

Arlington County FY12 Summary Report on Capital Bikeshare



Arlington County Commuter Services
Department of Environmental Services
Arlington County, Virginia

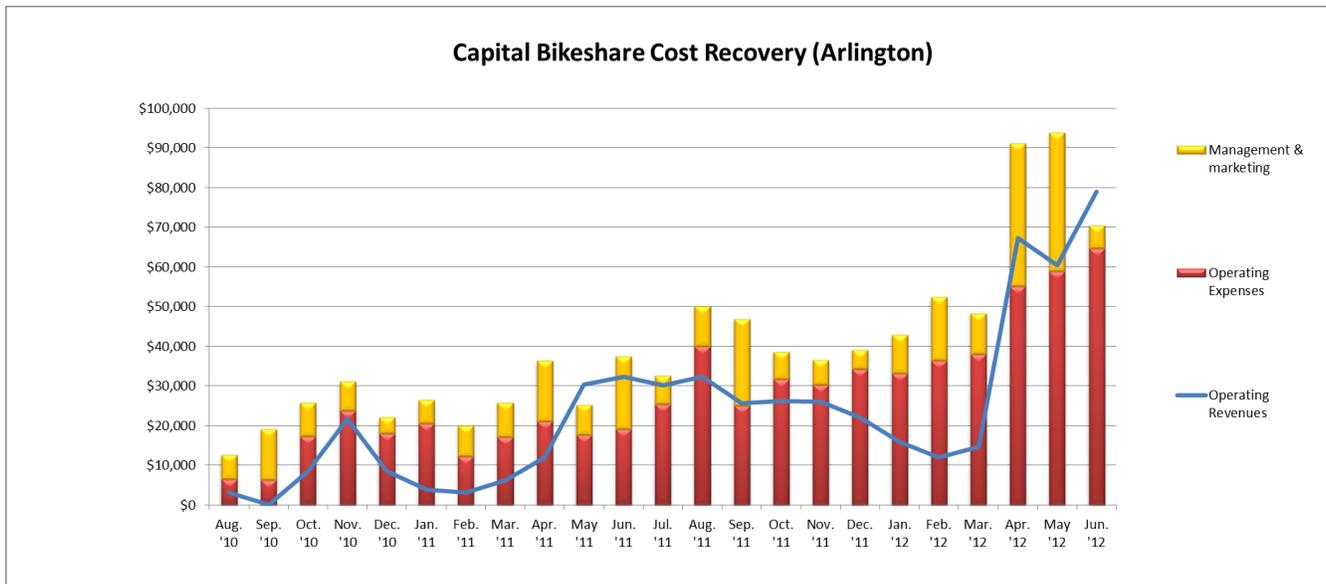
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DEPARTMENT OF
ENVIRONMENTAL SERVICES
Arlington County Commuter Services

Introduction

Capital Bikeshare ended its second fiscal year of service on June 30, 2012 and Arlington’s portion of the bike transit service is showing some impressive growth. The County expanded Capital Bikeshare throughout the Rosslyn-Ballston corridor during this time period, more than doubling its number of stations from 18 to 41 and bikes from 123 to 286. With the additional stations and bikes came an increased cost recovery ratio – the percentage of revenues divided by expenses. Fiscal Year 2011 had a 53% cost recovery ratio and FY12 saw an increase to 64%. Not including management and marketing expenses, Arlington’s portion of Capital Bikeshare recovered 87% of its operating expenses in FY12, up from 72% the previous fiscal year. An illustration displaying the cost recovery ratio of Arlington’s portion of Capital Bikeshare month-by-month since inception is shown below.



Arlington’s portion of the service had \$411,000 in revenues from memberships, user fees, and sponsorships and \$473,000 in operations expenses from the operator, Alta Bicycle Share, Inc., plus \$170,000 in management and marketing – totaling \$643,000 in expenses. Operating expenses were \$105.22 per dock per month.

The number of annual members increased by 30% to 1,513 and 1-day members by 300% to nearly 13,000. With a near doubling of stations, 12 of which were installed during late April, there is a lag between station installation and uptake as the public becomes familiar with this new mode of transport in their neighborhood and eventually decides to try it.

The number of trips starting and ending in Arlington increased by about 280% to 88,613 (trips starting) and 86,438 (trips ending). The number of miles ridden in Arlington increased 343% to about 95,000 miles. The average trip length (1.18 miles) and duration (21 minutes) stayed roughly the same between the two years. With the increased trips and miles came a proportional increase in CO2 saved and calories burned, both of which increased by 343% to nearly 64,000 pounds and 4,100,000 calories.

Key indicators comparing Arlington’s portion of Capital Bikeshare in its first and second fiscal years of service are shown below, along with the regional data that includes both Arlington and Washington D.C.:

Capital Bikeshare Facts

Serving Arlington (unless otherwise noted)	FY11	FY12
Fleet:		
stations	18	41
<i>stations – regional</i>	115	174
bikes	123	286
<i>bikes - regional</i>	960	1,468
docks	228	531
% of regional fleet (measured by docks)	11.6%	18.4%
Finances:		
Cost recovery ratio	53%	64%
comparison with Metrorail*	80.2%	81.6% (approved)
comparison with Metrobus*	29.7%	26.5% (approved)
Total Revenues:	\$130,000	\$411,000
operating	\$120,000	\$379,000
sponsorship	\$10,000	\$32,000
Total Expenses:	\$283,000	\$643,000
operating	\$180,000	\$473,000
management and marketing	\$103,000	\$170,000
Members:		
annual	1,165	1,513
<i>annual – regional</i>	15,520	16,711
month	111	175
<i>month – regional</i>	1,100	2,143
3-day (formerly 5-day)	144	539
<i>3-day (formerly 5-day) – regional</i>	2,142	8,787
1-day	4,228	12,753
<i>1-day – regional</i>	55,132	113,918
Trips:		
starting in Arlington	31,677	88,613
ending in Arlington	31,547	86,438
regional	642,623	1,656,715
miles, starting in Arlington	27,813	95,403
<i>miles – regional</i>	732,917	1,862,837
average trip length (miles)	1.00	1.18
average trip duration (minutes)	23	21
CO2 saved, trips starting in Arlington (pounds)	18,615	63,920
<i>CO2 saved – regional</i>	491,054	1,248,101
calories burned, trips starting in Arlington	1,195,959	4,102,329
<i>calories burned – regional</i>	31,515,431	80,101,991
reported crashes	1	1
<i>reported crashes – regional</i>	18	23
uncovered thefts	0	0
<i>uncovered thefts – regional</i>	5	8

*Note: WMATA. [Proposed Fiscal 2013 Annual Budget](#). 1/12/12. p.IV-8 and IV-12.

Member Survey Analysis

Analysis of Capital Bikeshare's [2011 Member Survey](#) shows many benefits that the service has provided to its customers. A summary of the regional highlights are:

Capital Bikeshare availability influenced net reductions in auto use by program members – Four in ten survey respondents drove a car less often and 94% of respondents who reduced driving indicated that Capital Bikeshare had been at least somewhat of a factor contributing to the reduction in driving. Thirty-eight percent of respondents who had access to a personal vehicle reduced their annual driving miles – by an average of 523 miles annually. Based on this individual reduction, the 18,000 bikeshare members (in November 2011) reduce nearly 5 million driving miles per year.

A large share of Capital Bikeshare members increased their use of bicycling – Eighty percent of survey respondents said they bicycled more often now than they did before joining Capital Bikeshare and 70% of respondents who increased bicycle use said Capital Bikeshare had been important in helping or encouraging them to ride more often.

On average, each Capital Bikeshare member saves \$819 per year on personal travel cost – Respondents reported saving an average of \$15.75 per week on personal transportation costs as a result of their bikeshare use, about \$819 over the course of the year. Across the estimated 18,000 Capital Bikeshare members in November 2011, the collective saving is almost \$15 million each year.



Capital Bikeshare members benefit through easier, faster access to destinations and access to a wider range of destinations – Almost half of respondents had made a trip in the past month that they would not have made without bikeshare. Of these respondents, 64% said they would not have made the trip because it was too far to walk, so bikeshare broadened their travel destination options.

Capital Bikeshare access makes establishments more attractive to Bikeshare members – More than eight in 10 respondents said they were either much more likely (31%) or somewhat more likely (52%) to patronize an establishment that was accessible by Capital Bikeshare. The remaining 17% said bikeshare access was not a factor in their choice of establishments.

Accomplishments

During the fiscal year Capital Bikeshare began a partnership with [Bank on DC](#). This partnership provides unbanked individuals throughout the region an opportunity to obtain a debit card, of which either a debit or credit card is required to use the service, and a \$25 discount on the \$75 annual membership



fee. Additionally, to make the cost of membership less of a hurdle for lower income individuals, we have introduced a \$7/month monthly installment plan for our annual membership.

We began a [Transit Development Plan](#) (TDP) which is assisting the County with the growth of the service. The TDP will be the first of its kind in the country and will include a comprehensive review of the existing Capital Bikeshare system and plans for Capital Bikeshare service expansion over the next six years and beyond. Public input was a critical component of developing the final expansion plan, which included a host of public meetings and an on-line comment forum.

The map panel information has changed from two station maps (one local and one regional) to one. Usage information in English and Spanish remains on the local map, however, the regional map has been replaced with a public service announcement (PSA) for Capital Bikeshare. Washington, D.C. will be replacing the PSA with a 3rd party advertisement in the future through a public tender process.

We started a new marketing campaign to introduce a newly installed station to the surrounding neighborhood with a mailer being sent to residences along the respective mail carrier route. The mailer provides a free 1-day membership to try the service and a \$25 discount on an annual membership.

The call center, operated by Public Bike System Company, enhanced its data collection capability with its implementation of a customer relationship management software. The software allows the call center to better collect the purpose of each contact and how the contact was made. The operator, Alta Bicycle Share, moved into a larger warehouse with office space and additional work space and storage capacity.

With a greater interest in the economical, health, time-savings, and environmental benefits of Capital Bikeshare, the service will serve even more Arlingtonians and visitors in years to come.

capital bikeshare™

Now serving your neighborhood!
FREE 24-hour membership & \$25 off annual membership *

How to redeem your coupons:

- 1 Press the "rent a bike" icon at any Capital Bikeshare station's kiosk.
- 2 Insert credit card and provide card information.
- 3 Accept the usage fee and \$181 credit card hold disclosures.
- 4 Select "24-hour" membership. Choose 1 when asked "how many bikes?"
- 5 Choose YES when asked about a gift certificate and enter code. Select OK after reviewing the purchase summary.
- 6 Answer YES or NO to "do you own a bike?". Read the Rental Agreement and select "I Agree".
- 7 Choose whether or not to print your receipt and select "Print" or "Email" to obtain an unlocking code.
- 8 Only trips under 30 minutes throughout the full membership period are free. Each trip over 30 minutes will incur usage fees.

FREE 24-hour membership.
See directions on how to redeem this code:
XFG9K5

To get a new unlocking code after your first bike trip:

- 1 At the kiosk press the "Rent a bike" icon.
- 2 Swipe your credit card for identification; you will not be billed a membership fee when prompted.
- 3 Choose "Print" or "Email" to obtain an unlocking code.

Take \$25 off an annual membership.*
Redeem this code at CapitalBikeshare.com/signup.
Z88Y39

*For new memberships only. Not applicable to renewals or monthly renewal memberships.
*This coupon expires 12/31/2012. No cash value. Usage fees may apply. A \$100 refundable deposit will be placed on your card for identification throughout the 24-hour period, except your credit card transaction. See www.capitalbikeshare.com for details.

Capital Bikeshare is a regional bikesharing service owned and managed through a partnership between the District Department of Transportation, Arlington County, and the City of Alexandria, and operated by Alta Bicycle Share, Inc.