



Toolkit for Residential Properties



EFFECTIVE
JULY 2022

CapitalBikeshare.com



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Hello Property Manager,

Thank you for your purchase of Capital Bikeshare memberships. By sharing the joy of biking, you will unlock a fun, healthy, and sustainable transportation option for your residents! This toolkit includes a variety of resources to introduce Capital Bikeshare at your property. If there are additional or customized resources that would be helpful, your goDCgo representative would be happy to help.

To ensure that residents don't overlook their Capital Bikeshare membership benefit, we recommend that you make them available at the front office. This will provide your staff the opportunity to educate residents who are interested in biking on how to use their new membership.

With this purchase, you are eligible for a complimentary bike ride and presentation for staff and/or a Capital Bikeshare 101 presentation for residents on how the system works.

Explore the complimentary services that goDCgo offers by visiting goDCgo.com. If you need further assistance, please reach out to your goDCgo representative.

Happy Cycling!

goDCgo

202-299-2186

info@goDCgo.com



FAQ

Below is some information you will need to help your residents get started with Capital Bikeshare.

What is Capital Bikeshare?

Capital Bikeshare is the Metro DC area's bikeshare service, with 6,000 bikes and over 600 stations across seven jurisdictions in DC, Virginia, and Maryland.

Bikeshare is designed as a transportation option and is ideal for short rides and one-way trips. The pedal-assisted ebikes make it easier to ride and are great for longer distance trips. People use bikeshare to commute to work or school, run errands, and get to appointments or social engagements. It can also be great for connecting to other modes of transportation – such as a commuter train or bus.



Allocating Memberships

How you allocate the memberships at your community is at the discretion of property management or may be specific to your site plan requirements, if any. You may be required to give one to every lease-holding adult or have the flexibility to order based on household interest. **All Capital Bikeshare members must be at least 16 years old.**

When does a membership expire?

The pre-printed membership codes serve as gift certificates or vouchers. Memberships don't start until residents activate their codes online. From the date of activation, residents have one year to enjoy their membership. When the membership nears expiration, Capital Bikeshare will send a reminder email to the member to renew for the full price of \$95.



Do residents need a credit card?

Even though the \$95 value of an annual membership is being paid for by the developer or property manager, residents will need to register their credit or debit card when activating their memberships. The credit card is placed on the account to pay for any overage fees or damages. When residents activate their memberships, they agree to take on any responsibility or liability that comes with being a Capital Bikeshare member.

Why just 45 minutes?

Capital Bikeshare memberships include unlimited trips under 45 minutes. This encourages users to keep the bikes in circulation by returning them to the nearest docking station.



FAQ (continued)

Please advise your residents that a bike kept out longer than 45 minutes, will incur usage fees.

Additional pricing options are available for shorter memberships (24-hour pass, etc.) if a resident would like to try it before committing to a one-year membership. Visit CapitalBikeshare.com for more details.

How do bikes get checked out?

Annual members will receive a plastic key fob that is inserted in a bike's dock at a Capital Bikeshare station. Alternatively, users may unlock a bike via the Capital Bikeshare app. When the light turns green, the bike is ready to be pulled out as instructed on the dock.

If a member doesn't have their key fob or phone on hand, the credit card registered on the account is used at the kiosk to identify the member, and a five-digit code is generated to be punched in at the kiosk.



What if a resident doesn't activate their code?

Contact your goDCgo representative for information on codes used and instructions on how to re-issue unused codes.

How to Reorder

Contact your goDCgo representative for an invoice or visit CapitalBikeshare.com/residential and purchase codes online. Once you have completed your payment, let your representative know so they can deliver additional codes. If paying by credit card, be sure to include the receipt in your email.



Do cyclists need to wear a helmet?

In Washington, DC and Maryland, bicyclists over the age of 16 years are not required to wear a helmet, though they are strongly recommended. Helmets are available at most sporting goods stores or bike retailers and, for an additional charge, Capital Bikeshare branded helmets are available for purchase upon membership activation!

Where can I learn more about Capital Bikeshare?

More information about Capital Bikeshare and safe bicycling in the area is found on the official website, CapitalBikeshare.com.

If you need more information to help your residents make the most of their Capital Bikeshare membership, goDCgo is here to help you!

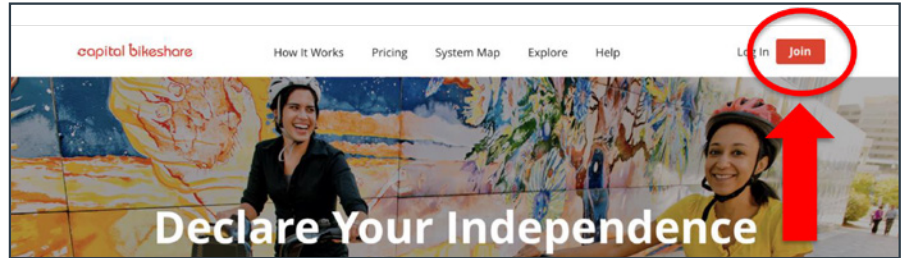


Instructions for Residents

How to Redeem Your Code

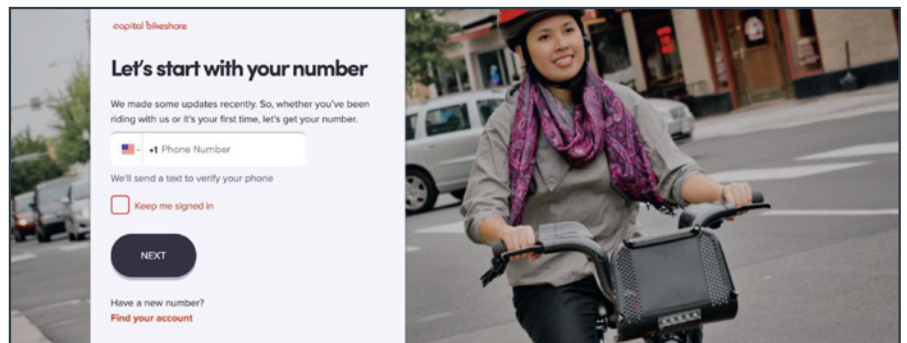


Visit CapitalBikeshare.com and click the 'Join' button in the top right corner.

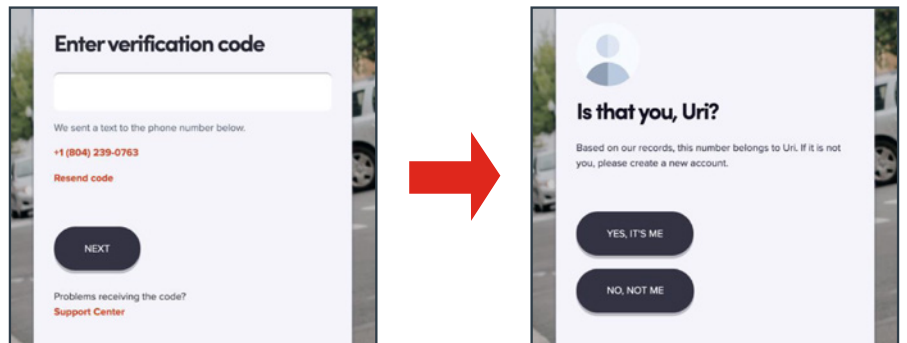


Enter your phone number to verify your account.

We recommend checking 'keep me signed in' so you won't have to go through phone verification again after your initial log in.



Enter the verification code sent to your number, and confirm this is you.



Enter your email address. This is the email address associated with your Capital Bikeshare account.

It is not necessarily your corporate email address, this step is associated with account verification.



Instructions for Residents

How to Redeem Your Code



Under 'Not a member yet?' click 'Continue'. Complete the fields on the screen below. Agree to the Rental Agreement and Liability Waiver. Then scroll to the bottom of the page and click 'Submit'.



If you have previously had a Capital Bikeshare account, please refer to the instructions on "How to Renew Your Code."



You'll be taken to a membership screen, under the annual membership option click on 'Join and save'.



Click on the red 'Enter promo code' link above the purchase button. Enter the promo code into the pop up and click 'Done'.




Instructions for Residents

How to Redeem Your Code



The discount will be reflected in the purchase price. Click 'Purchase' to complete the process.

A valid credit or debit card is required for usage and ebike fees.

Review & Subscribe

Annual membership	\$85.00
<small>Get unlimited 30-minute rides. Your membership will auto-renew. Cancel any time.</small>	
<small>How our fees work</small>	
Discount applied	-\$85.00
Annual membership	\$0.00
Total	\$0.00

Visa **** * 8434 ✓

Purchase



To get riding immediately, **download the Capital Bikeshare app!**

View your profile to add a bike key, manage your account and find trip history.

Success! Ready to ride?


We're so glad you're here, UI! Unlock your first bike in the app today!

When you ride, please remember to wear a helmet. If you need to purchase a helmet, please check the selection available in our [store](#).

View profile

Download the Capital Bikeshare app

Download on the App Store | GET IT ON Google Play



Follow the prompts and continue filling out your information. You will need to provide payment information to have on file for usage fees even if your annual membership fee is fully covered by your residential building. If you run into any problems along the way, please [contact customer service](#) for the fastest resolution.

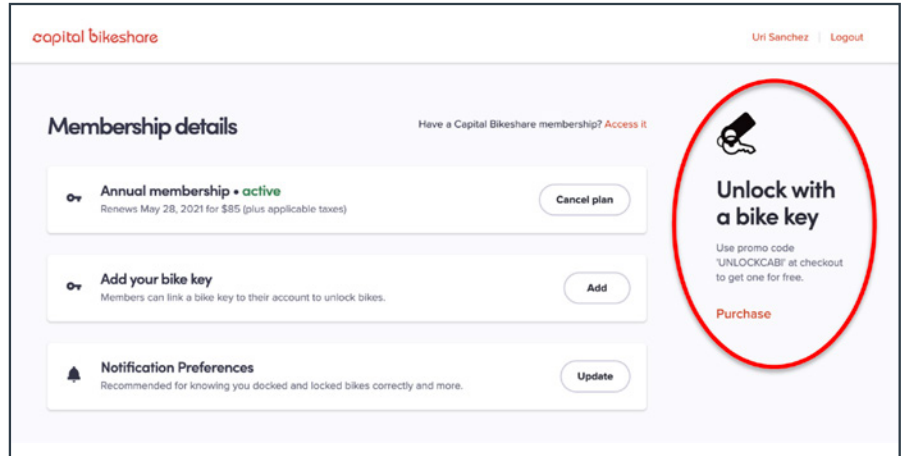


Instructions for Residents

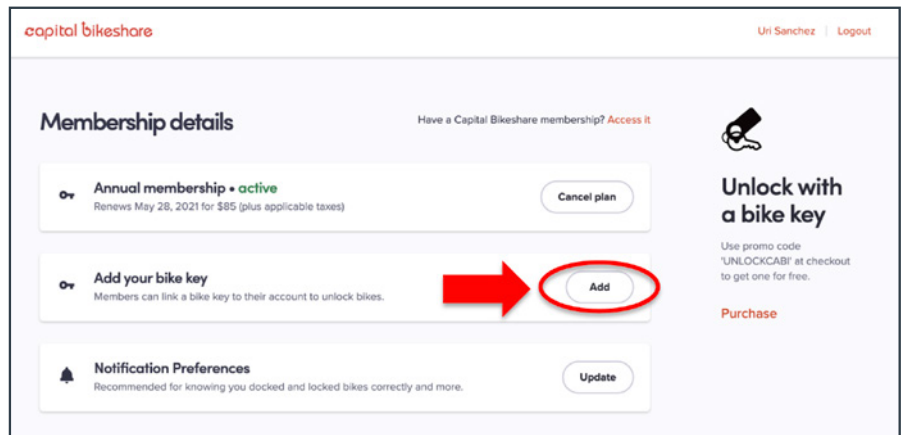
How to Order A Bike Key



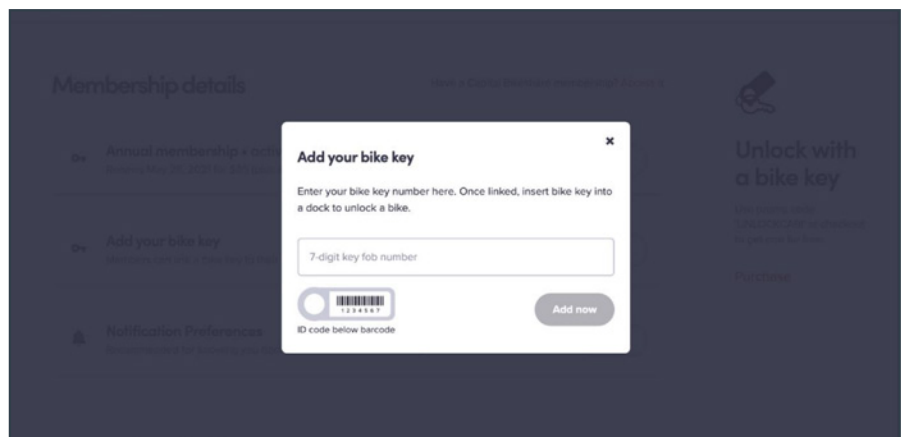
To order a bike key from your profile, follow the link under **'Unlock with a bike key'** and enter promo code **'UNLOCKCABI'** at checkout.



Once your key arrives in the mail, you will need to log back into your profile to link it. Under membership details, click **'Add'** next to the add your bike key section.



Enter the 7-digit key fob number and click **'Add now'** to finalize.



Congrats! You can now unlock bikes using your key fob. If you run into any problems along the way, please [contact customer service](#) for the fastest resolution.



Flyer for Residents

[Download the template here,](#)
or by request from your goDCgo Representative.



The flyer features a dark blue header with the Capital Bikeshare logo and the text "Get KEYED into capital bikeshare™". Below this is a red banner with a yellow circle containing the text "FREE Annual Membership Per Unit". To the right of the circle, text states: "As a resident of 'Property Name', you are eligible for a FREE Capital Bikeshare annual membership! Perks include:" followed by a bulleted list of benefits. Below the list, it says "Pick up your membership code from the Leasing Office and get more details on how to sign up!". The background of the flyer shows a person's hand holding a red membership key near a red Capital Bikeshare bike. At the bottom, there are four circular icons representing the process: join (with a dollar sign), take (with a bike icon), ride (with a bike icon), and return (with a bike icon). The website "CapitalBikeshare.com" is listed on the left, and the Capital Bikeshare logo is on the right.

 **Get KEYED into**
capital bikeshare™

FREE Annual Membership
Per Unit

As a resident of "Property Name", you are eligible for a FREE Capital Bikeshare annual membership! Perks include:

- Access to thousands of bikes and hundreds of stations
- A simple, low-cost, and reliable way to get around
- An environmentally friendly form of transportation
- A healthier and more active lifestyle

Pick up your membership code from the Leasing Office and get more details on how to sign up!

CapitalBikeshare.com 

 **join.**  **take.**  **ride.**  **return.**



Sample Social Media Posts

- Use the @bikeshare system map to find the nearest Capital Bikeshare station near [INSERT PROPERTY NAME]. <https://secure.capitalbikeshare.com/map/>
- Meet the ebike fleet! @bikeshare's pedal-assisted electric bikes make it easy to get around DC without breaking a sweat. #bikeDC. <https://www.capitalbikeshare.com/how-it-works/ebike>
- Get back to the basics with @bikeshare! With an annual membership, you can take a free "Learn to Ride" class through @WABADC! #bikeDC <http://blog.godcgo.com/free-city-cycling-class-and-community-rides-for-cabi-members>
- We love our residents and the planet, so we're giving away @bikeshare when you sign your lease to give you 1 more option to travel DC sustainably! #bikeDC #goDCgo
- @bikeshare makes it easy to explore. Visit godcgo.com/explore to find popular destinations. #bikeDC #goDCgo.



Sample E-Mail/Newsletter Content



Dear [Resident Name],

Capital Bikeshare is a great transportation option with over 6,000 bikes and over 600 stations available across the Metro DC area. To share the joy of biking, we are proud to announce that annual memberships are now available for our residents! We hope you enjoy biking as an additional travel option to explore the city. It's a fun, healthy and convenient way to get around and supports our property's sustainability goals!

[Enter Terms]

- Every [unit / resident] is eligible for 1 free Annual Capital Bikeshare Membership.
- Tenant must be at least 16 years old to be eligible to redeem the Capital Bikeshare membership.

Location/Details:

- To pick up your membership, [visit the management or leasing office/contact: NAME] to learn more about how to sign up.


Annual memberships are good for one year from the date of activation and includes unlimited 45-minute trips. All users must enter a personal credit card for membership activation to cover any usage fees incurred for rides that exceed 45 minutes. To learn more about Capital Bikeshare, visit [CapitalBikeshare.com](https://www.CapitalBikeshare.com).



Capital Bikeshare 101 Event

goDCgo can provide a complimentary event on-site to introduce Capital Bikeshare to residents. Contact your goDCgo representative to schedule an event.

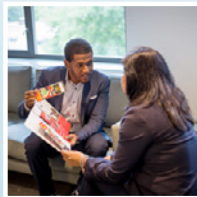


Property Name 
Day, Month Date, 2020 • Time PM
Location

REGISTER TODAY!

For more information about the seminar and to claim your seat, contact
ON_SITE CONTACT at **EMAIL@ADDRESS.COM**

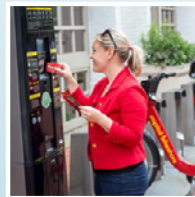
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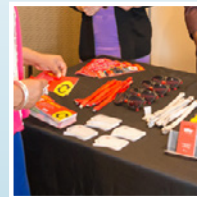
Gaining tips on how to use the Capital Bikeshare System



Planning your best bike route—for commuting or fun!



How to set up your membership and start riding today



Fun bike swag to travel more safely and comfortably

Contact goDCgo for more biking resources:
202-299-2186 | info@goDCgo.com | goDCgo.com



d.  GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR



Resources for Resident Portal

- CaBi Station Map: <https://secure.capitalbikeshare.com/map/>
- Fun Rides: <https://www.capitalbikeshare.com/explore>
- goDCgo Bike: <https://godcgo.com/bike/>
- goDCgo's Interactive Map: <http://godcgo.com/interactive-map/>
- 2022 DC Bike Map: https://godcgo.com/wp-content/uploads/2022/05/BikeMap_2022_Web.pdf
- WABA Learn to Ride Classes: <https://waba.org/adult-education/#12r>



Website: goDCgo.com/Residential
Email: info@godcgo.com
Phone: 202.299.2186



CapitalBikeshare.com

d.
District Department of Transportation

goDCgo
powered by d.