



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

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June 21, 2018

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Authorize the Director of Parks, Recreation and Marine to execute a Right of Entry Permit and any other documents necessary with the Pedal Movement, a California LLC, for installation of a CycleLink Mobility Hub at 14th Street Park and Willow Springs Park. (Districts 1 & 7)

DISCUSSION

Pedal Movement is a bicycle services and transportation demand management provider filling the gap between retail, non-profit, and government efforts. Pedal Movement encourages people to use active transportation by providing support programs and services to make that decision as safe, healthy, and sustainable as possible. Currently Pedal Movement operates the City's Bikestation in Downtown Long Beach and the Long Beach Bike-Share program, as well as providing various bicycle services for city-wide events, such as Grand Prix and Beach Streets.

Pedal Movement has begun a program called CycleLink, designed to create a network of Mobility Hubs throughout Long Beach that connect communities to resources and services promoting active transportation. These Hubs provide safety and maintenance education programs, repair services and community space for rides and meetups. The CycleLink units are constructed from modified shipping containers, and can be placed in a variety of open spaces, where activation is needed most.

Pedal Movement partnered with the Department of Parks, Recreation & Marine (Department) to identify Long Beach parks where a Mobility Hub could be placed to: activate the park; provide services to the local community; provide a positive presence in the park; and further encourage a healthy and active lifestyle. Multiple parks were evaluated and 14th Street Park and Willow Springs Park were identified as opportunity sites for a Mobility Hub. Pedal Movement is proposing a partnership where they plan to utilize the following space in 14th Street Park and Willow Springs Park in exchange for providing a series of community benefit programming and services to the community:

- 14th Street Park: 320 square feet at 14th Street and Pine Avenue; and
- Willow Springs Park: 10,000 square feet at the northwest corner of the Park at the corner of California and Spring Streets.

"We create community and enhance the quality of life through people, places, programs and partnerships"

Given the need for activation at the Willow Springs Park location, Pedal Movement is also proposing to co-locate a warehouse operation for the City's Bike Share Program to supplement the Mobility Hub. The warehouse operation, where Bike Share bikes are stored, repaired, reprogrammed and deployed, is funded by Pedal Movement's operating budget and has a goal to recycle 50 bikes per year. This partnership supports the City's approved Mobility Element and Bike Master Plan, City Livability goals, and aligns with the Department's goal of partnering with groups to activate parks for community benefit.

Parks and Recreation Commission (Commission) approval is requested to authorize the Department Director to issue a Right of Entry Permit (ROE) to Pedal Movement. The proposed ROE would include the following terms to outline the partnership and community benefit:

- Term: Three years, July 1, 2018 through June 30, 2021, with three, three-year renewal options at the discretion of the Department Director. Either party may terminate the agreement with 60 days written notice.
- Location: 320 square feet within 14th Street Park, at 14th Street and Pine Avenue, identified by the Department (Attachment 1) and 10,000 square feet within Willow Springs Park, at California and Springs Streets, identified by the Department (Attachment 2).
- CycleLink Operations: Pedal Movement shall provide between one to three staff members between three to five days a week, at two to six hours a day, dependent on community need, at 14th Street and Willow Springs Park for Pedal Movement programs. A set program schedule will be established once the Mobility Hub is in place, and is based on a minimum of 500 hours of programming a year.
- Warehouse Operations: Pedal Movement shall provide between one to five staff members between three to seven days a week, 8am – 8pm, for warehouse operations.
- CycleLink Programming: The Mobility Hub will provide the following services and programs, consistent with recreational use: mobility education classes, group bike rides, a city bike share station, bike recycle center and bike repair shop conducted by Pedal Movement staff (Attachment 3).
- Advertisement: Pedal Movement shall work with the Department to promote classes and programs available at the 14th Street Park Mobility Hub, including but not limited to, program flyers, RecConnect classes, and promotion on the Department's social media.
- Site Maintenance: Pedal Movement shall maintain their occupied site, provide trash pick-up in and around the site, and will report vandalism and other issues through the GoLongBeach app.
- Site Improvements/Utilities: Pedal Movement shall be responsible for the cost of any needed tenant improvements, including lighting and security, associated with the Mobility Hub. Pedal Movement shall provide one Mobility Hub container each at 14th Street Park and Willow Springs Park, as well as portable restrooms and three warehouse containers at Willow Springs Park.

MEMBERS OF THE PARKS AND RECREATION COMMISSION

June 21, 2018

Page 3 of 3

- Community Benefit: Pedal Movement proposes a total value of \$589,630 over the three-year term (\$196,544 annual average value) at 14th Street Park, including tenant improvements, on-site staff, participant training, site maintenance and activation. Pedal Movement also proposes a total value of \$851,530 over the three-year term (\$283,844 annual average value) at Willow Springs Park, including tenant improvements, on-site staff, participant training, warehouse operations, bike recycling, site maintenance and activation.
- Insurance: Pedal Movement will maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.

FISCAL IMPACT

There is no Fiscal Impact from the recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully Submitted,



STEPHEN P. SCOTT
DEPUTY DIRECTOR
BUSINESS OPERATIONS BUREAU

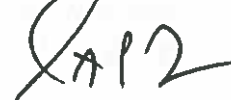


HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS BUREAU



GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES

APPROVED:

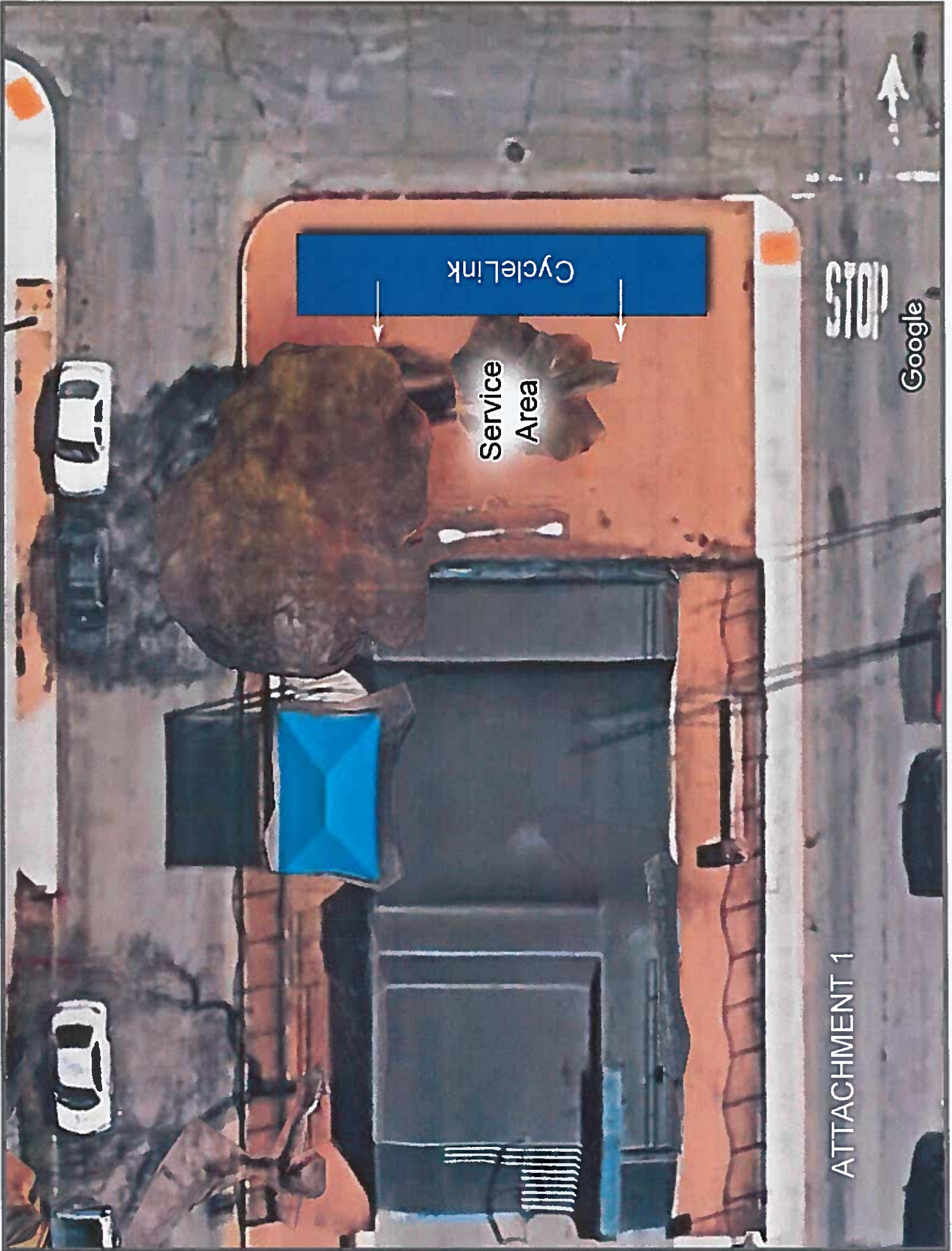


GERARDO MOUET
DIRECTOR

for

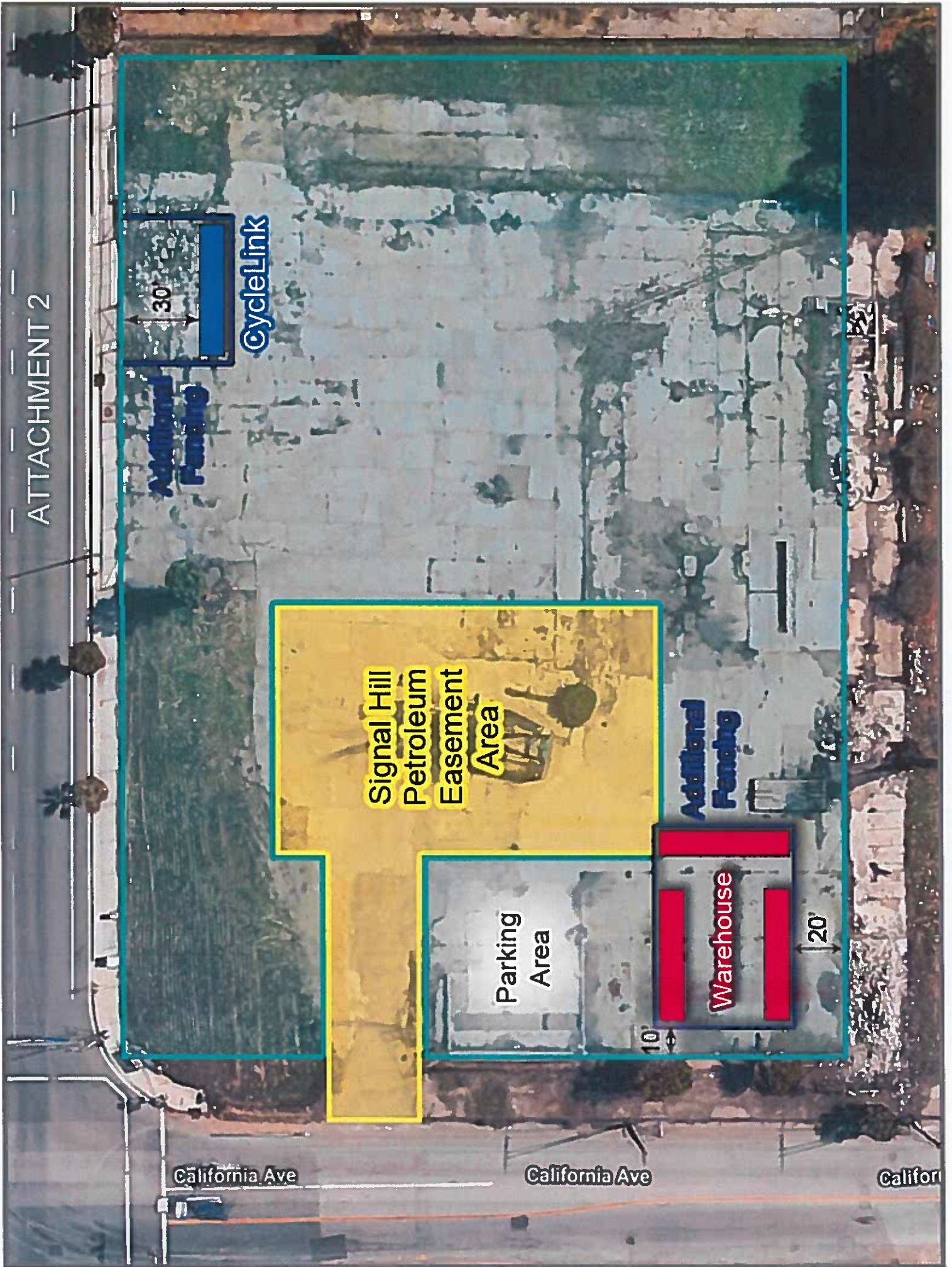
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ATT: 1 – Proposed CycleLink Mobility Hub location within 14th Street Park
2 – Proposed CycleLink Mobility Hub location within Willow Springs Park
3 – Proposed CycleLink Programming



ATTACHMENT 1

ATTACHMENT 2



ATTACHMENT 3



Pedal Movement LLC
223 East 1st Street
Long Beach, CA 90802
Office: (562)283-4441
info@pedal-movement.com

CycleLink Program Outline

Intro

The CycleLink Program is designed to support the growing mobility infrastructure and create a network of mobility hubs throughout Long Beach and beyond. A CycleLink unit can be placed anywhere in the city and be operation with 60 days, providing resources and services to the community. Each unit serves as a “hub” promoting active transportation, sustainability, and wellness. The units are made from modified shipping containers, making them cost-effective, mobile and sustainable.

“A CycleLink unit can be placed anywhere and be operational within 60 days...”

Services

Provides a storage space and base of operations, for the deployment of resources required to deliver services to a localized area.

A single CycleLink unit provides:

- Bike Repair Shop
 - New parts, safety and comfort items (lights, locks, etc.)
 - Regular & DIY maintenance (low cost repairs & education)
- Bike Recycle Center
 - Low cost used parts
 - Community Sustainability and Reuse
- Programming Venue
 - Events, Group Rides, Meetings
 - Outreach Opportunities for Sponsors & Partners
- Mobility Education space
 - Workshops
 - Seminars
- City Bike-Share station*
 - Equity & Accessibility

*The City of Long Beach has agreed to install Bike Share Stations at all future CycleLink locations



CycleLink units are not publicly accessible, only designated staff enter the units
All program activities occur adjacent the units in designated workspaces

Programming

Shop: 1-2 staff, walk-up clientele, hourly

- Minor repairs
- DIY repairs : tool check-out & guidance
- Low-cost parts
- Donation bike collection point
- Safety & comfort accessories

Class: 1-2 staff, 5-20 participants, 2-4 hours

- Educational workshop, seminar and/or demonstration
- Focused on active transportation, safety, bike cycle maintenance, multi-modal traffic safety
- Monthly schedule to build regular clientele
- Promoted in the Parks & Rec schedule

Ride: 1-2 staff, 10-30 participants, 1-2 hours

- Regular scheduled event with set route
- Inclusive ride with staffed safety marshals
- Encourages increased riding and safety

Event: 2-5 staff, open participation, 2-6 hours

- Engagement opportunity for partner groups
- Free activities, information & resources
- e.g. LB Transit, Port of LB, Molina Healthcare, etc.

Standard operation hours

CycleLink Hours of Operation will vary greatly depending on location and demonstrated community needs.

A sample CycleLink monthly schedule might include:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Shop: 11a-3p			Shop: 1p-5p		Shop: 9a-1p	Event: 10a-4p
Shop: 11a-3p			Shop: 1p-5p		Shop: 9a-1p	
Shop: 11a-3p			Shop: 1p-5p		Shop: 9a-1p	Class: 1p-4p
Shop: 11a-3p	Ride: 3p-5p		Shop: 1p-5p		Shop: 9a-1p	

Outcomes:

Once fully operational each CycleLink location can produce annually:

- 500 Hours of Shop services
- 12 Safety & Maintenance Classes
- 12 Group Bike Rides
- 4 Community Engagement Events