

**Arlington County
Fiscal Year 2017 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 seventh fiscal year of service ended on June 30, 2017. Arlington's portion of the network grew from 85 to 92 stations and expanded into western portions of the County previously not served by bikeshare. The number of trips starting in Arlington rose by 6% over FY16, marking the sixth consecutive year of increased usage in Arlington. In addition to seven new stations, two stations were expanded due to high demand.

Cost Recovery

Total cost recovery remained at 49% while operating cost recovery increased to 60%. This increase was due to a new operating contract which took effect in early FY17 and includes a 16% decrease in monthly dock operating expenses.

For FY17, revenues included \$1,004,000 in user fees and \$107,000 from station sponsorships for a total of \$1,111,000 -- a 3% increase from the prior year. Expenses included \$1,685,000 in operations and maintenance and \$379,000 in management and marketing for a total of \$2,064,000 in expenses, a 3% increase from FY16.

Fiscal Year in Review

Statistics comparing Arlington's portion of Capital Bikeshare over the four most recent years of service are shown on the following page along with regional data that includes Washington, D.C.; Alexandria, VA; Fairfax County, VA; and Montgomery County, MD.

The number of Arlington annual members increased 10% over the previous fiscal year to 3,848. There were about 12,000 3-day and 185,000 24-hour memberships purchased regionally, both decreasing by 30% due to the introduction of the Single Trip which sold 388,000 memberships during the fiscal year. Trips starting in Arlington increased 6% to 277,970. These trips accounted for 574,000 miles, an increase of 11%, with customers burning 24.7 million calories for an increase of 11%. The average trip length slightly increased from 1.96 to 2.01 miles.

Stats for Capital Bikeshare in Arlington

Arlington data unless otherwise noted as regional	FY14	FY15	FY16	FY17	% Change in FY17
Fleet:					
stations	70	81	85	92	8%
stations – regional	321	353	392	473	21%
bikes	493	598	639	698	9%
bikes - regional	2,671	2,999	3,435	3,688	7%
docks	919	1,110	1,186	1,297	9%
% of regional fleet (measured by docks)	17.21%	18.52%	17.57%	16.02%	-9%
Finances:					
Total cost recovery ratio*	63%	48%	49%	49%	0%
comparison with Metrorail**	71%	74%	71%	73%	3%
comparison with Metrobus**	29%	29%	29%	28%	-5%
comparison with ART bus	30%	33%	32%	n/a	n/a
Operating cost recovery ratio***	72%	58%	58%	60%	3%
Total Revenues:	\$895,000	\$954,000	\$1,078,000	\$1,111,000	3%
user fees	\$792,000	\$890,000	\$988,000	\$1,004,000	2%
sponsorship	\$102,000	\$64,000	\$90,000	\$107,000	19%
Total Expenses:	\$1,431,000	\$1,864,000	\$2,011,000	\$2,064,000	3%
operating (incl. credit card fees, taxes, & refunds)	\$1,246,000	\$1,524,000	\$1,713,000	\$1,685,000	-2%
management and marketing	\$185,000	\$339,000	\$297,000	\$379,000	28%
net operating cost	\$536,000	\$974,000	\$1,022,000	\$1,060,000	4%
Customers:					
annual (registered)	2,771	3,169	3,496	3,848	10%
annual (registered) – regional	25,748	29,594	30,556	32,922	8%
Day Key (registered) – regional	948	933	1,578	2,360	50%
30-day (registered)	168	250	428	330	-23%
30-day (registered) – regional	2,273	2,229	3,394	2,980	-12%
3-day (casual) – regional	14,456	20,880	16,452	11,595	-30%
24-hour (casual) – regional	163,559	229,771	265,320	185,494	-30%
Single Trip (casual) - regional	n/a	n/a	29,235	387,614	1226%
registered / casual customer split – regional	15% / 85%	14% / 86%	11% / 89%	7% / 93%	n/a
Trips:					
starting in Arlington	191,961	231,387	263,111	277,970	6%
ending in Arlington	184,158	221,092	247,247	262,347	6%
total during fiscal year – regional	2,769,266	3,079,382	3,259,125	3,592,299	10%
miles, starting in Arlington	378,694	466,131	516,242	574,470	11%

miles – regional	4,332,724	6,357,906	6,834,014	7,909,526	16%
average trip length (miles)	1.97	2.01	1.96	2.01	3%
average trip duration (minutes)	16	16	19	19	0%
registered / casual trip split – regional	80% / 20%	79% / 21%	80% / 20%	75% / 25%	n/a
CO2 saved, trips starting in Arlington (pounds)	257,512	303,477	351,045	390,640	11%
CO2 saved – regional	2,930,600	4,323,373	4,647,130	5,378,478	16%
calories burned, trips starting in Arlington	16,283,825	19,190,443	22,198,413	24,702,225	11%
calories burned – regional	186,306,987	273,389,778	293,862,618	340,109,608	16%
reported crashes	4	8	7	0	-100%
reported crashes – regional	16	46	37	27	-27%
unrecovered thefts	0	1	1	0	-100%
unrecovered thefts – regional	-3	7	12	16	33%

*Includes operations, management, and marketing.

**WMATA. FY17 approved budget figure from FY17 Approved Budget document, p. 40, 46.

<https://www.wmata.com/upload/FY2017-Approved-Budget-2.pdf>

***Includes operations only.

Due to a formula error, net operating cost for FY15 was recalculated at \$65,000 higher and for FY16 at \$79,000 higher. From this, the total cost recovery ratio, operating cost recovery ratio, and net operating cost for these two fiscal years have been revised.

Expansion

Seven new stations were installed this fiscal year:

1. N. Kennebec St. & 11th St. N.
2. N. Lynn St. & Fairfax Dr.
3. Carlin Springs Rd. & N. Thomas St.
4. Westover Library / Washington Blvd. & N. McKinley St.
5. Washington-Lee High School / N. Stafford St. & Generals Way
6. Columbia Pike & S. Taylor St.
7. Wilson Blvd. & N. Troy St.

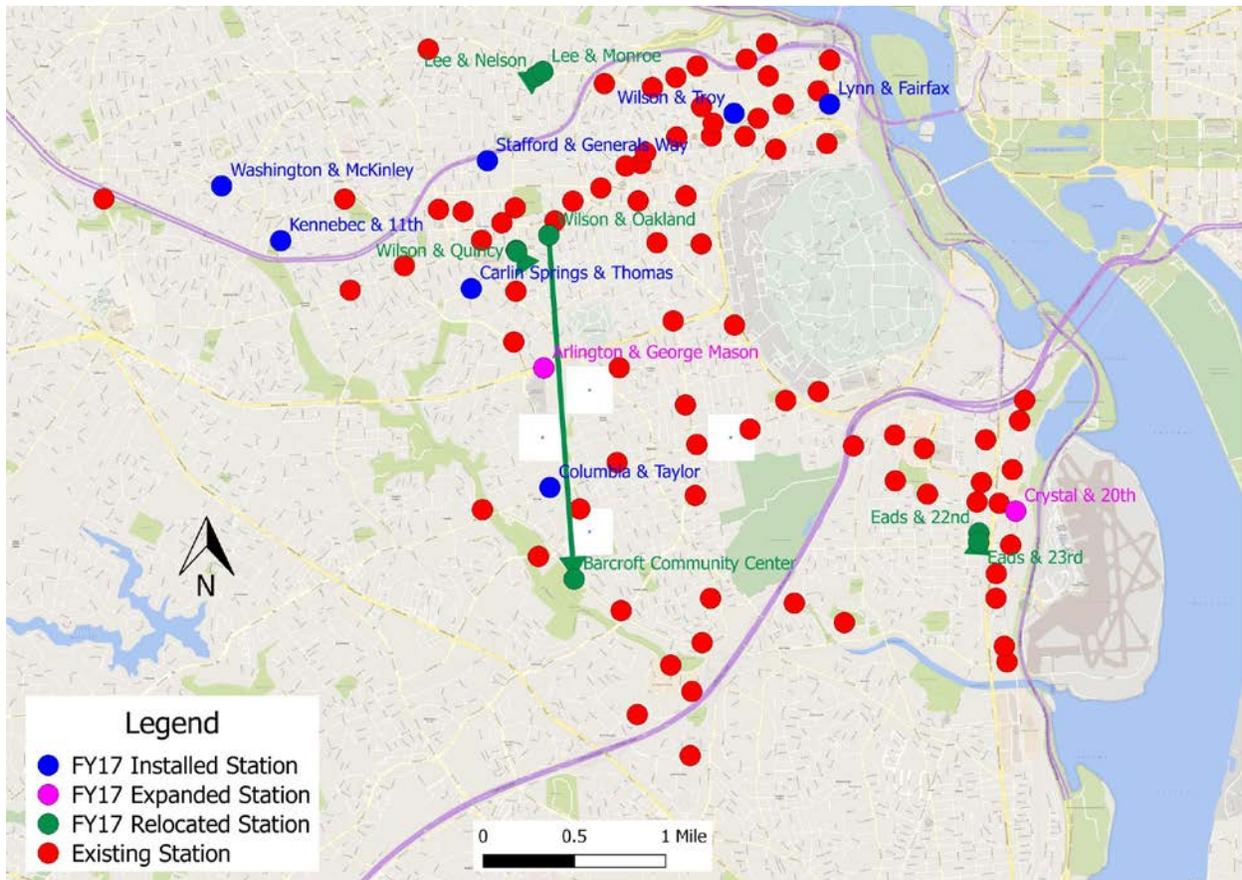


Washington-Lee High School / N. Stafford St. & Generals Way Station

Providing new access to neighborhoods not previously served by bikeshare continued to be the focus of expansion efforts. Five new stations extended the reach of the network westward, as shown in the FY 2017 Network Map below.

The expansion included a station at Washington-Lee High School, which is the first station installed at an Arlington Public Schools high school.

FY 2017 Network Map



In addition to new installations, two stations were expanded due to high demand. They were:

- Arlington Blvd. & S. George Mason Dr. (from 11 to 15 docks)
- Crystal Dr. & 20th St. S. (from 15 to 17 docks)

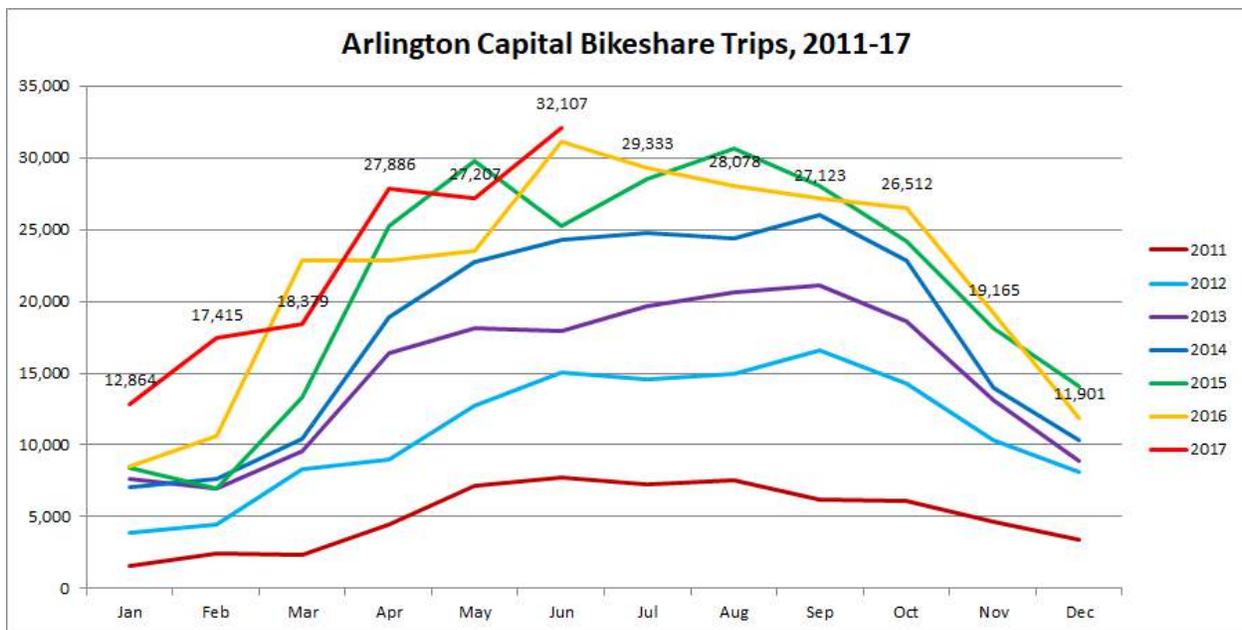
Trips Continue to Increase

Seven months of FY17 experienced an increase in trips over the same month from prior fiscal years, as the chart below shows.

For the fiscal year, trips starting in Arlington increased 6% to 277,970.



Expanded station at Arlington Blvd. & S. George Mason Dr.



Cooperative Purchase for Operations

The five Capital Bikeshare jurisdictions, including Fairfax County which launched service on 10/21/16 in Tysons and Reston, selected the operations incumbent Motivate International, Inc. through a cooperative procurement. The contract provides a monthly per dock cost that is **18%** less than the prior fiscal year’s cost.

Fob-vending Kiosks

New fob-vending kiosks have been swapped in at the following Metro stations: Ballston, Clarendon, Court House, Crystal City, Pentagon City, and Rosslyn. New annual, 30-day, and Day Key customers may request a fob access code during their online membership registration which allows them to go to one of these kiosks to have their fob dispensed, thereby not needing to wait for their fob to be mailed.

Single Trip

The pilot Single Trip fare, which provides 30 minutes of ride time for \$2 with standard casual usage fees thereafter, started in June 2016. The fare type had little to no impact on annual members of the service, many of whom pay less than the \$2 trip cost due to their frequent use. However, the Single Trip fare did lessen the demand for many of the other short-term fare types (i.e. 24-hr, 3-day, and 30-day).

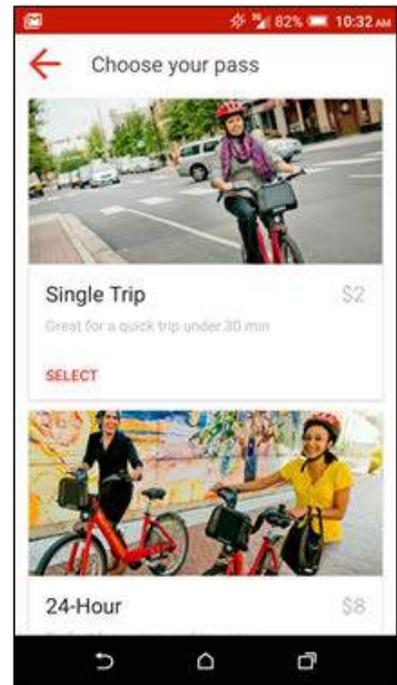


The pilot term of the fare was to coincide with Metro’s SafeTrack program, which has since ended. The pilot term has been extended such that its impacts on the system can continue to be studied, with consideration to make it permanent.

Mobile App

In June, the system's first branded mobile phone app was soft-launched for iPhone and Android. The app sells passes, provides bike unlocking codes, includes a rental timer, has stations' bike and dock availability, and sends a docking confirmation. The app replaces Spotcycle, which had been used since the service's launch in 2010, but only offered bike and dock availability.

More information about the app, including downloading instructions, are at:



<https://www.capitalbikeshare.com/blog/capital-bikeshare-app-is-here>.

Corporate Sponsorship

Revenue generated through a corporate sponsorship would assist with paying for operations and maintenance as well as expansion and replacement equipment. In June, the County Board approved a bikeshare sponsor policy which will guide in the selection of the categories of organizations that may sponsor the regional service, as well as which assets are eligible for sponsorship. Next fiscal year Arlington plans to release a Request for Proposals for a sponsor broker to assist in the selection and negotiation of a corporate sponsorship for the regional service.

Community Partners Program

Registration has grown to 88 people under the Arlington Partnership for Affordable Housing (APAH) and Phoenix Bikes partnerships. Since the program's launch in May 2016 and through June 30, 2017, a total of 964 trips have been taken (Phoenix Bikes: 225, APAH-Arlington Mill: 187, APAH-Marbella: 310, and APAH-The Springs: 242). Community rides are being organized with existing program members at the partners' operation sites to encourage more ridership and to sign up more members.



Arlington and the District Department of Transportation jointly launched the Capital Bikeshare Community Partners Program in May 2016. Under the partnership between the jurisdictions and social service and community outreach organizations, Community Partners can offer annual Capital Bikeshare

memberships to their clients for just \$5 a year. These memberships also come with unlimited 60-minute trips instead of the usual 30-minute trips. Clients also receive a new rider kit and helmet.

Several other Arlington nonprofits have been approached about joining, including AHC Inc., SEEC, A-SPAN, OAR, and Bu-Gata. However, the current Community Partners Program agreement calls for the participating nonprofits to provide a credit card to cover any usage fees incurred by their client members. Several staff members of those nonprofits have expressed reservations about doing this and have asked us to create an option where their client members use their own credit card, which we are doing.

Cash Payment Option

After one year of offering a cash payment option for Arlington residents through the Commuter Stores, there has been virtually no demand for or usage of this service. The pilot cash program allows Arlingtonians who do not have a credit or debit card – *required* by Capital Bikeshare to register for membership – an opportunity to register and gain access to the service. The program was widely promoted, and information widely distributed. As this service costs nothing to maintain once set up, it continues to be available.

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