

# The Price of Happiness:

The Dollars and \$ense of Bikeshare Pricing\*

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# Dollars and \$ense (a Trail Map)

- 
- A woman in a white helmet and a man in a white shirt and tie and helmet are riding bicycles on a paved path. The woman is on the left, and the man is on the right. They are both smiling and looking towards the right. The background shows trees and a clear sky.
- ▣ Pricing: Why is it Important?
  - ▣ Pricing Components
  - ▣ Capital Bikeshare: a Case Study
  - ▣ Pricing Policy
  - ▣ Programs to Increase Access
  - ▣ Considerations
  - ▣ Change

# Pricing: Why is it important?

## Priced Right

- Increase Users
- Increase Trips
- Increase Revenue

## Priced

**Wrong\***

- Financial Barrier
- Missed Opportunities
- Marketing Challenge

# Pricing Components

## WHAT do you Pay?

What's the cost?

How does that  
compare to other  
transport options?

What do you get?

Credit Card

Debit Card

Cash

Other

## WHERE do you Pay?

Station

Online

Phone (app or call  
center)

3<sup>rd</sup> Party Vendor

## WHO Pays?

Individual

Employer

Service Provider

## HOW do you Pay?





Kimberly Suiters @ABC7Suiters · May 17

Where does it say "dock every 30 mins or you'll be charged"? A #7OnYourSide report on @bikeshare in 1 hour



9 12

- eb Membership Fees
- eb Usage Fees
- eb Lost/Stolen Bike Fee
- eb Replacement Key Fee
- eb Other?



Kristina Trotta ▸ Women & Bicycles: Washington D.C. Region

September 5 at 7:42pm · Washington · 📍

Currently freaking out...I apparently didn't dock my CaBi properly (although I swear that I saw the green light) and now they are going to charge me \$1200 for a stolen bike fee. Has this ever happened to anyone else? Any words of wisdom?

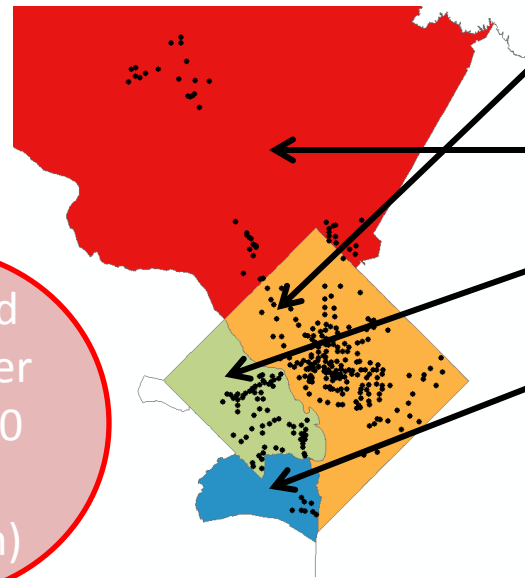


## Capital Bikeshare: A Love Case Study

A Regional  
Bike Transit  
System

Launched  
September  
20<sup>th</sup>, 2010  
(DC &  
Arlington)

3,500 Bikes  
400+  
Stations  
14M+ Trips



District of Columbia

Montgomery County (Maryland)

Arlington County (Virginia)

City of Alexandria (Virginia)

Fairfax County (Virginia) (Coming Soon)



Join.



Take.



Ride.



Return.





## Membership and Usage Fees

### Membership Fee

Single Trip	\$2
24-hour	\$8
3-day	\$17
Day key	\$10 initial fee + \$7/day
30-day	\$28
Annual	\$85
Annual with Monthly Installments	\$96 (\$8/month for 12 months)

## Pricing History:

- At time of inception, looked at other bikesharing systems & modeled after “membership” design seen in Paris & Montreal
- Since 2010 have added/removed/changed prices of membership types
- Most recently made available a \$2 single-trip fare to increase accessibility during Metro’s SafeTrack Program
- Have offered various discounts throughout history including a Living Social deal & myriad coupons.

**YOUR COST = Membership fee + Usage fee per trip**

**The first 30 minutes of EVERY trip are FREE throughout your membership period.**

Trips beyond 30 minutes will incur usage fees.



Members save 25% on usage fees. You must use a credit card to join Capital Bikeshare.

For station locations, visit [capitalbikeshare.com](http://capitalbikeshare.com)



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## Pricing Policy

Capital Bikeshare Pricing of system is a regional decision. And a local one.

Capital Bikeshare CaBi's *Governing Guidelines* inform group decision making

Capital Bikeshare New fare policy added 2015

Dr. Gridlock

### Capital Bikeshare approves first membership price increase

By Luz Lazo March 5, 2015



Capital Bikeshare has 3,000 bicycles at 348 stations across the D.C. area. The bikeshare program is raising its prices for the first time since it launched in 2010. (Photo by Sarah L. Voisin/The Washington Post)

Starting this spring, it will cost more to join the region's popular bike sharing network.

Capital Bikeshare has approved new membership prices, raising the annual membership fee from \$75 to \$85. The new fares go into effect May 1. The bike system of 3,000 bikes and 348 stations across the region — in the District, Alexandria and Arlington and Montgomery counties— had not raised fares since its 2010 launch.

The new price structure includes price changes for casual access and for members who pay on monthly installments. Capital Bikeshare will also remove the \$101 authorization hold placed on credit and debit cards when someone purchases short-term memberships at stations.



Join.



Take.



Ride.



Return.







## Programs to Increase Access

- eb Arlington Cash Membership
- eb Montgomery County McLiberty
- eb Washington DC Targeted Neighborhood coupons
- eb Community Partners Program
- eb Corporate Memberships
- eb Bulk Purchases (hotels)

Planning a trip to the grocery store? Or a fun day at the Kenilworth Park and Aquatic Gardens? Take some of the wait off your commute. Where ever you're planning on going, we've got you covered. Consider one of these transportation options for your next commute.

**capital bikeshare™** 1-877-430-BIKE (2453)  
CapitalBikeshare.com

**join. take. ride. return.**  
Capital Bikeshare is a unique transportation system designed to get you from point A to point B, similar to a bus or a train. Join Capital Bikeshare by choosing a membership, take a bike from one of hundreds of stations, ride to your destination and return your bike to any station. Repeat as many times as you would like throughout your membership period. All trips under 30 minutes are free!

**For a \$25 Annual Membership.**  
Redeem this code at [capitalbikeshare.com/signup](http://capitalbikeshare.com/signup)  
**MOYQIOAV**  
Coupon expires on June 1, 2015.  
Pay just \$2.00 a month with our reusable e-cashback plan and save on upfront costs. When redeeming the 121 number (this must commit to an annual membership).

Capital Bikeshare provides members with shared access to thousands of bikes and hundreds of stations throughout the District, Arlington, Alexandria and Montgomery County.

1. join 2. reserve 3. unlock 4. drive!

**LET'S KEEP THINGS CASUAL.**

JOIN FOR \$6/MO. NO COMMITMENT. GET STARTED AT [ZIPCAR.COM](http://ZIPCAR.COM)

**1 FREE RIDE**  
HAND THIS PASS TO THE DRIVER OF ANY CIRCULATOR BUS AND ENJOY YOUR ONE FREE RIDE!

[dccirculator.com](http://dccirculator.com) FARE VALUE \$1  
EOTR **circulator**



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## Community Partners Program

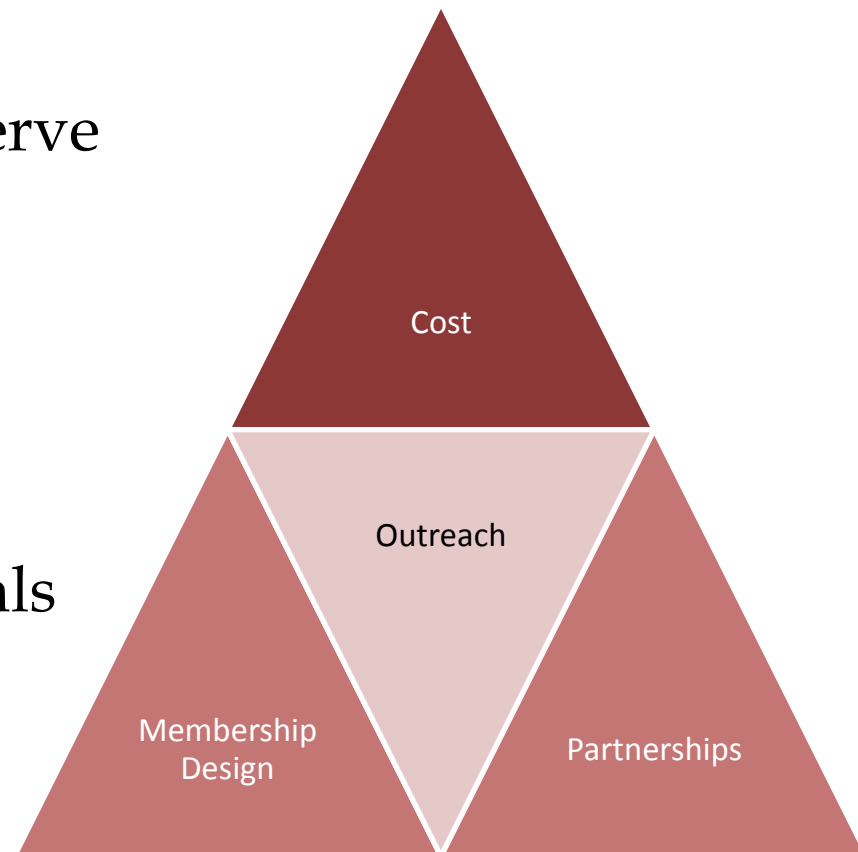
eb Launched April 2016

eb Partner with organizations who serve underrepresented groups

eb \$5 annual membership

eb 60 minute trips included

eb Free helmet & educational materials



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# All Things Considered

**eb** Bikeshare as Transit

**eb** Additional Sources of Revenue

**eb** Who's funding you

**eb** Who *could* fund you

**eb** Non-Monetary Barriers to Entry





# Don't be Afraid to Change

Bikeshare is still in a nascent stage

Research

Technology







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