

**MADISON** **B** *cycle*™

# 2014 Annual Report



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# Letter from The Program Manager

Dear Friends,

2014 was a year of progress for Madison B-cycle. We installed 4 new stations, we posted an updated map at the Wisconsin & E. Mifflin station, and we launched a new auto-renewing membership type. All this progress propelled us toward a big milestone reached in 2014: 100,000 trips in one season. Madison B-cycle closed the season with 104,274 trips—exceeding 2013 trips by over 22,000. That’s big.

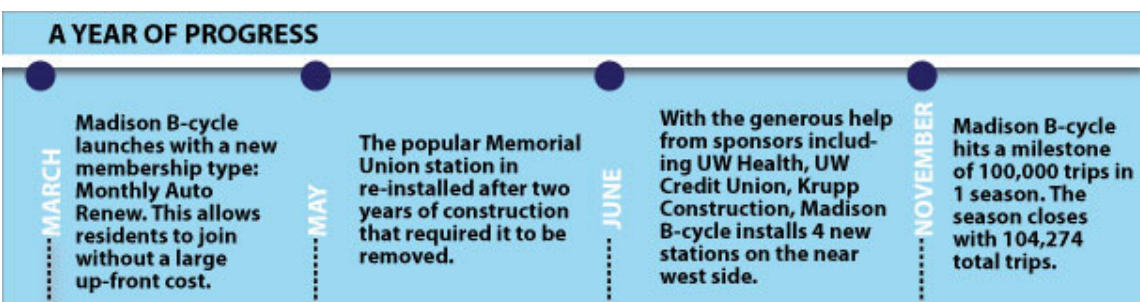
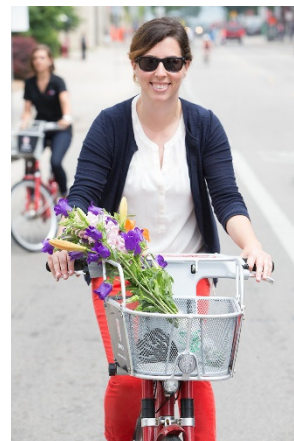
We’re not moving the ball forward alone. We’ve seen amazing collaboration with local community leaders including UW Health, Hilldale Shopping Center, Krupp General Contractors, and UW Credit Union. Madison B-cycle would not be operating in Madison without the on-going support from Trek Bicycle and the City of Madison. Thank you!

As we look towards 2015, we’re setting the bar even higher. Our goal is to get more people on bikes in Madison. We’ve seen strong, sustained growth through our 4 seasons in Madison, and we plan to keep growing. We’ll strengthen our community partnerships and engage new riders by making it easy to choose a bike.

Thank you for your ongoing support.



Claire Hurley  
Field Operations Manager



# 2014 Season Overview

Madison B-cycle launched for the year on March 20<sup>th</sup>, with staff digging stations out from the snow as Madison began to emerge from a frigid, polar vortex winter. Although the first days were chilly, Madison B-cycle put more bikes than ever before in circulation at the season start. Riders took advantage increasingly throughout the season, utilizing 5 new stations throughout the year – for a total of 39 in the system – and a record 315 B-cycle bikes throughout the city.

2014 also saw the launch of the Monthly Auto-Renew membership option, making it easier for users to sign up for Madison B-cycle without spending a large sum up front. Over 220 members took advantage of this option throughout the year, demonstrating a clear demand for more ways to ride.

## Quick Numbers

- 104,274 trips taken in 266 days
- More than 16.5 million calories burned translating to about 4,700 pounds of fat burned
- Over 219,000 miles biked
- Average checkouts per week = 2,674
- Average checkouts per day = 392
- Closed season with 39 active stations and 315 B-cycles in the system



Big Dig: Getting ready to roll in March.

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 operational deficit.



# New in 2014

Madison B-cycle, in connection with key community partners, proudly launched 5 new stations into full operation during the 2014 season, significantly increasing system reach and rider convenience throughout Madison.

Our sponsors' commitment to bike sharing in Madison has expanded B-cycle's geographic area and enhanced the city's transportation system. The growth of the station network provides community members and visitors the opportunity to choose to ride, stay fit and see our great city by bike. We are grateful for the support of the partners, below, who helped make these stations a reality.

**Thank you to our sponsoring partners who helped expand Madison B-cycle:**

**Hilldale North**



**American Family Children's Hospital**



**UW Credit Union**



**University Station Clinic**



**UW Digestive Health Center**



# The Numbers

Madison B-cycle closed 2014 with a 28% increase in trips from 2013.

	2012	2013	2014
Total Trips	63,325	81,662	104,274
Casual Users	11,710	15,367	18,651
Annual Members	2,150	1,843	2,622
Miles Biked	94,402	173,940	219,108
Gallons of Gas Saved	6,859	8,848	11,292
Calories Burned	10.2 Million	13.1 Million	16.5 Million
Pounds of Fat Burned	2,914	3,759	4,735
Facebook Likes	1,419	2,493	3,965

**MADISON B-cycle**  
Bike Rental & Bike Share

Timeline About Photos Reviews More ▾

PEOPLE >

★★★★★  
3,965 likes  
88 visits

Status Photo / Video Offer, Event +

MADISON B-cycle What have you been up to?



Aaron Leist @AaronLeistPhoto · Oct 2  
Does it get more #madisonwi than this? @Madison\_Bcycle @bcycle #ridethered @TravelWI

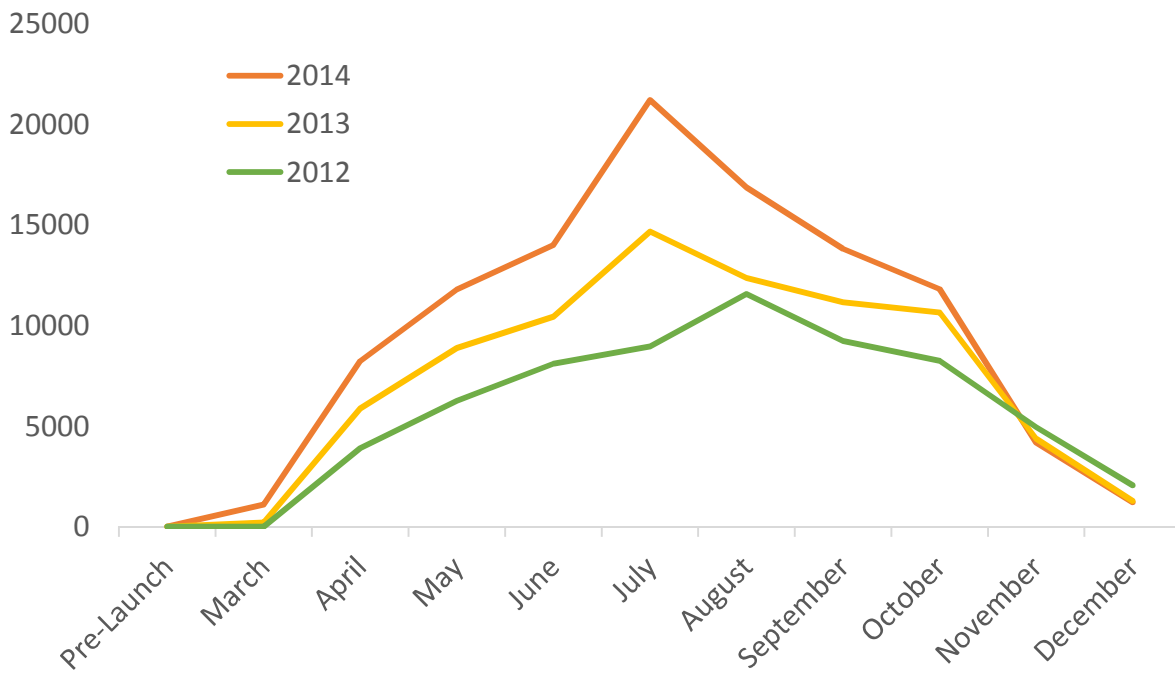


View more photos and videos

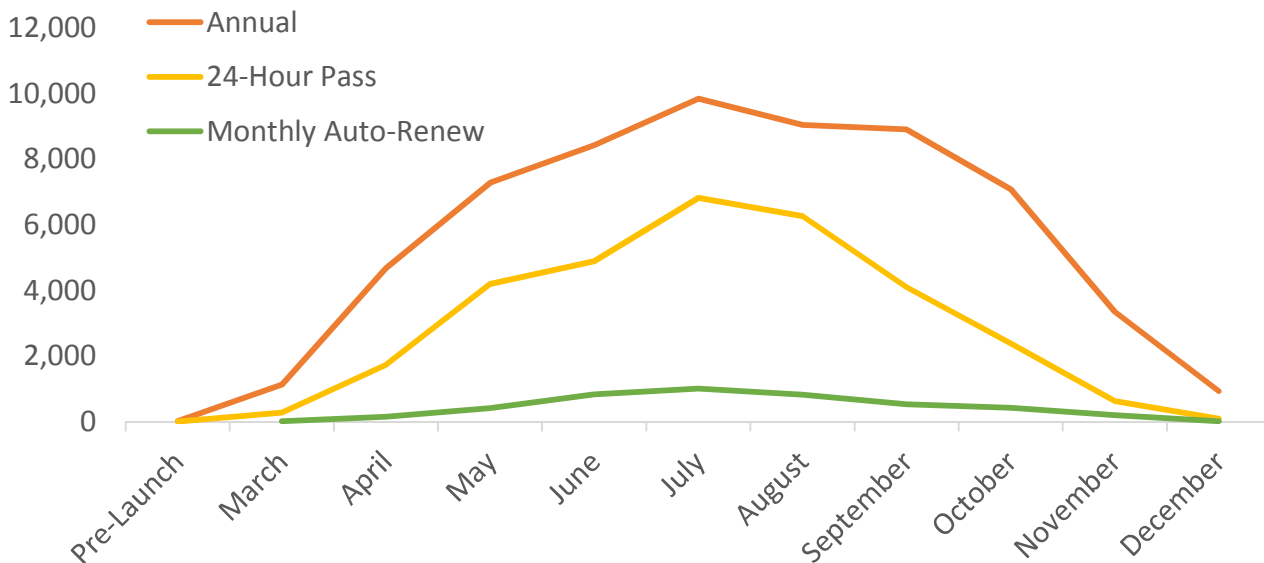
# Trip Comparison

B-cycle trips got off to a chilly start in late March 2014 after polar vortex temperatures challenged riders. The biggest trip month was July with over 20,000 trips. Madison B-cycle saw trips slow in November, as unseasonably cold temperatures arrived early. Ridership continued until system close in mid-December.

**Monthly Trip Comparison: 2012 – 2014**



**Monthly Trips 2014 by Member Type**

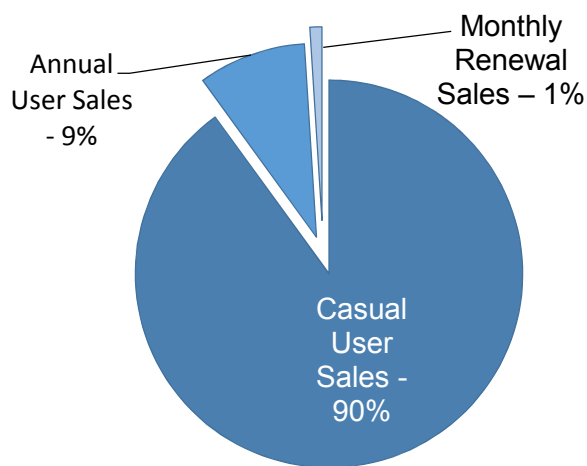


# User Overview

Madison B-cycle users fall into one of three membership types:

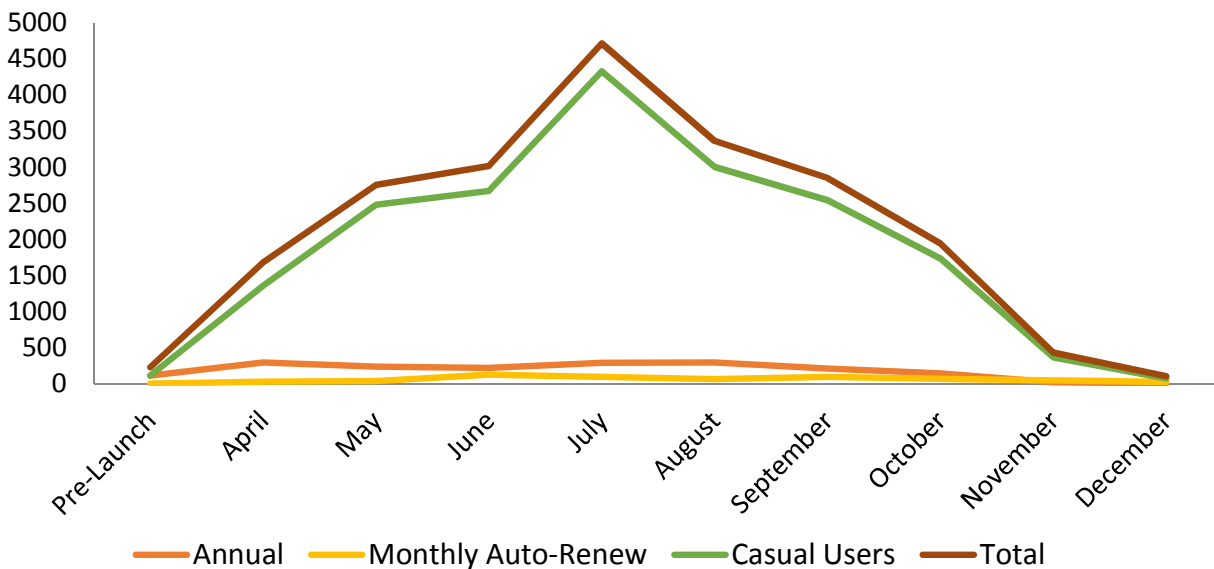
- Casual users – 24-hour pass
- Annual members – year-long (365 day), with RFID membership card
- Monthly auto-renew – with RFID membership card

## Membership Sales



24 hour memberships can be purchased online or at any kiosk.

## 2014 Membership Sales by Month



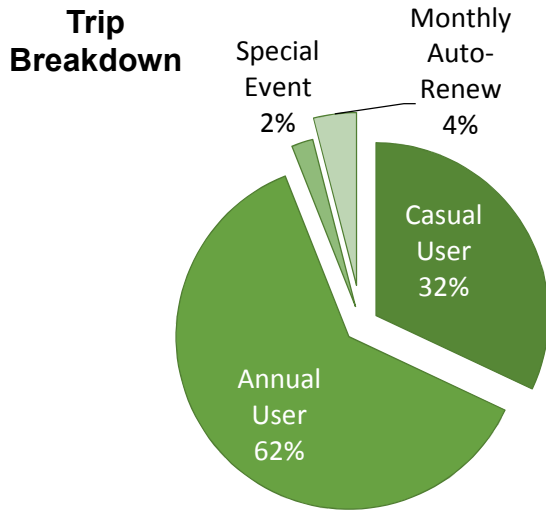
**Note:** Monthly Auto-Renew includes renewal transactions in 2014



# Trips by User Type

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

- Annual members averaged 24.5 trips per membership.
- Casual users average just under 2 trips per pass.



2012 top rider Ron poses with pup Riley.

Madison B-cycle participates in a wealth of community events which facilitate ridership by both annual and casual users. Events often include the set up of a virtual kiosk where Madison B-cycle provides bikes and docks for locations not currently served by a station.

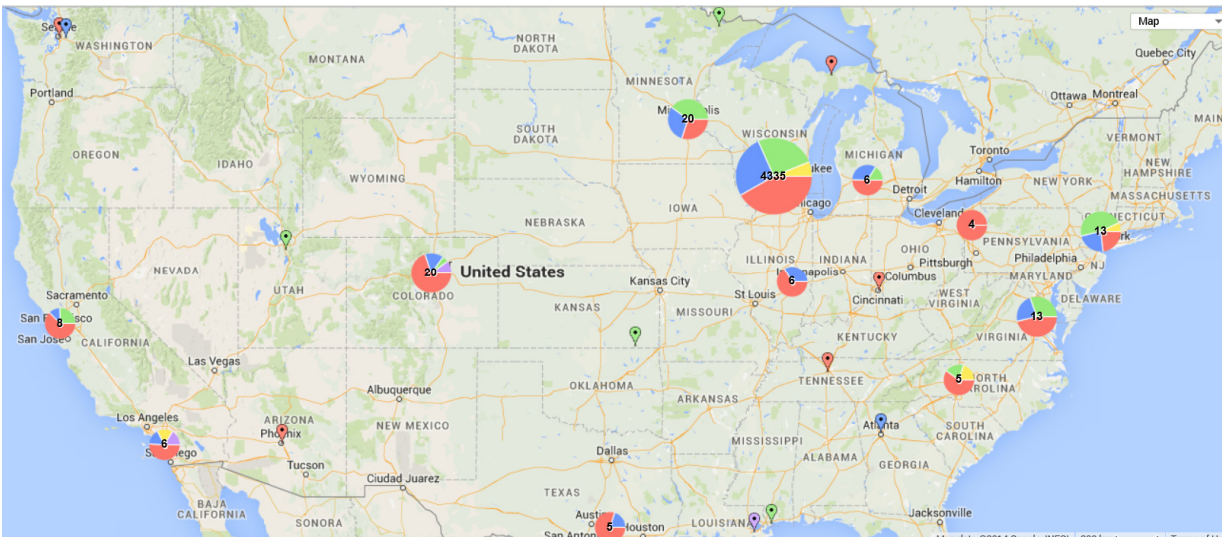
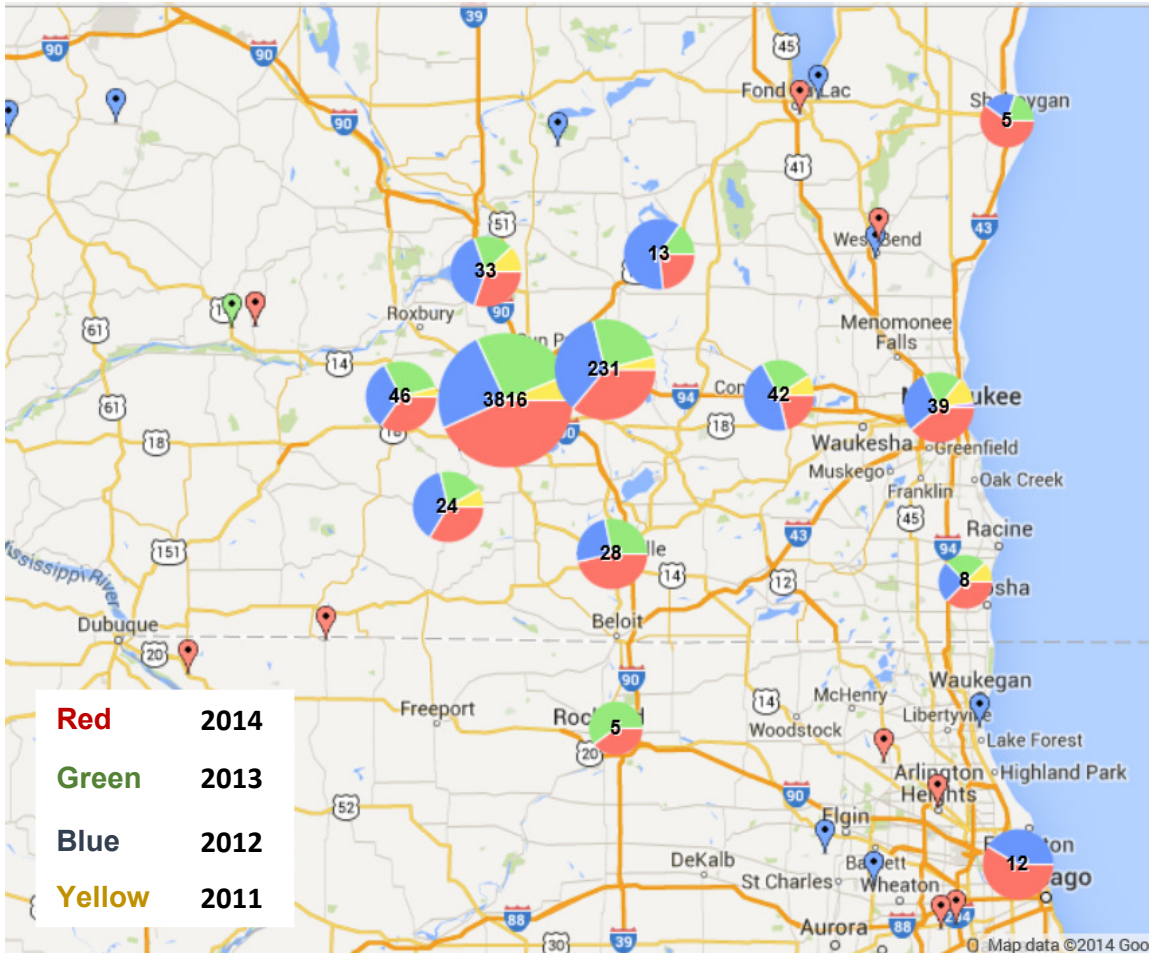
In particular, Trek World – Trek’s annual dealer convention hosted in August, brings revenue and business to downtown Madison. In 2014, Trek World boosted ridership with Madison B-cycle by over 1900 trips.

User Type	Trips	% of Total Trips	Average Trips / User
Casual	33,458	32	1.8
Annual	64,360	62	24.5
Monthly Auto-Renew	4,500	4	19.7
Trek World	1,956	2	n/a
<b>Grand Total</b>	<b>104,274</b>	<b>100</b>	<b>4.8</b>

# Annual Member Map

Most annual members come from the Madison metro area, though home cities and states throughout the country are represented. 2014 brought more annual members from surrounding cities including Milwaukee, Chicago and Rockford.

## Annual Members by most recent purchase: Regional and National

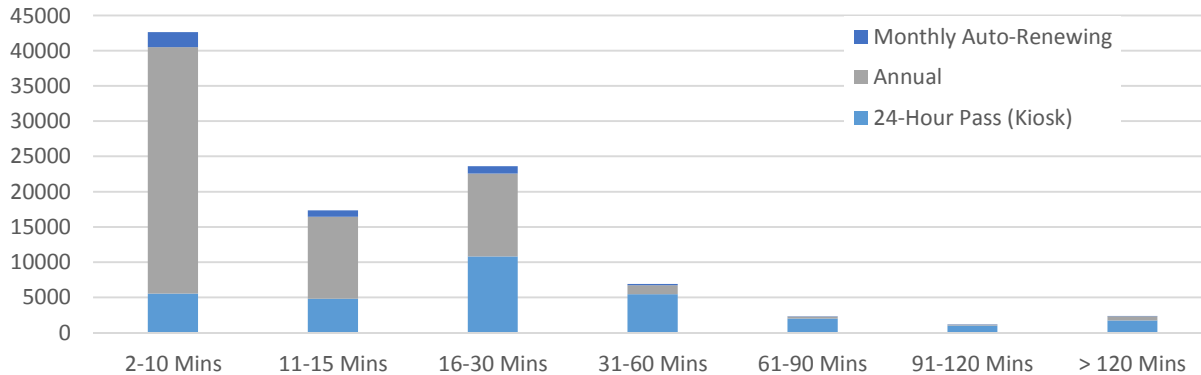


# Trip Timing

Customers with different membership types use Madison B-cycle in different ways.

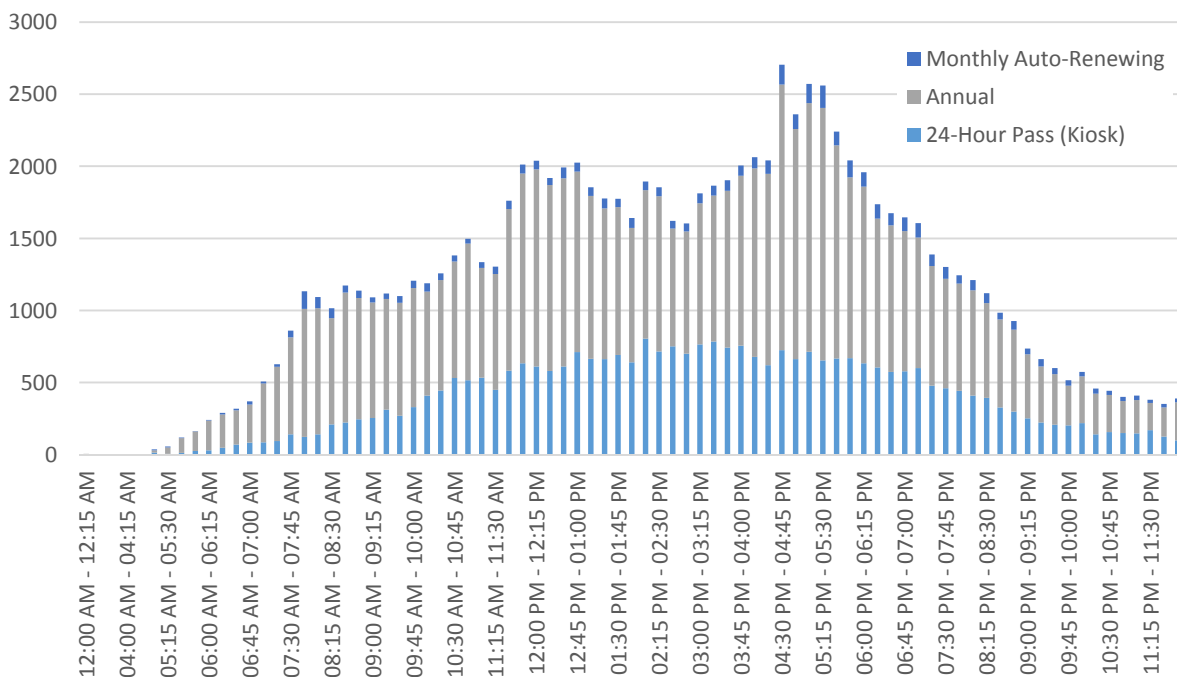
## Trip Duration by User Type

The majority of RFID member trips (annual and monthly auto-renew) tend to be 30 minutes or less. Casual users (24-hour pass) are more likely to take a trip longer than 30 minutes.



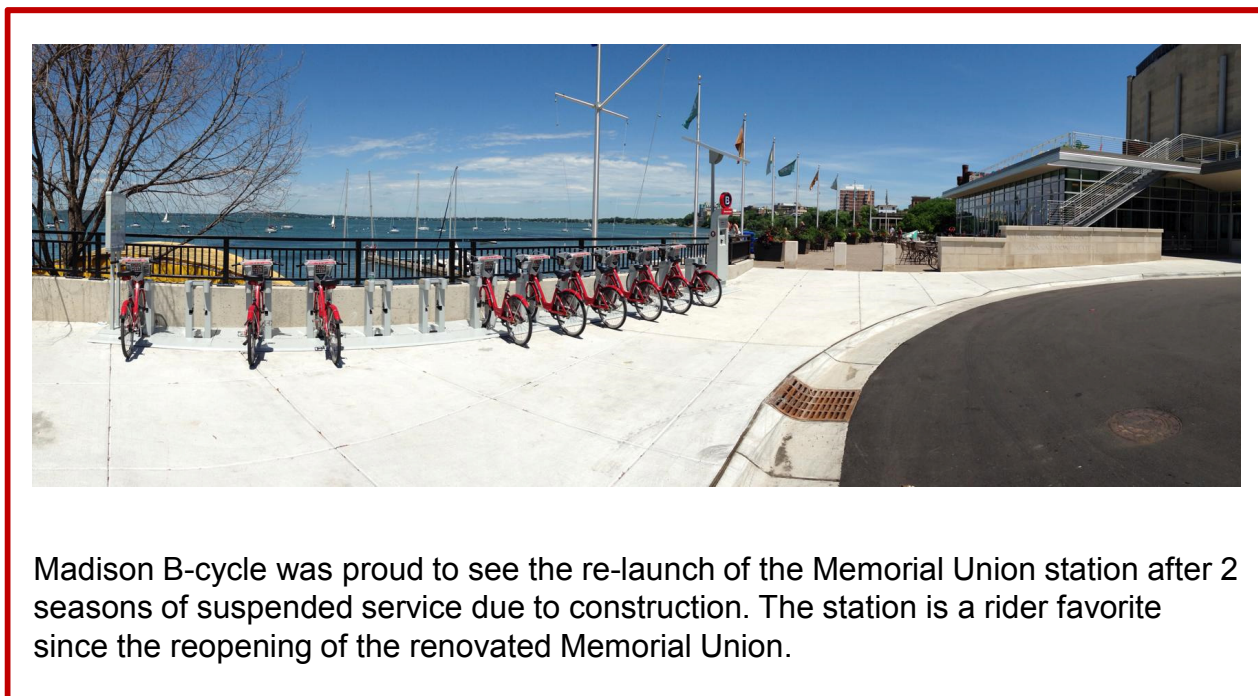
## Checkouts by Time of Day

RFID card member trips followed a commuter pattern in 2014 with heaviest trip volume at lunchtime (12:00-12:15pm) and end of workday (4:45-5:15pm). Casual user volume peaks at earlier afternoon times. System wide, the busiest time of day is 4:40-4:45pm.



# System Map

In 2011, 27 stations were installed in Madison. Today, the Madison B-cycle system features 39 stations, including 5 newly installed stations along the University Avenue corridor, highlighted below in yellow.



Madison B-cycle was proud to see the re-launch of the Memorial Union station after 2 seasons of suspended service due to construction. The station is a rider favorite since the reopening of the renovated Memorial Union.

# Station Performance

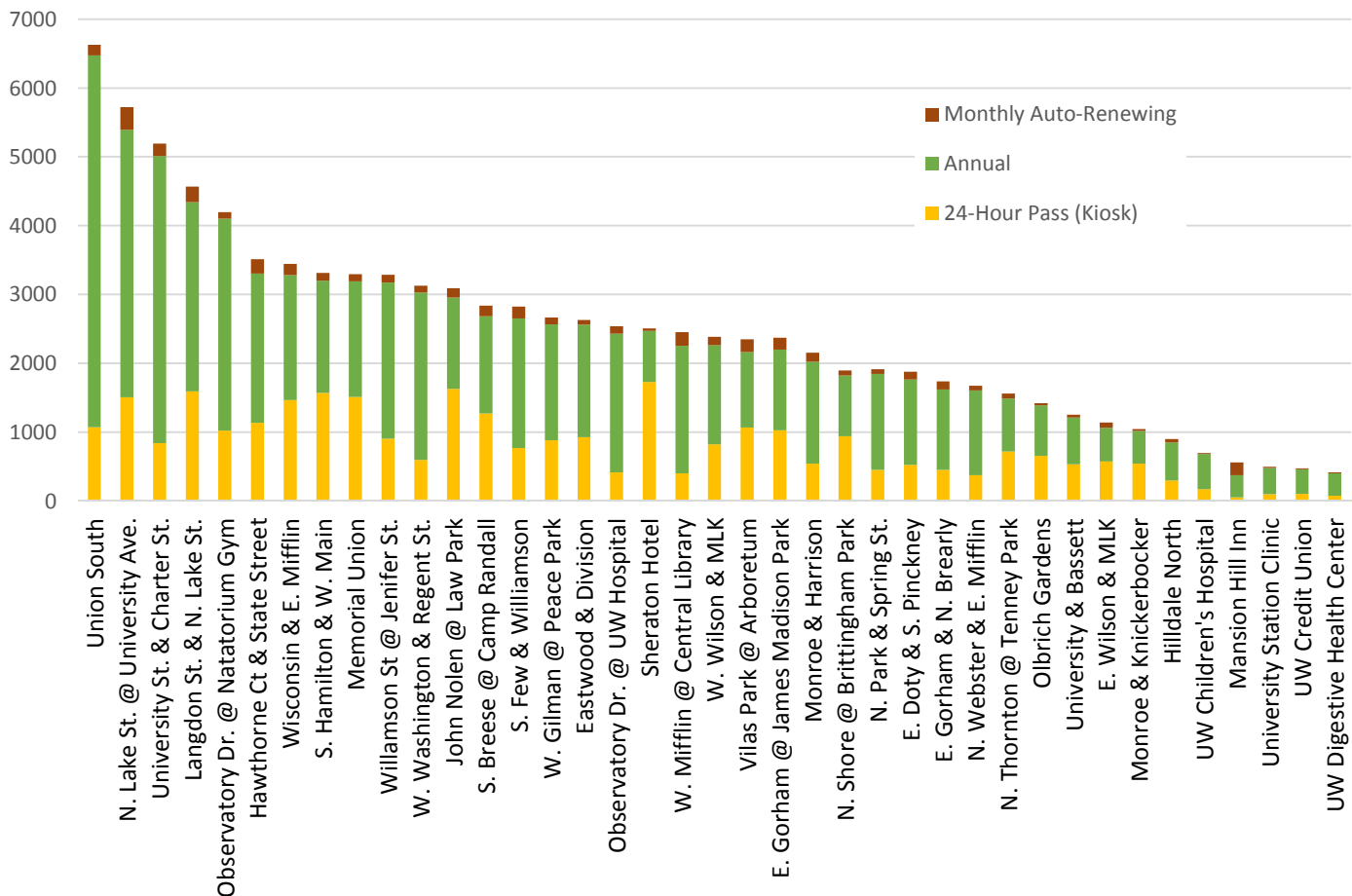
Rank	Kiosk	Checkouts	Total Docks	Checkouts per Dock
1	Union South	6,855	22	312
2	N. Lake St. @ University Ave.	6,046	23	263
3	University St. & Charter St.	5,415	23	235
4	Langdon St. & N. Lake St.	4,796	11	436
5	Observatory Dr. @ Natatorium Gym	4,341	17	255
6	Hawthorne Ct & State Street	3,760	11	342
7	Wisconsin & E. Mifflin	3,644	9	405
8	S. Hamilton & W. Main	3,605	13	277
9	Memorial Union (Re-opened June 2014)	3,504	13	270
10	Willamson St @ Jenifer St.	3,451	11	314
11	W. Washington & Regent St.	3,330	17	196
12	John Nolen @ Law Park	3,268	11	297
13	S. Breese @ Camp Randall	3,100	13	238
14	S. Few & Williamson	2,908	7	415
15	W. Gilman @ Peace Park	2,780	9	309
16	Eastwood & Division	2,775	15	185
17	Sheraton Hotel	2,626	15	175
18	W. Wilson & MLK	2,615	21	125
19	Observatory Dr. @ UW Hospital	2,607	22	119
20	E. Gorham @ James Madison Park	2,601	23	113
21	Vilas Park @ Arboretum	2,514	15	168
22	W. Mifflin @ Central Library	2,502	7	357
23	Monroe & Harrison	2,251	13	173
24	N. Park & Spring St.	2,209	17	130
25	E. Doty & S. Pinckney	1,984	11	180
26	N. Shore @ Brittingham Park	1,966	9	218
27	N. Webster & E. Mifflin	1,872	11	170
28	E. Gorham & N. Brearly	1,817	9	202
29	N. Thornton @ Tenney Park	1,718	17	101
30	Olbrich Gardens	1,530	18	85
31	University & Bassett	1,336	9	148
32	E. Wilson & MLK	1,274	13	98
33	Monroe & Knickerbocker	1,086	19	57
34	Hilldale North	956	13	74
35	UW Children's Hospital (Installed 6/24/14)	738	15	49
36	Mansion Hill Inn	587	7	84
37	University Station Clinic (Installed 4/25/14)	531	9	59
38	UW Credit Union (Installed 6/17/14)	506	9	56
39	UW Digestive Health Center (Installed 5/28/14)	451	15	30

\* Special event totals include trips by visitors to Madison for conferences and conventions. This total also reflects community events where B-cycle featured a virtual kiosk.



# Station Checkouts by Members

The Union South B-cycle station saw the most traffic in 2014. Most trips originating from Union South were made by B-cycle annual members. The Sheraton Hotel station saw the most traffic from casual users, followed closely by the John Nolen @ Law Park Station.



## UW– Madison Partnership

Madison B-cycle, in partnership with UW-Madison Transportation Services, continued to offer discounted memberships to the UW community throughout 2014.

Annual memberships are available to UW Students, Faculty and Staff for \$20 (a \$45 discount).

UW-Madison campus B-cycle stations continue to be the busiest in the city, with most trips made by annual members.

UW community memberships comprise a significant portion of annual membership sales for Madison B-cycle and continue to grow in number.



# User Survey 2014

## OBJECTIVE:

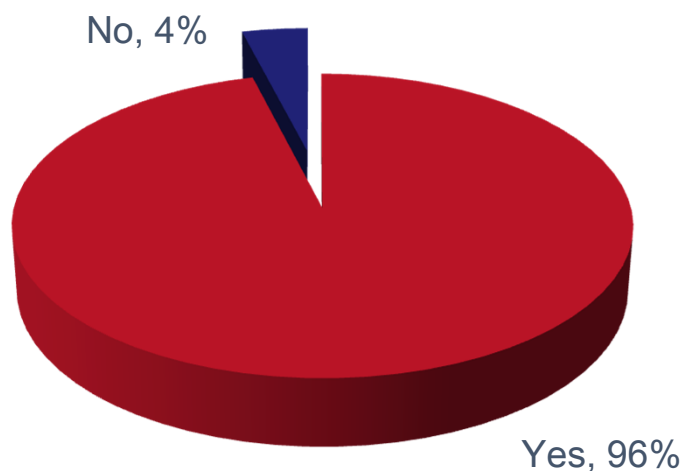
- Better understand Madison B-cycle riders to improve service
- Gain insights into Madison B-cycle's impact on transportation in Madison

## METHOD / APPROACH

- Sample: A 15-minute online survey was distributed to Madison B-cycle users and non-users via email, text messaging, and through social media outlets between September 24 and October 26, 2014.
- The following sections were included in the survey:
  - ✓ Benchmark questions
  - ✓ Transportation habits before and after B-cycle
  - ✓ Customer satisfaction
  - ✓ User purchases
  - ✓ Demographics
- 569 people participated in the survey

**A total of 569 people responded to the survey; 90% of these respondents purchased an annual B-cycle membership.**

Have you used a B-cycle before?



Of those  
responding  
YES:

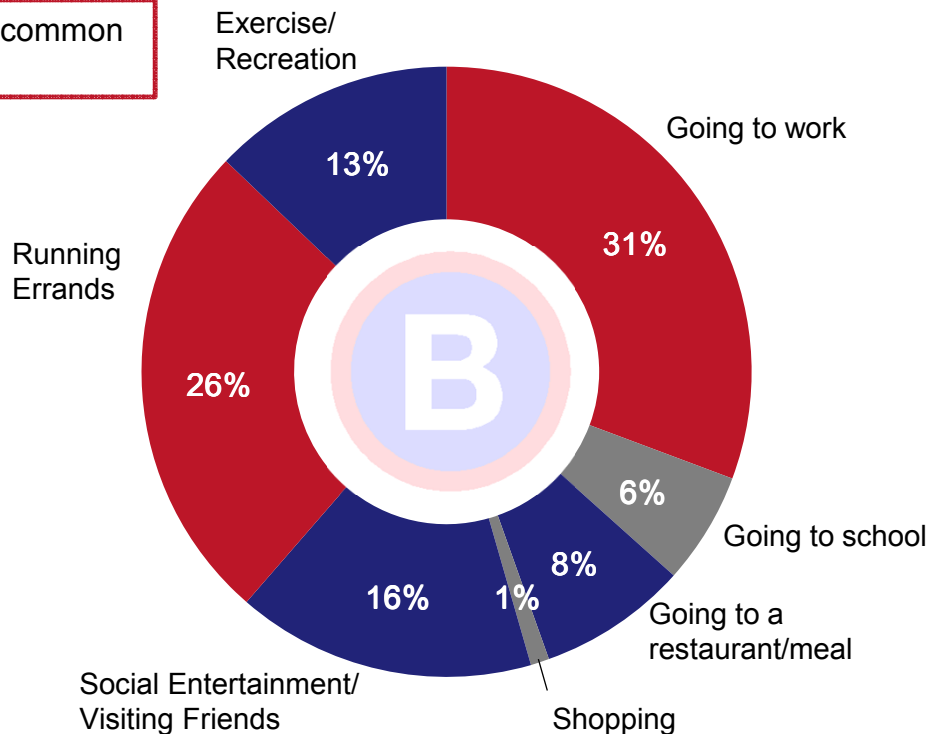


- 90% purchased an annual membership
- 4% purchased a monthly auto-renewing membership
- 6% purchased a 24-hour pass

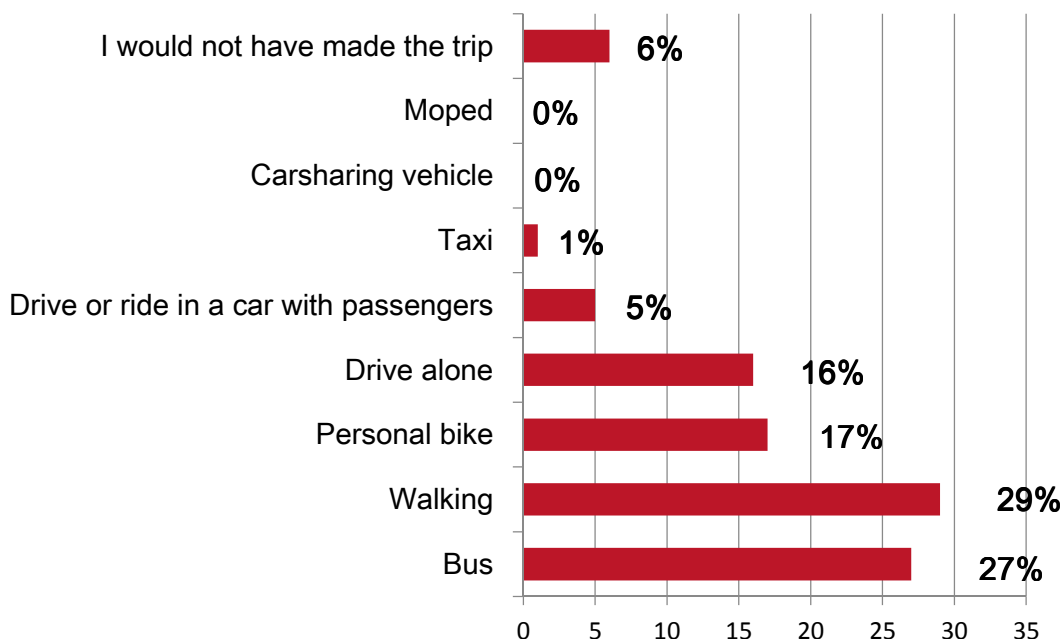
# Survey Results

- 31% of annual members surveyed said their most common use for B-cycle is getting to work.
- 21% of trips replaced a car trip.
- Over 50% of respondents cite using B-cycle instead of walking or riding the bus.

What is your most common use for B-cycle?



If B-cycle wasn't available, how would you have made this trip?

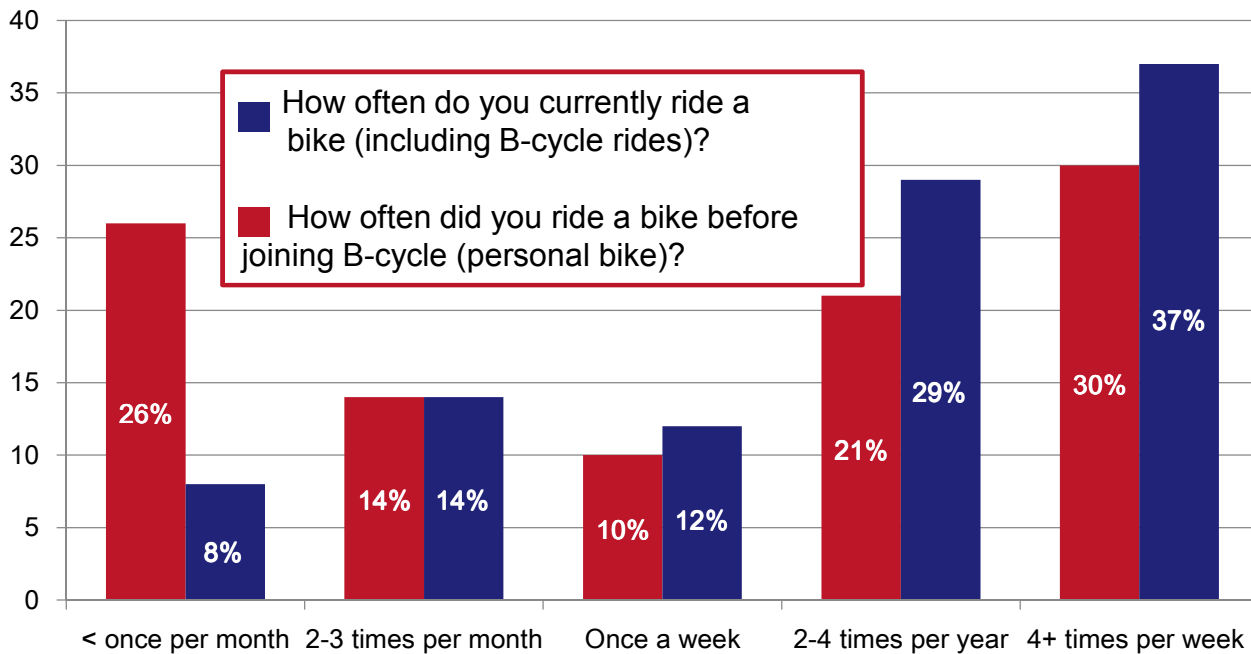






# Survey Results

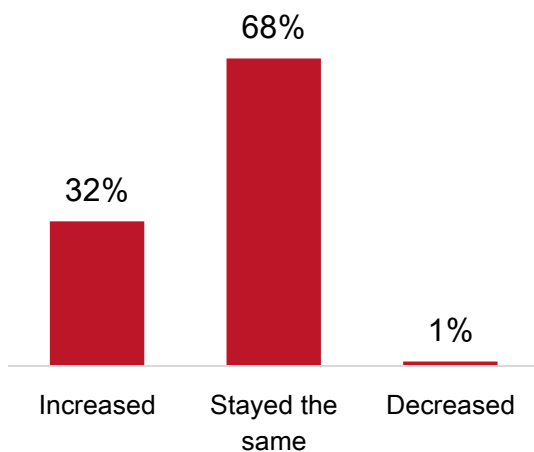
Survey respondents reported biking more often because B-cycle is available to them.



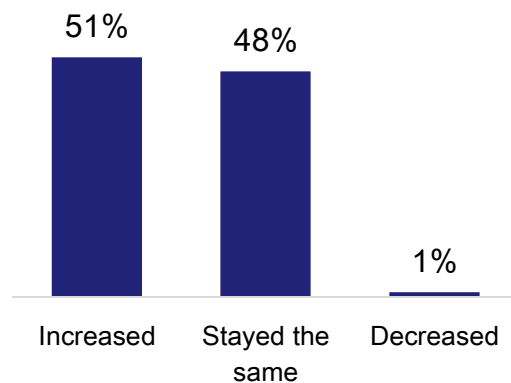
B-cycles also increase people's interest in cycling for exercise or commuting by bike.

Since joining B-cycle my interest in the following has:

## Cycling for Exercise



## Commuting by Bike

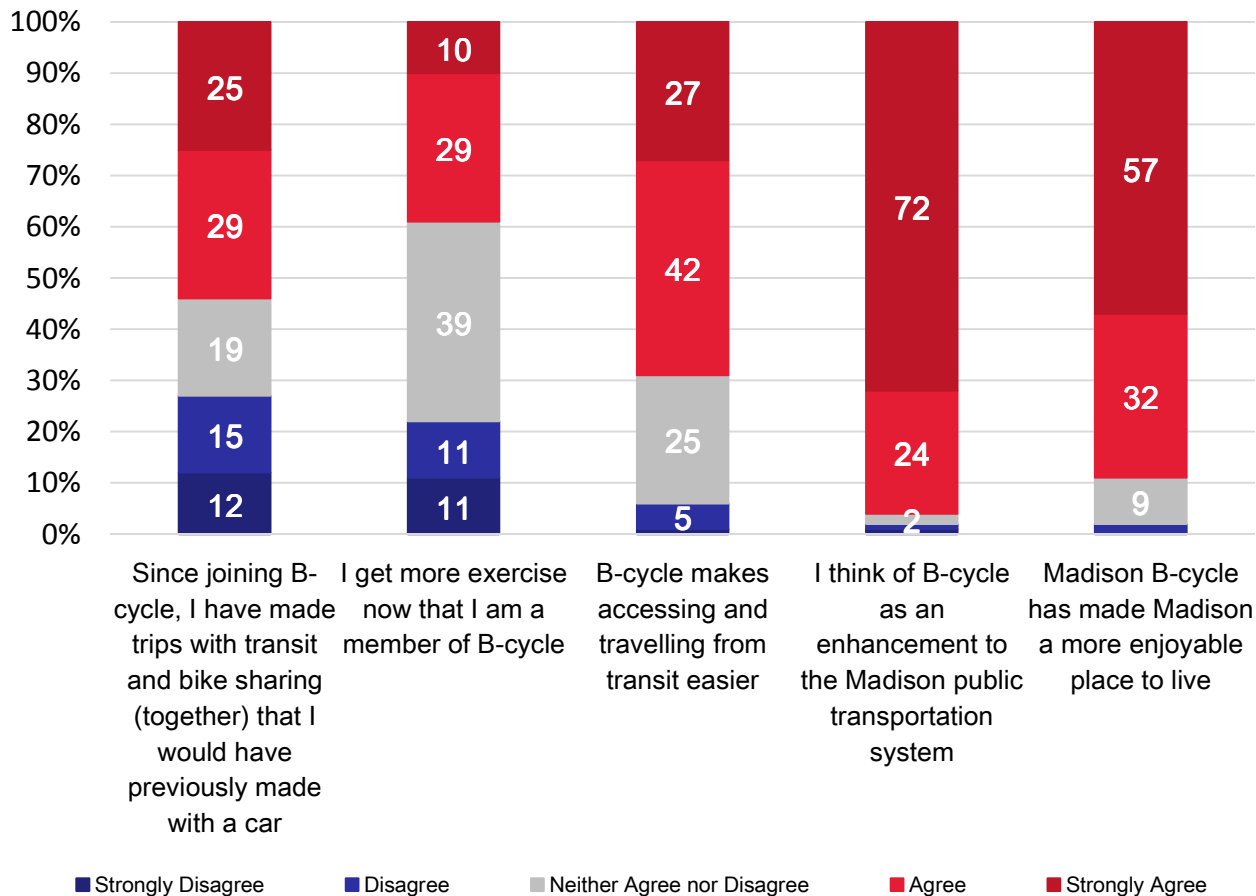


# Survey Results

Results from this survey confirm that there are many positive benefits to B-cycle including:

- Encouraging people to ride a bike more often.
- Increasing people's interest in cycling for exercise and commuting by bike.
- Making Madison a more enjoyable place to live.
- Enhancing the Madison public transportation system.
- Promoting exercise / physical fitness.
- Helping the environment.

Please rate how much you agree/disagree with the following statements:



# Survey Results

## Beyond the Numbers...User Feedback

*"I use B-cycle to commute to business meetings on the Square from my office on Monroe Street. Sometimes I do this because I walked to work but other times its just more convenient."*

*"This is great for a 'way-out-of-town' Vanpool commuter who doesn't want to maintain a bike in the city!"*



*"B-cycle is one of my favorite things about Madison. I've ridden it more this year than the bike I own. Not only is it good for many reasons, it's changed and enhanced how I experience the city."*

*"I've been very happy to have B-Cycle available as an option for my commute, and I would like to see the service expanded further east."*



*"I visit my daughter during spring and summer. LOVE B-cycle. What a great way to get to so many sites."*

*"When I am in Madison for an event such as a Badger game, it is wonderful to be able to use a B-cycle bike and sign up for a short term on an as-needed basis. It beats driving around and trying to find parking during event days."*



# Community Connection

Madison B-cycle has become part of the fabric of the community and has hosted or played a key role in over 75 community events in 2014.



Madison B-cycle joined with Trek and the City of Madison for Ride the Drive events throughout the summer.



B-cycle users and other cyclists parked with Madison B-cycle for Rhythm & Booms.

“We’re proud to be able to help make the B-cycle program more accessible to Madison residents who live west of the downtown area. We’re also committed to doing what’s right for the environment by supporting this alternative form of transportation.”

-Brad McClain, Executive Vice President & Chief Financial Officer, UW Credit Union



- Madison B-cycle made our 100,000th trip in November 2014: record ridership!
- With the support of Mayor Soglin and community leaders, Madison B-cycle was able to install an updated endcap sign to the Wisconsin & East Mifflin Station.
- The expansion of the B-cycle system facilitates choice, convenience and accessibility.

# Madison B-cycle Staff



**Front row, from left:**

**Josh Reindl** – Service Technician  
**Janalle Goosby** – Marketing Intern  
**Josh ‘Griff’ Griffith** – Operations Manager  
**Garry Whitebird** – Service Technician  
**Renna Durham** – Marketing Intern

**Back row, from left:**

**Krista Crum** – Assistant Manager, Madison B-cycle  
**Claire Hurley** – B-cycle Field Operations Manager  
**Ryan Parsons** – Service Technician  
**Raylene Brinkmeier** - Marketing Intern  
**Martha Laugen** – Program Manager (not pictured)

# A Special Thanks

Over the past four years, 39 B-cycle stations have been installed in Madison. This was made possible by the dedicated work of 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 our Presenting Sponsor, Trek Bicycle. Thank you to UW Health, UW–Madison Transportation Services, UW Athletics, UW Housing, Hilldale Shopping Center, Krupp General Contractors and UW Credit Union.

2015 promises to be another very exciting year for B-cycle and the Madison community: we invite you to join the ride!

All data is from Madison B-cycle's fourth season, 2014 (March 20 – December 11).

