

MADISON **B** *cycle*™



2016 Annual Report



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Letter from the Executive Director

To the Madison BCycle community,

Thank you for making 2016 a great year for Madison BCycle! Our sixth year of operation brought with it some exciting milestones:

- Over 100,000 total trips
- Over 20,000 memberships purchased
- Over 300,000 miles biked
- Over 12 million calories burned
- A new top rider of the year crowned with 1,194 trips

Beyond the numbers, we saw other new developments for Madison BCycle in 2016 as well, including our first foray into year-round operations. Six stations remained open from December 2015 – March 2016 and generated over 2,000 trips. Our Summer Ride Challenge inspired both new and existing members to hop on a BCycle and enjoy our beautiful city in the summer.

There is much to celebrate about our 2016 season, as you will see in the pages to follow. But there is even more in store for 2017:

- Continued collaboration with our committed partners
- New product development and testing
- More options, to meet rider needs and make our system more user-friendly
- An eye toward continued growth

In my first few months since taking on the role of Executive Director, I have been blown away by the community support and enthusiasm for this program and its simple vision to get more people on bikes. I am thrilled to be part of this venture and can't wait to help take Madison BCycle's success to the next level in 2017.

Thank you for your continued support. Happy BCycling!

Morgan Ramaker
Executive Director, Madison BCycle



Partnering Sponsors 2016

Madison BCycle's success owes much to the support of key community partners. Sponsors continue to support ongoing station and bike operations, and help us encourage bicycling and transit alternatives throughout the community. We look forward to new growth and partnership in the seasons to come!

Thank you to Sponsoring Partners who help grow & sustain Madison BCycle!



MADISON **B**cycle

Madison BCycle is a partnership between Trek Bicycle Corporation and the City of Madison. Trek donated the bike sharing system to the City of Madison in 2011. Madison BCycle works under an operating agreement with the City. Operational costs of the program are generated by user revenues, advertising sales and sponsorship support.



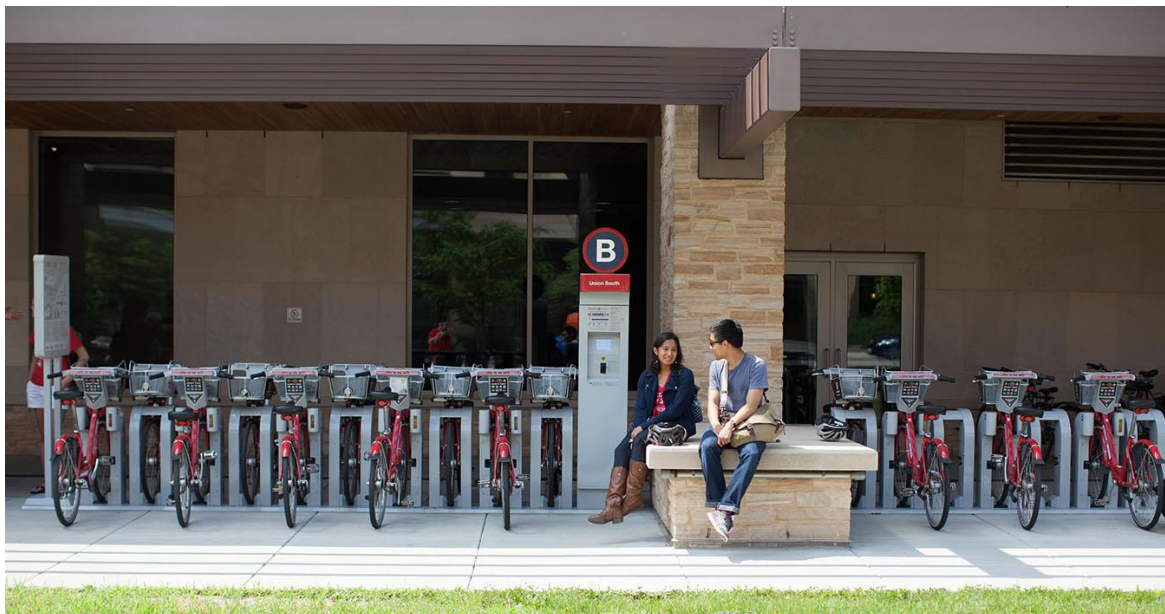
2016 by the Numbers

Madison BCycle closed 2016 with trip and membership numbers comparable to prior years of operation.

	2016	2015	2014
Total Trips	100,938	101,339	104,274
Total Number of Memberships	21,355	28,523	20,494
<i>Casual Users</i>	18,800	25,734	18,651
<i>Annual & Monthly Members</i>	2,555	2,789	2,622

2016 In Detail

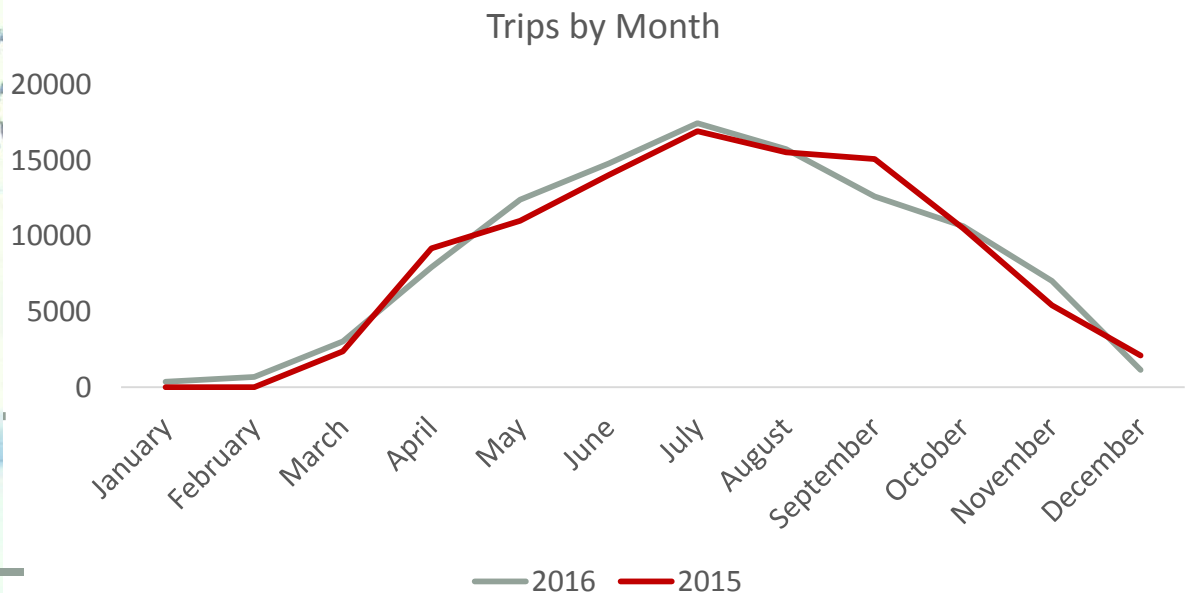
Miles Biked	Carbon Offset (Estimated)	Calories Burned
307,992	290,508 lbs.	12.2 Million



Trip Details

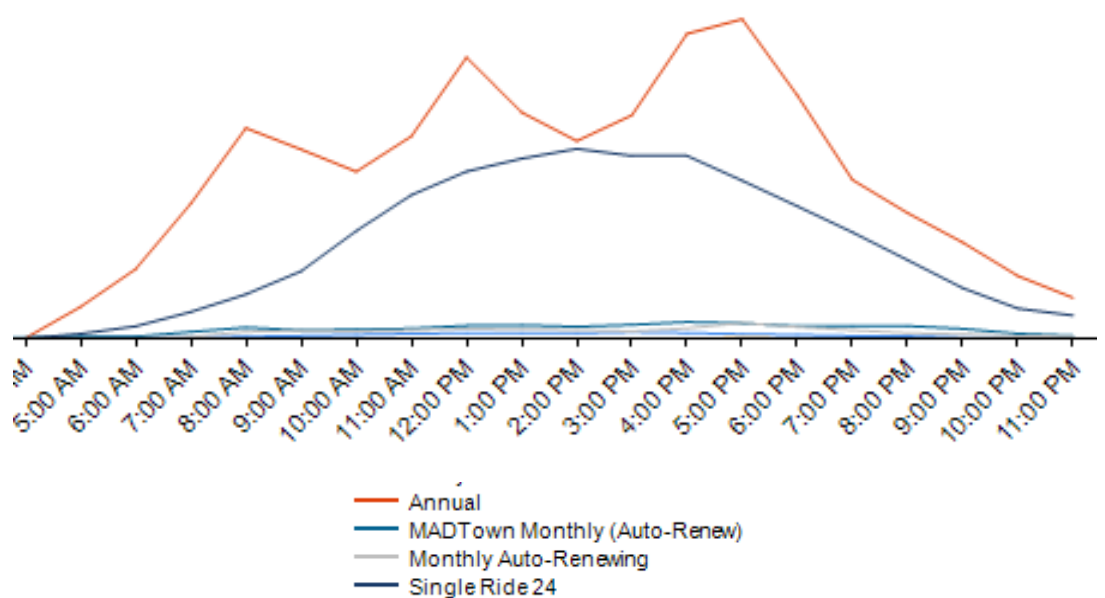
Trips by Month

Similar to 2015, July yielded the greatest number of trips in a given month in 2016 with nearly 18,000 total trips.



Checkouts by Time of Day

System wide, the busiest time of day for BCycle trips is at 5pm, with additional peaks around the morning commute and the lunch hour.



Rider Overview

Rider Types

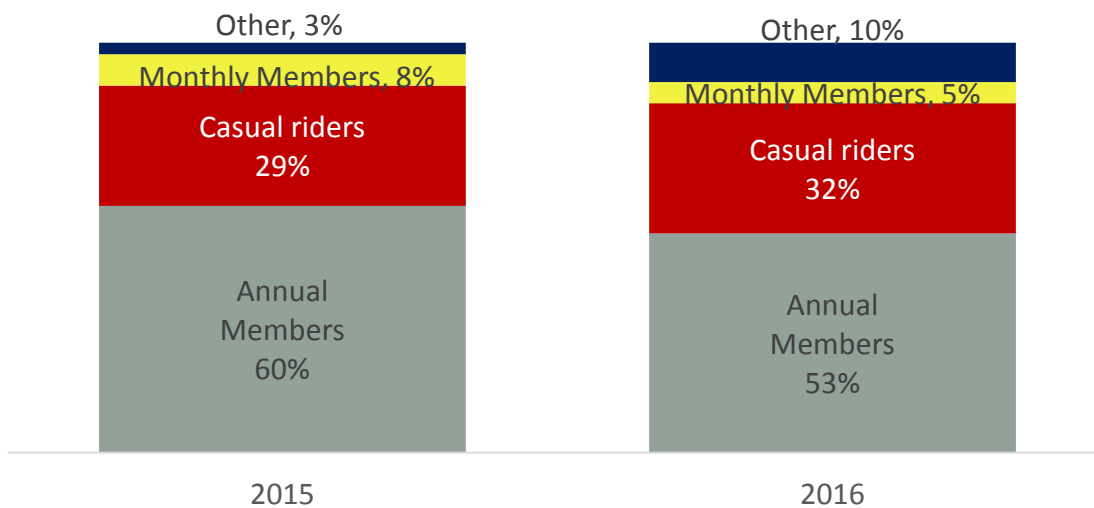
Madison BCycle users can be categorized into three main types:

- Members: Purchase monthly or yearly access and receive membership cards
- Casual: Purchase 24-hour access online or at a kiosk
- Other: Part of a special event featuring Bicycles, or participated in the Summer Ride Challenge in 2016

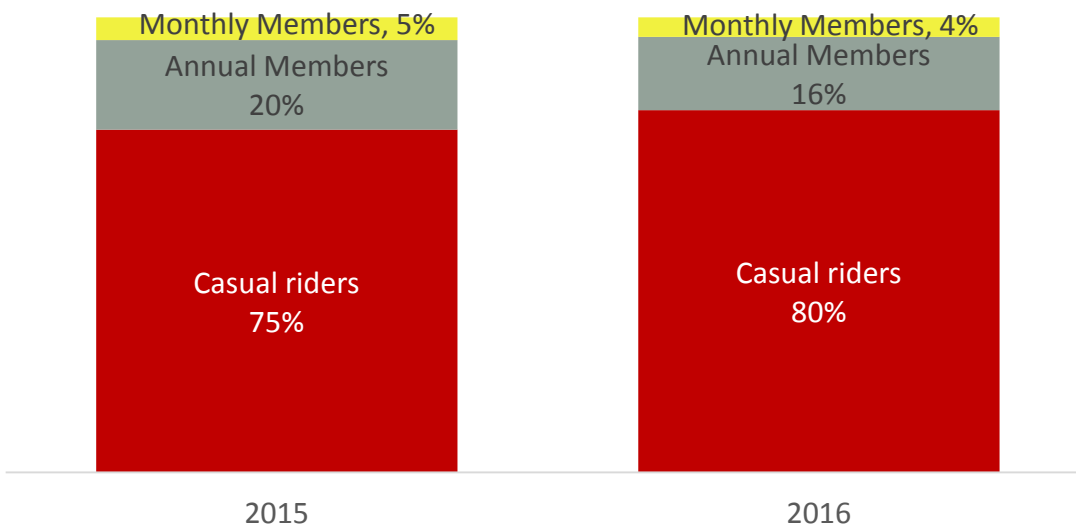
Trips and Revenue by Rider Type

As in prior years, in 2016 Annual made the majority of trips at 53%. Casual riders contributed the majority of user revenue at 80%.

Trips by Rider Type



Revenue by Rider Type



System Map

Station Size

Growing from 27 stations in 2011, Madison BCycle now features 40 bike share stations throughout the community. Three stations were out of service in 2016 due to city construction.



Temporary Station Removals In 2016

The launch of several development projects in the Downtown Madison area required removing 3 stations to facilitate construction:

- South Hamilton & West Main
- University & Bassett
- East Doty & South Pinckney

Madison BCycle is working with the City and developers to ensure replacement upon completion and to identify temporary relocation options for these popular stations.

Station Performance

For the third consecutive year, the **UW Union South** BCycle Station ranked #1 in trips for the 2016 season.

Kiosk	Checkouts	Total Docks	Average Number of Checkouts Per Day
Union South	6853	22	20
Memorial Union	6420	13	18
N. Lake St. @ University Ave.	5843	23	17
Observatory Dr. @ Natatorium Gym	4569	17	13
University St. & Charter St.	4082	23	12
Hawthorne Ct & State Street	3978	11	11
W. Wilson & MLK	3897	21	11
John Nolen @ Law Park	3807	11	11
W. Gilman @ Peace Park	3212	9	9
Langdon St. & N. Lake St.	3159	11	9
S. Breese @ Camp Randall	3132	13	9
Eastwood & Division	3041	15	9
Sheraton Hotel	3012	15	9
E. Wilson & MLK	3005	13	9
Wisconsin & E. Mifflin	2987	9	9
W. Washington & Regent St.	2945	17	8
Observatory Dr. @ UW Hospital	2929	22	8
W. Mifflin @ Central Library	2734	7	8
S. Few & Williamson	2650	7	8
N. Shore @ Brittingham Park	2632	9	8
N. Park & Spring St.	2538	17	7
E. Gorham @ James Madison Park	2508	23	7
Willamson St @ Jenifer St.	2305	11	7
Vilas Park @ Arboretum	2095	15	6
E. Gorham & N. Brearly	1942	9	6
Monroe & Harrison	1658	13	5
UW Children's Hospital	1572	15	5
N. Thornton @ Tenney Park	1556	17	4
N. Webster & E. Mifflin	1528	11	4
Olbrich Gardens	1477	18	4
N. Third & E. Johnson	872	7	2
University Station Clinic	861	9	2
Monroe & Knickerbocker	832	19	2
The Edgewater	814	7	2
UW Credit Union	792	9	2
Hilldale North	771	13	2
Mansion Hill Inn	510	7	1
UW Digestive Health Center	309	15	1
Madison College Truax Campus	259	14	1

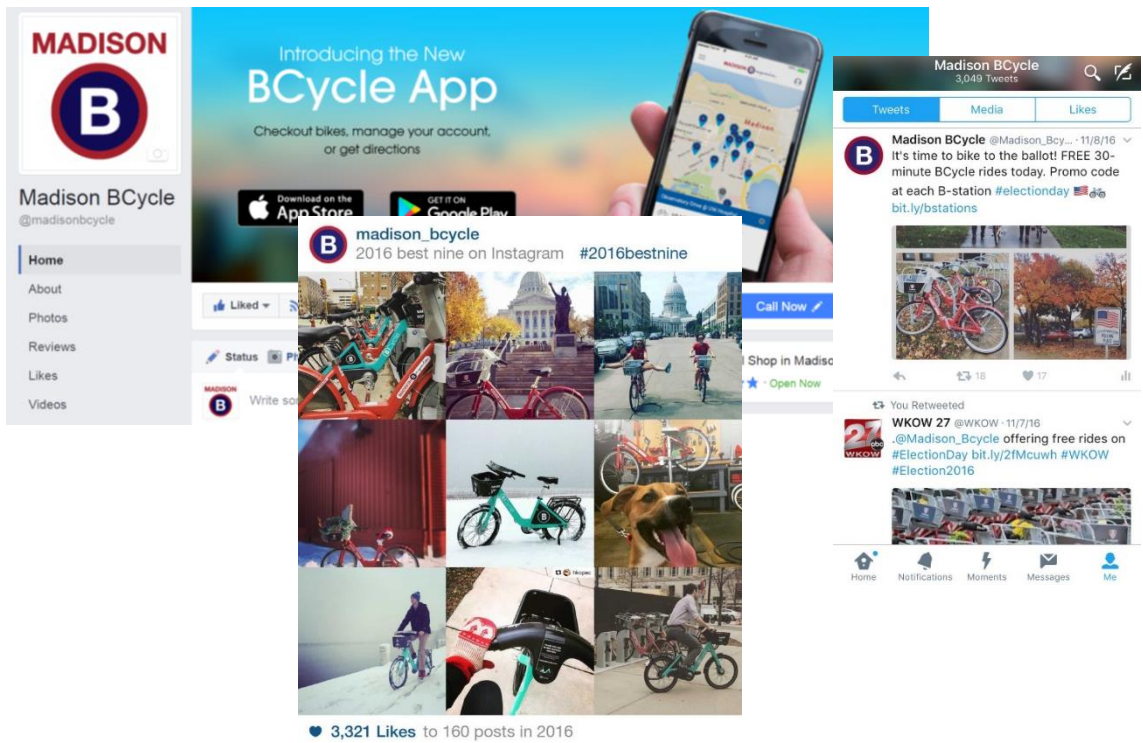


Marketing and Outreach

Social Media

Madison BCycle actively engages the community via social media with

- Facebook: 4,239 Likes
- Twitter: 1,613 Followers
- Instagram: 1,102 Followers



Community Events

Since its inception, Madison BCycle has proudly supported community events like Ride the Drive and Bike to Work week, and 2016 was no exception.



Annual Survey 2016

The following six pages include details on and findings from our Madison BCycle **Annual Survey 2016**. Survey aims, structure and approach are outlined below.



Objective:

- To understand how riders and community members experience Madison BCycle
- To explore Madison BCycle's impact on transportation in Madison
- To improve customer service and community engagement
- To identify new opportunities to engage new riders

Method:

- A 10-minute online survey was distributed via email, social media, and through a survey vendor to Madison BCycle users, UW-Madison students, and community members who were interested in bike share but had not yet tried Madison BCycle.
- The survey was open for responses from October 27 – November 12, 2016.
- A total of 2,608 people completed the survey:
 - 899 current or past BCycle users
 - 1,291 UW students (could also be BCycle users)
 - 418 individuals living in the Madison area who were interested in bike share but had never used Madison BCycle
- The survey evaluated information in these areas of focus:
 - Demographics
 - Membership Subscription & User Purchases
 - Rider Behavior & Patterns
 - Transportation Choices
 - User Experience and Community Perception

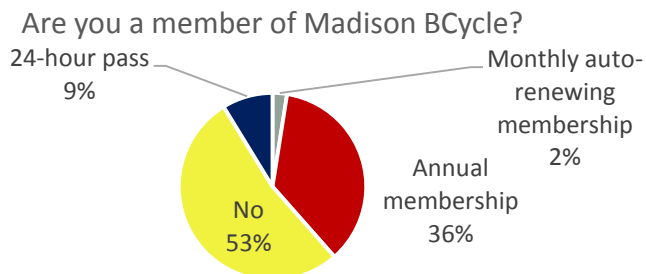


Survey 2016: Response Demographics

BCycle Membership

In the past, our survey has primarily reached current Madison BCycle users. This year, we took a different approach, surveying the community more broadly, to get a more complete picture of the perception of Madison BCycle throughout the community, and also to learn about areas of opportunity for us among non-riders.

About 47% percent of the survey respondents were Madison BCycle members, meaning they purchased either an annual, monthly or 24-hour membership permitting unlimited BCycle trips, 30 minutes or less, within the stated time period.

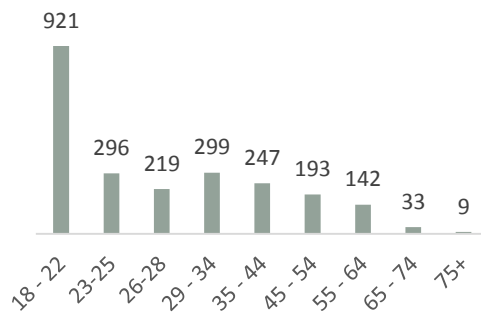


Demographics

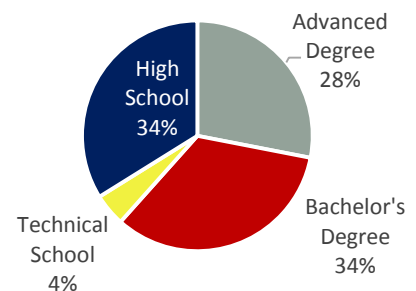
Respondents to the survey tended on average to be:

- **Female** (60%)
- **Age 18-22** (39%)
- **Well-Educated** (62% with Bachelor's or Advanced Degree)
- **Employed** full-time OR
- **Full-time students** at UW-Madison

Age



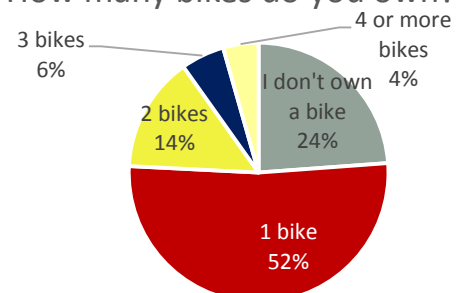
Education



Cycling Habits

About half of survey respondents—BCycle members or not—reported owning one bike. Members were slightly more likely to own multiple bikes, while non-members were slightly more likely than members to either own one bike or none.




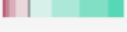
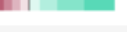
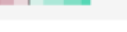
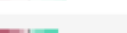

How many bikes do you own?




Survey 2016: Rider Behavior & Patterns

BCycle Use

This year, BCycle users reported that they use the system most frequently for social entertainment/visiting friends, surpassing last year's most highly ranked use of going to work.

Item	Overall Rank	Rank Distribution	Score	Total Respondents
Social entertainment/visiting friends	1		3,339	549
Running errands	2		3,307	556
Going to work	3		3,101	541
Going to an event	4		3,092	549
Exercise/recreation	5		2,992	521
Going to a restaurant	6		2,290	461
Going shopping	7		1,735	405
Going to school	8		1,376	353

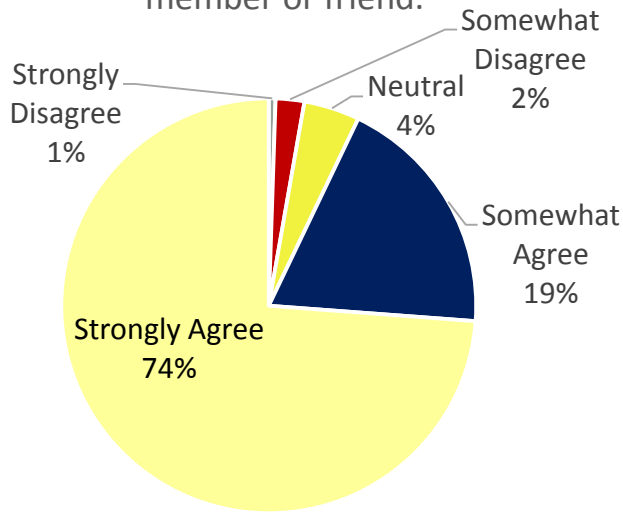




Survey 2016: Customer Experience

Most members (93%) said they would recommend Madison BCycle to friends or family.

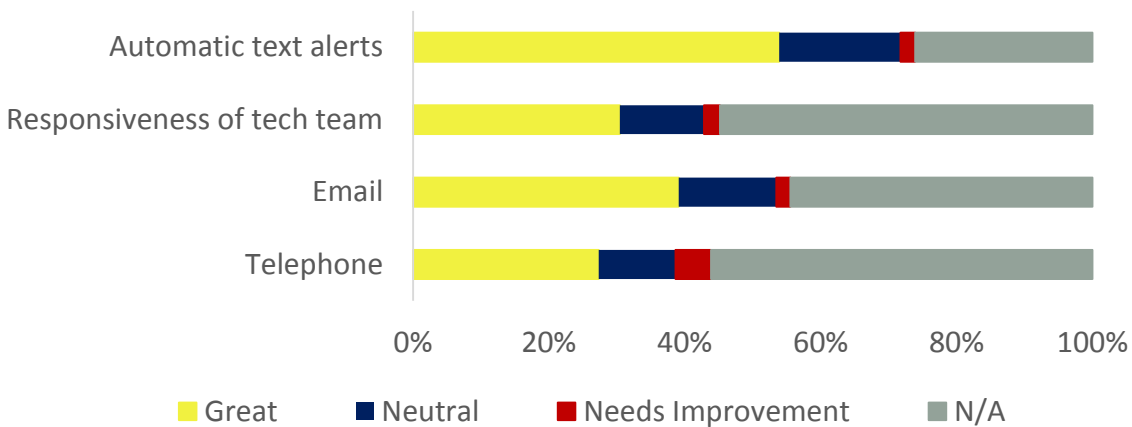
I'm likely to recommend Madison BCycle to a family member or friend.



Customer Service Experience

Most riders who have used our Customer Service spoke very positively about their experience.

Please Rate Our Customer Service



I think you do a top notch job. Haven't needed much but your team is highly responsive and timeliness almost perfect.

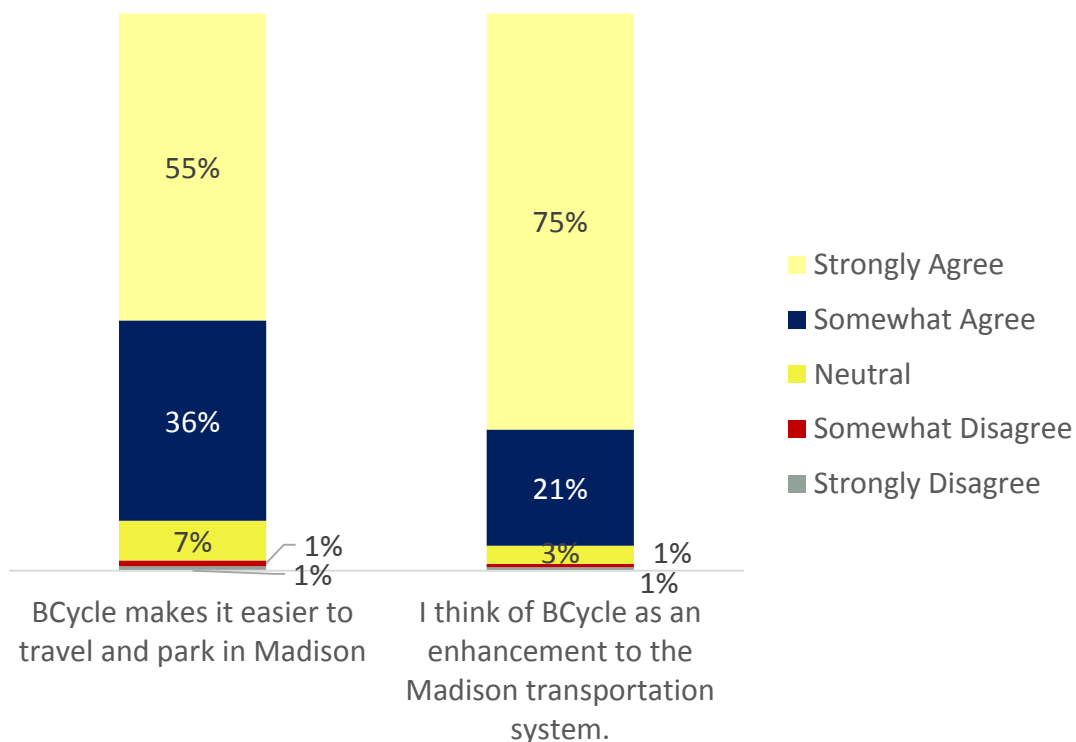
I have always been pleased whether through email or a smiling face from a maintenance representative.



Survey 2016: Rider Community Transportation

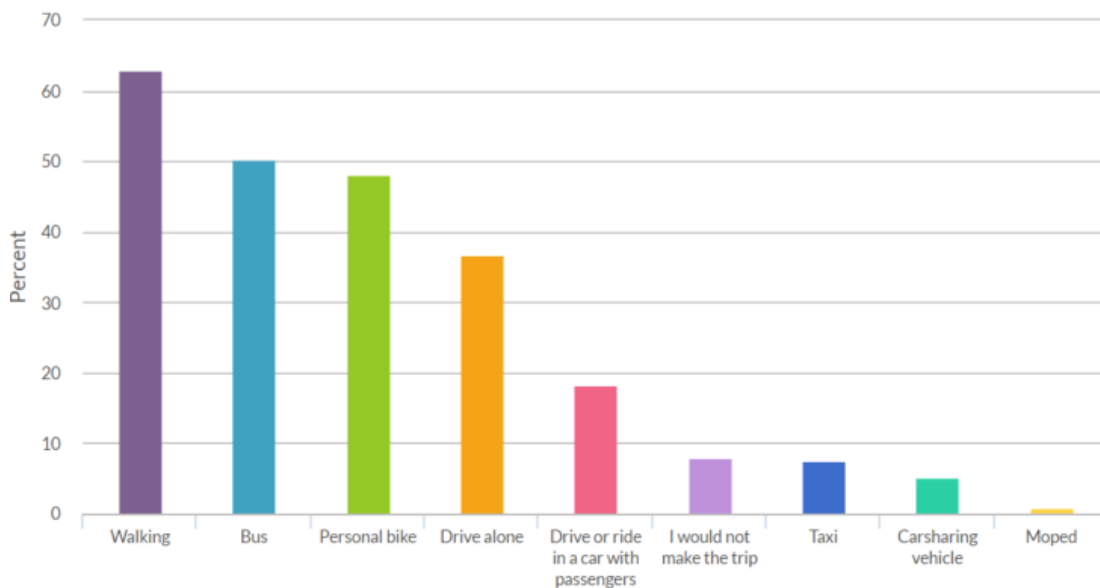
BCycle As Transit

Most Madison BCycle users view the system as an asset to their transportation options in Madison. Additionally, 44% percent said their interest in commuting by bike has increased since they joined Madison BCycle.



Alternate Modes of Transportation

Response data shows that without BCycle, riders would likely bus, walk, ride their personal bike, or drive alone instead.



Survey 2016: Beyond the Numbers

We asked respondents to describe Madison BCycle in their own words...

I love BCycle!
Having bike share is also a signal to visitors that we want them to be able to explore our great city. It helps locals and non-locals move around easily.

Madison BCycle is honestly one of my favorite things about Madison. As a student at UW-Madison, I am able to get to my classes on time and with ease.

Madison BCycle makes me smile. Whenever I see someone on a Red bike or the BCycle Van passing by, I innately smile. BCycle makes the world a happy place. :)

It is a real asset to the community. I think it encourages biking as a real option for getting about town.

Great puzzle piece to comprehensive transportation in Madison. Also, fun!

Great lunch time get away for exercise and fresh air

It makes living in Madison even better than it already is.

BCycle is great. My dad visits from Reno once a year, and BCycle is his favorite thing about Madison. He can't believe how well it works, and how accessible it makes the city feel.

BCycle is a great way to see Madison, to reduce the need for a car and to have fun. When I'm on a bike, I'm generally smiling.



Madison BCycle Staff



From left:

Morgan Ramaker – Executive Director, **Ryan Parsons** - Service Technician, **Jimi** – The Neighbor Dog, **Josh ‘Griff’ Griffith** - Operations Manager, **Josh Reindl** - Service Technician, **Mitch Kiffmeyer** - Service Technician

Special Thanks

As Madison BCycle continues to grow, we are ever grateful to all our sponsoring partners. Thank you to our **Presenting Sponsor – Trek Bicycle**. Thank you also to:

UW Health

UW Transportation Services

Hilldale Shopping Center

UW Credit Union

UW-Madison

Madison College

Reaction Marketing & Promotions

Our bike share engagement in the community's transportation network would not be possible without the dedicated team of **City of Madison** employees from several departments who work tirelessly with us to make Madison BCycle great.

Finally, we are grateful to the team that makes daily operations possible. Thank you to our operations staff, our marketing interns and our dedicated volunteers and ambassadors in the community. Special thanks to Martha Laugen for years of hard work as part of the Madison BCycle team and for continued partnership in her new role with the Wisconsin Bike Fed.

And a huge thank you to our members and anyone who rode a BCycle in 2016! 2017 is shaping up to be an exciting year for BCycle and the Madison community. Join us, and let's BCycle everywhere!

