From Paris to Montreal to Beijing, bikesharing, or bike transit, has taken the world by storm. It provides a healthy, fun, and fast way to get where you're going.

Bikesharing is the new way to get around the Capital Region

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What is Capital Bikeshare?

- A joint program between D.C., Arlington County, and now the City of Alexandria.
- 1200 bikes at 151 solar powered docking stations (and growing).
- Government owned.
- Operated by Alta Bicycle Share using PBSC equipment.
- Launched on September 20\textsuperscript{th}, 2010.
- Complements other transport modes and works best in dense urban areas.
- A fast, cheap, healthy and fun way to get around!
The Bike

- Designed specifically for bikesharing.
- Sturdy design for a utilitarian life outdoors. 24/7 365
- Simple, safe, easy to ride, and comfortable for a wide range of users. And it’s fun!
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 Highways 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 – $23K = $2.3 Million for 100 stations
  • includes website, call center, bike/station maintenance, redistribution
  • does not include marketing and maps
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
Planning: Location Selection

- GIS Analysis
  - Population Density
  - Employment Density
  - Bike to Work Rate (Census)
  - Proximity to transit

- Other Criteria
  - Web Survey
  - Crowd Sourcing
  - Public Meeting
  - Common Sense
  - Approvals
  - Sunlight
  - Space!
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
Ride Duration - Annual and Monthly Members

- **2%**: 0 - 0.5 hours
- **98%**: 0.5 - 1 hour

Average = 20 min
Ride Duration - Casual Users

- 0 - 0.5: 69%
- 0.5 - 1: 15%
- 1 - 1.5: 6%
- 1.5 - 2: 5%
- 2 - 2.5: 2%
- 2.5 - 3: 1%
- 3+: 2%

Average = 45 min
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 Alta. Learning as we go.
- Bikes and stations holding up well.
- Additional funding secured for expansion.
Expansion in 2012

- Welcoming Alexandria, VA
- Looking forward to Montgomery County, MD
- Arlington Expanding
- DC Expanding
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, increase usage at outlying stations and make it easy for more people to use Capital Bikeshare.

• Outreach to lower-income neighborhoods and providing a mechanism for the un-banked or “un-credit-carded” to utilize system
Enjoy while you’re in town!