

## The Price of Happiness.

(Capital Bikeshare's Fares: Past, Present, and Future)



Kim Lucas

Capital Bikeshare Program Manager,  
District Department of Transportation  
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## Trail Map

-  Brief Overview of CaBi
-  Pricing History
-  Pricing Policy- Governing Guidelines
-  Programs to Increase Access
-  Considerations



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## What is Capital Bikeshare?

- A regional bike transit system.
- 3,300 bikes at 380+ solar-powered docking stations.
- Launched on September 20<sup>th</sup>, 2010.
- Bike Transit. Not the same as bike rental.
- Designed for relatively short, one-way trips.
- Complements other transport modes.



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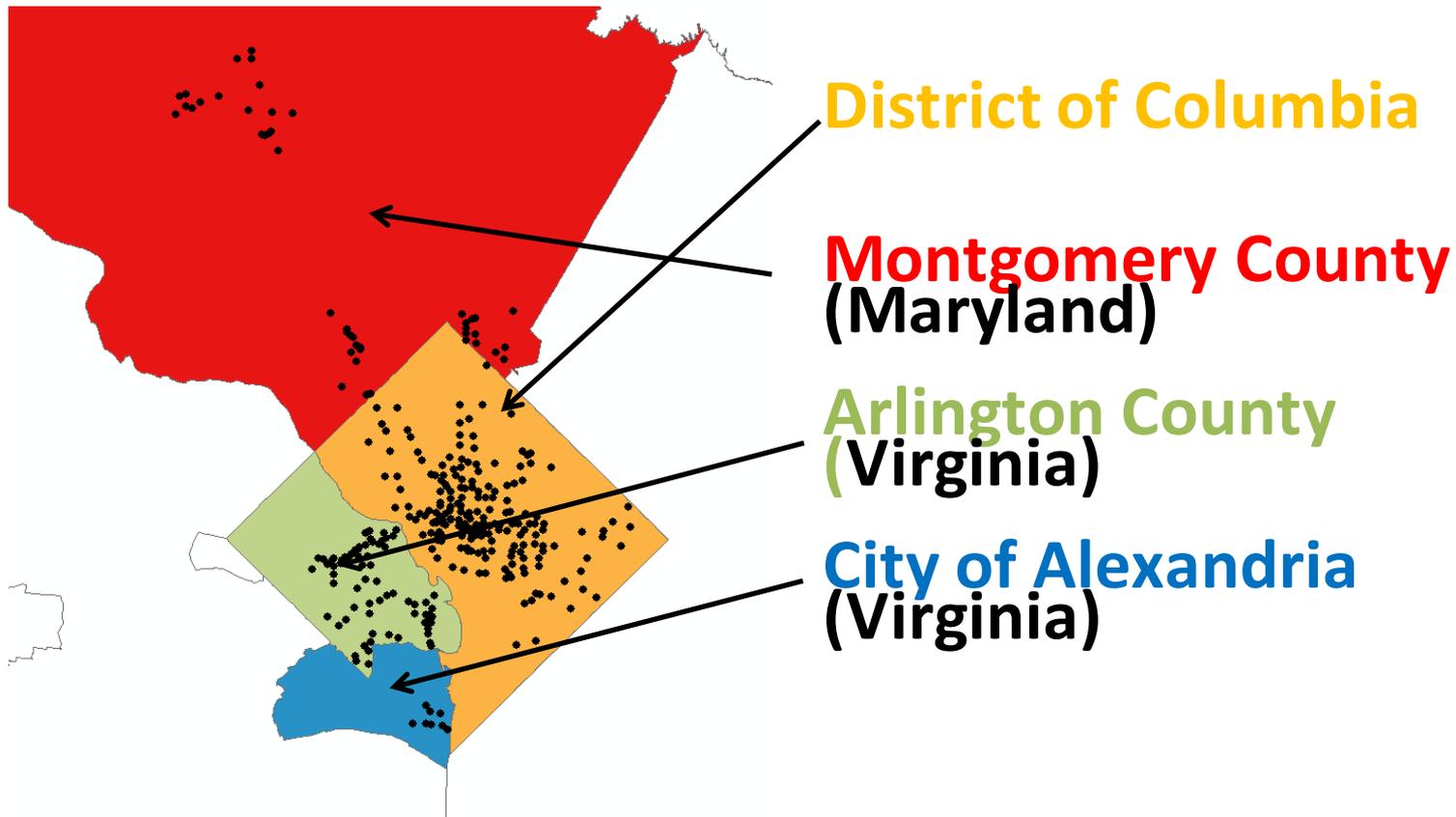
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## Where is Capital Bikeshare?



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To start, choose a membership.  
(How long do you want access to the bikes?)

## Membership and Usage Fees

Membership Fee	
24-hour	\$8
3-day	\$17
Day key	\$10 initial fee + \$7/day
30-day	\$28
Annual	\$85
Annual with Monthly Installments	\$96 (\$8/month for 12 months)

## How does it work?

- Pay a membership fee for access (24 hours → 1 year)
- Short term – join at the station kiosk
- Long-term – join online at [capitalbikeshare.com](http://capitalbikeshare.com)
- *Unlimited rides of 30 minutes or less*
- Fees that escalate for rides lasting longer than 30 minutes

WE DECIDE THIS?

**YOUR COST = Membership fee + Usage fee per trip**

**The first 30 minutes of EVERY trip are FREE throughout your membership period.**  
Trips beyond 30 minutes incur usage fees.

**HOW DID**

0 - 30 minutes <b>FREE</b>	31 - 60 minutes <b>\$2</b>	61 - 90 minutes <b>\$6</b>	Each additional 30 min <b>+\$8</b>
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Members save 25% on usage fees. You must use a credit card to join Capital Bikeshare.

For station locations, visit [capitalbikeshare.com](http://capitalbikeshare.com)



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## Current Pricing

### Membership and Usage Fees

Membership Fee	
Single Trip	\$2
24-hour	\$8
3-day	\$17
Day key	\$10 initial fee + \$7/day
30-day	\$28
Annual	\$85
Annual with Monthly Installments	\$96 (\$8/month for 12 months)



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## Pricing History

- At time of inception, looked at other bikesharing systems and modeled after “membership” design seen in Paris and Montreal
- Since 2010 have added/removed/changed prices of membership types
- Most recently made available a \$2 single-trip fare to increase accessibility during Metro’s SafeTrack Program
- Have offered various discounts throughout history including a Living Social deal & myriad coupons.

Dr. Gridlock

### Capital Bikeshare approves first membership price increase

By Luz Lazo March 5, 2019



Capital Bikeshare has 3,000 bicycles at 348 stations across the D.C. area. The bikeshare program is raising its prices for the first time since it launched in 2010. (Photo by Sarah L. Voisin/The Washington Post)

Starting this spring, it will cost more to join the region’s popular bike sharing network.

Capital Bikeshare has approved new membership prices, raising the annual membership fee from \$75 to \$85. The new fares go into effect May 1. The bike system of 3,000 bikes and 348 stations across the region — in the District, Alexandria and Arlington and Montgomery counties— had not raised fares since its 2010 launch.

The new price structure includes price changes for casual access and for members who pay on monthly installments. Capital Bikeshare will also remove the \$101 authorization hold placed on credit and debit cards when someone purchases short-term memberships at stations.



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## Pricing Policy- Governing Guidelines

- eb Pricing of system is a regional decision
- eb CaBi's governing guidelines inform group decision making
- eb New fare policy added 2015



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## Programs to Increase Access

- eb Arlington Cash Membership
- eb Montgomery County MCLiberty
- eb Washington DC Targeted Neighborhood coupons
- eb Community Partners Program
- eb Corporate Memberships
- eb Bulk Purchases (hotels)



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## All Things Considered

eb Bikeshare as Transit

eb Additional Sources of Revenue

eb Who's funding you

eb Who *could* fund you

eb Non-Monetary Barriers to Entry

eb Regional Implications?



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## Que\$tions?



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# capital bikeshare™



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