



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.