

ULI Rose Center *presents*

DC Capital Bikeshare: a success story



Urban Land
Institute

Daniel Rose Center for Public Leadership in Land Use

Alison Johnson
Program Manager

202-624-7015; alison.johnson@uli.org

- **Welcome**
- **ULI Rose Center**
 - Who we are/what we do
- **Webinar instructions**
- **Webinar**



ULI Rose Center

Mission:

“. . . to encourage and support excellence in land use decision making. By providing public officials with *access to information, best practices, peer networks* and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies.”

How this webinar works:

- Webinar audio information:
 - **Dial-in #: 866.404.3683**
 - **Conference code: 1496305939**
- All callers are muted during the presentation
 - To prevent any audio disruption, please mute your individual line by pressing *6. You can un-mute your line by pressing #6.
- To ask a question-
 - During the presentation, type your question into the *Question* or *Chat* box, the moderator will review and present your questions to the panelists.
 - There will be time for questions at the end of the presentation.



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- Complete our survey via Survey Monkey

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Bikesharing in the Nation's Capital

Urban Land Institute, March 2012

DC - Snapshot

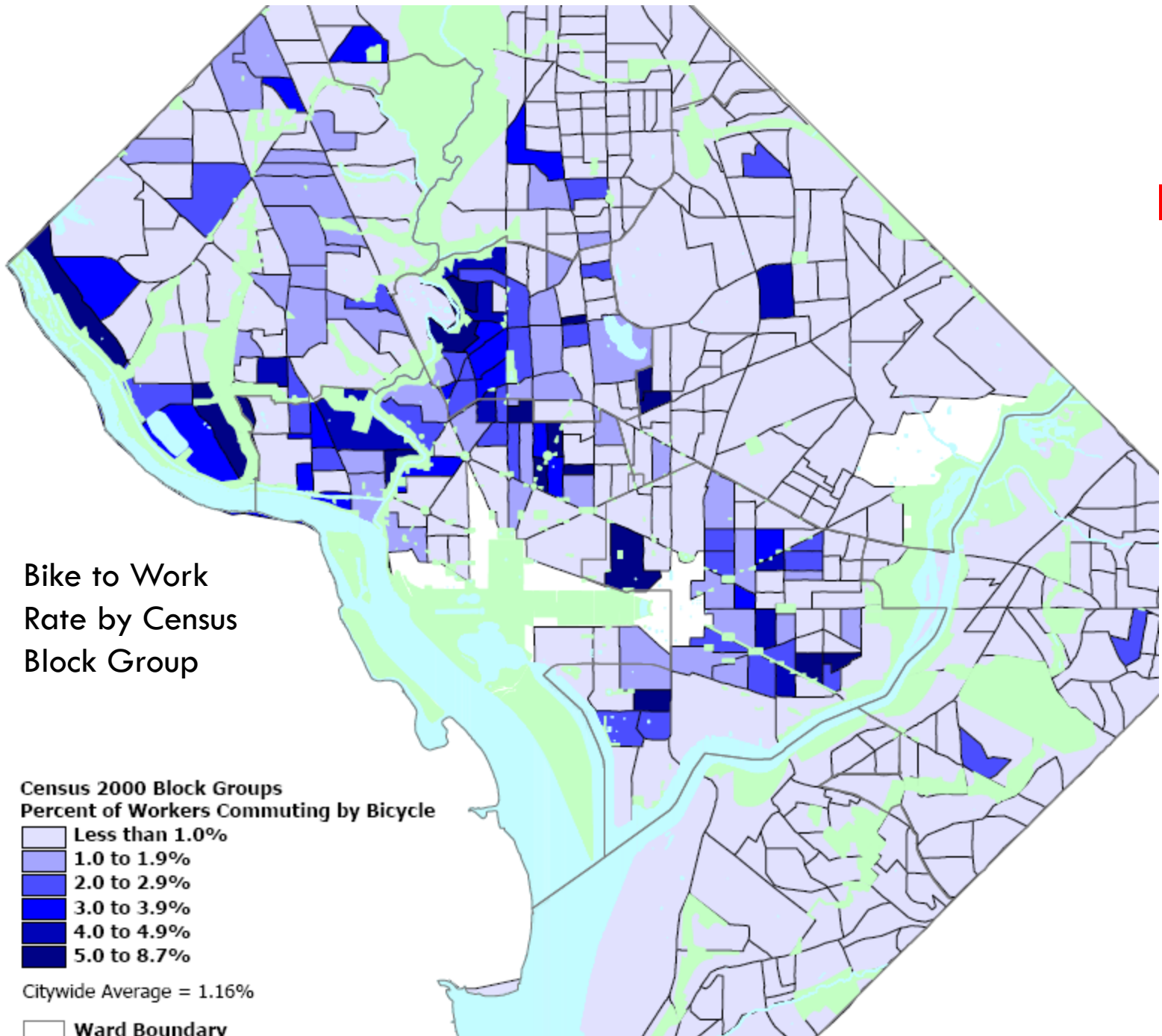
- Population: 600,000
(Region: 4 million)
- Area: 70 square miles
- Median Household Income: \$60,000
- Daytime population: 1,000,000
- 50% drive alone to work
- 35% of households do not own a car



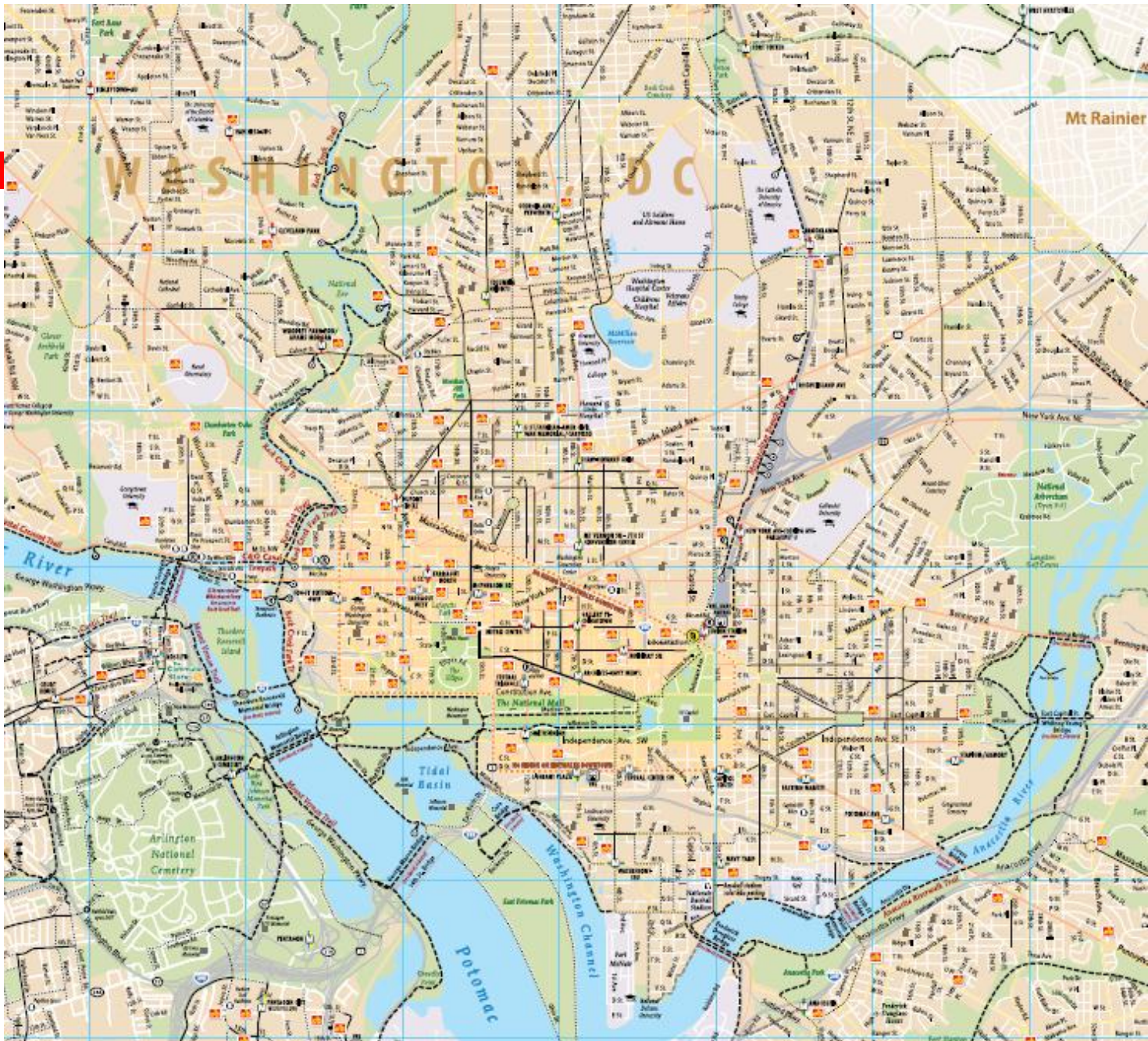
Bicycling in DC: Snapshot

- 50 miles of trails
- 50+ miles of bike lanes
- ~3% bike to work rate





DC
Bike
Map



History

- Interest in 2001
- Bus Shelter RFP 2004
- Smartbike 2008
- Capital Bikeshare 2010



What is Capital Bikeshare?

- A joint program between D.C. and Arlington County governments.
- 1200 bikes at 150 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



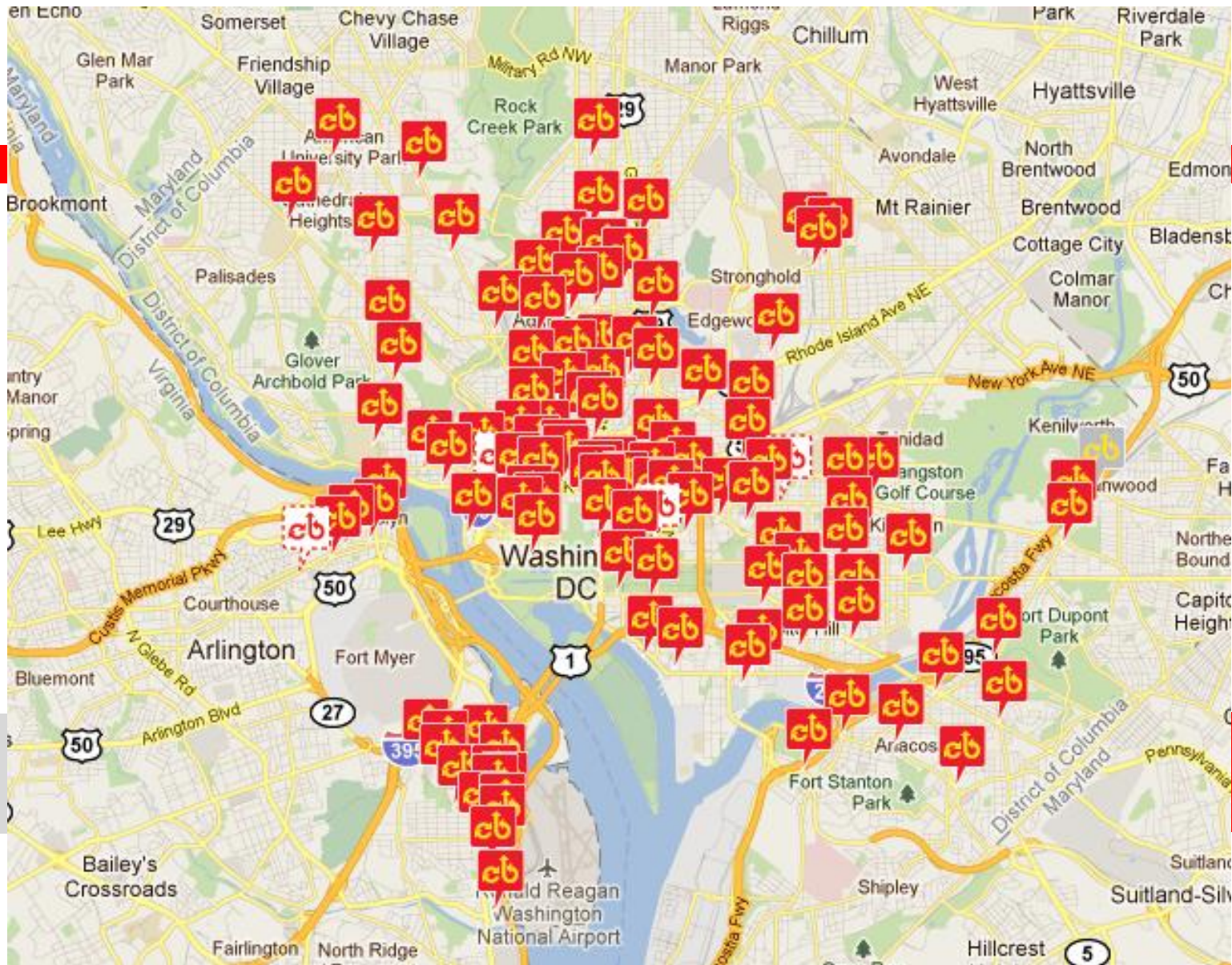
The Bike

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



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.



Funding

- **Phase 1 of the D.C. portion of Capital Bikeshare was funded by \$6,400,000 from Federal Highway Administration CMAQ fund.**
- **Arlington portion of Capital Bikeshare is funded by \$800,000 from combination of State, County and private sector funds in roughly equal thirds.**
- **Subsequent funding for expansion has been with CMAQ funds for both DC and Arlington**

Program Costs (rough)

- **19 Dock Station – \$55,000**
- **Per bike cost - \$1200**
- **Annual O/M per station – \$23,000 = \$2.3 Million for 100 stations**
 - **includes website, call center, bike/station maintenance, redistribution**
 - **does not include marketing and maps**

Things to Think About



- Business Model
- Procurement
- Station Locations
- Pricing
- Revenue sharing (among jurisdictions)
- Marketing
- Advertising

Business Models

1. Private Sector (Miami Beach, NYC)
2. Public (DC/Arlington, Boston)
3. Non-profit (Minneapolis, Denver)



Procurement

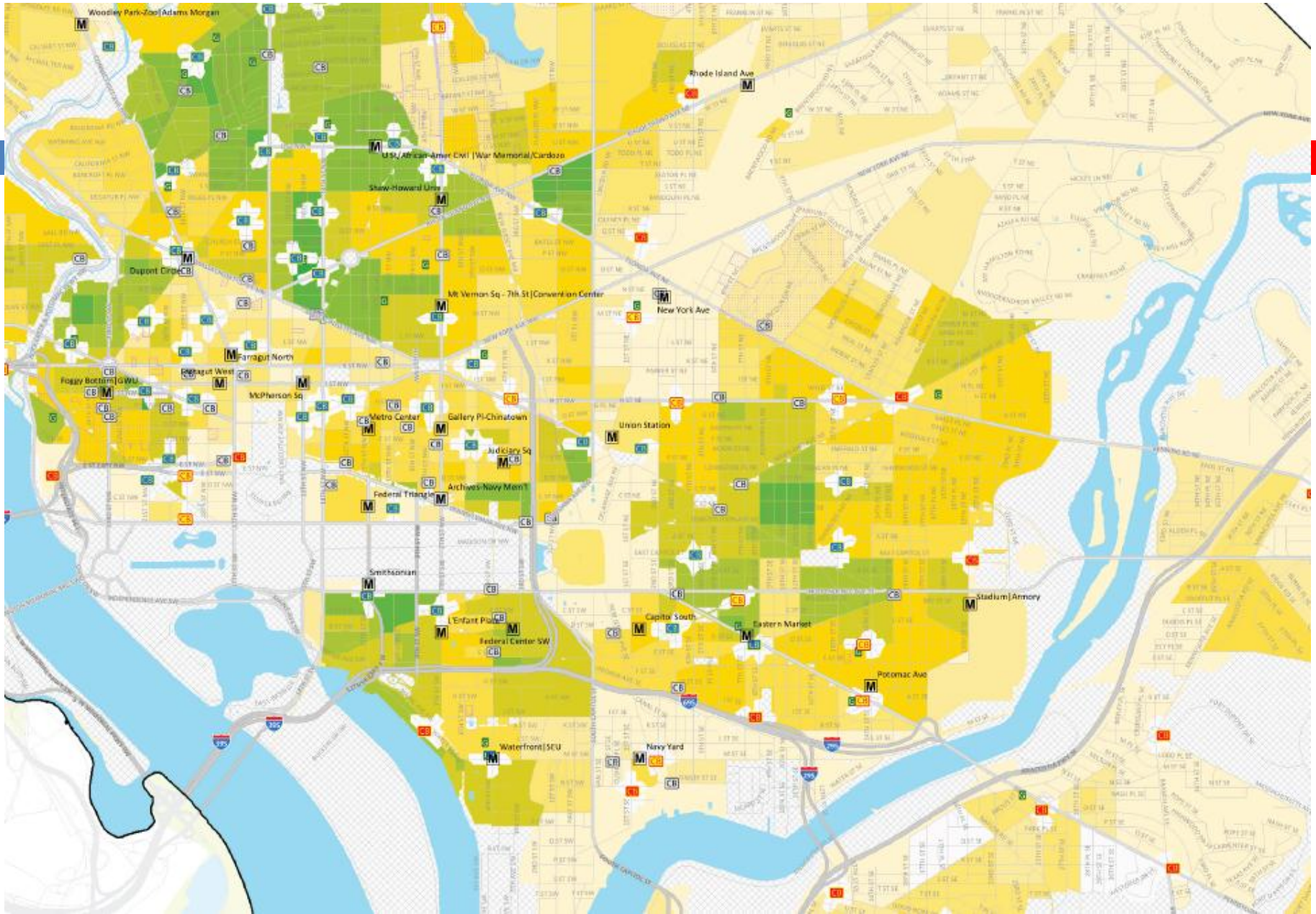


- Arlington did the RFP
- DDOT joined using the “COG rider”
- Negotiated separate contracts
- Launched simultaneously

Planning: Location Selection

- **GIS Analysis**
 - **Population Density**
 - **Employment Density**
 - **Bike to Work Rate (Census)**
- **Other Criteria**
 - **Web Survey**
 - **Crowd Sourcing**
 - **Public Meeting**
 - **Common Sense**
 - **Approvals**
 - **Real Estate Development**
 - **Space!**





What is the ideal size?

	Population	Visitors/yr	Stations	Bikes	Population/ bikes	Visitors/ bikes
Washington	600,000	15 million	150	1200	500/1	12,500/1
Paris	2.2 million	75 million	2000	23,000	95/1	3260/1
Hangzhou	7 million	?	2000	50,000	140/1	
Miami Beach	88,000	8 million	100	1000	88/1	8000/1
New York	8 million	47 million	600	10,000	800/1	4700/1
Boston	590,000	25 million	61	600	980/1	25,000/1

Pricing

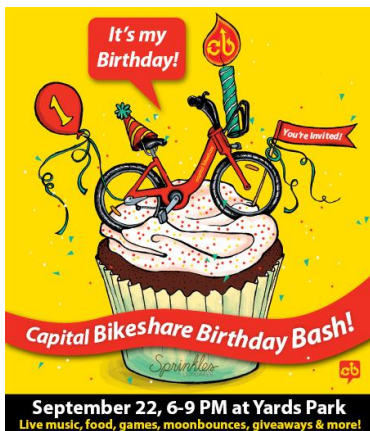
- ▣ \$75/year
- ▣ \$25/month
- ▣ \$15/three days
- ▣ \$7/day
- ▣ +usage fees

“Revenue Sharing”

- Annual member fees go to jurisdiction where member lives
- “Out of area” annual member fees are split according to number of docks
- Casual member fee and usage fees go to station of origin

marketing

- Limited paid media
- Lots of free media, buzz (Social media)
- Leveraged TDM marketing (goDCgo)
- Targeted to specific groups
- Newsletter



Advertising, Sponsorship

- In DC, we can do outdoor advertising (map panels)
- In Arlington, they can't
- But ads on the bikes are OK in both jurisdictions



Keys to Regional Success



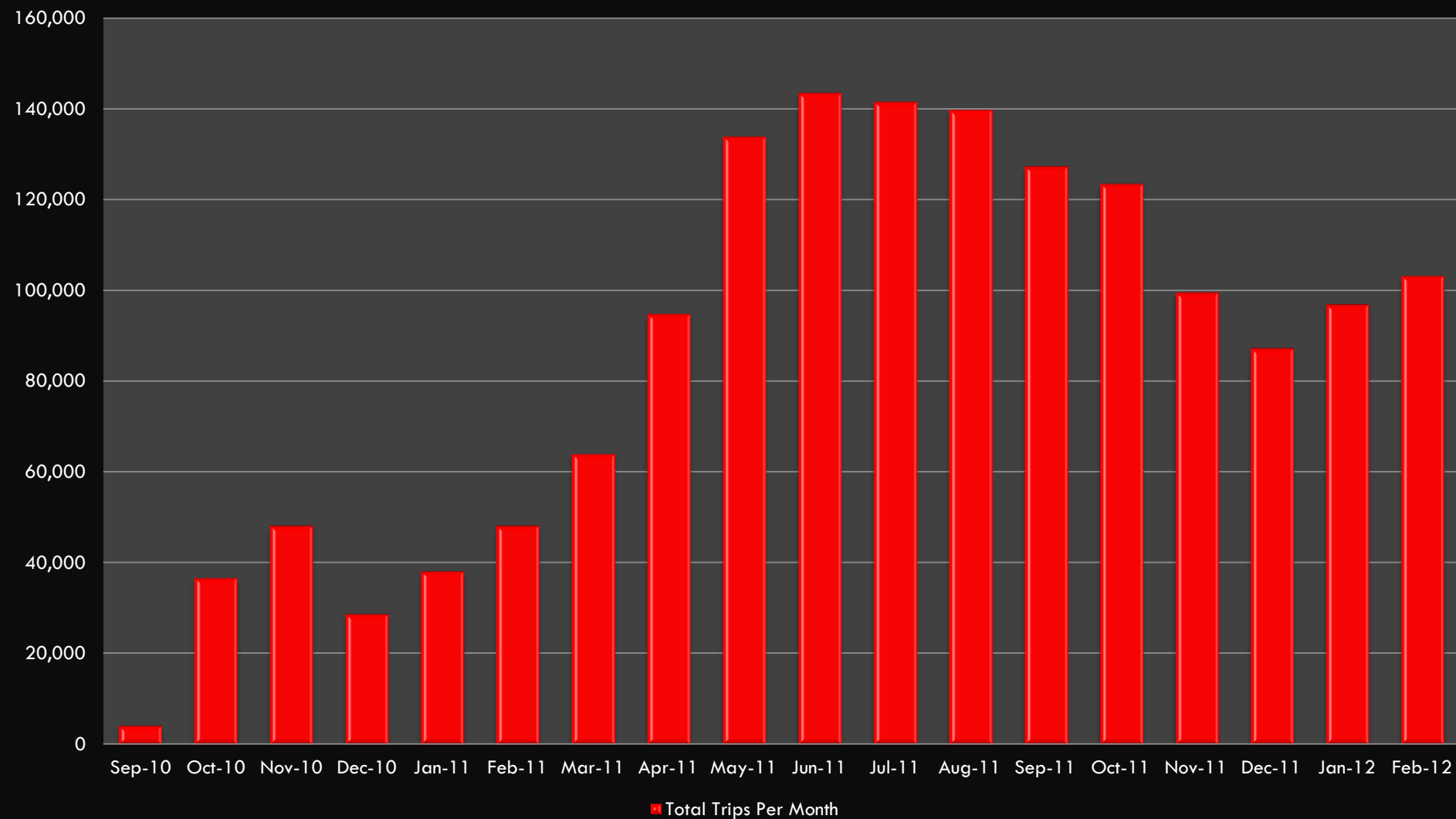
- Same vendor, rates
- Similar contracts
- Weekly meetings
- Same vision
- Written agreement (“MOA”)
- Regional entity involved

Data

- 17,000 annual members – fluctuates with renewals
- 95,000 casual members to date
- 1.6 million trips to date
- Since every trip is recorded electronically, we have a lot
- Dashboard provides easy access of data to the public



Total Trips Per Month

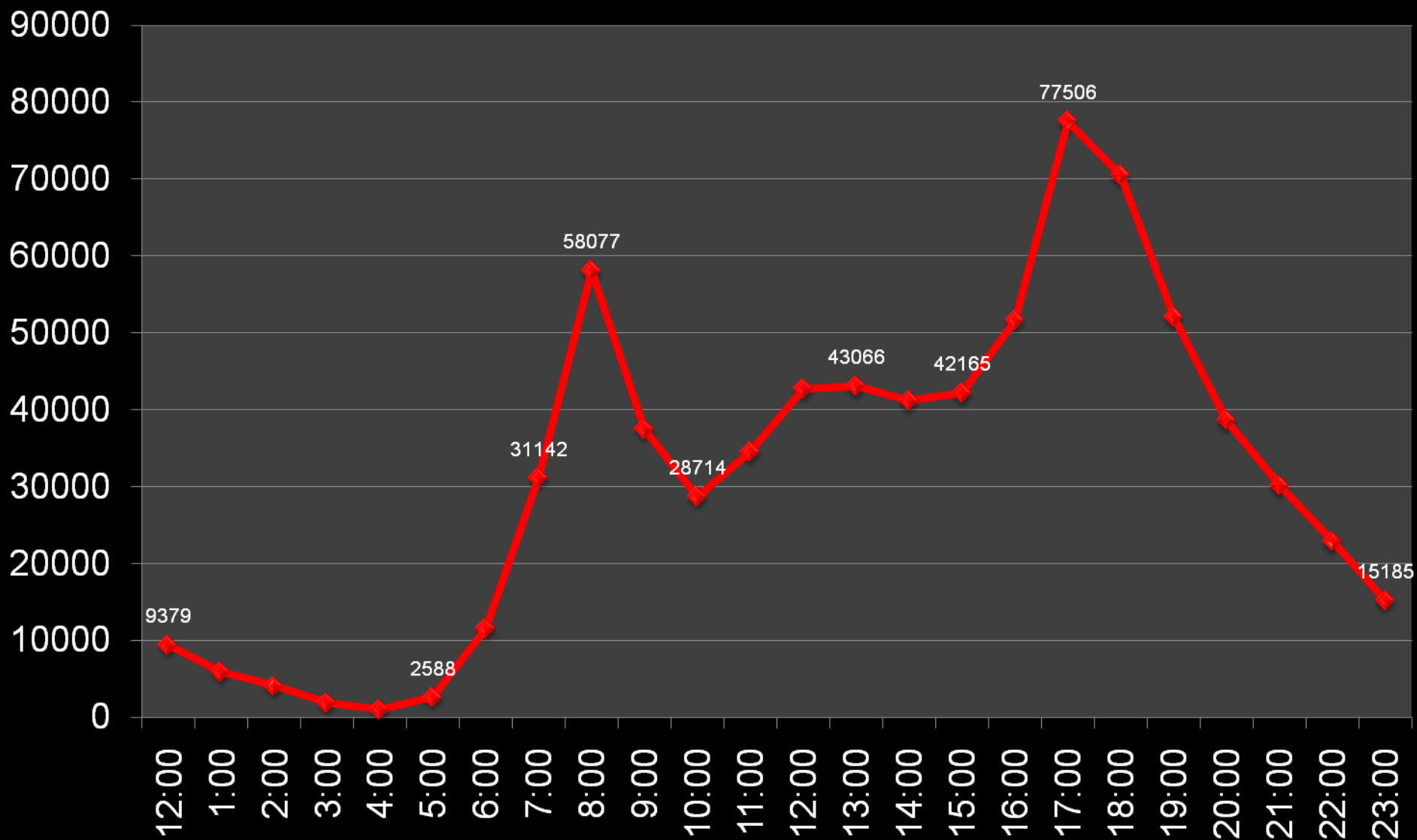




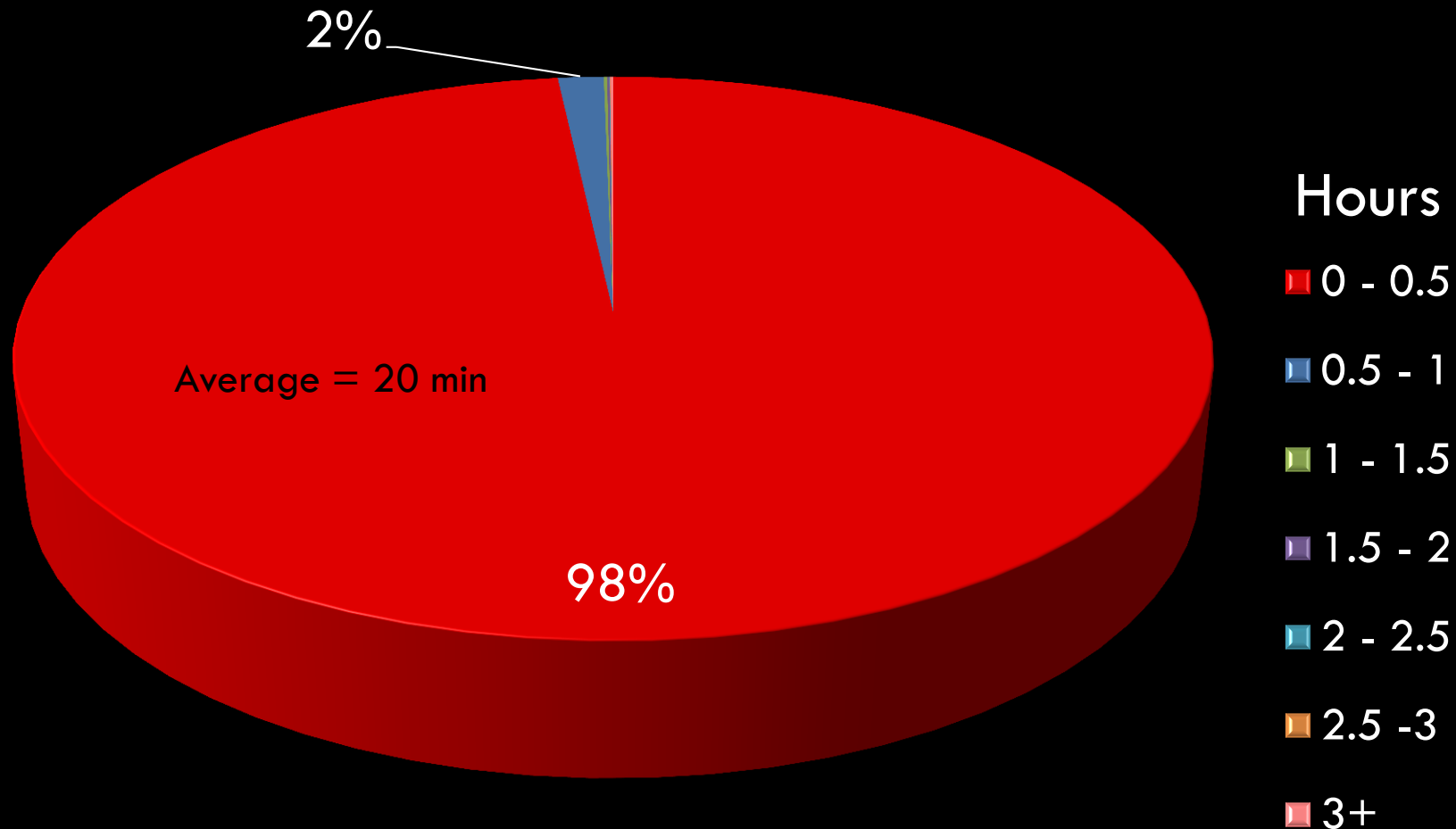
Number of New One-Day Members



Number of rides per time of day

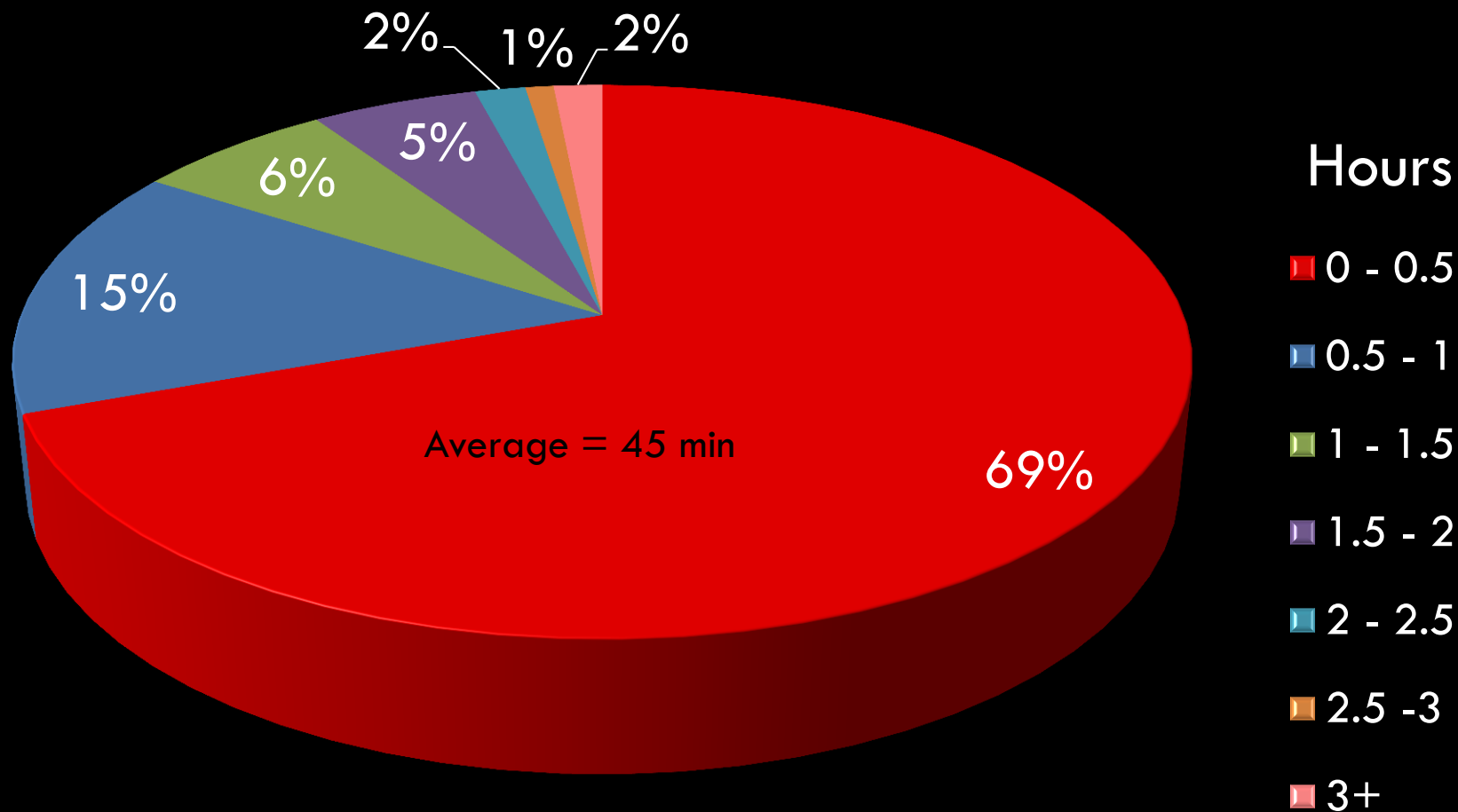


Ride Duration - Annual and Monthly Members





Ride Duration - Casual Users



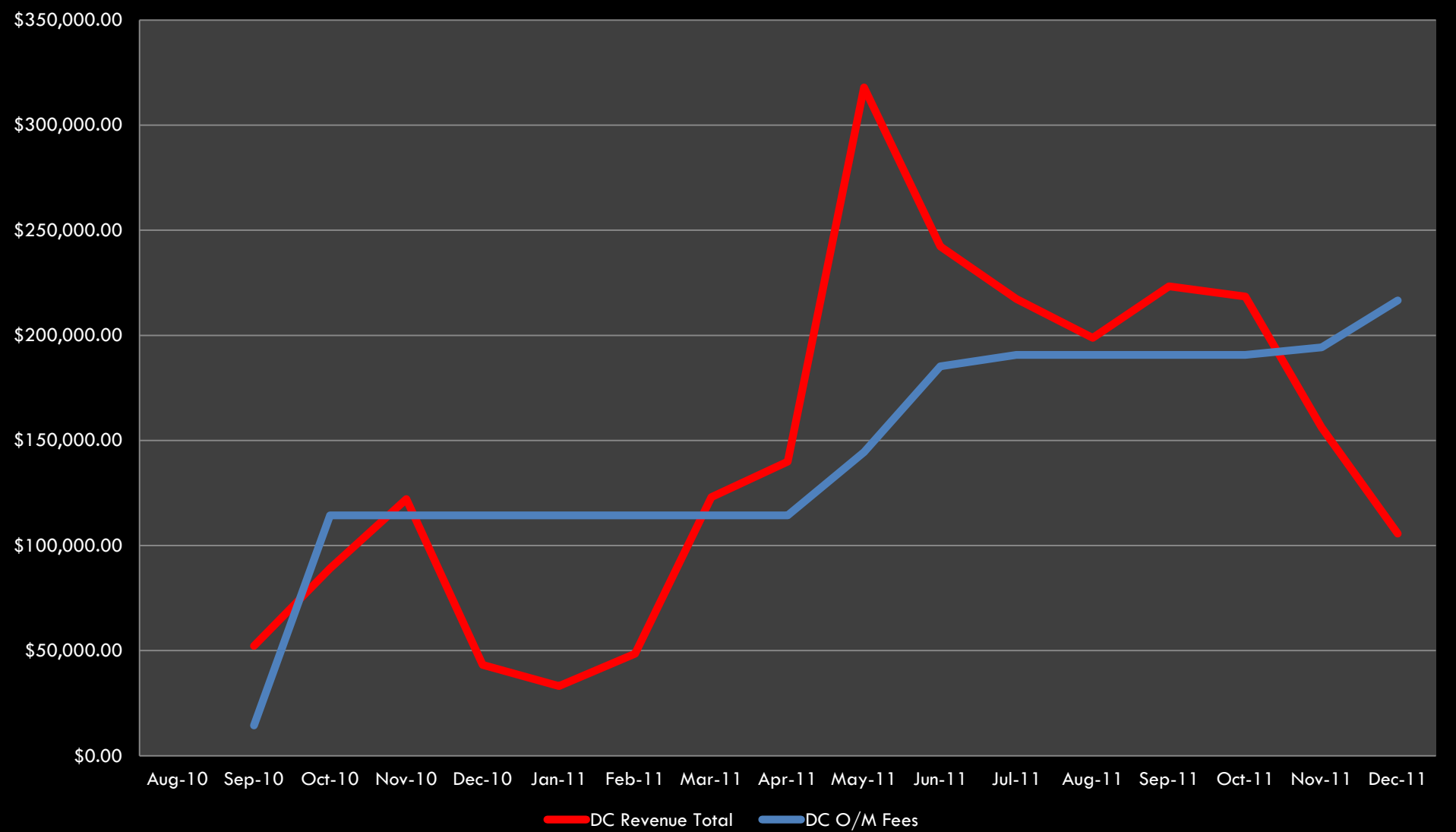


Revenues and Expenses (O & M)

	Year 1 (2011)	Year 2 (2012)	Year 3
Stations	100	130	?
Expenses	\$1.8 million	\$3.2 million	?
Revenues	\$2.1 million	~\$4 million ?	?

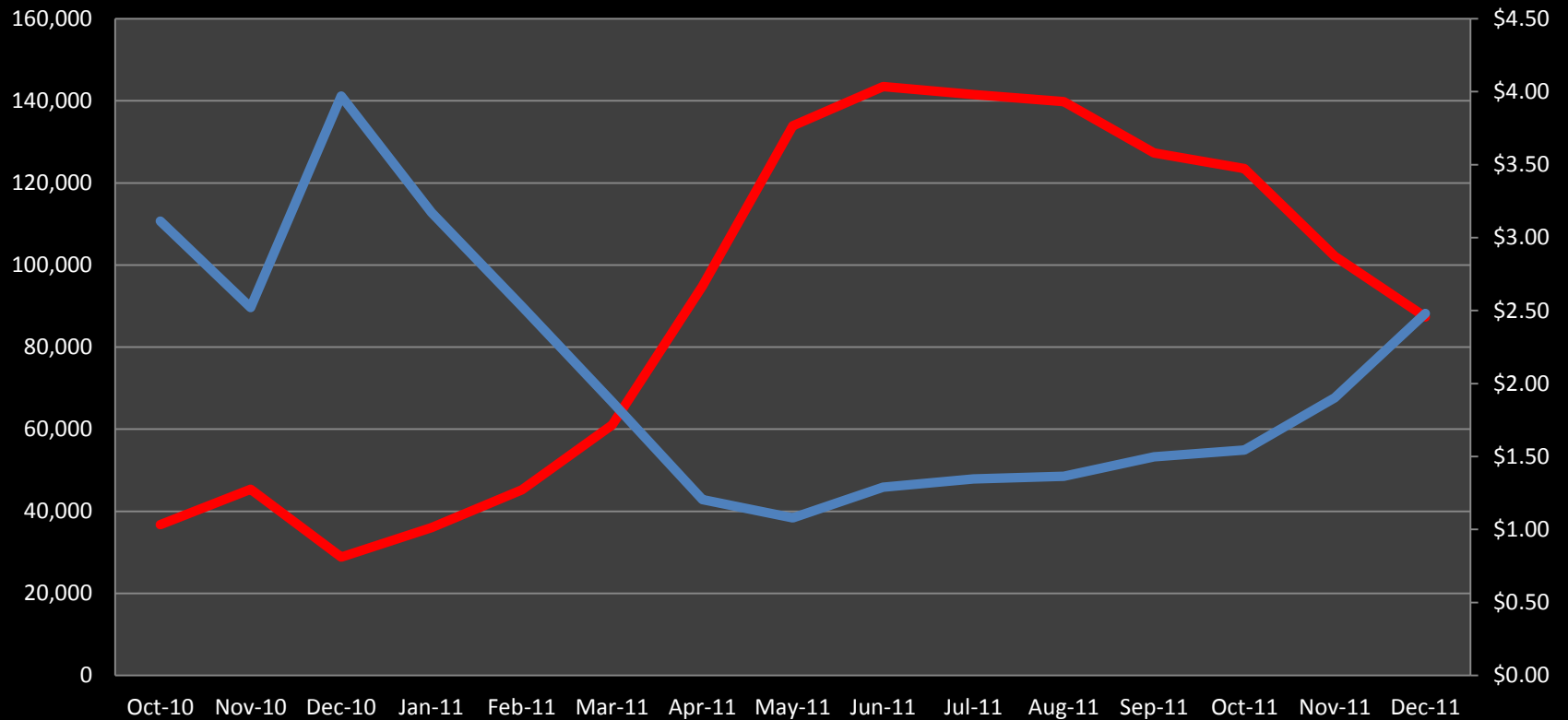
- Does not include admin or capital costs
- Assumes same revenues per station in 2012 as 2011
- Does not include advertising

DC Revenue/O and M Comparison

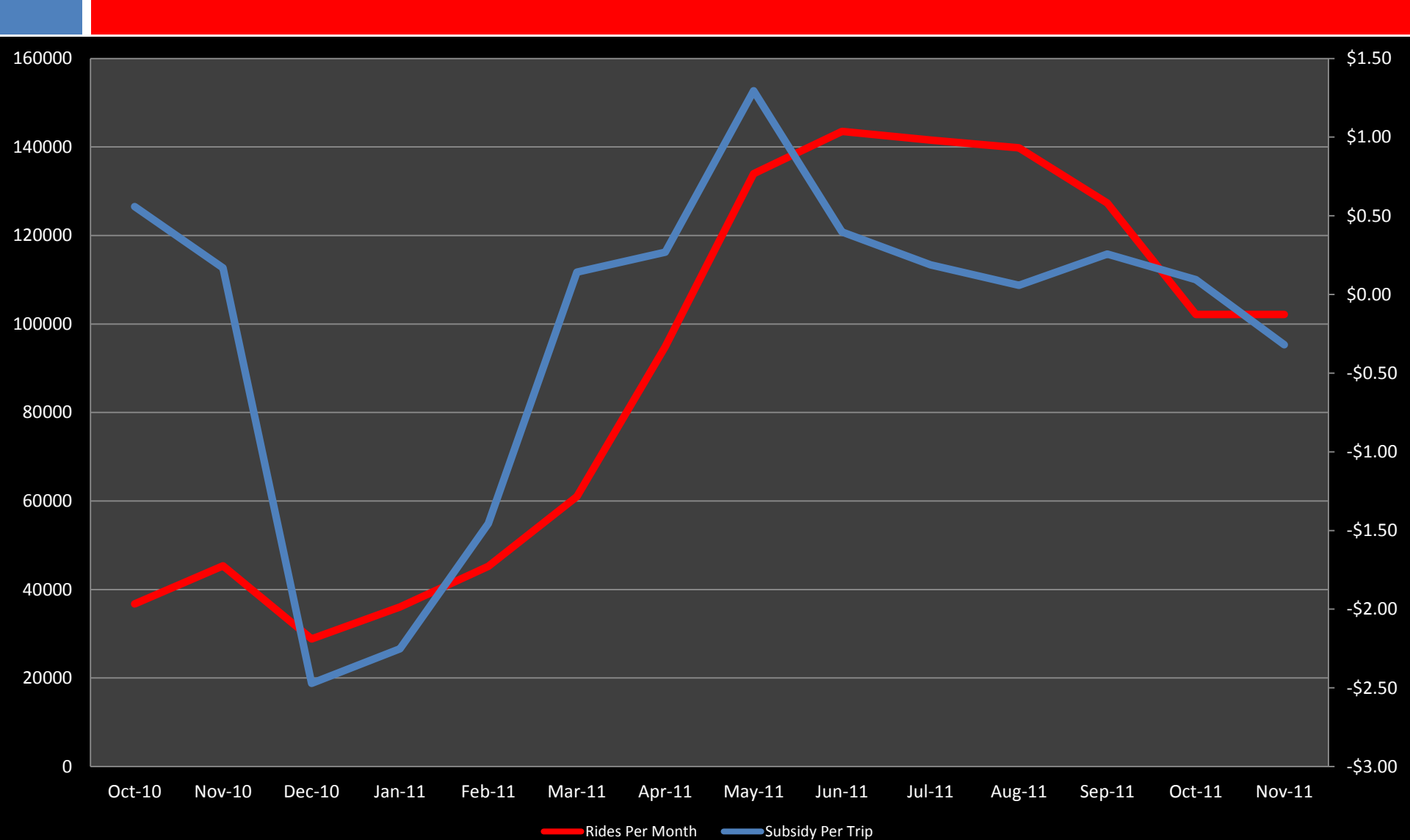


Cost Per Trip for DC Portion

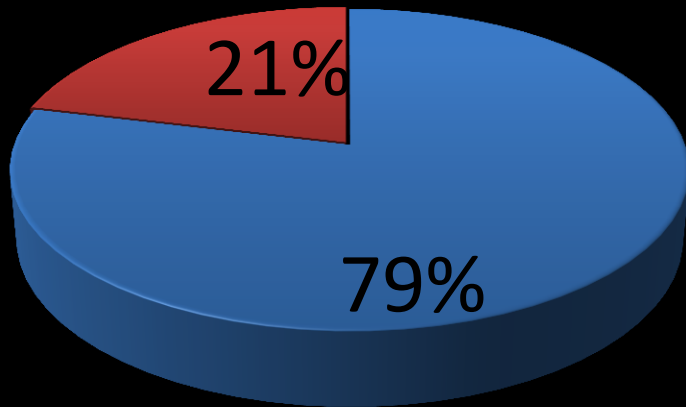
— Rides Per Month — Cost Per Trip



Subsidy Per Trip



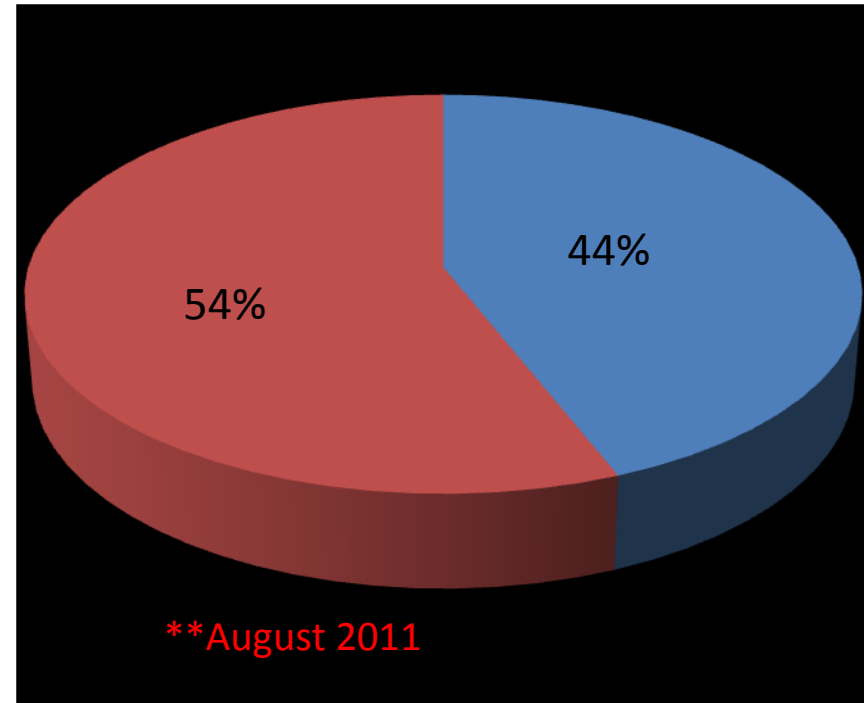
Who is using the system?



**Through July 2011

■ Member Rides
■ Casual Rides

Capital Bikeshare

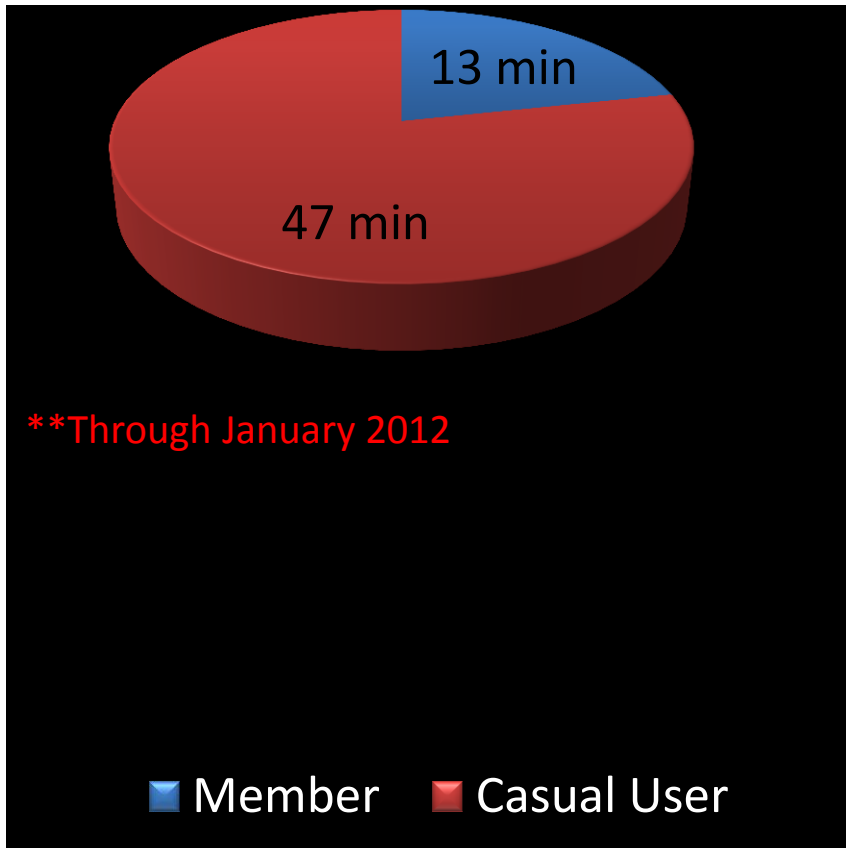


**August 2011

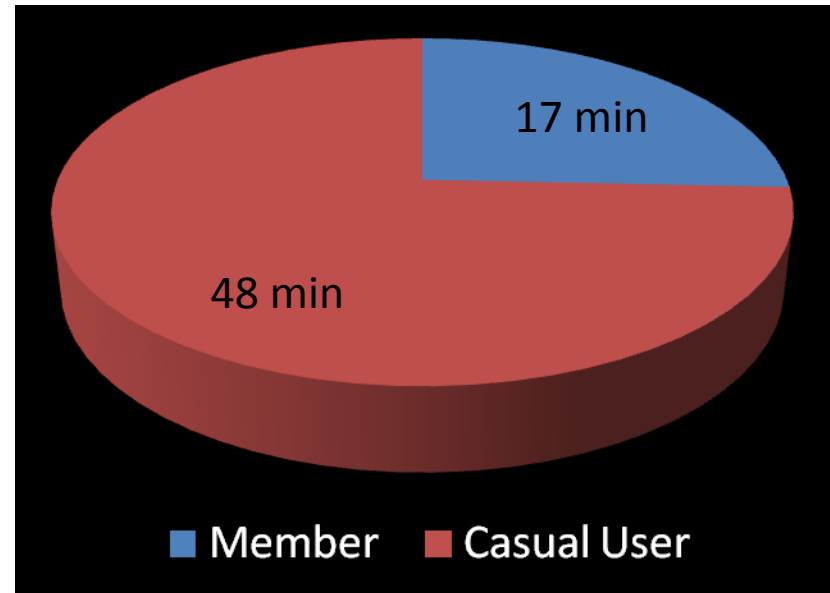
■ Member Rides ■ Casual Rides

Hubway

Average Trip Length Comparison



Capital Bikeshare



Hubway

Operation Considerations

- Rebalancing
- Bike/Dock Ratio
- Maintenance
- Maps – scale, updates
- Relocations, Special Events
- Call Center
- 24/7 operation?



First year: What went well

- **Early education and promotion. Events, Facebook, website, media.**
- **Bike launch event.**
- **Early annual membership, ridership and sense of public ownership.**
- **Smooth operations from operator (Alta).**
- **Bikes and stations holding up well.**
- **Additional funding secured for expansion.**

First year: Challenges

- **Rebalancing operations, especially for common commute patterns. Uptown vs. Downtown. Manage expectation**
- **Maps. Tough to keep up with fast changing system.**
- **Reaching beyond the early adopters to broaden the demographic of members**

Expansion in 2012

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- Welcoming Alexandria, VA
- Looking forward to Montgomery County, MD
- Arlington Expanding
- DC Expanding

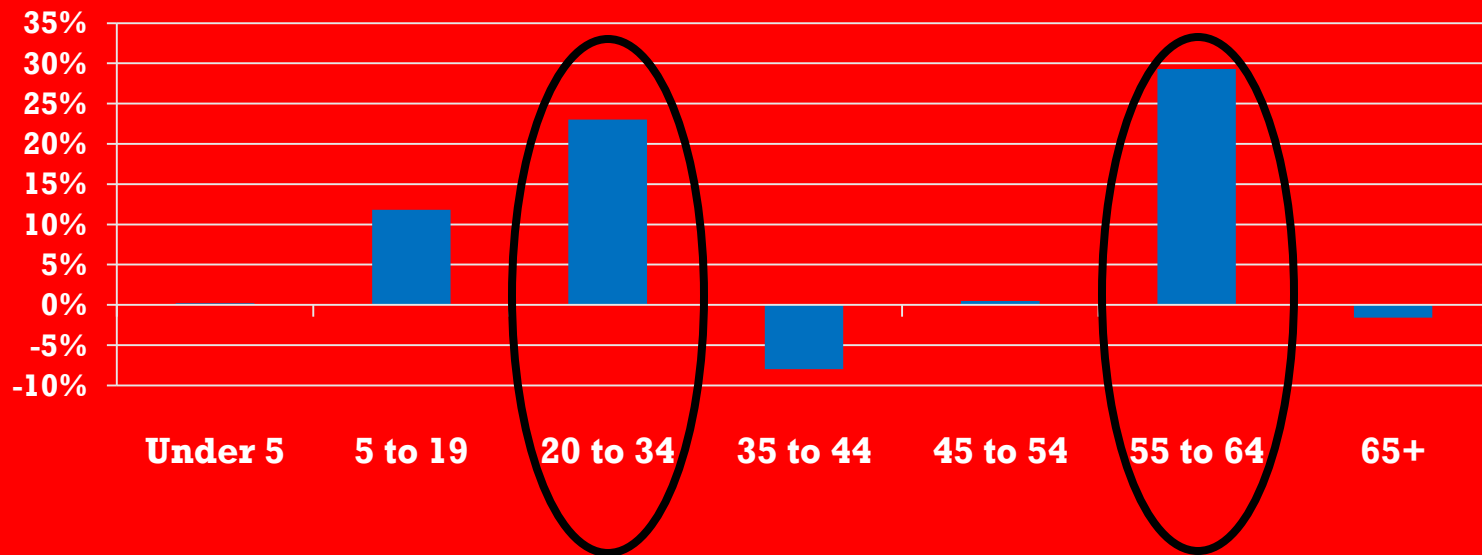
DC Context >>> Growth

- **2.7 % population growth since April 1, 2010 Census, faster than any other state.**
- **Much of DC's new growth is mixed use development – better for bikesharing:**
 - **more bi-directional travel**
 - **more even use throughout the day**
 - **less car ownership per household**



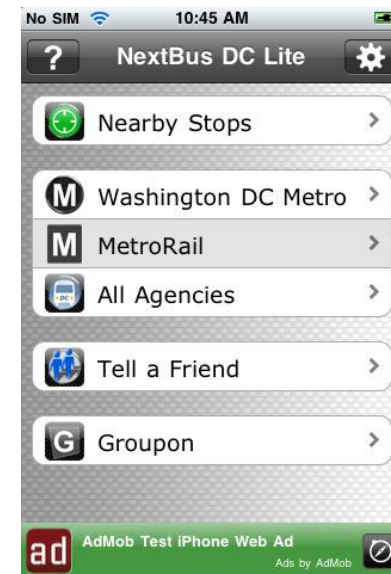
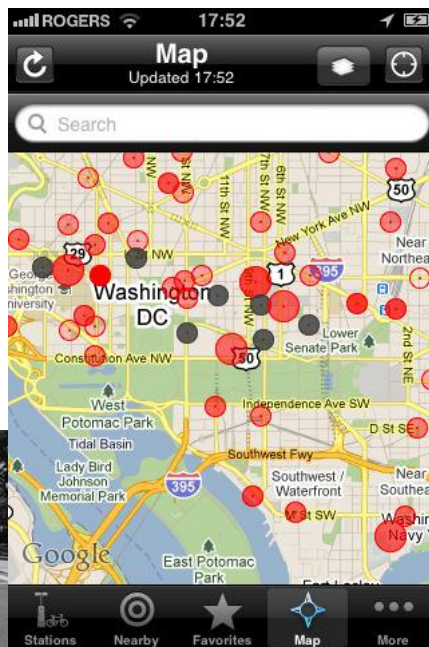
Who are the newcomers?

Population Change by Age Group Since 2000



What do these 20-34 year-olds want?

- Flexibility
- IT Enhanced Services
- Trails, Parks, Bikepaths



CaBi fits in a bigger trend...



Dedicated Bike Lanes

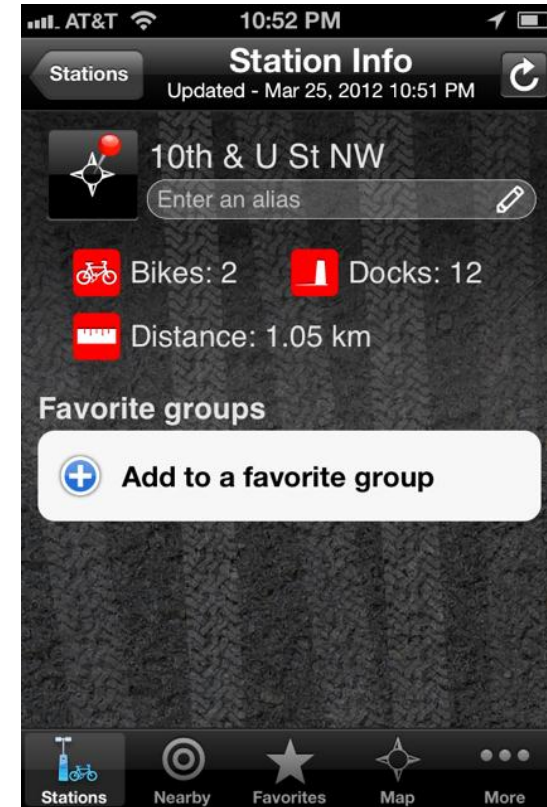
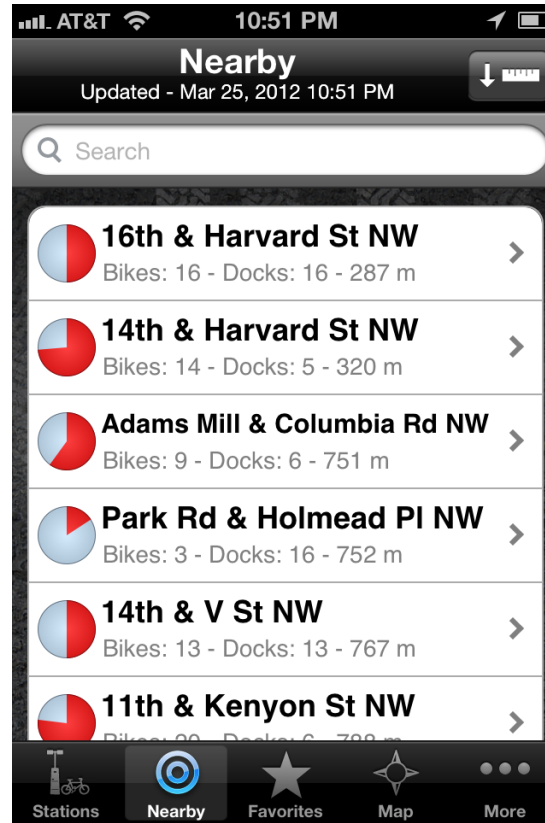
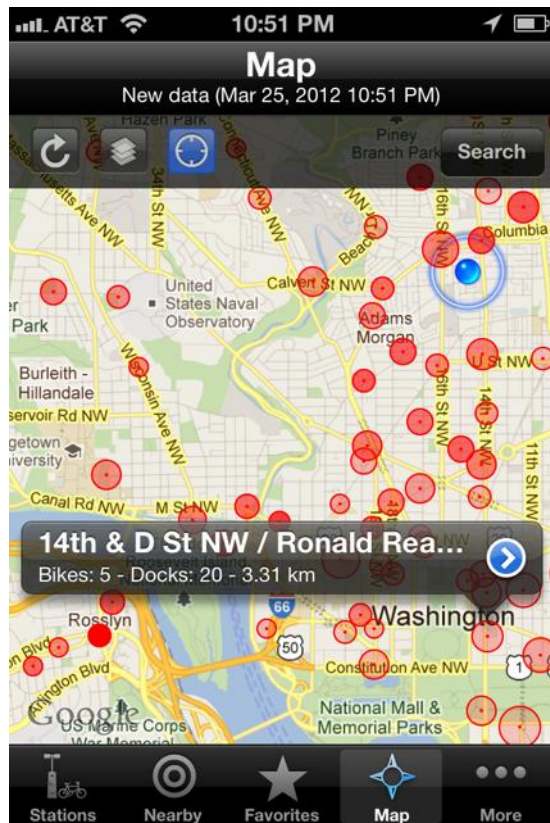


Point-to-Point Car Share

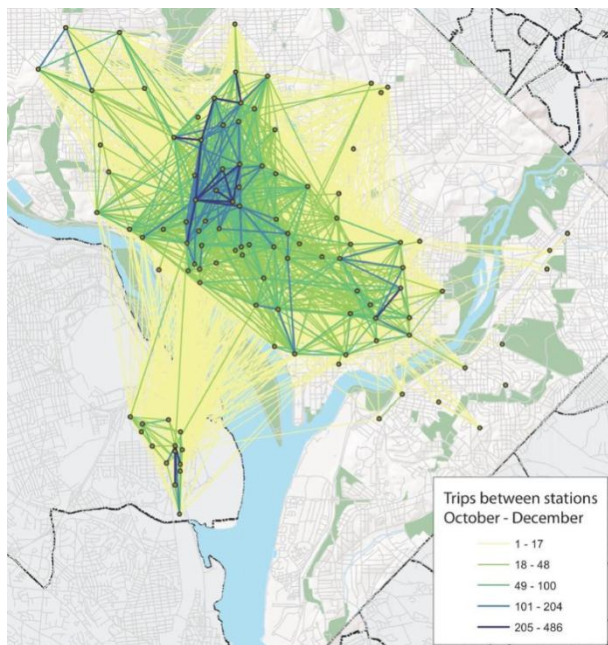


Rebranding the Bus

It's all about information



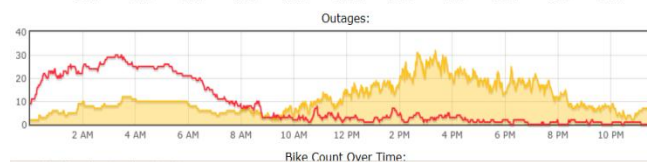
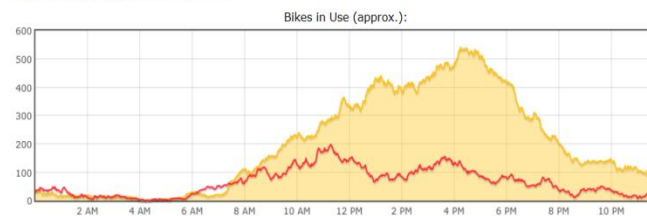
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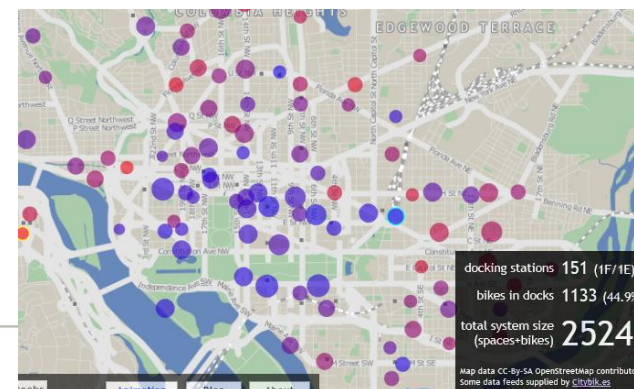
Capital Bikeshare Tracker

[Current Status & Outages](#) | [Station History](#) | [Outage History](#)

Mar 17, 2012
 Mar 24, 2012



Bike Count Over Time:



What do babyboomers want?

- Healthy Lifestyles
- A Healthier Planet
- Five Minute Living!



Politics of Bikesharing



