

**Arlington County
Fiscal Year 2014 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

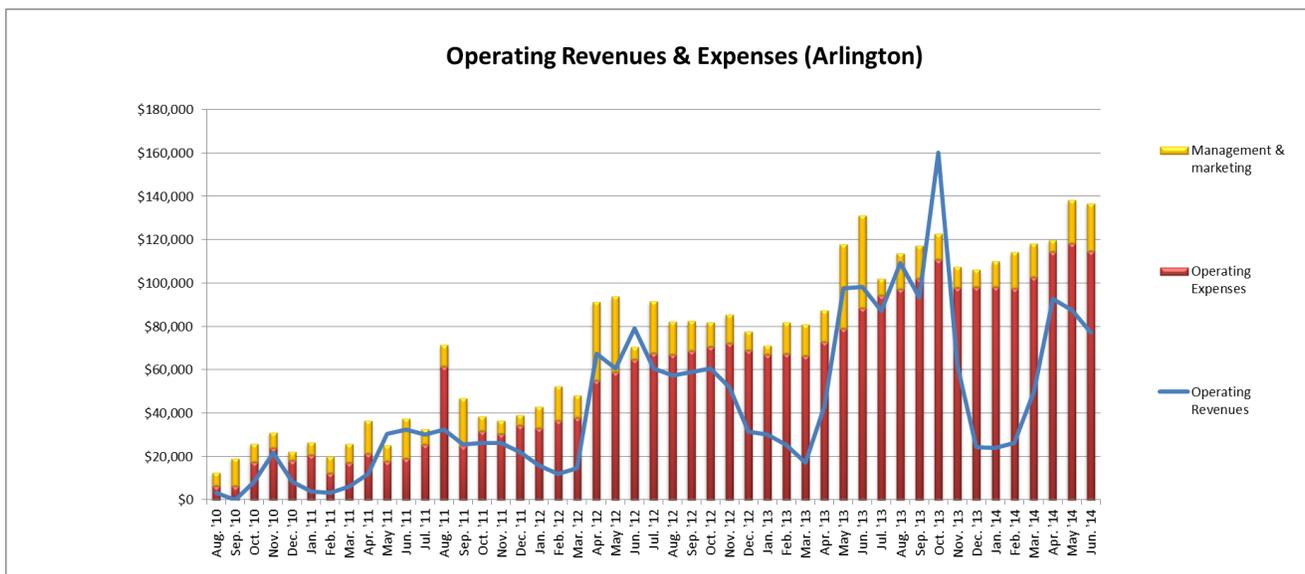
Capital Bikeshare's fourth fiscal year of service ended on June 30, 2014 with a greater presence along Columbia Pike as well as introduction along Arlington Boulevard and in-fill stations in Crystal City, Rosslyn, and Ballston. During this time period, Arlington's portion of the regional Capital Bikeshare service grew from 54 to 70 stations and from 375 to 493 bikes.

Cost Recovery

Arlington had 72% operating cost recovery¹ and 63% total cost recovery² for FY14. While the operating cost recovery decreased by 3% from 74% in FY13, the total cost recovery increased by 6% from 59% in FY13. This increase is due in part to greater operating and sponsorship revenues due to a larger station network.

The County generated \$792,000 in operating revenues and \$102,000 from station sponsorships, for a total of \$895,000 in revenues. Expenses included \$1,114,000 in operations; \$132,000 in credit card fees, sales tax, and refunds; and \$185,000 in management and marketing for a total of \$1,431,000 in expenses. Operating expenses were \$109.22 per dock per month and the number of docks increased 32% from 698 to 919 docks.

The illustration below displays Arlington's operating revenues and expenses by month for its portion of Capital Bikeshare since inception. The peak in operating revenues during October '13 is due to a change in reporting of revenues. Starting in October '13, revenues are now reported the month following, rather than two months following the month in which the revenues were collected due to an improvement in accounting methods. October '13 shows a peak when both the August '13 and September '13 revenues reported for the same month due to this switching of methods.



¹ Operating cost recovery is the ratio of operating revenues divided by operating expenses.

² Total cost recovery is the ratio of operating revenues divided by the sum of operating, marketing, and management expenses.

The number of Arlington annual members increased 31% over the previous fiscal year to 2,771 members. Trips starting in Arlington increased 24% to 192,000. These trips accounted for 379,000 miles for an increase of 101% and 16.2 million calories burned for an increase of 117%. The number of trips ending in Arlington increased by 24% to 184,000. The average trip length increased to 1.97 miles due to a change in how mileage is calculated. In previous fiscal years, an as-the-crow-flies method was used to calculate distance, however, this method missed trips with the same origin and destination as well as the turns and curves of actual routes. A calculation of 7.456 miles/hour is now used.

The service had a capital budget of \$404,000, which included \$288,000 in County Decal Fund revenues and \$116,000 from station sponsorship.

Fiscal Year in Review by the Numbers

Relevant statistics comparing Arlington's portion of Capital Bikeshare over its four years of service are shown below, along with the regional data that includes Washington, D.C.; Alexandria, VA; and Montgomery County, MD:

Stats for Capital Bikeshare in Arlington

Serving Arlington (unless otherwise noted)	FY11	FY12	FY13	FY14	% Change in FY14
Fleet:					
stations	18	41	54	70	30%
stations – regional	115	174	238	321	35%
bikes	123	286	375	493	31%
bikes - regional	960	1,468	1,992	2,671	34%
docks	228	531	698	919	32%
% of regional fleet (measured by docks)	11.60%	18.40%	17.79%	17.21%	-3%
Finances:					
Total cost recovery ratio*	53%	64%	59%	63%	6%
comparison with Metrorail**	80%	80%	78%	75%	-3%
comparison with Metrobus**	30%	30%	29%	28%	-6%
comparison with ART bus***	34%	32%	30%	30%	0%
Operating cost recovery ratio****	72%	83%	74%	72%	-3%
Total Revenues:	\$130,000	\$411,000	\$632,000	\$895,000	42%
operating	\$120,000	\$379,000	\$598,000	\$792,000	32%
sponsorship	\$10,000	\$32,000	\$35,000	\$102,000	191%
Total Expenses:	\$283,000	\$643,000	\$1,072,000	\$1,431,000	33%
operating (plus fees, taxes, and refunds)	\$180,000	\$473,000	\$856,000	\$1,246,000	46%
management and marketing	\$103,000	\$170,000	\$216,000	\$185,000	-14%
net operating cost	\$153,000	\$232,000	\$440,000	\$536,000	22%
Customers:					
annual (registered)	1,165	1,513	2,120	2,771	31%
annual (registered) – regional	15,520	16,711	20,592	25,748	25%
daily key (registered) – regional	n/a	n/a	146	948	549%
month (registered)	111	175	163	168	3%
month (registered) – regional	1,100	2,143	1,885	2,273	21%
3-day (casual) – regional	2,142	8,787	12,796	14,456	13%
1-day (casual) – regional	55,132	113,918	138,698	163,559	18%
registered / casual customer split – regional	23% / 77%	14% / 86%	13% / 87%	15% / 85%	15% / -2%
Trips:					
starting in Arlington	31,677	88,613	155,332	191,961	24%
ending in Arlington	31,547	86,438	148,420	184,158	24%
total during fiscal year – regional	642,623	1,656,715	2,270,999	2,769,266	22%
miles, starting in Arlington^	27,813	95,403	187,940	378,694	101%
miles – regional^	732,917	1,862,837	2,481,403	4,332,724	75%
average trip length (miles)^	1.04	1.18	1.12	1.97	76%
average trip duration (minutes)	23	21	17	16	-5%
registered / casual trip split – regional	76% / 24%	78% / 22%	80% / 20%	80% / 20%	0% / 0%
CO2 saved, trips starting in Arlington	18,615	63,920	116,857	257,512	120%
CO2 saved – regional^	491,054	1,248,101	1,662,540	2,930,600	76%
calories burned, trips starting in Arlington^	1,195,959	4,102,329	7,499,748	16,283,825	117%
calories burned – regional^	31,515,431	80,101,991	106,700,329	186,306,987	75%
reported crashes	2	3	6	3	-50%
reported crashes – regional	18	23	47	16	-66%
unrecovered thefts	0	0	0	0	0%
unrecovered thefts – regional	5	8	2	-3^^	-250%

*Includes operations, management, and marketing.

**WMATA. FY15 Proposed Budget. 12/5/13. p.IV-9 and IV-26.

http://wmata.com/about_metro/docs/Proposed%20Fiscal%20Year%202015%20Annual%20Budget.pdf

***Arlington County. FY15 Proposed Budget. p.393.

http://arlingtonva.s3.amazonaws.com/wp-content/uploads/sites/18/2014/02/FY15P_Sec-C-Dept-Environmental-Services.pdf

****Includes operations only.

^The calculation for miles was a direct line between stations through FY13. Starting in FY14, 7.456 mph was used to include roundtrips.

^^There were 3 fewer bikes missing at the end of FY14 than at the beginning.

Additional highlights from fiscal year 2014 include:

Record Regional Network Growth

Regionally, Capital Bikeshare expanded by the greatest number of stations this year, with 83, due in large part to the service’s expansion into Montgomery County, MD with 49 stations. There are now four member jurisdictions that are part of the regional service.

Arlington installed 16 new stations, including at the Thomas Jefferson Community Center, Shirlington Transit Center, Arlington Department of Human Services, and U.S. Marine Corps War Memorial (Iwo Jima) – a first for Arlington at a National Park.



Equipment Supplier Bankruptcy

Capital Bikeshare’s equipment supplier – Public Bike System Company (PBSC) – went bankrupt in January and was subsequently purchased by a new owner during the spring. PBSC’s bankruptcy affected the equipment supply chain such that no new equipment was received during the fiscal year. The stations that Arlington installed were those that had been received during the previous fiscal year and were awaiting deployment. Fortunately, most local operations were not impacted by the bankruptcy, however, the operator ran out of fobs and obtaining new ones took much longer than expected due to supply chain issues which have now been righted.

Call Center Transfer

With PBSC’s bankruptcy and sale, they closed their call center. Subsequently, a couple days before the end of the fiscal year, the operator moved the call center from Montreal to Raleigh. In the weeks prior to the transfer, the operator trained the new staff to be able to handle customer needs.

Fob Sales at Commuter Stores

The four Commuter Stores and one Mobile Commuter Store began selling fobs in May 2014. As a new option, customers were now able to join Capital Bikeshare and receive an activated fob to begin using the service immediately, rather than having to wait one week to receive their fob by mail. In person sales have been higher than expected with about 330 fobs sold since the services’ launch through the end of the fiscal year.



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