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Madison BCycle Re-Launches Community Pass Program

Popular program returns with BCycle season

Madison, Wis. March 21, 2022: Madison BCycle and Madison Public Library have relaunched the Community Pass Program in conjunction with the return of BCycles to stations around Madison on March 15, 2022.

The program, in partnership with the Madison Public Library Foundation, enables riders to use their Madison Public Library card to access one of over 350 electric bikes.

“Making bike share more accessible in our community is a top priority for us,” said Madison BCycle General Manager Helen Bradley. “Providing the Community Pass Program is one way we can ensure that everyone in our community has access to bike share as a transportation option.”

While e-bike checkouts from a BCycle station or mobile app typically require a credit card or smartphone to unlock, the Madison BCycle Community Pass Program is an alternative checkout method for riders who might have previously been unable to access bike share.

Library card holders can check out one of the available Madison BCycle passes from any Madison Public Library location. The passes can be checked out for up to a week at a time and provide access to over 350 electric-assist bikes at more than 50 BCycle stations. Riders also have the option to check out a helmet as needed.

As part of the partnership, Madison Public Library Foundation has helped make the program a reality by funding the available Madison BCycle passes.

“This partnership with BCycle was very popular last fall,” said Executive Director of the Madison Public Library Foundation Jenni Jeffress. “Making electric bikes accessible to library card holders is another way to help provide equitable bike share access for all riders and expand library services.”

Each of the nine Madison Public Library locations have two Community Passes available for checkout. Madison BCycle currently has stations outside of the Central Library location on West Mifflin Street and the Pinney Library on Cottage Grove Road.

Riders can learn more about the Community Pass Program at madison.bcycle.com.

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About Madison BCycle

Since its launch in 2011, Madison BCycle has grown to include over 300 electric-assist bikes and 50 BCycle stations around Madison. Madison BCycle is owned and operated by BCycle LLC, delivering best-in-class bike share as a sustainable and accessible transportation alternative for cities. BCycle believes that bike share is the bicycle's role in public transit and is on a mission to change the world by getting more people on bikes.