

Governing Guidelines of Capital Bikeshare

Paul DeMaio, Capital Bikeshare Manager
Arlington County, VA



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Capital Bikeshare in the Washington, D.C. Region



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Informal Understanding

- Four Member Jurisdictions created an informal Governing Guidelines to establish our responsibilities and benefits of cooperating in the Capital Bikeshare partnership.
- An inter-state agreement would be required to formalize the Guidelines, but couldn't happen without an act of Congress to create a compact.
(Yeah, right...)



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Revenue from Membership Fees

- If a member is a resident of a Capital Bikeshare jurisdiction, membership fee goes to the member's home jurisdiction.
- If a member is a non-resident, membership fee is pro-rated based on the dock percentage of a jurisdiction compared to that of the entire fleet.
(Ex. Arlington has 16.5% of docks, so gets this % of each non-resident membership fee.)



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Why Pro-rate Based on Docks?

- Dock numbers are relatively stable, outside of the infrequent expansion.
- Bike numbers fluctuate more regularly, with the quantities changing within each jurisdiction based on daily patterns of a multi-state urban core, but also bikes warehoused for repair.



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Usage Fees

- Revenue-generating trips of 30+ minutes go to the Member Jurisdiction where the trip originated.



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Advertising

- Advertising on the map frames may be done by any jurisdiction at its own stations.
- The jurisdiction where the ads are placed keeps the ad revenue generated within its jurisdiction.



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Sponsorship

- One corporate sponsor will be allowed with logos on the skirt guards of the entire fleet.
- Sponsorship revenues will be pro-rated based on dock percentages.



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Operations & Administration

- We agree to the same operational standards, hours of operation, rebalancing time requirements, joint marketing, fare policy, and consensus-building with a back-up method of voting.



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Consensus & Voting

The Member Jurisdictions will work together to reach consensus on all issues that pertain to the terms of this Agreement. Any matter that pertains to Capital Bikeshare will be subject to the approval of a majority of the Member Jurisdictions through their Directors. Only one Director from each Member Jurisdiction may vote. Each Member Jurisdiction's vote shall be weighted based on each Member Jurisdiction's share of Operational Docks at the beginning of the month in which the vote takes place. In order for a vote to pass it shall require more than 50% of the weighted votes and shall require votes from at least 50% of Member Jurisdictions. For example, if jurisdictions A, B, and C have 1,000, 500, and 501 Operational Docks respectively, B and C could vote in favor of an issue and the vote would be affirmed as more than 50% of the weighted votes were in favor and a majority of the jurisdictions (two of the three) voted in favor.



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