



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?

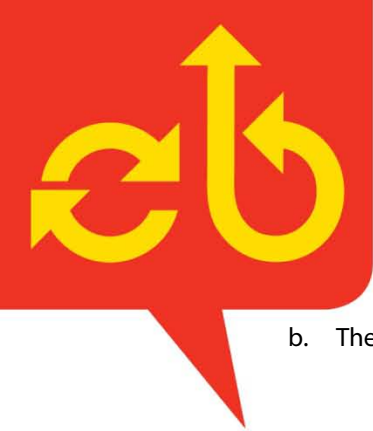
- a. Join for 24-hours, 5 days, 30-days or year
- b. Take a bike from a station
- c. Ride your bike to run an errand, grab a bite, or get to work or school
- d. Return the bike to any Capital Bikeshare station
- e. When you're ready, grab another bike and have fun!
- f. For more information on how Capital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