

**Arlington County
Fiscal Year 2021 Summary Report on Capital Bikeshare**



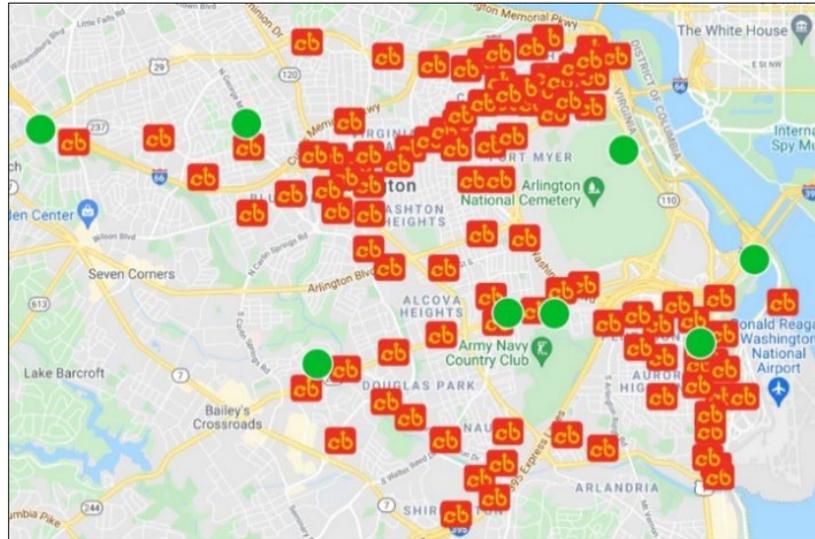
**Arlington County Commuter Services
Department of Environmental Services
Arlington County, Virginia**

April 2022



Introduction

Capital Bikeshare's 11th fiscal year (FY) of service ended on June 30, 2021. The entire fiscal year was impacted by the COVID-19 pandemic, which resulted in a decline in number of trips by 24% from the prior fiscal year and the number of annual members also declined; however, revenue increased by 4% as riders took longer duration trips. Eight new stations were added, which is the largest expansion since FY 2015, and the oldest stations that had reached the end of their 10-year useful life were replaced with new equipment.



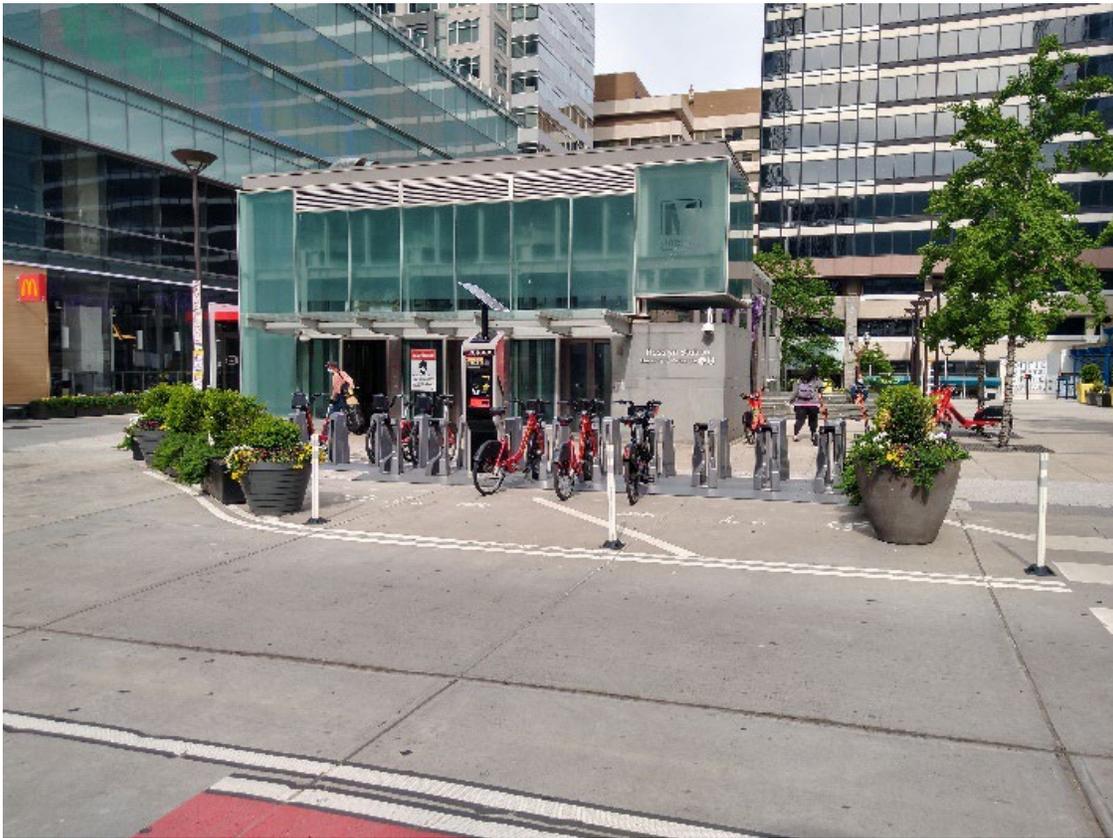
Station map. The green dots represent planned stations.

Cost Recovery

Total cost recovery and operating cost recovery decreased to 30% and 38% respectively, down from 32% and 39% in FY 2020. 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.

In FY 2021, revenues included \$689,471 in user fees and \$71,086 from third-party financial support for a total of \$760,557, which is a 4% increase from the prior fiscal year. Expenses included \$1,621,126 in O&M and \$433,335 in management and marketing for a total of \$2,054,461 in expenses -- a 3% increase from FY 2020.

To encourage more rides during the pandemic, Capital Bikeshare temporarily reduced the price of a Single Trip fare from \$2 to \$1 between April - July 2020. While more Single Trips were sold in July 2020 than ever before, the number of Single Trips only slightly declined in August 2020 despite the price returning to \$2. Additionally, Single Trip sales set monthly records in 2020 for September, October and November as well.



Transferring from Rosslyn Metro to Capital Bikeshare is now easier with a bikeshare station just a few steps away from the Metro elevator

Membership and Trips

The current and three most recent fiscal years of Arlington’s Capital Bikeshare service are shown on the following page along with regional data that includes Washington, DC; Alexandria, Fairfax County, and Falls Church, VA; and Montgomery County and Prince George’s County, MD.

The number of Arlington annual members decreased 24% over the prior fiscal year to 2,035, likely due to a dramatic reduction in commuting due to the pandemic. Across the region, 425,849 Single Trip memberships were sold, representing a 19% decrease from FY 2020’s record amount.

Trips starting in Arlington declined by 25% to 170,302. These trips accounted for about 347,428 miles, a decrease of 36%, with customers burning 20.7 million calories for a decrease of 11%. The average trip length decreased by 15% from 2.39 to 2.04 miles, which is similar to the pre-pandemic trip average length.

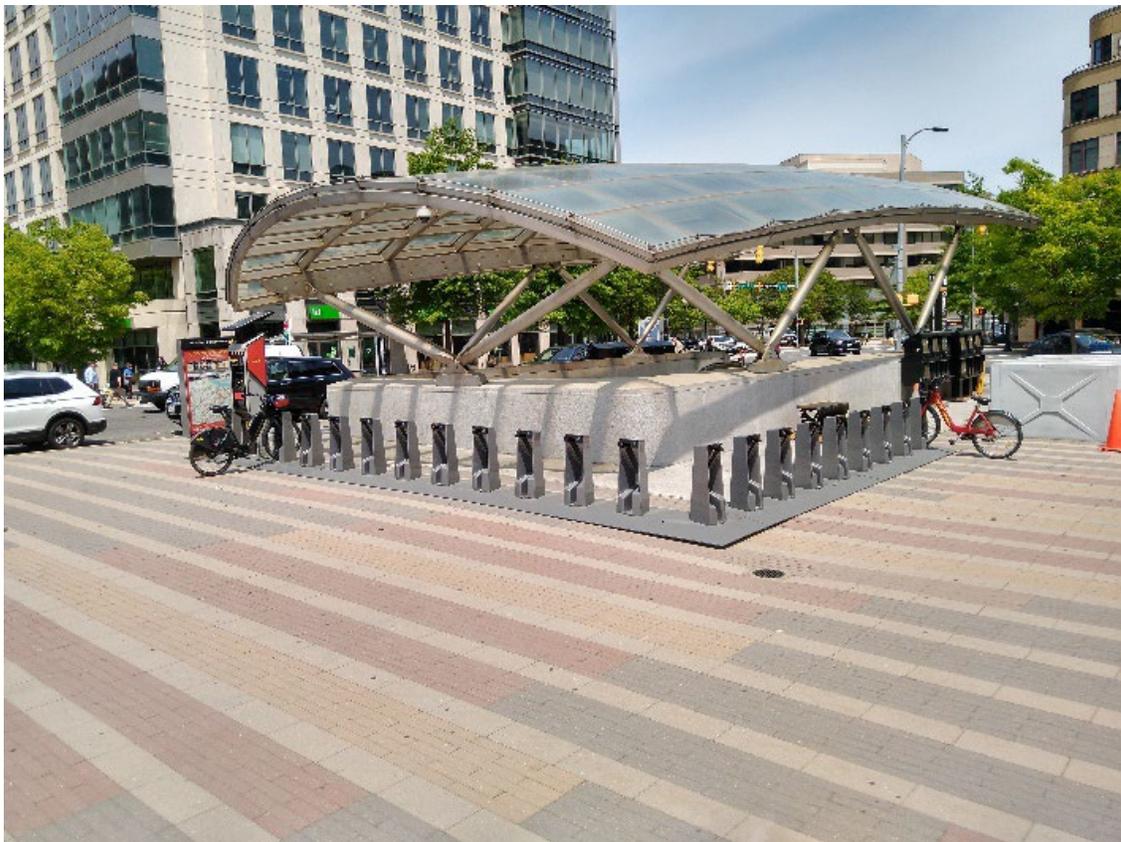
FY 2021 Network Map

Starting in December 2020, six federally funded stations, including the first at a major airport, and three new stations were installed for a total of 101 stations. This was the largest expansion in Arlington in six years.

The new stations were:

- National Airport
- Arlington Blvd & Fort Myer Dr
- 23rd St S & Hayes St
- Wilson Blvd & Oak St
- Arlington Blvd & Fairfax Dr
- N Fern St & Army Navy Dr
- Columbia Pike & S Greenbrier St
- Rosslyn Metro / Wilson Blvd & N Moore St
- S Clark St & 33rd St S

In addition, some of the oldest stations were replaced with new equipment, three stations were reinstalled at locations closer to Metro entrances and several popular stations were expanded, generating additional trips. Several other stations were moved to higher demand locations.



Capital Bikeshare now wraps around the Clarendon Metro Station

Ridership & Financial Statistics

Statistics for Capital Bikeshare in Arlington					
Arlington data (unless otherwise noted as regional)	FY18	FY19	FY20	FY21	% Change FY20-FY21
Fleet:					
stations	92	92	93	101	9%
stations – regional	506	559	592	631	7%
bikes	698	694	700	718	3%
bikes - regional	4,330	5,720	4,483	4,855	8%
docks	1,297	1,301	1,313	1,447	10%
% of regional fleet (measured by docks)	14.86%	13.55%	12.93%	13.41%	4%
Finances:					
Total cost recovery ratio*	45%	39%	32%	30%	-6%
Operating cost recovery ratio**	55%	46%	39%	38%	-3%
Total Revenues:	\$986,000	\$700,870	\$731,036	\$760,557	4%
user fees (membership + usage)	\$906,000	\$629,784	\$646,926	\$689,471	7%
station support	\$80,000	\$71,086	\$84,110	\$71,086	-15%
Total Expenses:	\$1,826,886	\$1,961,707	\$1,993,448	\$2,054,461	3%
operating (incl. credit card fees, sales tax, & refunds)	\$1,657,000	\$1,676,135	\$1,653,043	\$1,621,126	-2%
management and marketing	\$169,886	\$285,572	\$340,405	\$433,335	27%
net operating cost	\$1,117,000	\$1,195,750	\$1,346,523	\$1,550,040	15%
Customers:					
annual (registered)	3,524	3,071	2,678	2,035	-24%
annual (registered) – regional	31,384	30,023	29,162	24,378	-16%
24-hour (casual) – regional	185,897	146,862	79,573	57,400	-28%
Single Trip (casual) - regional	482,332	479,794	526,325	425,848	-19%
registered / casual customer split – regional	5% / 95%	5% / 95%	5% / 95%	5% / 95%	n/a
Trips:					
starting in Arlington	280,258	256,441	226,387	170,302	-25%
ending in Arlington	265,540	242,816	215,777	156,589	-27%
total during fiscal year – regional	3,694,163	3,439,619	2,956,733	2,258,687	-24%
miles, starting in Arlington	549,959	517,055	540,714	347,428	-36%
miles – regional	7,934,846	7,256,895	5,962,052	3,919,857	-34%
average trip length (miles)	1.97	2.02	2.39	2.04	-15%
average trip duration (minutes)	16	16	19	23	21%
registered / casual trip split – regional	79% / 21%	76% / 24%	72% / 28%	49% / 51%	n/a
CO2 saved, trips starting in Arlington (pounds)	446,567	419,849	439,059	398,046	-9%
CO2 saved – regional	6,443,095	5,904,726	4,841,187	4,503,056	-7%
calories burned, trips starting in Arlington	23,648,226	22,233,361	23,250,694	20,665,444	-11%
calories burned – regional	341,198,386	312,688,667	256,365,661	233,291,644	-9%
reported crashes	2	4	0	0	0%
reported crashes – regional	35	46	13	7	-46%
unrecovered thefts	4	63	18	16	-11%
unrecovered thefts – regional	115	432	898	928	3%



The Crystal City Metro has a closer bikeshare station

Marketing Efforts Highlights

Launched 100 Stations on-line campaign

In May 2021, Arlington installed its 100th station. This milestone was promoted with digital content and four videos featuring all 100 stations and the 100 places Capital Bikeshare could take you in Arlington. These were hosted on a custom landing page on the BikeArlington website, and Arlington bikeshare riders were invited to share their favorite Arlington CaBi stories on social media and use the hashtag #CaBi100ARL.

Celebrate 100 Capital Bikeshare Stations in Arlington

Discover **100 ways** Capital Bikeshare can work for you.

BikeArlington capital bikeshare ARLINGTON TEXAS

Promoted Installation of DCA Cabi Station with Blog, Social Media, and Video production

After many years of effort, Arlington was finally able to install a CaBi station at National Airport in December 2020.

BikeArlington promoted the occasion via [social media](#) and [a blog post](#). Later in June 2021, we began production on a [brief 90-second video](#) to promote the station on transit screens throughout the county, via our YouTube Channel and shared with the WMATA marketing department.



Capital Bikeshare for All and Community Partners Program

Capital Bikeshare reorganized its equity program and launched Capital Bikeshare for All. In the new structure of the equity program, any individual who qualifies for certain state or federal assistance programs can sign up, in addition to being able to join through a Community Partner Program organization. This change dramatically increased the number of Arlington residents who are eligible for the reduced rate membership, and was promoted through a [July 2020 BikeArlington blog post](#).

The benefits include a \$5 Annual Membership fee, with the first 60 minutes of each trip included, and no usage fees for e-bikes.

Capital Bikeshare for All (CBFA) is available to residents of the seven member jurisdictions ages 18 and older who qualify for a state or federal assistance program, including Supplemental Nutrition Assistance Program (SNAP), Women Infants, and Children (WIC), Temporary Assistance to Needy Families (TANF), SSI/SSDI Supplemental Security Income, Low Income Home Energy Assistance Program (LIHEAP), and Medicaid.

In June 2021, Arlington led an effort to add Veterans with 60% Disability or Greater to the list of eligible program qualifications.

Community Partner Program

Arlington and DC maintained the Community Partners Program (CPP) but saw membership drop to just 19 after inactive accounts were purged from the system and a new administration process was added for community partner organizations. Through promotional work with Community Partner organizations, that was built back to 29 by the end of FY21.

Arlington maintained partnerships with five organizations: Arlington Partnership for Affordable Housing (APAH), Phoenix Bikes, Arlington Housing Corporation (AHC), the Healthy Living Program (of the Arlington County Department of Human Services), and the Randolph Elementary School Club de Madres (of Arlington Public Schools). In-person promotional events such as rides organized with Program members at the partners' operation sites to encourage more ridership and to sign up additional members – a key part of the outreach effort -- were suspended in mid-March 2020 due to the pandemic. In April 2021, the Arlington Food Assistance Center joined the Community Partner Program, with plans to begin outreach events in fall 2021.

During the FY21, **5,270 trips** were taken by Arlington Equity members with the following distribution:

Arlington CPP Members:	491
Arlington Residents with CBFA accounts:	4,077
Arlington Residents in other CPP Programs:	702

This is a 127% increase over the FY20 total of 2,315 trips.

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.

Additionally, an agreement was signed with the Arlington Department of Human Services to begin promoting the Capital Bikeshare for All memberships, but the program was suspended until county facilities are reopened for the public. Outreach to other Arlington nonprofits continued to encourage promotion of the CBFA program to their members who qualify.

Regional Promotions Supported by ACCS

- **CaBi 10th Anniversary:** Arlington staff reviewed draft social media content from Lyft to commemorate this milestone by offering free trips on September 20, 2020, and forwarded social media content from Lyft to ACCS colleagues. ACCS communications account began sharing content on Sept. 17, 2020. The campaign generated **2,109 free trips**.

Election Day Promotion

- **CaBi Election Day promotion:** Election Day Free Single Trip fare was promoted via Social Media, resulting in 1,434 single-trip trips taken systemwide (vs. only 379 in 2018, the last time the offer was made).

Essential Workers Program

Within two weeks of the national declaration of a State of Emergency, Capital Bikeshare created and marketed the Essential Workers Program, a free bikeshare membership for frontline workers across the seven member jurisdictions. Through direct outreach to the essential businesses and local marketing efforts, CaBi signed up over 150 frontline workers who took nearly 3,000 trips from April through July 2020.

Station Maps and PSAs

In ongoing station maintenance, we updated maps in 52 stations and replaced promotional Public Service Announcements in 7 stations.

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