

Capital Bikeshare Presentation for the TPB Technical Committee

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What is Capital Bikeshare?

- A regional bike transit system between the D.C., Arlington County, and the City of Alexandria governments.
- 1600 bikes at 190 solar-powered docking stations.
- Operated by Alta Bicycle Share.
- Launched on September 20th, 2010.
- Bike Transit. Not the same as bike rental.
- Designed for point to point, relatively short trips.
- Complements other transport modes.



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The Red Bike



- Designed specifically for bikesharing.
- Sturdy design for a utilitarian life outdoors.
- Simple, safe, easy to ride, and comfortable for a wide range of users.
- Very recognizable.



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The Station



- Consists of a kiosk, map frame, solar panel, and variable number of docks.
- Modular and can be picked up and moved by truck to a new location.
- Bikes can be accessed at a station by a member key or credit card.



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Who is Capital Bikeshare?

- Originally started with Arlington contract
- DC utilized COG rider clause
- Started system together in September 2010
- City of Alexandria joined the “partnership” in September 2012
- Montgomery County and the City of Rockville are planning to join the system in Spring 2013
- City of College Park and UMD have funding in place to join the system as well
- Other interest has come from Fairfax County, Reston, Hyattsville, Mount Rainier, and Frederick, MD



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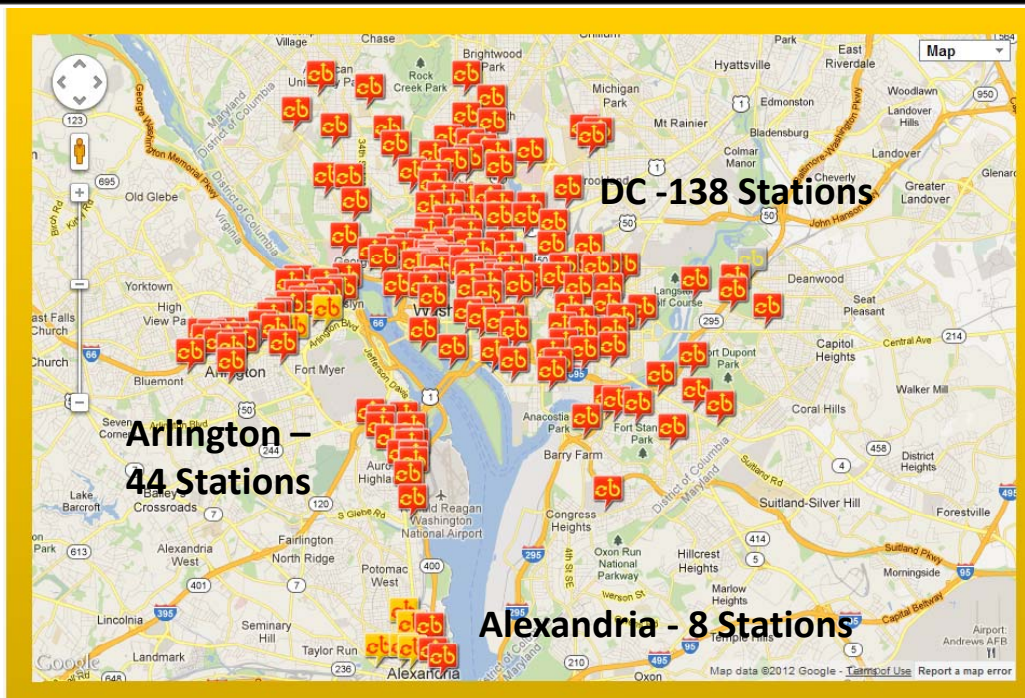


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Keys to Regional Success

- Same vendor and capital costs
- Similar operating costs that vary slightly based on distance from jurisdiction to warehouse
- Similar contracts – using the COG rider
- Weekly coordination meetings
- Same vision
- Informal agreement discussing responsibilities of localities to each other



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“Revenue Sharing”

- All revenues go to the jurisdictions
- Annual membership fees go to jurisdiction where member lives
- “Out of area” annual membership fees are split according to number of docks
- Casual member fee and usage fee split according to number of docks



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Revenues and Expenses (O & M) (DC only)

	Year 1 (2011)	Year 2 (2012)	Year 3
Stations	100	140	190
Expenses	\$1.8 million	\$3.5 million	\$ 4.75 million
Revenues	\$2.1 million	\$3.75 million	?

- Does not include admin or capital costs
- Does not include advertising – will have advertising starting Winter 2012/13



Revenues and Expenses (O & M) (Arlington only)

	Year 1 (2011)	Year 2 (2012)	Year 3
Stations	18	41	75 +/-
Expenses	\$283,000	\$643,000	?
Revenues	\$129,000	\$411,000	?

- Includes admin and capital costs
- Total cost recovery: FY11 = 46%, FY12 = 64%



Data

- 19,000 annual members – fluctuates with renewals
- 225,000 casual members to date
- 2.9 million trips to date – 1 million in year one and on track for 2 million trips within following 13 months
- Since every trip is recorded electronically, we have a lot of data
- Dashboard provides easy access of data to the public



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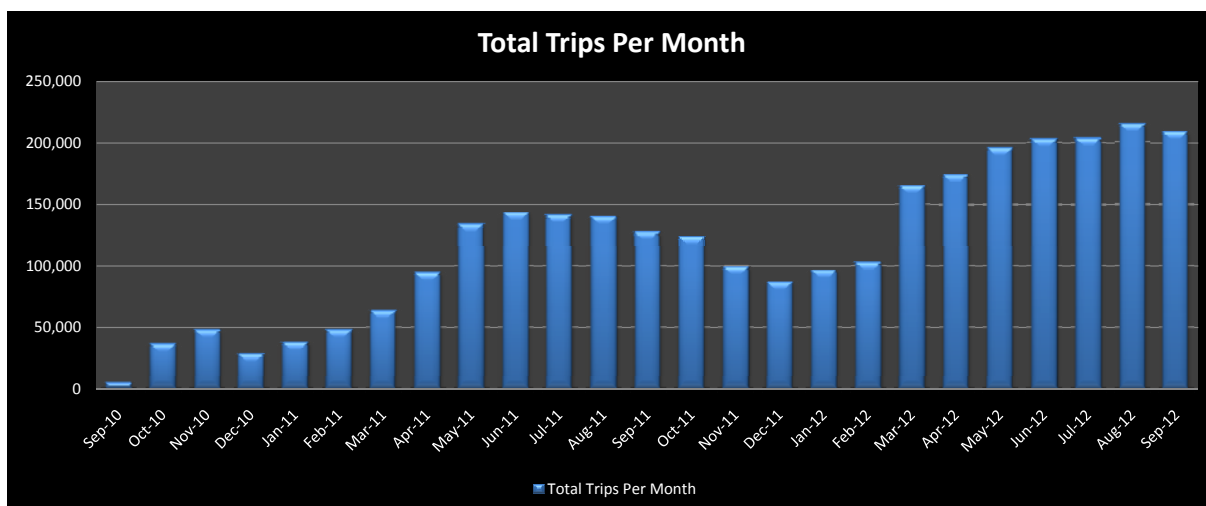
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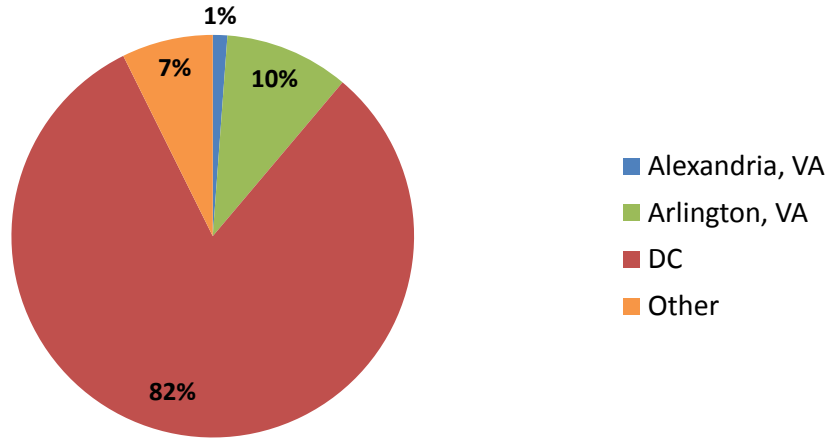
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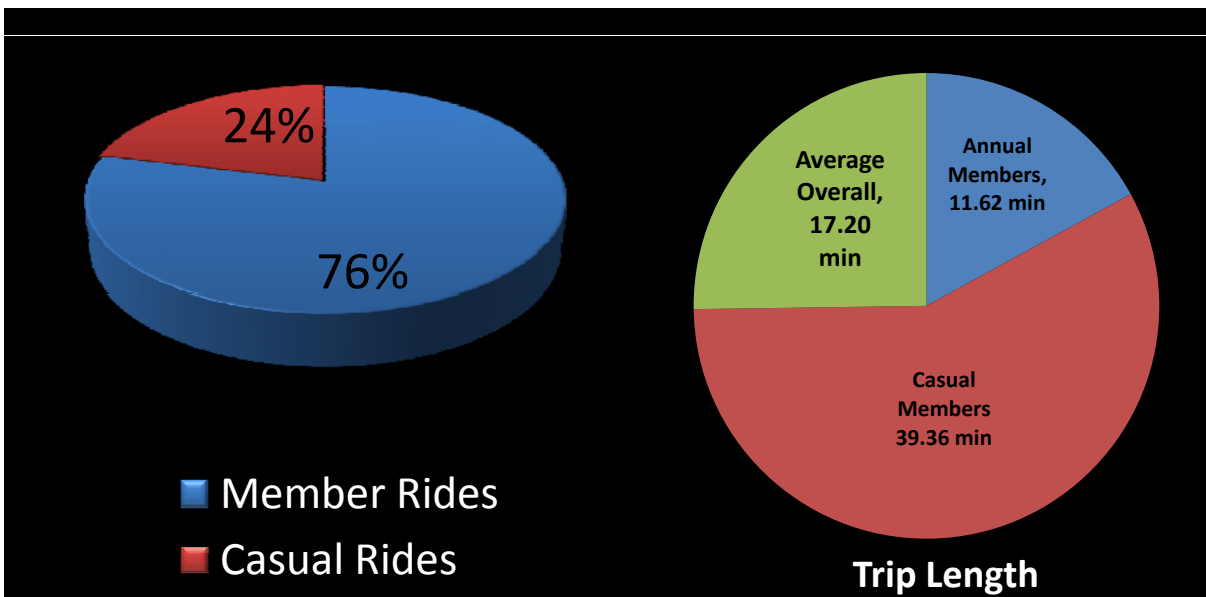


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Active Annual Members by Jurisdiction



Data



First Two Years: What went well

- Bike launch event and loads of press.
- Early annual membership, ridership, and sense of public ownership.
- Smooth operations from operator (Alta) and bikes and stations holding up well.
- Welcoming new jurisdictions and Federal partnerships.
- Expanding with new stations:
 - 26 in Arlington
 - 40 in DC + 26 expanded stations
 - 8 in Alexandria
- Additional funding secured for expansion.
- Mild 2nd winter!



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First Two Years: Challenges

- Rebalancing operations, especially for common commute patterns. Uptown vs. Downtown. Managing expectations.
- Maps and paper information. Tough to keep up with fast changing system.
- Reaching beyond our early adopters to broaden the demographic of members.
- Informal multi-jurisdictional agreement.
- Funding.



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