

Arlington County
Fiscal Year 2023 Summary Report on Capital Bikeshare



CONTACT:

Raymond Duran
Capital Bikeshare & Shared Mobility Operations Manager
Raymond.duran@sharedmobilityarlington.com
703.725.1909

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

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Introduction

Capital Bikeshare's 13th fiscal year (FY) of service in Arlington County ended on June 30, 2023. Ridership continues to strengthen after a COVID-19 pandemic dip and is rising to levels not seen in four years. Three expansion stations were added, and 21 stations were decommissioned at the end of their 10-year useful life and replaced with new equipment.

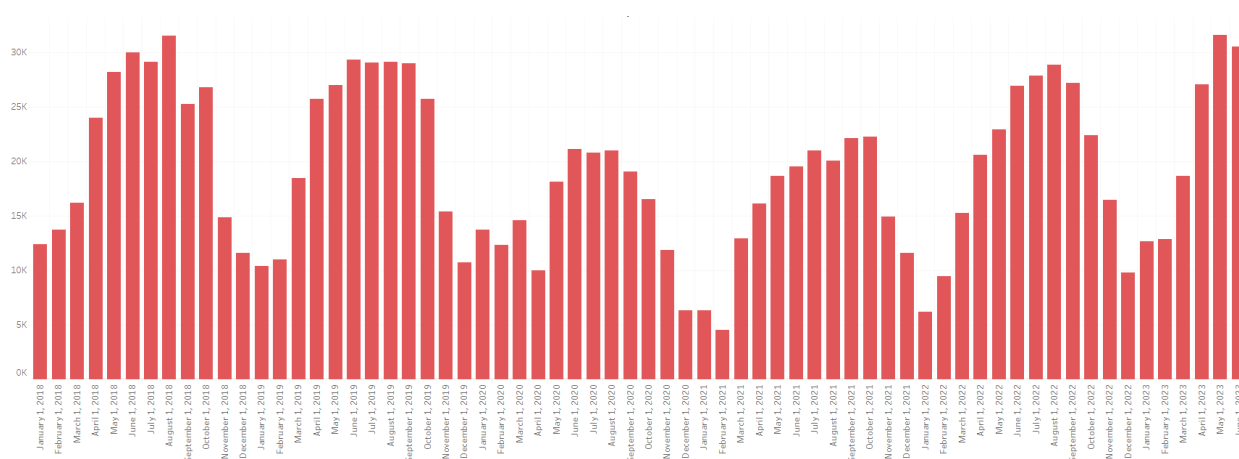
Cost Recovery

Total cost recovery and operating cost recovery both remained the same this fiscal year at 28% and 34% respectively. Total cost recovery includes total revenues divided by total expenses (i.e., operations and maintenance (O&M), and marketing and management) and operating cost recovery is total revenues divided by O&M costs.

In FY 2023, revenues included \$731,427 (up 5% from FY22) in user fees and \$261,317 (up 262%) from third-party financial support for a total of \$992,744 (up 29%). The large jump in third-party financial support was due to site plan requirements for private developments. Expenses included \$2,174,692 (up 16%) in O&M and \$433,223 (up 13%) in management and marketing for total expenses of \$2,607,915 (up 15%). The increase is due in large part to costs associated with the expanded dockless e-bike fleet, which is paid by customers' per-minute usage fees.

Ridership

Ridership has returned to pre-pandemic levels, with 266,036 trips (up 25%) starting in Arlington and 3,842,433 trips (up 21%) regionally. Causes of the increase include the introduction of the new dockless e-bike in April 2023, expansion stations, the new fare schedule with cheaper pricing on short trips, and possibly due to new bike infrastructure.



Ridership 1/2018 - 6/2023

Statistics

The current and three most recent fiscal years of Arlington's Capital Bikeshare service are shown below along with regional data that includes the system's other member jurisdictions of Washington, D.C.; City of Alexandria, Fairfax County, and City of Falls Church, VA; and Montgomery County and Prince George's County, MD.

Statistics for Capital Bikeshare					
Arlington data (unless otherwise noted as regional)	FY20	FY21	FY22	FY23	% Change FY22 & FY23
Fleet:					
stations	93	101	107	110	3%
stations – regional	592	631	678	737	9%
bikes	700	718	716	802	12%
bikes - regional	4,483	4,855	5,471	6,808	24%
docks	1,313	1,447	1,595	1,601	0%
% of regional fleet (measured by docks)	12.93%	13.41%	13.28%	12.64%	-5%
Finances:					
Total cost recovery ratio*	32%	30%	28%	28%	0%
Operating cost recovery ratio**	39%	38%	34%	34%	0%
Total Revenues:	\$731,036	\$760,557	\$770,484	\$992,744	29%
user fees (membership + usage)	\$646,926	\$689,471	\$698,371	\$731,427	5%
station support	\$84,110	\$71,086	\$72,113	\$261,317	262%
Total Expenses:	\$1,771,038	\$2,054,461	\$2,264,609	\$2,607,915	15%
operating (incl. credit card fees, sales tax, & refunds)	\$1,430,633	\$1,621,126	\$1,882,632	\$2,174,692	16%
management and marketing	\$340,405	\$433,335	\$381,977	\$433,223	13%
Net Operating Cost:	\$1,040,002	\$1,293,904	\$1,494,125	\$1,615,171	8%
Customers:					
annual (registered)	2,678	2,035	1,931	1,905	-1%
annual (registered) – regional	29,162	24,378	25,957	25,667	-1%
24-hour (casual) – regional	79,573	57,400	70,999	67,643	-5%
Single Trip (casual) - regional	526,325	425,848	1,093,549	1,324,821	21%
Trips:					
starting in Arlington	226,387	170,302	213,384	266,036	25%
ending in Arlington	215,777	156,589	205,512	257,671	25%
total during fiscal year – regional	2,956,733	2,258,687	3,176,529	3,842,433	21%
miles, starting in Arlington	540,714	347,428	511,535	632,271	24%
miles – regional	5,962,052	3,919,857	7,540,635	8,936,989	19%
average trip length (miles) in Arlington	2.39	2.04	2.40	2.38	-1%
average trip duration (minutes) in Arlington	19	23	19	19	0%
registered / casual trip split – regional	72% / 28%	49% / 51%	61% / 39%	62% / 38%	n/a
CO2 saved, trips starting in Arlington (tons)***	872,441	830,702	98	119	21%
calories burned, trips starting in Arlington	46,200,702	43,990,385	46,196,207	55,972,654	21%
reported crashes****	1	0	2	0	n/a
reported crashes – regional****	14	14	23	31	35%
unrecovered thefts	18	16	152	117	-23%
unrecovered thefts – regional	898	928	782	689	-12%

*Includes operations, management, and marketing.

**Includes operations only.

***Data reported in pounds through FY21 and in tons starting with FY22.

****Prior years were updated due to a data reporting error.

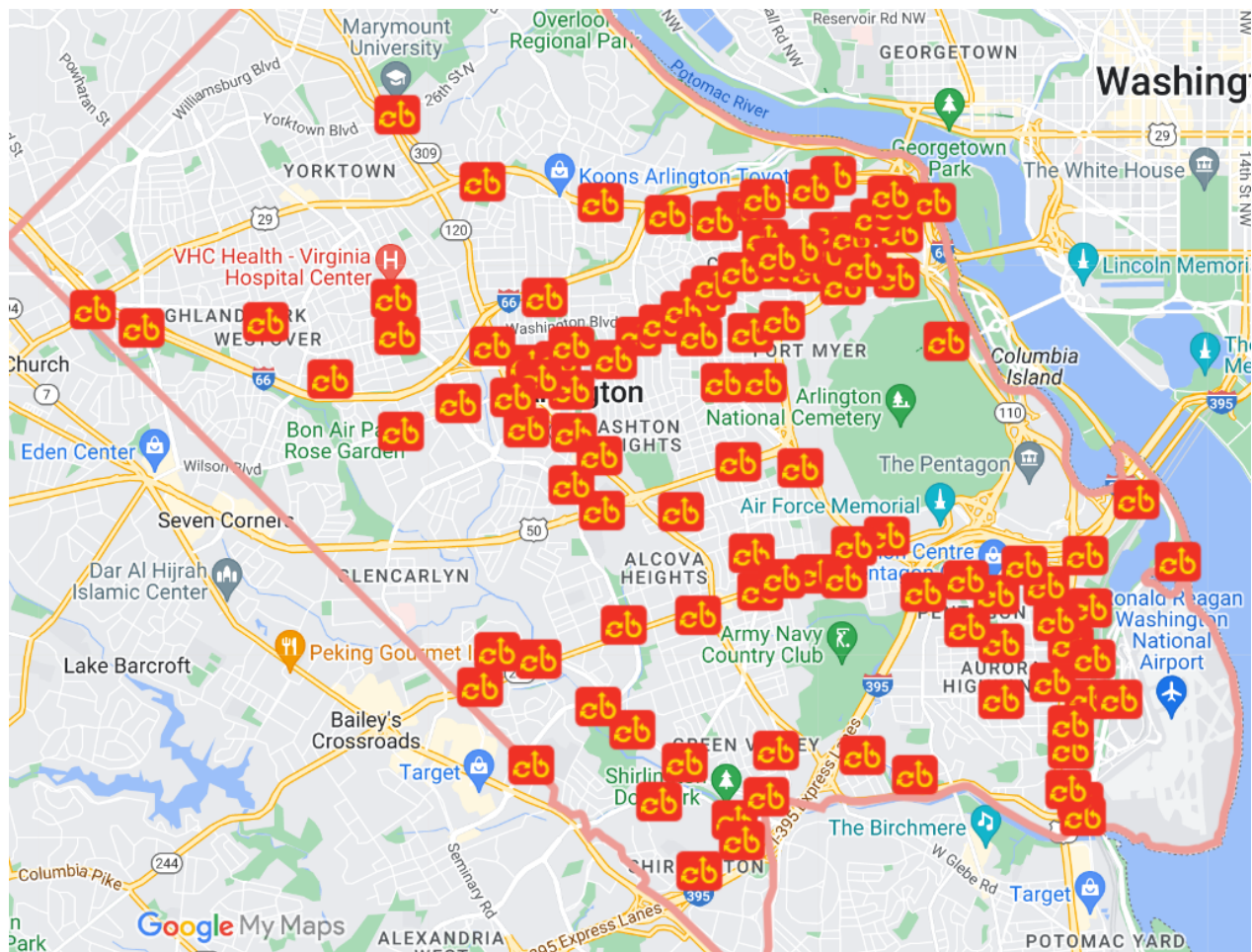
Results of the Updated Fare Structure

On Oct. 1, 2021, Capital Bikeshare updated its fares from a structure with relatively big increases in cost for every 30 minutes of usage to a per-minute structure with smaller, incremental increases in cost. Not surprisingly, this has led to slower growth in annual memberships and greater growth in casual single trips that do not require membership. In FY22, the increase in regional single trips was 157% from the prior fiscal year before the fare structure change. Impressively, in FY23 the increase was a healthy 21%. The additional single trips helped generate a 24% increase in miles of trips starting in the County and a 21% increase of calories burned in the County.

The fare changes have resulted in no change to the total cost recovery ratio and operating cost recovery ratio. Part of this is due to rising operations and maintenance fees of 2.4% that occurred at about the same time as the fare change. Additionally, trips on e-bikes haven't resulted in increased revenue for the system due to the higher cost of operating and maintaining e-bikes than pedal bikes.

FY 2023 Network

Three expansion stations were installed this fiscal year, bringing the number of Arlington's stations to 110. There were three relocations of stations and 21 replacements of stations that had reached the end of their 10-year useful life. A map of Arlington's network and each category of stations are listed below.



FY23 Station Network

The new stations were installed at:

- Virginia Hospital Center
- Marymount University / Yorktown Blvd & 26th St N
- Arlington National Cemetery: This station is one of the top three most used stations every month.



Virginia Hospital Center



Marymount University / Yorktown Blvd. & 26th St. N.



Arlington National Cemetery

Twenty-one stations were decommissioned and replaced with new equipment this fiscal year. This annual process is replacing 10-year-old equipment with modern technology, including faster communications, color touchscreen, and improved dock. Stations that are decommissioned are processed to remove components that are useful and then sold to be recycled. The County's Capital Improvement Plan continues to fund replacement of equipment as it reaches the end of its useful life.

The following decommissioned stations were replaced with new equipment:

- Glebe Rd & 11th St N
- Wilson Blvd & N Quincy St
- N Fairfax Dr & N Taylor St
- Barton St & 10th St N
- Arlington Blvd & N Queen St
- Potomac Ave & 35th St S
- Clark & 33rd St S
- Wakefield High School
- Columbia Pike & S Courthouse Rd
- 28th St S & S Meade St
- S Troy St & 26th St S
- S Four Mile Run & Walter Reed Dr
- S Four Mile Run Dr & S Shirlington Rd
- Columbia Pike & S Monroe St
- S Arlington Mill Dr & Campbell Ave
- S Kenmore St & 24th St S
- Wilson Blvd & Ft Myer Dr
- N Veitch & Key Blvd
- Barcroft Community Center
- Ballston Metro / Stuart & 9th
- Lynn & 19th St N

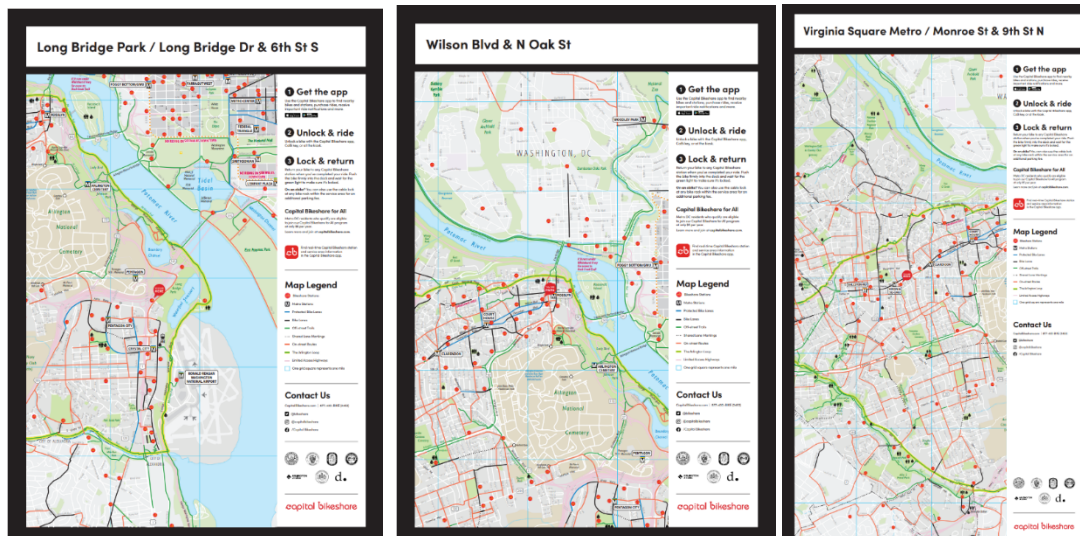
FY 2023 Marketing Highlights

- ***Launch of the new ebike:*** BikeArlington staff coordinated with Lyft marketing and the District of Columbia Department of Transportation (DDOT) to promote the roll-out of the new Cosmo ebike. The release of 700 new ebikes in Arlington, DC, and Fairfax County on March 20, 2023, marked the beginning of a new phase of Capital Bikeshare. Ebikes have been a part of the CaBi fleet on and off since October 2020, but the former Watson-style ebikes will be phased out and replaced by the new Cosmo. The launch event in March included photos and social media posts from the three stations where the Arlington bikes were first deployed, and at several iconic Arlington locations.



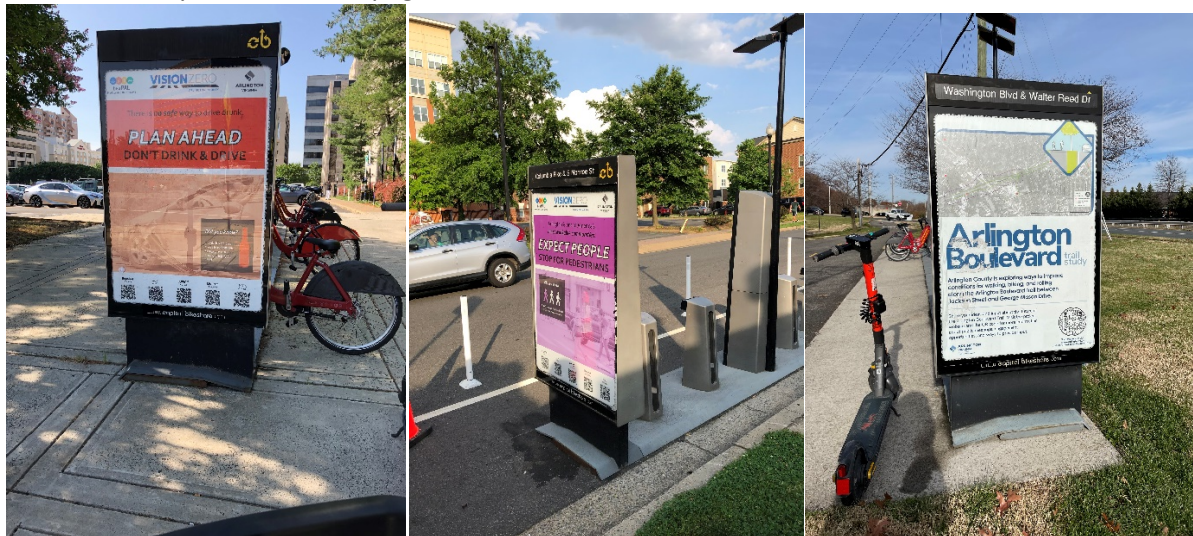
- Added 11 Station Maps, testing new design in coordination with DC and other jurisdictions:***
 This completed the Arlington network station map update, which had 51 custom maps created in FY22. The remaining 48 stations in the Arlington network do not have map frames.

The new design was part of a regional effort to bring conformity to how the station maps were designed and displayed, while streamlining the cost of producing the maps. BikeArlington and Arlington Transportation Partners (ATP) marketing staff created a base map using the most current Arlington Bike map. Those maps were then placed inside a graphic frame originally designed for DDOT stations, with each map being centered on the location of the station where it would be installed. This saved the need to have individual maps created by a third-party cartography firm.



Three sample maps

- Station PSAs expand to other transportation initiatives:** BikeArlington continued to support Arlington County's [Vision Zero](#) initiative by using CaBi station map frames to carry public service announcements about transportation safety. Five different PSAs were distributed among 60 stations throughout the year. Additionally, transportation planners used station PSAs to seek public comment on multi-use path renovations. Five stations included a PSA requesting comment for the Arlington Boulevard Trail project, with a QR code linking users directly to a comment page.



Sample PSAs

- University memberships and promotions:** At the invitation of campus transportation staff, BikeArlington attended tabling events at George Mason University and Marymount University to promote their participation in the CaBi university account program for students and encouraged students to become annual members.
- Updated, redesigned, and reprinted promotional brochures:** BikeArlington collaborated with colleagues from Lyft, the District of Columbia, and Prince George's County to update and order reprints of promotional brochures. These included a general Capital Bikeshare brochure; a CaBi for All equity program brochure, and a rack card with incentive discounts for a 24-hour pass and \$20 off annual memberships. All the promotional brochures were

distributed by BikeArlington, ATP, Car-Free Diet, and other transportation outreach staff in tabling and other community events.

- **Promotional rides with local and national organizations staff:** BikeArlington staff promoted Capital Bikeshare as part of infrastructure tours with new staff at Arlington County Commuter Services, and during national transportation and research meetings for the National Committee on Uniform Traffic Control Devices and the National Organization of Research Development Professionals convention that began in spring 2022 and lasted for several months.
- **National Airport promotional video:** This 90-second promotional video was produced in FY22 and continued to be displayed on County transit screens throughout FY23 and was regularly promoted on BikeArlington's X (formerly Twitter) account.

Capital Bikeshare for All and Community Partners Program

BikeArlington continued to promote the reorganized equity program called Capital Bikeshare for All, with a focus on collaborating with Community Partners Programs.

Under both programs, qualifying individuals can join Capital Bikeshare for a \$5 annual membership fee, with the first 60 minutes of each trip included, and no usage fees for e-bikes. Members may also park e-bikes outside of Capital Bikeshare stations for free (regular members pay \$2 for this convenience).

Capital Bikeshare for All is available to residents of the seven member jurisdictions ages 16 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.

Community Partners Program

Arlington County and the District Department of Transportation jointly launched the Capital Bikeshare Community Partners Program in May 2016. This is a partnership between multiple 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 45-minute trips. Clients also receive a new rider kit and helmet.

As Arlington County and the District of Columbia continued to promote its Community Partners Program, the number of organizations and members grew. At the end of FY23, Arlington had 17 organizations and sites, up from just 8 in FY22. Arlington's partnerships organizations included:

- Arlington Food Assistance Center (AFAC)
- Arlington Partnership for Affordable Housing (APAH)
- Arlington Housing Corporation (AHC)
- Arlington County Healthy Living Program
- Arlington Neighbors Welcoming Afghans
- Arlington Public Schools
 - Arlington Community High School
 - Arlington Education and Employment Program (REEP)
 - Career Center
 - H-B Woodlawn

- Wakefield High School
- Washington-Liberty High School
- Yorktown High School
- REACT (Resettlement Action)
- Randolph Elementary School Club de Madres
- Our Stomping Ground
- Phoenix Bikes
- Shirlington Education and Employment Center (SEEC)

BikeArlington staff continued in-person promotional events, such as rides organized with program members at the partners’ operation sites. These events encourage more ridership and provide an opportunity to sign up additional members. This has included monthly outreach events at AFAC, and in-class presentations at REEP, which has become Arlington’s biggest partner in this effort.

Total individuals in Arlington under Capital Bikeshare for All (CBFA) and the Community Partners Program (CPP) increased to 281, an increase of 89% from the 149 members at the start of the fiscal year, the highest total since the equity programs started in 2016.

During FY23, there was a total of 18,464 trips by Arlington Equity members with the following distribution:

Arlington CPP Members:	10,496
Arlington Residents with CBFA accounts:	6,638
Arlington Residents in other CPP Programs:	1,330

This is a 394% increase over FY22’s total of 3,731 trips.

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 Lyft Bikes & Scooters, LLC.