



# **BIKE-SHARE PROGRAM PROGRESS REPORT #1**

(From 9/8/25 to 9/18/25)

**City of Hallandale Beach  
Transportation and Mobility Department**

**September 18, 2025**



## BIKE-SHARE PROGRAM PROGRESS REPORT

### Vendor Engagement and Actions Taken

Between September 8 and September 18, 2025, the Transportation and Mobility (TAM) staff has been contacting multiple bike-share vendors to evaluate the feasibility of implementing a program in the City of Hallandale Beach. Communication was established with both local and national providers to introduce the City's interest and begin discussions on potential partnership opportunities.

#### Contacted vendors:

Vendor	Overall Status	Vendors Website
<b>Citi Bike Miami</b> (DecoBike)	Preliminary scope provided; cost details and further communication pending	<a href="https://citibikemiami.com">https://citibikemiami.com</a>
<b>BCycle</b> (Broward, Aventura)	Leaving South Florida; not a viable partner	<a href="https://www.bcycle.com">https://www.bcycle.com</a>
<b>Bird</b>	Discussion scheduled for September 22, 2025; proposal requested	<a href="https://www.bird.co">https://www.bird.co</a>
<b>Republic Bike</b>	Equipment provider only; no bike-share system operations	<a href="http://www.republicbike.com">http://www.republicbike.com</a>
<b>Lime</b>	Contacted (09/15/2025), awaiting response	<a href="https://www.li.me">https://www.li.me</a>
<b>Hopr</b>	Contacted (09/15/2025), awaiting response	<a href="https://gohopr.com">https://gohopr.com</a>
<b>Spin</b>	Contacted (09/15/2025), awaiting response	<a href="https://www.spin.app">https://www.spin.app</a>
<b>Tandem Mobility</b>	Contacted (09/15/2025), awaiting response	<a href="https://www.tandem-mobility.com">https://www.tandem-mobility.com</a>
<b>Bluebikes</b>	Contacted (09/15/2025), awaiting response	<a href="https://bluebikes.com">https://bluebikes.com</a>



### Information Requested from Vendors:

- Types of fleets available (pedal bikes, e-bikes, or both)
- Pricing models and any associated costs for the city
- Revenue-sharing or sponsorship opportunities
- Options for pilot programs

### Vendor Updates:

- Citi Bike Miami (DecoBike): Colby Reese from Citi Bike Miami has provided a preliminary scope of services outlining its operational model and potential deployment options. Additional details, including cost estimates and partnership structure, remain pending and will be requested.
- Broward BCycle: Jeff Torkelson, General Manager of Broward BCycle, confirmed that the company is leaving South Florida and will remove all equipment from Broward County. Therefore, this vendor is less likely to partner with the City of Hallandale Beach for a bike-share program.
- Bird: TAM staff will have a discussion with Bruno Lopes, a representative from Bird, on September 22, 2025. Bird has confirmed that the company only offers electric bicycles and does not provide pedal bicycles. Staff has requested that Bird submit a proposal and include supporting documentation of bike-share systems currently operating in cities comparable to Hallandale Beach.
- Republic Bike: this vendor indicated that it is an equipment provider only and does not operate bike-share programs. However, TAM staff will assess whether an equipment-only solution aligns with the City's objectives.
- Other Vendors (Lime, Hopr, Spin, Tandem Mobility, Bluebikes): Initial contact has been made with these vendors, and responses are currently pending. TAM staff will continue to follow up to obtain proposals and additional information.

## **Regional Coordination and Updates**

BCycle was operating the City of Aventura's bike-share program; however, on September 17, 2025, staff was informed that the company is leaving South Florida and will no longer manage the system, but the bikes and related equipment will remain in place, as these are fully owned by the City of Aventura.

However, to explore opportunities for regional collaboration, TAM staff will directly contact the City of Aventura, Dania Beach, and Sunny Isles Beach to evaluate potential partnerships and develop a coordinated bike-share network along the eastern corridor.



## Funding and Branding Opportunities

Transportation and Mobility staff continues researching available grant programs, public-private partnerships, and sponsorship models to support program implementation and branding opportunities.

## Financial Feasibility Consideration

Based on preliminary industry feedback, some of the contacted vendors have indicated that low ridership and limited revenue present challenges for a fully vendor-funded model. This is consistent with Broward BCycle's decision to leave the South Florida market and remove all equipment from Broward County. However, the Transportation and Mobility staff will continue to explore all options, including potential funding strategies, to determine if a sustainable model can be achieved.

## Next Steps

- ✓ **Discussion with Bird:** On September 22, 2025, TAM staff will have a conversation with Bird to review and discuss its proposal and supporting documentation, including examples of successful programs in comparable cities.
- ✓ **Follow up with Citi Bike Miami:** Citi Bike Miami has already provided a preliminary scope of services. The Transportation and Mobility staff will request additional details, including cost estimates, partnership structures, and operational requirements.
- ✓ **Engage Other Vendors:** Staff will continue outreach to Lime, Hopr, Spin, Tandem Mobility, and Bluebikes to obtain proposals. These proposals should include fleet options (pedal bikes, e-bikes, or both), pricing models, revenue-sharing opportunities, and pilot program structures. TAM staff will also request case studies or references from similar cities to Hallandale Beach to assess vendor experience and reliability.
- ✓ **Regional Coordination:** Staff will contact City of Aventura, Dania Beach, and Sunny Isles Beach regarding potential interest in adopting a bike-share program and regional coordination and connectivity.
- ✓ **Identify Funding and Sponsorship Opportunities:** The Transportation and Mobility staff will continue researching and pursuing potential funding sources, including grants, sponsorships, and revenue-sharing models, to support the bike-share program implementation and ensure long-term sustainability.



- ✓ **Evaluate Feasibility and Develop Recommendations:** Staff will compare all vendor proposals, pricing models, and operational frameworks to identify the most cost-effective and sustainable solution.
- ✓ **Maintain Transparency and Reporting:** TAM staff will continue providing progress reports summarizing vendor responses, regional coordination efforts, and key findings.