

**Arlington County  
Fiscal Year 2018 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 eighth fiscal year of service ended on June 30, 2018. The year was unique for the system as several new Shared Mobility Devices (SMDs) (i.e. "dockless" bikeshare and scootershare) services began operating in D.C. with spillover effects into Arlington. These SMDs created a changing landscape in the transport sector as they both serve as competition for Capital Bikeshare as well as provide a new energy-efficient mode of transport which reportedly is bringing new customers into shared mobility.

## ***Cost Recovery***

Total cost recovery and operating cost recovery decreased to 45% and 55%, respectively, down from 49% and 60% in FY17. This decrease is likely attributable both to the impact of SMDs as well as FY18 shaping up to be one of the wettest years on record for the D.C. region.<sup>1</sup> While SMDs weren't permitted in Arlington during the fiscal year, their usage in D.C. likely led to a small decrease in trips by would-be out-of-town casual customers of which Arlington would receive about 15% of the membership fee revenue.

Total cost recovery includes total revenues divided by total expenses (i.e. operations and maintenance (O&M), marketing, and management) and operating cost recovery is total revenues divided by O&M costs.

For FY18, revenues included \$906,000 in user fees and \$80,000 from third-party station support for a total of \$986,000 -- an 11% decrease from the prior year from user fees. Expenses included \$1,657,000 in O&M and \$366,000 in management and marketing for a total of \$2,023,000 in expenses -- a 2% decrease from FY17.

## ***Fiscal Year in Review***

Statistics comparing Arlington's portion of Capital Bikeshare over the three 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; Montgomery County, MD; and Prince George's County, MD.

The number of Arlington annual members decreased 8% over the previous fiscal year to 3,524. There were over 11,000 3-Day and about 186,000 24-Hour memberships purchased regionally, representing a decrease of 4% from FY17 and no change, respectively. In the region, over 482,000 Single Trip memberships were sold during the fiscal year, representing a 24% increase over FY17. Trips starting in Arlington increased 1% to 280,258. These trips accounted for 550,000 miles, a decrease of 4%, with customers burning 23.6 million calories for a decrease of 4%. The average trip length decreased slightly from 2.01 to 1.97 miles.

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<sup>1</sup> Livingston, Ian. The Washington Post. D.C. and Baltimore have received almost a year's worth of rain, with five months to go in 2018. <https://www.washingtonpost.com/news/capital-weather-gang/wp/2018/07/31/d-c-and-baltimore-have-received-almost-a-years-worth-of-rain-with-five-months-to-go-in-2018/>. Accessed November 26, 2018.

## Stats for Capital Bikeshare in Arlington

Arlington data (unless otherwise noted as regional)	FY15	FY16	FY17	FY18	% Change in FY18
<b>Fleet:</b>					
stations	81	85	92	92	0%
stations – regional	353	392	473	506	7%
bikes	598	639	698	698	0%
bikes - regional	2,999	3,435	3,688	4,330	17%
docks	1,110	1,186	1,297	1,297	0%
% of regional fleet (measured by docks)	18.52%	17.57%	16.02%	14.86%	-7%
<b>Finances:</b>					
Total cost recovery ratio*	48%	49%	49%	45%	-8%
comparison with Metrorail**	74%	71%	73%	63%	-14%
comparison with Metrobus**	29%	29%	28%	26%	-5%
comparison with ART bus	30%	29%	30%	30%	0%
Operating cost recovery ratio***	58%	58%	60%	55%	-8%
Total Revenues:	\$954,000	\$1,078,000	\$1,111,000	\$986,000	-11%
user fees	\$890,000	\$988,000	\$1,004,000	\$906,000	-10%
station support	\$64,000	\$90,000	\$107,000	\$80,000	-25%
Total Expenses:	\$1,864,000	\$2,011,000	\$2,064,000	\$2,023,000	-2%
operating (incl. credit card fees, taxes, & refunds)	\$1,524,000	\$1,713,000	\$1,685,000	\$1,657,000	-2%
management and marketing	\$339,000	\$297,000	\$379,000	\$366,000	-3%
net operating cost	\$974,000	\$1,022,000	\$1,060,000	\$1,117,000	5%
<b>Customers:</b>					
annual (registered)	3,169	3,496	3,848	3,524	-8%
annual (registered) – regional	29,594	30,556	32,922	31,384	-5%
30-day (registered)	250	428	330	254	-23%
30-day (registered) – regional	2,229	3,394	2,980	2,593	-13%
3-day (casual) – regional	20,880	16,452	11,595	11,167	-4%
day key (registered) – regional	933	1,578	2,360	2,488	5%
24-hour (casual) – regional	229,771	265,320	185,494	185,897	0%
Single Trip (casual) - regional	n/a	29,235	387,614	482,332	24%
registered / casual customer split – regional	14% / 86%	11% / 89%	7% / 93%	5% / 95%	n/a
<b>Trips:</b>					
starting in Arlington	231,387	263,111	277,970	280,258	1%
ending in Arlington	221,092	247,247	262,347	265,540	1%
total during fiscal year – regional	3,079,382	3,259,125	3,592,299	3,694,163	3%
miles, starting in Arlington	466,131	516,242	574,470	549,959	-4%
miles – regional	6,357,906	6,834,014	7,909,526	7,934,846	0%
average trip length (miles)	2.01	1.96	2.01	1.97	-2%
average trip duration (minutes)	16	19	19	16	-16%
registered / casual trip split – regional	79% / 21%	80% / 20%	75% / 25%	79% / 21%	n/a
CO2 saved, trips starting in Arlington (pounds)	303,477	351,045	390,640	446,567	14%
CO2 saved – regional	4,323,373	4,647,130	5,378,478	6,443,095	20%
calories burned, trips starting in Arlington	19,190,443	22,198,413	24,702,225	23,648,226	-4%
calories burned – regional	273,389,778	293,862,618	340,109,608	341,198,386	0%
reported crashes	8	7	0	2	n/a
reported crashes – regional	46	37	27	35	30%
unrecovered thefts	1	1	0	4	n/a
unrecovered thefts – regional	7	12	16	115	619%

\*Includes operations, management, and marketing.

\*\*WMATA. FY18 approved budget figure from FY18 Approved Budget document, p. 35, 40.

[https://www.wmata.com/about/records/public\\_docs/upload/Approved-Budget-Final\\_v1.pdf](https://www.wmata.com/about/records/public_docs/upload/Approved-Budget-Final_v1.pdf)

\*\*\*Includes operations only

### ***Budget Cuts Affect System Growth***

Due to the Virginia General Assembly's requirement that Northern Virginia localities redirect some regional transportation money to a Metro capital fund, expansion of the bikeshare network in the County has slowed. No new stations were added during FY18 and future growth was limited to eight grant-funded stations funded by the Federal Lands Access Program (FLAP) that are planned for installation in FY19 or FY20. These stations will be placed on or near National Park Service lands along the G.W. Memorial Parkway and include Gravelly Point, Roosevelt Island, and National Airport.

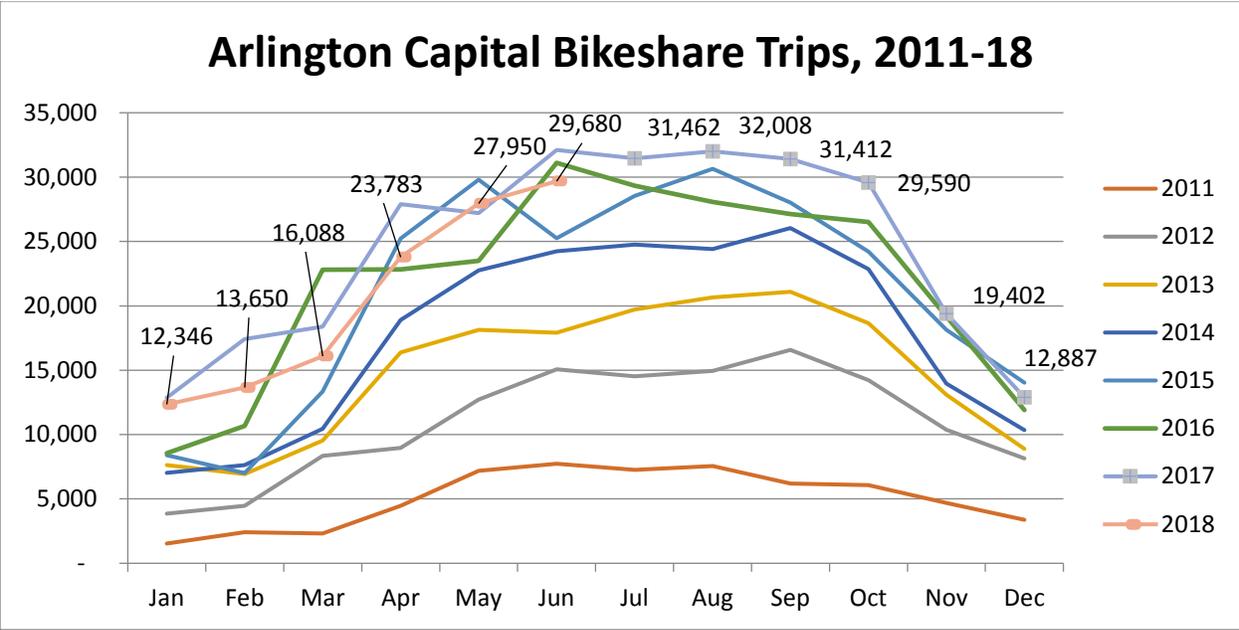
In May 2018, Arlington County finalized a Memorandum of Understanding (MOU) with the National Park Service regarding placing two Capital Bikeshare stations along the portion of the George Washington Memorial Parkway that is within the County. This MOU allows the County to proceed with installation of stations at Roosevelt Island and Gravelly Point, two popular attractions where users have been asking for stations since the service's inception in 2010.

### **Arlington's FY18 Network Map**



### ***Growth Slows***

Only the first six months of FY18 and May 2018 experienced an increase in trips over the same month from the prior fiscal year, as the chart below shows. As mentioned above, the slowing of growth may be attributable to the debut of SMDs in the region in September 2017 and the first six months of 2018 being one of the wettest years on record for the region. Additional time in FY19 will help determine which factors have the greatest impact on ridership.



**Mobile App Success**

Last June, the system’s first branded mobile phone app was launched for iPhone and Android. The app sells passes, provides bike unlocking codes, has stations’ bike and dock availability, and sends a docking confirmation. The app has been a resounding success, with over 75,000 downloads and users booking over 12,000 trips through the app through the end of the fiscal year.

**Corporate Sponsorship**

Due to the complexities of the six Capital Bikeshare jurisdictions working together to have a corporate sponsorship for the regional system, the process has moved slower than desired. However, a majority of the work has been completed in the creation and review of a Request for Proposals (RFP) to find a sponsor broker to assist in the selection and negotiation of a corporate sponsorship. Arlington County has led this process for the region and anticipates releasing the RFP in FY19. Revenues from the sponsorship are desired to begin benefitting the system the following fiscal year.

**Community Partners Program**

Registration in the Community Partners Program grew to 104 people under the Arlington Partnership for Affordable Housing (APAH) and Phoenix Bikes partnerships. During the fiscal year, a total of 2,315 trips were taken with the following distribution:

APAH-The Springs:	1,285
APAH-Marbella:	538
APAH-Arlington Mill:	342
Phoenix Bikes:	119
InSHAPE:	19
APAH-General:	7
AHC:	5



This is a 140% increase over the FY17 total of 964 trips. Community rides are being organized with existing Program members at the partners' operation sites to encourage more ridership and to sign up additional 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, 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 for an option where their client members use their own credit card. Planning for this option is underway.

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