

The business of bikesharing

Railvolution 2011



1. What are the different business models?

- 1. Private Sector (Miami Beach, NYC)
- 2. Public (DC/Arlington, Boston [hybrid])
- 3. Non-profit (Minneapolis, Denver)



Model #1: Private Funding

- Miami (Colby)
- New York City (Alison)





DECOBIKE

MIAMI BEACH CASE STUDY

HOW TO CHANGE A CITY FOR THE BETTER:
JUST ADD DECOBIKE

1 BIKE FOR EVERY 88 RESIDENTS

AVERAGE DISTANCE 1.9 MILES PER RIDE

APPROX 150,000 RIDES IN FIRST 90 DAYS

AVERAGE RIDE TIME 21 MINUTES

468,618 lbs OF CARBON EMISSION REDUCTION IN SIX MONTHS

15 STATIONS PER SQUARE MILE CITYWIDE AVERAGE

Model #2

Public Funding

- DC (Josh)
- Boston (Alison)
- Others



How do sponsorship and advertising fit in? (public and private systems)

- Miami (Colby)
- New York (Alison)
- Boston (Alison)
- DC/Arlington (Josh)



2. How much does it cost?

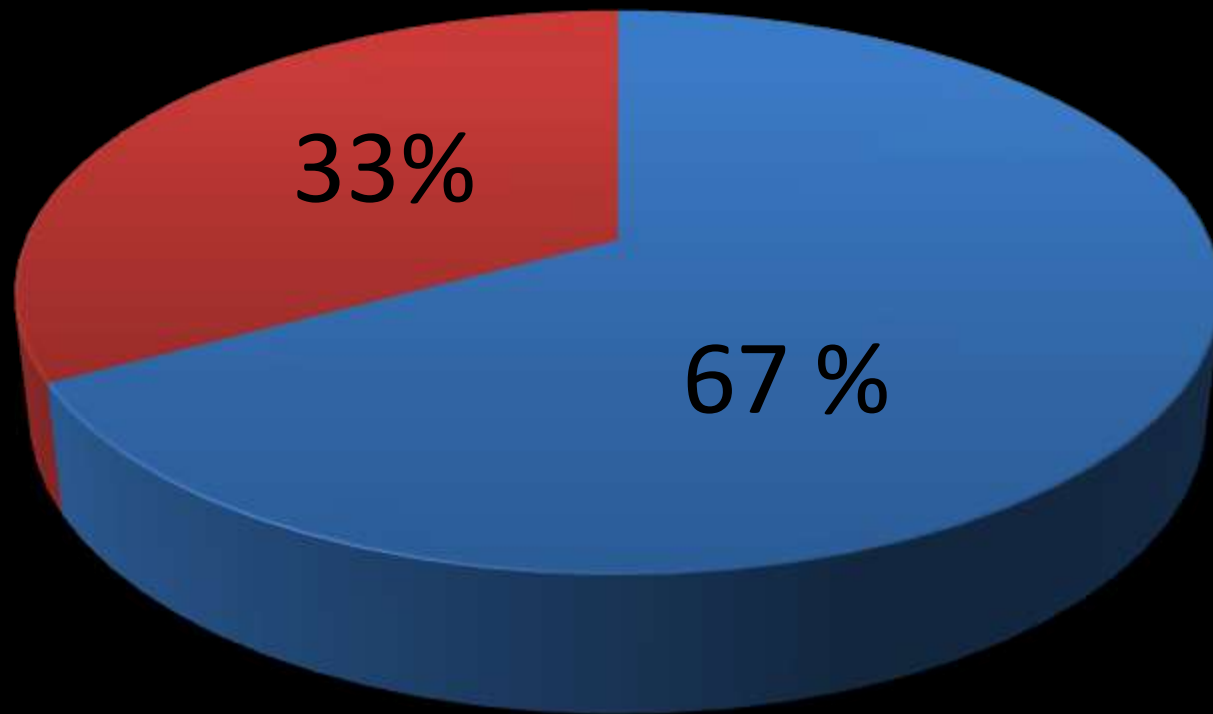
| | Capital Bikeshare | Deco Bike | Hubway |
|----------|-------------------|------------|------------|
| Stations | 116 | 100 | 61 |
| Bikes | 1100 | 1000 | 610 |
| Capital | \$5.8 mm/yr | \$4.2mm | \$3mm |
| O&M | \$1.5mm/yr | \$1.8mm/yr | \$1.2mm/yr |

3. How much can we make?



| | Capital Bikeshare (1 st Year) | Deco (Through Six Months) |
|-----------------------|---|------------------------------|
| Membership Revenue | \$1.1 million | \$180,000 |
| Usage Revenue | \$555,000 | \$965,000 |

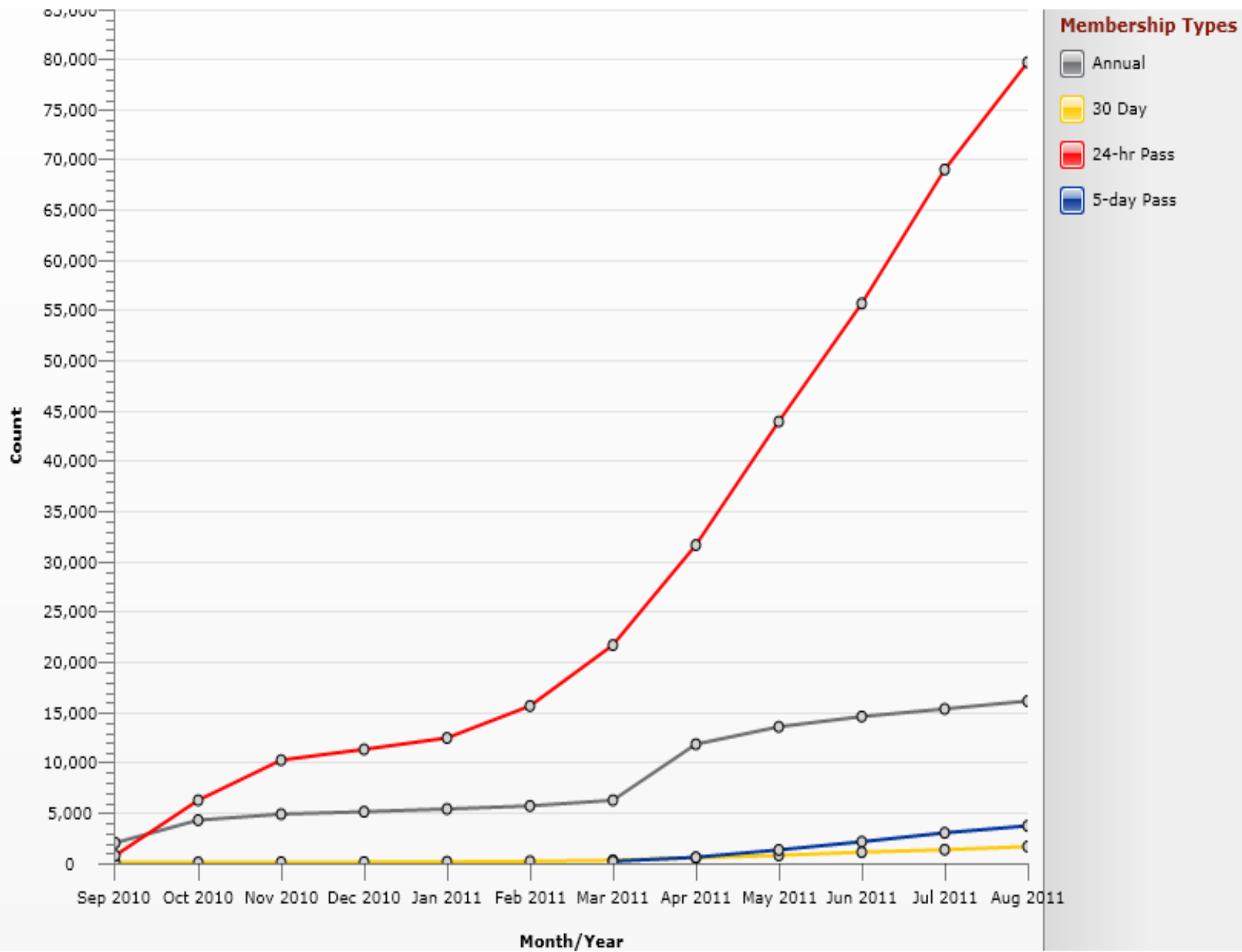
Capital Bikeshare Membership/Usage Revenue Comparison



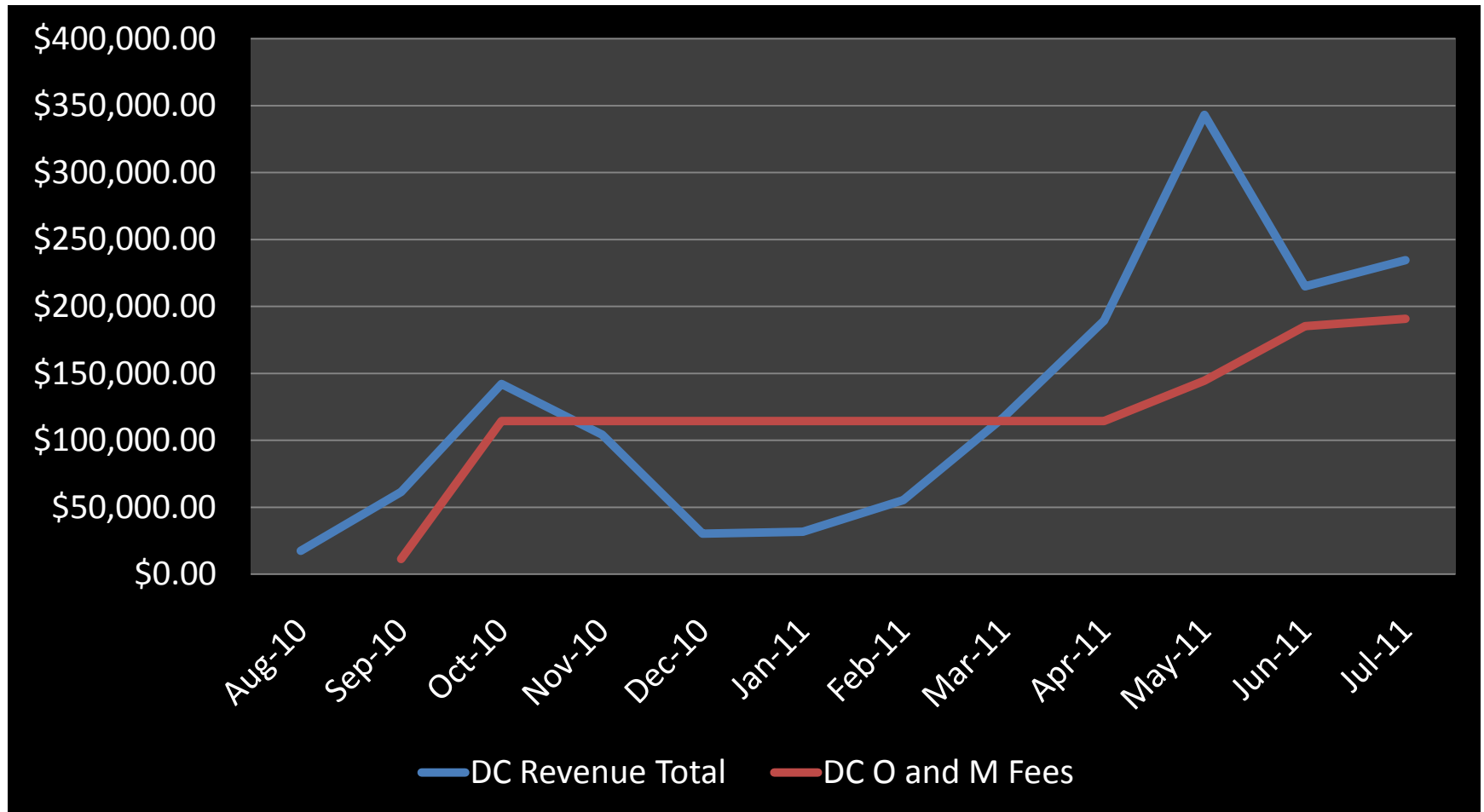
**Through July 2011

■ Membership Revenue

■ Usage Revenue



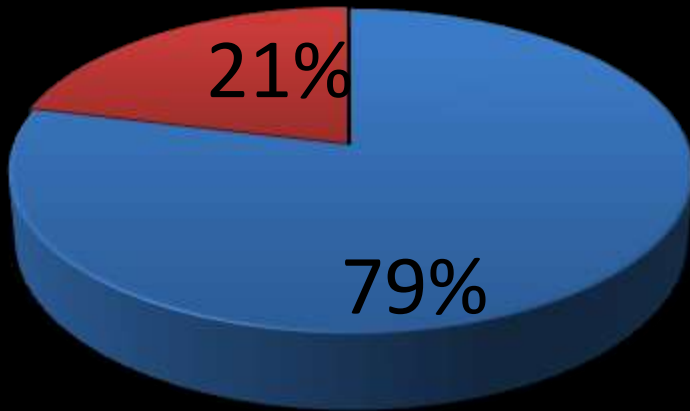
DC Revenue/O and M Comparison



Cost Per Trip for DC Portion



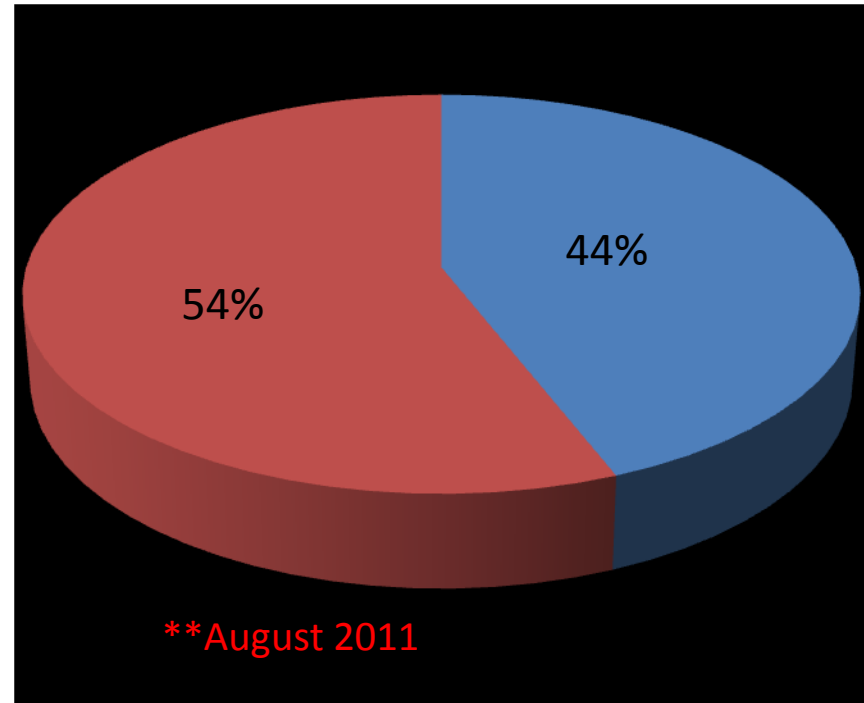
4. Who is using the system?



**Through July 2011

■ Member Rides
■ Casual Rides

Capital Bikeshare

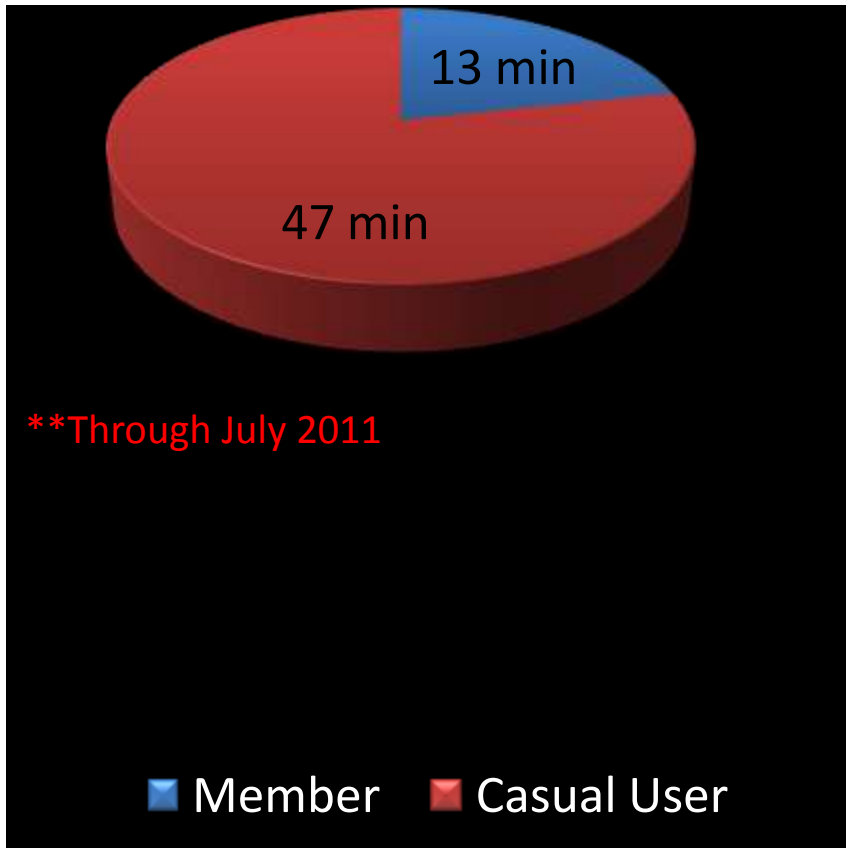


**August 2011

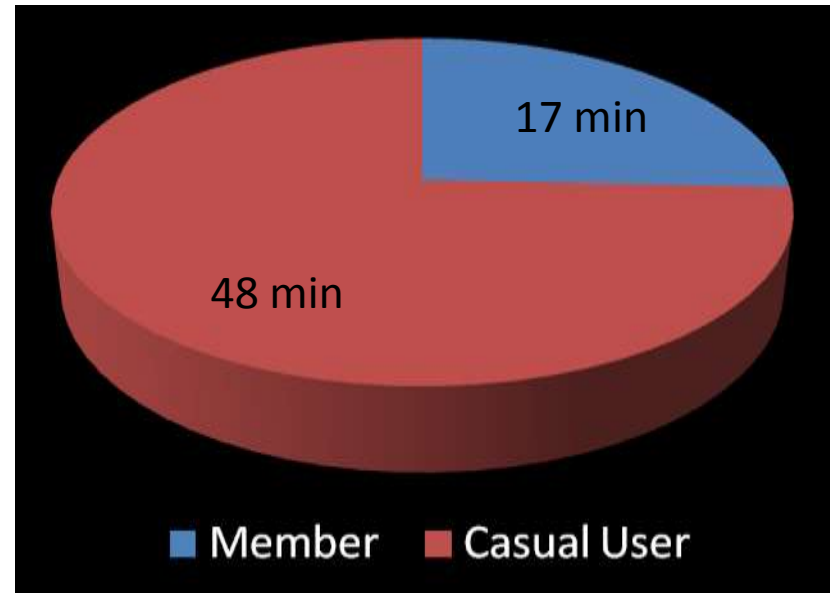
■ Member Rides ■ Casual Rides

Hubway

Average Trip Length Comparison



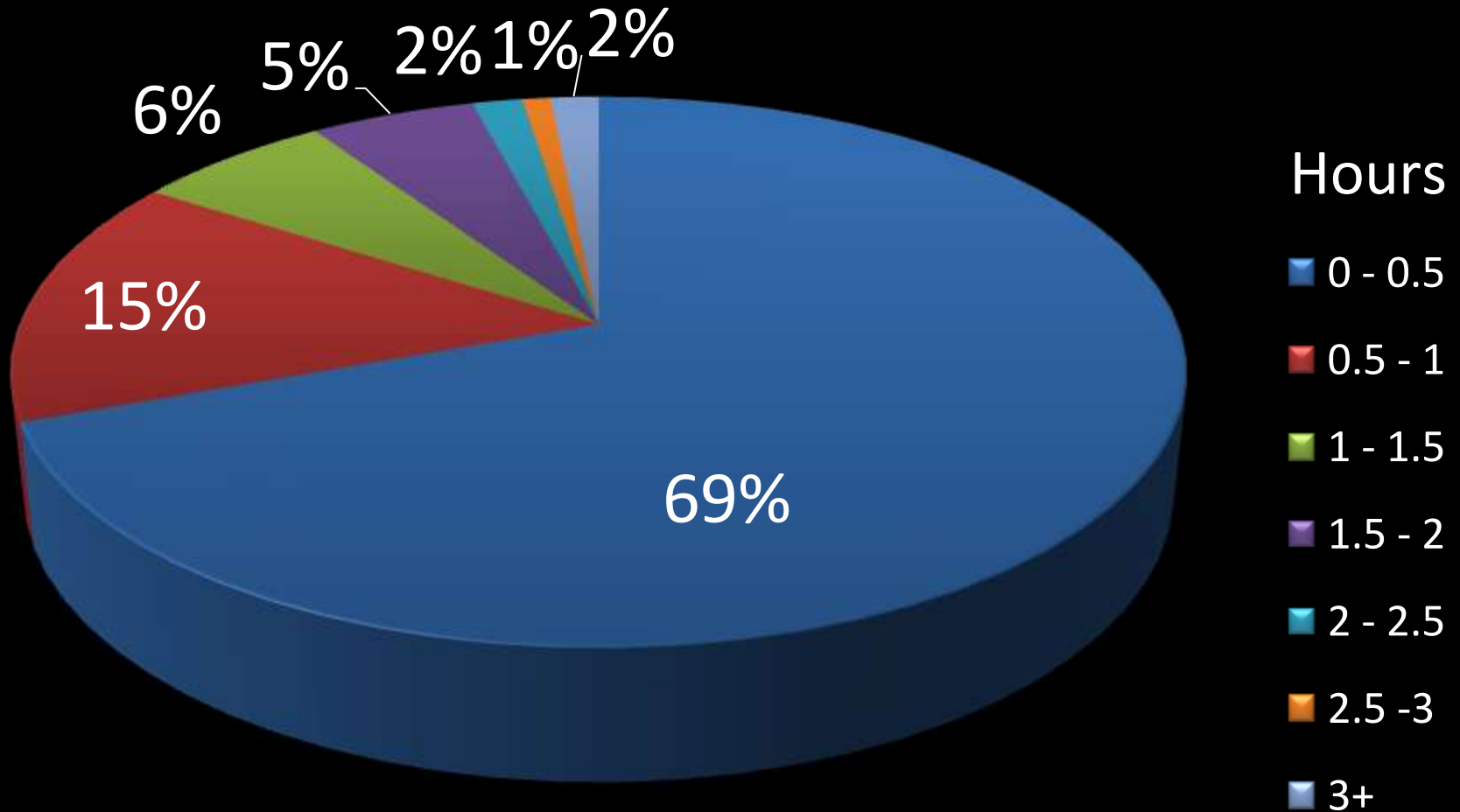
Capital Bikeshare



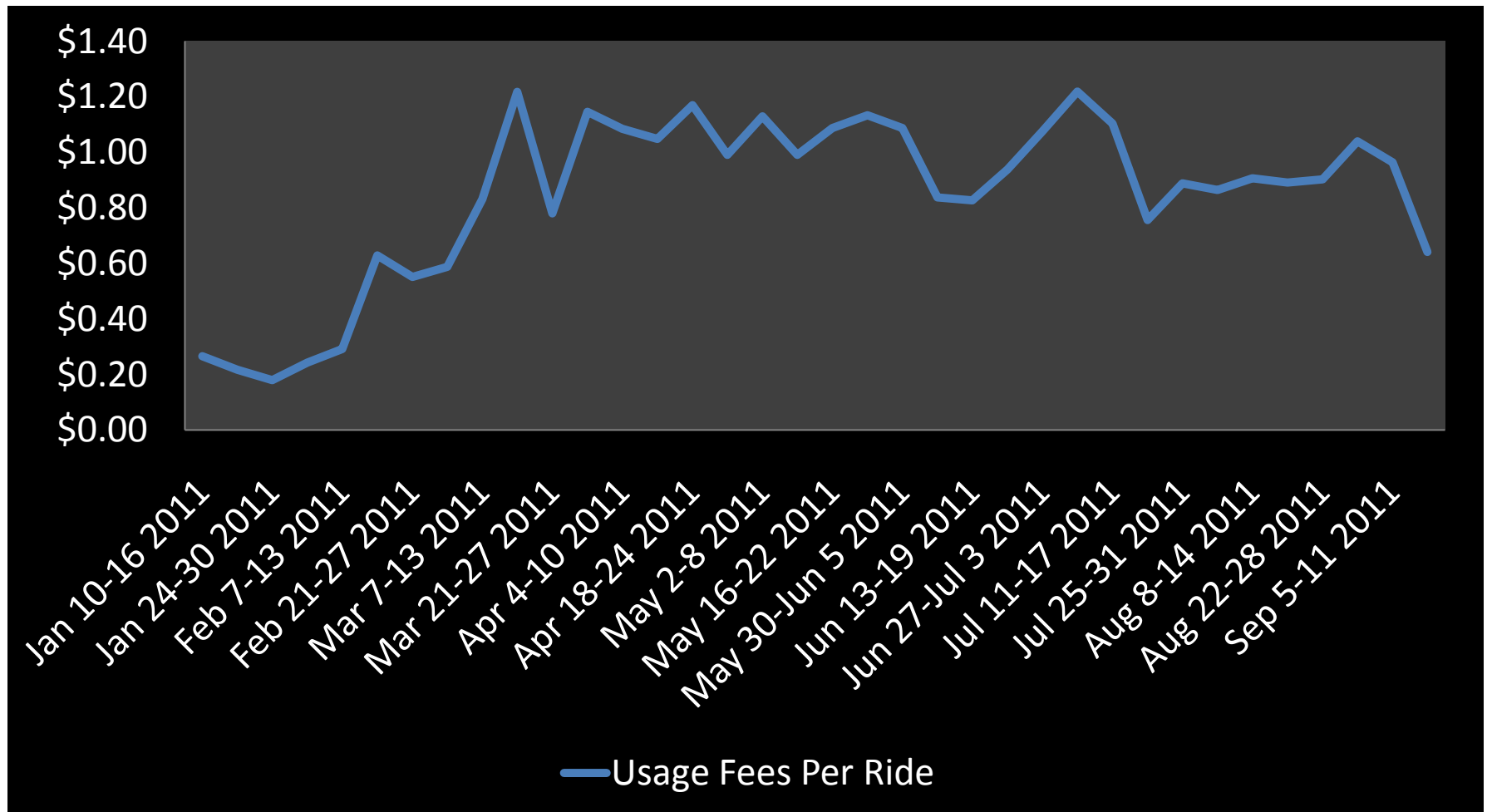
Hubway

Casual User Ride Duration

Ride Duration - Casual Users



Usage Fees Per Ride for 2011



5. How much marketing do I need?

- Miami
- DC
- Boston



Other Frequently Asked Questions

8. What about the theft?
9. Empty/full stations?
10. Liability?



The end