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)
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?

<table>
<thead>
<tr>
<th></th>
<th>Capital Bikeshare</th>
<th>Deco Bike</th>
<th>Hubway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stations</td>
<td>116</td>
<td>100</td>
<td>61</td>
</tr>
<tr>
<td>Bikes</td>
<td>1100</td>
<td>1000</td>
<td>610</td>
</tr>
<tr>
<td>Capital</td>
<td>$5.8 mm/yr</td>
<td>$4.2mm</td>
<td>$3mm</td>
</tr>
<tr>
<td>O&amp;M</td>
<td>$1.5mm/yr</td>
<td>$1.8mm/yr</td>
<td>$1.2mm/yr</td>
</tr>
</tbody>
</table>
3. How much can we make?

<table>
<thead>
<tr>
<th></th>
<th>Capital Bikeshare (1st Year)</th>
<th>Deco (Through Six Months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Revenue</td>
<td>$1.1 million</td>
<td>$180,000</td>
</tr>
<tr>
<td>Usage Revenue</td>
<td>$555,000</td>
<td>$965,000</td>
</tr>
</tbody>
</table>
Capital Bikeshare Membership/Usage Revenue Comparison

**Revenue through July 2011**

- 67% Membership Revenue
- 33% Usage Revenue

**Through July 2011**

- Membership Revenue
- Usage Revenue
4. Who is using the system?

**Through July 2011**
- Member Rides: 79%
- Casual Rides: 21%

**Capital Bikeshare**

**August 2011**
- Member Rides: 54%
- Casual Rides: 44%

**Hubway**
Average Trip Length Comparison

**Through July 2011**

- **Capital Bikeshare**
  - Member: 13 min
  - Casual User: 47 min

- **Hubway**
  - Member: 17 min
  - Casual User: 48 min
Casual User Ride Duration

Ride Duration - Casual Users

- 0 - 0.5: 69%
- 0.5 - 1: 15%
- 1 - 1.5: 6%
- 1.5 - 2: 2%
- 2 - 2.5: 2%
- 2.5 - 3: 1%
- 3+: 5%

Hours

- 0 - 0.5
- 0.5 - 1
- 1 - 1.5
- 1.5 - 2
- 2 - 2.5
- 2.5 - 3
- 3+
Usage Fees Per Ride for 2011

Usage Fees Per Ride
5. How much marketing do I need?

- Miami
- DC
- Boston
6. Where should we put stations?
Other Frequently Asked Questions

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