



MIAMIBEACH

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PRESS RELEASE

FOR IMMEDIATE RELEASE
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Miami Beach Rolls Out Most Comprehensive Bicycle-Sharing Program in U.S.

-- DecoBike is a Citywide & Green Alternative Transportation System --

Miami Beach, FL -- Self-service, bicycle-sharing programs are revolutionizing the way people commute within cities in Europe and North America. Now, it is a reality in Miami Beach. DecoBike will be the most comprehensive, year-round bike-sharing program in the United States with 115 solar-powered bicycle stations and approximately 1,000 bicycles within 7.1 square miles citywide.

The bicycle-sharing program intends to reduce traffic congestion; improve air quality; encourage quieter and livable streets; and improve health through exercise. The bike system will integrate with other alternative modes of transportation such as transit and coordinate with various parking facilities.

"The program will hopefully replace those short trips normally made by car," said Miami Beach City Manager Jorge M. Gonzalez. "This isn't just a new attraction; this is a citywide transit system."

A citywide network of automated bicycle sharing and rental stations will allow commuters to check out a bike from any station and return to any station when done 24/7. The completion of phase I in early March 2011 includes 50 bike stations and 500 self-rent bikes throughout the South Beach and Middle Beach districts. When phase II is completed this summer, stations will be located from South Pointe Park to 85 Street. All locations are at or near all major commercial and retail centers, points of interest, parks, visitor destinations and major roads.

A membership card or credit card provides access to the program. Rates vary from hourly to day- and multiple-day passes and a \$15 monthly beach pass gives frequent riders a discounted advantage including unlimited rides.

To help users locate stations, docking spaces and available bikes in real time, iPhone and Blackberry customers can download a DecoBike app.

DecoBike was awarded a five-year, revenue-sharing concession agreement in 2009, as part of a competitive bidding process that began with the issuance of a request for proposal in 2008. DecoBike manages and operates the city's self-service bicycle rental program.

The City of Miami Beach receives shared revenues with DecoBike: 25% of advertising revenues; 12% on gross revenues from \$1 to \$2,999,999; and 15% on gross revenues over \$3 million. There is a grace period on the first \$1 million of gross revenues during first contract year.

For more information on the Miami Beach program, contact Miami Beach Parking Director Saul Frances at 305.673.7505. Operational information is available at www.decobike.com or 723 Washington Avenue, Miami Beach, 305.532.9494.

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BIKE SHARING PROGRAMS
U.S. COMPARISONS *(at full build-out)*

Miami Beach, Florida Bike Program

City size/area: 7 square miles
of stations: 100+
of stations per square mile: 14.3
Residents: 88,000
Bike Fleet: 1,000
Bikes per resident: 1:88

Washington, DC Bike Program

City size/area: 68 square miles
of stations: 114
of stations per square mile: 1.7
Residents: 600,000
Bike Fleet: 1,100
Bikes per resident: 1:545

Denver, Colorado Bike Program

City size/area: 150 square miles
of stations: 50
of stations per square mile: 0.33
Residents: 600,000
Bike Fleet: 500
Bikes per resident: 1:1,200

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