

Madison BCycle, City of Madison: Renew operating agreement through 2030

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MADISON, WI: Following 10 successful seasons of bike share, Madison BCycle and the City of Madison have renewed their operating agreement to continue operating the electric bike share program in Madison for another 10 years. The agreement includes an option for an additional 10-year renewal of operation after that.

“BCycle has become an important part of Madison’s transportation system over the last 10 years, and I’m delighted that we are renewing our contract with BCycle until 2030” said Madison Mayor, Satya Rhodes-Conway. “I’m looking forward to another decade of innovation in transportation, including integrating BCycle with the BRT system. Thanks to all the folks at Trek, BCycle and the City that have made this possible.”

Since its launch in 2011, Madison BCycle has generated more than one million rides, with more than 115,000 riders using the system to experience Madison as a commuter, resident, or visitor. The system has grown from 27 stations and 270 traditional pedal bikes to 50 stations and 300 electric pedal-assist bikes. Madison BCycle became the first bike share system in the country to convert to all e-bikes in June 2019, which sparked a 124 percent growth in ridership from 2018.

“In this changing and uncertain environment, we believe it’s more important than ever to create effective and adaptive bike infrastructure,” said Helen Bradley, General Manager of Madison BCycle. “We will continue to grow our station footprint and provide safe, accessible transportation by bike; renewing our operating agreement with the city is a very encouraging step in making that happen.”

Madison BCycle's impact on the community has been significant. 37 percent of Madison BCycle riders said they were driving their personal car less because of BCycle, according to the annual program survey. Additionally, nearly 50 percent of riders said they were getting more exercise because of Madison BCycle. Madison BCycle riders see the system as an enhancement to the community, with 87 percent saying it makes Madison a better place to live, 89 percent saying it makes it easier to get around, and 91 percent saying they see BCycle as an enhancement to Madison's public transportation options.

Madison BCycle's plans for the future include expanding the system down key transportation corridors like East Washington and South Park St. and into new neighborhoods. The program will add more electric bikes next year to help meet the demand for this mode of transportation.