

# City of Alexandria, Virginia

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## MEMORANDUM

**DATE:** APRIL 3, 2015

**TO:** THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

**THROUGH:** MARK B. JINKS, ACTING CITY MANAGER *mj*

**FROM:** NELSIE L. BIRCH, DIRECTOR, OFFICE OF MANAGEMENT AND BUDGET *NR for NLB*

**SUBJECT:** BUDGET MEMO #14: CAPITAL BIKESHARE UPDATE

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The purpose of this memorandum is to update the Mayor and City Council on Capital Bikeshare operations in Alexandria, specifically the eight new stations added in August 2014.

Capital Bikeshare is a joint program currently comprised of the District of Columbia, Arlington County, the City of Alexandria and Montgomery County. The program was launched by Arlington County and the District of Columbia in September 2010 with 110 stations, and has grown to 347 stations. Alexandria joined the regional program in September 2012, with eight stations in Old Town, and added eight stations in Del Ray and Carlyle in August 2014, for a total of 16 stations.

This program has been utilized by both residents and visitors to Alexandria, with over 60,000 trips departing from Alexandria stations and over 7,500 members. Revenues and user fees have covered 66 percent of operating costs, exceeding the initial goal of 30 percent. Attachment 1 provides a summary of Capital Bikeshare information for all stations in the network since Capital Bikeshare launched in the City.

The eight new stations located in Del Ray and Carlyle have had 5,641 departures and 5,703 arrivals since they were installed in August 2014, and ridership for all stations increased by 70 percent after doubling the number of stations in Alexandria. Overall membership increased by 45 percent since the new stations were installed. The Braddock Road Metro and the King Street Metro stations had the highest usage for the entire network. Initial trends show that, as Capital Bikeshare expands in Alexandria, similar to many transit systems, it becomes more widely used and reaches more residents and visitors.

During the August 2014 to January 2015 time period, average daily departures for the initial eight Old Town Stations was 72 rides per day (ranging from 18 to 3 rides per day per station). During that same time period, the new eight Del Ray and Carlyle stations average daily departures was 32 rides per day (ranging from 7 rides per day to 2 rides per day). For all Alexandria bikeshare stations the average public subsidy is \$3.26 per departure trip.

Once the eight new stations have been operating for a full year, including the busy spring and summer months, a year over year comparison will more comprehensively demonstrate ridership patterns and trends. The initial ridership, which includes mainly fall and winter months, is included in Attachment 2.

According to a recent member survey, over half of Capital Bikeshare members used bikeshare to access transit stops. Members also reported using bikeshare equally for both work and non-work trips, thereby reducing the number vehicle miles traveled (VMT) in personal automobiles. Half of the survey respondents reported driving a car less often, and Capital Bikeshare members have decreased their driving by about 2.1 million commute driving miles annually, thus reducing traffic during the peak commuting periods. It is estimated that annual commute VMT are reduced by 265 miles per member.

While Capital Bikeshare is a government program owned by the participating jurisdictions, the contractor hired by all of the participating jurisdictions to operate the system is Motivate (formerly Alta Bicycle Share). All the jurisdictions that own Capital Bikeshare stations have each contracted with Motivate to operate and maintain the Capital Bikeshare system. Motivate also operates bike share systems in Boston, New York City, Chicago, the Bay Area, Columbus, and Chattanooga. In December 2014, Motivate was purchased by a private equity firm, and a new CEO of Motivate, Jay Walder, was named. Mr. Walder has extensive transit management experience as the former CEO of the State of New York's Metropolitan Transit Authority. Motivate is starting to accept new orders for Capital Bikeshare equipment.

Capital expenses for Alexandria's Capital Bikeshare program are funded through grants and private developer contributions. Costs to operate the system may not be funded through grants, and as a result, operations of the system are funded through the City's Transportation Improvement Program (TIP). While grants and private contributions have been secured to expand the system to 32 stations in FY 2015, the FY 2016 proposed budget does not include funding to operate 16 new stations. As a result, expansion of the Capital Bikeshare system beyond the existing 16 stations is on hold. As the network grows, membership, ridership and cost recovery varies and we are estimating \$10,000 per station per year for operating costs. This means that for 16 additional stations, it would cost \$160,000 annually to operate those stations.

Attachment 1 – Capital Bikeshare Information Summary

Attachment 2 – Ridership Since Launch of New Stations in August 2014

cc: Yon Lambert, Director, T&ES  
Emily Baker, Acting Deputy City Manager  
Sandra Marks, Deputy Director, Transportation, T&ES  
Carrie Sanders, Division Chief, Transportation Planning, T&ES  
Hillary Poole, Principal Planner, Transportation Planning, T&ES

## Attachment 1: Capital Bikeshare Information Summary

<b>Capital Bikeshare in Alexandria</b>	
<b>August 2012 - January 2015</b>	
<b>Members</b>	
Annual, Monthly & Daily Key	658
1-day members	6,636
3-day members	419
<b>Trips</b>	
Trips, departing	61,504
Average trip length (miles)	1.5
Average trip duration (mins)	20
Reported crashes	1
Unrecovered thefts	0
<b>Finances</b>	
Total expenses	\$599,536
Total revenues	\$398,801
Net operating cost	\$200,735
Public subsidy per departure trip	\$3.26
Cost Recovery	66%

Attachment 2: Ridership Since Launch of New Stations in August 2014

Stations	Departures	Arrivals	Average Departures Per Day
	August 2014 - January 2015	August 2014 - January 2015	August 2014 - January 2015
<b>Old Town Stations (Installed in September 2012)</b>			
Braddock Rd Metro	3,379	2,736	18
King St Metro	3,045	2,352	17
Market Square / King St & Royal St	1,809	2,270	10
Prince St & Union St	1,118	1,832	6
King St & Patrick St	1,513	1,814	8
Saint Asaph St & Pendleton St	1,153	1,441	6
Henry St & Pendleton St	556	526	3
Commerce St & Fayette St	801	966	4
<b>Total</b>	<b>13,374</b>	<b>13,937</b>	<b>72</b>
<b>New Del Ray and Carlyle Stations (Installed in August 2014)</b>			
Ballenger Ave & Dulaney St	1,286	1,130	7
Mount Vernon Ave & E Nelson Ave	856	879	5
Mount Vernon Ave & E Del Ray Ave	845	996	5
Potomac Greens Dr & Slaters Ln	724	692	4
Monroe Ave & Leslie Ave	673	755	4
Mount Vernon Ave & Kennedy St	514	578	3
Eisenhower Ave & Mill Race Ln	342	353	2
Duke St & John Carlyle St	401	320	2
<b>Total</b>	<b>5,641</b>	<b>5,703</b>	<b>32</b>
<b>Total - All Stations</b>	<b>19,015</b>	<b>19,640</b>	<b>104</b>