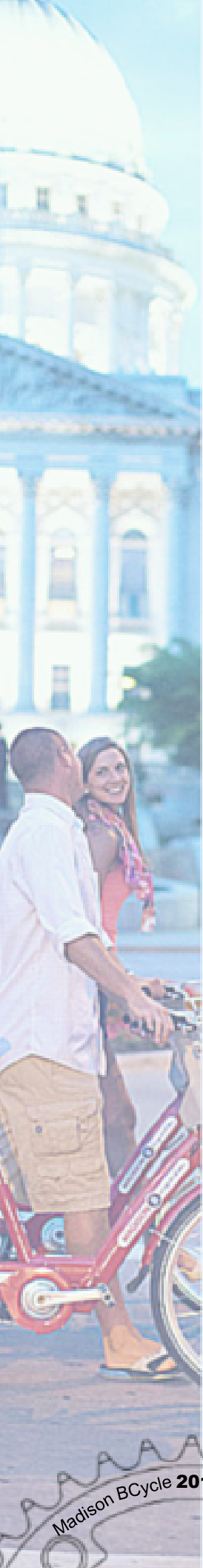


MADISON **B** *cycle*™

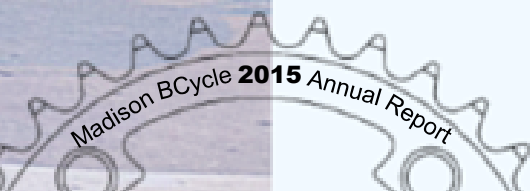


Annual Report  
2015



# Madison BCycle 2015 Annual Report

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312 N. Third Street  
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# Letter from The Program Manager

Dear Friends:

Thank you for making 2015 a great year for Madison BCycle! Together we surpassed 100,000 bike share trips for the second consecutive year!

In March we launched our fifth season of operations under new program leadership. I have been thrilled to roll into the position as Madison City Manager, joining a superior team that engages impressively with the community. Thanks for a fantastic first year!

In 2015 Madison assumed a new role as well: together we earned Platinum status from the League of American Bicyclists. So many colleagues worked hard on this application and the initiatives that make us Platinum-worthy. We are pleased and proud that Madison BCycle plays a key role in moving us forward as a Platinum community.

We saw other new Madison BCycle milestones in 2015 as well:

- A new pricing structure focused on clarity and ease-of-use
- The launch of a new BCycle Station at the Madison College – Truax Campus
- New trip count records later in the season: Way to ride, Madison!
- A new “Top Rider” crowned with an all-time high trip record: One rider – 1339 trips!

To sweeten the outlook even more, we renewed our operating agreement with the City of Madison and debuted BCycle Winter: limited service operations and snow-friendly bikes to keep our wheels turning all year long. Awesome!

There is much to celebrate about our 2015 season as you will see in the pages to follow. But 2016 beckons us quickly to accomplish even more:

- Even greater collaboration with our generous sponsors
- More membership and travel options for riders
- Forward-looking work with developers in a time of great urban growth
- New trip milestones

Thank you for your continued support, and keep rolling forward!



-Martha Laugen  
Madison City Manager



# 2015 Season Overview

Madison BCycle launched its 2015 season on March 17<sup>th</sup> with a windy gathering for victory laps around the Capitol Square. Temperatures didn't warm up in earnest until May, but riders were undaunted. Trips were steady between our 39 network stations and made an uptick later in the year, commensurate with the launch of a new BCycle station at the Madison College – Truax Campus!

We reduced rider confusion this season with new pricing that featured a flat, incremental fee for trips over 30 minutes. We encouraged visitors and locals alike to go by BCycle through our hosted events and partnerships with local businesses and employers. We revealed exciting news in December with the debut of BCycle Winter: limited operations year-round between stations that are most in demand in colder months. It's been a great year for Madison BCycle and a great time for everyone in Madison to get on a bike. Here is a summary of our season's highlights:

- **101,339** trips taken in 2015 over 292 days of operation
- More than **12.2 million** calories burned by Madison BCycle riders
- Over **307,241** miles biked
- Average checkouts per week: **2,413**
- Average checkouts per day: **347**
- Closed year with 40 stations in system, including 6 stations open year-round for winter operations



BCycle check-in at Isthmus Food Cart Fest

**MADISON** 

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 a 5-year operating agreement with the City. Operational costs of the program are generated by user revenues, advertising sales and sponsorship support. Trek covers operational deficits.



# Partnering Sponsors 2015

Madison BCycle's success owes much to the support of key community partners. After funding a major system expansion in 2014, Sponsors continue to support ongoing station and bike operations, and help us encourage bicycling and transit alternatives throughout the community.

In 2015, we proudly welcomed Madison College to our family of Sponsors as we partnered around the launch of the Madison College-Truax BCycle Station. As with our other Sustaining Sponsors, we are grateful to Madison College in helping us grow and maintain the wonderful community asset that is Madison BCycle. We look forward to new growth and partnership in the seasons to come!

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



Students and administration at Madison College partnered successfully to bring the bike share vision to reality on campus with a beautiful 14-dock, solar-powered BCycle station which launched in September 2015.



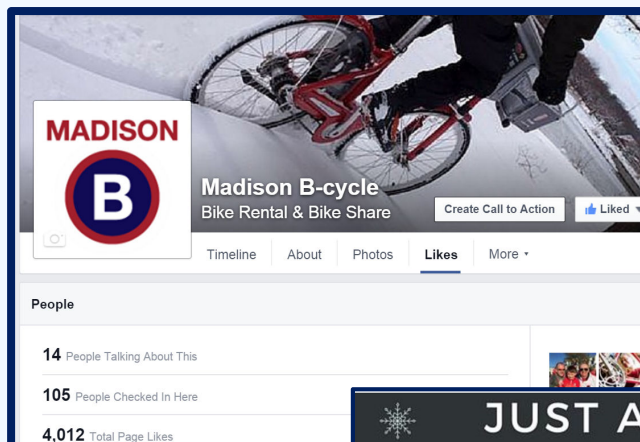
# The Numbers

Madison BCycle closed 2015 with trip numbers comparable to prior years and user counts higher than the previous two seasons of operation.

Year to Year	2015	2014	2013
Total Trips	101,339	104,274	81,662
Casual Users	25,734	18,651	15,367
Annual Members	2,789	2,622	1,843

## 2015 In Detail

Miles Biked	Carbon Offset (Estimated)	Calories Burned	Fat Burned
307,241	289,887 Lbs.	12.2 Million	3,484 Lbs.



## Social Media

Madison BCycle actively engages the community via social media with

Facebook: **4012 Likes**  
 Twitter: **1,438 Followers**  
 Instagram: **684 Followers**



# System Map

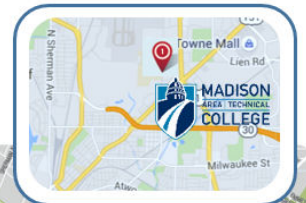
Growing from an initial array of 27 stations in 2011, Madison BCycle now features 40 bike share stations throughout the community. The latest station to join the network is the Madison College – Truax station, installed on the Madison College campus in September 2015.

## Temporary Station Removals In 2015

The launch of several development projects in the Downtown Madison area required that 3 stations be removed mid-season to facilitate construction:

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

These locations will be out of service for 18-24 months. Madison BCycle is working with the City and developers to ensure replacement upon completion and assess potential temporary relocation of these popular stations.



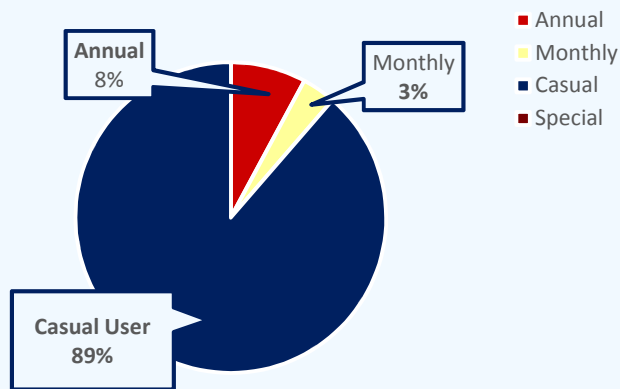


# User Overview

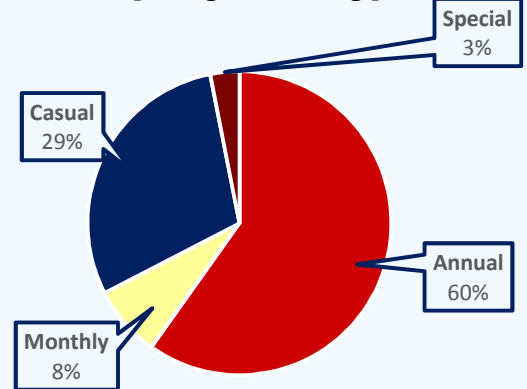
Madison BCycle users can be categorized into three main types:

- **Members:** Purchase monthly or yearly access and receive membership cards
- **Casual Users:** Purchase one-time or 24-hour access online or at the kiosk
- **Special:** Users are part of a special event featuring BCycles

**Sales by User Type**



**Trips by User Type**

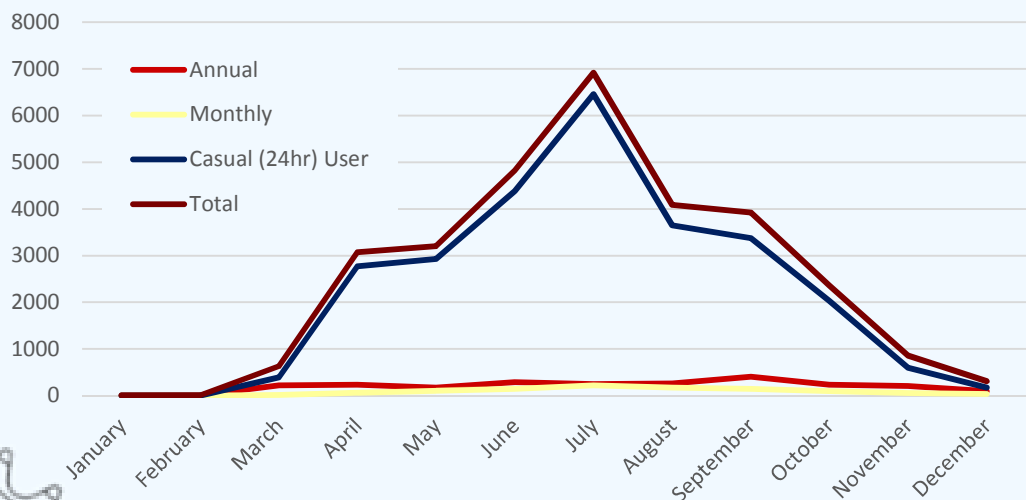


As in prior years, in 2015 Casual Users comprise the majority – 89% - of user sales, Conversely, it is Members (Annual and Monthly) who made the majority of trips - 68% - using Madison BCycle.

## User Sales

As with trip totals system-wide, total sales for Madison BCycle 2015 peaked in the month of July for all user types. Sales of Annual Memberships peaked in September 2015 with 408 memberships sold that month.

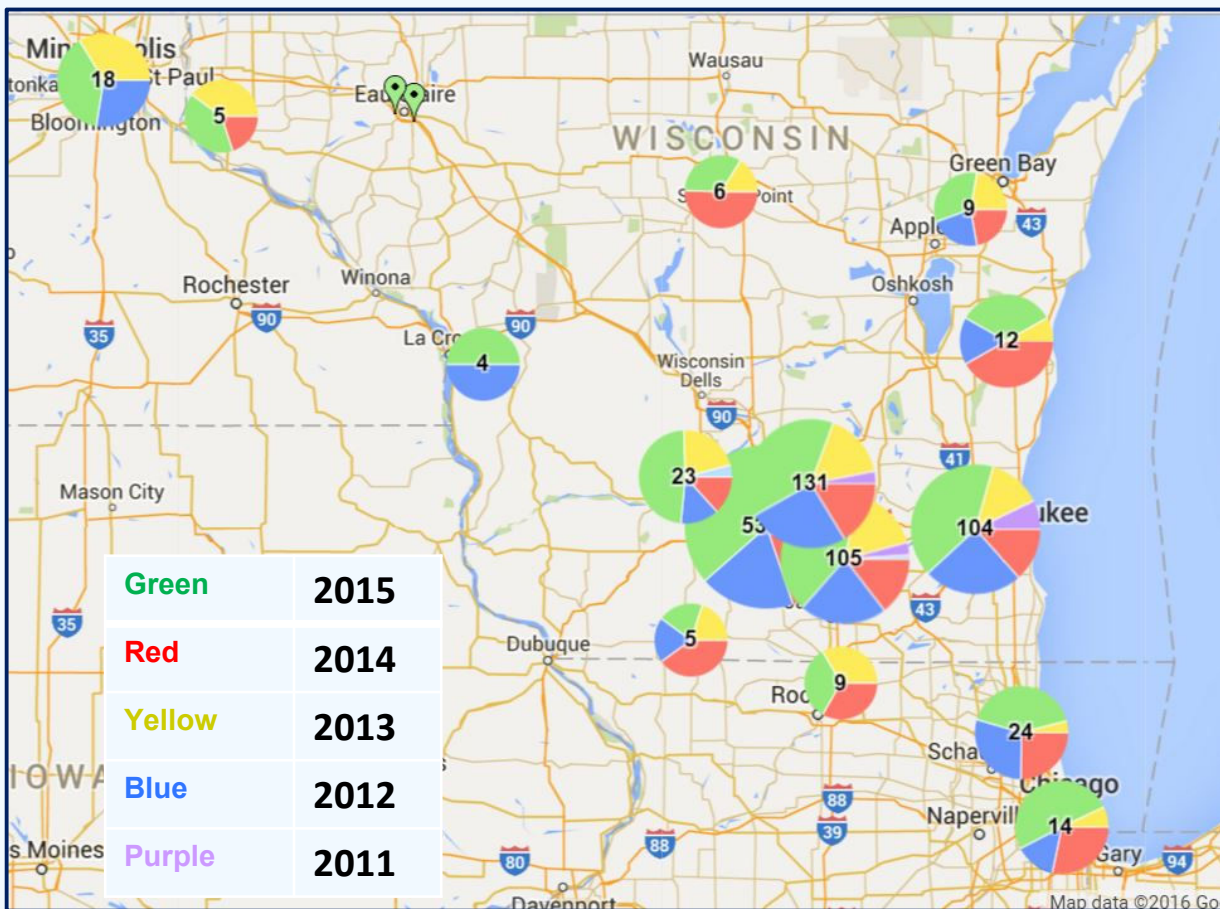
**2015 Sales by Month**



# Membership Map

Most Madison BCycle annual members come from the Madison metro area. Home addresses throughout the country are represented, however, particularly regional metro areas like the Twin Cities, Milwaukee and Chicago.

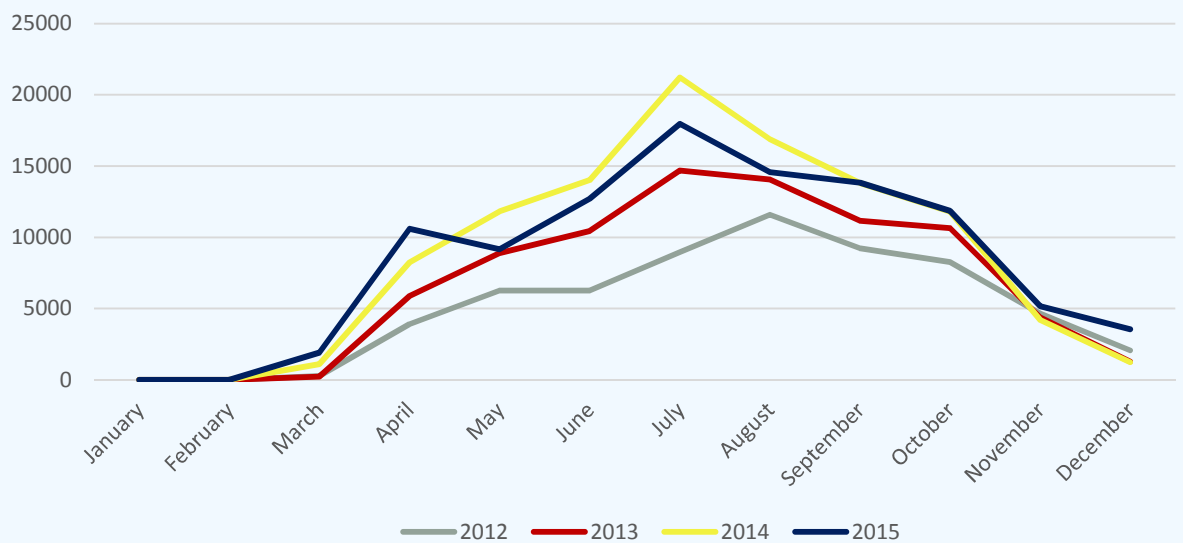
## Madison BCycle Annual Members by Purchase & Home Address



# Trip Comparison

The 2015 BCycle season launched with spring temperatures that fluctuated greatly March through May. The biggest trip month – like past years – was July, with nearly 18,000 trips. Riders set a new trip record for April 2015 at 10,599 trips in the month. This record-setting trip count repeated in October and November with trips those months exceeding prior years by up to 20%. December trips grew an impressive 180% over 2014, commensurate with the launch of Winter Operations which kept bikes rolling until right up to the year's end.

## Monthly Trip Comparison: 2012-2015



# Special Events: Trips & Users

Every year Madison BCycle participates in several community events that celebrate bicycling in Madison. BCycle's presence encourages ridership by members, casual users and first-timers. Events often include Virtual Kiosk set up: providing BCycles and check-in/check-out capability in locations not currently served by a BCycle Station.

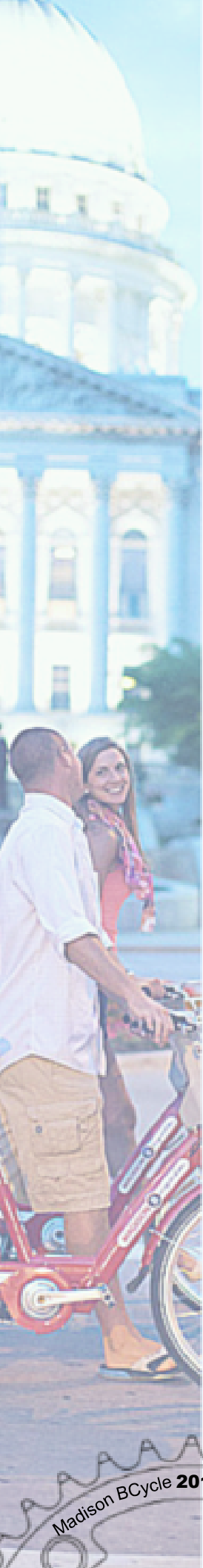
Trek World – Trek's annual dealer convention hosted in August – brings increased visitor revenue to downtown Madison and engages the full BCycle fleet. In August 2015, Trek World riders logged over 1500 trips using Madison BCycle.

## Madison BCycle Trips by User Type

User Type	Trips	% of Total Trips	Average Trips per User
Casual	29,066	29 %	1.2
Member: Annual	59,643	60 %	25.5
Member: Monthly	7,553	8 %	17.5
Trek World + Special Event	5,077	3 %	n/a
<b>Total</b>	<b>101,339</b>	<b>100 %</b>	<b>3.3</b>

BCycle Marketing Intern Mady helps a rider get rolling on a a BCycle ArtBike at the Boys & Girls Club Annual Ride



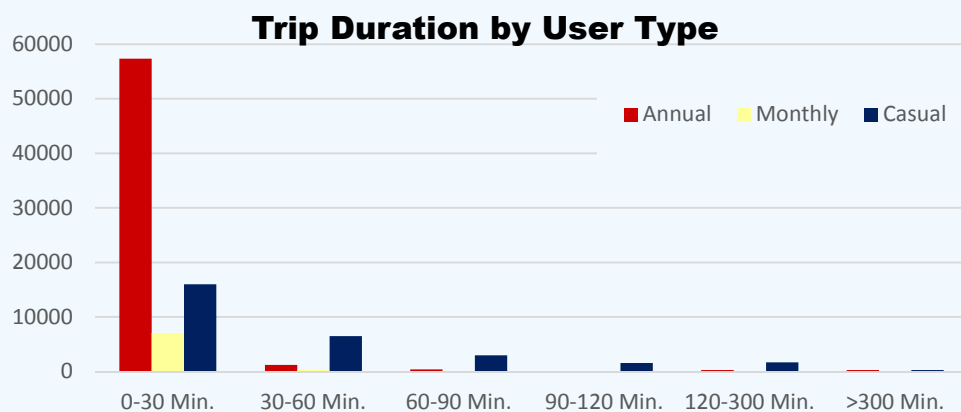


# Trip Timing

Madison BCycle is designed to link short trips together throughout the day. Riders vary in both trip length and time of day, with some correlation to user type.

## Trip Duration by User Type

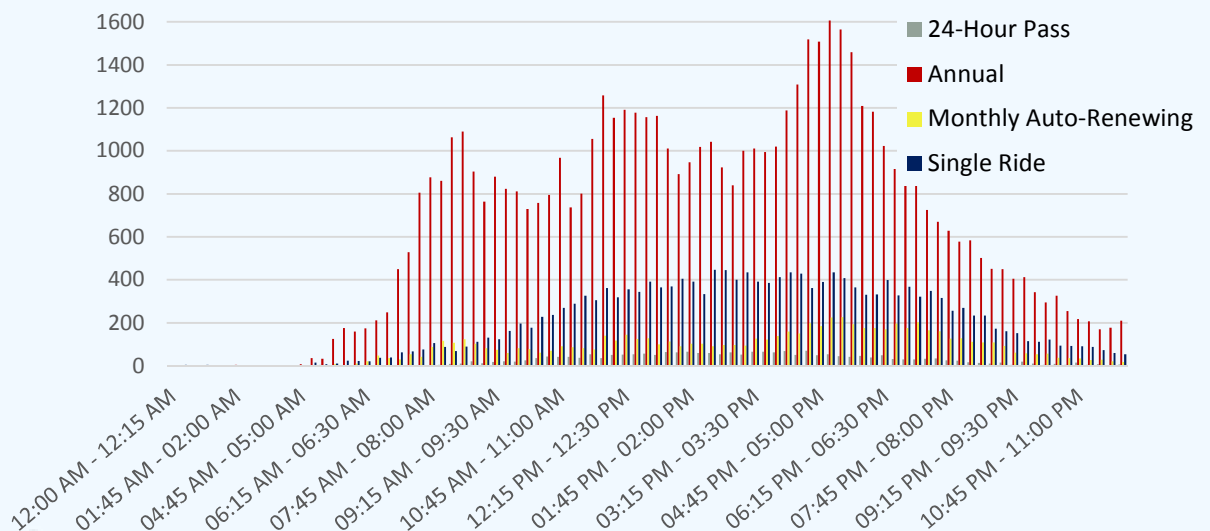
The vast majority of Members (Annual and Monthly) make trips that are 30 minutes or less in duration. Annual riders average about 10 minutes per trip and Monthly Members about 12 minutes. Most Casual Users take trips under 30 minutes - averaging 16-29 minutes per trip - but they are more likely than Members to exceed 30-minute trip time. Amongst all rider types, trips over 120 minutes in duration are rare: less than 2,000 trips during the whole 2015 season.



## Checkouts by Time of Day

System wide, the busiest time of day for BCycle trips is 5:00 – 5:15pm, the end of the typical workday. This time frame reflects peak travel for both Members and Casual Users. Lunch time represents an additional high-demand time for BCycle trips. From 11:45am – 12:30pm trip volume surges for both Members and Casual Users.

## BCycle Trip Volume by Time of Day



# Station Performance

For the second consecutive year, the **UW Union South** BCycle Station ranked #1 in trips for the 2015 season.

Rank	Kiosk	Checkouts	Total Docks	Checkouts Per Dock
<b>1</b>	<b>Union South</b>	<b>7221</b>	<b>22</b>	<b>328</b>
2	Memorial Union	6383	13	491
3	N. Lake St. @ Univ. Ave.	5524	23	240
4	University St. & Charter St.	4681	23	204
5	Observatory @ Nat. Gym	3914	17	230
6	Hawthorne Ct & State Street	3710	11	337
7	Wisconsin & E. Mifflin	3584	9	398
8	Langdon St. & N. Lake St.	3394	11	309
9	S. Breese @ Camp Randall	3078	13	237
10	W. Gilman @ Peace Park	3074	9	342
11	W. Washington & Regent St.	3071	17	181
12	James Madison Park	3016	23	131
13	W. Wilson & MLK	2950	21	140
14	John Nolen @ Law Park	2851	11	259
15	W. Mifflin @ Central Library	2695	7	385
16	Willamson St @ Jenifer St.	2691	11	245
17	Eastwood & Division	2609	15	174
18	Sheraton Hotel	2459	15	164
19	S. Hamilton & W. Main	2315	n/a	n/a
20	S. Few & Williamson	2295	7	328
21	Observatory @ UW Hospital	2240	22	102
22	Vilas Park @ Arboretum	2239	15	149
23	N. Park & Spring St.	2198	17	129
24	Monroe & Harrison	1991	13	153
25	E. Doty & S. Pinckney	1868	11	170
26	N. Shore @ Brittingham Park	1851	9	206
27	E. Gorham & N. Brearly	1624	9	180
28	University & Bassett	1597	9	177
29	E. Wilson & MLK	1529	13	118
30	N. Webster & E. Mifflin	1402	11	127
31	N. Thornton @ Tenney Park	1358	17	80
32	Monroe & Knickerbocker	1265	14	90
33	UW Children's Hospital	1164	15	78
34	Olbrich Gardens	1055	18	59
35	Hilldale North	867	13	67
Special	Demo / Special Event	656	3	219
36	Mansion Hill Inn	613	7	88
37	University Station Clinic	546	9	61
38	UW Credit Union	505	9	56
39	UW Digestive Health Center	287	15	19
40	Madison College Truax*	95	14	7

\*Station opened 9/14/15

# User Survey 2015

The following six pages include details on and findings from our Madison BCycle **Annual User Survey 2015**. 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 target continuous improvement in customer service and community engagement

## METHOD / APPROACH

- A 15-minute online survey was distributed to Madison BCycle users, bike riders and other community members via email, text message, and through social media outlets
- The survey was open for responses from November 11 – 26, 2015
- Respondents did not need to be BCycle members or current users
- The survey aimed to assess information in these areas of focus:
  - ✓ Demographics
  - ✓ Membership Subscription & User Purchases
  - ✓ Rider Behavior & Patterns
  - ✓ Transportation Choices
  - ✓ User Experience and Community Perception

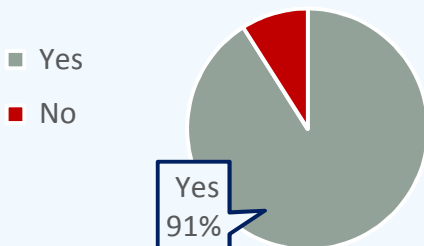
**A total of 428 people completed the survey.**

**91% of these respondents were Madison BCycle Members in 2015.**

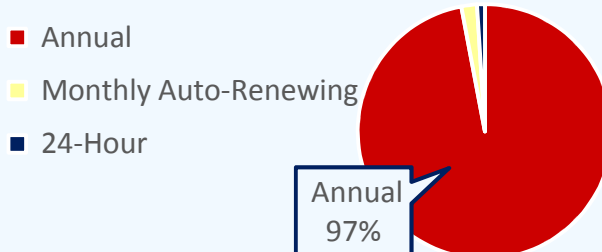
# Survey 2015: Response Demographics

Most respondents to the survey – 91% – were Members of Madison BCycle. This means in the past year they purchased either an annual, monthly or 24-hour membership permitting unlimited BCycle trips, 30 minutes or less, within the stated time period. Of those who were Members, 97% were Annual Members.

## Are you a member of Madison BCycle?



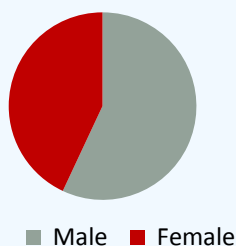
## If Yes, What Type of Member?



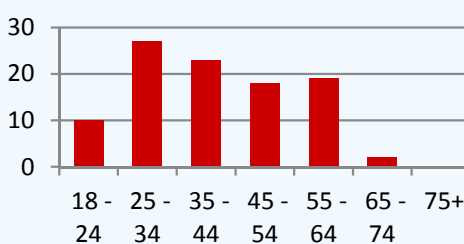
Respondents to the User Survey tended – on average – to be:

- **Male** (57%)
- **Age 25-44** (50%)
- **Well-Educated** (86% with Bachelor's or Advanced Degree)
- **Employed** full-time OR
- **Full-time students** at UW-Madison

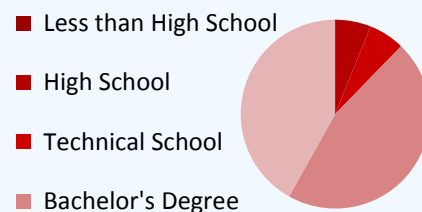
## Male / Female



## Age

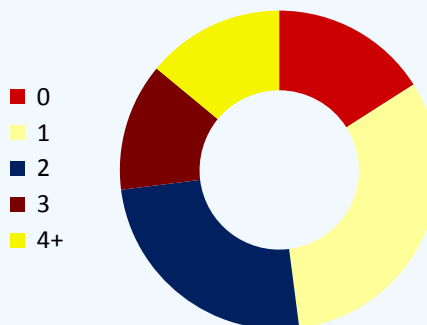


## Education



Most survey respondents own one or two bikes of their own, which demonstrates membership and use of Madison BCycle is motivated by more than the just lack of access to a bicycle.

## How many bikes do you own?

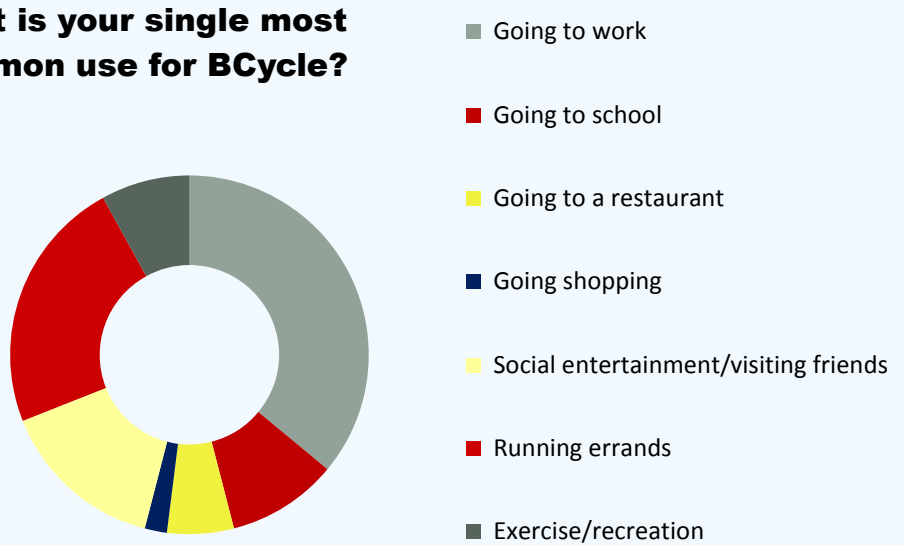




# Survey 2015: Rider Behavior & Patterns

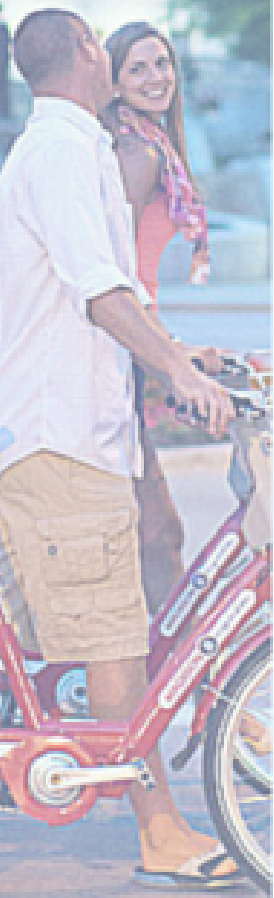
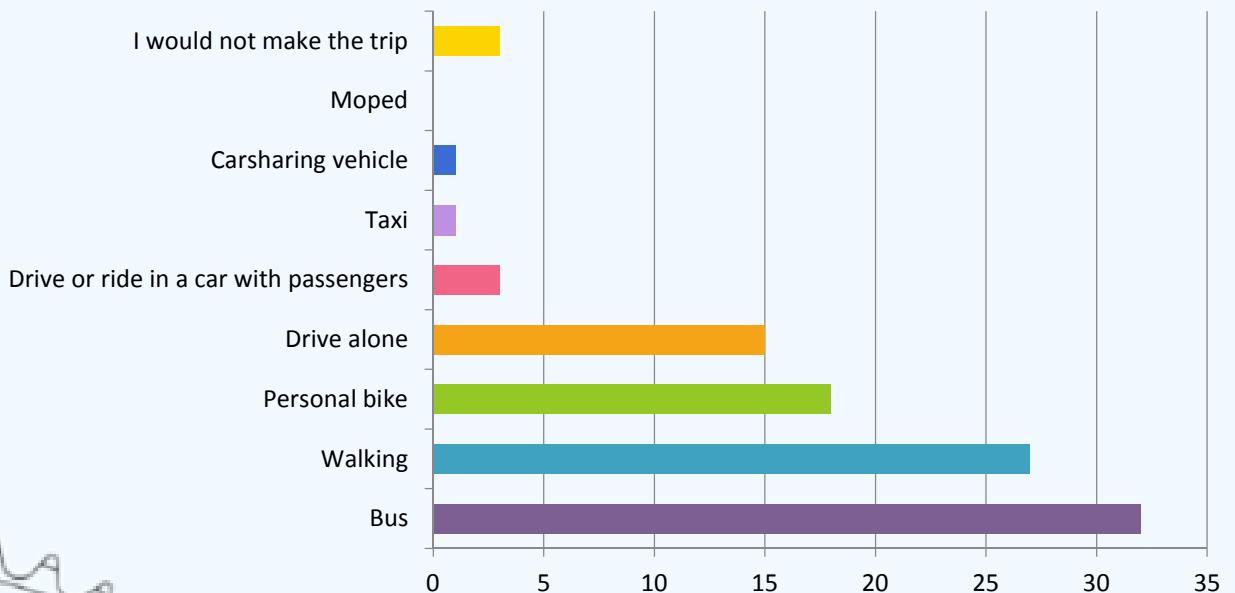
Survey respondents report using BCycle to make trips to and from work more than for any other purpose. Running errands was also a common trip made by BCycle, with Social/Entertainment trips ranking prominently as well.

## What is your single most common use for BCycle?



Response data shows riders would likely choose bus, walking or personal bike to make their most common trips if BCycle were not an option. This may suggest BCycle riders use bike share in combination with other modes of transit, though the fourth most common alternative reported suggests that BCycle trips are replacing some trips that would otherwise have been made via single-occupant car.

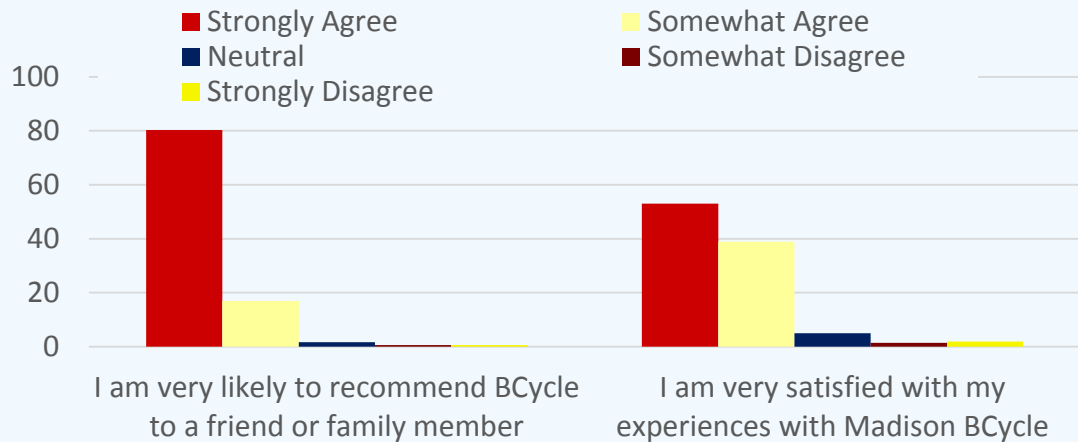
## If BCycle was NOT available, how would you complete this trip?



# Survey 2015: Rider Behavior & Lifestyle

Most survey participants agree (either strongly or somewhat) that Madison BCycle offers up a satisfactory experience that they would recommend to friends or family.

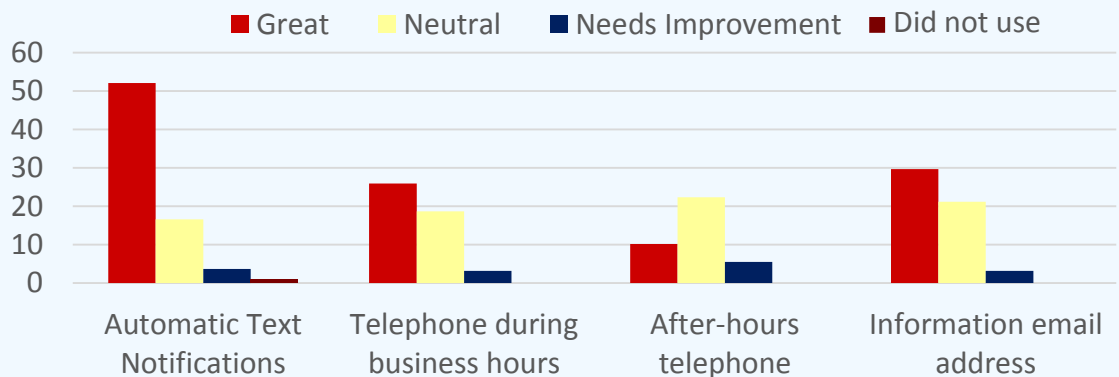
## How Much Do You Agree With These Statements?



## Customer Experience

Overall, participants who use Madison BCycle customer assistance services rate them “Great” or “Neutral.” Looking at bike and station maintenance queries, 87-89% of respondents agree strongly or somewhat that they are very satisfied. Over 91% agree strongly or somewhat that they are very satisfied with their overall experiences with Madison BCycle.

## How Do You Rate Our Customer Service?

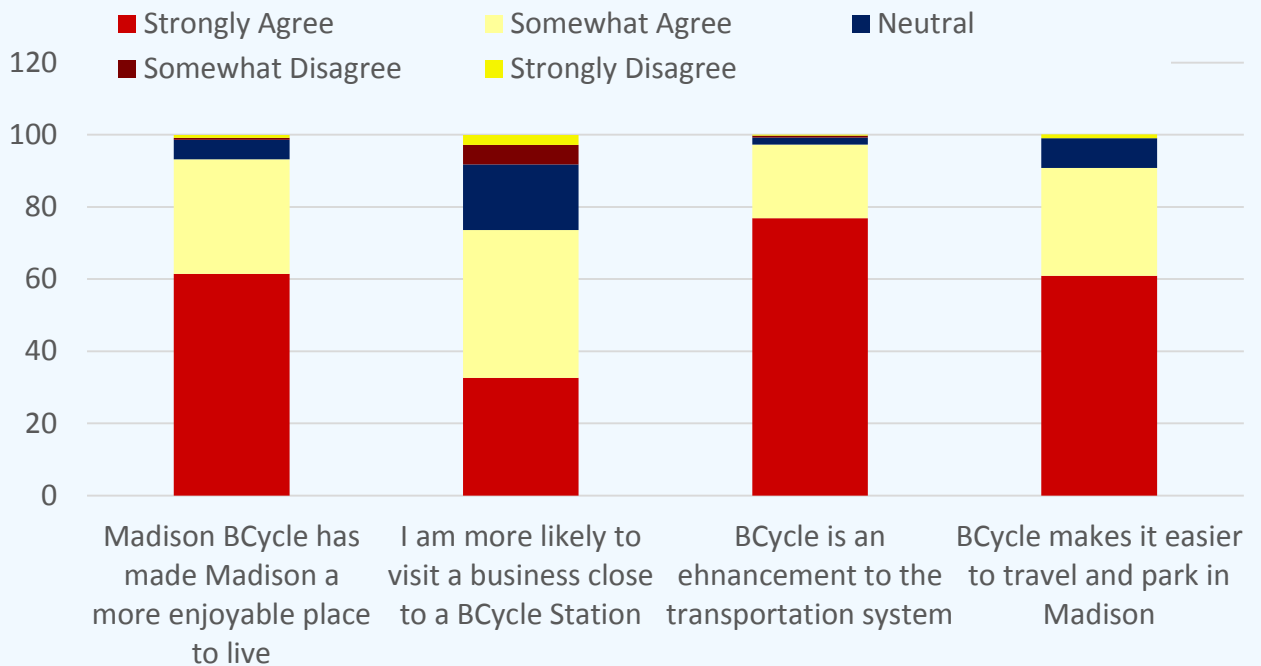


*“You guys are awesome. Very customer centric.”*

# Survey 2015: Rider Community Transportation

Among respondents, 93.2% agree strongly or somewhat that BCycle makes Madison a more enjoyable place to live. 97.3% agree strongly or somewhat that BCycle enhances public transportation in Madison, with 91% agreeing that BCycle makes it easier to travel and park in Madison. Additionally, responses suggest BCycle station proximity may be a positive asset to local businesses by attracting visitors.

## What Impact Does Madison BCycle Have on Transportation in the Community?



## BCycle and Car Travel

When asked about car driving behavior, 34.5% of respondents say that as a result of using Madison BCycle, they drive a car “much less” or “less” often. Another 16% say they didn’t drive cars before OR after BCycle use. A separate survey question finds that 57.2% respondents agree either strongly or somewhat that since joining BCycle, they have replaced would-be car trips with the use of bike share or bike share + other transit options.





# Survey 2015: Beyond the Numbers

We asked respondents to share their open feedback with us on Madison BCycle. Here are some of their comments:



“Always impressed with the amount of work that Madison BCycle does in the community -- truly a great asset to our city.”

“I live in Janesville and commute in by bus. Having the bikes allows me to get to work faster than walking...”

“Madison BCycle is part of a ‘toolkit’ of services and resources that make it possible for my husband and me to be a one-car family in a Midwest city.”

“I love the program! It really has made me use my car less”



“I got BCycle (membership) when I was a student at UW-Madison and have since moved to Green Bay. I still renew my membership because I love having a bicycle to ride whenever I visit.”



“It’s my favorite thing about moving to Madison.”

# Community Connection

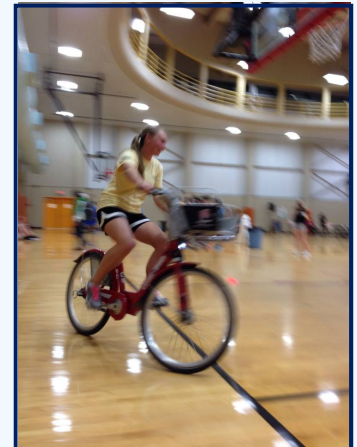
Throughout 2015 Madison BCycle either hosted or played a key role in over 100 community events, demonstrating a clear commitment to community engagement and to making Madison a fantastic city to enjoy, particularly by bike.



Rolling into the history books at Wisconsin Historical Museum



Maynard the Mallard gets his own custom BCycle



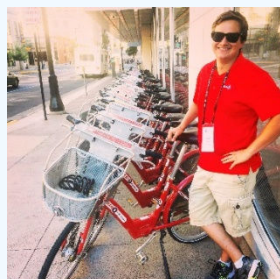
UW RecSports promotes student fitness with the BCycle gauntlet

*“BCycle has been a great partner for the city, its residents and visitors...”*

-Madison Mayor Paul Soglin



BCycles lined up for trips at the 2015 Downtown Ride the Drive event in June



## 2015 Events – Select List

- Mayors Bike Summit
- Ride the Drive
- Wisconsin Bike Week
- Boys & Girls Club Ride
- Clips Film Festival
- Madison Love to Ride Challenge
- UW Rockin' with RecSports



# Madison BCycle Staff

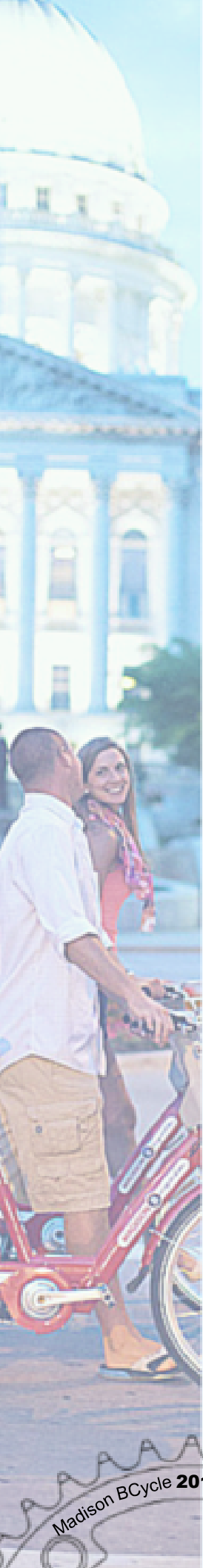


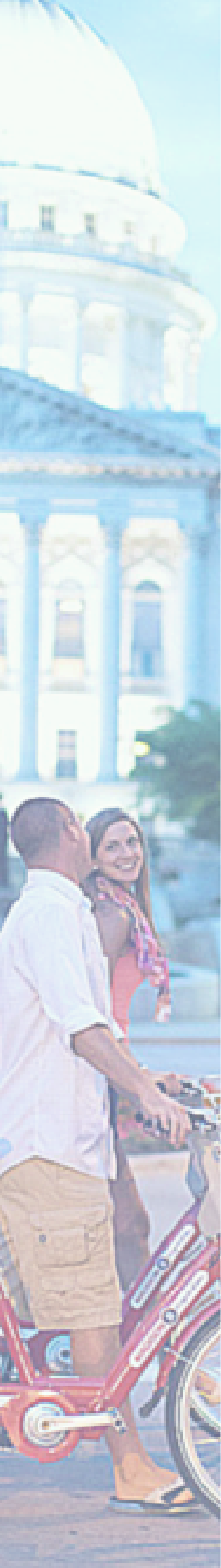
**From left:**

**Ryan Parsons** - Service Technician, **Josh Reindl** - Service Technician,  
**Martha Laugen** - Program Manager, **Josh 'Griff' Griffith** Operations Manager,  
**Mitch Kiffmeyer** - Service Technician, **Christina Otten** - Marketing Intern

**Not Pictured:**

**Madeline Rojer** - Marketing Intern, **Brandon Caplin** - Marketing Intern





# 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**

**UW Athletics, UW Housing**

**Krupp General Contractors**

**Madison College**

Our bike share engagement in the community's transportation network would not be possible without the trail-blazing assistance of former Parks Superintendent Kevin Briski and 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 make daily operations possible. Thank you to our operations staff, our marketing interns and our dedicated volunteers and ambassadors in the community. Special thanks to Claire Hurley for many years of hard work as part of the Madison BCycle team.

And a huge thank you to our members and anyone who rode a BCycle in 2015! 2016 is shaping up to be an exciting year for BCycle and the Madison community. Join us and let's BCycle Everywhere!

