



How Jurisdictions Can Join Capital Bikeshare

Introduction:

- Bikesharing is a new form of transit that makes self-service bicycles publicly available for short-term use.
- Capital Bikeshare is the region's bikeshare system and currently 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.
- For what is the jurisdiction responsible?
 - Paying for capital

- Station capital costs depend on the size of the station:

# 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
- Paying for marketing
 - Marketing includes general program marketing spread over all participating jurisdictions plus location specific marketing.
 - Plan for additional marketing needs for launch of your system.

How does my jurisdiction join Capital Bikeshare:

- 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 and trips per bike rise dramatically for larger, denser systems because of increased system reliability, visibility, and convenience.
 - Bikesharing 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 bikesharing 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
 - Josh Moskowitz
Transportation Management Specialist
Progressive Transportation Services Administration
District Department of Transportation
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
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 Capital Bikeshare 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.



The Benefits of Capital Bikeshare for Developers, Property Owners and Employers

1. What is Capital Bikeshare?

- a. Capital Bikeshare is an hourly, self-service, public bicycle transportation system. Capital Bikeshare users can choose from over 1,100 bikes at 110 locations in the District of Columbia and Arlington.

2. How does Capital Bikeshare work?

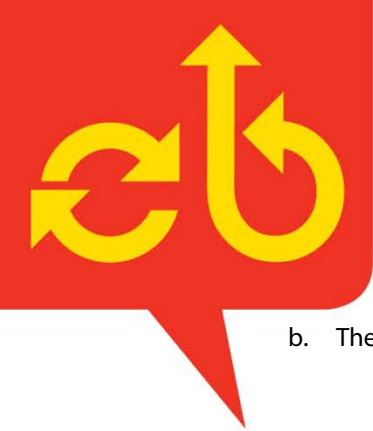
- a. Join for 24-hours, 5 days, 30-days or year
- b. Take a bike from a station
- c. Ride your bike to run an errand, grab a bite, or get to work or school
- d. Return the bike to any Capital Bikeshare station
- e. When you're ready, grab another bike and have fun!
- f. For more information on how Capital Bikeshare works, visit: www.capitalbikeshare.com/how_it_works

3. What are the benefits for Developers, Property Owners and Employers?

- a. Bikesharing increases access to the region's jobs, services and amenities
- b. Going green and healthy, active living
 - i. Bikesharing promotes alternatives to car use, meaning decreased air pollution and major increases in physical activity
- c. Benefits for Developers and Property Owners
 - i. Property values benefit from access to bikeshareⁱ
 - ii. Bicycling increases exposure to storefronts and sales for retail businessesⁱⁱ
 - iii. Attract target markets
 1. While bikeshare users are a diverse group, almost half of adult bicyclists are between the ages of 25-44, and make \$75,000 or more per yearⁱⁱⁱ
 - iv. Meet requirements for Transportation Demand Management
 1. Instead of paying for a shuttle service or providing more parking, allow your tenants/employees to meet their travel needs for work, running errands or visiting friends by using Capital Bikeshare
 - a. 19% of riders shifted from auto to bike^{iv}
 - b. 59% of riders have increased access to transit that is otherwise too far to walk to^v
- d. Benefits for Employers
 - i. Healthier, more alert and more productive employees
 1. Moderate physical activity (such as biking to work) saves up 12% in annual medical costs^{vi}
 2. Cyclists have lower rates of absenteeism^{vii}
 3. People who bike to work arrive less stressed and ready for a more productive day

4. How can you bring the benefits of Capital Bikeshare to your tenants and employees?

- a. Join other companies and organizations that are supporting Capital Bikeshare and other bikeshare programs in the DC area and in cities across the country, including:



- i. Crystal City BID, FAST for Potomac Yard, Kaiser Permanente, Blue Cross/Blue Shield, Humana, Target, Whole Foods, Arby's, Quiznos, U.S. Bank, Ameriprise Financial, Sprint, Xcel Energy, New Balance, Aveda, Equal Exchange, University of Denver, Augsburg College

- b. There are several ways
 - i. Sponsor an Existing Station
 - ii. Sponsor a New Station
 - iii. Sponsor the Service
 - iv. Become a Corporate Sponsor
 - v. What do you get with sponsorship?
 1. As a sponsor, your support will be seen by the public and recognized in several different ways, including:
 - a. your logo and link on the Capital Bikeshare website and interactive map
 - b. your logo on Capital Bikeshare stations
 - c. your logo on Capital Bikeshare bikes
 - d. free Capital Bikeshare memberships
 - e. Confident City Cycling class for employees and tenants
- c. See "Capital Bikeshare Sponsorship Summary" and "Capital Bikeshare Corporate Membership" inserts for more info

5. Where you can sponsor?

- a. Map of existing locations
 - i. For an up-to-date listing of stations, visit: www.capitalbikeshare.com/station_map
- b. Opportunities to expand
 - i. Capital Bikeshare is currently operating in DC and Arlington, but the service will continue to expand within these jurisdictions and into surrounding jurisdictions in the region. Already, Montgomery County, City of College Park, City of Alexandria, and Fairfax County have begun looking for opportunities to expand Capital Bikeshare into their jurisdictions. If you're interested in sponsoring a new station or bringing service to a new community, please reach out to one of the contacts listed <below>.

6. What to do next?

- a. For more information on Capital Bikeshare visit: www.capitalbikeshare.com
- b. To find out how you can bring bikeshare to your area:
 - i. In the District: Josh Moskowitz at DDOT, 202-359-5514
 - ii. In Arlington: BikeArlington, 703-247-9299; Paul DeMaio at MetroBike, 202-684-8126, paul@metrobike.net
 - iii. Other Areas: Michael Farrell at MWCOG, 202-962-3760 (if you are interested in bringing Capital Bikeshare to your community and you're not located in DC or Arlington)

ⁱ By mapping real estate transactions, researchers have been able to show that bike facilities can have positive, statistically significant impacts on home values.

ⁱⁱ A study in Toronto, Ontario found that people who biked or walked to a main commercial area of the city spent more money in the area per month than people who drove there to shop.

ⁱⁱⁱ Scarborough Research, http://www.medialifemagazine.com/artman2/publish/Out_of_Home_19/Your-client-sharing-a-communal-bike_printer.asp

^{iv} Based on a Minneapolis study

^v MWCOG study

^{vi} CDC Physical Activity and Health Report

^{vii} National Center for Health Statistics