

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members  
FROM: Eric Carpenter, City Manager  
DATE: January 29, 2025  
TITLE: DISCUSS EXPANDING CITIBIKE PROGRAM.

### **RECOMMENDATION**

The City Administration (“Administration”) recommends that the Public Safety and Neighborhood Quality of Life Committee (“PSNQLC” or “Committee”) discuss this item and provide input on the possibility of expanding the Citi Bike bicycle sharing/rental program, particularly in the vicinity of the Miami Beach Convention Center/City Center.

### **BACKGROUND/HISTORY**

On July 16, 2009, the City of Miami Beach (“City”) entered into an agreement (“Agreement”) with Deco Bike, LLC (“Deco Bike”) to implement, operate, manage, and maintain a self-service bicycle sharing/rental program (“Program”), allowing the public to rent and return conventional bicycles (“Program Bicycles”) at various locations throughout the City on a 24-hour/365-day per year basis. The Program was officially deployed in 2011 and has proven to be not only a sustainable mobility option but also a critical service to the community providing access to jobs for our workforce employees and enhancing quality of life for our residents. **It is worth noting that since its inception, the Program has grown in popularity and demand among residents, visitors, and workforce employees, currently providing approximately 1,100 Program Bicycles at docking stations strategically located throughout the City, registering an average of approximately 1.2 million bicycle rides annually as part of the Program.**

On July 18, 2012, the Mayor and City Commission (“City Commission”) adopted Resolution No. 2012-27975, approving Amendment No. 1 to the Agreement, extending the term of the Agreement for an additional ten (10) years, through September 30, 2023, increasing the fleet size to 1,100 Program Bicycles, approving certain advertising and sponsorships, providing for a revenue sharing provision with a gradual decline in the City’s share over seven (7) years, and providing for a Windfall Provision.

Subsequently, Deco Bike was able to secure a sponsorship agreement with Citibank to operate the Program under the “Citi Bike” name. On May 12, 2015, the City and Deco Bike executed Amendment No. 2 to the Agreement, said Amendment approving the sponsorship with Citibank and providing for shared advertising revenues from the Program and its associated advertising efforts.

On June 23, 2021, the City Commission adopted Resolution No. 2021-31743 approving Amendment No. 3 to the Agreement, said Amendment authorizing the implementation of a one (1)-year pilot program consisting of the deployment of 100 docked electric-assisted bicycles in designated areas throughout the City as part of the Program. The implementation of the pilot program was delayed due to the COVID-19 pandemic.

As the Agreement was set to expire on September 30, 2023, on May 17, 2023, the City Commission adopted Resolution No. 2023-32905, approving Amendment No. 4 to the

Agreement, said Amendment extending the Agreement on a month-to-month basis until such time as a new contract could be awarded pursuant to a competitive solicitation process.

At the September 22, 2023 Finance and Economic Resiliency Committee (“FERC” or “Committee”) meeting, during a discussion item related to the Agreement, Deco Bike requested a five (5)-year contract extension, citing financial success, benefits to the City, and the value of the Citibank sponsorship. The Committee proposed a change to the financial terms to include a minimum guarantee and a public benefit to provide residents an incentive to encourage residents’ participation in the Program. Deco Bike agreed to these terms, and the Committee recommended a five (5)-year extension to the Agreement, which would begin on January 1, 2025.

On October 18, 2023, the City Commission adopted Resolution No. 2023-32803 waiving, by 5/7ths vote, the formal competitive bidding requirements, and authorizing the Administration to negotiate and execute a new Concession Agreement with Deco Bike for a term of five (5) years, commencing on January 1, 2025 and expiring on December 31, 2029.

The new Concession Agreement includes a Public Benefits/City Contribution whereby Deco Bike has agreed to provide three (3) 30-minute free rides per month for Miami Beach residents who are not current customers of the Program, or one (1) free month for every twelve months of membership for established customers of the Program (“Monthly Incentive Program”) in order to incentivize use of bicycles as a transportation alternative. Deco Bike will cover the cost of the Monthly Incentive Program up to the total amount of \$35,000 per Contract Year and the City will cover the cost exceeding \$35,000. In addition to the established membership plans, in connection with this new Concession Agreement, Deco Bike has an ongoing City employee rental plan at \$99 annually offering unlimited 30-minute trips.

Deco Bike will continue to operate initially with 1,100 bicycles, of which 100 are docked electric-assisted bicycles; however, the City Manager has the authority to increase the number of docked electric-assisted bicycles to up to 200, thereby increasing the total number of bicycles in the fleet to up to 1,200. **Pursuant to the Concession Agreement, any increase in the fleet size beyond the 1,200 Program Bicycles would require an amendment to the Concession Agreement.**

At the December 11, 2024 City Commission meeting, at the request of Commissioner Kristen Rosen Gonzalez, the City Commission referred an agenda item (C4 Q) to the Public Safety and Neighborhood Quality of Life Committee (“PSNQLC”) to discuss expanding the current CitiBike program.

## **ANALYSIS**

Recently, at the request of Commissioner Kristen Rosen Gonzalez, the Administration worked with Deco Bike to install an additional Citi Bike station in Pride Park during Miami Beach Art Week 2024 (Station 180). This strategic placement was intended to increase the availability of bicycle docks and the fleet of bicycles in an area of high demand, creating more accessible and practical bicycle mobility options for people visiting or working in the Miami Beach Convention Center and other key points in the City Center area. This enhancement promoted both sustainable transportation and ease of access to/from the events and cultural/commercial destinations in the Convention Center area and beyond.

**As a result of this recent expansion, the Miami Beach Convention Center area currently includes a total of four (4) Citi Bike stations, ensuring ample cycling options for riders. Between November 30, 2024 and December 8, 2024, these four (4) stations alone registered a total of over 3,000 transactions (i.e. bicycle trips) originating at these stations, thereby highlighting the positive impact of this limited yet strategic expansion.** The following ridership statistics provide additional insight into the utilization of the four (4) bicycle stations in the immediate vicinity of the Miami Beach Convention Center during Miami Beach Art Week 2024:

<b>Convention Center Stations Transactions</b>				
<b>November 30 - December 8, 2024</b>				
<b>Day</b>	<b>Station 178 (17th St &amp; Convention Center Dr (City Hall))</b>	<b>Station 179 (19 St &amp; Convention Center Dr)</b>	<b>Station 180 (18 St &amp; Convention Center Dr – Pride Park)</b>	<b>Station 199 (Washington &amp; 21st Street)</b>
11/30/2024	21	33	2	17
12/1/2024	19	18	7	32
12/2/2024	30	53	19	19
12/3/2024	32	49	44	75
12/4/2024	69	69	52	101
12/5/2024	74	81	69	97
12/6/2024	191	155	216	132
12/7/2024	124	183	215	163
12/8/2024	146	161	163	148
<b>Total</b>	<b>706</b>	<b>802</b>	<b>787</b>	<b>784</b>

Given the high demand for bicycle mobility in the vicinity of the Miami Beach Convention Center, the newly added Citi Bike station in Pride Park will remain indefinitely. The Administration acknowledges the success of this limited expansion and remains open to continued discussions with Deco Bike regarding the potential additional expansion of the Program to areas such as Mid Beach (Faena District), Convention Center Drive, Ocean Drive, and other key destinations in the City where the current demand may be exceeding the available supply of Program Bicycles.

The potential expansion of the Program will be contingent upon several factors, including input from the PSNQLC, continued discussions between the Parking Department staff and Deco Bike to review the current utilization rates at all existing Citi Bike stations, evaluate supply versus demand by station, and identify the areas where unmet demand may exist in order to determine the appropriate scale of a Program expansion. Ultimately, approval from the City Manager and the City Commission will be required to amend the existing Concession Agreement with Deco Bike to allow for an expansion of the Program beyond the thresholds established in the Concession Agreement.

**FISCAL IMPACT STATEMENT**

TBD

**Does this Ordinance require a Business Impact Estimate?**  
 (FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

## **FINANCIAL INFORMATION**

N/A

## **CONCLUSION**

The Administration acknowledges the positive impact this Program has had on residents, visitors, and workforce employees, providing a sustainable and accessible mobility option for the community, registering an average of approximately 1.2 million bicycle rides annually since the inception of the Program in 2011.

The recent limited yet strategic expansion of the Program, namely the installation of a new Citi Bike station in Pride Park, proved to be successful, yielding significant ridership gains in the area

The Parking Department staff remains committed to collaborating with Deco Bike to explore additional opportunities to expand the Program and increase the availability of Program Bicycles, including electric-assisted bicycles, as warranted throughout the City. The ongoing discussions with Deco Bike coupled with input from the PSNQLC will be crucial in determining the feasibility and next steps for a potential expansion of the Program, ensuring the Program continues to meet the evolving mobility needs of the diverse community.

## **Applicable Area**

Citywide

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

## **Department**

Parking

## **Sponsor(s)**

Commissioner Kristen Rosen Gonzalez

## **Co-sponsor(s)**

## **Condensed Title**

DISCUSS EXPANDING CITIBIKE PROGRAM. (GONZALEZ) PK

