

**MADISON BCYCLE
TRANSPORTATION COMMISSION
SEPTEMBER 16, 2020**



INTRODUCTIONS

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1. RIDERSHIP UPDATE
2. STATION UPDATES
3. COMMUNITY HEALTH & WELLNESS
4. WHAT'S NEXT

RIDERSHIP UPDATE

10 YEARS: 1.06M TRIPS



Key Stats:

System Launch: May 2011

E-Bike Conversion: June 2019

System Size: 300 e-bikes / 40+ stations



Madison is the first city to go 100% electric for its bike share

E-bikes are booming in popularity, so Wisconsin's capital decided to convert 100% of its fleet to electric-assist bikes in the hopes of getting more people to ride.



BCycle launches electric bikes in Madison

Madison B-Cycle switching to electric bikes

'Through the roof': Madison B-Cycle's e-bikes a hit with local riders

BCycle reinvents the wheel

BCycle electric bike launch makes Madison first city with fully-electric bike share fleet

BCycle to upgrade Madison fleet with 300 electric bikes

Pedal pushers: E-bikes gaining popularity in Madison



Electrifying change




“Holy crap, it’s game changing. 80 degrees with a few hills and no sweat! It was hard not to smile the whole way.”

“Big draw for me is that my 61-y/o knees now hurt after every time using a traditional bike. No knee complaints after riding an e-bike!”

“I’m saving a fortune bypassing Uber and Lyft.”

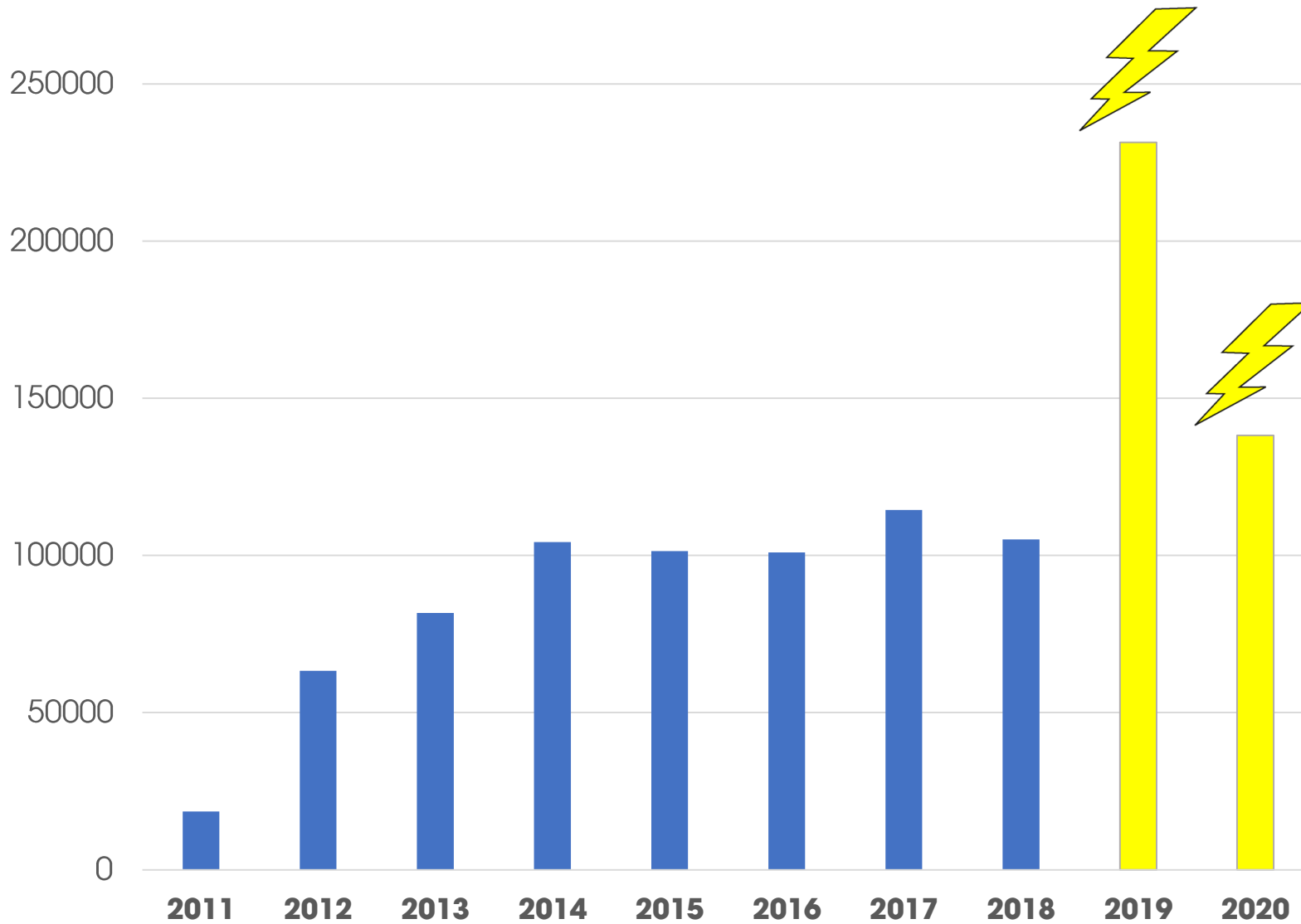
“Riding an e-bike shrinks the city.”

“I can’t tell you what a great thing this is for me. As a kid I rode my bike all over...I live a bit out of Madison with no safe way to bike to town. Many nights after work I ride for 45 minutes or so and my stress is gone. Bless you ebikes!”



37% of Madison riders are driving their cars less often because of BCycle

MADISON BCYCLE TRIPS BY YEAR



E-bikes have changed the game.

2019

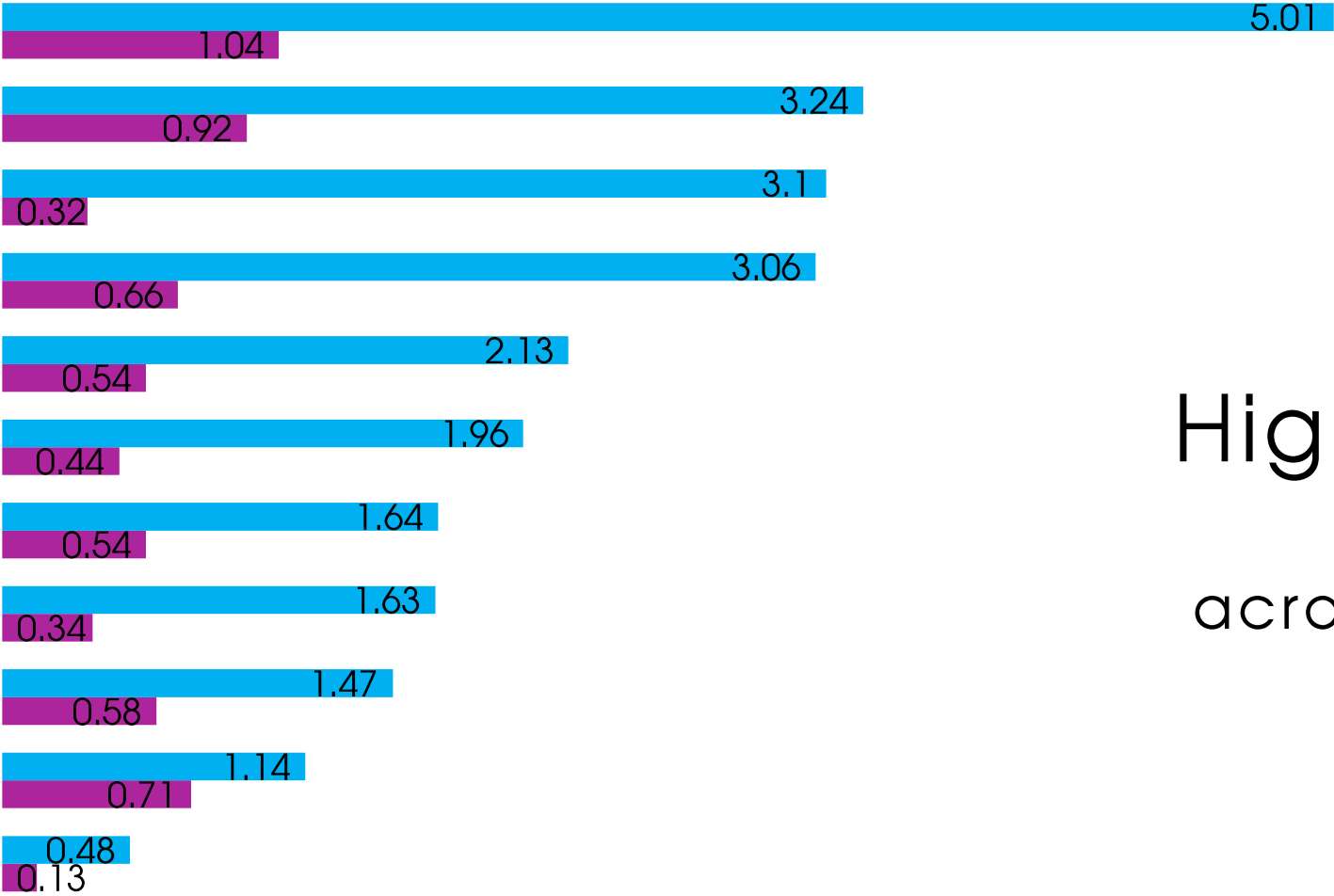
- Trips +170% in 2019
- Highest BCycle utilization rate in the country

2020

- Trips remain on par with 2019, despite Covid headwinds

E-BIKES HAVE CHANGED THE GAME
E-BIKE RIDERSHIP UP ACROSS BCYCLE SYSTEMS

Average Trips/Bike/Day: E-Bike vs. Classic



4.2x

Higher ridership
on E-bikes
across BCycle systems



■ Ebikes ■ Classic Bikes

2020 RIDERSHIP AND CHANGING TRENDS

2019

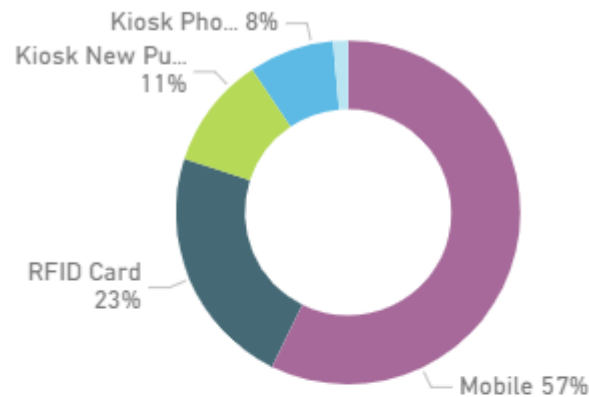
Top 5 Stations:

1. UW Natatorium Gym
2. Union South
3. Library Mall
4. University & Charter St
5. Memorial Union

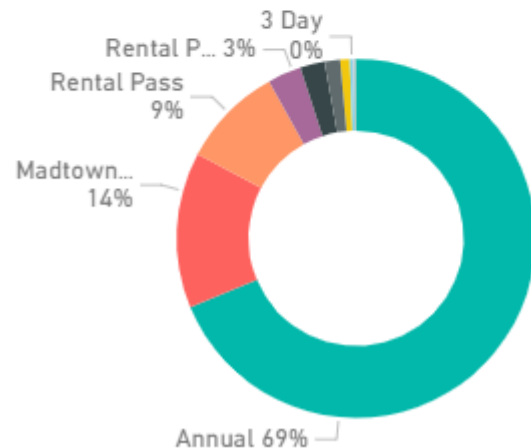
Other Trends:

1. Mobile checkout jumped from 17% → 57%
2. Annual members represented 69% of trips; Monthly 14%; Casual trips 17%

Rider Trips by Checkout Method



Rider Trips by Membership Type



2020

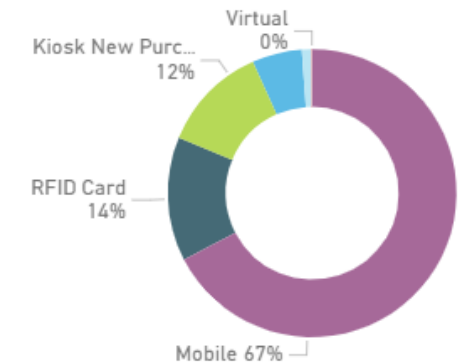
Top 5 Stations:

1. Vilas Park & Arboretum
2. Lake St & University Ave
3. University & Bassett
4. Sheraton Hotel
5. N. Park & Spring St

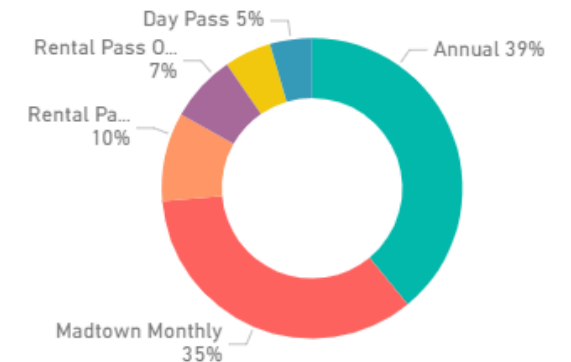
Other Trends:

1. Mobile checkout continues to grow from 57% → 67%
2. Member trips nearly split between Annual (39%) and Monthly (35%); Casual trips 26%

Rider Trips by Checkout Method



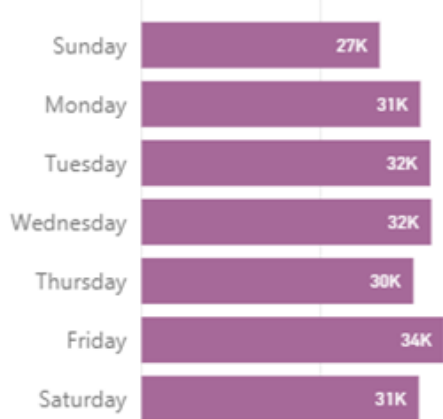
Rider Trips by Membership Type



2020 RIDERSHIP AND CHANGING TRENDS

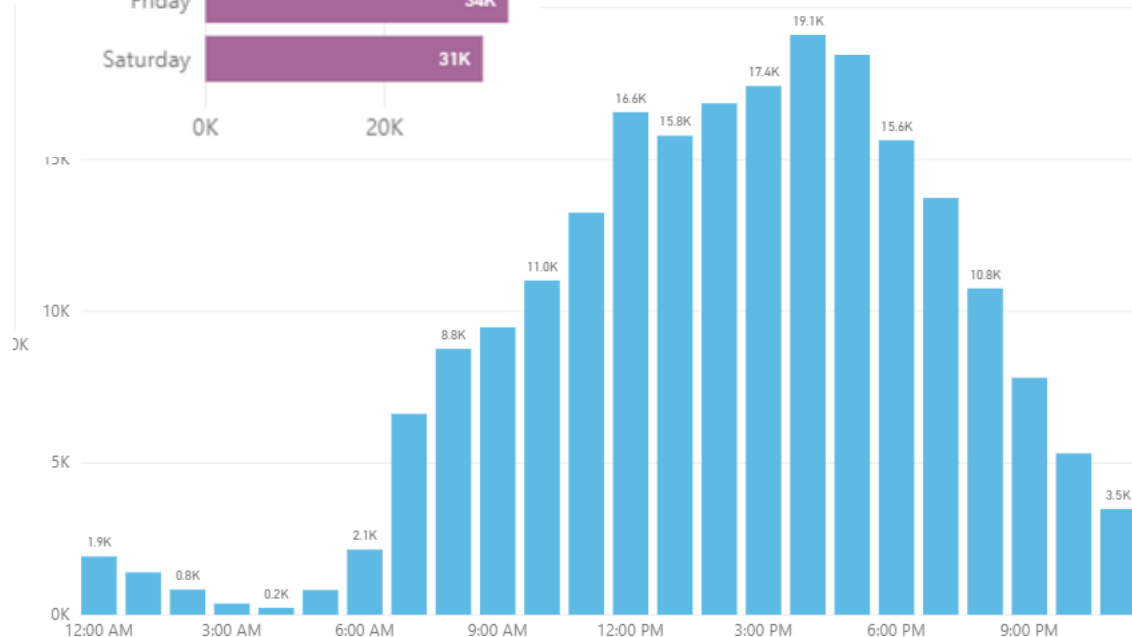
2019

Rider Trips by Day



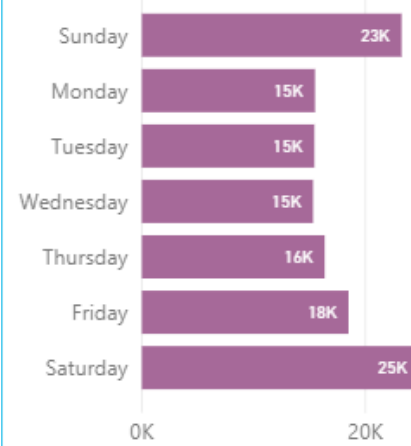
When do people ride?

- Trip volume evenly spread across the week, highest ridership on weekdays
- Peak ridership 12-5pm



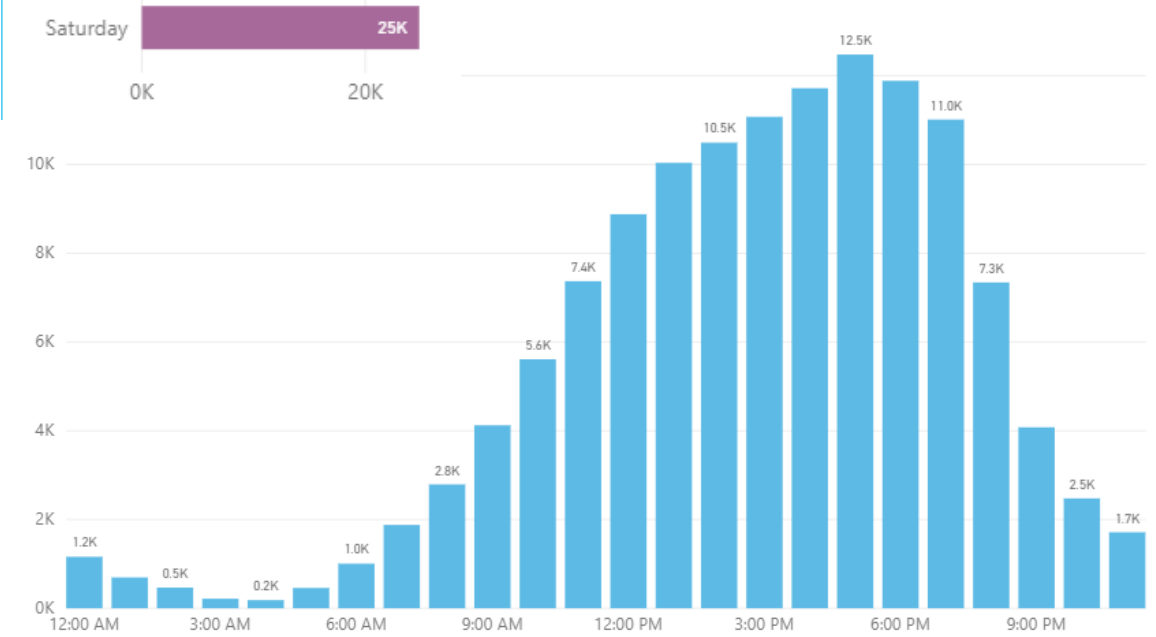
2020


Rider Trips by Day



When do people ride?

- Ridership heaviest Sat/Sun
- Peak ridership 4-7pm





STATION UPDATES

NEW STATIONS

Capital City Trail at Garver

9-3-2020



NEW STATIONS

Breese Stevens (3.0 Dock Pilot)

8-18-20



NEW STATIONS

The Marling Apartments and Livingston Garage

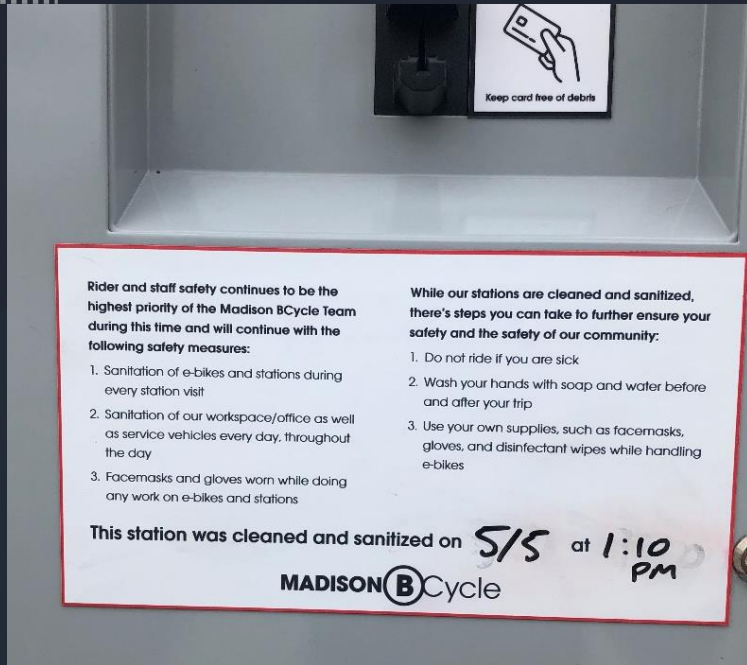
Install dates: October 2019 and June 2020





**COMMUNITY HEALTH &
WELLNESS**

BCycle



Madison BCycle provides riders with a safe, healthy and socially distant mode of transit and recreation.

- E-bikes & stations sanitized regularly
- Staff safety protocols and PPE for working in field & in office
- User communication at stations, website and in-app



WHAT'S NEXT

BCycle

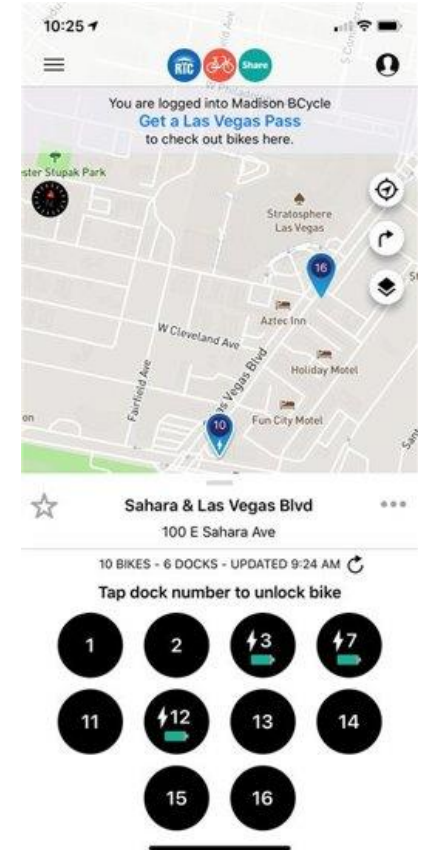
BCYCLE PRODUCT UPDATES

3.0 Dock

Nov 2019 Rev A field trial start
Mar 2020 Rev A field trial in MSN
Aug 2020 Rev B Field testing
Sept 2020 Product Launch



Bike Battery Tracker



Vision for 2020 & Beyond

Increase access: Bike share as transit

- Fill in:
 - East Washington corridor
 - Park Street expansion
 - UW campus
- 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

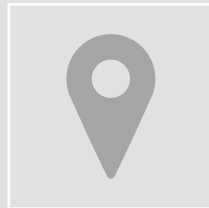
Grow partnerships to extend system reach:

- Business & residential developments
- Underserved neighborhoods
- Neighboring communities

Sustain & renew our community partnerships



Renew operating
agreement with the City
of Madison



Renew UW Madison
partnership agreement

Thank You!