



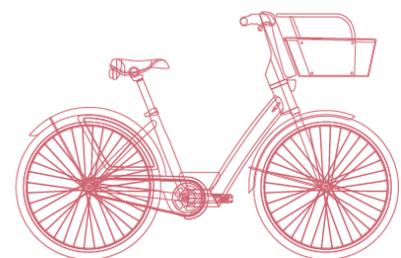
**MADISON** **B** *cycle*

2012 Annual Report

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# Letter from Mayor Soglin



## Office of the Mayor

Paul R. Soglin, Mayor

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December 2012

Dear Friends,

Congratulations to Trek Bicycle and B-cycle for another successful year in Madison!

It has been my pleasure to watch the system grow and expand to our current 33 B-cycle stations in the central area of the City. B-cycle has been great for residents and visitors as well. B-cycle is a wonderful way to see the city and take advantage of our multiple biking opportunities.

Whether a city employee has an errand to run, a visitor wants to enjoy a local bike trail, or a commuter wants to get home without waiting for other transportation, there are multiple ways to utilize B-cycle. It was also clear that the system was used for both the downtown and North side Ride the Drive this year as I saw many of the bikes out on the routes.

I am confident that ridership will continue to grow and again I thank Trek for their involvement in helping to make Madison an even better place to live, work, and raise a family.

Sincerely,

A handwritten signature in black ink that reads "Paul R. Soglin".

Paul R. Soglin  
Mayor

# Letter from The Program Manager

Dear Friends,

Now with two seasons under our belt I can say we've learned a lot. In our first season, 2011, we laid a solid foundation that's set us up for the many successes we've seen in 2012.

We opened this year on April 1st with the same 27 stations from 2011, and almost immediately we saw excitement for the red bike's return to Madison streets. Over the course of 2012, we've seen our membership grow from 471 annual members to 2,150—a 372% increase. We saw casual members grow from 5,915 to 11,453—a 94% increase. Together these members have taken a total of 63,325 trips via B-cycle, that's almost 45,000 more trips than in 2011. Wow!

This huge increase in our ridership makes me feel especially grateful to the many partners and supporters that Madison B-cycle has throughout the community. This transportation transformation would not have been possible without Trek Bicycle Corporation and especially Trek Bicycle Stores of Madison, our title sponsor. Their commitment to make Madison a great place to bike has made Madison B-cycle possible.

Most of all, I'd like to thank our B-cycle riders whose commitment to ride monthly, weekly, daily, even hourly has made Madison B-cycle a transportation success. Thanks to all our friendly annual members who stop mid-bike checkout to share their enthusiasm for the program with curious Madison visitors. We're lucky to live in a city filled with great bicycling, and now, bike sharing advocates.

As we look to 2013, our biggest challenge will be maintaining the momentum that we gained in our second year of operation and aligning that momentum with stability. We'll continue to look for like-minded partners and sponsors to assure long-term financial stability. We'll increase our community involvement through community-building events like Ride the Drive.

On a recent Tour de B-cycle ride, I passed two adults, one teaching the other how to ride a bike, and they were using a B-cycle. This reminds me of our clear simple vision: get more people on bikes. I'm happy Madison B-cycle makes it a little easier for anyone to ride a bike in Madison.



Claire Hurley  
Manager, Madison B-cycle





# 2012 Season Overview

Madison B-cycle opened for its second season April 1, 2012. 27 stations and 290 bikes were made available on Madison streets to visitors and residents. In August and September 2012, 5 new stations were added to the network making the total number of stations 33. Madison B-cycle closed for the season on Friday, December 14<sup>th</sup>.

## Quick Numbers

- Over 63,300 trips taken in 258 days
- Over 11,794 users and 2,150 annual members
- Over 10 million calories burned translating to about 2,900 pounds of fat burned
- Over 94,400 miles biked
- 245,587 pounds of carbon offset
- Average checkouts per week = 1,716
- Average checkouts per day = 245
- Closed season with 32 active stations and over 290 B-cycles in the system
- An additional 2 stations and 30 bikes are planned for 2013.



Madison B-cycle is a partnership between Trek Bicycle and the City of Madison. Trek donated the bike sharing system to the City of Madison in 2011 and entered a five year commitment to operate the program. Operational costs of the program are generated by user revenues, advertising and sponsorship sales, with Trek covering any additional operating costs.



# Success in Numbers

## A strong start in 2011 set Madison B-cycle up for success in 2012

Over the course of 2012, Madison B-cycle more than tripled in membership sales, and bike trips from 2011. Madison B-cycle grew to be the second largest B-cycle program in the nation behind Denver B-cycle (a program that has over 50 stations).

	2011	2012
<b>Total Trips</b>	18,501	63,325
<b>Casual users</b>	5,965	11,710
<b>Annual members</b>	475	2,150
<b>Miles Biked</b>	39,618	94,402
<b>Gallons of Gas Saved</b>	2,882	6,859
<b>Pounds of CO<sub>2</sub> Emissions Reduced</b>	103,188	245,587
<b>Calories Burned</b>	4.3 Million	10.2 Million
<b>Pounds of Fat Burned</b>	1,229	2,914
<b>Facebook Likes</b>	455	1,419

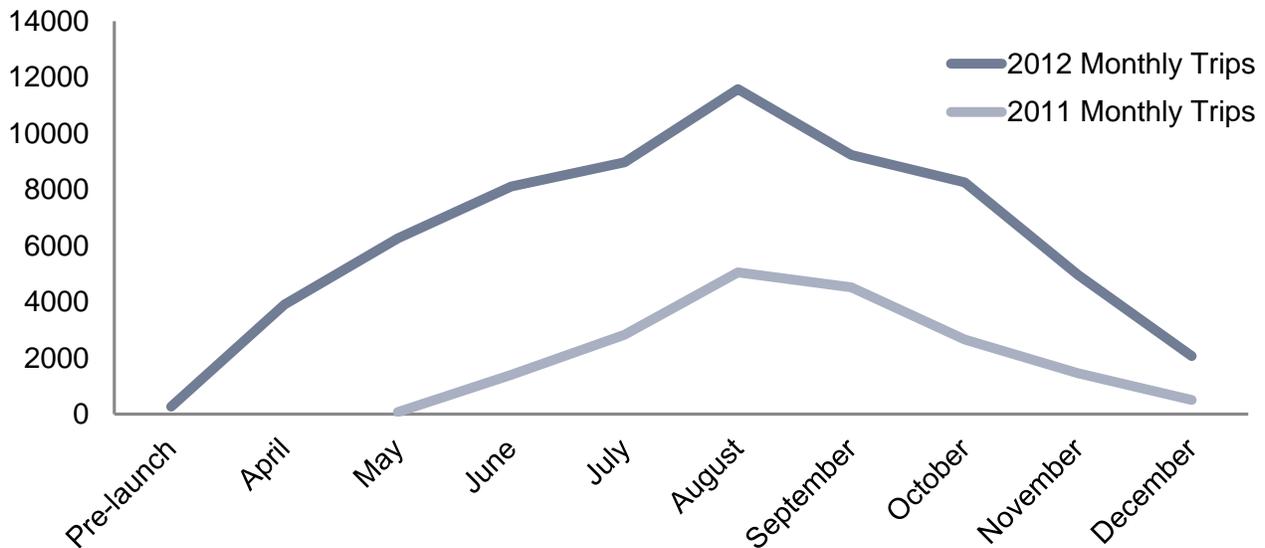
The collage features a red bicycle with a basket, a person riding a bike on a path, and a screenshot of the Madison B-cycle Facebook page. The Facebook page shows the profile picture, name, location, and a tweet about bundled-up stations.

# Trip Comparison

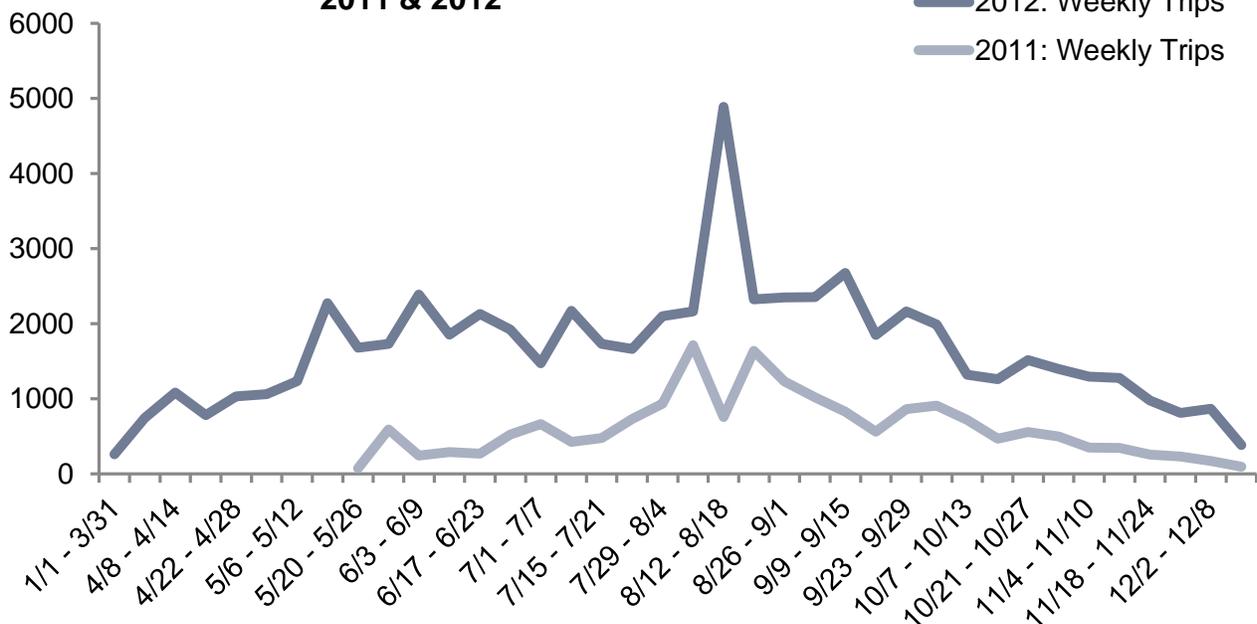
B-cycle trips started off strong. Because of an early spring, stations opened March 21, 2012 with 40 bikes available. Operation began officially on April 1<sup>st</sup> with 200 bikes available.

- In both 2011 and 2012 usage is highest in August.

**Monthly Trip Comparison:  
2011 & 2012**



**Weekly Trip Comparison:  
2011 & 2012**



- Trips spike for one week in early August due to Trek World, Trek's annual dealer convention.

# User Overview

Madison B-cycle users are comprised of two customer types: casual users and annual users. A casual user purchases a short term membership: 24 hour or 7 day. An annual user purchases an Annual Membership.

- The majority of Membership sales come from the casual user.

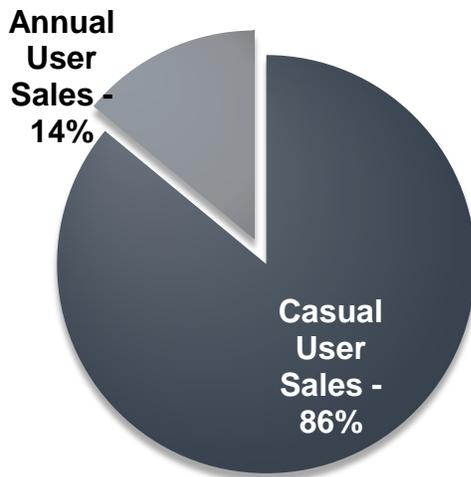


24 hour memberships can be purchased at any kiosk.

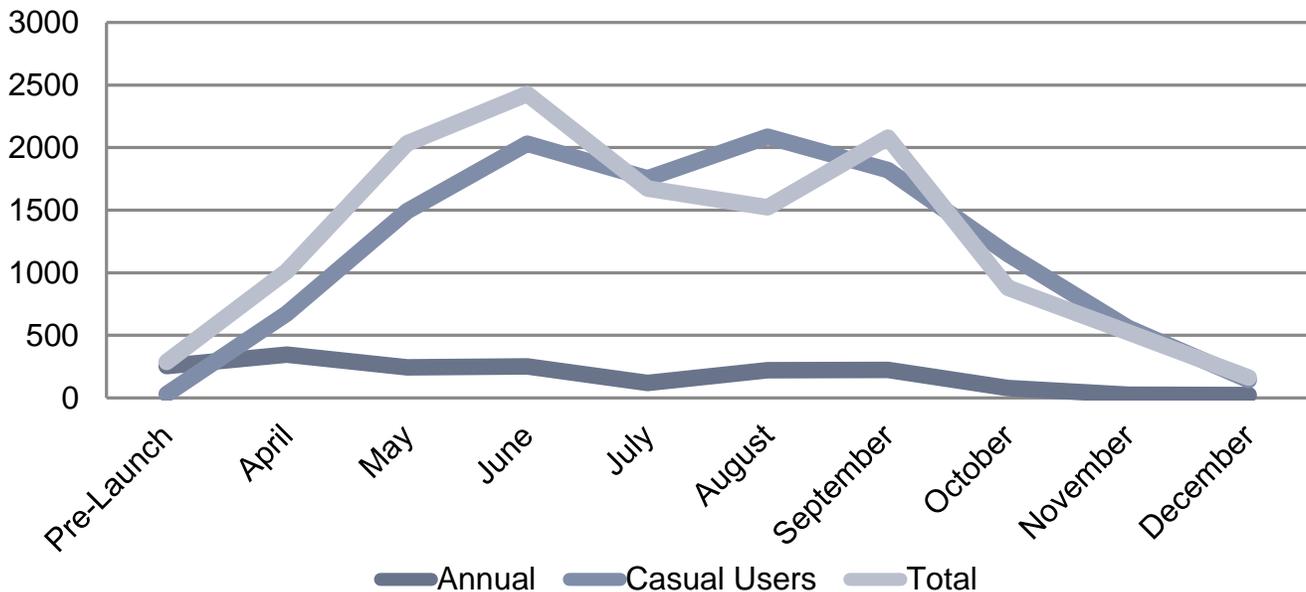
*"It was terrific using the bikes when I was visiting town. It was easy to use, and there were stations near all the places I was going."*

*-B-cycle Casual User*

## Membership Sales



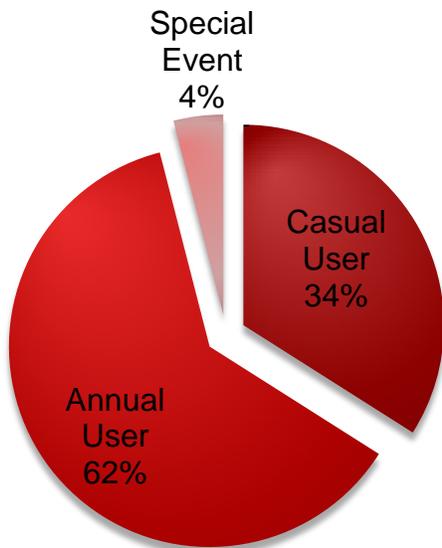
## Membership Sales by Month



# Trips by user type

While casual users make up the majority of membership sales, annual members take the majority of trips.

- Annual members average 18 trips a year
- Casual users average 1.8 trips



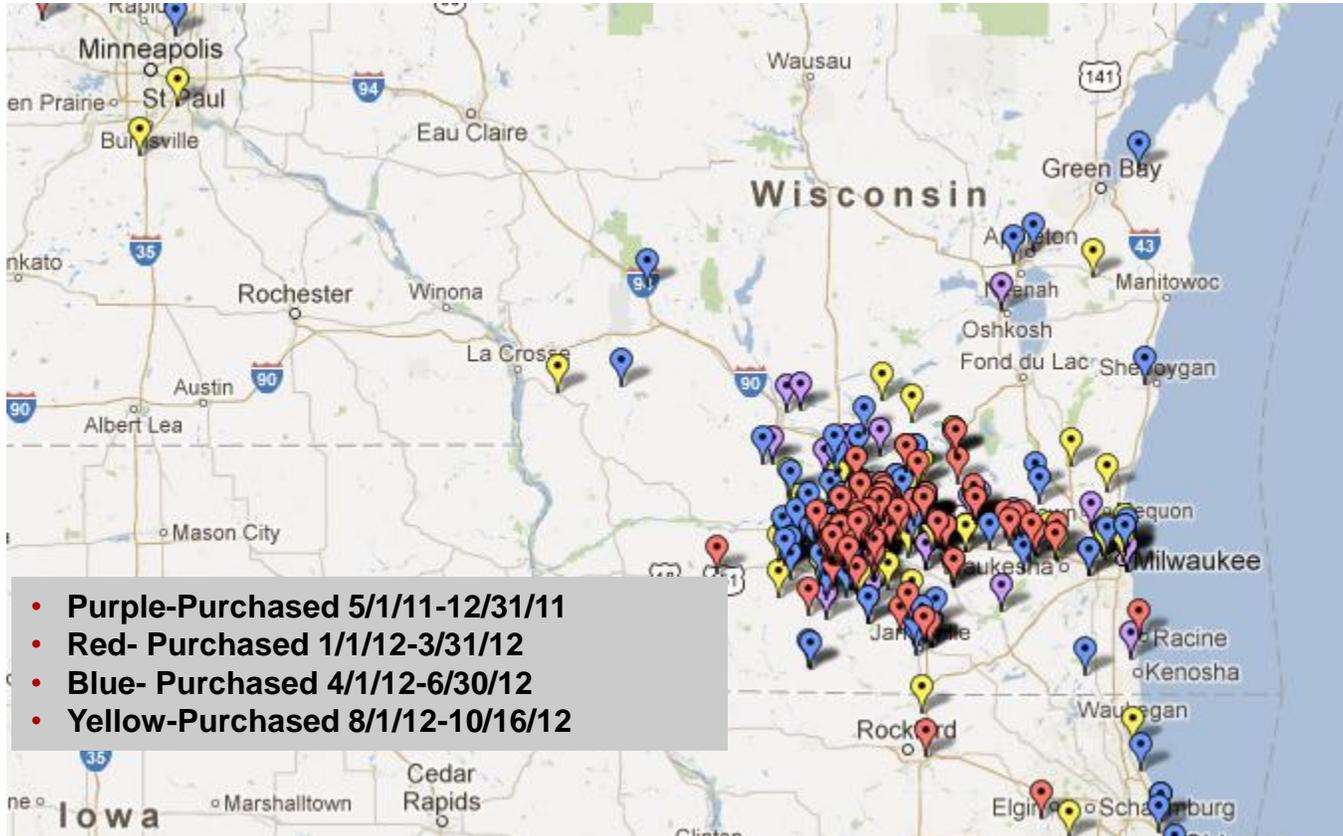
Madison B-cycle has more than a few super members! In 2012, our top rider, Ron (pictured), took over 800 trips!

- Madison B-cycle participated in over 60 community events, this makes up the special event trip number.

User Type	Trips	% of Total Trips	Average Trips / User
Casual	21,390	34	1.8
Annual	39,291	62	18
Special Event	2,644	4	n/a
<b>Grand Total</b>	<b>63,325</b>	<b>100</b>	<b>4.6</b>

# Annual member Map

Annual members are primarily located in the Madison area. 2012 brought more members from surrounding areas such as Sun Prairie and Waunakee.

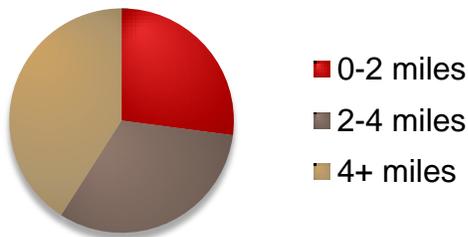


# Trip Distance by User type

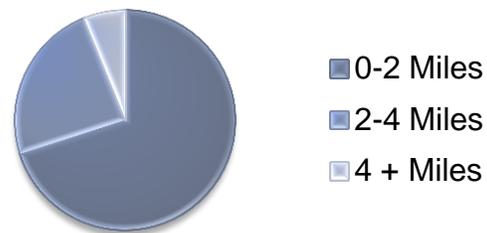
Customers with different membership types use Madison B-cycle in different ways. Customers with annual memberships tend to take more frequent, short trips, whereas casual users tend to take a fewer number of trips that are of longer distances during their access period. 94% of annual member's trips are under 4 miles. In contrast, 59% of casual member trips are under 4 miles.

Member Type	% of Trips 0-2 miles	% of trips 2-4 miles	% of trips 4+ miles
Casual users	27	32	41
Annual Members	70	24	6
Average for all users	55	27	18

**Casual Users**

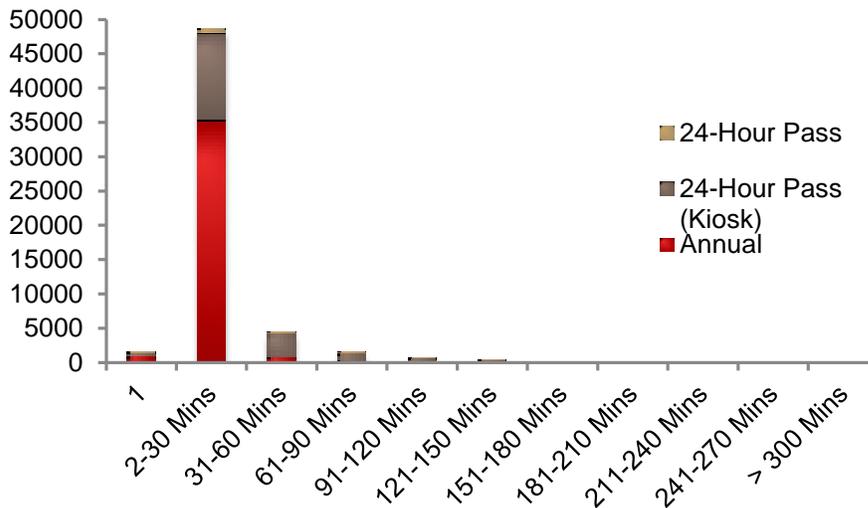


**Annual Members**



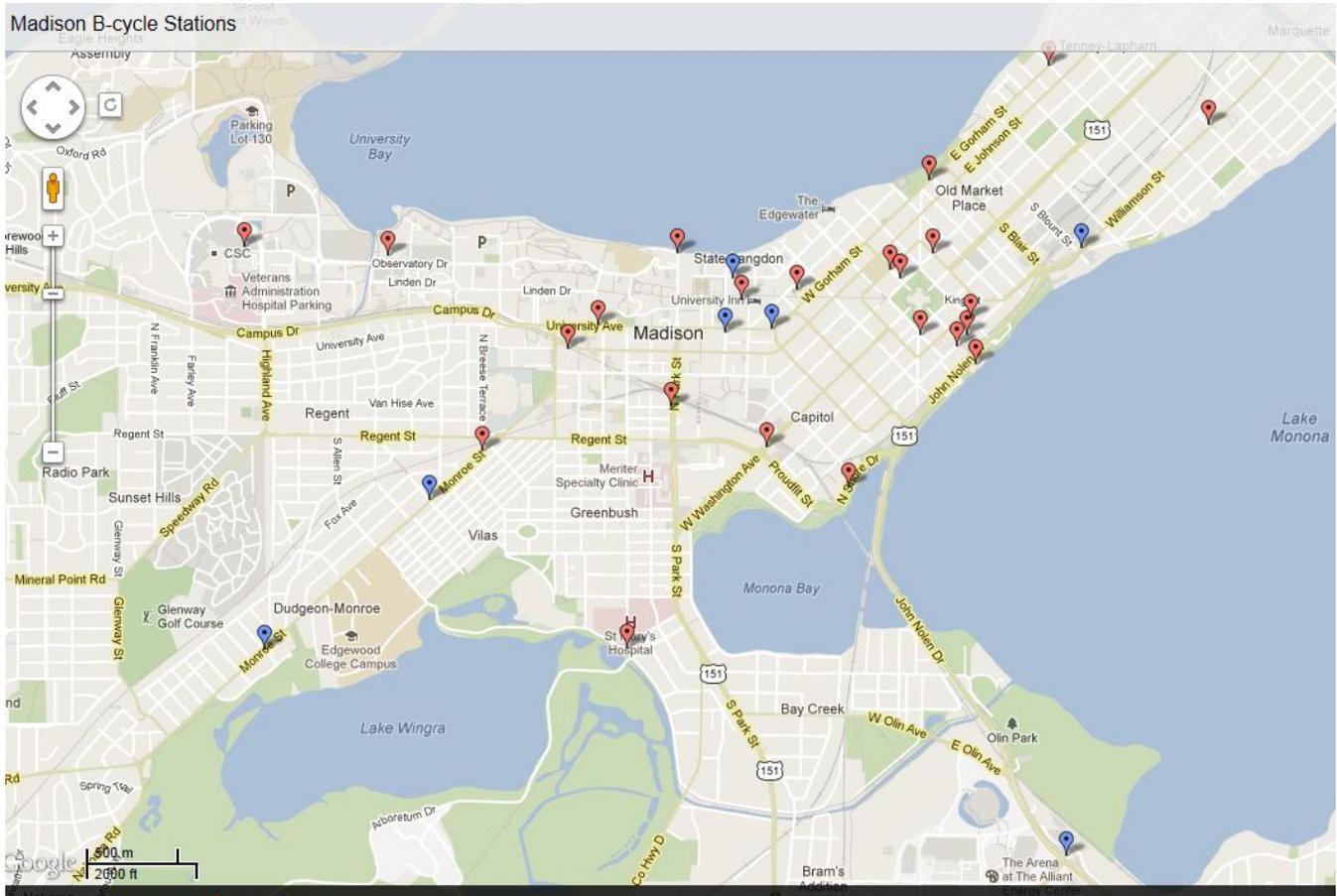
# Trip duration by User type

The majority of annual member trips tend to be 30 minutes or less. A casual user is more likely to take a trip longer than 30 minutes.



# System Map

27 Stations were installed in Madison in 2011. In 2012, 5 stations were added to the network in late summer (blue locations on map).



Year Installed 2011 2012  
Stations organized by year installed

Station	# of Docks	Date installed
Williamson St @ Jenifer St.	11	8/16/12
Sheraton Hotel	15	7/30/12
Langdon St. & N. Lake St.	9	6/22/12
N. Lake St. @ University Ave.	23	8/9/12
University & Bassett	9	8/28/12
Monroe & Harrison	13	8/28/12
Monroe & Knickerbocker	19	8/28/12

## Virtual Kiosk Locations

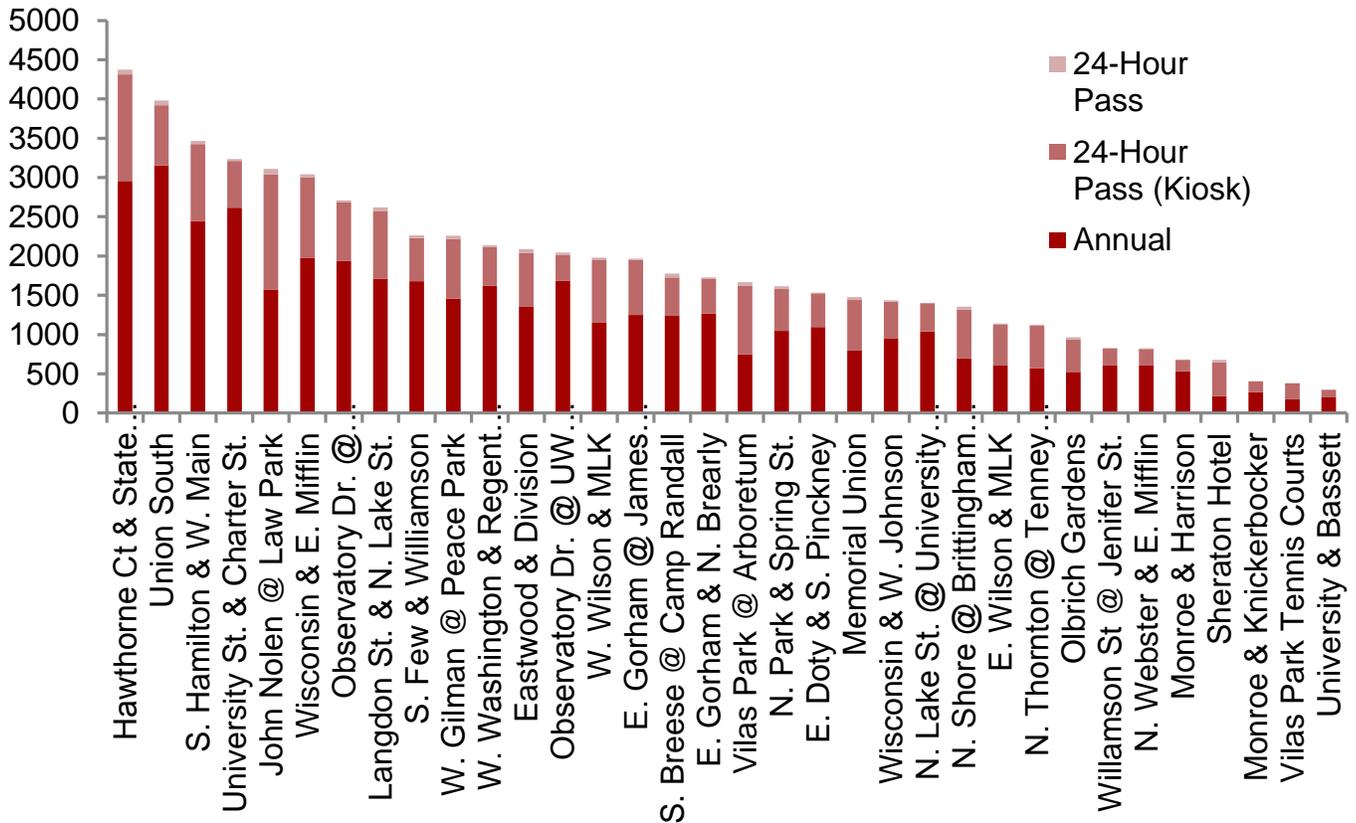
Setting up a staffed 'virtual kiosk' at special events allows B-cycle users to check bikes in and out at locations that do not have a physical station, or where the station does not have the capacity to meet demands of a special event.

# Station Performance

Rank	Kiosk	Checkouts	Total Docks	Checkouts /Docks
1	Hawthorne Ct & State Street	4316	9	479.56
2	Union South	3970	22	180.45
3	University St. & Charter St.	3241	23	140.91
4	S. Hamilton & W. Main	3142	9	349.11
5	John Nolen @ Law Park	2992	11	272.00
6	Wisconsin & E. Mifflin	2923	9	324.78
7	Observatory Dr. @ Natatorium Gym	2692	17	158.35
8	Langdon St. & N. Lake St. (Installed 6/22/12)	2615	9	290.56
9	W. Gilman @ Peace Park	2345	9	260.56
10	S. Few & Williamson	2231	7	318.71
11	W. Washington & Regent St.	2109	17	124.06
12	Eastwood & Division	2037	15	135.80
13	E. Gorham @ James Madison Park	1973	23	85.78
14	Observatory Dr. @ UW Hospital	1951	22	88.68
15	E. Gorham & N. Brearly	1717	9	190.78
16	W. Wilson & MLK	1688	21	80.38
17	S. Breese @ Camp Randall	1657	13	127.46
18	Vilas Park @ Arboretum	1642	15	109.47
19	N. Park & Spring St.	1566	17	92.12
20	E. Doty & S. Pinckney	1499	11	136.27
21	Memorial Union (Removed 6/15/12)	1400	9	155.56
22	N. Lake St. @ University Ave. (Installed 8/9/12)	1388	23	60.35
23	Wisconsin & W. Johnson (Removed 11/28/12)	1297	10	129.70
24	N. Shore @ Brittingham Park	1258	9	139.78
25	N. Thornton @ Tenney Park	1001	23	43.52
26	E. Wilson & MLK	973	13	74.85
27	Olbrich Gardens	943	18	52.39
28	N. Webster & E. Mifflin	908	11	82.55
29	Williamson St @ Jenifer St. (Installed 8/16/12)	778	11	70.73
30	Monroe & Harrison (Installed 8/28/12)	682	13	52.46
31	Sheraton Hotel (Installed 7/30/12)	634	15	42.27
32	Monroe & Knickerbocker (Installed 8/28/12)	399	19	21.00
33	University & Bassett (Installed 8/28/12)	296	9	32.89
	Virtual Kiosk Checkouts	2644	N/A	N/A
		Total Checkouts	Total Stall Count	Total
		63325	472	134.2

# Station Checkouts by Member Type

The Hawthorne Court B-cycle station saw the most traffic in 2012. It also saw a large proportion of trips taken by casual users. The Union South station on the other hand, had a large proportion of trips taken by annual members.



## Expanded UW– Madison Partnership

2012 saw a large increase in UW– Madison usage and membership sales due to an expanded partnership with UW Madison– Transportation Services.

- Annual memberships are available to UW Students, Faculty and Staff for \$20 (a \$45 discount).
- This boosted Annual membership sales to the UW Madison population from 100 in 2011 to over 900 in 2012.

Because of this growth in UW Memberships, the busiest B-cycle stations transitioned from those surrounding the Capitol Square in 2011, to stations closest to popular campus locations like Union South and University & Charter in 2012.

SPECIAL OFFER FOR UW STUDENTS & FACULTY

**\$20 ANNUAL PASS**

You save \$45 for better things ... we won't tell your parents.

TO JOIN: [MadisonBcycle.com](http://MadisonBcycle.com)  
 Enter promotion code: **WISCSTUDENT** or **WISCFACULTY**  
 and use your UW email address

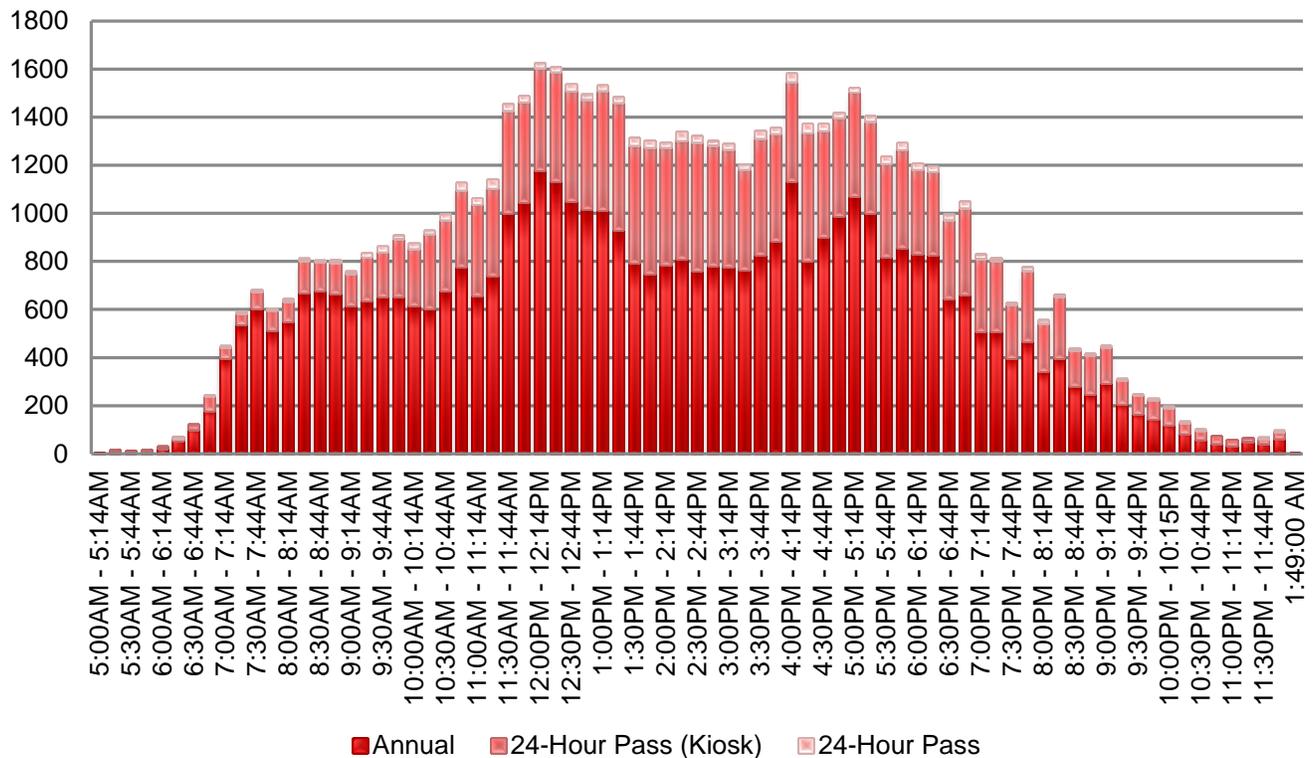
Sponsored by: **Transportation Services**  
 University of Wisconsin-Madison

**MADISON B cycle**

# Check outs by Time of Day

Annual member's trips follow a commuter pattern with the heaviest traffic seen over lunch hour (12-12:15pm) and at the end of the day (4-4:15 and 5-5:15). Casual users show similar patterns, but with more traffic in the early afternoon hours.

- Overall, the busiest time of day is 4:00-4:15pm.



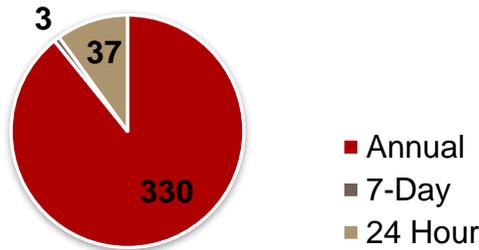
*"I couldn't be more pleased with the opportunity to hop on a bike when out and about in Madison. I especially enjoy being able to ride one during my lunch hour! Will continue to use the B-cycle and always tell my friends about it :)"*  
*-B-cycle Annual Member*



# User Survey 2012

In October 2012, users of Madison B-cycle we asked to complete a survey. The survey aimed to gather information on B-cycle user's past and current transportation patterns, socioeconomic demographics. An invitation was sent to all B-cycle users and annual members, and a link to the survey was listed on Facebook, Twitter, and was texted to all users during the month of October. 473 people responded to the survey, and the results are summarized below.

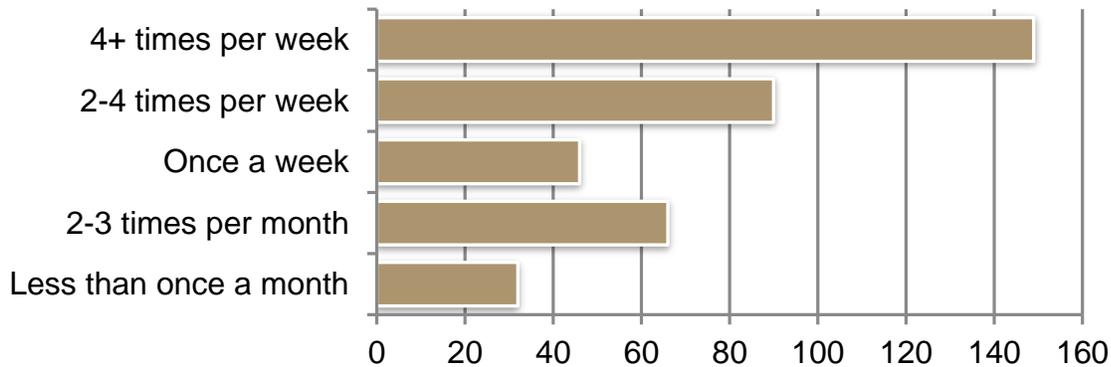
## Membership type of those surveyed:



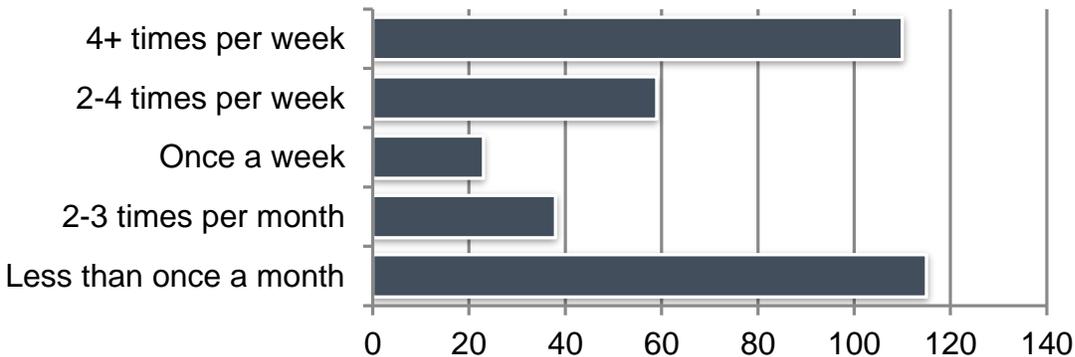
- Of respondents, 82% were annual members
- 8% purchased 24-hour access
- 1% purchased 7-day access

## How often do you (or did) you ride a bike? – Currently (Including B-cycle rides)

- B-cycle has increased the number of times members bike in a month.



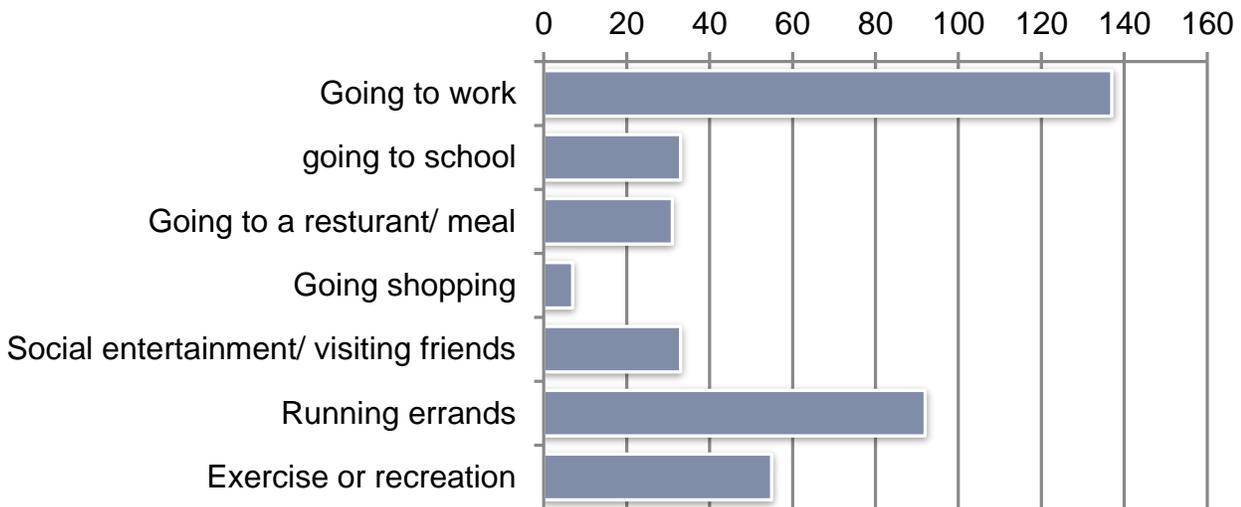
## How often did you ride a bike? – Before B-cycle



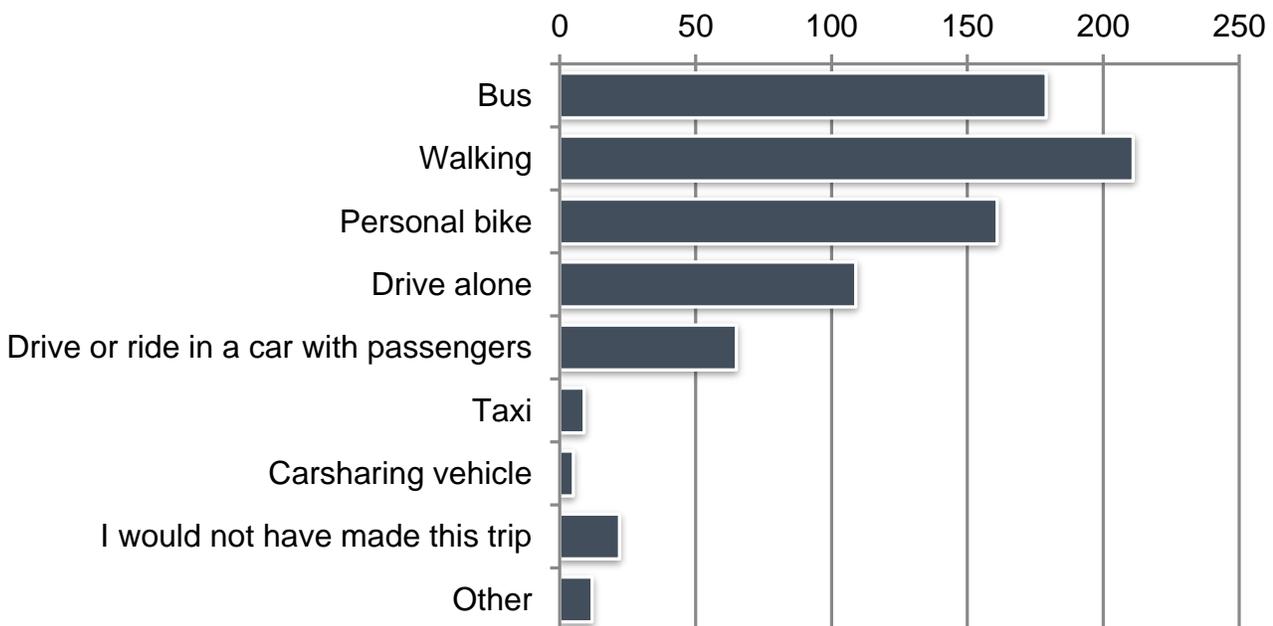
# Survey Results

- 29% of annual members surveyed said their most common use for B-cycle is getting to work.
- 46% of annual members surveyed indicate that B-cycle has most often replaced trips taken previously by bus.

## What's your most common use for B-cycle?



## If B-cycle had not been available, how would you have made this trip?

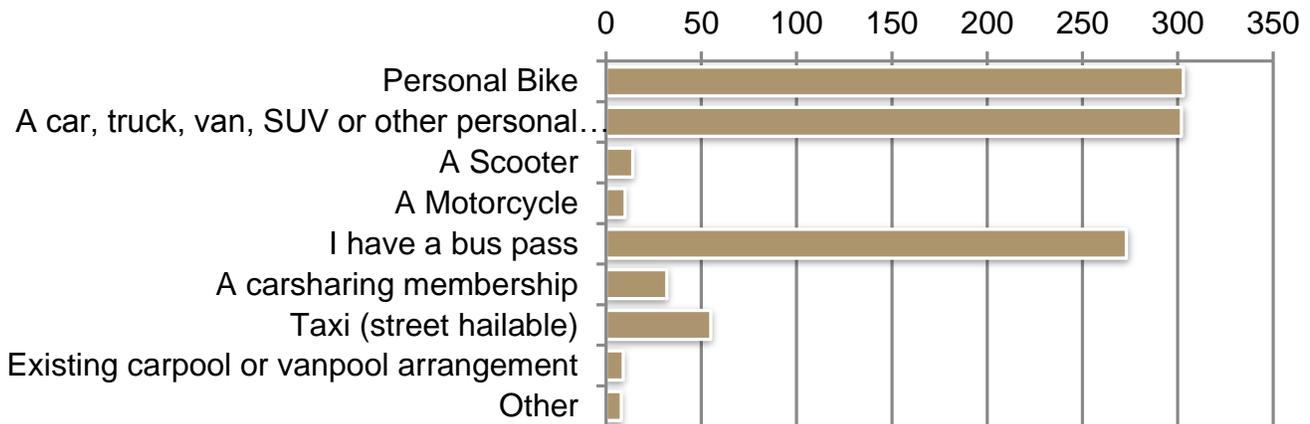


- 28% of survey takers responded that B-cycle has replaced trips that would have otherwise been trips taken via car.

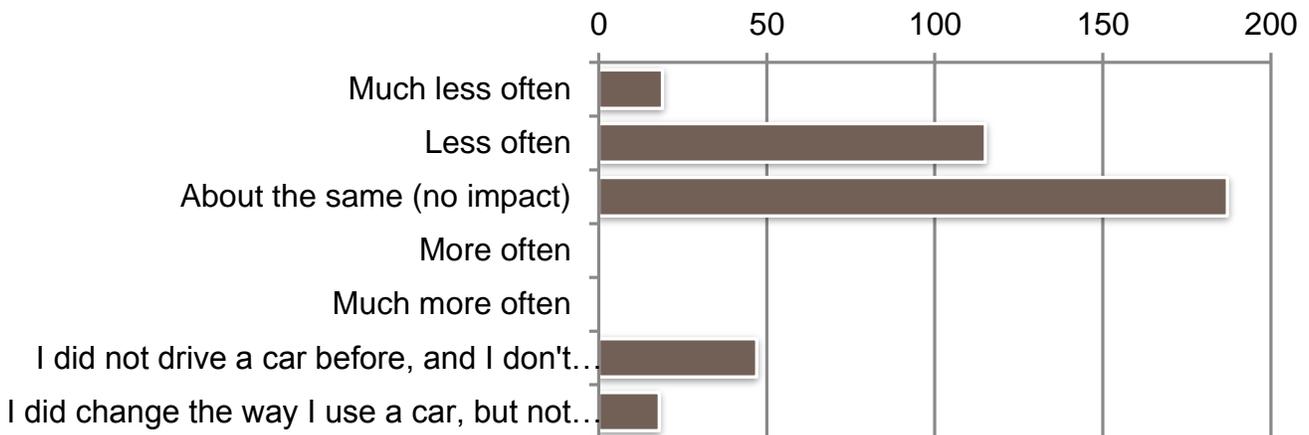
# Survey Results

Most B-cycle members have multiple modes of transportation available to them on a daily basis. 78% have access to a personal bike.

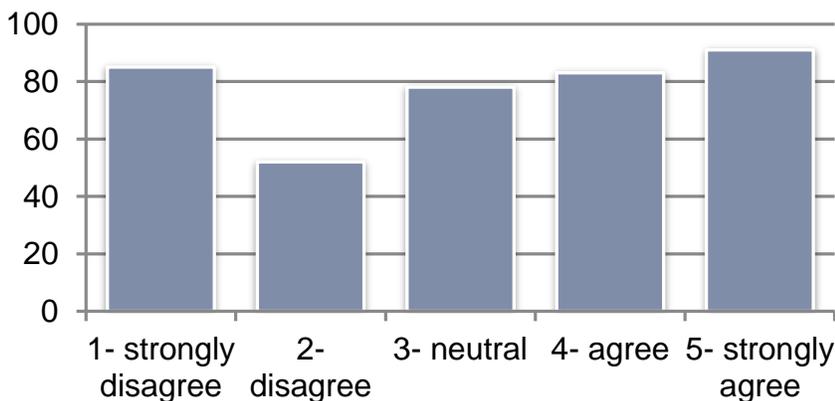
**Please list the modes of transportation available to you on a daily basis:**



**Now that I have a bikesharing membership, I drive a car...**

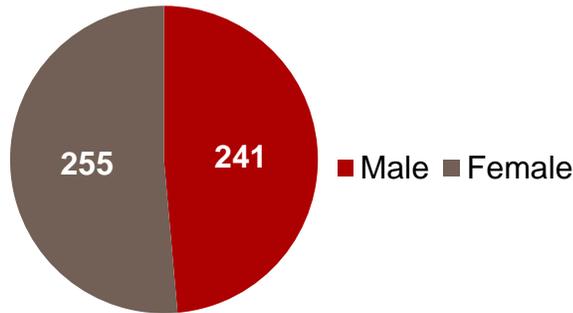


**Since joining B-cycle, I have made trips with transit and bikesharing (together) that I would have previously made with a car.**

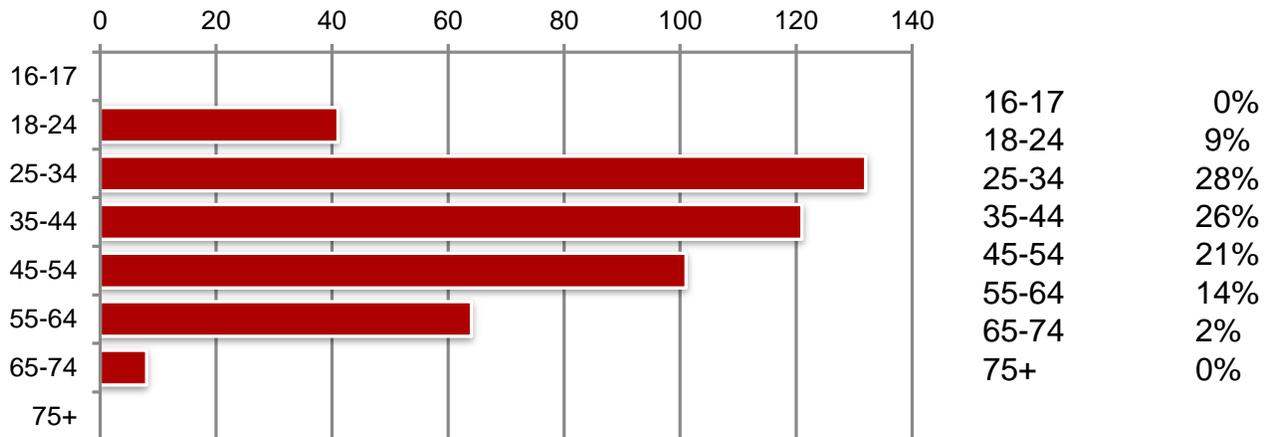


- A mixed number of respondents cite an increase in their use of multimodal transportation since B-cycle.

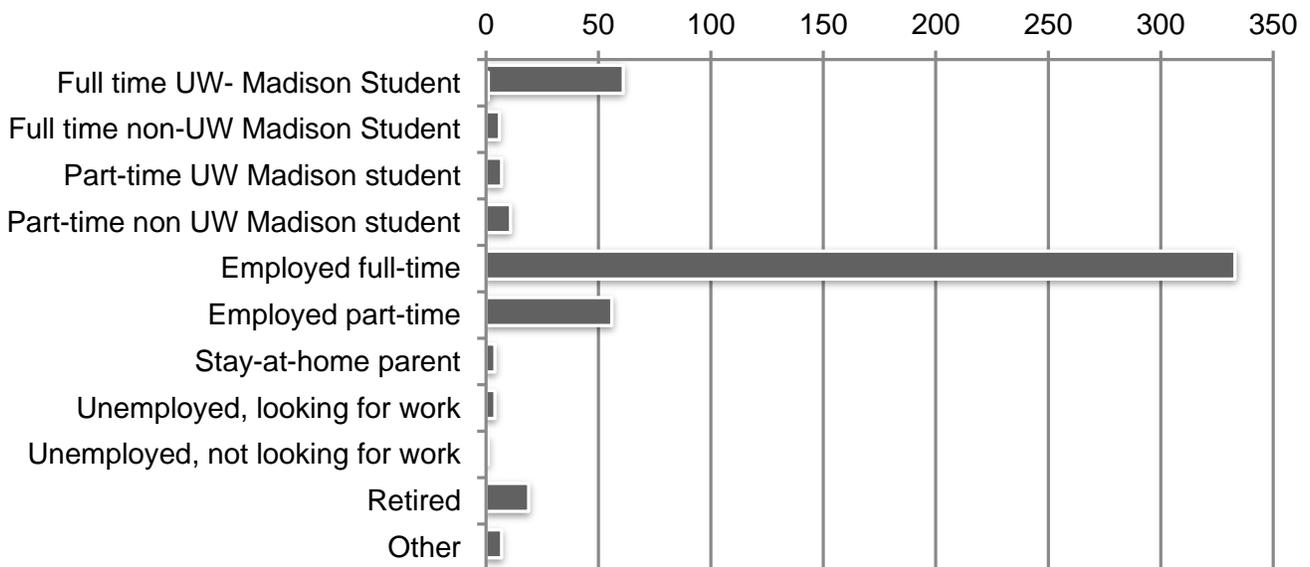
# Survey Results- Demographics



## Age



## Occupational Status



- 71% of those surveyed are employed full time.

# Beyond the Numbers

User Feedback- gathered from 2012 survey

## Transform your Commute

*"I moved to Janesville and yet work on campus. Rather than drive I take the Van Galder bus to the Union, jump on a bike and peddle the lake shore path most days. I'm relaxed and yet energized when I get to work ready to face the 4 legged patients I treat at the vet school. B-cycling has improved my quality of life. I've worked on campus for 25 years and am only now, with the help of my B-cycle, seeing all those places that make UW special."*

-B-cycle Annual Member



## UW Health Sponsored Station

*"I am very grateful for the B-cycle program. My wife is undergoing cancer treatment at the UW hospital. Treatment is frequent and typically involves a 3 to 5 hour stay. The opportunity to escape the hospital for a 10-15 minute ride on a B-cycle bike makes a very difficult day at least somewhat bearable."*

-Casual B-cycle User

## Break for Lunch

*"About a year ago two events combined to make B-cycle a great thing for me. I moved out to McFarland, which was a little too far for me to bike in to work every day, and my bike broke. In comes B-Cycle. It is great for times I want to bike around in town. I can leave my car at work or by a station and bike around just like I used to when I lived in the city. Thanks B-cycle!"*

-B-cycle Annual Member



# ArtBike Project

Madison B-cycle's ArtBike project gained national attention



The ArtBike project was a collaboration between DreamBikes, a nonprofit bike shop, Trek Bicycles, and The Boys and Girls Club of Dane County.

11 older B-cycles were stripped of their classic red paint, and given to youth artists at two Boys and Girls Club locations in Madison for custom painting. The results were astounding!

Madison B-cycle and DreamBikes reassembled the bikes following a protective clear coat at Trek Bicycle.

The ArtBikes debuted at the Boys and Girls Club Bike Ride and were made available for the public to ride in August 2012. Metcalfe's Market donated \$1 to the Club for each ride the ArtBikes took in August. Over \$1,100 was raised by riders.



*"I thought, oh my gosh, my bike is going to be ridden by so many people. So many people are going to see my artwork. I was just so happy about it."*  
-May, Artist

*"It makes me feel special, and it makes me feel kind of famous!"*  
-Ivyonna, Artist

# New in 2012

**Madison B-cycle implemented a number of system improvements to benefit riders and members in 2012.**

- Madison B-cycle joined Denver and Boulder B-cycles for B-connected, the first multi-city program to allow members to use their home city bike sharing membership in the connected cities. Madison B-cycle joined B-connected in July 2012.
- The 24 hour pass price was lowered from \$10 to \$5 allowing for a lower barrier of entry. Short term membership sales were not greatly affected by this change.
- Madison B-cycle extended hours in 2012. Bikes are available to be checked out of a station from 5AM- 12AM. A B-cycle can be returned at anytime.
- B-cycle upgraded software to allow promotion codes to be redeemed at the kiosk for a 24 hour pass. This allowed Madison B-cycle to sell promotion codes to local hotels and downtown businesses to provide their guests and visitors with the convenience of having a bike to get around Madison.
- 33 stations, 24 hours– The Tour de B-cycle challenge! This gives members and visitors a chance to see all of what Madison has to offer by challenging users to visit every station within a 24 hour period. In 2012, 30 people completed the challenge.

An advertisement for the B-connected bike-sharing system. It features three bicycles (red, blue, and silver) with baskets, connected by dotted lines. The text "Share the love." is prominently displayed in white on a dark red background. Below the bicycles, the text "MADISON B cycle" is visible. A small text block above the bikes reads: "B connected – Now your favorite way to cruise Madison can be your favorite way to cruise around Denver / Boulder. Starting September 10, Madison B-cycle is joining B-connected, the first bike-sharing system that allows Madison annual members to use their membership in Denver / Boulder and vice versa. Renew or register for an annual membership at [MadisonBcycle.com](http://MadisonBcycle.com)."

# Madison B-cycle Staff



From Left:

**Connor MacWilliams** Marketing Intern

**Josh Reindl** Service Technician

**Brian Conger** B-cycle Operations Manager

**Patrick Huibregtse** Service Technician

**Claire Hurley** Program Manager

**Ben Kunde** Tech Manager

**Sarah Otten** Marketing Intern (not pictured)

# A Special Thanks

Over the course of 2011 and 2012, 33 B-cycle stations opened throughout downtown Madison. The quick installation was made possible by the dedicated work for the City of Madison, and was led by the efforts of Parks Superintendent Kevin Briski and his team of colleagues from a diverse array of City departments.

Madison B-cycle is grateful for the support of Trek, and in particular, its Presenting Sponsor, The Trek Bicycle Stores of Madison. Other sponsors and community partners include UW–Madison Transportation Services, UW Athletics, UW Housing, and UW Health.

2013 promises to be another very exciting year for B-cycle and Madison’s downtown, and Madison B-cycle invites you to join the ride.

All data is from Madison B-cycle’s second season– 2012 (3/20/12- 12/14/12).

