



CITY OF PHILADELPHIA

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RINA CUTLER
Deputy Mayor for Transportation and Utilities

February 19, 2010

Alex Doty
Executive Director
Bicycle Coalition of Greater Philadelphia
1500 Walnut Street, Suite 1107

Dear Alex,

I am writing to thank the Bicycle Coalition of Greater Philadelphia for managing the Philadelphia Bike Share Concept Report. The City supported this study to advance the Mayor's sustainability agenda and expand mobility choices for Philadelphians. I also wanted to share with you and your members my thoughts on the report and its findings.

The report represents the most complete work to date assessing the feasibility of a public share program for Philadelphia. The finding that a market for the program exists merits continued work by the City and our partners to advance the concept. The report brings to light key challenges to implementing bike share in Philadelphia including:

- a multi-million dollar price tag,
- considerable upgrades to the bicycling infrastructure and
- dramatic improvements in the on-street behavior of motorists, cyclists and pedestrians and
- resolution of liability issues.

This year Minneapolis and Boston will launch bike share programs and Washington DC is planning for a considerable expansion. The City will watch these programs closely to learn about how other cities are overcoming similar challenges.

The Mayor's Office of Transportation and Utilities looks forward to working with the Bicycle Coalition and other partners to secure resources for program funding, infrastructure investments, and education programs. My office will take steps this spring and summer to advance the potential of bikeshare in Philadelphia. We will work with:

- the Streets Department and Planning Commission staff to identify opportunities for new bike lanes in Center City,
- the Law Department to develop a strategy to address liability issues, and

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- PennDOT to address bicycle and pedestrian safety in Center City.

As the City prepares to release an RFP for transit shelters and other pieces of street furniture, my office has been asked about the inclusion of bike share in a street furniture program. The study supports the view that in North America the implementation of bike sharing by street furniture vendors is not considered a best practice. Minneapolis, Boston, Montreal and Denver have all selected other models for implementation. Washington DC and San Francisco began with a street furniture model for the capital investment and operation. Late last year, San Francisco terminated the bike sharing option in its street furniture contract and Washington DC is seeking to do the same with its expansion. Bike sharing represents a new public service in and it is important to secure a vendor to operate the system that is primarily motivated by assuring a successful program.

Thank you again for your work managing this report and for all that the Bicycle Coalition does to advance transportation options in Philadelphia and the region.

Regards,

A handwritten signature in black ink, appearing to read "Rina Cutler". The signature is fluid and cursive, with a long horizontal stroke at the beginning.

Rina Cutler
Deputy Mayor, Transportation and Utilities