



Bikesharing in the Capital Region

Chris Holben – chris.holben@dc.gov



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 20th, 2010.
- Complements other transport modes and works best in dense urban areas.
- A fast, cheap, healthy and fun way to get around!



The Bike

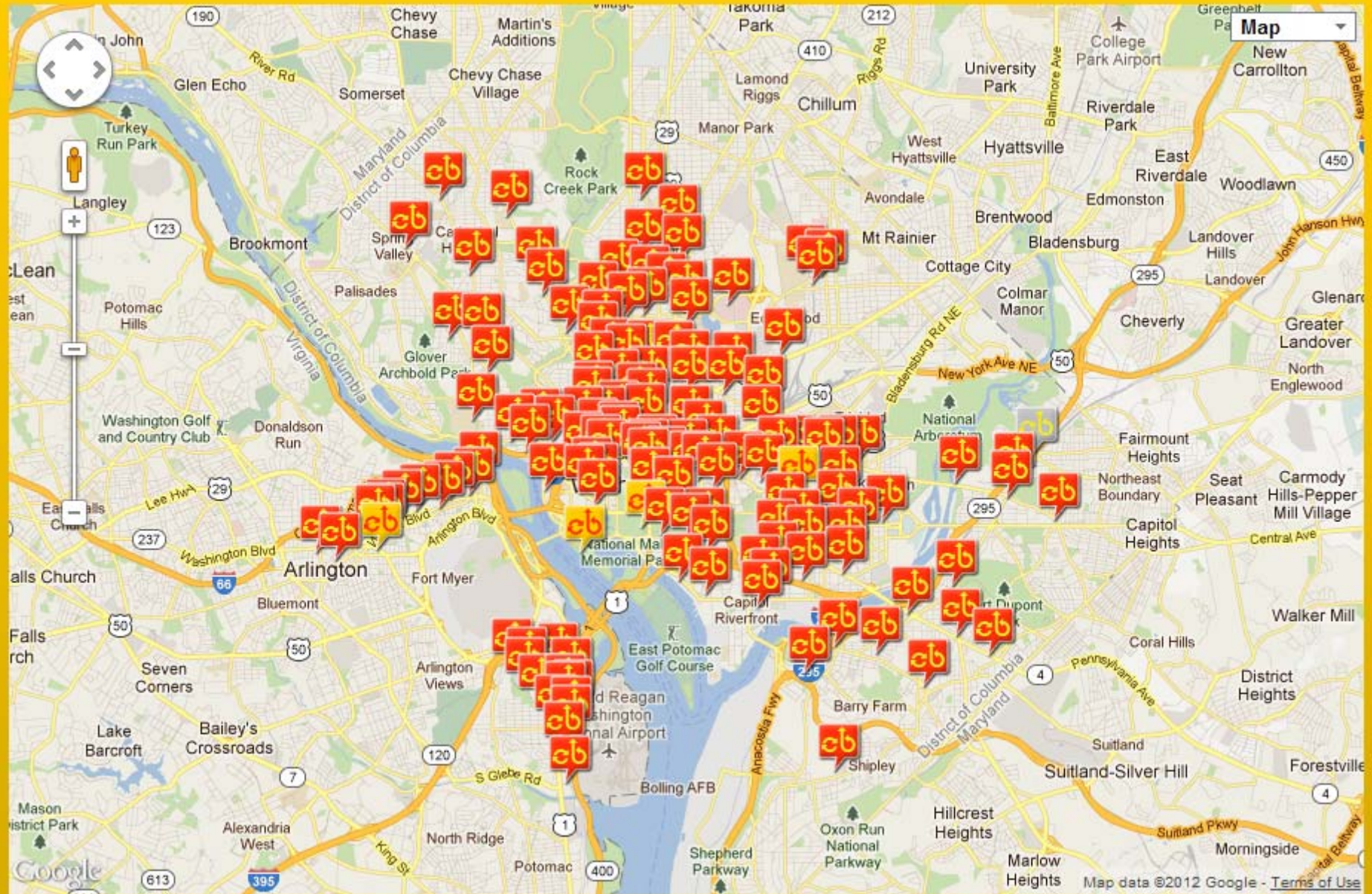
- Designed specifically for bikesharing.
- Sturdy design for a utilitarian life outdoors. 24/7 365
- Simple, safe, easy to ride, and comfortable for a wide range of users. And it's fun!



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.

Current Station Map





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!**

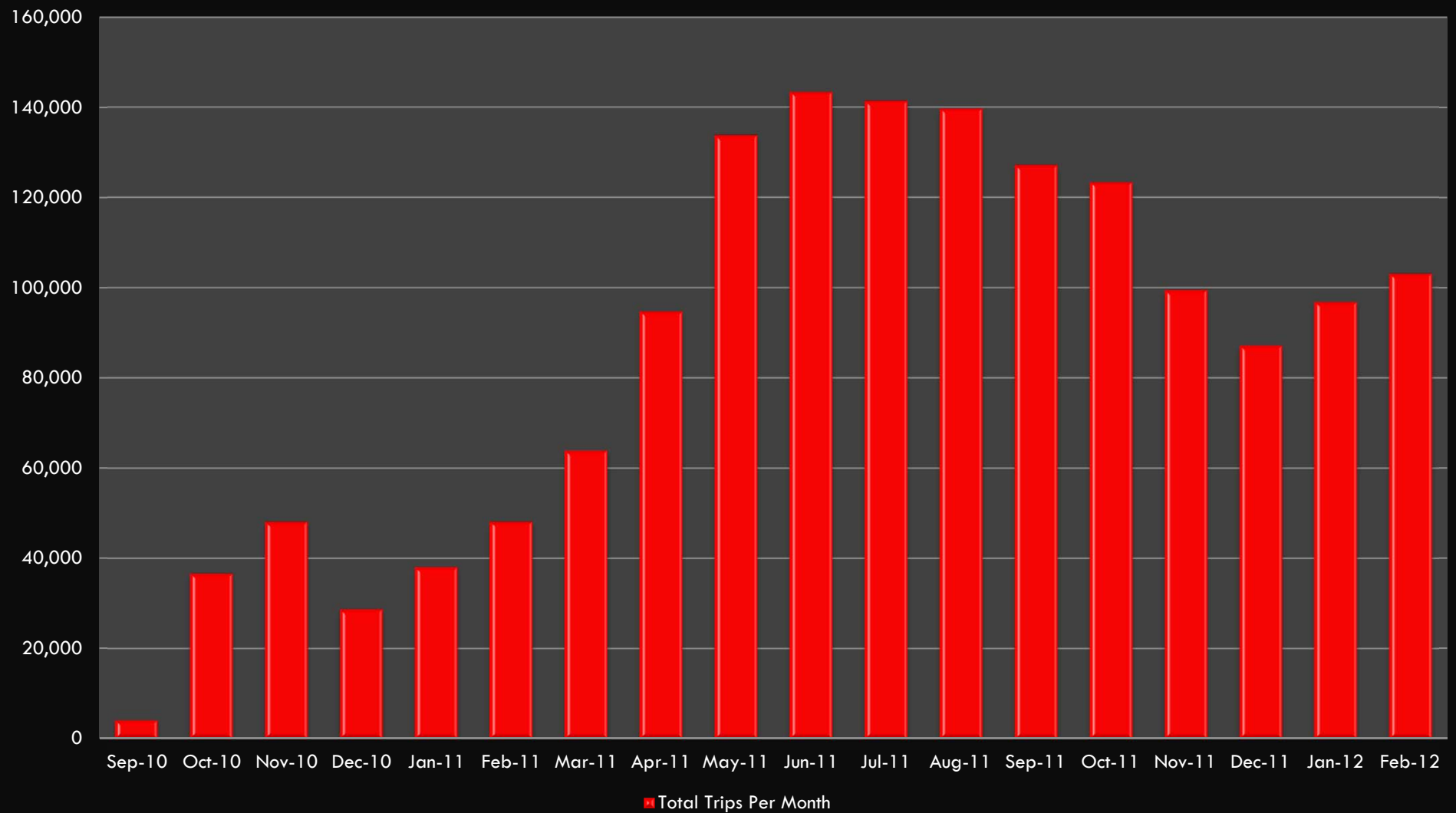


Data

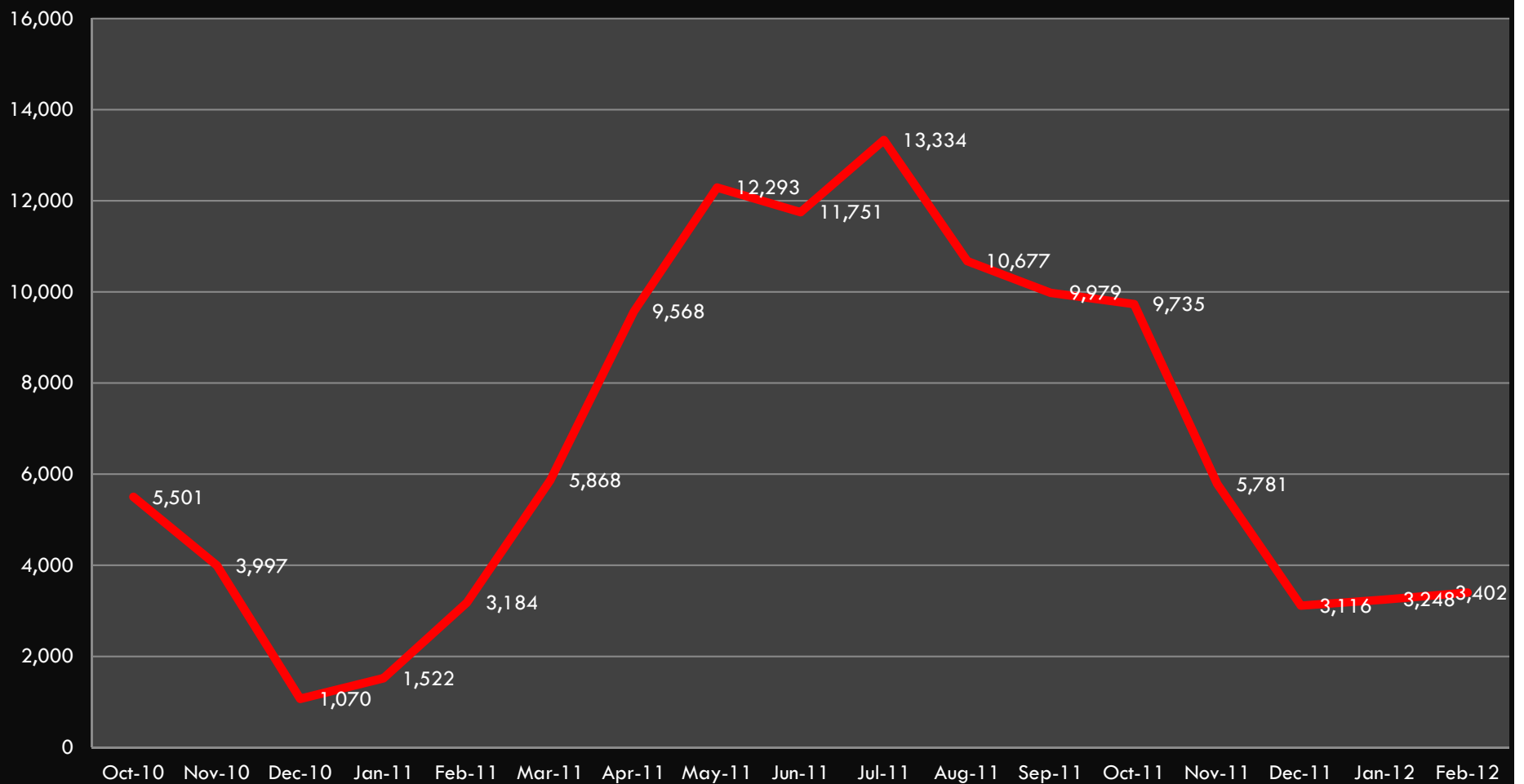
- 17,000 annual members – fluctuates with renewals
- 95,000 casual members to date
- 1.6 million trips to date
- Since every trip is recorded electronically, we have a lot
- Dashboard provides easy access of data to the public



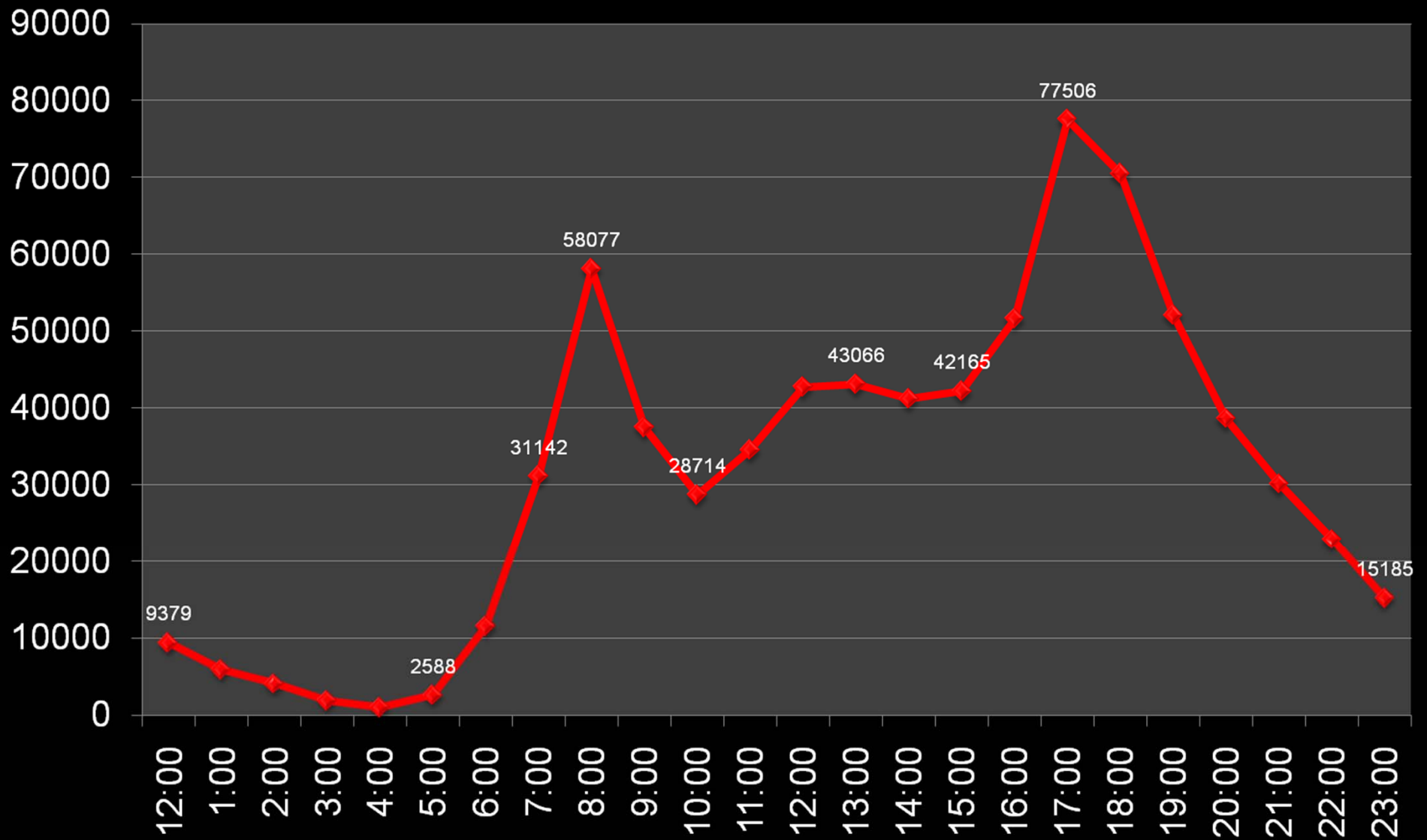
Total Trips Per Month



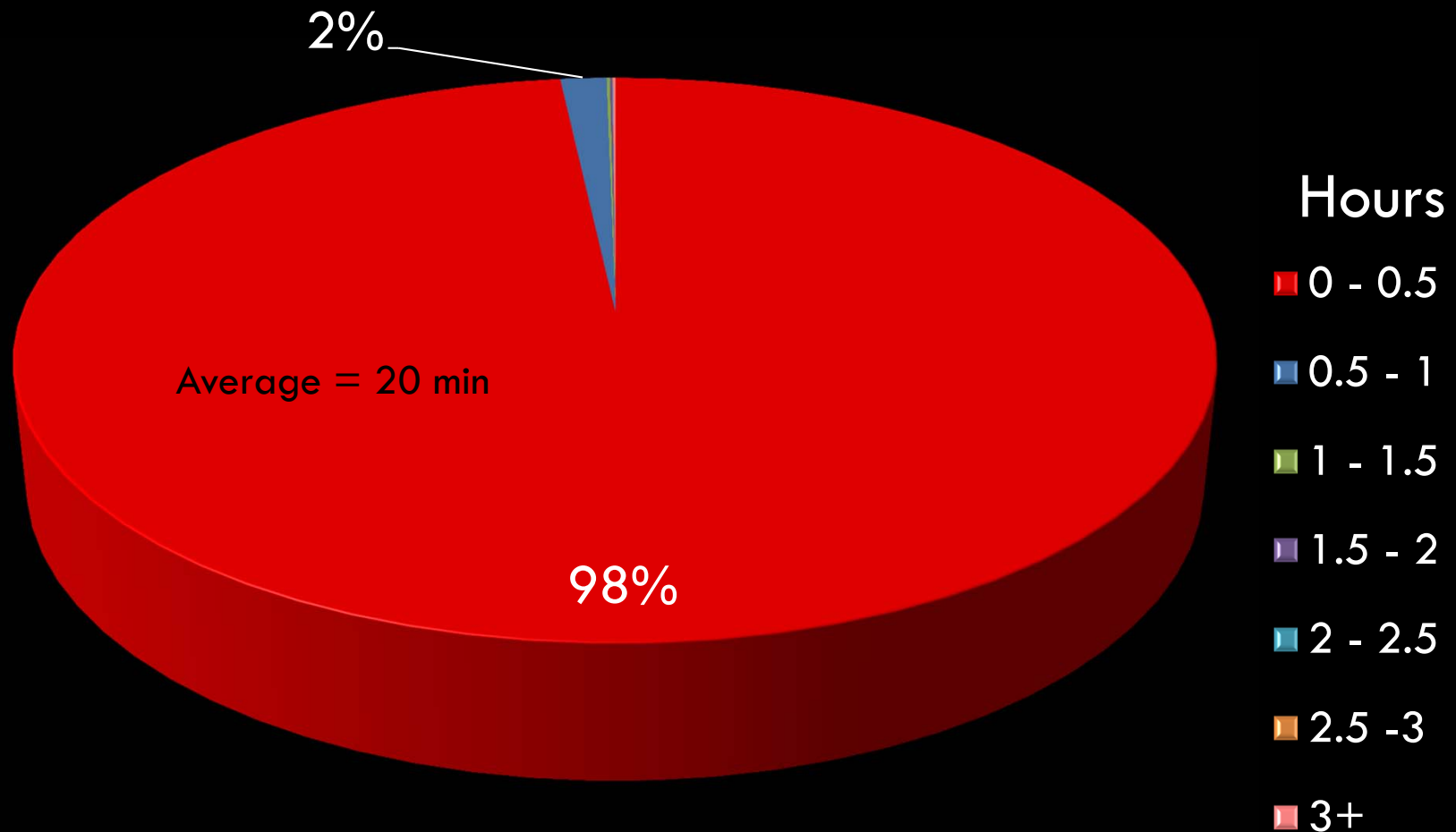
Number of New One-Day Members



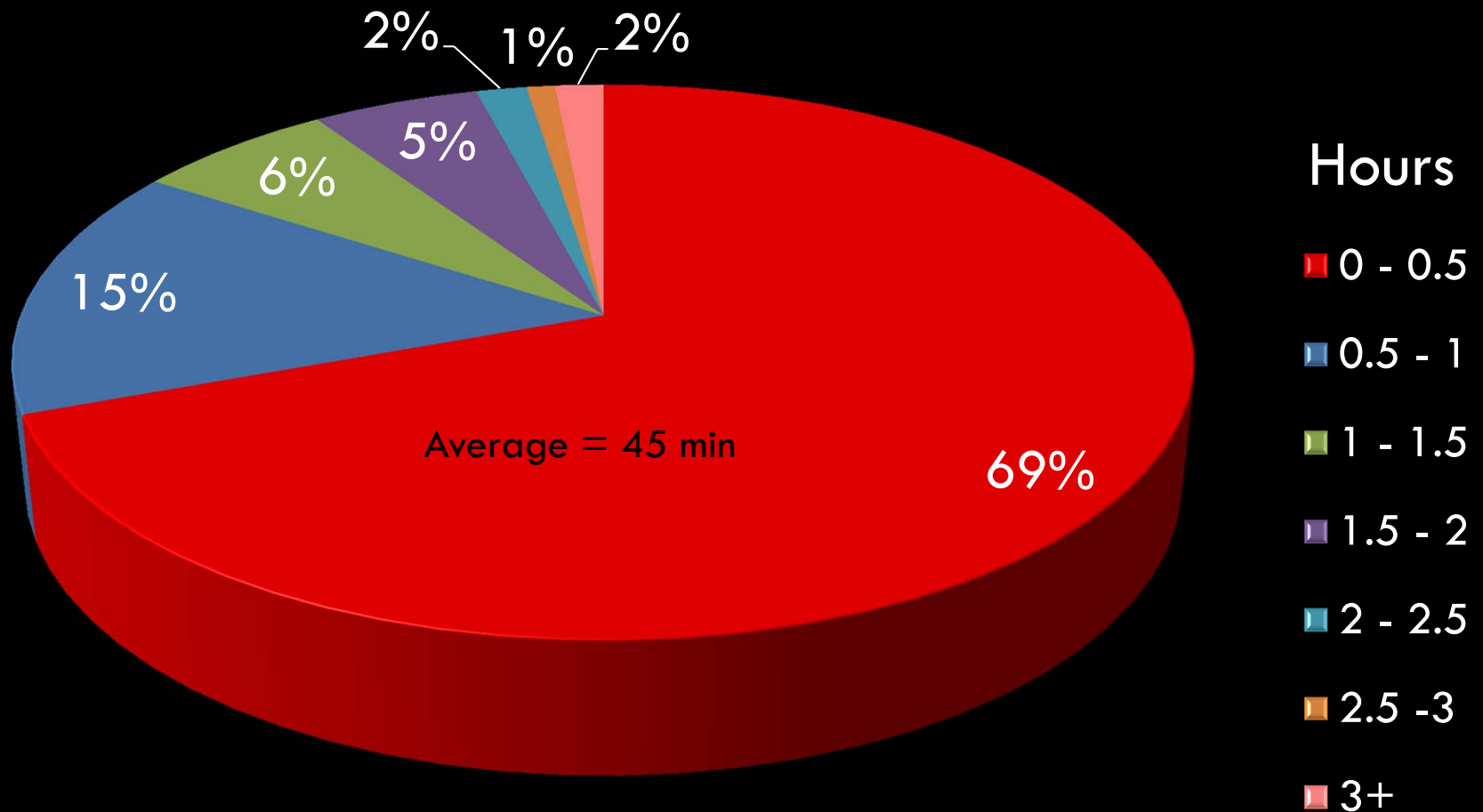
Number of rides per time of day



Ride Duration - Annual and Monthly Members



Ride Duration - Casual Users



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

17



- 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!

