


<b>F R O M</b>	<b>NAME &amp; TITLE</b>	Khalil A. Zaied, Director	<b>CITY of BALTIMORE</b>	<b>MEMO</b>	
	<b>AGENCY NAME &amp; ADDRESS</b>	Department of Transportation 417 East Fayette Street, Room 527			
	<b>SUBJECT</b>	City Council Bill 12-0008			

**TO**

The Honorable President and Members  
of the City Council  
c/o Karen Randle  
Room 400 City Hall

January 26, 2012

I am herein reporting on City Council Bill #12-0008. The purpose of this bill to allow advertising signs on bike-sharing stations; define and redefine certain terms; allow bike-sharing stations in required yards; and generally relate to bike-sharing stations.

The Department of Transportation (DOT) proposed that the Administration request introduction of this City Council bill to amend the City Code to allow a bike-sharing contractor to the City to provide regulated advertising on its bike-sharing stations.

Bike-sharing is the practice of providing bicycles for public use on a short-term basis acting as a "last mile" transit mode. The City Administration seeks to bring a similar system to operate within the existing transportation system. The Administration issued a Request for Proposals for Bicycle Sharing System (RFP), Solicitation Number B5001663, which was due on November 10, 2010. The RFP requested that bid offerors outline a plan to implement and operate a bike sharing system with a capacity for a fleet of 250 bicycles and 15 to 25 stations throughout (but not limited to) Camden Yards to Highlandtown from west to east, and Federal Hill to Charles Village from south to north. The initial phase of the bike-sharing network will focus on transit connectivity and downtown destinations to provide a transportation option while reducing traffic congestion. The Administration received two bids in response to the RFP. Since then, DOT has negotiated an agreement with the winning offeror.

The RFP specifies that the selected vendor will be responsible for all expenses related to the program. These may include: installation of the bicycle rental stations and all related equipment, daily operations such as relocating bicycles, bicycle maintenance and repair, program management and administration, marketing and promotions, and software system development and maintenance.

To allow the vendor to generate revenue to pay for these expenses, DOT would like to permit the vendor to place regulated advertising on its bike-sharing stations, much like bus shelters in Baltimore may contain advertising. Under the bill, these advertisements would have to comport with the design of the station, which requires approval from the Planning Commission. The advertisements would be subject to the minor privilege permitting process. They could not be larger than 25 square feet on one side or advertise alcoholic beverages or tobacco products.

DOT supports this bill and respectfully requests a favorable report.

Respectfully,

  
Khalil A. Zaied  
Director

KAZ/BZ

Cc: Ms. Angela C. Gibson  
Mr. Jamie Kendrick  
Mr. Frank Murphy

