

# capital bikeshare™

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## WHAT IS CAPITAL BIKESHARE?

- A joint program between Arlington, D.C., Alexandria, and Montgomery County.
- 3,000 bikes/roughly 350 stations, including 81 in Arlington.
- Publicly owned. Arlington contracts with a private operator.
- Launched in Fall 2010.
- Bike transit. Not the same as bike rental.
- Designed for point-to-point, relatively short trips.
- Complements other transport modes.



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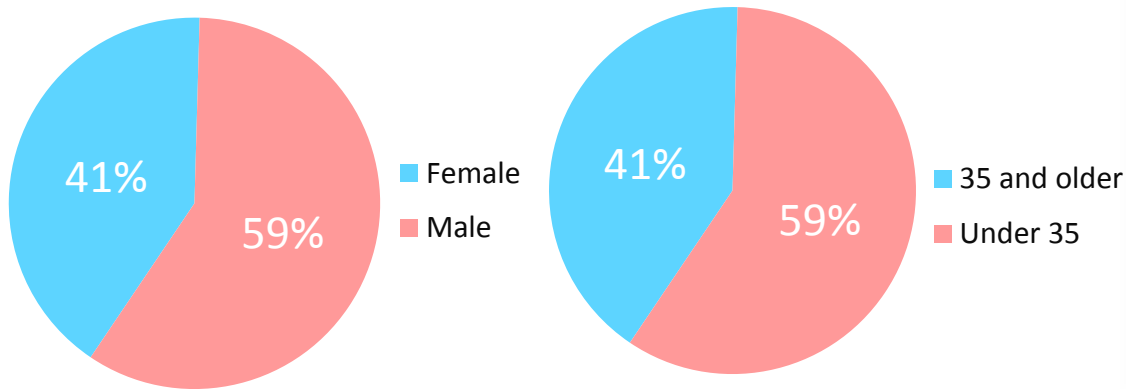
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## WHO USES BIKESHARE?



**58%** own a bicycle

**96%** employed

**5%** full-time students



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## OUR CUSTOMERS

Typically live near their home bikeshare station

78%

Live within a quarter mile

87%

Live within a half mile

- Customers value the ability to not search for secure bike parking and to have access to a well-maintained fleet.
- Customers value the ability to make lunch trips or one-way trips.
- Few drive to a station – they value activity and convenience, and a car-bike-train commute isn't convenient



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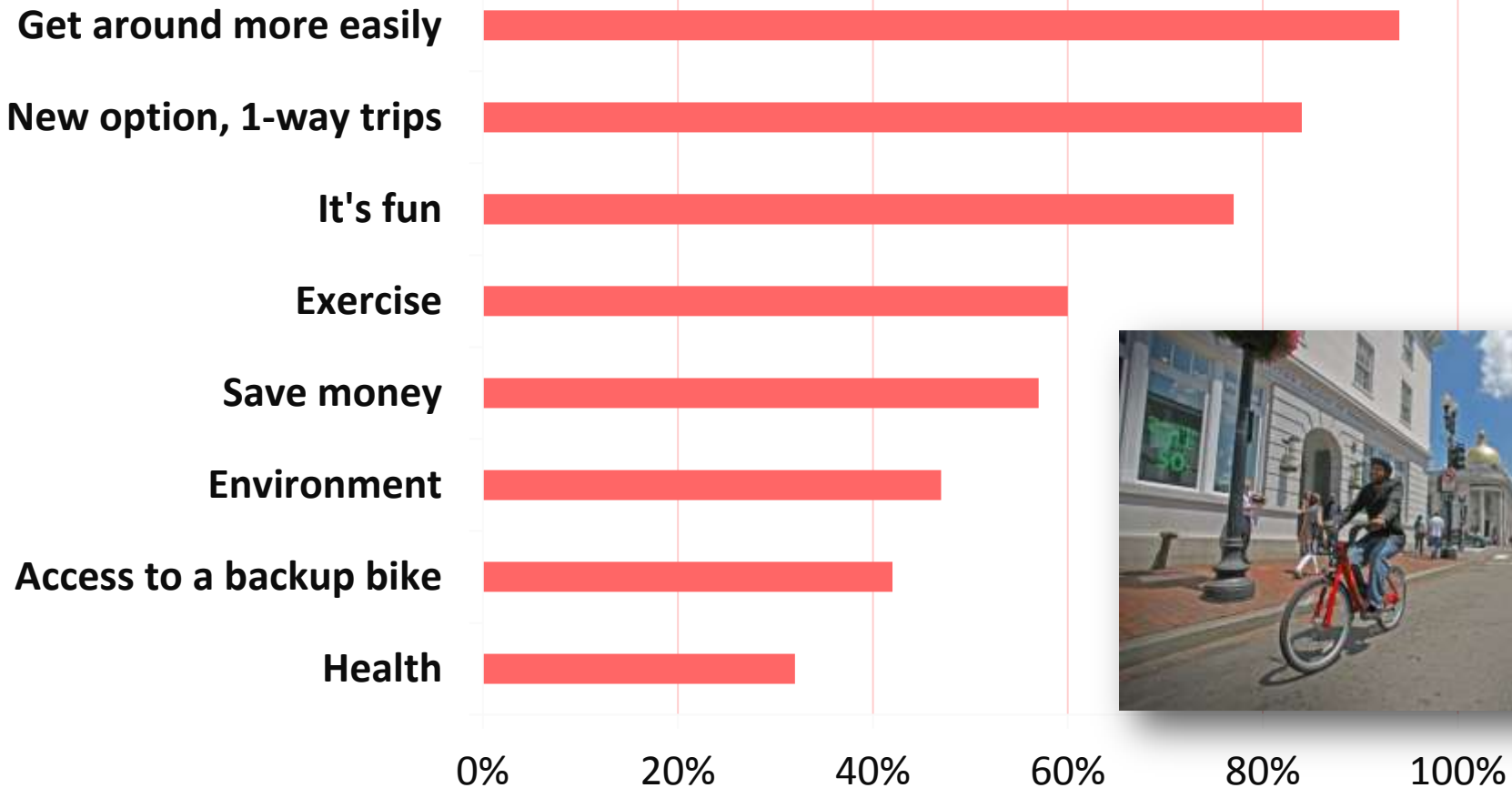
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## WHY DO THEY USE BIKESHARE?



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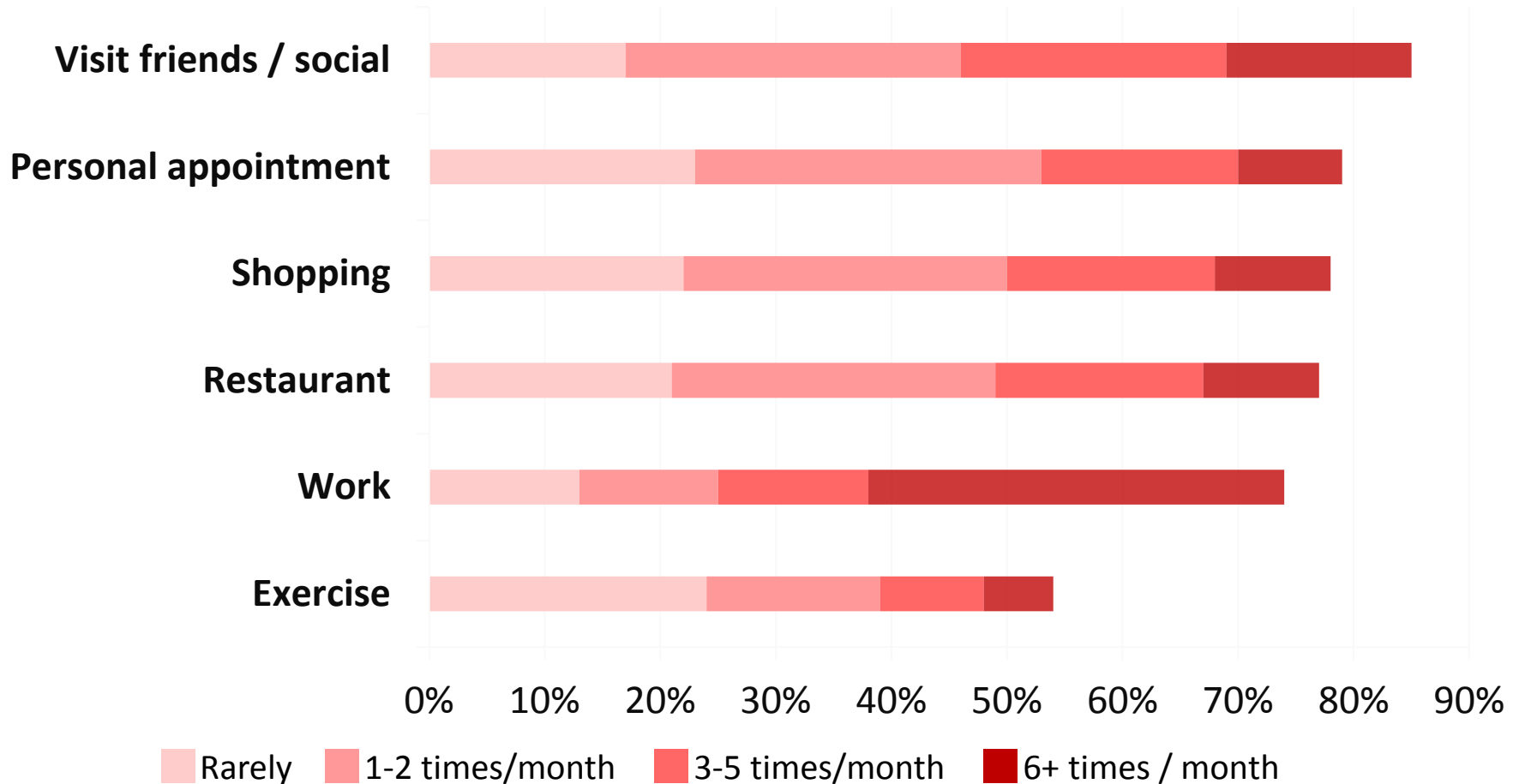
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## WHAT KINDS OF TRIPS DO THEY MAKE?



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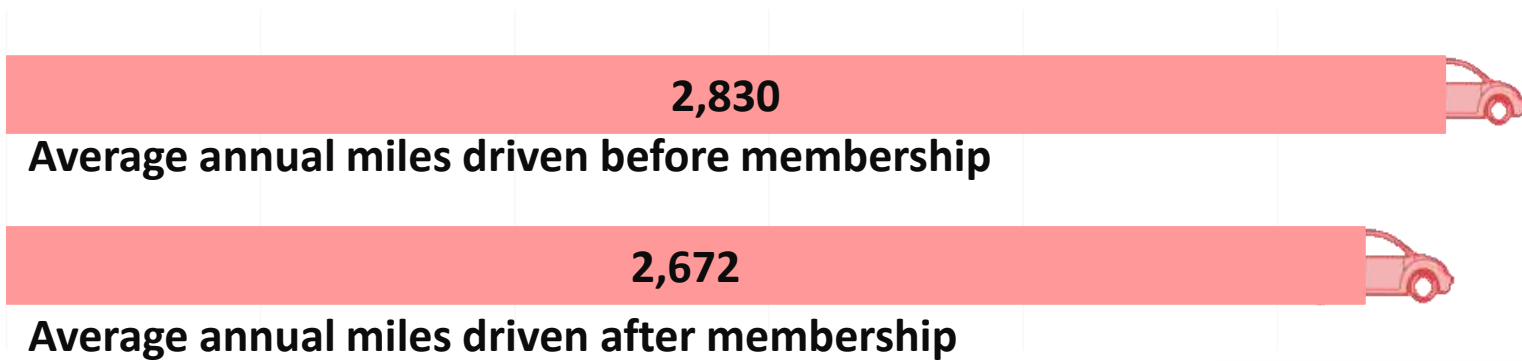


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## BIKESHARE AND CAR USE



**158** Average annual miles reduced per member

**4.4 million** Reduction in vehicle miles driven regionally



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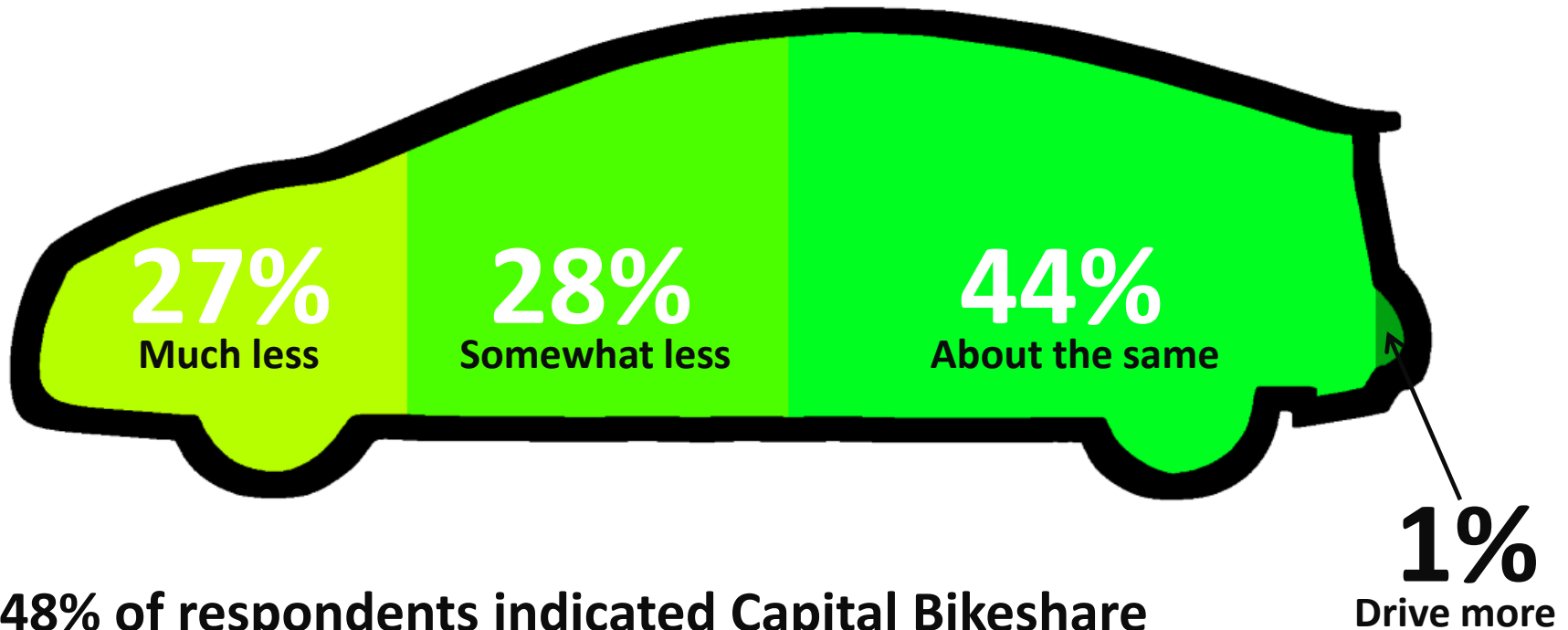
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## BIKESHARE AND CAR USE

How does bikeshare usage affect driving habits?



\* 48% of respondents indicated Capital Bikeshare was a major or the main factor in reduced driving



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## HOW MUCH DOES IT COST TO USE?

Membership Fee		Usage Fee			
		0-29 min.	30-59 min.	60-89 min.	Each add'l 30 min.
24-hour	\$8	FREE	+\$2	+\$6	+\$8
3-day	\$17				
Day Key	\$10 initial + \$7/day	FREE	+\$1.50	+\$3	+\$6
30-day	\$28				
Year	\$85				
Year with monthly installments	\$8/mo. (\$96 total)				



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## THE STATIONS



- Solar-powered, modular design, not bolted down or wired to the grid.
- Consist of docks, bikes, solar panel, kiosk, and map panel.
- Sizes start at 11 docks.
- Can be installed on streets, on sidewalks (provided at least 6' clearance remains), or on grass.
- Stations installed on grass or similar surface are placed on a concrete pad.



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## BALANCING VEHICLE



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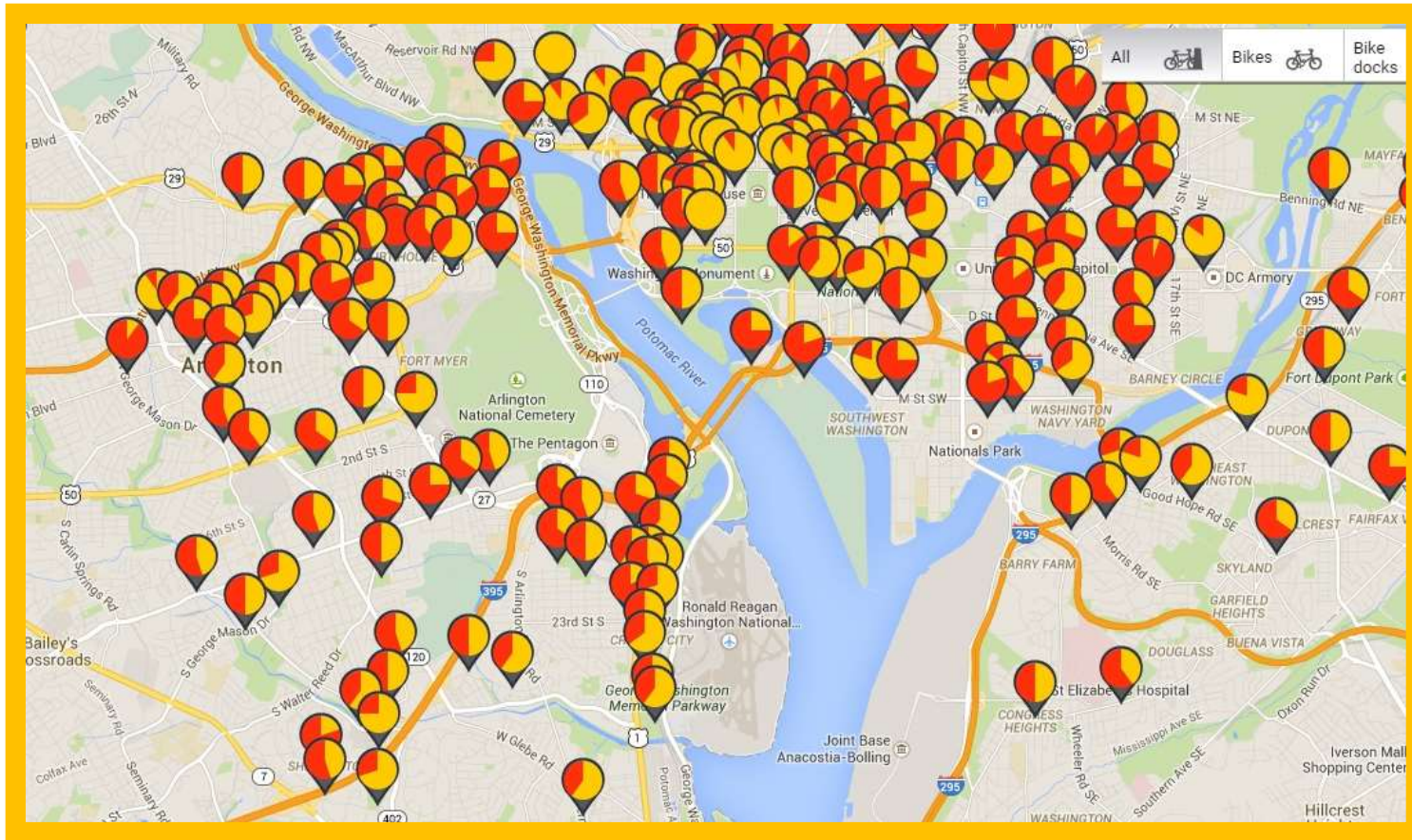
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## WHERE IS CAPITAL BIKESHARE?



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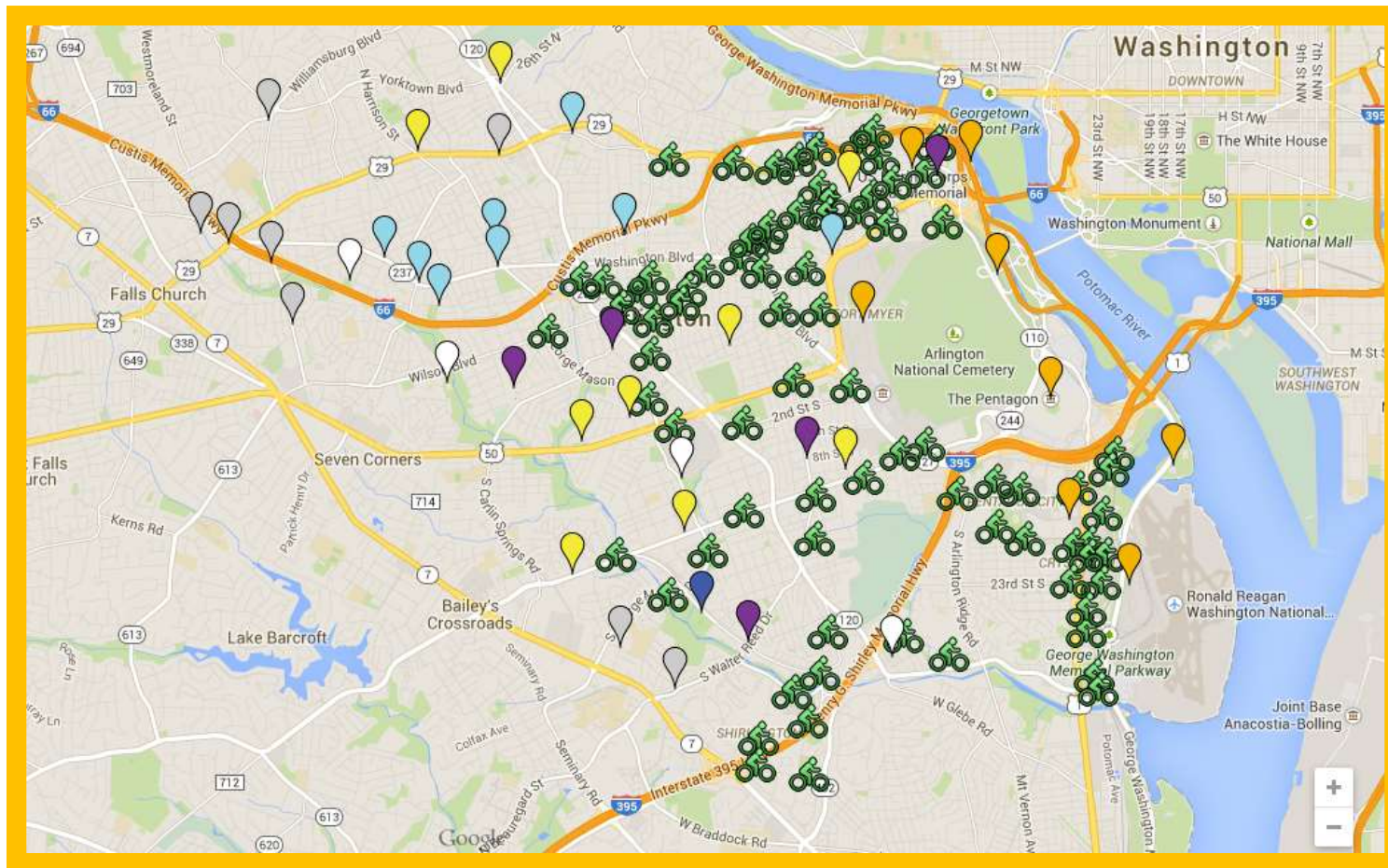
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## THE FUTURE NETWORK - ARLINGTON



- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019



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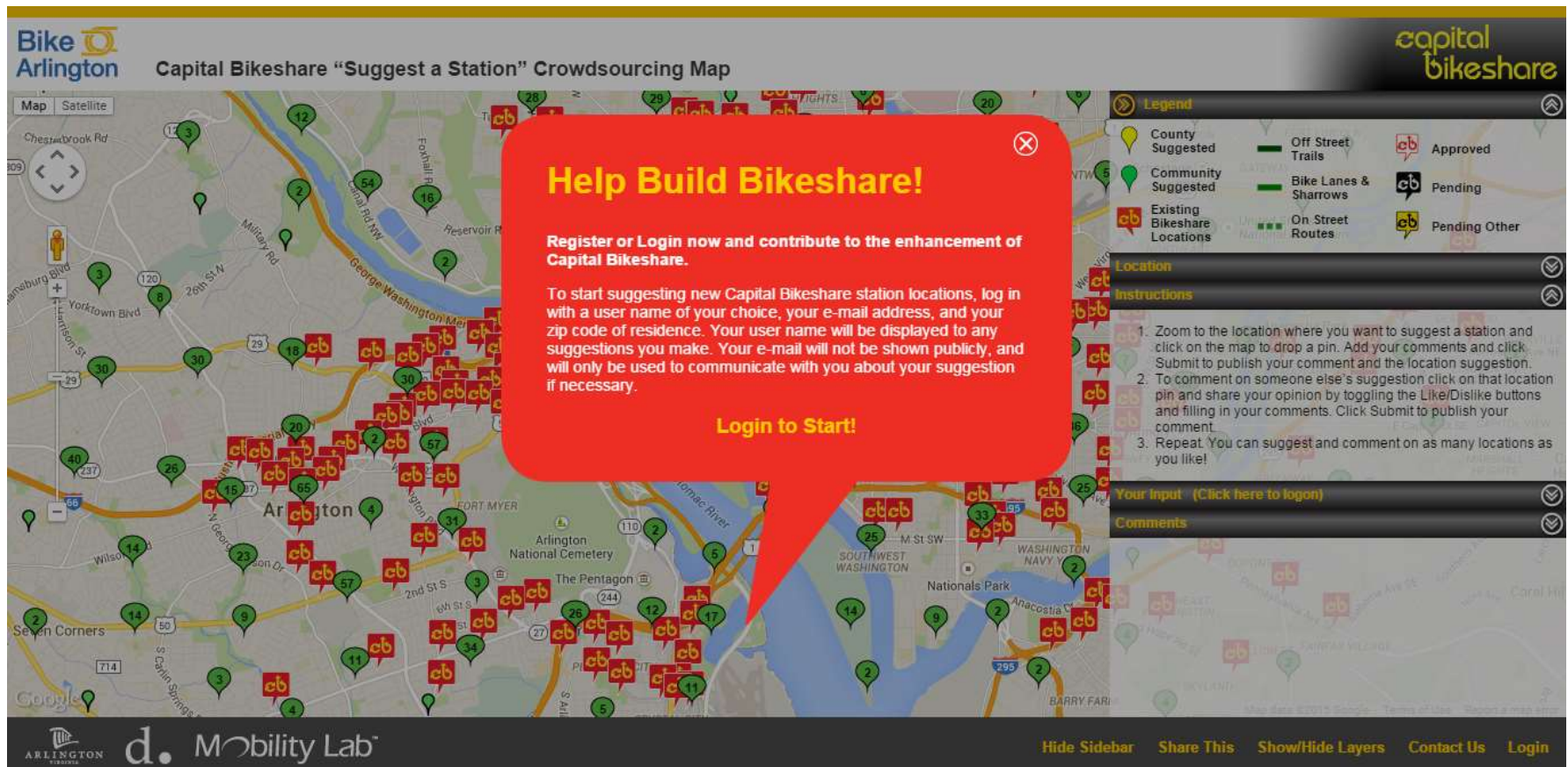
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## PLANNING STATIONS: CROWDSOURCED MAP



**Help Build Bikeshare!**

Register or Login now and contribute to the enhancement of Capital Bikeshare.

To start suggesting new Capital Bikeshare station locations, log in with a user name of your choice, your e-mail address, and your zip code of residence. Your user name will be displayed to any suggestions you make. Your e-mail will not be shown publicly, and will only be used to communicate with you about your suggestion if necessary.

**Login to Start!**

**Legend**

- County Suggested
- Community Suggested
- Existing Bikeshare Locations
- Off Street Trails
- Bike Lanes & Sharrows
- On Street Routes
- Approved
- Pending
- Pending Other

**Location**

**Instructions**

- Zoom to the location where you want to suggest a station and click on the map to drop a pin. Add your comments and click Submit to publish your comment and the location suggestion.
- To comment on someone else's suggestion click on that location pin and share your opinion by toggling the Like/Dislike buttons and filling in your comments. Click Submit to publish your comment.
- Repeat. You can suggest and comment on as many locations as you like!

**Your Input** (Click here to logon)

**Comments**

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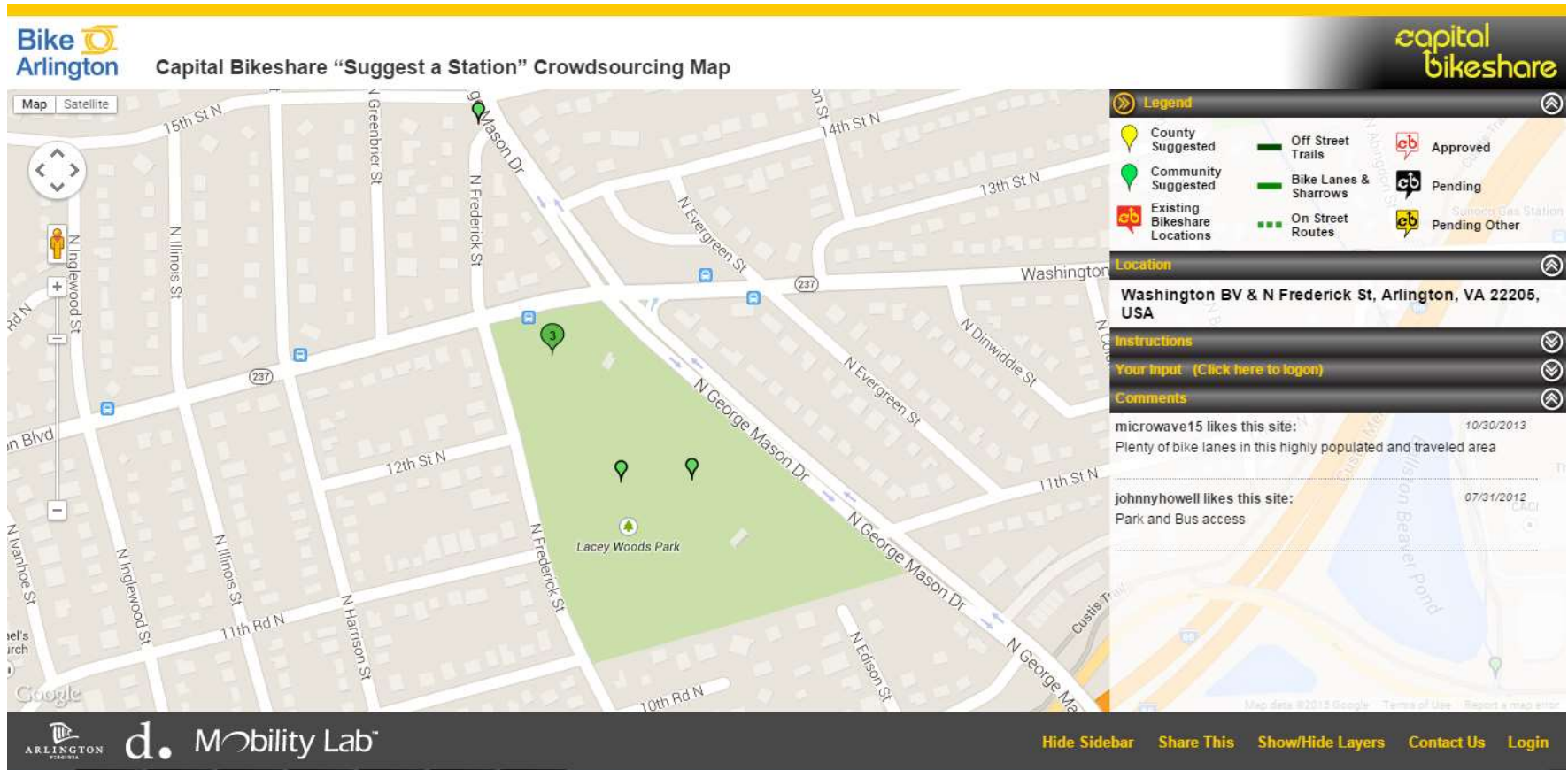
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## PLANNING STATIONS: CROWDSOURCED MAP



**Bike Arlington** Capital Bikeshare "Suggest a Station" Crowdsourcing Map

**Legend**

- County Suggested
- Community Suggested
- Existing Bikeshare Locations
- Off Street Trails
- Bike Lanes & Sharrows
- On Street Routes
- Approved
- Pending
- Pending Other

**Location**  
Washington BV & N Frederick St, Arlington, VA 22205, USA

**Instructions**  
Your Input (Click here to logon)

**Comments**

- microwave15 likes this site: 10/30/2013  
Plenty of bike lanes in this highly populated and traveled area
- johnnyhowell likes this site: 07/31/2012  
Park and Bus access

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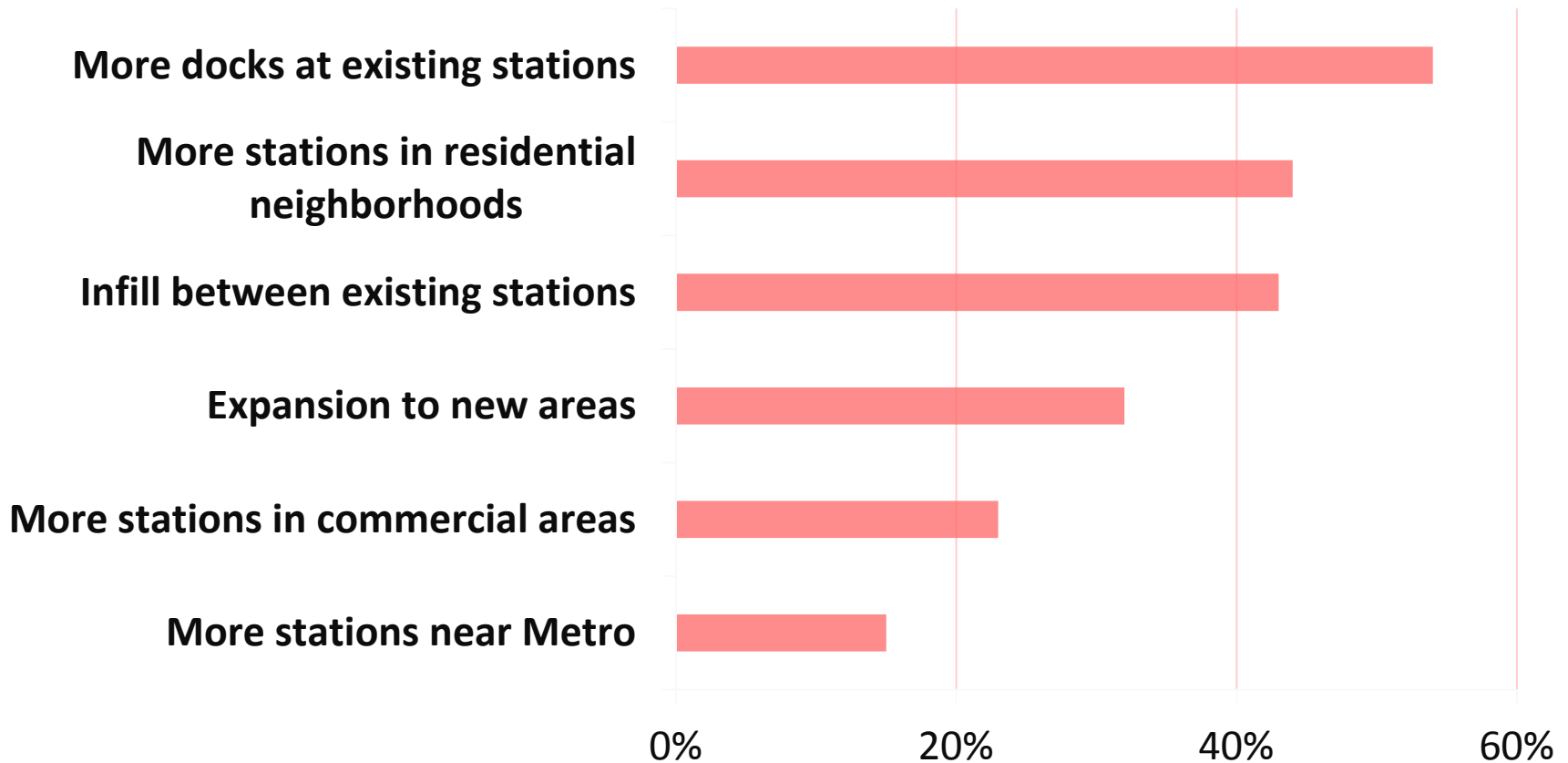
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## PLANNING STATIONS: TOP REQUESTS



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## BIKESHARE IN BLUEMONT

George Mason & Wilson



Glebe & 11<sup>th</sup> N.



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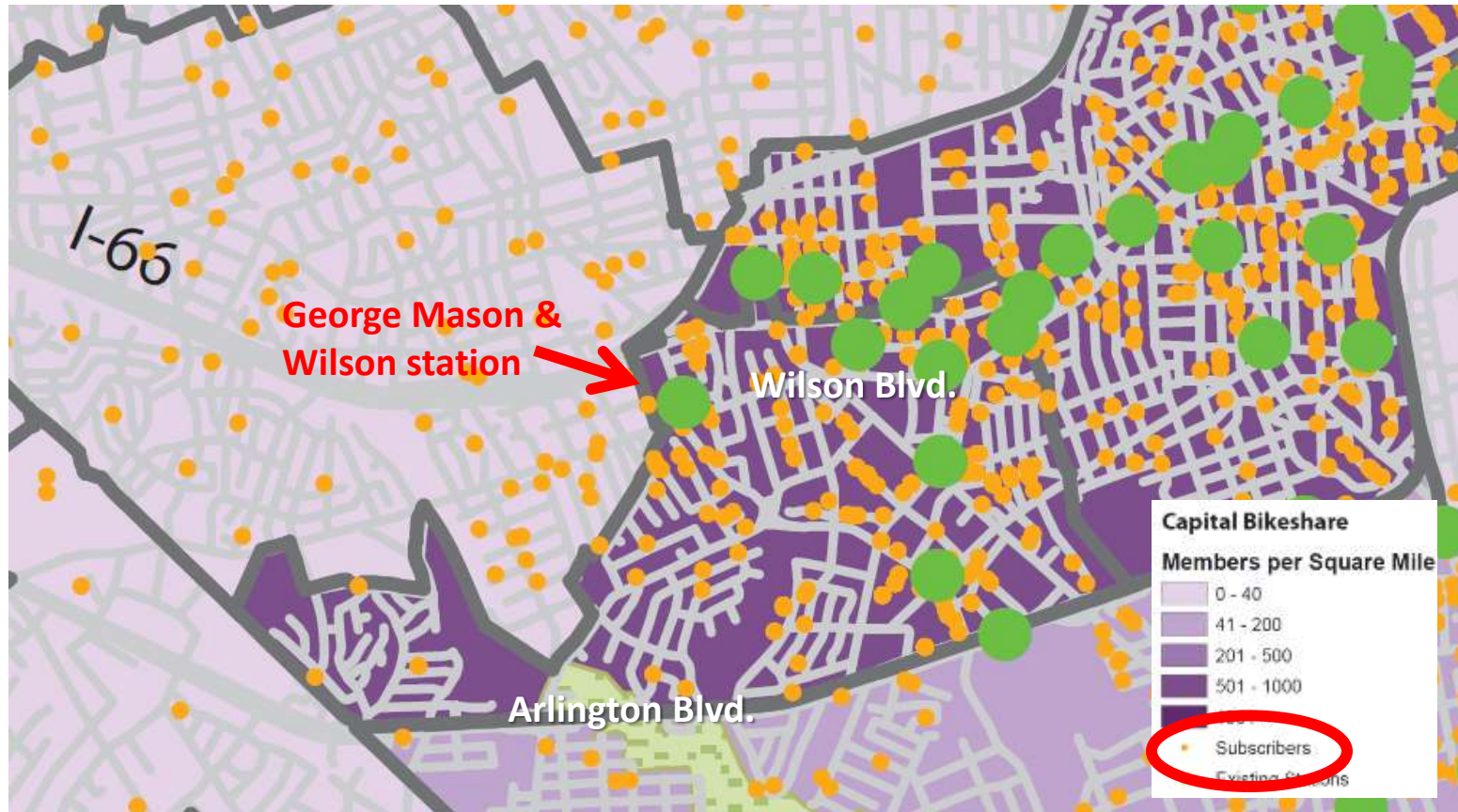
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## BIKESHARE MEMBERS IN BLUEMONT



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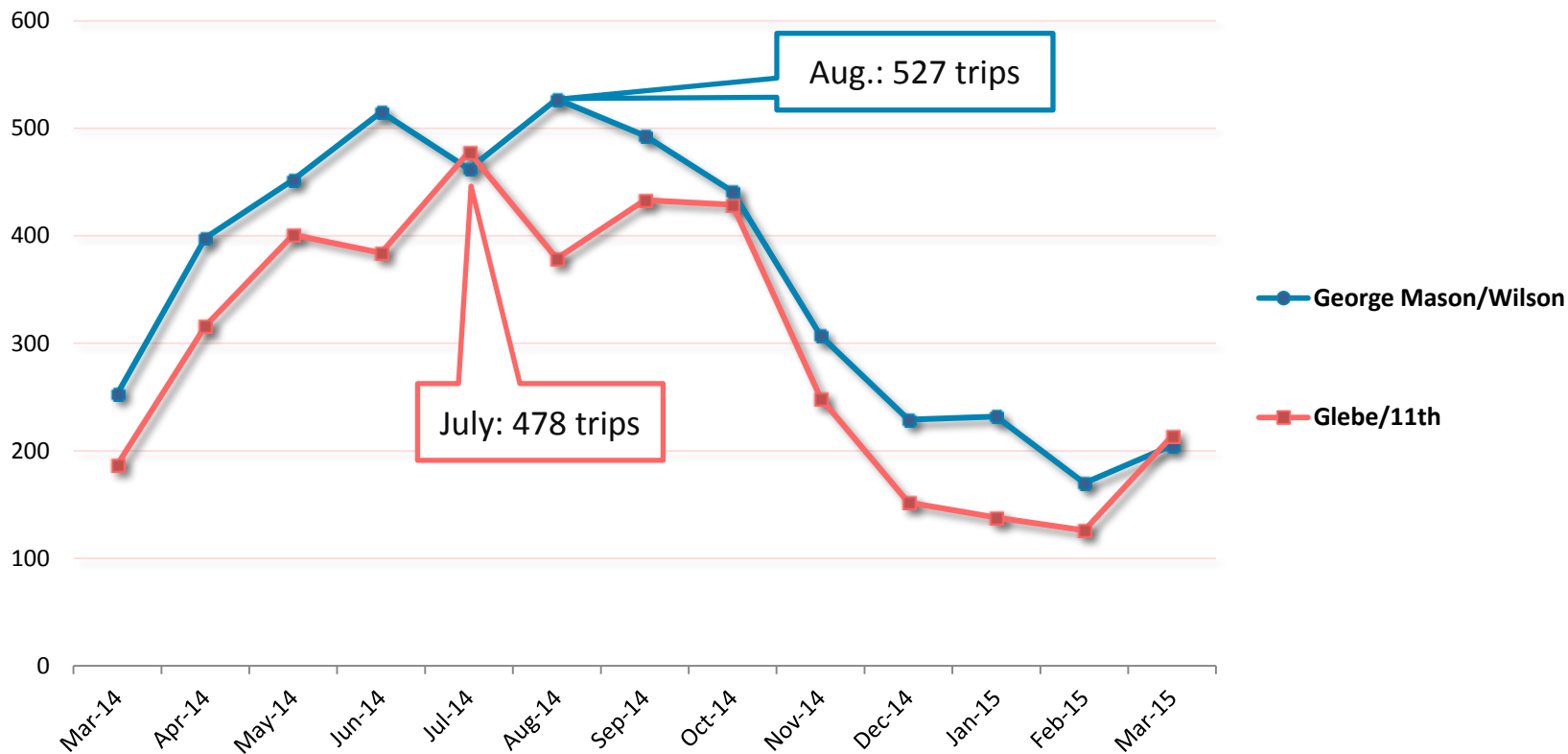
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## BIKESHARE IN BLUEMONT



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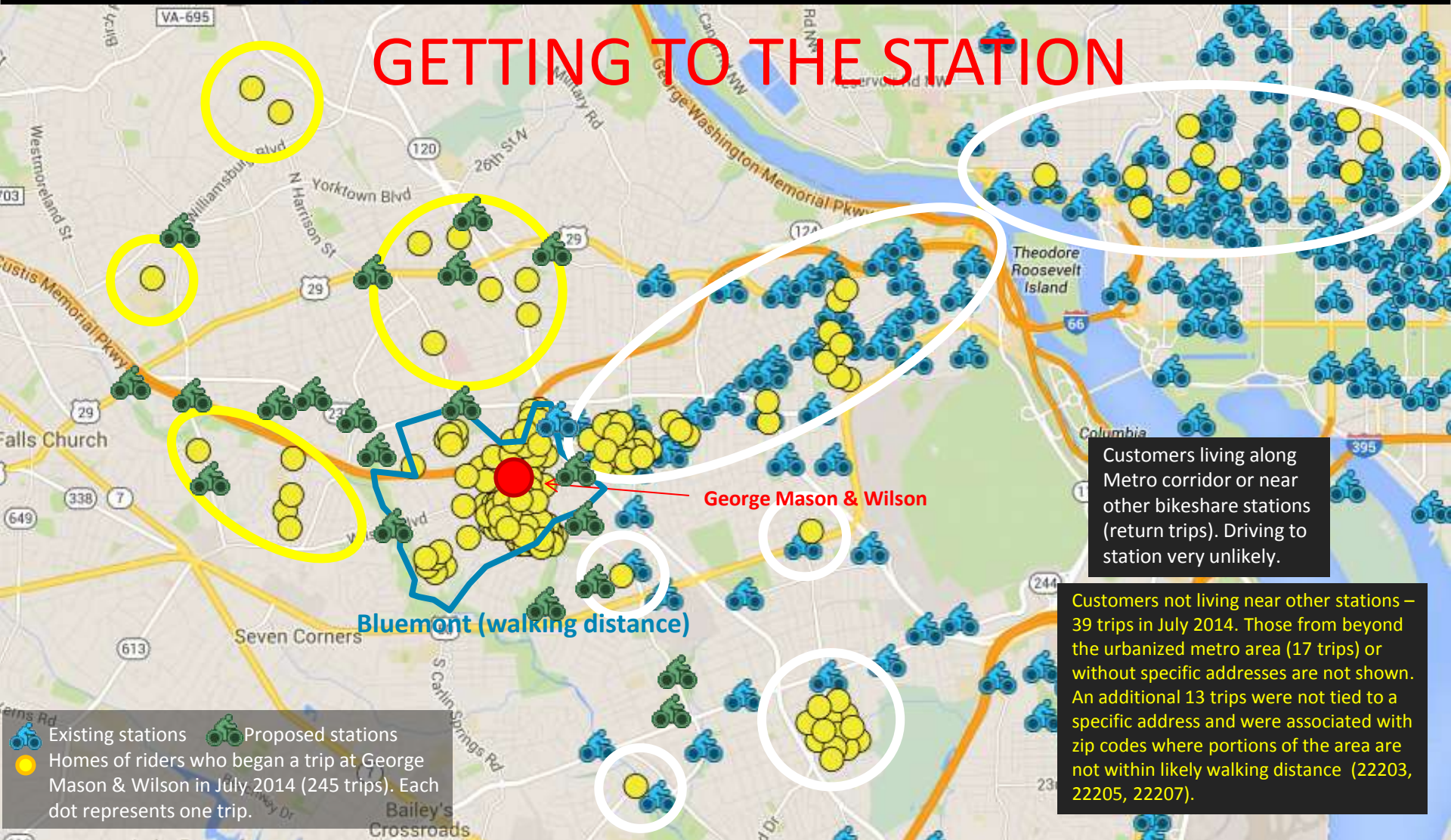


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## GETTING TO THE STATION



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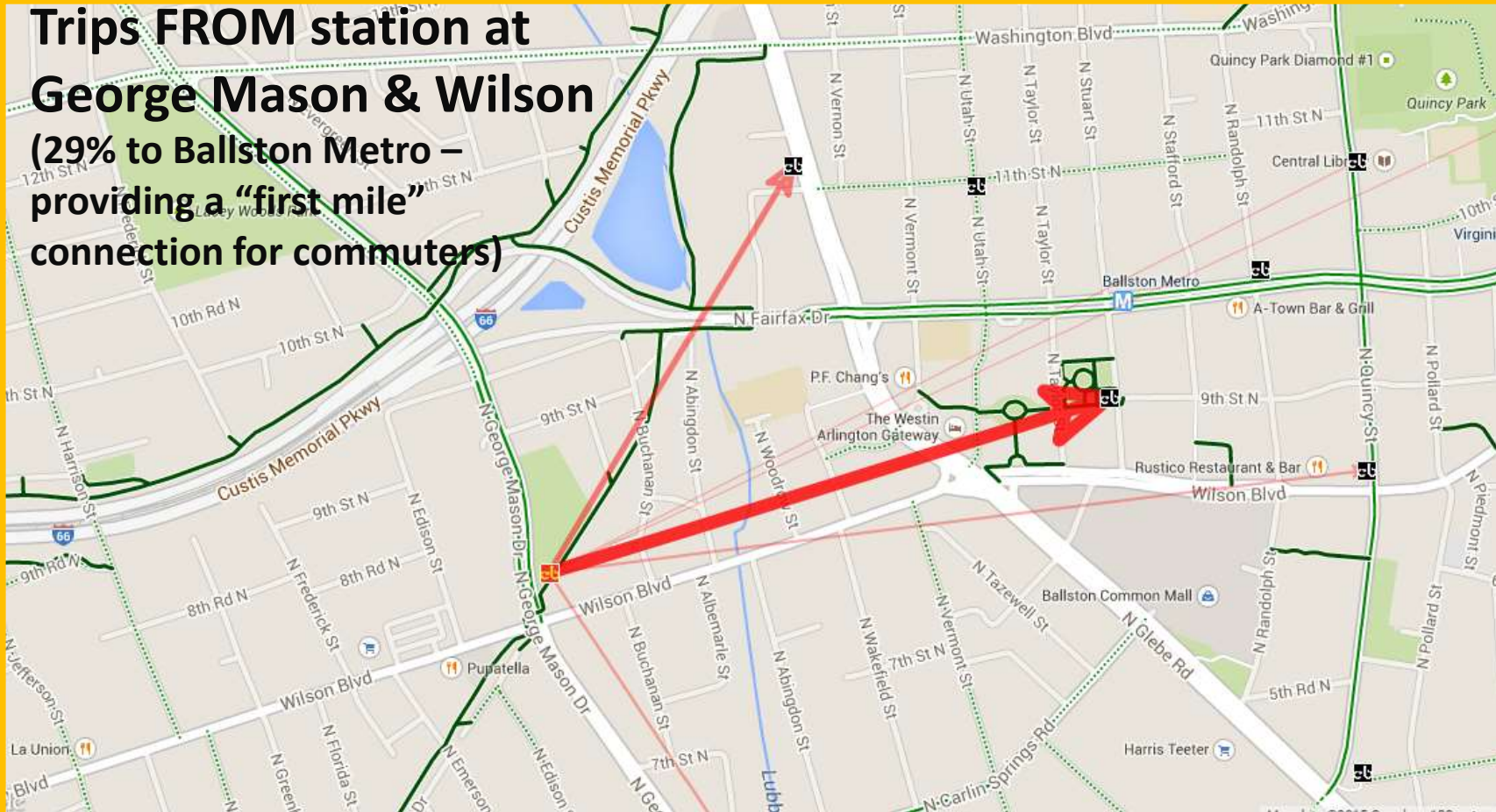
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## THE "FIRST MILE" CONNECTION

**Trips FROM station at  
George Mason & Wilson  
(29% to Ballston Metro –  
providing a "first mile"  
connection for commuters)**



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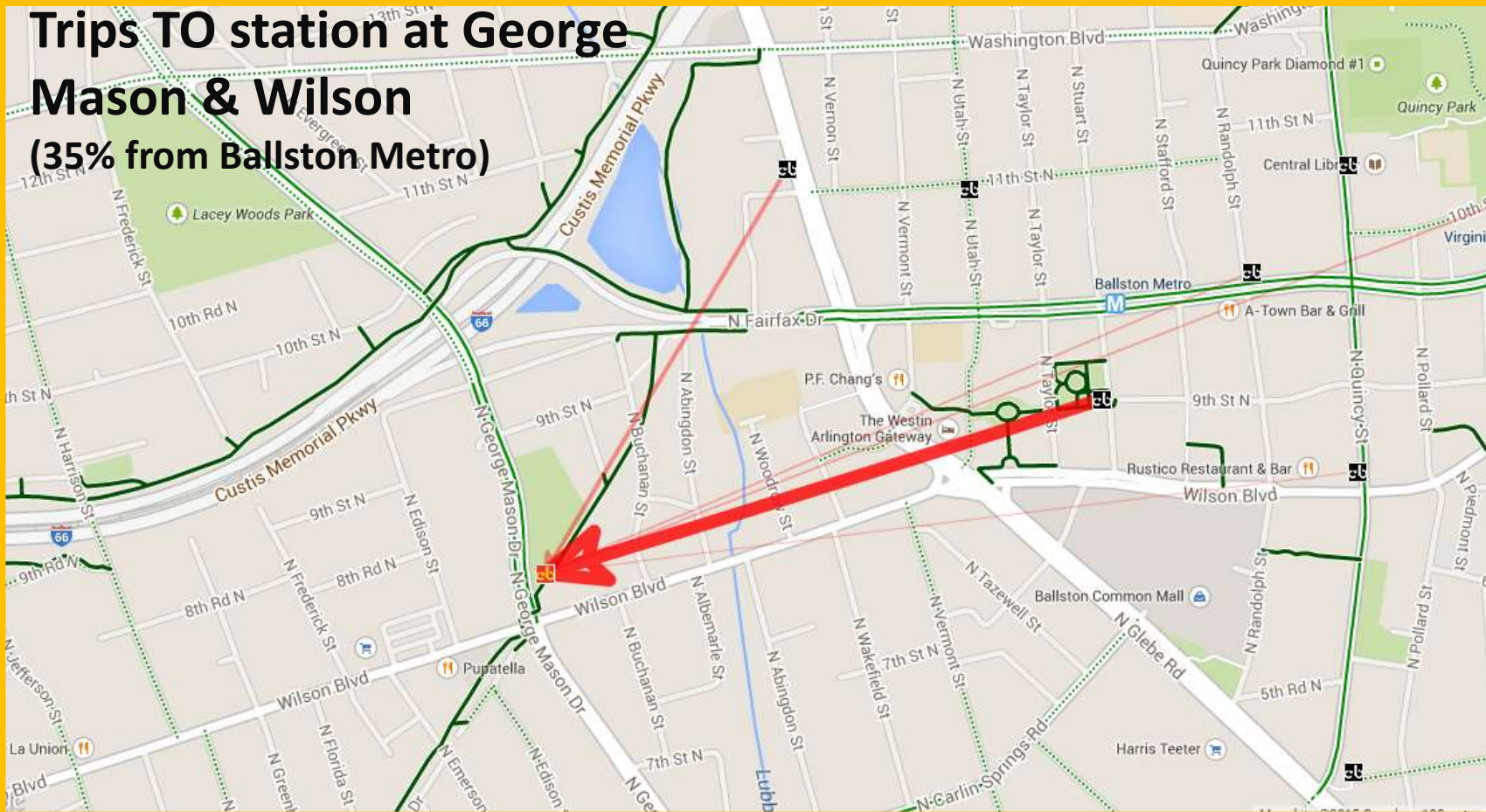
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## THE "LAST MILE" CONNECTION

Trips TO station at George Mason & Wilson  
(35% from Ballston Metro)



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## STATION AESTHETICS

- Stations are maintained and inspected regularly.
- Stations in residential areas can be installed without the map/sign.
- Snow is cleared around stations.
- Stations are not lit.
- Advertisements won't be placed on stations in residential neighborhoods.



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## CONTACT INFORMATION



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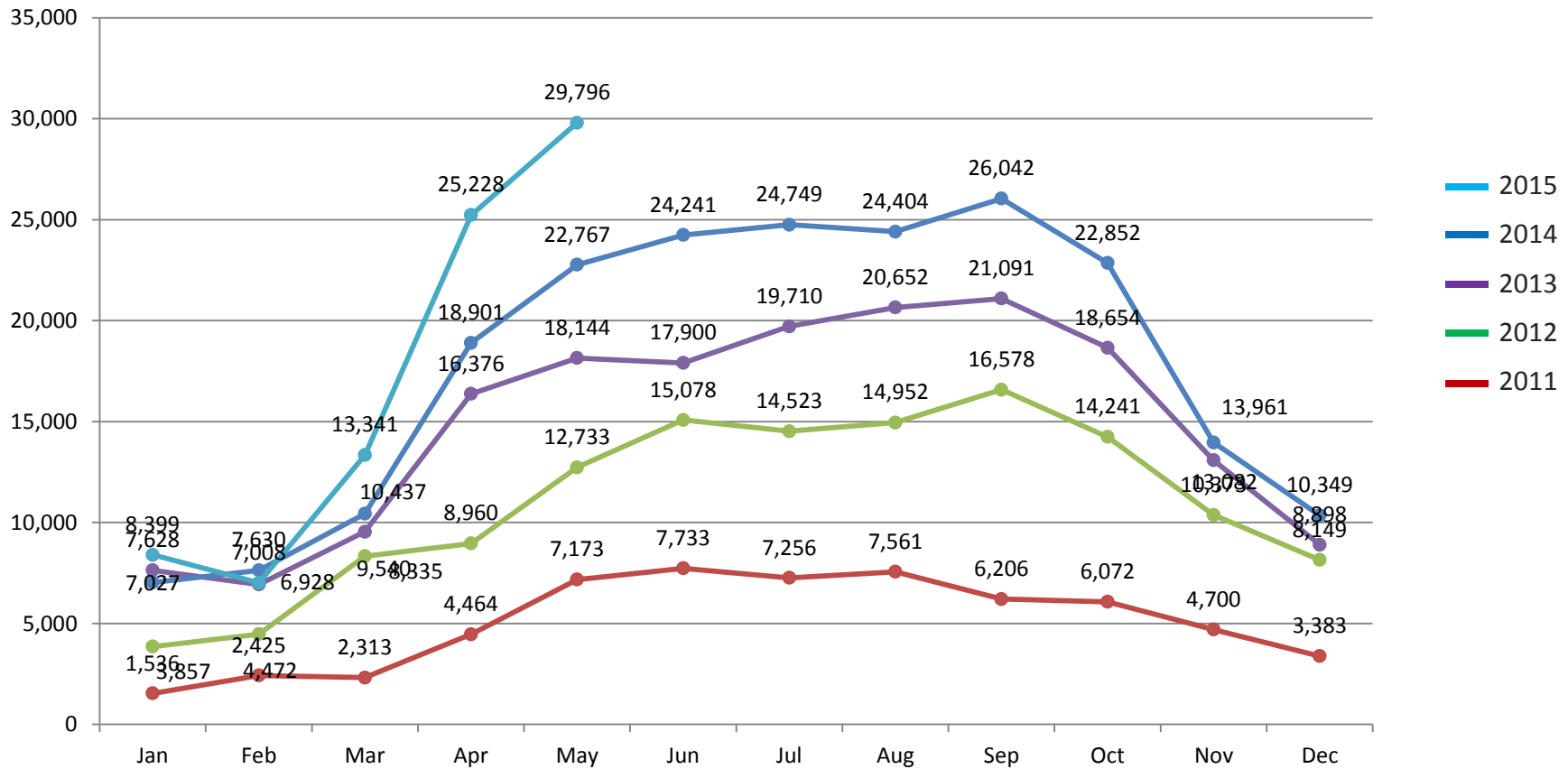
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## TRIPS - ARLINGTON



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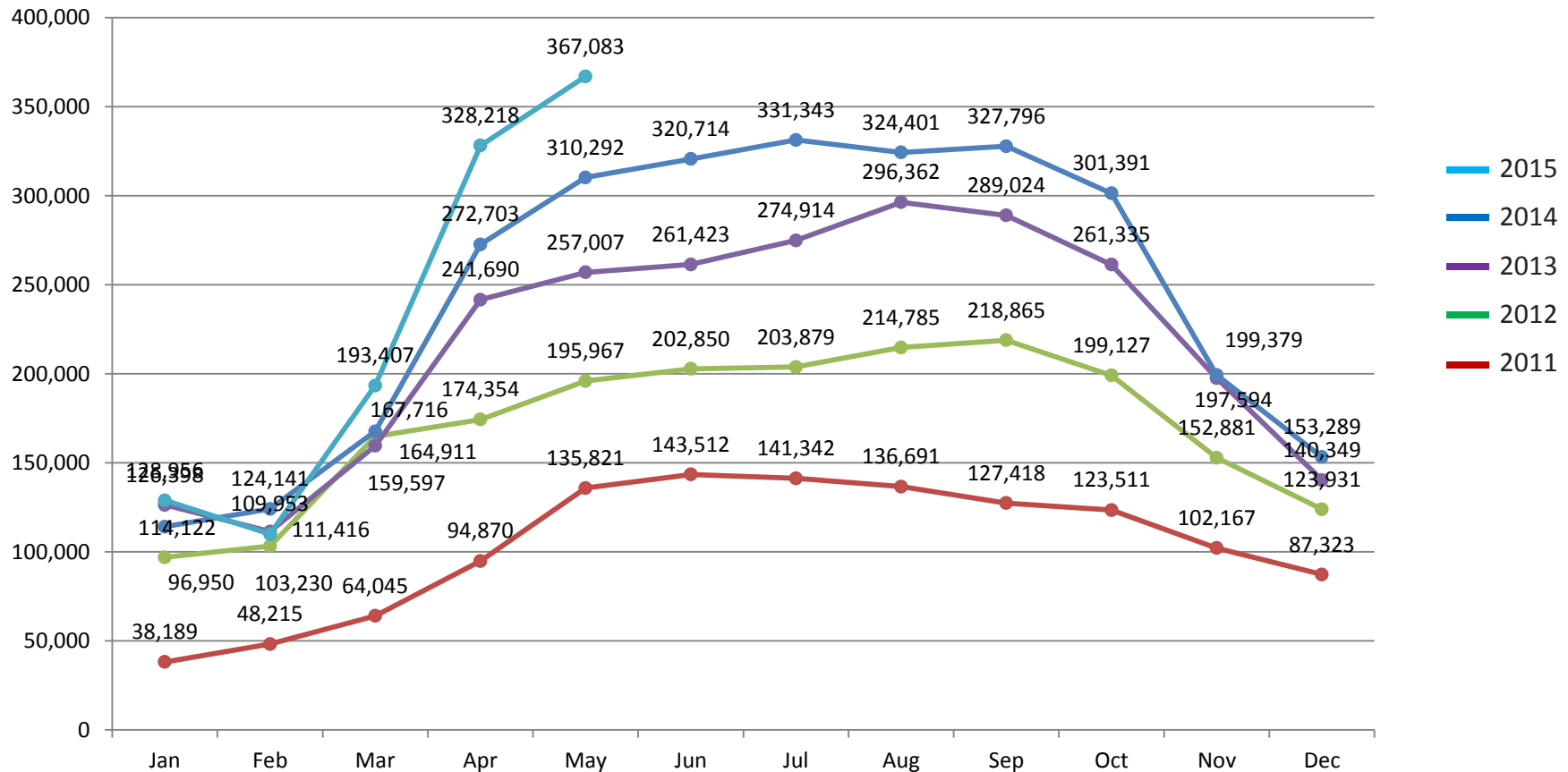
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## TRIPS - SYSTEMWIDE



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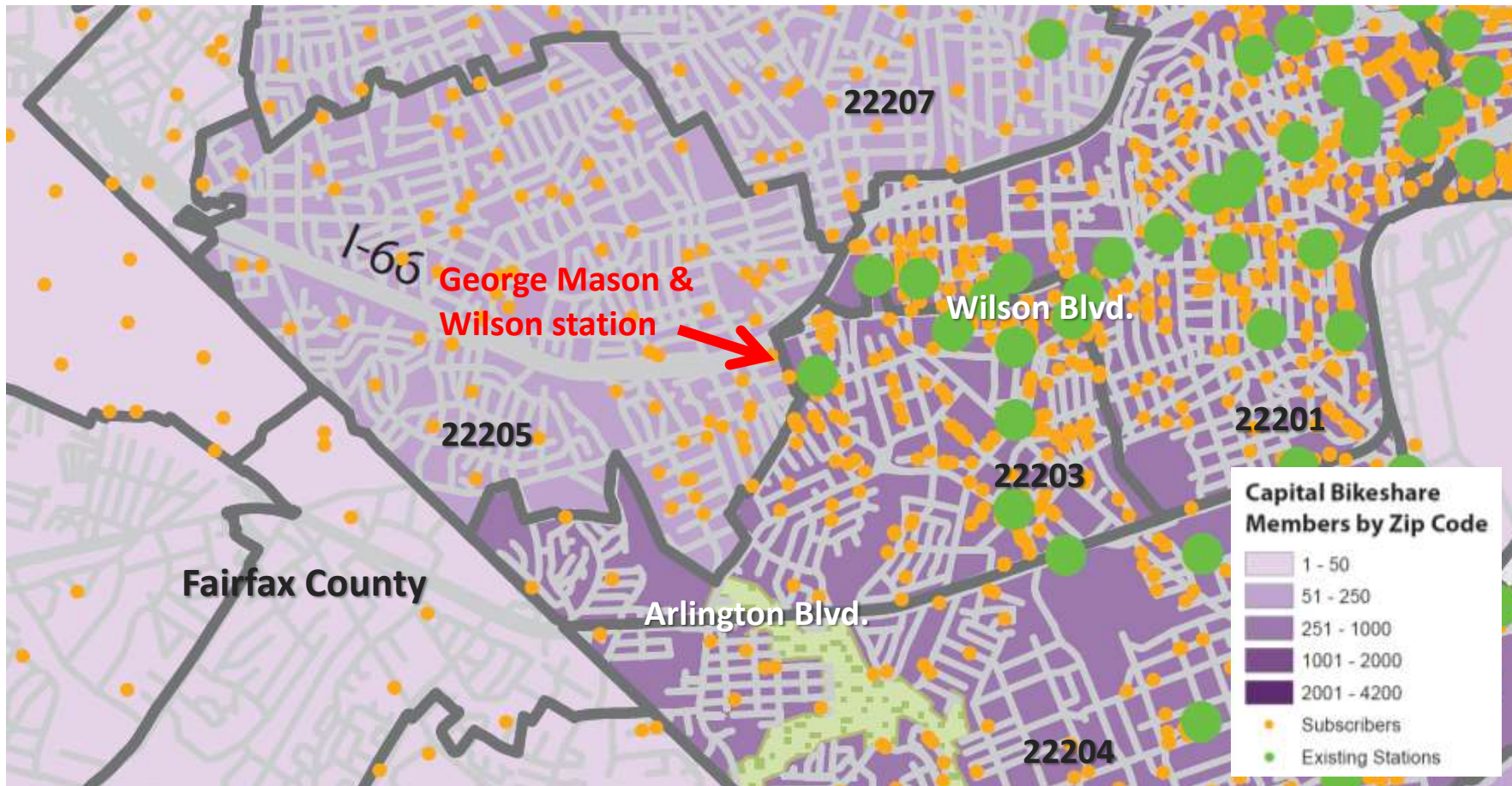
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## BIKESHARE MEMBERS IN BLUEMONT



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## HOW TO USE CAPITAL BIKESHARE



<http://www.youtube.com/watch?v=qQ62cQiGF18>



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## SAFETY

### Bike:

- Front and rear flashing LED lights that flash for 90 seconds after stopping
- Tire reflectors
- Retroreflective bands on both sides of front and rear tires' sidewalls

### Education:

- One of 10 safety message decals appears on the headset of the customer.
- Free bike safety education classes for riders of all ability and experience levels.
- Membership package is mailed to all annual members with safety messages and riding tips.
- Age limit to subscribe is 16. If you're old enough to drive a car, you can ride our bike.

### Helmets:

- Develop relationships with local retailers to provide helmet discounts to subscribers.
- Encourage helmet use on info panel at each station.
- Low-cost (\$16) quality helmets are sold at time of membership purchase and renewal.



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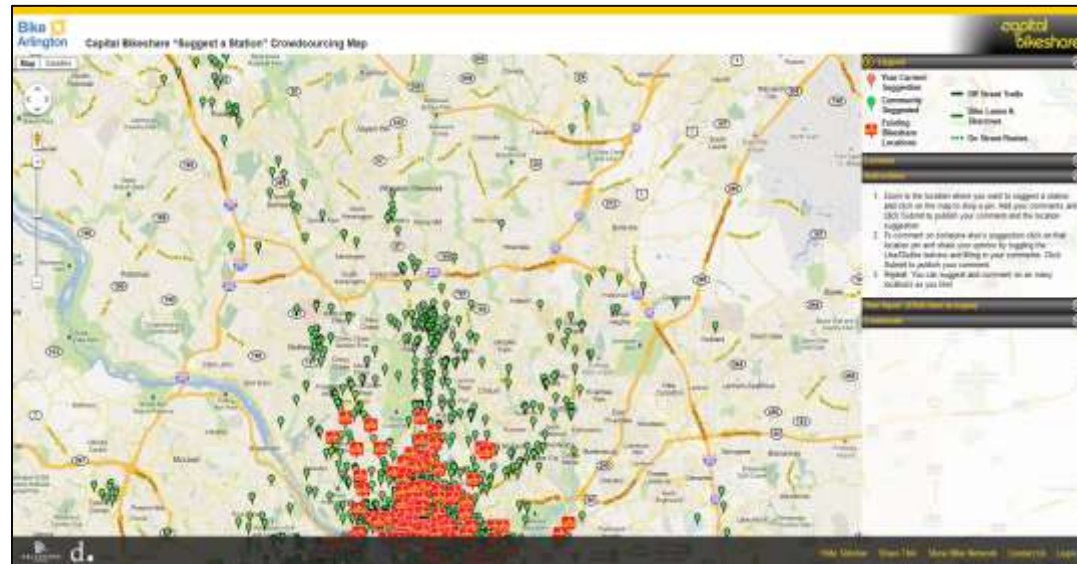
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## STATION LOCATION INPUT

- Crowdsourcing map →
- Public meetings
- Civic and business organizations
- Individuals living and working in the targeted areas



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