



Rushern L. Baker, III  
County Executive

# CAPITAL BIKESHARE PRINCE GEORGE'S COUNTY



Darrell B. Mobley  
Director

# Study Area

- M-NCPPC commissioned study

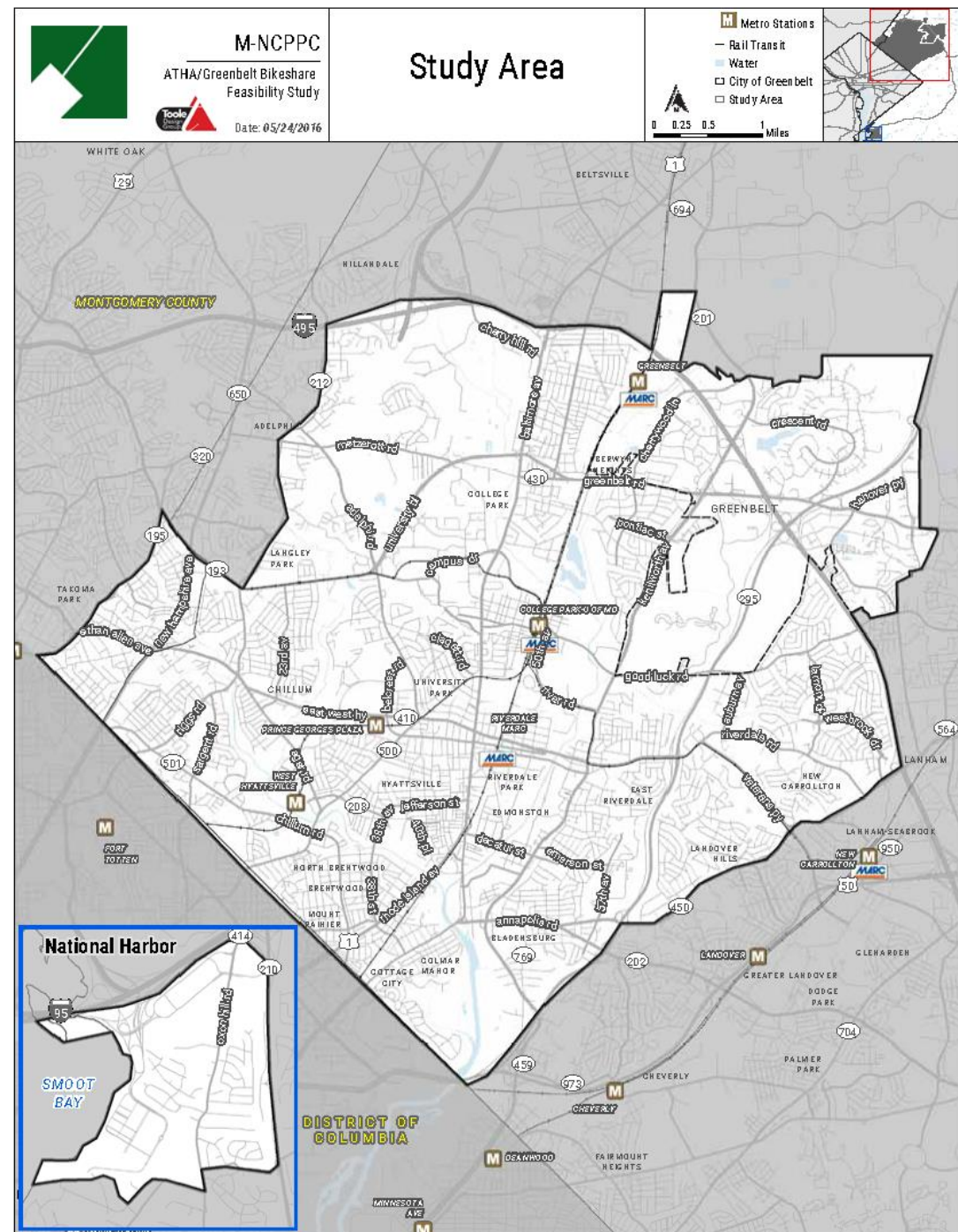
- Toole Design Group selected as consultant

- Study Area ~36 square miles

- Communities along Baltimore Avenue adjacent to DC and Montgomery County
- National Harbor
- City of Greenbelt
- Langley Park

- ATHA area and National Harbor

- Regional trail and transit connections
- Connectivity to existing bike share systems





# Regional Population Densities

---

	Land Area (sq. mi.)	Population	Density (pop. /sq. mi.)
<b>ATHA Study Area</b>	<b>35.5</b>	<b>213,501</b>	<b>6,016</b>
<b>National Harbor</b>	<b>1.4</b>	<b>6,355</b>	<b>4,453</b>
<b>Rockville, MD</b>	13.5	65,937	4,880
<b>Washington, D.C.</b>	61	658,893	10,792
<b>Alexandria, VA</b>	15.0	150,575	10,018

# Planning Assumptions

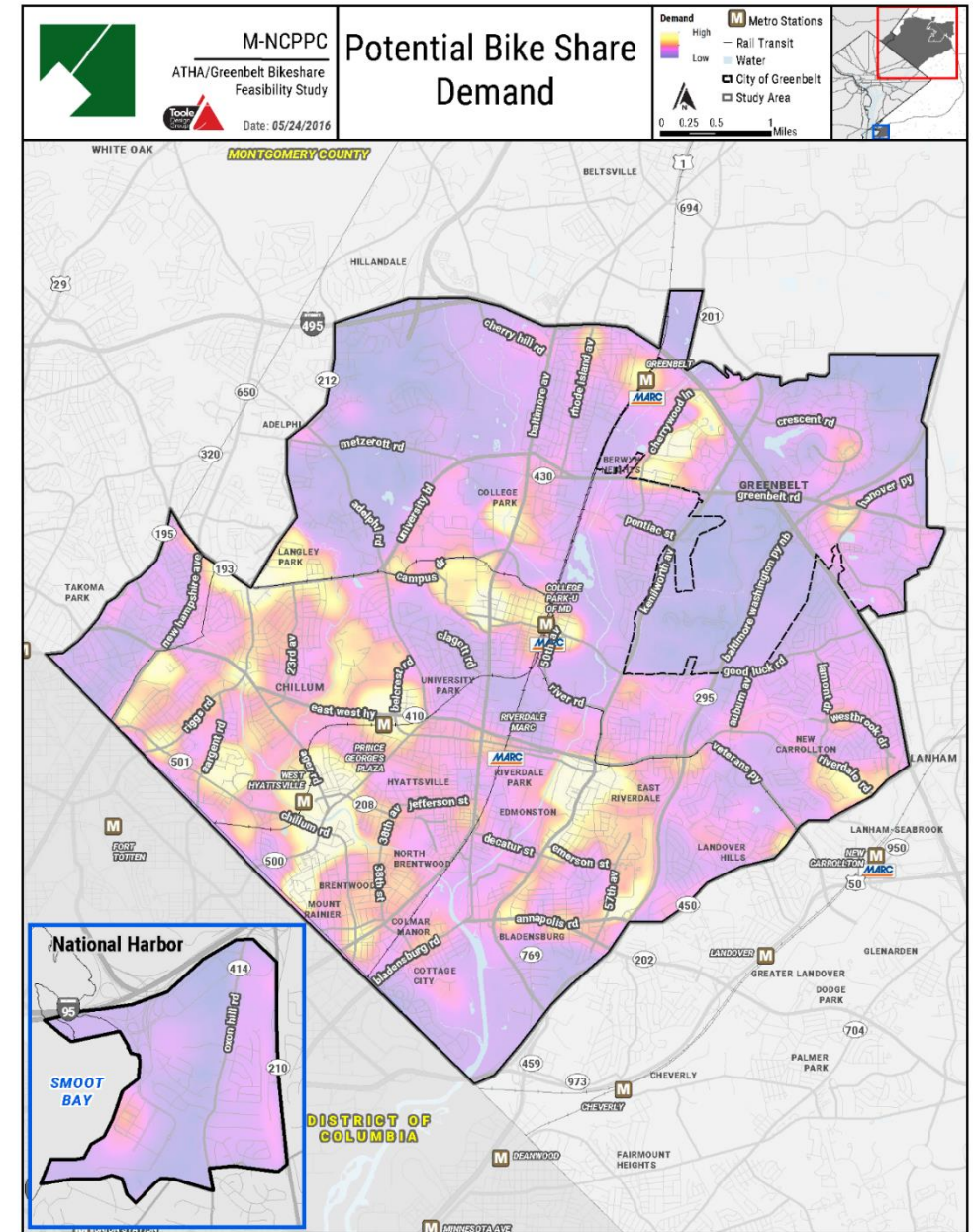
---

- Prince George's County Department of Public Works and Transportation as partner
- Regional connectivity is a priority
- mBike launch and CaBi network
- County-level and municipal level success

# Highest Potential Demand

- Mount Rainier
- Hyattsville
- Prince George's Plaza area
- Riverdale Park
- Langley Park
- College Park
- Greenbelt
- National Harbor\*

\* Represents high bike share demand because of its connectivity to City of Alexandria and high number of tourists



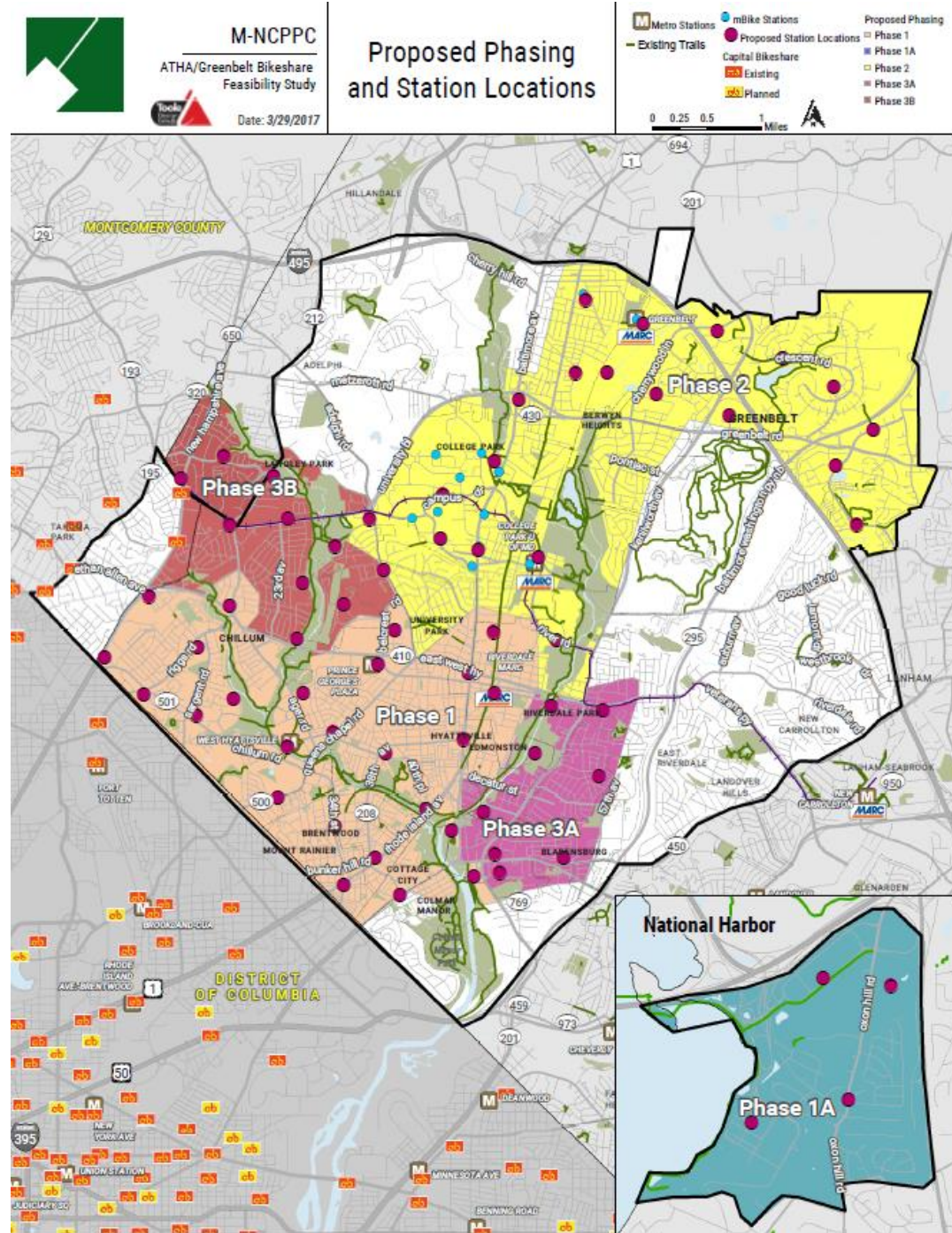


# Proposed Phasing

- 67 stations
- 670 bikes

\*Phases can shift in order depending on interest, funding and opportunity.

\*Phases may include additional stations depending on need & funding



# Proposed Phasing Plan

Phase	Locations	Stations	Bikes	Density (stations/sq. mi.)
Phase 1	Mount Rainier, Hyattsville, sections of Riverdale Park, Brentwood, North Brentwood, Cottage City, Colmar Manor, section of Bladensburg, and the Chillum area	25	250	5.4
Phase 1A	National Harbor	4	40	5.3
Phase 2	Sections of Riverdale Park, University Park, College Park, Berwyn Heights, and Greenbelt	20	200	5.3
Phase 3A	Bladensburg, Edmonston, and East Riverdale	8	80	5.7
Phase 3B	Langley Park and unincorporated Prince George's County	10	100	5.1
<b>TOTAL</b>		<b>67</b>	<b>670</b>	<b>5.4</b> (average)

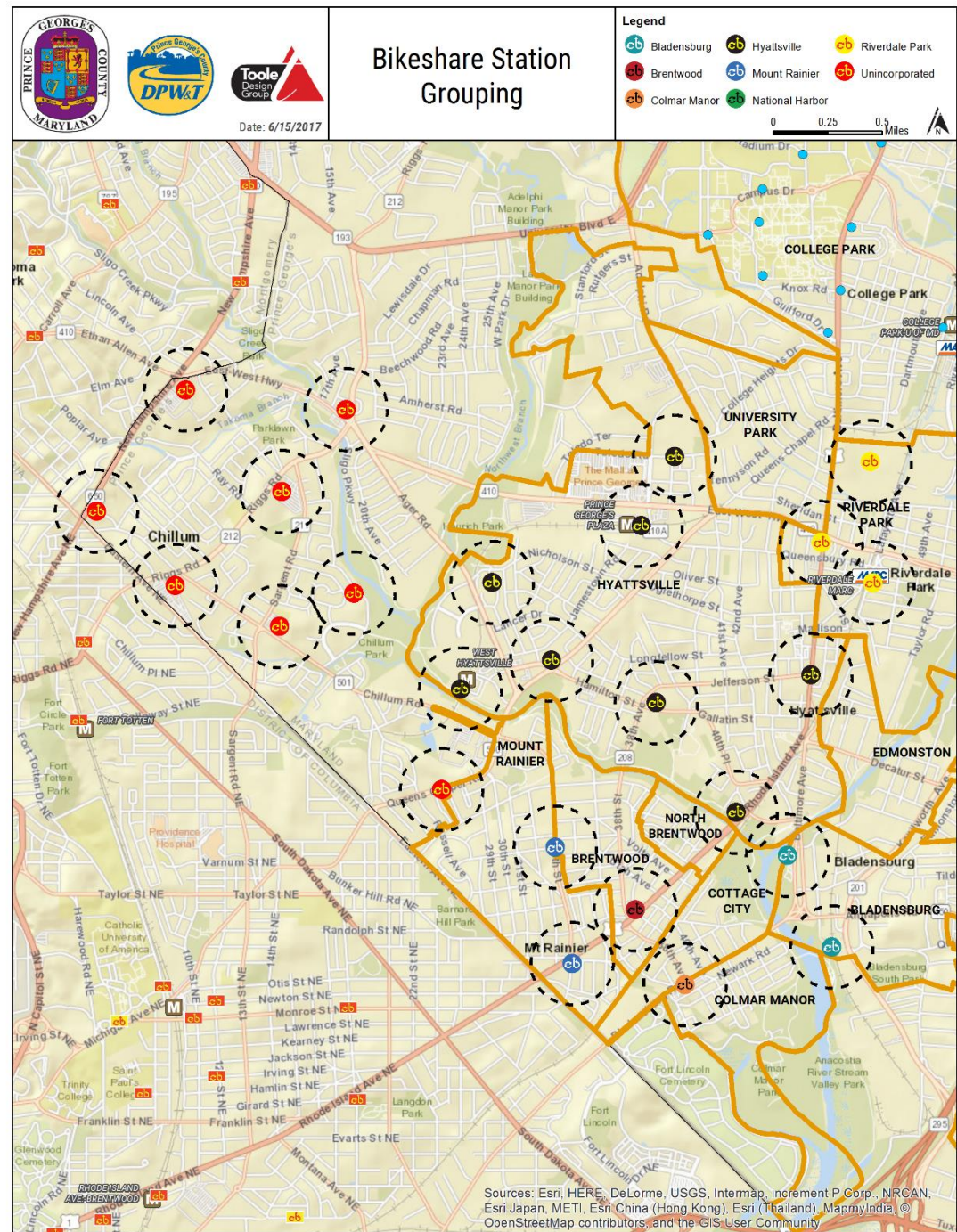
# Regional Comparison

Jurisdiction	Stations	Bikes	Density (stations / sq. mi.)
Prince George's	67	670	5.4
Montgomery County	70	600	4.9
District of Columbia	240	2,295	Not available
Alexandria	31	257	7.2
Arlington	88	617	6.5
Fairfax	26	180	Not available
Regional Total	522	4,589	Not available



# Station Siting

- Riverdale Park Phase 1 – Spring 2018
  - Riverdale Park Station/Cafritz Development
  - East-West Highway & Baltimore Avenue
  - Riverdale MARC Station
- Riverdale Park Phase 2 – Spring 2019
  - M Square - River Road near future Purple Line station
  - Riverdale Road near Northeast Branch
  - Riverdale Road/East West Highway near future Purple Line station





# Capital Bikeshare Stations

SIDEWALK STATION

---



ON-STREET STATION





# Station Features





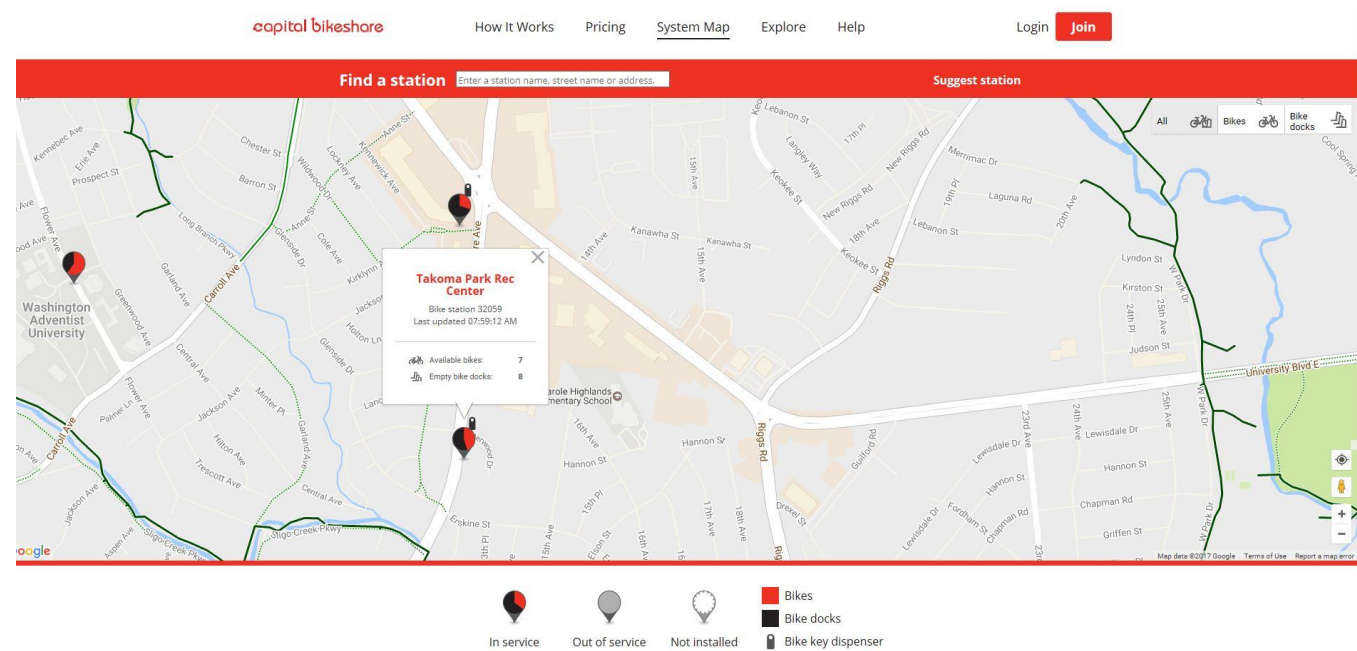
# Bicycles

- “Iconic” Bicycle
- Shimano Nexus 3-speeds
- Handle Brakes
- Sturdy Luggage Carrier - Fits average briefcase or purse)
- Lighting System -10,000-hour lifespan; lights stay on for 90 seconds when the bike stops)
- Patented Locking Device - Proven anti-theft system
- Comfortable Seat – Theft proof with a marked scale for height adjustment
- Chain Protector and Rear Wheel Tire Cover – Protects riders’ clothes



# Operations & Maintenance

- Bicycle maintenance
- Station maintenance and cleaning
- 3-hour rebalancing
- Maintain station kiosks and backend software
- Website hosting and maintenance  
<http://www.capitalbikeshare.com/>
- Maintain 24-hour/365 days customer call center (English and Spanish)
- Data reporting and customer surveys





# Marketing

**Material Design** – Station maps, free 24-hour coupons, bulk membership certificates, new member Kits, corporate Member materials, map frame ad panels, and bike decals.

**CaBi Newsletter** – Maintain member lists and arrange the newsletter in Mail Chimp.

**Social Media** – Manage social media and promotional messages. Post items via Facebook, Twitter, and Instagram advertising CaBi.

**Email Marketing** – Send out renewal emails to persons with memberships that are expiring. Send out e-blasts promoting CaBi.

**Phone and Email Communications** – Answer daily inquiries regarding partnerships, solicitations, marketing, media, advertising, and events.

**Brand Management** – Provide logos and graphics

**Member Benefits** – Manage the member benefits page of the CaBi website.





# Memberships and User Fees

## Choose Your Plan

### Single Trip

\$2

One ride up to 30 min., great for quick, one-way trips

[See Details](#)

### 24-Hour Pass

\$8/day

Our most popular option for tourists and visitors

[Learn More](#)

### Annual Membership

\$85/year

Or \$8/month with annual commitment

[Join Now](#)

### More Options

- 3-Day Pass
- 30-Day Membership

### Special Programs

- Corporate Memberships
- Bulk Pass Sales
- Financial Assistance Programs
- Arlington County Cash Payment Option

## Usage Fees

Each Single Trip is good for one trip up to 30 minutes. If you keep a bike out for 30 minutes or longer, usage fees apply.

RIDE LENGTH	USAGE FEE
0-29 minutes	Included
30-59 minutes	\$2
60-89 minutes	+ \$4
90+ minutes	+ \$8 per each additional 30 minutes

To avoid usage fees, keep your Single Trip to under 30 minutes.

# All Phases (67 Stations/670 Bikes)

	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
<b>Equipment</b>						
<b>Stations</b>	25	29	49	49	67	67
<b>Bikes</b>	250	290	490	490	670	670
<b>Docks</b>	425	493	833	833	1139	1139
<b>Membership</b>						
<b>Annual members</b>	567	634	1,225	1,444	1,778	
<b>Casual users</b>	20,000	21,280	40,000	44,000	51,800	
<b>Annual member rides</b>	15,125	25,065	43,00	56,500	70,000	
<b>Casual user rides</b>	44,000	47,000	86,000	97,00	114,00	
<b>Trips / Bike / Day</b>	0.6	0.7	0.7	0.7	0.7	
<b>Percent Rides Casual Users</b>	74%	65%	67%	63%	62%	66%
<b>Percent Rides Annual Members</b>	26%	35%	33%	37%	38%	34%
<b>Capital Purchase</b>	\$1,500,000	\$240,000	\$1,200,000	-	\$1,080,000	\$4,020,000
<b>Installation</b>	\$87,000	\$14,000	\$70,000	-	\$63,000	\$234,000
<b>System Startup</b>	\$100,500	-	-	-	-	\$100,500
<b>Total Capital and Startup Costs</b>	\$1,687,500	\$254,000	\$1,270,000	-	\$1,143,000	\$4,354,500
<b>Total System Revenues</b>	\$329,000	\$355,000	\$657,000	\$745,000	\$882,000	\$2,968,000
<b>Total Bike Share Operating Costs</b>	\$627,000	\$698,000	\$1,304,000	\$1,508,000	\$1,822,000	\$5,959,000
<b>Total Operating Shortfall</b>	(\$298,000)	(\$343,000)	(\$647,000)	(\$763,000)	(\$940,000)	(\$2,991,000)
<b>Farebox Recovery</b>	52%	51%	50%	49%	48%	50%

# ALL PHASES (67 stations/670 bikes)

Capital and  
Installation

Fund with

FY'18 Budget,  
grants, and/or  
P3

Operations and  
Maintenance

Fund with

Farebox  
Recovery  
  
Sponsorship &  
Advertising



# FOR MORE INFORMATION

---

## **Bike Share Feasibility Study**

[http://www.pgplanning.org/About-Planning/Our Divisions/Countywide Planning/Transportation Planning/Trail Planning.htm](http://www.pgplanning.org/About-Planning/Our_Divisions/Countywide_Planning/Transportation_Planning/Trail_Planning.htm)

**Karyn McAlister, AICP**

[kcmcalister@co.pg.md.us](mailto:kcmcalister@co.pg.md.us)

(301) 883-5687