



CITY OF FALLS CHURCH

DATE: August 29, 2019

TO: Mayor Tarter and Members of City Council

FROM: Kerri Oddenino, Senior Planner **KO 8-29-2019**

THROUGH: Wyatt Shields, City Manager **FWS**

SUBJECT: Bikeshare Update

Purpose

This memo provides an update on Capital Bikeshare ridership and revenues in the City for the first three months of operation.

Background

Capital Bikeshare is a network of over 500 bikeshare stations and over 4,300 bicycles located in Arlington County, Fairfax County, the City of Alexandria, Washington, D.C., Montgomery County, and Prince George's County. Capital Bikeshare is a bicycle sharing system that allows individuals to borrow shared bicycles on a short-term basis.

The City of Falls Church joined the regional Capital Bikeshare network on May 8, 2019 with 10 new stations throughout the City. In addition to station locations within the City, stations are located nearby at the East Falls Church and West Falls Church Metro Stations. A map of stations in the City is located on the following page.

Operating Costs

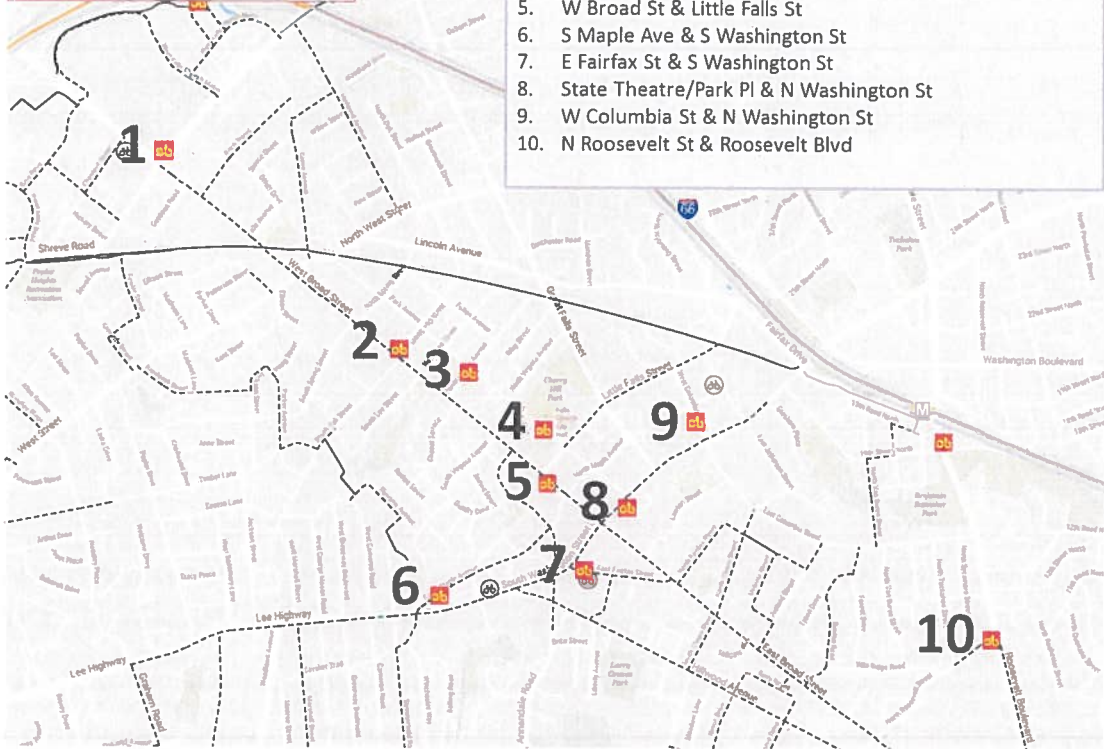
The City was awarded \$500,000 in funding from the I-66 Commuter Choice program to pay for the City's Capital Bikeshare system for the first five years of operation. The direct annual operating cost of the system is \$142,531.20. Expected user revenue recovery per the Ridership Analysis conducted in 2017 was around 30%.

LEGEND

- Capital Bikeshare Station
- Bike Trail
- Bike Lane
- Bike Route
- Bicycle Shop
- Park, Nature, Public Land
- Institution
- College or University
- Metrorail Station
- Metrorail Lines Serving Station
- Limited Access Highway (no bikes)
- Railroad
- 2/3 Mile ~ 5 minute bike time
- 1.2 Miles ~ 10 minute bike time
- 2 Miles ~ 15 minute bike time

City of Falls Church Bikeshare Stations

1. George Mason High School/Haycock Rd & Leesburg Pike
2. N Oak St & W Broad St
3. Pennsylvania Ave & Park Ave
4. Falls Church City Hall/ Park Ave & Little Falls St
5. W Broad St & Little Falls St
6. S Maple Ave & S Washington St
7. E Fairfax St & S Washington St
8. State Theatre/Park Pl & N Washington St
9. W Columbia St & N Washington St
10. N Roosevelt St & Roosevelt Blvd



Ridership Data

In the first 3 months of operation, 1,675 rides started from City stations. An additional 921 trips that ended in the City started at stations outside the City. That amounts to a total of 2,596 trips involving City stations.

There are 162 annual Bikeshare members in the City. Those members accounted for 1,270 of the trips that originated from City stations. The remaining 405 trips were taken by people who paid for a single ride.

The average trip duration is 19 minutes. Only 189 rides exceeded 30 minutes in duration.

Number of Trips, by Station

Start Station	May	June	July	Total
N Roosevelt St & Roosevelt Blvd	36	100	93	229
S Maple Ave & S Washington St	61	78	51	190
W Columbia St & N Washington St	53	61	73	187
E Fairfax St & S Washington St	51	72	56	179
W Broad St & Little Falls St	39	77	57	173
Pennsylvania Ave & Park Ave	57	68	37	162
George Mason High School / Haycock Rd & Leesburg Pike	36	64	55	155
Falls Church City Hall / Park Ave & Little Falls St	53	59	37	149
State Theatre / Park Pl & N Washington St	32	44	50	126
N Oak St & W Broad St	40	48	37	125
Total	458	671	546	1,675

Start Station	May	June	July	Total
East Falls Church Metro (trips ending in City)**	113	236	243	592
West Falls Church Metro (trips ending in City)*	25	33	52	110
Other Station (trips ending in City)***	61	92	66	219
Total	199	361	361	921

*Station located in Fairfax County

**Station located in Arlington County

***Stations other than East and West Falls Church Metro not located in City

Revenue Data

System revenue is generated by memberships and casual rides. In general, members do not pay a per-ride fee. The exception would be a fee incurred for trips lasting longer than 30 minutes. Membership fees are collected by the operator and distributed to member jurisdictions based on each member's

jurisdiction of residence based on ZIP code. Note staff is working with the operator on this apportionment because the ZIP code boundaries do not exactly match the City boundary.

The table below shows revenues and costs by month, and a quarterly total. Note the operating recovery rate from user fees of 57% exceeds the expected rate of 30%. As noted above, costs not covered by system revenues are currently being covered by a grant from the I-66 Commuter Choice Program, which is designed to provide travel options along the I-66 corridor.

Month	May	June	July	Total
Total Revenues	\$8,025.53	\$6,522.37	\$5,886.00	\$20,433.90
Operating Cost	\$11,877.60	\$11,877.60	\$11,877.60	\$35,632.80
Cost Recovery	67.57%	54.91%	49.56%	57.35%