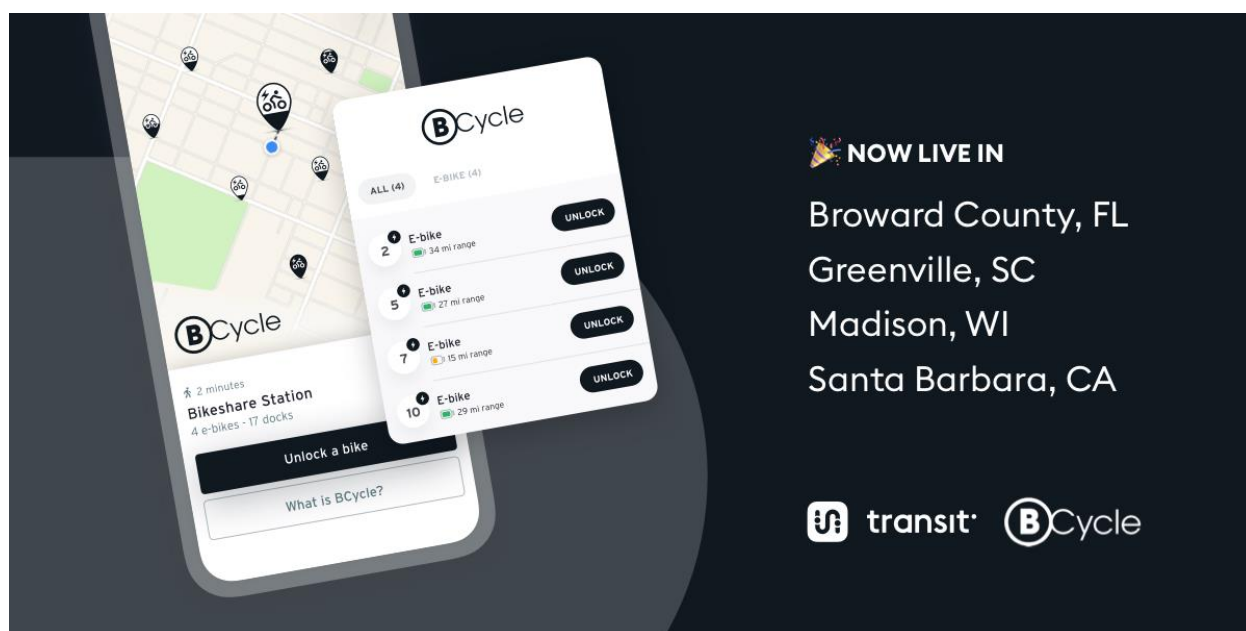# BCycle in Madison, Greenville, Broward County, and Santa Barbara now available in the *Transit* app

Riders can purchase a BCycle pass, unlock a bike and get directions in the same multimodal app they already use to navigate public transit

Move over, flying cars: the future of transportation has arrived — and it makes "going green" the easy choice. Today, [Madison BCycle](#), [Greenville BCycle](#), [Broward BCycle](#), and [Santa Barbara BCycle](#) are all bringing bike share and public transit into a single app experience. The new offering, available in the *Transit* app, enables riders to plan a multimodal trip and unlock a bike with just a few taps.

By bringing public transit and bike share together, BCycle and *Transit* are creating a combined option that introduces new audiences to bike share and makes bike-to-bus connections even easier for existing bike share users in Madison, WI, Greenville, SC, Broward County, FL, and Santa Barbara, CA.

Public transit riders already use the *Transit* app to navigate their local public transit network, thanks to real-time transit countdowns and point-to-point trip planning. Now, riders can also buy BCycle passes and unlock bikes with the *Transit* app for these four BCycle systems, with a combined 135 stations and 520 bikes.

With just a few taps, users enter their payment information just once to purchase and activate any BCycle pass type with their *Transit* account.

In addition to Madison, Greenville, Broward County, and Santa Barbara BCycle, riders can use their *Transit* account to purchase bikeshare passes for RTC Bike Share in Las Vegas – with even more BCycle systems on the way. Riders can also use their *Transit* account to purchase fares for more than 65 transit systems across the U.S. and Canada, including RTD in Denver, Port Authority in Pittsburgh, COTA in Columbus, AC Transit in the San Francisco Bay Area, VIA Metropolitan Transit in San Antonio, and Metro in Cincinnati.

"Our goal is to change the world by getting more people on bikes," said Morgan Ramaker, Executive Director of BCycle. "To do that in bike share, we're working to remove barriers to riding. With the integration of BCycle into the Transit app, it makes it easier than ever for public transit riders to add e-bikes to their daily routines, and for bike share riders to discover new multimodal routes."

"This collaboration helps our partners in Madison, Greenville, Broward County, and Santa Barbara forge a new path for the future of transportation," said Jake Sion, Chief Operating Officer at *Transit*. "By bringing together public transit and bike share all over the country, we're making it easier to get around without a car and helping more people discover easy, fun and green modes of transportation."

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About BCycle: Headquartered in Waterloo, WI, BCycle LLC develops and delivers best-in-class bike share systems and is committed to providing an environmentally sustainable 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. BCycle, a fully owned subsidiary of Trek Bicycle, partners with organizations across the country to deliver community-based bike share. For more information, visit www.bcycle.com.

About Transit: Transit solves the urban commute in more than 300 cities worldwide. Users can easily navigate public transit with accurate real-time predictions, simple trip planning, step-by-step navigation and quick, easy payments. The app also integrates additional transport modes — bikeshare, scooters, carshare and ridehail — so users can mix-and-match their options with

public transit to determine the best way to get from A to B. The company is based in Montréal, QC. Learn more by visiting www.transitapp.com.