

**Excerpt of Draft Minutes of Pedestrian/Bicycle/Motor Vehicle  
January 25, 2011 Meeting**

**Regarding: Legislative File #21106 – Resolution amending the 2011 Operating Budget by appropriating \$100,000 from the Contingent Reserve to the Parks Division and authorizing the Mayor and City Clerk to execute a three year agreement and lease with “B-cycle LLC.”**

**The motion to recommend to the Council to adopt passed by roll call vote:**

**Ayes: Paul Skidmore; Bryon Eagon; Charles Strawser; Robert Holloway; Susan De Vos; Aaron Crandall**

**Noes: Judy Compton; Ron Prince**

**Non-Voting: Robbie Webber (Chair), Maniaci (2<sup>nd</sup> alternate)**

Danielle Dejean, Director of Operations for B-cycle presented information on the proposed B-cycle program. Kevin Briski, City of Madison Parks Superintendent, and Ray Harmon, Mayor’s Office, were also in attendance.

There is a short timeline with the goal of having the installations completed by June 1st when the Congress for New Urbanism will be in Madison. There would be 35 stations installed and 350 bikes.

The process for the project includes:

1. Core Team: Parks, TE, Zoning and Planning, Attorney, Real Estate, Engineering  
Community: PBMVC, Bike Federation of Wisconsin, UW, DMI, Madison Convention and Visitors Bureau
2. Logistics/site visits
3. Identify stakeholders and process for each site
4. Consensus & prioritization
5. Committee approvals
6. Process review, submittals and approvals

The stations can be designed to fit the site with curved, two-sided, and one-sided options, and can be solar powered or AC-powered. The bikes are equipped with GPS tracking so users can view their routes and share with others. It also helps city planners to see what routes bicyclists most frequently and least frequently travel.

B-cycle will install and operate the equipment, with Trek donating the capital costs. The City would contribute \$100,000 per year for three years for a total of \$300,000 and Trek will profit share with the City of Madison if profits are made.

Compton asked if the City would be required to purchase easements for the placement of the stations. Dryer responded that the stations will be placed on the right-of-way or agreements will be made by Trek with property owners. Briski stated that the City will not be purchasing easements for the sites.

Holloway asked if the City would receive compensation for having the stations located in the right-of-way. Briski stated that each site will be looked at on a case by case basis, but the City would most likely not charge for use of the right of way.

Maniaci stated that she questions the use of City money to provide additional infrastructure to the downtown and central area of Madison which already has the best transportation infrastructure in the city. Maniaci stated that the State Street corridor area is already flooded with bicycles. Areas outside of the downtown area will not have access to the bike share program. Maniaci requested market data from the Denver B-cycle program.

De Vos stated support for the program and would like to see the stations placed in other areas of interest to visitors such as near Olbrich Gardens or the zoo.

Strawser stated that this program offers a different service than renting a bike. Bike rentals involve a more lengthy process with paperwork. Strawser stated that the University impounds hundreds of bicycles because people abandon them. Students often do not have anywhere to store their bike over the winter because it is prohibited to bring them into the dorms. The UW has looked at bike sharing options but they are expensive. This program could be beneficial in reducing the number of abandoned bicycles left at bike racks by offering another option for those who want access to a bike but do not have a place to store one or the means to maintain one. Strawser also believes people who drive downtown would use the bikes to get around on their lunch hour rather than using a motor vehicle. According to Deb Archer of the Greater Madison Convention and Visitors Bureau, 20% of visitors to Madison come here without a car. A bicycle sharing system, unlike the very limited bus service on weekends, would work very well for those visitors who come to Madison without a car and don't want to rent one.

Crandall added that bike sharing programs are an evaluation tool of the League of American Bicyclists.

Maniaci asked what the agreement will be after the first three years. Will the City get the option to purchase the system? Is the City's financial involvement done after three years? What would be the plan if the city wants to expand, and who would pay for the expansion? Dejean responded that future plans would be collaborative and have not been determined.

Webber asked about the minimum amount of space needed for the stations. Dejean responded that 15' x 10' for a single or 15' x 18' for a double sided station is the minimum amount of space needed. The stations must be installed on a hard surface and can be bolted or unbolted. Webber asked if Trek retains ownership of the physical infrastructure? Dejean responded yes, Trek retains ownership. Webber asked if Trek anticipates that the system will be self supporting after three years. Dejean stated yes. Webber asked who would pay for expansion if the City decided it wanted to expand and if Trek would pay for the physical infrastructure. Dejean responded that Trek will work with the City on any expansion issues.

Compton stated that she thinks it is a great program but has concerns about the involvement of a private company with public transportation.

Compton requested additional information be provided and that the following questions be addressed through a formal agreement before it returns to the Council.

- A copy of the terms of the three year contract that the City's commitment is limited to a maximum of \$100,000 per year.
- Contractual agreement for what happens if after three years the program is losing money and Trek decides to stop the program. Will the City be obligated to buy the product back from Trek to keep it in place?
- What is the long term operating and maintenance agreement?
- How many employees would have to be hired by the City and how much would it cost to maintain and operate the system if Trek decides to discontinue their involvement in the program after three years and the City becomes responsible for operating and maintaining the system?

A motion was made by Eagon seconded by Holloway, to recommend to Council to Adopt.

Eagon stated that the Board of Estimates approved a lease last night that requires no additional obligation to the City other than the maximum \$300,000 commitment. If the program is successful and makes a profit, the City would ultimately contribute less than the \$300,000 as a result of the received profit shares. Eagon stated that Trek is spending of \$3.5 million investing in the program and will not let it fail.

Maniaci would like to see this item referred to the February meeting. Maniaci expressed concerns about the impact on other bike shops and stated that Trek is getting a competitive advantage over other businesses. Maniaci stated that this program seems competitive rather than cooperative to other current public and private transportation options. Maniaci stated that she wants another meeting to discuss the transportation needs with the City and determine if this program will fulfill a transportation need. Maniaci stated that this agreement should not be rushed through the approval process to meet a deadline for an upcoming convention.

Prince stated that people can get around the downtown area easily and sees this project as an add-on rather than meeting a need.

Holloway stated that it could create a positive culture change. Placement of the stations is critical to determine usefulness for people.

Due to a meeting room scheduling conflict the meeting was required to adjourn prior to 7:30. Skidmore moved to call the question, seconded by Compton. The motion passed.

The motion to recommend to the Council to adopt passed by roll call vote:

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