



AGENDA ITEM REQUEST FORM

Development Services

Department Submitting Request

Jeff Bowman

Department Head

REGULAR
COMMISSION MTG
Meeting Dates - 7:00 PM

DEADLINE TO
Town Clerk

ROUNDTABLE
MEETING
Meeting Dates - 7:00 PM

DEADLINE TO
Town Clerk

- Feb 22, 2011
- Mar 22, 2011

- Feb 11 (5:00 pm)
- Mar 11 (5:00 pm)

- Feb 8, 2011
- Mar 8, 2011

- Jan 28 (5:00 pm)
- Feb 25 (5:00 pm)

**Subject to Change*

- | | | | |
|--|---|---------------------------------------|---------------------------------------|
| <input checked="" type="checkbox"/> Presentation | <input type="checkbox"/> Reports | <input type="checkbox"/> Consent | <input type="checkbox"/> Ordinance |
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Quasi Judicial | <input type="checkbox"/> Old Business | <input type="checkbox"/> New Business |

SUBJECT TITLE: Broward County Bike Sharing Program – Presentation by B-cycle

EXPLANATION:

On October 26, 2010, the Broward County Commission entered into an agreement with B-cycle LLC for the implementation and operation of the County’s Bike Sharing Program.

Bike sharing & B-cycle

The proposed bike sharing program allows riders to check a bike out from one station and return it to another, allowing the convenience of one-way trips. It is primarily intended for “last-mile” transportation (ie, short trips that would otherwise be taken by car), but also has the goals of reducing obesity, traffic congestion and pollution. The bikes are tracked, load balanced and well maintained through the use of RFID technology – inspected at least every 14 days. They also have GPS, which not only allows riders to view or share their own routes on Google maps, but also provides the capability of aggregating the routes to provide the most accurate bike route planning tool for cities to date.

B-cycle in Broward County & Lauderdale-by-the-Sea

B-cycle is launching in Broward County in 2011 with around 275 bikes. This number will grow to around 575 bikes by 2016. These bikes will be available to the public either through online membership (more affordable, for residents), or at the stations themselves (more convenient for tourists). The bikes will be locked and available for checkout at automated stations located throughout Broward County, centering on Fort Lauderdale, Hollywood and Pompano Beach communities in 2011.

Sponsorship/advertising

Bike sharing is a transportation service for the community. However, B-cycle is not receiving money from Broward County or any of the cities/communities their locating the stations in. The only financial help they may receive is FDOT JPA funds for 75 bikes and related stations. This is a private business model that B-cycle is trying to establish. They will need sponsorship/advertising to make the model financially feasible, as revenue from memberships and usage fees will not cover the cost of the equipment and system operations. In Fort



Item No. _____

Lauderdale, Hollywood and Pompano Beach, they are in the process of submitting special use permits for tasteful, limited sponsorship/advertising on the bikes and stations, which can be legally compared to taxi-tops and bus benches respectively.

Permitting & licensing

The stations will be modular and configurable, bolted or non-bolted, require the equivalent of 2 light bulbs of power-draw, and can be A/C or solar-powered (completely off-grid, sunlight permitting). B-cycle is working with each community to determine:

1. what consensus/approvals are needed to recommend locations to the cities/Town's,
2. what permits/revocable licenses are required,
3. what ROW spaces (including parking spaces) could be made available for station locations

Representatives of B-cycle and the County will make a brief presentation and answer the Commission questions about the program. B-cycle is interested in establishing a bike sharing station in Lauderdale-By-The-Sea and would like to get the Commission's input.

EXHIBITS: Exhibit 1: B-cycle's presentation

Reviewed by Town Attorney
 Yes No

Town Manager Initials CSA

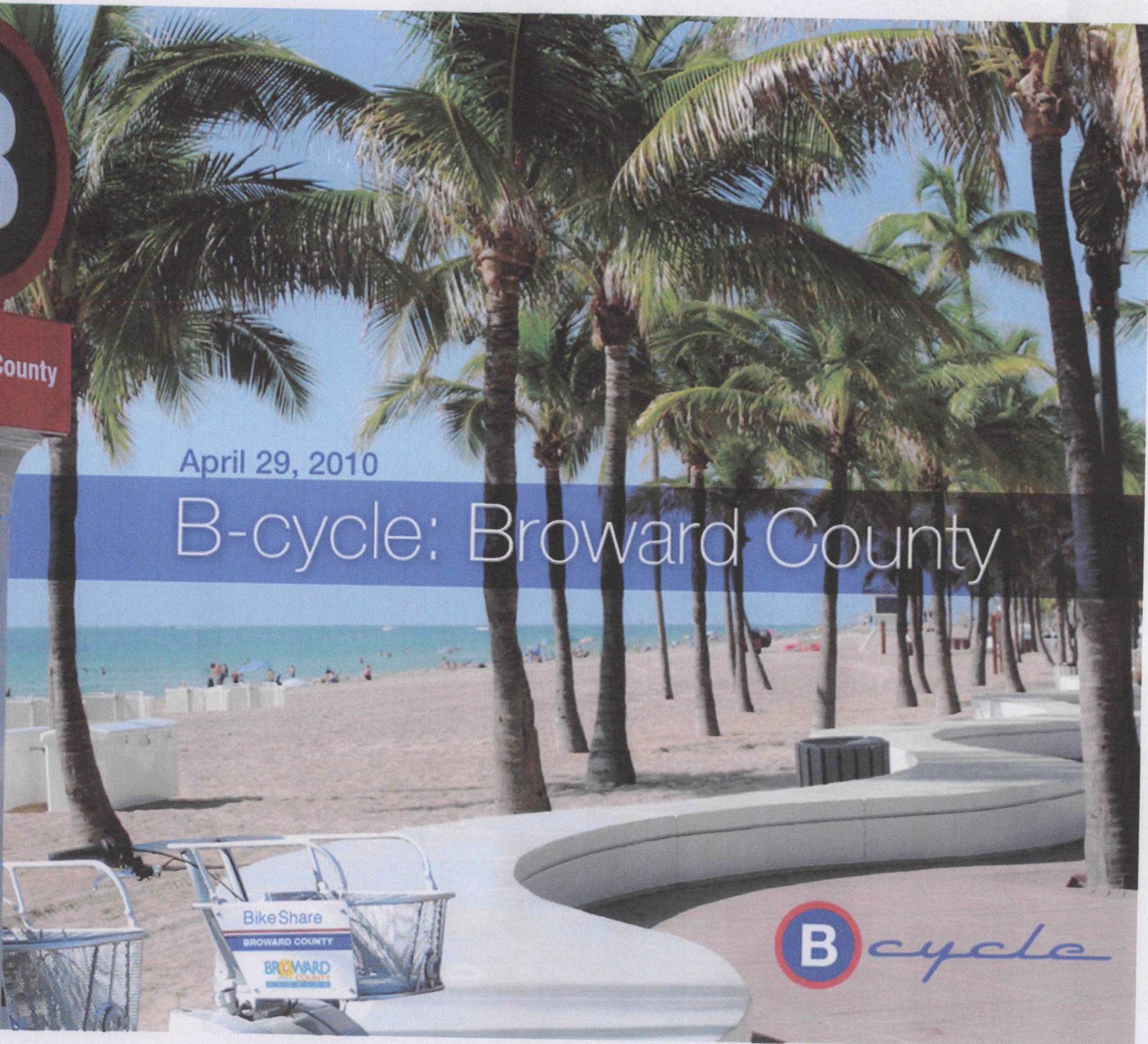


Broward County

April 29, 2010

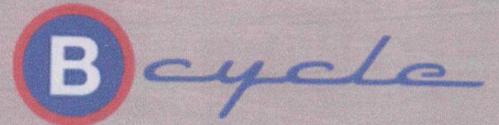
B-cycle: Broward County

B Broward County
Bicycle Share System



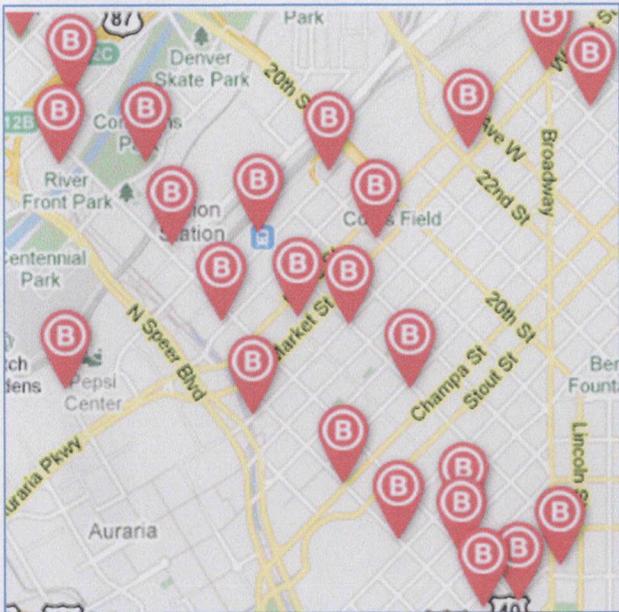
Bike Share

BROWARD COUNTY



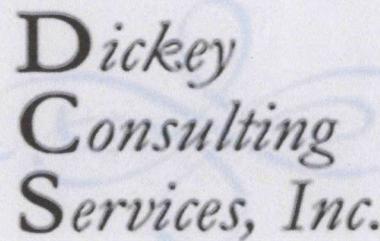
What is Bike Sharing?

- “Last Mile” Transportation
- Residents & Tourists
- Product: Bike, Station, Software



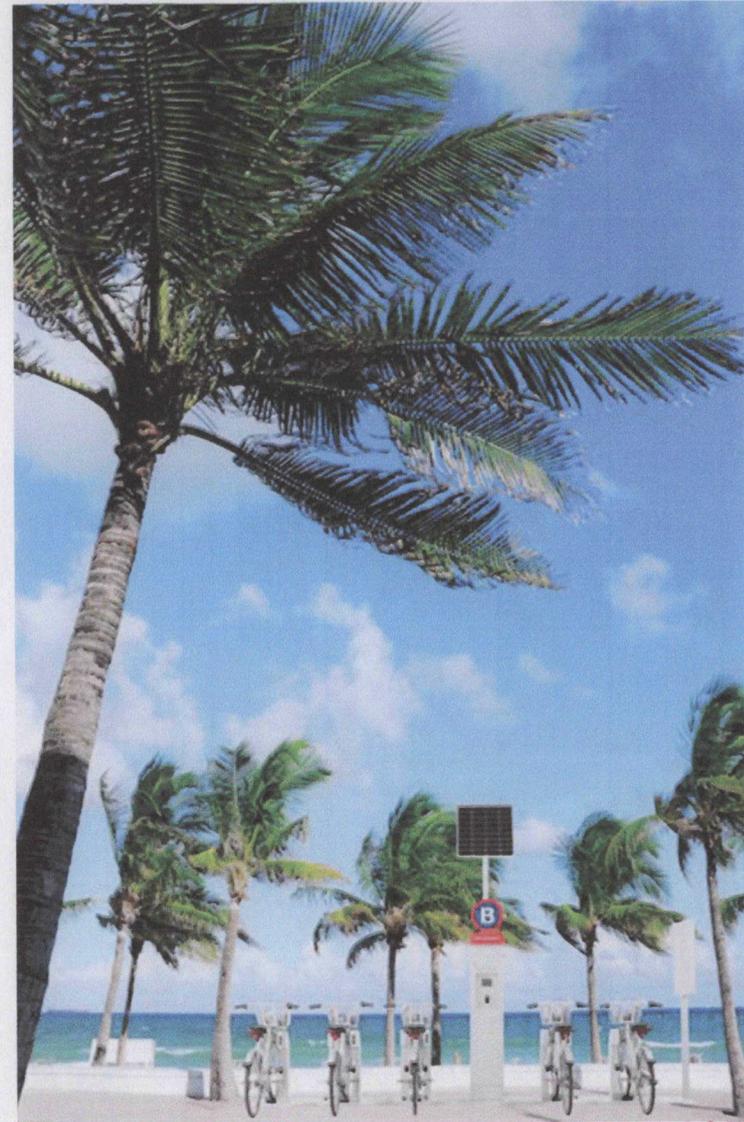
Broward County B-cycle

- B-cycle, LLC
- Bike & Roll
- Dickey Consulting Services
- Basulto Mgt Consulting
- Bike America



Broward County B-cycle

- **Broward County**
 - Pompano Beach
 - Ft. Lauderdale
 - Hollywood Beach
- **System size**
 - 275 bikes
 - 30 stations



Timing

- October 2010: County Contract Approved
 - Buy in from all stake holders
- December 2010: Necessary Station Permits
 - From local municipalities/authorities
- December 2010: All Local and County Approvals
- January 2011: Installation & Operation

BC B-cycle Needs a Big Tent!

This can't happen without:

- County
- Municipalities
- Downtown Development Authorities/CRA's
- TriRail

- MPO
- FDOT
- County Bike/Ped Advisory Board



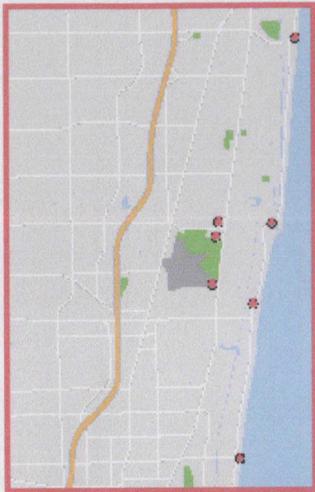
Major Tasks

1. Local Permitting/Approvals
2. Station Siting
 - BMC
3. Community Education and Outreach
 - Dickey Consulting

Key Stakeholders need to appoint one point of contact to help steer us through the maze of county, municipal, local and transport regulations.

Station Locations:

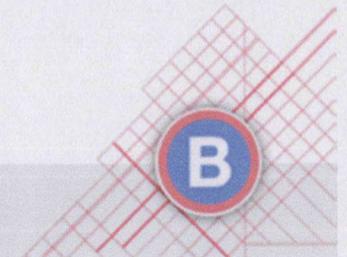
- In the Cities
 - Municipal Parking Lots/Spots
- Along the Beaches
- TriRail Stations
- Bus Stops
- Greenways



DEERFIELD BEACH / POMPANO BEACH

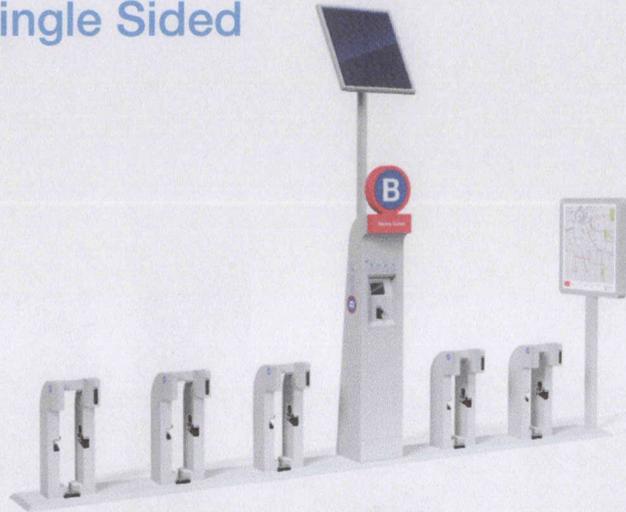
FORT LAUDERDALE / RIVERDALE

HOLLYWOOD BEACH

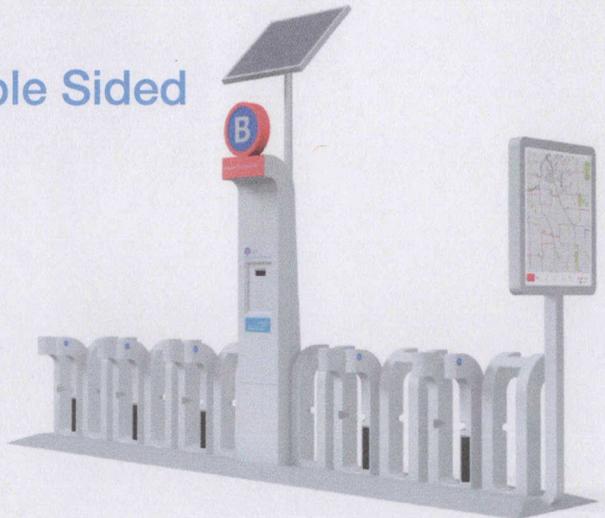


Station modularity

Single Sided



Double Sided



Curved Station

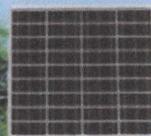
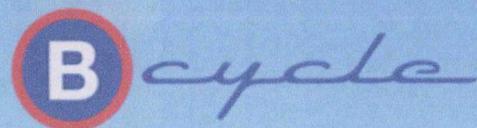


B-cycle experience



April 29, 2010

B-cycle: Broward County



Broward

