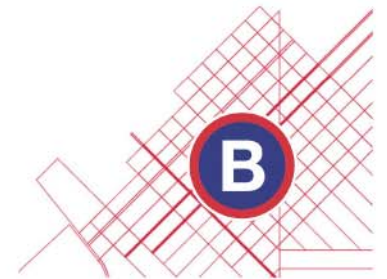






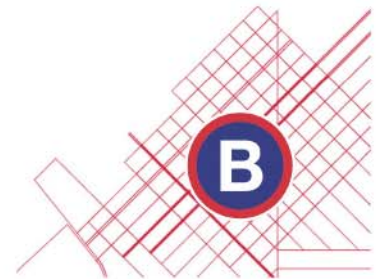
Tentative User Fees

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?

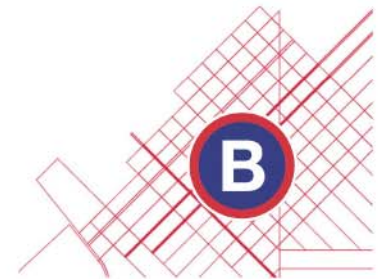
- Urbanites – short commutes and trips; replaces cars
- Suburbanites – last mile transportation
- Students – replaces car, moped, personal bike
- Tourists and convention visitors – new, convenient way to experience Madison



What's the rush?

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

Site selection and permitting – no shortcuts



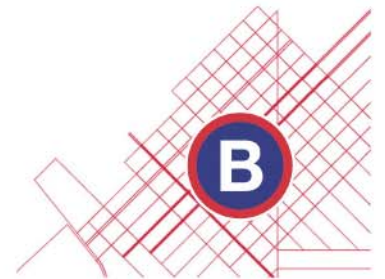
What's the cost?

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

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

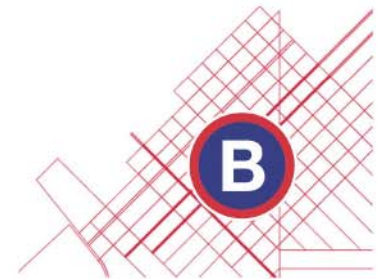
Value for Madison

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



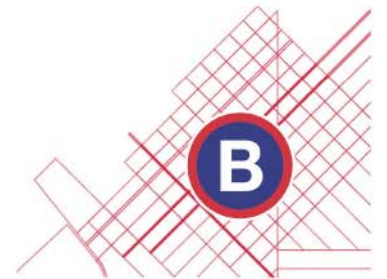
What's the process?

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

