

**MADISON BCYCLE
TRANSPORTATION
MARCH 2022**



INTRODUCTIONS

Helen Bradley – General Manager, Madison BCycle

Kurt Mueller – Operations Manager, Madison BCycle



AGENDA

- 
- A person with tattoos is riding a white B-Cycle bicycle on a paved street. The bicycle has a black basket on the handlebars with a white 'B' logo. The rider is wearing a denim jacket, brown pants, and brown shoes. The background shows a brick wall and a building.
- 1. 2021 IN REVIEW**
 - 2. STATION UPDATES**
 - 3. IN THE COMMUNITY**
 - 4. WHAT'S NEXT**

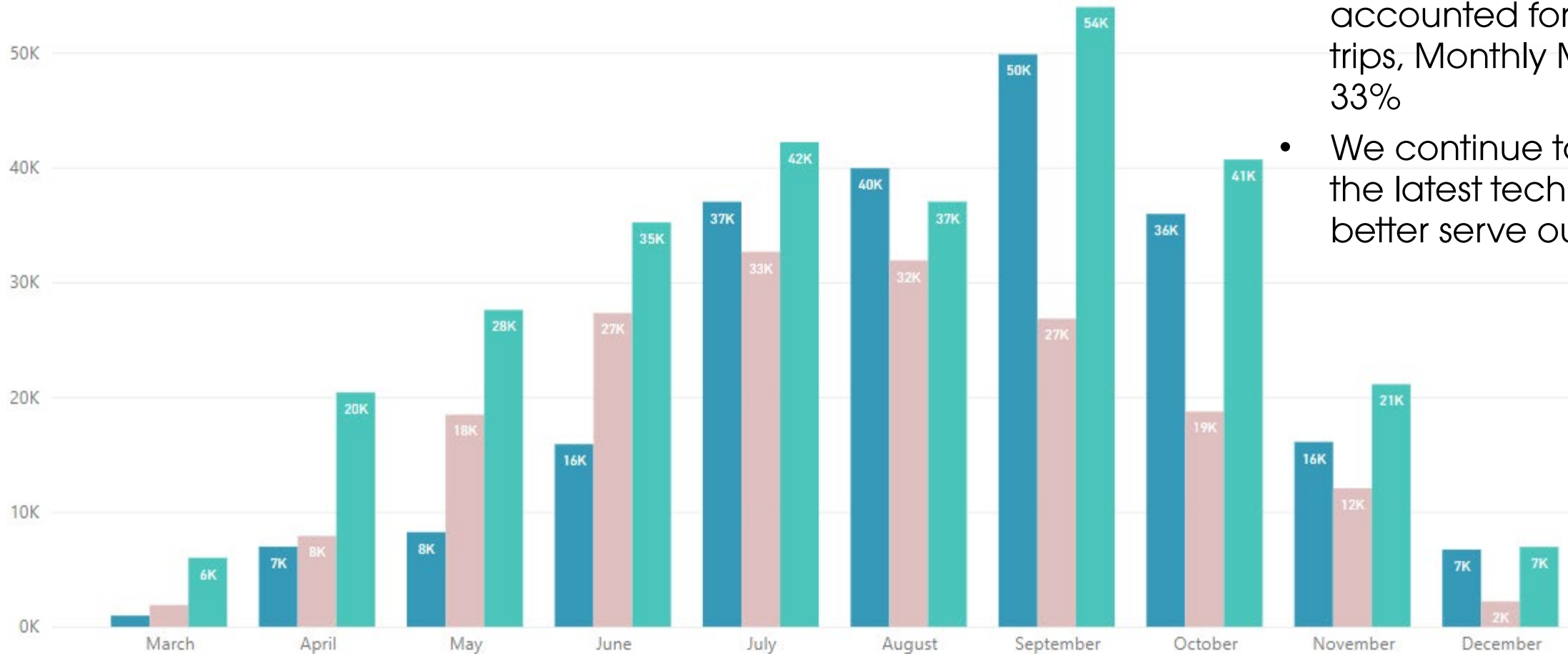
RIDERSHIP UPDATE

11 YEARS: 1.33M TRIPS



Madison BCycle Historical Trip Data

Year ● 2019 ● 2020 ● 2021



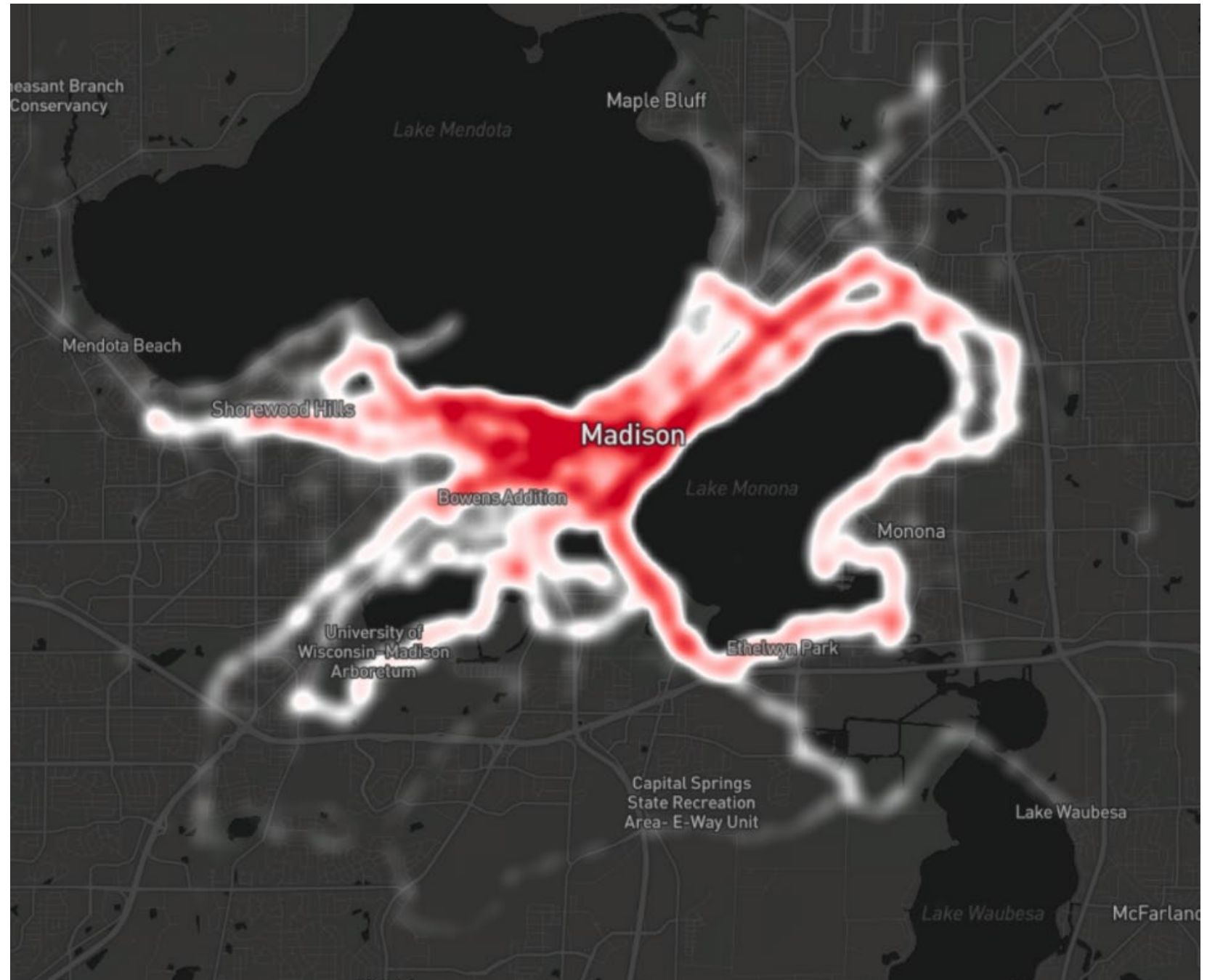
2021 in Review

- **309k total trips taken**
- Mobile checkouts accounted for 74% of all checkout attempts.
- Annual Members accounted for 45% of trips, Monthly Members 33%
- We continue to rollout the latest technology to better serve our riders.

2021 HEATMAP

Avg. Trip Durations:

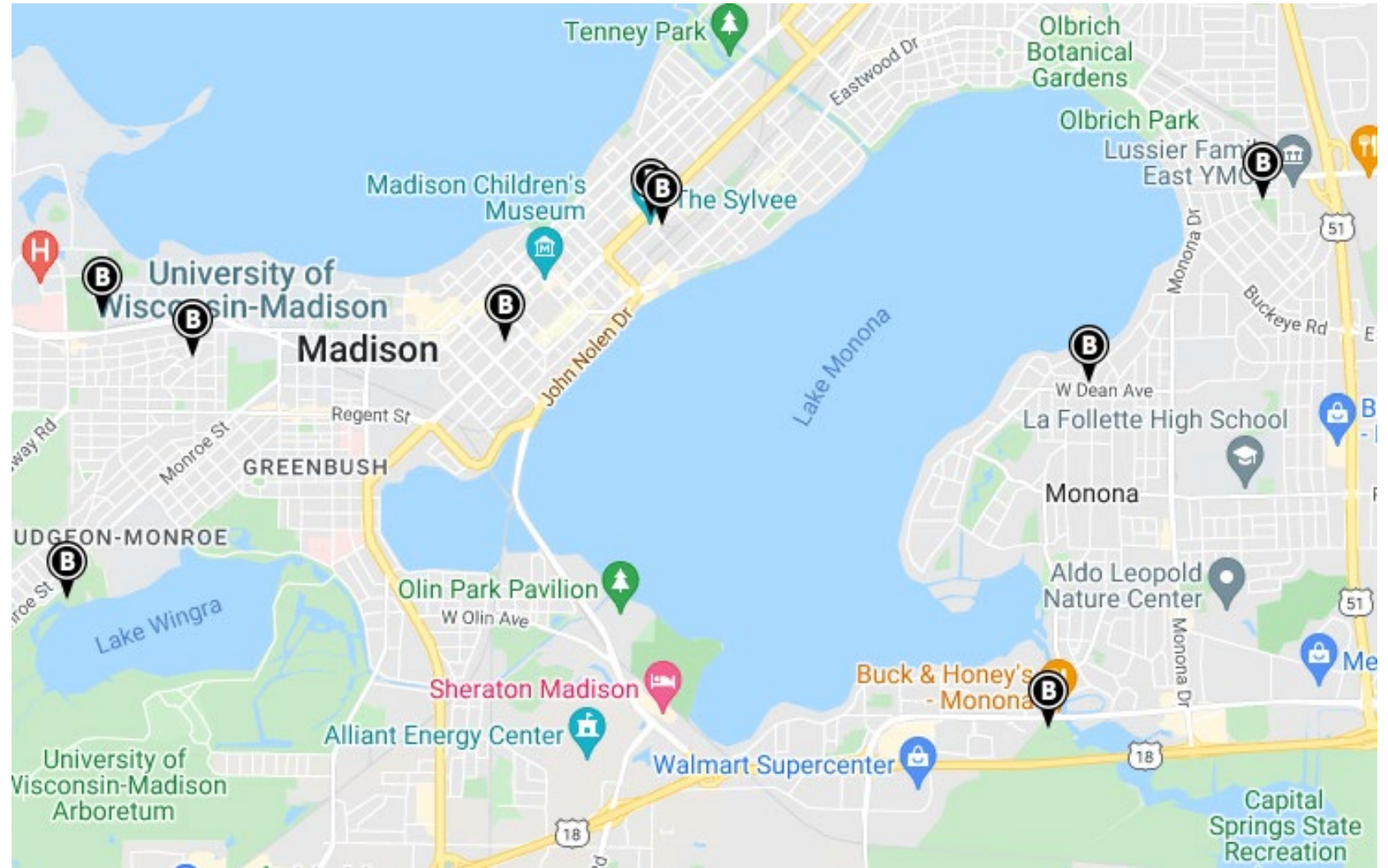
- Single Ride and Day Pass: 51 minutes
- Annual and Monthly Members: 20 minutes



NEW STATIONS

2021 New Stations

- 9 new stations totaling 71 new docks
- Positioned to help expand recreational ridership.
- Set us up well for further expansion in the future.



A person is riding a white B-Cycle bicycle on a paved street. The person is wearing a light blue denim jacket over a dark shirt, brown pants, and tan sneakers. They have a tattoo on their left arm and are wearing a watch on their left wrist. The bicycle has a black basket on the handlebars with a white 'B' logo. The frame of the bicycle has 'B-Cycle' written on it. The background is a blurred city street with a brick wall and a building.

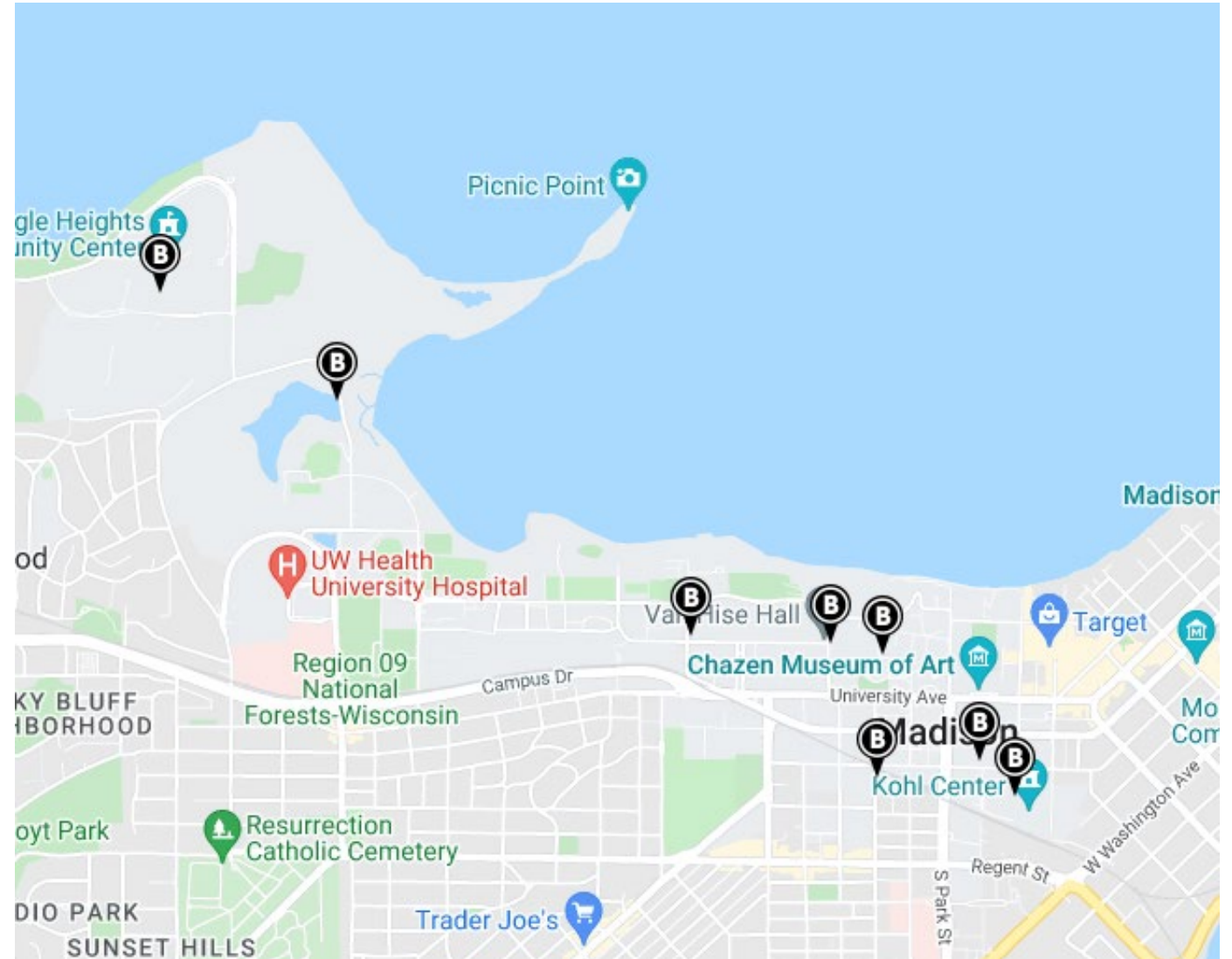
STATION UPDATES



NEW STATIONS

Planned UW Stations 2022

- 8 new stations totaling 64 docks.
- These stations will help alleviate pressure on our current stations on the UW Campus.
- Provide stations closer to UW housing facilities.



NEW STATIONS

Planned TAP Grant stations: Madison

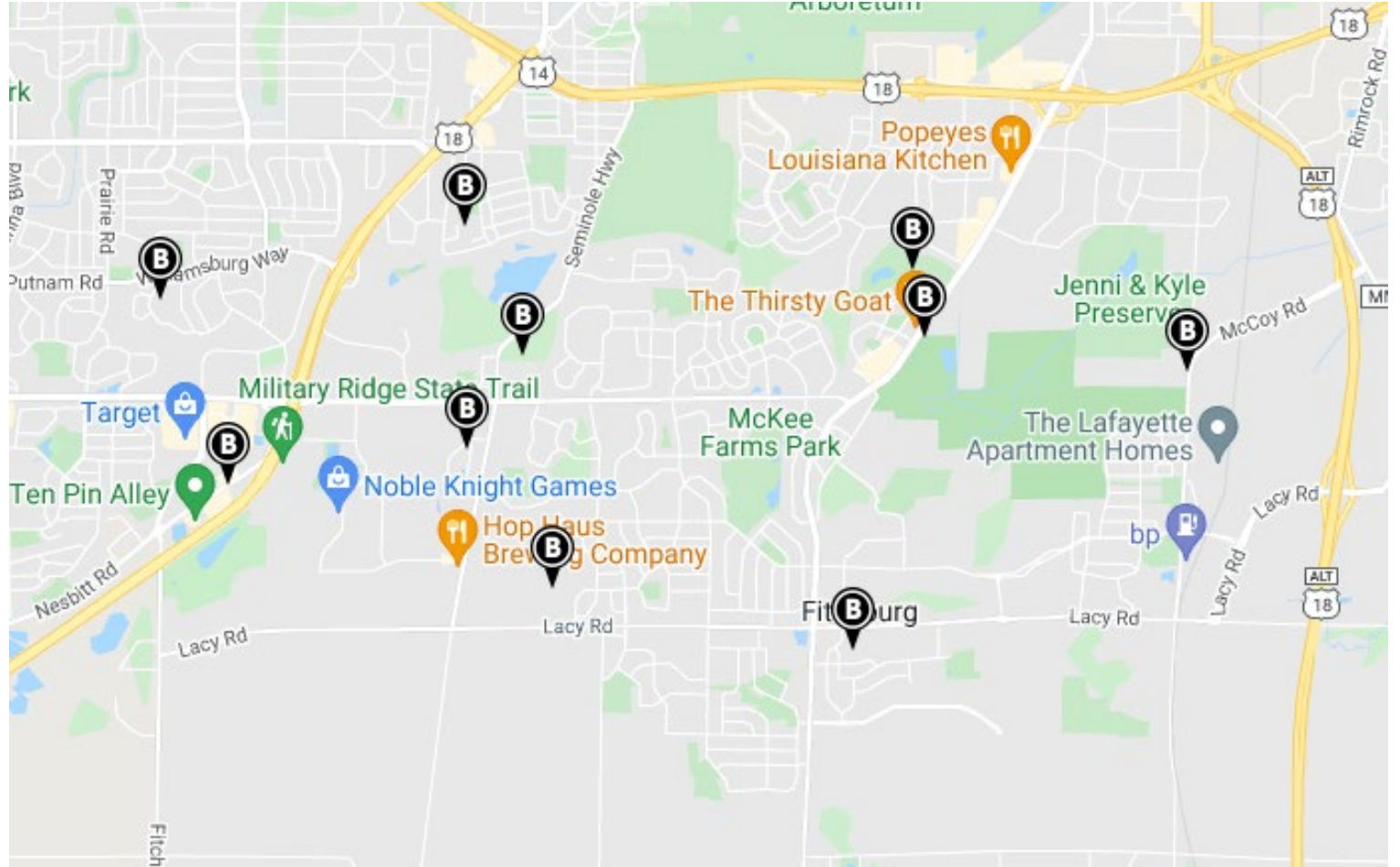
- 11 planned stations totaling 100 bikes as well as adding 55 e-bikes.
- Will help us place stations in areas that have greatest need and reliance on public transportation.
- The focus of these stations is to reach underserved parts of Madison.
- More locations near libraries, parks and community services



NEW STATIONS

Planned TAP Grant stations: Fitchburg

- 10 planned stations totaling 100 docks, as well as adding 55 e-bikes.
- Focus is to help expand BCycle to Fitchburg.
- These stations will take advantage of the excellent bike path system to further connect the greater Madison area.





IN THE COMMUNITY

BCycle

Community Pass Program

- **Back for 2022:** Community Pass Program brings equitable access to its bike share system for Madison riders and library card holders.
- More than 300 trips in 2021 (Sept 13 – Dec 15)
- Free to any Madison Public Library Member





Madison BCycle Art Bikes

2022 Program Planning Underway

Looking for sponsors






BCycle Youth Internship

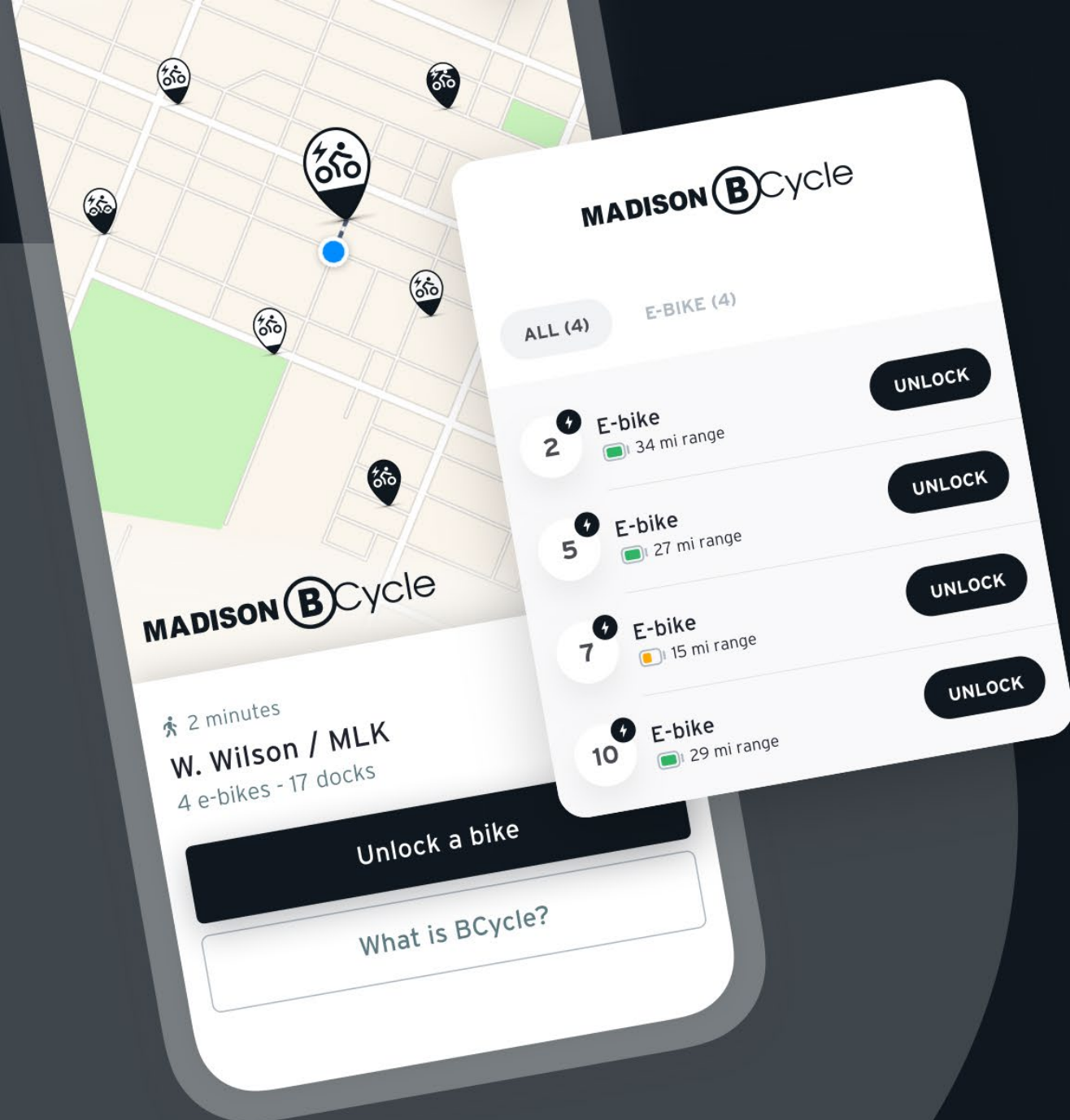
3 students graduated from 2021 program and received BCycle Youth Technician Certification



A person with tattoos is riding a white B Cycle bicycle on a city street. The person is wearing a denim jacket, brown pants, and orange sneakers. The bicycle has a black basket on the handlebars and a black fender on the rear wheel. The background shows a brick wall and a building.

WHAT'S NEXT

BCycle



Download Transit. Unlock a bike.

NEW! ✨🚲✨ Bus-to-bike trips just got easier! Now you can purchase a Madison BCycle pass, unlock a bike and get A-to-B directions with @transitapp.



Vision for 2022 & Beyond

Increase access: Bike share as transit

- Utilize TAP funding to fill in underserved areas of Madison
- TransitApp integration
- 3.0 implementation – increased flexibility and smaller station footprint
- Promote BCycle educational workshops
- Include BCycle at the table to plan other public transportation initiatives (BRT, High-speed train, etc)

Drive sustainability:

- Commit to making a difference and partner with those that are already effectively making change
 - Sustain Dane Member 2022
 - BCycle Battery recycling program
 - Daily operations, lessen carbon footprint

Expand regionally:

- Partner with municipalities who see the value in bike share
- Business & residential developments

Thank You!