



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

14-0791

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: September 3, 2014

TITLE: Motion authorizing the use of the City Seal by the Bicycle Action
Committee for fundraising for City Bike enhancements

Recommendation

It is recommended that the City Commission delegate to the City Manager authority to approve the use of the City Seal by the Bicycle Action Committee (BAC) on bike gear for the purposes of fundraising to improve bicycle related facilities and education in the City of Fort Lauderdale. Agreement is subject to review and approval by the City Attorney.

Background

The BAC was formed in 2008 as a means to assist cities in moving forward to become more bicycle-friendly. The BAC, is a 501c3 not for profit organization made up of business owners, city representatives and cyclists, and has previously partnered with Miami, Coral Gables, Pinecrest, Miami Beach and South Miami by utilizing the cities' logos on cycling outfits and then selling them to cyclers to raise money for bicycling initiatives in each of the cities.

The spandex-style outfits range in cost from \$75 to \$200. Company logos are placed on the outfit as they would appear on a racecar driver's uniform with the logo placement cost varying depending on donation (Exhibit 1). The City Seal (Exhibit 3) is located in the center prominent over the other company logos to clearly identify that they are Fort Lauderdale outfits.

If approved, the City would enter into an agreement with the BAC which includes the provisions of the fundraising and is valid for a one-year term. A sample draft agreement is included in Exhibit 2.

BAC receives donations to pay for the outfits upfront, which are then sold and the proceeds donated to the City to be used towards improving bicycle facilities and safety through things such as the purchase of bike racks and educational campaigns. As an example, the City of Miami sponsored the first BAC campaign where 100 biking outfits

were sold with the city seal and the proceeds went to support the mountain biking trail on Virginia Key.

Resource Impact

The City will not be responsible for providing funding towards the bicycle gear production. The Bicycle Action Committee will raise funds from the private sector to purchase the initial 100 bike gear kits by selling sponsor logo spots on the gear. The proceeds raised from the sale of each bike gear outfit are given to the City. If all bike gear kits are sold, in past experiences the fundraiser has been able to raise \$15,000.

Strategic Connection

This item is a *Press Play Fort Lauderdale Strategic Plan 2018 Initiative*, included within the **Infrastructure Cylinder of Excellence**, specifically advancing:

Goal 1: Be a pedestrian friendly, multi-modal city.

Objective 1: Improve transportation options and reduce congestion by working with agency partners.

Objective 2: Integrate transportation land use and planning to create a walkable and bikeable community.

Initiative 4: Develop bike amenities.

Initiative 6: Develop and implement the Connectivity Master Plan to improve accessibility.

Objective 3: Improve pedestrian, bicyclist, and vehicular safety.

Initiative 1: Implement traffic calming mechanisms to increase safety through environmental design.

This item helps advance the *Fast Forward Fort Lauderdale* vision of **Being Connected**, where neighbors can move seamlessly and easily through a safe transportation system where the pedestrian is first.

Attachments:

EX 1 Examples of Cycling Gear

EX 2 Draft Term

EX 3 City Seal for use on Cycling Gear

Prepared by: Karen Mendrala, Principal Planner

Department Director: Diana Alarcon, Transportation and Mobility