

**MADISON BCYCLE
TRANSPORTATION COMMISSION
JUNE 2021**



INTRODUCTIONS

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

RIDERSHIP UPDATE

10 YEARS: 1.12M 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

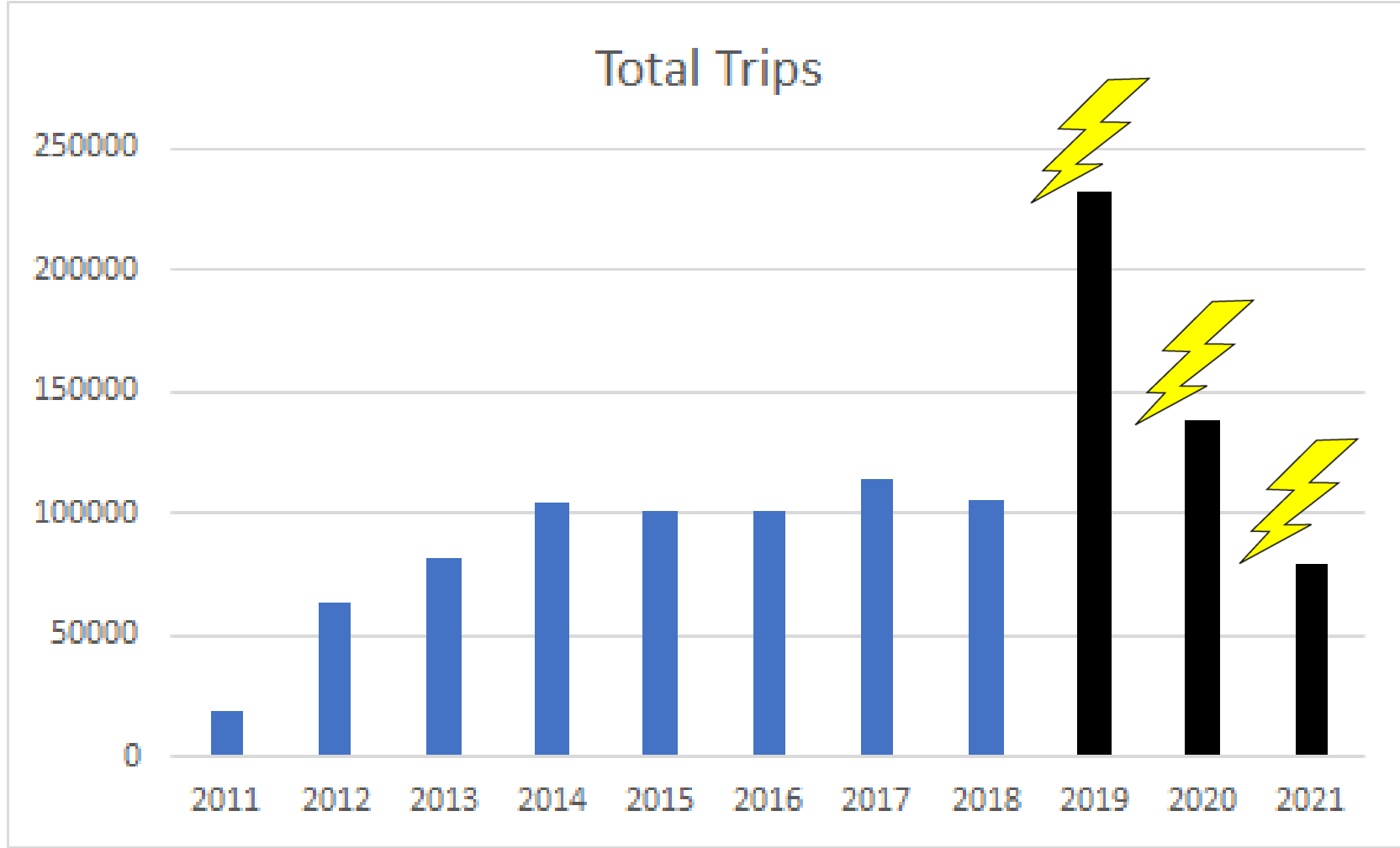
Nonprofits partner with local artists to highlight positive changes in Dane County through artwork on e-bikes

BCycle stations unveiled in Monona

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



MADISON BICYCLE 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

2021

- Ridership is up every month compared to 2020.

RIDERSHIP AND YoY COMPARISON

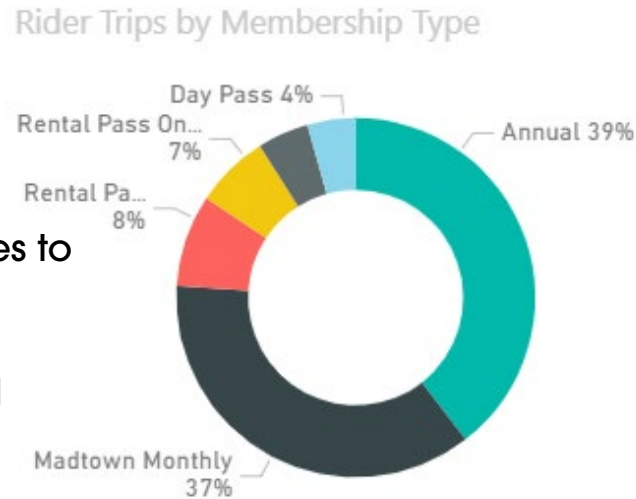
2020

Top 5 Stations:

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

Other Trends:

1. Mobile checkout continues to grow from 57% → 68%
2. Member trips nearly split between Annual 39% and Monthly 37%; Casual trips 24%



2021

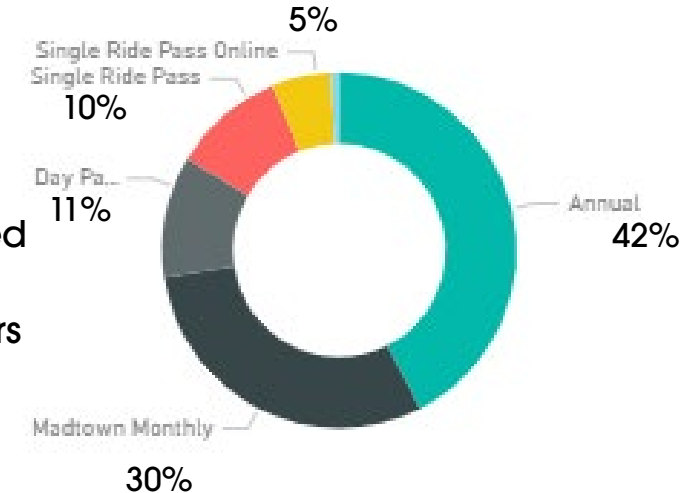
Top 5 Stations:

1. N. Lake St & University Ave
2. Lakeshore & Dejope
3. Union South
4. Memorial Union
5. University & Bassett

Other Trends:

1. Mobile checkout has stayed about same 67% → 68%
2. More Annual pass members 42% and Monthly 30%; Casual trips 26%

Rider Trips by Membership Type



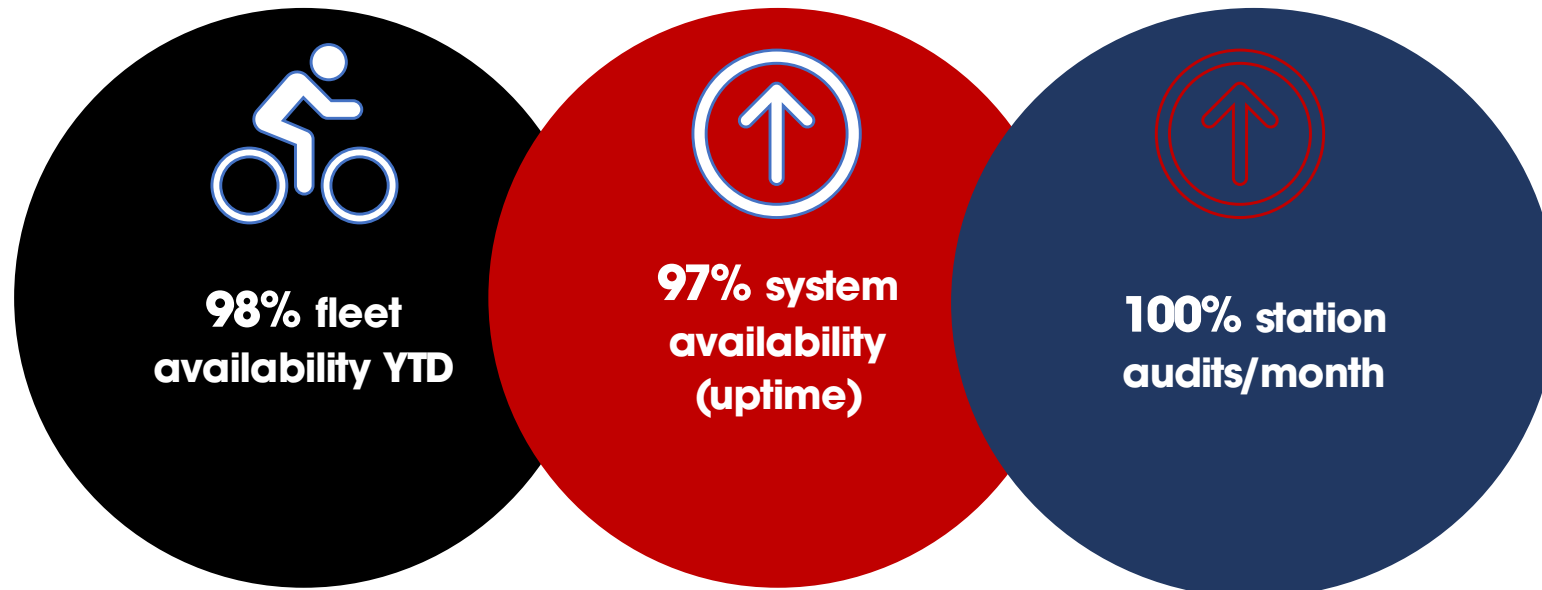
Rider Trips by Month and Year

Year ● 2020 ● 2021



DAILY AND MONTHLY OPERATIONS

- (28) NEW bikes-built YTD
- (21) new 3.0 docks to be installed





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

East Washington location to replace Breese Stevens

Summer 2021



COMING SOON

(NEW) Coming Soon:

106 King St (3)

Overture @Fairchild (10)

The Heights (4)

Pinney Library (7)

East Washington (12)

University Ave. (14)

McDaniel Park in McFarland





IN THE COMMUNITY

B Cycle



Madison BCycle Art Bikes


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



BCycle Youth Internship

Students from Goodman
TeenWorks program





WHAT'S NEXT

B Cycle

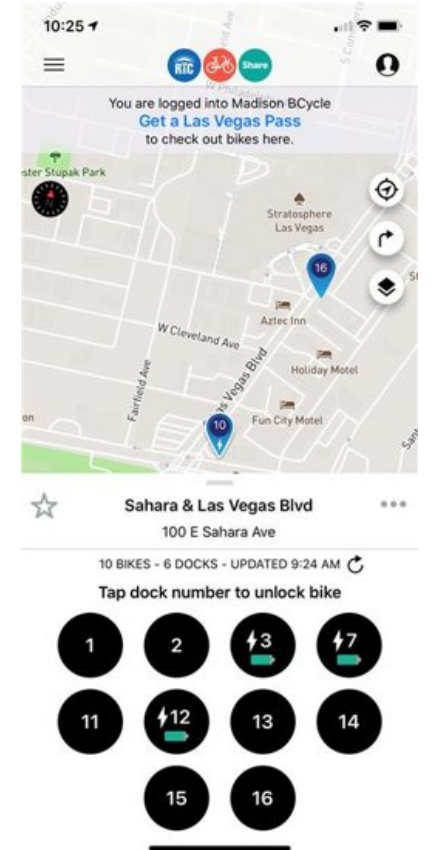
BCYCLE PRODUCT UPDATES

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
 - 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 (Fitchburg, Middleton, McFarland)

Thank You!