

Capital Bikeshare Development Plan



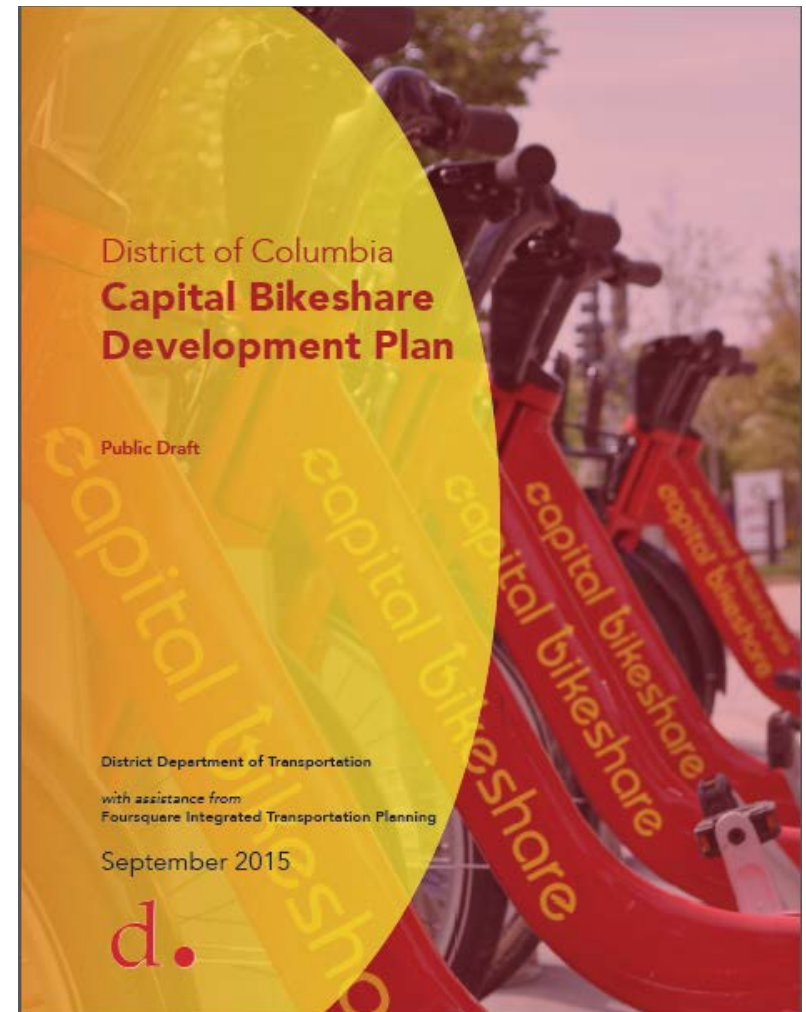
District Department of Transportation



FOURSQUARE INTEGRATED
TRANSPORTATION PLANNING



- Purpose of Plan
- Strategic Framework
- Market Analysis
- Expansion Planning
- Financial Plan





Project Purpose



Strategic Framework



Market Study



Expansion Planning



Financial Plan



Next Steps

Quite Accomplished for a 5 year old

- One of the first major bikeshare programs in the country
- Serves nearly 3 million riders a year and over 6,000 during peak days
- In race with NYC and Chicago for largest program in the country



Maturing System Faces New Challenges

- Need to plan for equipment replacement and renewal
- Identify new opportunities for growth and expansion
- Ensure program is meeting its full potential





Three Questions that Drove this Plan

- **Where should we expand bikeshare?**
- **How large should the system grow?**
- **What is the financial outlook for the program?**

Plan follows basic process used to create Transit Development Plans

- Process first applied to bikeshare by Arlington County in 2012
- Refined based on lessons-learned
- DC plan pioneers a market-oriented approach to bikeshare planning





Project Purpose



Strategic Framework



Market Study



Expansion Planning

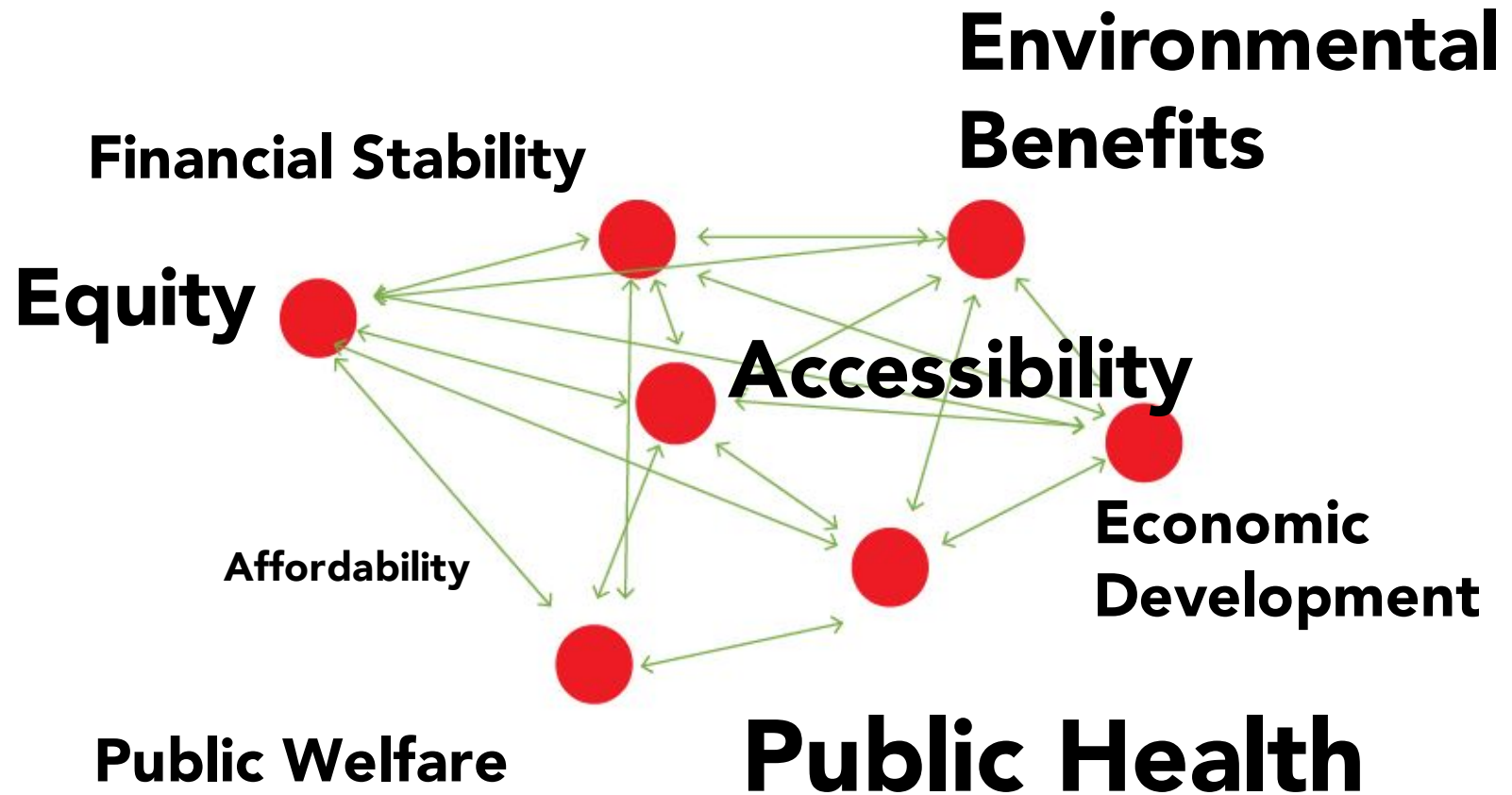


Financial Plan



Next Steps

Need for a Strategic Framework



- Build off of regional vision

“to transform our community by providing a high quality, convenient and affordable bicycle transit system that will connect people to more places where they live, work, and play in the region.”

- Public facing
- Concisely communicates program objectives
- Built around four themes
- Tied to performance measures

- **Transportation** | Ensure that Bikeshare is a Valued Part of DC's Transportation System for All Users
 - Increase transportation system utility for users
 - Integrated bikeshare into existing transit system
 - Reduce bikeshare crashes and encourage a culture of safety among users
- **Community** | Leverage Bikeshare to Promote a Thriving Community
 - Promote retail and entertainment spending through improved accessibility
 - Develop a bikeshare system that effectively serves tourists and visitors
 - Reduce the environmental impact of transportation by maximizing bikeshare use

- **Quality of Life** | Make People's Lives Better Through Bikeshare
 - Attract a wide variety of users regardless of age, race, income, and gender
 - Improve public health by increasing physical activity through bikeshare
 - Expand user access to a range of destinations, including jobs and public services
- **Program Sustainability** | Use Effective Management and Decision Making to Guarantee System Sustainability
 - Maintain fiscally responsible management of bikeshare operations and equipment
 - Grow responsibly by balancing service provision, system costs, public input, and revenue generation concerns
 - Ensure technology and procurement remain flexible to meet the



Project Purpose



Strategic Framework



Market Study



Expansion Planning



Financial Plan



Next Steps

What is Bikeshare's Market?

Bikeshare has amassed so much data. How can we synthesize it into meaningful findings?

Market-based approach to existing conditions that splits up program into a wide range of markets to better understand how the system serves the District.

Population

- Existing Users
- DC Residents
- DC Workers
- Tourist...

Geographic Location

- Downtown Core
- Outlying Neighborhoods
- Tourist Destinations...

Function / Trip Type

- Leisure
- Commuting
- Exercise...

- **Annual survey captures user demographics, motivation for using bikeshare, and satisfaction with program**
- **Key take-aways**
 - Whiter and more male than the city-wide population
 - Highly educated ridership base
 - Diverse trip purpose
 - Frequently used along other modes of transit
 - Nearly half of users took trips they otherwise would not have taken without the service (induced trips)
 - Concerns about bicycle availability. Preference for capacity expansion over geographic expansion



Plan Implementation- Real Talk



Capital Bikeshare Demographics



Capital Bikeshare Equity Programs

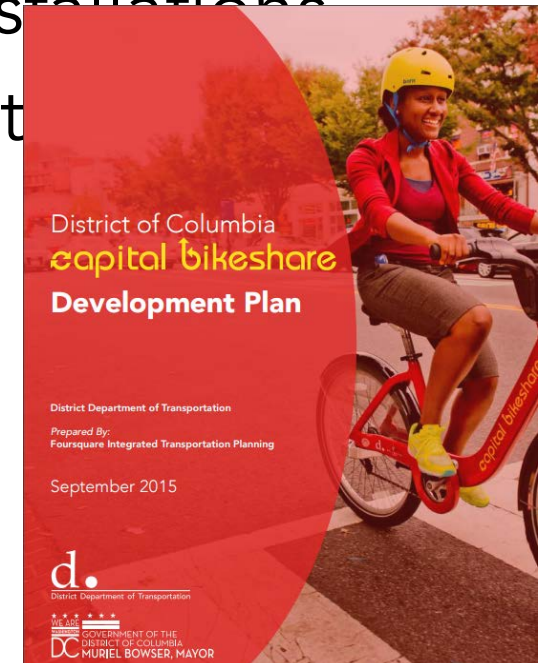


Community Partners Program



Questions

- The Capital Bikeshare Development Plan: LIFE CHANGING
 - eb Decision-making framework
 - eb Reference for us and for the public
 - eb Answers questions so that I don't have to
 - eb Frees up bandwidth for actual installations
 - eb Makes it easier to say "yes" and to



Typical Installation Process

Nov 2015

Letters sent to ANC
SMD commissioners
with SMDs identified
in plan

Dec 2015

Narrow-down BDP's
proposed zone to
specific locations
based on
Crowdsourcing Map

7 Days

Visit site to see if it
can physically
accommodate
station & operations
& identify affected
properties

30 Days

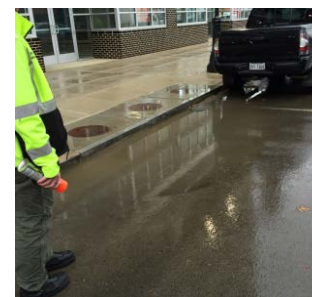
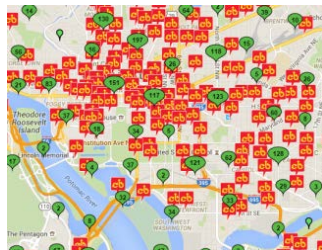
Notify via electronic
letter: ANC Chair,
SMD
Representatives,
Councilmember, etc.
Respond to any
feedback received.
Potential additional
meetings.

7 Days

Revisit site to
measure and mark
for installation

14 Days

Install.



Join.



Take.



Ride.



Return.



Plan Implementation- Real Talk



Capital Bikeshare Demographics



Capital Bikeshare Equity Initiatives



Community Partners Program



Questions

**"Bikeshare users do not mirror the adult population
of
the Washington metropolitan region."**

-Capital Bikeshare 2013 Member Survey Report, LDA
Consulting, May 22, 2013



Join.



Take.



Ride.



Return.



System Data

Thanks for visiting the Capital Bikeshare System Data page. We hope this will be your one stop shop for all Capital Bikeshare performance data. Currently there are two ways to view historical data on system usage. The first is the Capital Bikeshare Dashboard and the second is the trip histories data.

More information on the Capital Bikeshare Dashboard can be found below and the link to reach the dashboard can be found on the right side of this page.

[Station status feed in xml format.](#)

[For more information on trip history data, click here.](#)

Capital Bikeshare regularly performs extensive surveys of members to learn how they use the program and what impact it has on their lives and the community. Read the reports for these surveys by clicking on the links below.

2013

- [2013 Capital Bikeshare Member Survey Report](#)
- [2013 Capital Bikeshare Member Survey Executive Summary](#)
- [Health Implications of the Capital Bikeshare Program](#)

How do we know this?

 Annual Member Survey Results

 Station Usage



Join.



Take.



Ride.



Return.

Annual Member Survey **Bikeshare Members vs. D.C. Populace**



 **Members are Younger :** (63% are under 35 vs. 19% of D.C. commuters)

 **Nearly 95% of members have completed a four-year degree**

 **80% of members are Caucasian:** (vs. 39% of D.C. residents)

Note: All data from 2013 Capital Bikeshare Member Survey or 2010 Census



Join.



Take.



Ride.



Return.

Why?

- eb Data is member survey- we don't know what our typical "casual" user looks like
- eb Debit/Credit card Required
- eb Station Locations
- eb Bicycle Culture
- eb Knowledge of the program and how it works aka Social Capital



Join.



Take.



Ride.



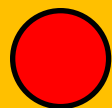
Return.



Plan Implementation- Real Talk



Capital Bikeshare Demographics



Capital Bikeshare Equity Initiatives



Financial Feasibility Program



Questions

(partial?) Solutions



 **Monthly Payment Plan (\$8/month)**

 **Washington Area Bicyclist Association Partnership**

Bank on DC
★★★★★ *Everyone is Welcome*

back on my feet! WASHINGTON D.C.



Join.



Take.



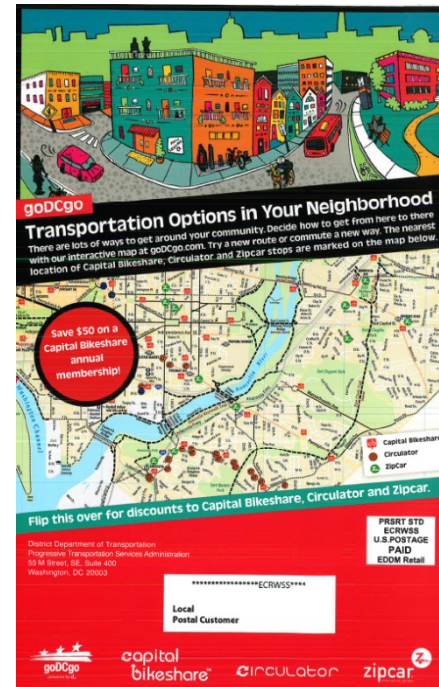
Ride.



Return.

Multiple Jurisdictions = Multiple Programs

- eb Arlington Cash Membership
- eb Montgomery County MCLiberty program
- eb Washington DC targeted coupons
- eb Community Outreach Coordinator





Plan Implementation- Real Talk



Capital Bikeshare Demographics



Capital Bikeshare Equity Initiatives



Community Partners Program



Questions



- Community Partners Program allows organizations to offer subsidized memberships
 - eb Creates \$5 membership for clients of partner organizations who serve communities in need
 - eb Provides tools for Partners to offer education and information about memberships
 - eb Helps ^{bc} mitigate liability when

capital bikeshare™

Membership Components

- eb \$5 for annual membership
- eb 60 minutes of ride time included
- eb Key, helmet, training and safety information provided at time of sign up



Join.



Take.

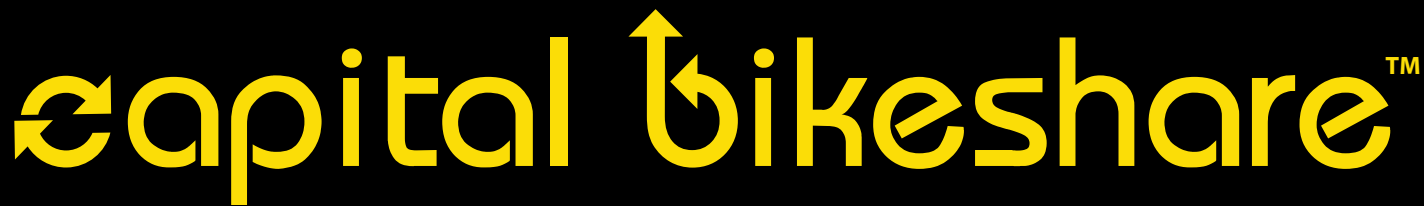


Ride.









Return.





Partnership Benefits

-  Training and support for Partner staff
-  Access to videos for training new members
-  Marketing assistance/materials to inform clients
-  Recognition on Capital Bikeshare website
-  Trip data for members
-  Printed Capital Bikeshare information in multiple languages



Join.



Take.



Ride.



Return.





Plan Implementation- Real Talk



Capital Bikeshare Demographics



Capital Bikeshare Equity Initiatives



Community Partners Program



Questions



Questions?