**Brochure Outline: How Additional Jurisdictions Can Join Capital Bikeshare**

* **Introduction**:
  + Bikesharing is a new form of transit that makes self-service bicycles publicly available for short-term, hourly rental.
  + Capital Bikeshare is the region’s bikeshare system and currently only operates in DC and Arlington County.
    - CB consists of solar-powered docking stations that range in size from 11 docks to 27 docks. Using smart card technology and a low-cost fee structure, cyclists can pick up a bike from any station in the system and return it to an empty dock at any other station in the system, making a one-way trip if desired. The ability for one-way use means that the bikes can be used to meet daily mobility needs, such as going to the transit station and solving the first or last mile problem.
  + The larger and denser the system, the more successful it is likely to become—regional expansion is good for the region, individual jurisdictions, and Capital Bikeshare.
* **Basics**:
  + Who owns the system?
    - Each jurisdiction owns the CB stations within its boundaries and the number of bikes it purchases, but the CB contractor, Alta, operates the entire regional system.
  + What is the jurisdiction responsible for?
    - Paying for capital
      * Station capital costs depend on the size of the station:

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| --- | --- | --- |
| **# of Docks** | **# of Bikes** | **Cost\*** |
| 11 | 6 | $33.8k |
| 15 | 8 | $41.5k |
| 19 | 10 | $49.3k |
| 23 | 12 | $57.0k |
| 27 | 14 | $64.7k |

* + - * + Stations include 3-speed bicycles, terminal, technical platforms, map frame, spare parts, supplies, and shipping.
      * Installation cost: $4,500 per station\*
      * Replacement:
        + Bikes need replacement approximately every 6 years

About $1,000 each

* + - * + Stations need replacement approximately every 10 years

About $10,200 each terminal

* + - Paying operating expenses
      * $155 per bicycle per month\*
      * The stations are solar-powered and will provide continuous and sufficient electricity to operate without interruption or delay in well-lit locations.
      * Operational costs include:
        + operations 24 hours a day, 365 days a year
        + inspection and maintenance of bikes
        + maintain even distribution of bikes across stations
        + call center (customer service)
        + regional system website
      * It is estimated that after 4 years revenues will fully support operating costs.
* **If your jurisdiction wants to join:**
  + Step 1: Develop a sketch plan for station locations
    - Consider how many stations you would like and where they might be located.
    - Bikesharing success depends on specific design attributes:
      * A denser system of many bikes is best. The number of daily users per bike rise dramatically for larger, denser systems because of increased system reliability, visibility, and convenience.
      * Bike-sharing trips are meant to be short and infrastructure should be spatially oriented to allow for this type of travel: stations should be placed 300-500 meters (1/5 to 1/3 of a mile) from one another and from major origins and destinations, such as dense residential areas, commercial centers, and transit stations.
      * Stations should be co-located with other modes of transit, as well as important origins and destinations. This will allow bike-sharing to serve as an important link to larger transit services, solving the first or last mile problem.
    - Later in the process (Step 7) exact locations for CB stations will be identified.
  + Step 2: Identify funding
    - This can and should include private sponsorship from developers, major employers, and retailers, among others, in addition to public funds.
  + Step 3: Get in touch with Paul DeMaio or Josh Moskowitz to schedule a meeting with the CB Board to discuss your desire to partner with CB.
    - The discussion should include:
      * Desired neighborhoods in which to expand service
      * Desired timeline for service implementation.
        + Note: There is a 4-month period between purchase of equipment and installation.
      * Any issues with the current revenue-sharing structure.
        + Revenue sharing will be covered in the DC-Arlington MOU, which is still under development; but will likely include:

Membership fees: Distributed to the Member Jurisdictions based on the residence of each Capital Bikeshare member and membership fees generated from individuals who live outside of the Member Jurisdictions will be prorated

Usage fees: Distributed to the Member Jurisdiction based on the origin of each revenue-generating trip

Sponsorship: revenue-sharing depends on the type of sponsorship, which is either station level or service level.

* + - * Any identified sponsorship and corporate partnering options and advertising.
    - Contact:
      * Paul DeMaio  
        MetroBike, LLC, consultant to:

Arlington County Commuter Services

Department of Environmental Services  
Arlington County, VA  
202-684-8126  
[paul@metrobike.net](mailto:paul@metrobike.net)

* + - * Josh Moskowitz  
        Transportation Management Specialist  
        Progressive Transportation Services Administration  
        District Department of Transportation  
        [josh.moskowitz@dc.gov](mailto:josh.moskowitz@dc.gov)  
        202-359-5514
  + Step 4: Work with contractor, Alta, to obtain their agreement on the plan for expansion.
    - Alta can either agree or disagree to operate the system in a new jurisdiction based on the estimated costs.
    - Alta contact: Alison Cohen  
      [alisoncohen@altabicycleshare.com](https://www.google.com/voice/c/b/paul.demaio@gmail.com/ui/ContactManager?js=RAW&titleBar=false&maximize=true&position=absolute&showVoice=true&showVoiceSms=true&hl=en&border=NONE&eventCallback=ParentStub1293740182985&zx=o760pojef7g1)  
      215-248-1984
  + Step 5: Develop a contract with Alta based on the Arlington County contract via the COG Rider
  + Step 6: Enter into Memorandum of Understanding with CaBi jurisdictions.
    - Arlington County and DC are currently developing an MOU that jurisdictions would need to sign on to.
  + Step 7: Plan station locations
    - Identify sites for placement of each CB station.
    - Secure necessary agreements from property owners, if necessary.
  + Step 8: Purchase equipment from Alta and install.

\*Costs represent estimates based on the currently configured Capital Bikeshare system. All costs are subject to change and contingent upon agreement by Alta Bicycle Share.