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COUNCIL OF THE CITY OF PHILADELPHIA

3

JOINT COMMITTEES ON THE ENVIRONMENT AND

4

TRANSPORTATION AND PUBLIC UTILITIES

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Room 400, City Hall
Philadelphia, Pennsylvania
Wednesday, April 30, 2008
1:55 p.m.

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PRESENT:

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COUNCILMAN JAMES F. KENNEY, CHAIR

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COUNCILMAN CURTIS JONES, JR.

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COUNCILMAN DARRELL L. CLARKE

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COUNCILMAN FRANK DiCICCO

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COUNCILMAN WILLIAM GREENLEE

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COUNCILMAN JACK KELLY

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COUNCILMAN BRIAN J. O'NEILL

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COUNCILWOMAN BLONDELL REYNOLDS BROWN

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COUNCILMAN FRANK RIZZO

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RESOLUTION 080055 - Resolution authorizing
City Council's Committees on the Environment
and on Transportation and Public Utilities to
hold joint public hearings to investigate the
steps the City of Philadelphia and its various
Departments are currently taking and are
planning to take to investigate the creation
of a Public Use Bicycle Program as an
additional method of urban transportation...

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Eleven Penn Center
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COUNCILMAN KENNEY: Good

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afternoon. Shortly is now.

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This is a Joint Committee on the Environment and Transportation to hear testimony on Resolution No. 080055, which is a resolution authorizing City Council's Committee on the Environment and on Transportation and Public Utilities to hold joint public hearings to investigate the steps the City of Philadelphia and its various Departments are currently taking and are planning to take to investigate the creation of a Public Use Bicycle Program as an additional method of urban transportation to enhance the personal mobility of Philadelphia residents and workers.

We have four panels today, and the first panel is representing the Administration, which is Dr. Schwarz and Rina Cutler, who are not here.

We'll move on to Panel 2. In the event that they come in, we'll be able to schedule them.

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2 The second panel is Clayton
3 Lane, Tanya Seaman, PhillyCarShare; Alex
4 Doty, Bicycle Coalition of Philadelphia;
5 State Representative Josephs; and Michael
6 McGettigan.

7 (Witnesses approached witness
8 table.)

9 COUNCILMAN KENNEY: The Chair
10 recognizes Councilmember Blondell
11 Reynolds Brown.

12 COUNCILWOMAN BROWN: Thank you,
13 Mr. Chairman. I simply want to say thank
14 you to everyone who is here this
15 afternoon as this Committee continues to
16 work towards growing a more sustainable
17 city and, where opportunities permit, a
18 green economy.

19 We are currently not one of 60
20 cities around the world that have a
21 Public Use Bicycle Program, but the
22 expectation is once we've heard from you,
23 the experts, we will look on this end to
24 submit recommendations as to how our city
25 can move towards that goal.

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2 So thank you again for your
3 anticipated testimony.

4 Thank you, Mr. Chairman.

5 COUNCILMAN KENNEY: Thank you
6 very much.

7 Please identify yourself for
8 the record and proceed with your
9 testimony.

10 REPRESENTATIVE JOSEPHS: Thank
11 you, Mr. Chairman. I'm Babette Josephs.
12 I'm the State Representative from the
13 182nd, where we are all sitting and where
14 you, ladies and gentlemen, come to work
15 every day. So thank you for having me.
16 I appreciate it, Chairman Kenney and lady
17 and gentlemen.

18 I'm here because I am here
19 today to tell you of my support for
20 developing a bike-sharing -- does
21 somebody want to come up?

22 COUNCILMAN KENNEY: I was just
23 getting Rina Cutler's attention to bring
24 her up. You can proceed.

25 REPRESENTATIVE JOSEPHS: --

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2 (continued) a bike-sharing program in the
3 City. Even though you know and you'll
4 hear today many of the positive aspects
5 of a Public Use Bike Program, I want to
6 talk to you about two particular issues
7 that concern me. One is improving the
8 safety for bicycle riders and pedestrian
9 and the other is improving air quality
10 and overall health for our citizens.
11 A lot of my constituents,
12 particularly retired people, are really
13 concerned about their safety on the
14 sidewalks vis-a-vis bike riders, and I
15 tell them all the time that this is a
16 real paradox, that counter-intuitively I
17 believe that the more bicycle riders we
18 have and the more bicycles we have, the
19 safer our sidewalks will become, and
20 that's because at the present level of
21 bike riding, it's just not a serious
22 enough problem to rise to the level of a
23 consistent and aggressive police
24 enforcement program, but if we had 10 or
25 20 or 30 times as many bicyclists out in

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2 the City, the police would have to take a
3 more aggressive approach to enforcing the
4 problem against bicycle riders on the
5 sidewalks.

6 But beyond that, I also believe
7 that it would not be very long that you,
8 ladies and gentlemen, and the city
9 planners would be looking to set aside
10 bike lanes and perhaps even downtown,
11 where it's so congested, setting aside
12 streets that would be reserved only for
13 people riding bicycles.

14 If we had 40,000 people on the
15 street riding bicycles, we certainly
16 would have to be thinking of planning in
17 that fashion, and I think that we would
18 then see people riding their bikes in the
19 streets because they wouldn't be
20 concerned about their own safety.

21 According to the Bicycle
22 Coalition, who you will hear from very
23 soon, of Greater Philadelphia, when we
24 double the number of bicycles on the
25 street, the crash risk for any one bike

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2 falls by 33 percent. And that makes some
3 sense, too, because motorists learn that
4 they have to avoid people on bikes, and
5 the police are aware and it becomes a
6 much more accepted mode of
7 transportation.

8 And a final word on safety, the
9 use of bicycle headlights and helmets
10 during the day or the night, which would
11 be required and very strongly encouraged
12 by any public-use bike program, would
13 certainly improve the safety of both
14 pedestrians and the riders.

15 As for improved air quality, I
16 don't have to tell you. You come
17 downtown every day. Even where any place
18 in the City, the air quality leaves a lot
19 to be desired. Our narrow streets are
20 full of noxious fumes. A lot of this has
21 to do, of course, with the cars, and I
22 believe actually that the public-use car
23 share that we have in the City and which
24 I have encouraged has really kept the
25 number of cars pretty -- I don't feel in

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2 Center City -- it's strange, even though
3 we've had something like maybe 10,000
4 more people move in over the last three
5 to seven years, I suppose, I don't feel
6 that we have so many more cars than we
7 had before they moved in, and I attribute
8 that to PhillyCarShare and car-sharing
9 programs.

10 But we still have a problem
11 with air pollution, and, of course, as we
12 encourage people to ride bikes instead of
13 driving their cars, we will see a
14 decrease, I believe, in both adult and
15 juvenile asthma and other very serious
16 respiratory ailments that are becoming an
17 epidemic in the City.

18 We also all know we have an
19 obesity epidemic. If you're riding a
20 bike, you're spending a lot more calories
21 than if you're sitting in a car. I
22 really do believe that if we could take
23 from people some of the problems and
24 fears about bike ownership, the initial
25 investment, worrying about whether it's

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2 going to be stolen, where are you going
3 to put it, how are you going to keep it
4 out of the rain, what's going to happen
5 when you need to fix it, if we could take
6 all of that away from people and give
7 them the opportunity for a public-use
8 bike, that more and more people -- I
9 would be encouraged to ride a bike and I
10 think that most of my constituents, many
11 of my constituents, would also. The
12 exercise would be excellent for them.

13 So according to, again, the
14 Bicycle Coalition, biking in Philadelphia
15 increased 25 percent between 2005 and
16 2006. That's a real message that
17 Philadelphians want to use bicycles, they
18 want to be bike riders. They understand
19 better than we do perhaps all of the
20 benefits, and so I am here to encourage
21 very much.

22 I am willing to -- my office, I
23 have some resources. I want to work with
24 City Council. I want to work with
25 whoever is putting this bike-share

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2 program together. I want to be a full
3 participant, as cooperative as I can. I
4 am here not only to testify but to say to
5 you please call on me if I can help. I
6 want to. I think this is a wonderful
7 program to transform our city.

8 Thank you very much.

9 COUNCILMAN KENNEY: Thank you
10 very much for your testimony.

11 By the way, I know enforcement
12 is an issue, but we do have an ordinance
13 on the books which prohibits cycling on
14 the sidewalk. The issue of enforcement,
15 whether the police have the time to do it
16 is one issue, and perhaps even an agency
17 like the Parking Authority may be more
18 appropriate, especially in downtown where
19 their presence is a lot heavier than
20 sometimes the police are. But we do
21 appreciate your testimony and coming in.

22 I'd like to ask Dr. Schwarz,
23 since I just saw him come in, if he could
24 come to the table.

25 And, Rina, could you please

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 2 identify yourself for the record and
 3 proceed.

4 State Representative, do you
 5 have a time issue?

6 REPRESENTATIVE JOSEPHS: I'm
 7 sorry?

8 COUNCILMAN KENNEY: Do you have
 9 a time issue, schedule?

10 REPRESENTATIVE JOSEPHS: No.

11 COUNCILMAN KENNEY: Do you want
 12 to hang around?

13 Are there any questions for --

14 REPRESENTATIVE JOSEPHS: Well,
 15 would you like other people to come
 16 forward and I'll --

17 COUNCILMAN KENNEY: If you got
 18 to get out of here, I want to know if
 19 anybody had any questions for you.

20 Councilman Rizzo.

21 COUNCILMAN RIZZO: I don't know
 22 whether I'm asking the question of the
 23 appropriate person or not. One of the
 24 concerns I have about riding bicycles is
 25 the fact that motorcycles recently, the

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2 Governor has voided or done away with the

3 head protection, rescinded -- thanks,

4 Jack -- rescinded the head protection.

5 Is there a law or anything on the books

6 that require bicyclists to wear head

7 protection? And one of the concerns that

8 I have is when I see parents riding

9 bicycles with infants in the back of the

10 bicycle. In the event that that bicycle

11 had an accident and the baby on the back

12 of the bike -- I mean, it just scares me

13 sometimes when I see that scenario, a mom

14 with an infant on the back of a bicycle.

15 But the question is the head

16 protection. Motorcycles, you don't

17 need -- I guess there's some requirement

18 somewhere at some age, but what's the

19 requirement on head protection on a bike?

20 REPRESENTATIVE JOSEPHS: For

21 people on bikes, folks under 12 are

22 required, and I would assume that's the

23 baby on the back, as well as a child who

24 could ride a bike him or herself. But,

25 again, I think if we have more bikes,

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2 this problem will take care of itself
3 better, because there will be -- I mean,
4 what Councilmember Kenney said, I know to
5 be the case. There is an ordinance. I
6 sort of didn't want to get into
7 criticizing the police for not enforcing
8 it, because the police are busy with
9 really serious, terrible crimes, and
10 maybe the Parking Authority idea is a
11 good idea. I haven't thought about that.

12 COUNCILMAN KENNEY: We also as
13 part of that ordinance, it's part of the
14 sidewalk behavior ordinance, it didn't
15 seem to stop the panhandling either. So
16 there's issues of enforcement in that
17 entire bill. I had an incident today on
18 Walnut Street, which was a lovely -- a
19 gentleman got arrested for threatening to
20 shoot me if I didn't give him money. But
21 he didn't. So thank you. I'm sorry.

22 REPRESENTATIVE JOSEPHS: Well,
23 I just think these problems will be taken
24 care of, even the baby on the back -- I
25 mean, I see babies on the back of their

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2 mothers, not on a bike, and their mothers
3 not -- this doesn't happen in
4 Philadelphia, of course, but their
5 mothers are climbing mountains or hiking
6 or something, and it makes me very
7 nervous. I mean, there's certain place
8 where government really probably can't
9 go. But I do believe that if we have
10 40,000 bikers regular on the street, that
11 some number of them will be parents with
12 babies, and that will be regularized.

13 COUNCILMAN RIZZO: Well, again,
14 not to belabor this, I think it's been
15 very -- I'm disappointed about the head
16 protection rule for motorcyclists.

17 REPRESENTATIVE JOSEPHS: Me,
18 too. I didn't vote for it.

19 COUNCILMAN RIZZO: I don't know
20 what regulations there are for bicycles,
21 if any. And, again, that scenario that I
22 described, bicyclist, infant on the back,
23 I close my eyes sometimes when I'm on
24 Kelly Drive and I see that scenario that
25 I just described.

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2 Is there a head protection
3 requirement for a bicycle?

4 COUNCILMAN KENNEY: Please
5 identify yourself for the record.

6 MR. DOTY: Alex Doty, Bicycle
7 Coalition of Greater Philadelphia.

8 The requirement is that if
9 you're age 12 or under, you're required
10 to have a helmet. That is the only
11 helmet requirement.

12 COUNCILMAN RIZZO: Is that a
13 state law?

14 MR. DOTY: That's a state law.

15 COUNCILMAN RIZZO: So the adult
16 does not require head protection, but the
17 infant that would be the passenger would?

18 MR. DOTY: Yeah. To tell you
19 the truth, I would have to get back to
20 you on the details about whether the
21 helmet is required for, say, a infant in
22 a trailer or an infant in a bike seat.
23 Certainly if the child is a rider, then
24 it's required, but that's a nuance of the
25 law that I actually don't know the answer

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 2 to.
 3 REPRESENTATIVE JOSEPHS: Nor do
 4 I.
 5 COUNCILMAN RIZZO: Thank you,
 6 Mr. Chairman.
 7 MR. DOTY: My infant does, I
 8 can tell you that much.
 9 COUNCILMAN KENNEY: Any other
 10 questions for the Representative?
 11 (No response.)
 12 COUNCILMAN KENNEY: Seeing
 13 none, thank you very much and
 14 congratulations on your renomination.
 15 REPRESENTATIVE JOSEPHS: Thank
 16 you.
 17 COUNCILMAN KENNEY: Ms. Cutler,
 18 could you please identify yourself?
 19 And, Doctor, come up.
 20 DEPUTY MAYOR CUTLER: For the
 21 record, Rina Cutler, Deputy Mayor for
 22 Transportation and Utilities.
 23 COUNCILMAN KENNEY: I'm sorry.
 24 Please proceed. Ignore us.
 25 DEPUTY MAYOR CUTLER: Never.

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2 Thank you for inviting me to
3 testify today on the Public Use Bicycle
4 Program. The Mayor's Office of
5 Transportation and Utilities is
6 supportive of increasing the use of
7 cycling within the City. A
8 cycling-friendly city is consistent with
9 the City's sustainability initiative and
10 aligns well with the Mayor's six results.
11 Cycling improves health through physical
12 activity, improves air quality through
13 reduced emissions, provides mobility
14 without creating vehicular congestion,
15 reduces the need to dedicate City space
16 to parking, reduces the consumption of
17 energy, and contributes to national
18 energy independence goals. The City is
19 taking steps to continue its support for
20 non-motorized modes. This includes the
21 hiring of the City's first Bicycle and
22 Pedestrian Coordinator effective July 1,
23 2008. In addition, the City Planning
24 Commission is about to embark on the
25 development of a Pedestrian and Bicycle

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2 Plan for the City, which will identify
3 policies and projects to continue to
4 enhance accommodations for cyclists and
5 pedestrians.

6 That said, my office is
7 supportive of a Public Use Bicycle
8 Program in concept. However, before we
9 can make a firm decision to support or
10 dedicate significant resources to such a
11 system, we do need additional information
12 on how the system will be structured, how
13 it will operate and what resource
14 commitment will be needed from the City
15 of Philadelphia.

16 Based on information that has
17 been presented to us to date, the primary
18 business model that is being discussed is
19 one that includes a bike-sharing program
20 within the street furniture contract.
21 Under this model, the provider of the
22 street furniture would include a
23 bike-sharing proposal as part of that
24 bid. Under most of the types of
25 agreements, all monies from the

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2 bike-sharing system go to the
3 concessionaire. This is true in Lyon,
4 France; Vienna, Austria; and Rennes,
5 France. In Paris, revenue generated from
6 the system goes to the city, minus a
7 processing fee of 12 percent.

8 In a second, a municipally
9 owned model, the entire system is owned
10 and operated by the city, and this is
11 true in Copenhagen, or leased by the city
12 at an approximate cost of \$2,000 to
13 \$2,500 per bike per year. That is the
14 model in Barcelona, Spain.

15 A third potential model is a
16 system that is owned and operated by a
17 non-profit. This model has yet to be
18 used on a citywide basis anywhere, but
19 would be worth exploring. This type of
20 model would be similar to how
21 PhillyCarShare is operated.

22 All business models require a
23 financial commitment on the part of the
24 City. Public space may be needed for the
25 bicycle docking stations. In many areas

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2 of the City, these stations would be too
3 large for placement on City sidewalks.
4 One possibility is that a limited number
5 of on-street automobile parking spaces
6 could be used for the bicycle stations.
7 We are currently considering a pilot
8 installation of bicycle racks in existing
9 on-street parking spaces in several
10 heavily bike-trafficked locations
11 throughout the City. These locations
12 have not yet been finalized. It is our
13 understanding that the space requirements
14 for the docking stations would be of
15 comparable size.

16 With regards to an appropriate
17 scale, several within the cycling
18 community have stated that they would
19 prefer to see an implementation with
20 thousands of bikes and hundreds of
21 docking stations. However, at this time,
22 because this is a fairly unproven program
23 within the U.S., we believe a
24 demonstration or a pilot program would be
25 a more prudent way to proceed. Recently,

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2 Washington, DC launched a demonstration
3 program called SmartBike DC. For those
4 of you interested, it is
5 www.smartbikedc.com, which consists of
6 120 SmartBikes and ten docking stations.
7 We will monitor this pilot to identify
8 lessons learned and to determine whether
9 this pilot has potential applicability in
10 Philadelphia.

11 As of now, there does not
12 appear to be a clear direction on the
13 target market for this system. Is it for
14 commuters, residents, employees,
15 tourists? How would user fees and
16 security deposits be structured and
17 managed? Understanding whether this
18 program would be for casual users or a
19 local subscription base would and should
20 influence how the program is structured
21 and operated. To ensure that the program
22 would be done well, we need to better
23 articulate the need that we are
24 attempting to meet.

25 One issue that we are currently

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2 struggling with is that many of the
3 advocates for this program believe that
4 the best business model is to incorporate
5 the program into a street furniture
6 contract. Our concern is that under the
7 street furniture model, the size, scale
8 and structure of the bike-sharing program
9 ultimately will hinge on the City
10 exchanging advertising space for these
11 goods or services. There is no free
12 lunch here. The more the City demands in
13 the street furniture contract, the more
14 advertising space we will need to permit.
15 This is a balancing act, and we are at
16 the moment unsure of how much of an
17 appetite the public may have for
18 additional street advertising or what
19 street furniture amenities might have to
20 be reduced or eliminated.

21 We are considering an
22 advertisement which will allow us to
23 gather some additional information from
24 potential vendors and to consider what
25 type of proposal might work in the City.

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2 In the next few months it is our
3 intention to have the new Bicycle and
4 Pedestrian Coordinator work with the
5 cycling community to assist in helping to
6 develop a business plan, including
7 objectives, markets, operating structure,
8 costs and revenues.

9 Thank you for your attention.

10 I will be happy to answer or obtain
11 answers to any questions you may have.

12 COUNCILMAN KENNEY: Thank you
13 very much.

14 Dr. Schwarz.

15 DR. SCHWARZ: Good afternoon,
16 Chairman Kenney, Chairman Jones, members
17 of the Committees. I am Donald Schwarz,
18 Deputy Mayor for Health and Opportunity,
19 and I'm here today as Health Commissioner
20 for the City of Philadelphia. Thank you
21 for the opportunity to present testimony
22 today on Resolution 080055 on the issue
23 of creating a Public Use Bicycle Program
24 within City government.

25 Within the Department of Public

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2 Health we feel strongly that public-use
3 bicycle programs have the potential to
4 improve public health. Public health
5 approaches to preventing chronic
6 conditions, such as childhood obesity and
7 cardiovascular disease, focus to a great
8 degree on increasing personal physical
9 activity and incorporating it into our
10 daily routines in the environments we use
11 most: schools, parks, recreation
12 centers, workplaces and neighborhoods.
13 Increasingly, the public health
14 researchers are recognizing the crucial
15 role that community design, land use and
16 transportation systems have on physical
17 activity levels. Communities with high
18 street connectivity and mixed land use
19 are best able to reduce reliance on
20 automobiles and encourage travel by
21 walking and biking. Wener and Evans
22 reported in the journal Environment and
23 Behavior that train commuters took an
24 average of 30 percent more walking steps
25 per day, walked for significantly more

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2 periods of ten minutes or greater, and
3 were more likely to walk 10,000 steps per
4 day than automobile commuters.

5 The evidence is clear that the
6 transportation mode can significantly
7 affect the amount of physical activity
8 commuters accumulate during the course of
9 a typical weekday, even without planned
10 or coordinated exercise programs.
11 Bicycle riding is high on the physical
12 activity list. Bike-sharing programs
13 have been implemented in cities around
14 the world, as documented by my colleague,
15 my esteemed colleague, if I may,
16 providing widespread opportunity to
17 encourage physical activity through bike
18 riding. To be successful, however,
19 bike-sharing programs must be implemented
20 in ways that minimize the risk of injury
21 and promote the public safety. They must
22 serve an appropriate range of communities
23 and districts and have the support of
24 local government, building managers,
25 employers, the driving public, as well as

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2 the bicycling public.

3 The Department's Division of
4 Chronic Disease Prevention currently
5 engages with other City agencies and
6 community stakeholders to help ensure
7 that any efforts to improve
8 Philadelphia's bikability take into
9 account critical public health and safety
10 issues.

11 We have provided input to the
12 City Planning Commission's Pedestrian and
13 Bicycle Plan RFP. The plan would help
14 prioritize improvements to strengthen
15 bicycle and pedestrian networks and
16 increase the number of people walking and
17 bicycling. Part of that plan includes
18 the formation of a Bicycle and Pedestrian
19 Advisory Task Force, which will include
20 the Department of Public Health. The
21 contractor selected to develop the plan
22 will solicit the views of a number of
23 stakeholders, including two convened by
24 the Department of Public Health, the
25 Healthy Environment Collaborative and the

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Philadelphia Urban Food and Fitness Alliance. The objective of the Healthy Environment Collaborative is to develop cross-sectoral collaboration to change policies, practices and attitudes that affect opportunities to improve health status and engage in physical activity. Partners on the Collaborative include representatives from public health, transportation, urban planning, architecture, law enforcement, parks, recreation, academia and other government entities. The Collaborative provides a mechanism and structure to formally merge activities that link planning and public health. In the past, the Healthy Environment Collaborative convened a Bicycle Issues Task Force, which identified a number of key issues that would make Philadelphia more bicycle friendly.

Funded under the W.K. Kellogg Foundation's Food and Fitness Initiative, the Philadelphia Urban Food and Fitness

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2 Alliance is developing a community action
3 plan to improve access to locally grown,
4 affordable fruits and vegetables, and
5 safe places for physical activity and
6 play. The Living Activity subcommittee
7 of that alliance is currently developing
8 a vision for how to facilitate active
9 living through community design, land use
10 and active transportation. After
11 assessing various policies and systems
12 change options to bring this vision to a
13 reality, the Alliance will incorporate
14 agreed-upon options in the Community
15 Action Plan. So far, discussions among
16 participants have included issues dealing
17 with bicycling in the City generally, as
18 well as bike-sharing programs
19 specifically. The Community Action Plan
20 is scheduled to be completed in November
21 of this year and there is the potential
22 for the Kellogg Foundation to fund its
23 implementation.

24 From a public health
25 perspective, the Department supports the

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2 So does anyone have any
3 questions, comments?

4 Councilwoman.

5 COUNCILWOMAN BROWN: Good
6 afternoon. I do want to thank the
7 Administration for the important
8 questions you've raised as to how we
9 proceed down this road and coming up with
10 a program that is, at the end of the day,
11 workable. We want to do something that
12 is reasonable.

13 I am curious to know at this
14 hour where are we with the RFP process,
15 the one that you referenced in your
16 testimony. At what stage are we with
17 that?

18 DR. SCHWARZ: The Commission's
19 RFP --

20 DEPUTY MAYOR CUTLER: Are you
21 talking about the Planning Commission's
22 RFP?

23 COUNCILWOMAN BROWN: Yes, yes,
24 yes.

25 COUNCILMAN JONES: If I could

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2 also join my colleague in asking on that
3 RFP, have we considered the fact that we
4 have an RFP for bus shelters coming up
5 and -- go ahead.

6 DEPUTY MAYOR CUTLER: Yes.
7 Those are two very separate issues.
8 There is an RFP, I believe, that has had
9 respondents in a selection -- a
10 consultant has been selected for the
11 bicycle pedestrian study. That's a very
12 different RFP than I believe you're
13 referencing, Councilman, relative to the
14 street furniture issue, which is
15 potentially everything from public
16 toilets to the issue of newsstands, the
17 issue of --

18 COUNCILWOMAN BROWN:
19 Advertising.

20 DEPUTY MAYOR CUTLER: --
21 advertising, all of that. So those are
22 separate.

23 COUNCILMAN JONES: I'm very
24 familiar with the fact that they are
25 separate. I'm questioning whether they

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2 should be, in considering possibilities
3 by way of bike locations, to use the
4 information gained in one study that
5 might be beneficial to people trying to
6 design where bus shelters, bike shelters,
7 bike racks should go.

8 DEPUTY MAYOR CUTLER: Where
9 they should go is probably a useful
10 connection. I think part of the problem
11 is, we do not know enough about a
12 potential business model that works for a
13 bike-share program, and I think in the
14 interim, we probably -- we are currently
15 looking at locations for taking out
16 several parking spaces and putting a bike
17 station in, not bike sharing but where
18 folks can in fact park their bikes. It
19 may be that that is part of -- if that is
20 successful, that may be part of the model
21 for bike sharing.

22 I think the real question --
23 two questions for bike sharing are, what
24 is a workable model financially and
25 operationally, and the second is, what is

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2 the public appetite for advertising,
3 which is how one pays for that. And I
4 think those are the two questions we
5 don't have enough information on yet.

6 COUNCILWOMAN BROWN: Well, we
7 welcome slow walking this process so that
8 we get it right, and I'm encouraged to
9 hear about the working group. The one
10 community I did not hear referenced that
11 we may want to consider is the public
12 school students and the Archdiocese for
13 young people who want to use biking as a
14 mode of transportation, especially with
15 obesity being the crisis that it is. So
16 I would recommend and strongly urge you
17 to factor in that community as well.

18 DEPUTY MAYOR CUTLER: It's a
19 great suggestion. In fact, I will try to
20 get some data from the School District
21 relative to how many of their students
22 actually bike to school every day.

23 COUNCILMAN JONES: Deputy
24 Mayor, also I understand that our
25 relationship with SEPTA and the leased

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2 space in our Public Property's concourses
3 and stations is about to expire and that
4 that thought process of where racks are
5 and what can be done in public space
6 might be considered there as well. So we
7 have bus shelters, we have a relationship
8 with SEPTA and the stations, all of which
9 coming of age and the leases expiring.
10 Some thought might be given to all of
11 that and doing it in a uniform way that
12 considers all of these options.

13 DEPUTY MAYOR CUTLER: Yes. I
14 am not yet sure that I am supportive of a
15 bike-sharing model tied in to the street
16 furniture program. It may be -- that is
17 certainly one model. It may be that
18 there are other models which actually
19 might work better.

20 I also don't want to lose the
21 opportunity to try to deal with the issue
22 of bike racks in our current Parking
23 Authority-owned garages, bike racks as it
24 relates to SEPTA, because part of the
25 benefit of a bike-sharing program is

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2 really the connection between folks
3 leaving their house, biking to a train
4 station, getting on SEPTA to get into the
5 City. So it is part of a commute that
6 goes from home to work or work to play.
7 So the continuum should not be lost.

8 So I think we need to really
9 work harder currently on just getting
10 bike stations in place in as many
11 facilities as we can, somewhat a
12 different issue than the bike sharing.

13 COUNCILWOMAN BROWN: Thank you
14 again very, very much for your important
15 testimony.

16 COUNCILMAN JONES: Any other
17 questions from the Committees?

18 (No response.)

19 COUNCILMAN JONES: Thank you.

20 I'm going to bring up our next
21 panel, which is Clayton Lane and
22 PhillyCarShare and Ms. Seaman. And I
23 want to recognize Councilmembers that
24 have joined us. Councilman Rizzo, who
25 has also left us.

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2 COUNCILMAN RIZZO: Right here.

3 COUNCILMAN JONES: Councilman

4 O'Neill, who is still with us.

5 The panel on the Bike Coalition

6 of Greater Philadelphia, Michael

7 McGettigan.

8 (Witnesses approached witness

9 table.)

10 COUNCILMAN JONES: Welcome and

11 please submit your testimony. State your

12 name for the record, please.

13 MR. DOTY: My name is Alex

14 Doty. I'm the Executive Director of the

15 Bicycle Coalition of Greater

16 Philadelphia.

17 We are very excited about the

18 concept of bike sharing. We had, I

19 think, a record crowd for a Bicycle

20 Coalition event where we had 400 people

21 show up to a forum on bike sharing in the

22 snow this past February. And we are

23 also -- I think that the Deputy Mayor was

24 talking about trying to explore various

25 different options that we have for

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2 funding this, both within the street
3 furniture and perhaps also trying to
4 figure out a new way.

5 This is a concept that is
6 relatively new for the United States and
7 there may be some ways that we can find
8 to put together that have not been done
9 in sort of this European style, but we
10 certainly want to build on that
11 experience. And I just look to some of
12 the experience in Paris, France. They
13 started their program eight months ago
14 and they have already seen a tripling in
15 the number of people who are bicycling in
16 the City of Paris. And I will tell you
17 right now that Paris is not known as
18 particularly a bicycle-friendly city,
19 certainly not within Europe. And so
20 there is, I think, a great cycle, a great
21 synergy that bike sharing can bring where
22 more bicyclists lead to better facilities
23 for bicyclists, and then better
24 facilities lead to more bicyclists. But
25 even more than that, the more people we

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2 can get to ride, the more people will
3 ride.

4 And so I think that we heard
5 Babette Josephs giving the testimony that
6 if we double the number of people who
7 bicycle on any given street, we reduce
8 the crash risk for each person by a
9 third. And so above all else, what we
10 want to be doing is encouraging more
11 people to bike, and if we get the streets
12 to be safer, we're going to get people to
13 come off of the sidewalks.

14 And I think the issue is also
15 how well people are protected. I wish
16 the Dutch would wear their helmets, but
17 they also do not have significant
18 injuries from bicycles because they don't
19 have the crashes that we have, because
20 bicycles are accorded a priority on the
21 streets of Holland.

22 I think that we've already --
23 the benefits of bike sharing are the
24 benefits of bicycling, and, that is, that
25 we reduce congestion, we reduce our

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2 carbon footprint, we increase the health
3 of our citizens and reduce healthcare
4 costs, reduce rates of obesity, and we
5 also are going to make transportation
6 cheaper for Philadelphians. When people
7 bicycle, they're saving money, and when
8 they're saving money by not paying for
9 gas, that's money that they're going to
10 spend locally. That's not money that's
11 going to a multi-national corporation.

12 So I think bike sharing
13 presents the best opportunity that I've
14 seen in my time with the Bicycle
15 Coalition for us to significantly
16 increase the number of people who are
17 biking in the City.

18 I'm happy to take any
19 questions. And I guess Clayton will talk
20 next about what other models we might
21 explore for bike sharing.

22 COUNCILMAN JONES: Thank you.
23 State your name for the record,
24 please.

25 MR. LANE: My name is Clayton

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2 Lane. I am the Co-Founder and Deputy
3 Executive Director of PhillyCarShare, the
4 local non-profit car-sharing
5 organization. Thank you for the
6 opportunity today.

7 Councilman DiCicco at
8 PhillyCarShare's launch in 2002 said that
9 Philadelphia is the city that loves you
10 back, and now it will even share a car
11 with you. And since that time, he has
12 championed car sharing and many people on
13 City Council have championed car sharing,
14 so that we've been able to serve
15 neighborhoods that we otherwise wouldn't
16 be able to without your support. And due
17 to our collective efforts, we've made
18 some enormous impacts. Today, six years
19 later, our members report owning 20,000
20 fewer cars on the streets of
21 Philadelphia, and their savings alone is
22 pumping \$90 million a year back into our
23 local economy. That's a city that loves
24 you back. That's the power of sharing.

25 With bicycling and bike

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2 sharing, we have the opportunity to take
3 this to a whole new level, and so we're
4 here today basically to ask you once more
5 for your support in championing this new
6 concept of sharing bicycles, which we
7 collectively all think is potentially
8 even more exciting than everything that
9 car sharing has done in our city.

10 I just want to share with you
11 three thoughts today. I think that the
12 successes of car sharing are directly
13 transferable to bike sharing. Second, as
14 we've heard already, bike sharing yields
15 some enormous societal impacts that we're
16 all very interested in. And, third,
17 Philadelphia is an excellent opportunity
18 for public-use bicycles. We have a
19 market and local resources here like no
20 other city to do it right, to really
21 maximize those societal benefits. I just
22 want to cover those three ideas.

23 First, with regard to car
24 sharing and its transferability. Car
25 sharing in Philadelphia has proven that

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2 people will change their lives. They
3 really will do this. Philadelphia was
4 not known as a car-sharing city before we
5 started this here, but now we have the
6 largest regional car-sharing organization
7 in the world. And we've achieved this by
8 providing something very convenient and
9 affordable, something that works for
10 people on a personal level. So we're not
11 telling people get rid of your cars,
12 drive less, even though that's what we
13 want. We're just providing people a
14 better option, a better way of getting
15 around. They're choosing on their own to
16 change their lives, and they do. Not
17 only are they getting rid of their cars,
18 but they're driving 42 percent fewer
19 miles, because they're cashing in on the
20 opportunity to save money by driving
21 less, as an example.

22 They're also saving about two
23 million gallons of gasoline so far. And
24 over 45,000 Philadelphians have signed up
25 for PhillyCarShare, including 20 percent

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2 of Center City residents. So it's really
3 a massive impact here.

4 These benefits that we've
5 accrued to Philadelphia, again, not by
6 telling people they shouldn't drive but
7 by providing a better alternative, and
8 this is, again, where bike sharing comes
9 in and can make a huge impact, because
10 bike sharing is so convenient, it's so
11 affordable. It's virtually free to use
12 the system on a per-use basis.

13 It provides for one-way trips.
14 There's a reserved parking space waiting
15 for you, and you bicycle virtually all
16 over the City. It's convenient and
17 affordable, so much that the masses will
18 use it. Reservations aren't required.

19 The benefits of the zero
20 emission travel mode are profound and
21 unmistakable, as we've already heard. So
22 I won't go through them again, but I do
23 want to focus on one really important one
24 I think, and that's economic equity.

25 The poorest fifth of Americans

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2 spend 38 percent of their income on
3 owning and operating automobiles, and a
4 lot of that poorest fifth lives right
5 here in Philadelphia. Meanwhile, a full
6 37 percent of Philadelphians don't have
7 access to a car, and that's usually not
8 by choice. So bike sharing provides a
9 very interesting opportunity to address
10 these economic equity issues. And I am
11 sure that you know where I'm coming from
12 here, so I don't have to go through all
13 the details. But bicycling can provide a
14 very affordable, ubiquitous mobility
15 mode, both from where you live and as an
16 extension of public transit, as Rina
17 Cutler was mentioning earlier.

18 The third point I wanted to
19 make was that Philadelphia is really a
20 very excellent market for public-use
21 bicycling. Most of our city is flat. We
22 have mixed land uses, with a high density
23 of destinations that are within an easy
24 one- to three-mile bike ride. We have
25 the nation's second largest student

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2 population. We have an excellent
3 extensive public transit system, 250
4 miles of bike lanes, more than most
5 cities in North America. We have slow
6 auto traffic, which is actually good for
7 bicycling. And in addition, we have
8 resources to make it happen here. It
9 just happens that the world headquarters
10 of Fuji Bikes is right here in Northeast
11 Philadelphia.

12 We have major institutions like
13 universities and healthcare providers,
14 who potentially could support facilities
15 for bike stations or even funding. And
16 PhillyCarShare is right here. I believe
17 that PhillyCarShare could offer the City
18 and the eventual bike-sharing system many
19 resources, including intellectual
20 capital, the way to do it, technology,
21 excess revenues to fund the system, brand
22 equity that's really loved in the City,
23 community relationships and our 50,000
24 members by the end of 2008.

25 I envision a citywide,

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2 financially self-sustaining system with
3 minimal cost to the City that would be
4 completely interoperable with transit,
5 taxis and PhillyCarShare. In fact, it
6 would be ideal if on day one the
7 bike-sharing system could have 50,000
8 members; namely, those people who already
9 have keys to our cars throughout the
10 City.

11 I also envision a system
12 working collaboratively with local bike
13 shops to ensure that their business
14 thrives by leveraging the bike-sharing
15 system as their own marketing tool and as
16 a stepping stone toward personal bike
17 ownership, as Alex has highlighted has
18 happened in France. And I envision that
19 we could establish an open source model
20 here that could be replicated in cities
21 across the U.S.

22 So just to conclude, as Alex
23 mentioned, Paris was not known as a bike
24 city before bike sharing, nor was
25 Philadelphia known as a car-sharing city,

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2 but yet it's all happened in these two
3 cities, with the largest systems of each
4 kind in those cities.

5 Today, six years after we've
6 started, we're looking for Council's
7 support again, and this time we're asking
8 you to support the exploration of this
9 further. I would love it if Council
10 would champion a study, a study that
11 would measure market demand, establish
12 the locations and numbers of bicycles
13 that would be needed throughout the City
14 and evaluate the various methods of
15 implementation, basically answer those
16 unknowns that Rina Cutler earlier was
17 saying. We need to know more about these
18 things. And hopefully a year or year and
19 a half from now, one of you will be
20 speaking to the media on the first day of
21 the bike-sharing system's opening saying,
22 again, that Philadelphia is the city that
23 loves you back, and now it will even
24 share a bicycle with you.

25 Thank you.

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2 (Applause.)

3 COUNCILMAN JONES: Thank you
4 very much.

5 State your name for the record,
6 please.

7 MR. McGETTIGAN: Yes. My name
8 is Michael McGettigan. I have twice been
9 a Board member of the Bicycle Coalition
10 of Greater Philadelphia. I've been a
11 Philadelphian for 53 years, a cyclist for
12 44 years. My son, who attends a
13 Philadelphia public school, is 12 years
14 old. More numbers, I own Trophy Bikes
15 University City and the Trophy Bike
16 Garage in Northern Liberties, and our
17 home at 27th and South cost 62,000 ten
18 years ago and it's now worth four times
19 that, thanks to the Schuylkill River Bike
20 Trail.

21 I know that later you're going
22 to hear a lot of numbers from the big
23 bike/billboard companies, so I thought
24 I'd bring up a few of them. They talk
25 about miles ridden, bikes out there, and

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2 so-and-so. So I started a few numbers
3 and also a few names. I'll read them
4 fast. Bicycle Therapy, Bike Addicts,
5 Bike Line, Bilenky Cycle Works, Bustleton
6 Bikes, Elite Bicycles, Doctor Cycles,
7 Frankenstein Bike Works, Liberty Bell
8 Cycles, Jay's Pedal Power, The Bike
9 Stable, Human Zoom, Philadelphia
10 Bicycles, Trophy Bikes University City,
11 Trophy Bike Garage, Mike's Bikes,
12 Breakaway Bikes, Via Bicycle, Bicycle
13 Revolutions, Bell's Bikes, Wolff Cycle,
14 Wissahicken Cyclery, Sun's Bicycles and
15 Neighborhood Bike Works, which I helped
16 co-found. That's 22 green transport
17 specialists all over Philadelphia. A
18 third of those have opened just in the
19 past decade.

20 Trophy is firmly in the middle
21 of that pack. We sold more than 300
22 bikes last year at each store. We employ
23 six full-time staff and two or three
24 part-time staff.

25 Let's say that all those

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2 stores, all 22 of them, did about what we
3 did, although many of them far outsell
4 us. That's about 6,000 bicycles. Then
5 add your big box stores -- we had to do
6 that -- Wal-Mart, Target, Sports
7 Authority, Sears, and the BSOs they sell.
8 That's in the bike trade bike-shaped
9 objects, heavy, junky, work for a little
10 while, not fun to ride, but for
11 Philadelphia's poorest citizens,
12 particularly new immigrants, the
13 restaurant renaissance in Philadelphia
14 would not run without BSOs. You see
15 those guys out at 4:00 in the morning on
16 the \$79 Sears and Wal-Mart stuff. The
17 bikes fall apart. They get another.
18 They may never buy a bike from me, but
19 those things, they take the place of
20 SEPTA at 4:00 in the morning and get
21 those guys to and from Old City and to
22 their jobs.
23 Finally, there's the chains --
24 I hate to mention them -- EMS, REI,
25 Performance Bikes. Reports are that

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2 sales are up for just about everybody for
3 the third year in a row.

4 We're easily talking 10,000 new
5 bikes rolling onto Philadelphia streets
6 each and every year, thanks to bike
7 shops. That is a powerful vote for the
8 current market model that we have in
9 Philadelphia.

10 A lot of the credit goes to the
11 Bike Coalition. They've worked really
12 hard for bike improvements, often against
13 the car huggers at PennDOT and the
14 Streets Department. We are still trying
15 to get the suits to turn this South
16 Street Expressway Bridge into a proper
17 urban connector that we can be proud of
18 rather than scared of. So I hope you'll
19 work on that.

20 So here in Philadelphia, tens
21 of thousands of citizens are voting to
22 bike with their dollars, their times and
23 actually sometimes you feel like with
24 your lives. They realize just how simple
25 and easy it is to get a bike. You get a

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2 bike, a helmet, a lock, a good lock, some
3 advice from your local bike shop. Boom,
4 you're a bike commuter. It's not rocket
5 science, but it does take good, skilled
6 staff to put people on the right bike.

7 Cyclists, bike shops and the
8 Bicycle Coalition all agreed on the same
9 slogan: "Making Biking Better," and
10 we're all working on it. Now we have
11 some of these same advocates coming up to
12 me and presenting at various places a new
13 slogan: "Biking is Broken." "Biking is
14 really too hard to do by yourself." I
15 can't -- help me get a bike. Whereas,
16 the guy comes off from somewhere in South
17 America or Mexico, they tell them,
18 Wal-Mart, \$79. Basically bicycling --
19 essentially the cost of cycling really is
20 free, and you have to be more realistic.

21 There's a BikeShare bike over
22 there. I think it weighs 43 pounds.
23 This bike weighs 26 pounds and I don't
24 worry about locking it or anything.

25 (Witness demonstrating bike.)

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2 COUNCILMAN JONES: I couldn't
3 do that.

4 (Applause.)

5 MR. McGETTIGAN: (Witness
6 speaking without microphone.)

7 So that's one cycling answer.
8 It's not for everybody. The guys working
9 in the restaurants are not going to spend
10 a thousand. They can get a bike for 300
11 or 79. Nevertheless, I don't oppose bike
12 sharing, and I'll get to that in a
13 second.

14 But we do have an earnest group
15 of advocates who ask for our help as bike
16 shops and as for cyclists, and then they
17 basically put forth the proposal that
18 cycling is not going to grow anymore in
19 Philadelphia and it's almost impossible
20 to become a bike commuter without a lot
21 of other things. One of the proponents
22 who will be speaking later leads off a
23 lot of his pitches with a long story
24 about theft and repair and how difficult
25 it is, and the only answer is

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2 BikeSharing, it's going to be great,
3 which is strange because he rides his
4 bike every day. I see him, and he brings
5 it to our shop for repair from time to
6 time and, by all accounts, is satisfied
7 with bike commuting. But I think he
8 feels there are some people that can't
9 figure that out and a bike has to be
10 lying there for them to get. I still am
11 not totally against that, but it does
12 bring out an interesting contradiction.

13 Does anybody here think
14 bicycling in the City is not a skill that
15 has to be learned?

16 (No response.)

17 MR. McGETTIGAN: Because
18 BikeSharing would like to make it
19 effortless to get a bike, but they sort
20 of skip over the fact that it's actually
21 fairly complex to ride a bike in the
22 City, and I know because I have a
23 12-year-old son. I'm an effective
24 cycling instructor and I'm still
25 wrestling with how to set him off on his

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2 own in a city where people blow red
3 lights, use bike lanes for valet parking
4 and have deeply tinted windows on their
5 cars so you cannot even communicate with
6 the driver.

7 But we're hearing that this
8 regular biking model is broken, that
9 instead you need a 40-pound bike, it has
10 to have a GPS on it, be connected to a
11 robot kiosk and you need 100 shuttle
12 trucks which will shunt these trucks back
13 to places after they stack up in one
14 spot. The trucks may burn clean --
15 so-called clean natural gas, which comes
16 from somewhere, but let's not worry about
17 that.

18 And then, lastly, you need
19 about a thousand -- and this is where my
20 opposition hardens. You need a thousand
21 billboards or more in most of these
22 models placed on prime Center City and
23 prime neighborhood property, which will
24 generate tens of thousands of income,
25 because I've seen their media kits and

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2 what they charge per month for these, and
3 most of the millions will leave town for
4 some lucky media company and a little
5 will be skimmed off to pay for the bikes.
6 I'm not sure I agree with that.

7 There's a few questions that
8 should be answered before considering a
9 Paris-style top-down bikes and billboard
10 program. By the way, I don't oppose bike
11 sharing. I'll get to that part.

12 What are the real bottom lines?
13 How much will Clear Channel profit from
14 each individual billboard and
15 collectively? What, if any, control will
16 neighborhood groups and city planners
17 retain over the billboards' placement and
18 content? This is especially important
19 with the new flat screen television
20 billboards. We're talking six foot tall,
21 four foot wide TVs on the street, maybe
22 with sound, maybe with the ability to
23 dial your cell phone as you walk by.
24 This is coming. It's a European model.

25 How much will each bike cost a

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2 year, include liability and a percentage
3 of infrastructure in the cost of each
4 bike? What will be the cost to the
5 City's image, property values and status
6 as a tourist attraction and a place to
7 live when these new billboards dominate
8 the cityscape, as well they might? What
9 effect will BikeShare have on the City's
10 emerging bike culture when you go -- many
11 people are getting a bike that really
12 works, that fit them, et cetera, which is
13 a big part of making a bike efficient and
14 becoming a real everyday cyclist. First
15 it's a 42-pound bike that sort of works.
16 Would you wear public shoes? I'm not
17 sure. I suppose you could make them that
18 would sort of fit everybody. A bike that
19 fits is a delight. I'll sell you one.
20 What effect will BikeShare have
21 on the City's ability and willingness to
22 provide proper parking access and bike
23 improvements for those of us who already
24 own bikes and commute now? They say it's
25 positive, but there's a possibility --

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2 Philly is a tight little town. The prime
3 sponsor will be grabbed by the commercial
4 and BikeShare, and bicyclists will be
5 stuffed around the corner as scrap. I
6 worry about my parking space just like
7 drivers do.

8 This is a deep one, and I'm not
9 sure anybody is going to think about it,
10 but how much ad revenue will be lost to
11 the City's already strapped news media
12 when advertisers shift their dollars to
13 this new street medium?

14 In the fifth largest major
15 media market, there's only so many
16 dollars that will be spent in
17 advertising. Some of those dollars
18 support the City Paper, the Weekly, the
19 Inquirer, Fox News, 6, 3, 10. We learn
20 about that and become informed Americans.

21 Billboards are pure ads, which
22 profit by degrading the environment
23 around them and selling the environment
24 to the public inescapably.

25 Clear Channel and Decaux and

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2 Adshel boast in their media kits, they
3 can't switch us off.

4 I'm not particularly looking
5 forward to working down the street and
6 having to explain a scene from Grand
7 Theft Auto showing on a six-foot-tall
8 television screen. There have been
9 comments to that effect about these
10 animated kiosks in Dublin and in Paris
11 being set up near churches or people's
12 homes, and once they're in, they're
13 connected to a bike program. They're
14 transportation. It's just one more
15 thing, like a nuisance bar or something,
16 that you lose control of your
17 neighborhood.

18 And bottom line is, what is the
19 real carbon footprint after calculating
20 the energy used by the bike locking
21 kiosks, natural gas burning bike shuttle
22 trucks and including the energy consumed
23 by billboard lighting and by flat screen
24 television billboards? Will there be net
25 energy savings over people simply owning

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2 their bikes and using them to get places?

3 I do also worry about
4 bicyclists and the bicycle advocacy
5 community. I've worked with a lot of
6 them. By embracing billboard companies,
7 we're abandoning some of our natural
8 allies: tourist groups, neighborhood
9 organizations, billboard foes, urbanists.
10 They're all struggling to keep
11 Philadelphia's valuable, yet fragile
12 sense of place. I think we agree that
13 Philadelphia is different, for better or
14 worse.

15 If we give up our street design
16 and the look of our neighborhoods and our
17 business districts to a top-down
18 corporate mall advertising company, we
19 give up one of Philadelphia's biggest
20 advantages that gets people to live here
21 and they don't live in a suburban sprawl.
22 They want to live here because of our
23 Phillyness, if that's a word. We only
24 realize the value of our Phillyness when
25 somebody chops off a piece of it. And I

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2 think we've all seen that happen to
3 different parts of the City. This,
4 because of BikeShare and because of
5 advertising scale, is not going to happen
6 in one place. It's going to happen right
7 where you live and everywhere in town and
8 commercial places. There have already
9 been some settees with the bus shelter
10 and bench people where they came into a
11 neighborhood like Frankford and they
12 said, We're going to put a bus shelter
13 and a bench up and you can't have public
14 art here because we need to put our bench
15 and our sign here, and all the contracts
16 from these companies give them a sort of
17 majesty over the street. That worries me
18 a little bit, that someone is going to
19 control what my block looks like, what my
20 kid sees on the street, on the television
21 and I don't have control over. And I
22 think tying a bike program, as much as I
23 love bikes, to a marketing program like
24 that makes it a little messy.
25 I'm going to take a left turn

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2 here. After all the above, you might be
3 surprised to hear that I not only support
4 bike sharing, but I want us to fast-track
5 it, getting the first bikes on the street
6 by spring 2010 so we beat New York. As a
7 bike dealer and a businessperson, even an
8 ugly Paris-style billboard and bike
9 program will boost my sales. And I don't
10 mind the money. But as a Philadelphian
11 and a parent, I want a program that's
12 good for the City, not just for cyclists.

13 Some of my advocacy friends
14 declare that resistance is futile and
15 that universal advertising is a given. I
16 disagree. Good cities take control of
17 their environments, and I think with this
18 new Administration, we're seeing that,
19 and they become better places to live.

20 Here's the kind of bike share
21 that City Council and Philly's bike
22 advocates should support.

23 We're in the home stretch.

24 It should not be ad based.

25 Clear Channel, JCDecaux -- are they even

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2 here? They'll be in in a minute -- and
3 Adshel value Philadelphia's environment
4 only to the extent that they can profit
5 from it. It should be reviewable in
6 short term.

7 COUNCILMAN JONES: Excuse me,
8 Mr. McGettigan. We have some time
9 constraints.

10 MR. McGETTIGAN: I'm on my last
11 page, sir.

12 COUNCILMAN JONES: Can we be on
13 the last paragraph?

14 MR. McGETTIGAN: Yup.
15 Their insistence on 10- and
16 20-year contracts undermines local
17 planning and saddles future
18 administrations with unwieldy agreements.
19 Look no further than the corrupt casino
20 mess to see what happens when big
21 corporations make long-term deals with
22 politicians headed for the exit.

23 If you want the worst, longest
24 term deal where Philly gets the most
25 billboards and the fewest bikes, go with

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2 the corporations.

3 Philly bike share should be
4 home-grown, run by PhillyCarShare or
5 similar individuals, with technical
6 assistance from Neighborhood Bike Works
7 and area bike shops. Let's go easy on
8 the technology, the robots and the GPS
9 and have programs that employ youth, that
10 take more people to check in the bikes
11 rather than a robot that sends money and
12 profits out of town.

13 COUNCILMAN JONES: The end?

14 MR. McGETTIGAN: Yeah. If
15 Clear Channel wants to help us on a
16 consultant basis or sell us some bikes
17 and maybe even handle ads based on the
18 bikes, okay, give us your cards, but
19 let's do it Philly style.

20 Thank you.

21 COUNCILMAN JONES: Thank you
22 very much for your testimony.
23 Interesting.

24 Would anybody have any
25 questions for the panelists?

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2 (No response.)

3 COUNCILMAN JONES: Thank you
4 very much.

5 COUNCILWOMAN BROWN: One
6 question.

7 Please, Mr. -- forgive me.
8 PhillyCarShare. Is your presence on the
9 task force that the Health Commissioner
10 and our Transportation Director spoke
11 about?

12 MR. LANE: It is not currently,
13 no.

14 COUNCILWOMAN BROWN: I think it
15 would of great value for that task force
16 to benefit from what you've already
17 successfully done. So I would encourage
18 you to register your interest with that
19 task force.

20 MR. LANE: I will. Thank you.

21 COUNCILWOMAN BROWN: Thank you.

22 COUNCILMAN JONES: Councilman
23 Rizzo.

24 COUNCILMAN RIZZO: This is not,
25 I guess, the appropriate place, but maybe

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2 you could follow up. I understood there
3 was some controversy between
4 PhillyCarShare and Procurement in
5 reference to your business relationship.
6 Has that been resolved?

7 MR. LANE: I think that our
8 relationship with the Administration is
9 going to continue to be very positive.
10 We trust that the Administration is going
11 to do exactly what it needs to do in a
12 very fair manner, and we're going to
13 still be around here with a good
14 relationship, no matter what happens.

15 It hasn't been quite resolved
16 entirely, but I think it will within the
17 next week or so.

18 COUNCILMAN RIZZIO: Okay. If
19 you could give us maybe a letter or an
20 e-mail giving us an update on exactly
21 what the situation is, we would
22 appreciate it.

23 MR. LANE: Sure. Yes. Thank
24 you.

25 COUNCILMAN RIZZIO: Thank you.

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2 COUNCILMAN JONES: Thank you
3 very much, and we will consider all of
4 this testimony, and we appreciate it.
5 Thank you.

6 We're going to call up our next
7 panelists, and I want to emphasize that
8 we have some time constraints. So if you
9 can, to the degree that you can condense
10 it and give us the Reader's Digest
11 version, all written testimony will be
12 submitted and be a part of the official
13 record.

14 Brittany Bonnette of BikeShare
15 Philadelphia; Lewis Wendell, Executive
16 Director of the University City District;
17 Ms. Margaret Lenzi, President of Bike
18 Club of Philadelphia. Are you here?
19 Could you please come up.

20 Russell Meddin. Is he here?
21 (Witnesses approached witness
22 table.)

23 COUNCILMAN JONES: Have a seat
24 and please state your name for the record
25 and submit your testimony.

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2 MS. BONNETTE: Good afternoon.

3 My name is Brittany Bonnette and I'm a
4 student at the University of
5 Pennsylvania. I'm here today because I
6 believe a public-use bicycle program is a
7 perfect fit for the City of Philadelphia.
8 I wrote my thesis on the topic of the
9 implementation of a public-use bicycle
10 program in Philadelphia, and I hope to
11 provide personal testament to the
12 brilliance of such a program and also to
13 provide a successful role model program
14 for Philadelphia as a public-use bicycle
15 program.

16 I fell in love with bike
17 sharing while I was abroad for a year in
18 Lyon, France. While there, I quickly
19 discovered the Velo'v program, the name
20 of their program, which is the first
21 large-scale third generation, which is a
22 technologically advanced program as you
23 can see with this bike here, that you can
24 remove it with a card or the so-called
25 robots. Introduced in May of 2005,

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2 Velo'v began with 2,000 bicycles and it's
3 currently moving to 4,000 bicycles at 350
4 stations throughout the city. Needless
5 to say, it's very difficult to miss
6 Velo'v in the City of Lyon. With over
7 50,000 annual subscribers, one of which
8 was myself, and over 20,000 daily bicycle
9 rentals, this program has, without a
10 doubt, been very successful and has
11 impressed me from day one with the ease
12 of use, the affordability and the
13 accessibility of the program.

14 As someone who used Velo'v
15 consistently as my own personal public
16 transportation throughout my time in
17 Lyon, I just wanted to outline how the
18 program works. The stations are easy to
19 find, with an average distance of 300 to
20 500 meters throughout the city, about a
21 five-minute walk to get to a station, and
22 the stations are easily accessible.
23 Annual subscribers have a card where you
24 can walk up to a kiosk and tap the card
25 against the reader on the kiosk and

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2 release a bicycle. People who do not
3 subscribe annually can purchase daily or
4 weekly passes directly from the kiosk.

5 When you pick your bicycle
6 number, the bicycle -- the computer
7 unlocks the bicycle and you can take your
8 bicycle and ride it to any place
9 throughout the city and park it at any
10 other station. Like I said, the stations
11 are very close together, very easy to
12 find.

13 The simplicity of the use
14 actually goes beyond this, though.
15 They're well stocked with well-maintained
16 bicycles that the city has provided, and
17 there's no reason to worry about having
18 my own private bicycle and having a tire
19 that's flat or having my bike get stolen,
20 which has happened numerous times in
21 Philadelphia even with the best of locks,
22 and also no worries about where to store
23 the bicycle.

24 I was able to travel throughout
25 the city within 30 minutes of my allotted

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2 time. In Lyon, the first 30 minutes are
3 free. I paid virtually nothing for a
4 year of use. I paid only the -- I paid a
5 check for a deposit, which was 150 euros,
6 and that was a deposit in case my
7 bicycle -- in case I stole the bicycle.
8 And then I paid 20 euros for the year,
9 and then I virtually only paid about five
10 euros for the rest of the year to use it
11 as my own personal transportation.

12 I used it to get to school. I
13 used it to go downtown. I used it to go
14 to dinner. I used it to go to work. It
15 really is, as Gilles Vesco, one of the
16 heads of the programs in Lyon, said,
17 public-use bicycles make public
18 transportation into public individual
19 transportation. And in concert with the
20 metro and the bussing systems in Lyon,
21 the city has become more accessible and
22 has responded to the personal needs of
23 its citizens.

24 What's so impressive, though,
25 is that everybody uses it in Lyon. It's

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2 accessible to anybody over the age of 14
3 and can be accessed through a simple
4 check deposit or a credit card. High
5 school students -- I've seen high school
6 students use it to go to sports
7 practices, just as much as I've seen
8 people older than my parents use it to
9 get to and from work every single day.
10 With over 30 percent of the users
11 employed full time, Velo'v has become a
12 very popular commuter option.
13 Operational 24 hours a day. Metros in
14 Lyon closed at 12 o'clock at night. So
15 you could use this bicycle if you were
16 out late or had to get to work early in
17 the morning. And available typically
18 without any wait. And, again, as I said,
19 with the first 30 minutes free, Velo'v
20 and public-use bicycles in general
21 provide efficient, reliable and
22 affordable public individual
23 transportation. Not to mention it's a
24 sustainable option with zero emissions.

25 After my year in Lyon, I

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2 returned to Philadelphia and realized the
3 possibility of a very successful program
4 here. In setting about developing a
5 public-use bicycle program in
6 Philadelphia, as many people have said, a
7 role model or a successful business model
8 is necessary. I'm not here to say that
9 Lyon is exactly the program that we need
10 to follow, but I'm here to say the
11 successes are comparable. The cities
12 themselves are comparable in both climate
13 and also in population size, with 1.4
14 million people in Lyon's metropolitan
15 area. The cities are both regarded as
16 university cities with large student
17 populations.

18 What is most striking, however,
19 is that Lyon, prior to the start of the
20 Velo'v program, was not at all a
21 bicycle-friendly city. Choked with
22 congestion, as is Philadelphia and many
23 large cities, the City of Lyon was
24 determined to change this and has made an
25 impact with its public-use bicycle

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2 program. With 180 miles of bike lanes
3 currently in Lyon, the city is far behind
4 Philadelphia's 250 miles. Even more
5 significant is that the bicycle mode
6 share in Lyon, which shows how many
7 citizens use bicycles as their main
8 method of transportation, in Lyon at the
9 start of the program the bicycle mode
10 share was well below one percent, which
11 is also currently where Philadelphia's
12 bicycle mode share rests. Whereas now,
13 after the program has been implemented in
14 Lyon, they boast a mode share of over
15 four percent.

16 These similarities of size, of
17 climate and a bicycle culture between the
18 City of Lyon and the City of Philadelphia
19 show that what has worked in Lyon, while
20 never tried in America in the exact way
21 that Lyon has, could most certainly work
22 in Philadelphia. It is my personal
23 belief and the belief of some 700
24 citizens who have written to Mayor
25 Michael Nutter to take action on this

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2 club in Philadelphia and we run hundreds
3 of cycling rides each year for cyclists
4 of all levels. We primarily do
5 recreational road bike riding.

6 I am here to say that our
7 organization strongly supports the
8 creation of a public-use bicycle program
9 in the City of Philadelphia because it
10 will facilitate more bicycling in the
11 Philadelphia community and provide an
12 environmentally friendly and healthier
13 transportation option to many residents,
14 visitors and workers in Philadelphia.

15 As might be expected, many of
16 our members ride on a regular basis.
17 Some are commuters, some ride for
18 recreation, some ride a lot and some ride
19 a little bit. However, I'm convinced
20 that more of our members would ride even
21 more if there was a bike-sharing
22 alternative available. Such a program
23 would make it easier to do short commutes
24 for errands and work, and such a program
25 would also make cycling safer for all of

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2 our members.

3 How is that, you might ask? It
4 has been our experience and I think it's
5 been alluded to that the more cyclists
6 you have on the road, the safer it is for
7 the cyclists and really for everyone.

8 The car drivers slow down. They
9 recognize that you have a right to bike,
10 and it makes it a more safe
11 transportation system for everyone. So
12 bike sharing will increase more bikers on
13 the road and make it safe for everyone.

14 As the City knows and we'll get
15 more and more information in the year to
16 come, there is a multiplicity of
17 approaches to bike-sharing programs and
18 there's a growing cadre of experts in
19 this area. So we now have the benefit of
20 bicycling programs like this in Europe
21 and we have one in our own Washington,
22 DC, and we certainly can learn from these
23 programs, but we believe that certain
24 principles should guide Philadelphia in
25 the creation of a public-use bicycling

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2 program.

3 Number one, it should be low
4 cost or no cost so that a majority of
5 Philadelphians can participate, including
6 low-income members of our city.

7 Number two, the bike should be
8 simple, such as internally geared, one to
9 three speeds, and with comfort features
10 so that everyone can ride them.

11 Number three, there should be
12 user-friendly access to bikes such as a
13 smart card or a library card or tokens.
14 This is a way that many of the programs
15 use, and it's very successful.

16 Number four, there should be a
17 safety and maintenance plan so that
18 everyone rides safe and securely.

19 Number five, there should be a
20 security mechanism to prevent theft.

21 The knowledge base is present
22 to develop a well-run and sustainable
23 public-use bicycle program in
24 Philadelphia. The public support is
25 present. What we most need now is for

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2 our elected officials to make this a
3 priority in this administration. The
4 members of BCP look forward to seeing a
5 public-use bicycle program in
6 Philadelphia in the near future.

7 Thank you very much for your
8 time.

9 COUNCILMAN JONES: Has everyone
10 submitted copies of their testimony, by
11 the way?

12 MS. LENZI: I have a copy.

13 MR. MEDDIN: Good afternoon.

14 My name is Russell Meddin. I'm an
15 advocate for public-use bicycling here
16 for Philadelphia, but I'm sure most of
17 you know that already. I have been
18 working for a very long time to bring the
19 idea of public-use bicycling to the City.
20 I want you to know, public-use bicycling
21 has changed urban transportation in
22 cities all over the world. It is
23 considered ecological mobility, a more
24 carbon neutral form of public
25 transportation that gives the user

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2 individual mobility within the City. Now
3 is the time for public-use bike sharing
4 to change Philadelphia.

5 I'm sure all of you saw the
6 Daily News today. On the cover it says
7 "Let Us Pay." Gasoline prices are
8 skyrocketing and a recent report on the
9 radio said that many people think within
10 a year it might even be over \$8. And
11 when gasoline gets to be that expensive,
12 things have to change.

13 And here is an opportunity for
14 Philadelphia to do something for its
15 citizens to make it much easier to get
16 around this great city. We want to have
17 a bicycle-sharing program that is all
18 over the City, in Councilman O'Neill's
19 district, in Councilman DiCicco's
20 district, in Councilman Jones' district
21 and for all Philadelphians whose Council
22 district is at large. Not a pilot
23 program, a full system, a system that is
24 up and running in a very short period of
25 time, because we're going to need it.

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2 One of the things that was
3 mentioned today -- and I really would
4 like for you to consider it -- and, that
5 is, that the popularity of this program,
6 idea of this program, has been
7 overwhelming, and to make bike sharing a
8 reality, the City needs to conduct a
9 survey that was spoke about earlier to
10 study station placement and the demand
11 usage that's needed so that we know in
12 advance, no matter how we plan on putting
13 a bike-sharing program on the streets of
14 Philadelphia, where it has to go for the
15 best benefit of our population.

16 Much of Paris' success for
17 their bike-sharing program can be
18 attributed to the exact same homework
19 done before the program was launched.
20 There was a consultant asked to do a
21 survey of the city. They did it in a
22 very short period of time. From the time
23 in which the survey was finished until
24 the time the bicycles were on the street
25 was four months. It can be done quickly

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2 and in a way that serves everybody.

3 From this point on, we're going
4 to hear more about gasoline prices and
5 the cost of petroleum products, and,
6 therefore, the cost of transportation of
7 our citizens of our city is going to go
8 up. From this point on, we're going to
9 hear about automobiles clogging our
10 streets and the expressways where traffic
11 moves slower than a walking pace and
12 something needs to be done.

13 From this point on, we're going
14 to be faced with declining health of our
15 sedentary population, shackled with
16 obesity and Type 2 diabetes, which is
17 aggravated by increasing levels of carbon
18 dioxide pollution.

19 Public-use bicycling is not the
20 panacea for what we're facing now, but
21 it's a great first step which we can take
22 to lessen the problems that are now
23 facing our city.

24 Many cities around the world
25 have acknowledged the importance of this

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2 new form of transportation and they are
3 right now today reaping the benefits of
4 this new type of transportation.

5 City Council has the
6 opportunity to move Philadelphia on a new
7 bicycle road to a more sustainable city.
8 I hope you take this opportunity to help
9 bring public-use bicycling to our great
10 city, no matter what form it takes,
11 through street furniture financing,
12 non-profit financing or City financing.
13 Let's have it and let's have it now.

14 Thank you very much.

15 (Applause.)

16 COUNCILMAN JONES: I want to
17 thank the panel.

18 Are there any questions?

19 Councilman.

20 COUNCILMAN KELLY: Yes. Thank
21 you, Mr. Chairman.

22 It's not really a question that
23 I have. It's more or less an
24 observation.

25 I've been listening to most of

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2 the testimony from a lot of good people
3 here this afternoon, and I agree with
4 almost all of the testimony. This is a
5 great program. It could be implemented.
6 I just want to make sure that any program
7 that we have regarding bicycles put in
8 the City, there's two issues that have to
9 be addressed, and one is liability,
10 because you have to remember that
11 Philadelphia is probably the leading city
12 in, if not the nation, the world in
13 lawsuits, and I think that's one of the
14 things they really have to look at, and
15 also maintenance. Maintenance is -- in
16 fact, it's one of the things that hasn't
17 been addressed so much this afternoon as
18 it should be.

19 I would just like to say that
20 it could be a problem if a bicycle, for
21 instance, is defective in any way and it
22 causes an accident, who is responsible,
23 et cetera, et cetera, et cetera.

24 I'm not looking for any
25 specific answers to this, but I think

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2 what we have to do is to make sure that
3 those issues are really taken into
4 consideration in any program.

5 MR. MEDDIN: If the Councilman
6 doesn't mind, could I just address that
7 real quickly?

8 COUNCILMAN KELLY: Thank you,
9 Mr. Chair.

10 COUNCILMAN JONES: Thank you,
11 Councilman Kelly.

12 MR. MEDDIN: Real quickly, as
13 far as liability goes, one of the things
14 that we've been thinking about -- and
15 that is an issue in the United States,
16 not so much in Europe. In any
17 bicycle-sharing program that comes to
18 Philadelphia, we are hoping that the City
19 of Philadelphia will take a position in
20 ownership, because it will be needed to
21 be done to put the bicycles on the
22 streets, especially if there's on-street
23 parking. And if that's the case, that
24 does lessen the liability issue because
25 of sovereign immunity the City has.

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2 Although people will sue no matter what,
3 but you can lessen your exposure. That's
4 one thing.

5 The second thing, maintenance.

6 The bicycle you see right here that we
7 have that is a really good example of a
8 bike-sharing bike -- there are others --
9 it has a lock on it that when you dock it
10 into the rack, if there is a problem with
11 it, it automatically locks and you cannot
12 take it out until the problem has been
13 corrected.

14 And the best thing about bike
15 sharing that we have not mentioned at all
16 today is jobs, and I guess they're being
17 called green collar jobs, although I have
18 on a blue collar shirt. It creates a
19 minimum of 120 jobs, probably more, both
20 front end and back end, and it's a great
21 way to take people and to train them in
22 places where they have not had the
23 opportunity to do something, get a really
24 good-paying job.

25 So I hope that answered your

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2 question, Councilman Kelly.

3 COUNCILMAN KELLY: Thank you.

4 COUNCILMAN JONES: Any other
5 questions?

6 (No response.)

7 COUNCILMAN JONES: Thank you so
8 much for your testimony.

9 (Applause.)

10 COUNCILMAN JONES: We're going
11 to call our next panel and our final
12 panel. Martin McDonough, Marina Schmidt
13 and Mark Madden. Are you here?

14 (Witnesses approached witness
15 table.)

16 COUNCILMAN JONES: We have your
17 written testimony. We saw it was rather
18 lengthy. If you could summarize, that
19 would be good. We are pressed for time.
20 It does not in any way indicate a lack of
21 interest in this issue. We are committed
22 to it and we're going to work our way
23 through it. We just have other
24 colleagues that are pressed for time as
25 well.

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2 Thank you. Could you begin
3 your testimony. State your name for the
4 record, please.

5 MR. McDONOUGH: My name is
6 Martin McDonough. I'm representing
7 JCDecaux. I'm President of Wall/Decaux,
8 Inc., with operations in Boston and St.
9 Louis, and we're here and were requested
10 to bring the bicycle, which we brought
11 in.

12 We have two five-minute videos
13 on Velo'v and Velib, the program in Paris
14 and Lyon, respectively, and we have a
15 small PowerPoint presentation. In the
16 interest of time, I can skip that and go
17 to the videos, if you'd like.

18 COUNCILMAN JONES: Thank you.

19 MR. McDONOUGH: Would you like
20 to go to the videos?

21 COUNCILMAN JONES: Yes.
22 They're five minutes?

23 MR. McDONOUGH: Yeah, five
24 minutes.

25 COUNCILMAN JONES: We

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2 appreciate you took such time to set it
3 up. At least we could let him do it.

4 (Mr. McDonough setting up
5 videos.)

6 (Pause.)

7 COUNCILMAN JONES: Councilman
8 DiCicco pointed out they are certainly
9 more quiet than cars.

10 (Pause.)

11 COUNCILMAN JONES: While we're
12 waiting, why don't we proceed with your
13 testimony and then we'll come back to
14 his.

15 State your name for the record,
16 please.

17 MR. MADDEN: Good afternoon.
18 My name is Mark Madden. I'm with Cemusa.
19 I'm the Director of Business Development.
20 Good afternoon to you, Councilmembers,
21 Chairman, fellow citizens.

22 I, too, have a PowerPoint. I
23 don't know how you want to go through
24 this, but I've also provided -- I think
25 you all have it -- a catalogue. We can

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2 just walk through it that way in the
3 interest of time, if that's helpful.

4 COUNCILMAN JONES: That works
5 for us.

6 MR. MADDEN: Okay.

7 Essentially, Cemusa, we are a global
8 leader in the outdoor furniture industry.
9 We are a Madrid-based firm, headquartered
10 in Madrid. We're in over 130 cities, 13
11 countries, with over 160,000 structures
12 in the ground. We're in such cities as
13 Rome, Milan, Barcelona, Madrid, Rio
14 de Janeiro, New York and Miami. This is
15 kind of a sample of where we are.

16 We are a subsidiary of a larger
17 firm, spans the largest municipal
18 services provider, a century-old firm,
19 which has never defaulted on a government
20 contract.

21 (Music playing.)

22 MR. McDONOUGH: Sorry about
23 that. We have sound.

24 COUNCILMAN JONES: Okay.

25 Proceed.

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2 MR. MADDEN: It's no problem.

3 So as I was saying, on Slide 2,
4 you'll notice we're a street furniture
5 company. Our core business is street
6 furniture. That's all we do. We only
7 provide structures that service citizens.
8 So we don't do billboards. We don't do
9 media. We don't do television, radio,
10 things such as this.

11 On the next slide, you see some
12 of the representative countries.

13 The following slide are our
14 designers. We use world-renowned
15 designers in things that we do. We want
16 to do it with class. Our international
17 architects include Giorgetto Giugiaro,
18 who designed the Maserati and the
19 Lamborghini, also the train, if you've
20 been to Oslo; Richard Rogers, who
21 designed the central pump you do in
22 Paris; and Sir Nicholas Grimshaw, who has
23 done a number of things, including in New
24 York, if you've seen the new Staten
25 Island Ferry Terminal, at the end, the

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2 glass structure, and also all of the bus
3 shelters that are going up in New York
4 City and newsstands are from Richard
5 Rogers -- or excuse me, Nicholas
6 Grimshaw.

7 COUNCILMAN JONES: Did you say
8 bus shelters?

9 MR. MADDEN: That's correct.

10 COUNCILMAN JONES: We'll get
11 back to that one. Go ahead.

12 MR. MADDEN: The following
13 slide, one of our core principles is the
14 environment. We focus on using
15 recyclable products in all of the street
16 furniture that we manufacture to reduce
17 the carbon footprint. Further, we try to
18 use solar power as much as possible when
19 we can use it to eliminate our
20 structures. For example, in Miami, we
21 have over a thousand shelters that are
22 all solar illuminated, to the degree that
23 they were the only structures standing
24 after all five hurricanes and
25 illuminating the city during the chaos

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2 period.

3 Further, we use biodegradable
4 cleaners to kind of reduce any sort of
5 soaps and chemicals that are pushed into
6 society.

7 Just moving over to
8 bicycle-sharing systems and Cemusa's
9 experience, Slide 7, San Sebastian, we
10 have a number of current stations, five;
11 number of current bikes is 500. We
12 expect to grow that pilot to about 50
13 total stations and 500 bikes within the
14 year's time.

15 Pamplona, Spain, if you're
16 familiar with "running of the bulls," we
17 have a 12-year contract, which will
18 probably run for 17 years, 20 total
19 stations expected, 350 bikes, which has
20 kicked off this year. The only days of
21 the year that it's closed are Christmas
22 and obviously the day of the "running of
23 the bulls," July 7th.

24 Further, we just were awarded a
25 pilot for Rome, Italy to install 22

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2 stations and 250 bikes. The estimated
3 RFP will probably be for 400 total
4 stations and 5,000 bikes.

5 I guess some of the major
6 issues that we're hearing and some of the
7 things you've already heard from many of
8 the people that have surfaced, bicycle
9 sharing here, are kind of the benefits to
10 society. Some of the things that I bring
11 forward to you are things that have
12 already been mentioned, so I don't want
13 to echo them too bad, but essentially,
14 we're providing an additional form and
15 environmental-friendly public
16 transportation option to citizens and
17 tourists. We're reducing traffic
18 congestion, as well as noise and air
19 pollution. We're increasing mobility for
20 citizens and tourists, as well as
21 promoting sustainable energy uses. We're
22 integrating exercise into sedentary
23 modern lifestyles and we're offering a
24 wise use of metro urban space. These are
25 all the types of things that I think that

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2 the society is pushing for towards a
3 greener community, right?

4 We've heard testimony about,
5 well, billboards finance this, billboards
6 don't finance this, how does this work,
7 et cetera, et cetera. Methods to create
8 a bicycle program can come at no cost to
9 the municipality. They can be conducted
10 through user fees, federal funding, which
11 you'd be entitled to because this is a
12 green program, which will be -- you can
13 look into grants. I think there was some
14 mention by the Kellogg organization here.
15 And other, obviously as mentioned before
16 too, advertising on the rental stations,
17 the bike themselves or other street
18 furniture structures.

19 Again, just keeping in the
20 essence of time here, moving on,
21 developing the bicycle program for your
22 city, I highly encourage you to conduct a
23 study or a feasibility study for this.
24 What is the City's goal with the
25 bike-share program? I do think it's

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2 very -- I grew up in this area, so I kind
3 of know the Philadelphia territory. I
4 think it's a very achievable program for
5 the City, but not -- you need to know
6 what you need and you need to know what
7 you want.

8 That said, what types of
9 transportation options would Philadelphia
10 like to reduce and why? How simple or
11 robust should the bicycle system be? How
12 many stations do you need? You need to
13 measure out how many -- if you get a flat
14 tire, is it going to be difficult for
15 someone to walk? They sustain -- as you
16 can see the size of the bike, they don't
17 really sustain flat tires. They have
18 rubber tires that are designed to
19 similarly -- almost like automobiles.

20 Further, what are the criteria
21 for success for this program? What are
22 your citizens going to tell you? How are
23 you going to achieve that? And what is
24 the sustainable level of this program?

25 Finally, we offer you just a

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2 bike-sharing program, a high-level
3 framework on the back page to kind of get
4 you started. We'd be glad to kind of
5 walk through that for you at another time
6 or contact us to kind of help you do that
7 feasibility study, as we've had to do it
8 in several cities over. We'd be glad to
9 help you out in that, and I've left our
10 contact information at the back of this
11 project.

12 Any questions?

13 COUNCILMAN JONES: I just have
14 one question because of Ms. Cutler's
15 comment. Do you have a system that looks
16 at bus shelters, newsstands and also
17 maybe subway stations to look at
18 compatible designs?

19 MR. MADDEN: I'm sorry?

20 COUNCILMAN JONES: In reference
21 to a bus station, a bus stop would have a
22 bus shelter, a subway station and also a
23 newsstand. If I looked at your pamphlet
24 correctly, you have designs that meet all
25 three?

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2 MR. MADDEN: Sure.

3 COUNCILMAN JONES: And there is
4 a consistency.

5 MR. MADDEN: Exactly. We do
6 newsstands, automatic public toilets, bus
7 shelters, information kiosks, all of
8 those things. Again, furniture that
9 provides services to citizens. If you
10 need something, for example, the next bus
11 system, which would go in and let us
12 know, similar to Europe, what time the
13 next bus will be arriving, that sort of
14 technology can be put on even newsstands.
15 We're doing stock tickers on the
16 newsstands in New York City in the
17 financial district. There's a lot of
18 things that can be very good and
19 proactive for the community and not just
20 for advertising.

21 COUNCILMAN JONES: Thank you.

22 MR. MADDEN: Any other
23 questions?

24 (No response.)

25 MR. MADDEN: I encourage you to

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2 contact us if you have anything further
3 in terms of a feasibility study.

4 Thank you for your time.

5 COUNCILWOMAN BROWN: Trust that
6 we will.

7 COUNCILMAN JONES: Thank you.

8 Why don't we get the verbal
9 testimony out of the way and then we can
10 watch the videos and have some questions
11 afterwards.

12 MR. KAUKER: Thank you,
13 Chairman Jones, Councilwoman Reynolds
14 Brown, Councilmen DiCicco, Kelly. My
15 name is George Kauker. I'm President of
16 Clear Channel Outdoor's Philadelphia
17 Division. I am here today to talk about
18 our public bike-sharing system,
19 SmartBike. And I will condense my
20 testimony. The full testimony is at your
21 disposal.

22 Historians of bike-sharing
23 programs have recognized Clear Channel
24 Outdoor as the leading pioneer in this
25 field. The very first installation was

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2 ours in the City of Rennes in France in
3 1998. Subsequently, our bike-sharing
4 programs were eagerly adopted by other
5 Clear Channel Outdoor client cities in
6 Scandinavia and Spain. This spring, we
7 will become the first company to design,
8 manufacture and implement a computerized
9 bike-sharing program on U.S. soil in
10 Washington, DC as part of our advertising
11 bus shelter program.

12 SmartBike is the premier
13 bicycle rental program of its kind in the
14 world, well tested, user and
15 environmentally friendly and
16 complementary to the other modes of
17 public transportation. It is
18 indisputably the world's only
19 street-proven system that has been
20 developed and refined during more than
21 ten years of program operation and long
22 before other media companies embraced the
23 concept of bicycle rental programs.

24 SmartBike is the fruit of more
25 than a decade of operational performance

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2 and continuous improvement by Clear
3 Channel Outdoor in design, engineering,
4 electronics and the integration of
5 public-use bicycles to the cityscape, a
6 level of experience no other company can
7 claim. Users can buy subscriptions via
8 the Internet or phone or directly at the
9 rental station and then receive a
10 personalized card in the mail. The
11 system support is electronic and backed
12 by a human maintenance team that
13 continuously redistributes bicycles from
14 rental stations where they are in excess
15 to stations in short supply and also
16 performs on-the-spot repairs.

17 Bike sharing is a proven method
18 for improving local transportation with a
19 low environmental footprint. Aside from
20 not adding to air pollution, there are
21 many other benefits, all of which have
22 been discussed today.

23 Given Clear Channel Outdoor's
24 deep understanding of a bike-sharing
25 program, it stands to reason that we can

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2 make valuable contributions to
3 conceptualizing, planning and execution
4 of a similar project for Philadelphia.
5 We know how to make them suitable for
6 different local circumstances of climate,
7 topography, bike-riding paths and so
8 forth, and we understand too that
9 patience and endurance are necessary
10 before these projects gain the critical
11 mass of user acceptance.

12 Thank you for the opportunity
13 to testify. I'll be glad to answer any
14 questions you may have.

15 COUNCILMAN JONES: Thank you
16 very much. I'm very familiar with Clear
17 Channel and what you do. I was surprised
18 that you actually do bike share, and it
19 just amazes me that you are going to be
20 the first in the --

21 MR. KAUKER: As a matter of
22 fact, on Page 4 of our testimony, there's
23 a list of cities where we currently have
24 bike-share programs.

25 COUNCILMAN JONES: Thank you.

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2 We'll proceed with the video
3 now.

4 MR. McDONOUGH: This is Lyon
5 first and then Paris.

6 (Partial video shown.)

7 COUNCILMAN JONES: Do you have
8 it in English that we can actually read
9 maybe?

10 MR. McDONOUGH: I can go into
11 the PowerPoint in English.

12 COUNCILMAN JONES: Why don't we
13 do that.

14 COUNCILWOMAN BROWN: While we
15 wait for our professional here --

16 (Witness speaking without
17 microphone.)

18 COUNCILWOMAN BROWN: Okay.

19 MR. McDONOUGH: JCDecaux is a
20 company that does worldwide street
21 furniture.

22 COUNCILWOMAN BROWN: Identify
23 yourself for the record, please, sir.

24 MR. McDONOUGH: Sure. My name
25 is Martin McDonough. I'm with JCDecaux.

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2 I am President of Wall/Decaux, Inc. in
3 Boston. I'm responsible for operations
4 in Boston and St. Louis. We are a
5 worldwide leader in street furniture and
6 we are a worldwide leader in bike sharing
7 at this point. JCDecaux is in the street
8 furniture, billboard, transit and mall
9 advertising, 54 countries, 8,900
10 employees.

11 We are consistent with a lot of
12 the comments earlier today, the number
13 one company worldwide in street
14 furniture, number one in airport
15 advertising, billboards in Europe, in
16 addition to China, and we are now number
17 one in self-service bicycles worldwide.

18 In terms of our activity in the
19 U.S., we are in 31 airports in the U.S.,
20 97 shopping malls. We have street
21 furniture in five of the top six markets,
22 including Boston and Chicago, and we are
23 very active in New York transit.

24 I think one of the more
25 important comments about bicycle

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2 transportation is that it is an alternate
3 mode of transit, and a bike-sharing
4 program is a complementary transit
5 alternative to existing transit modes.
6 It's not a replacement for them, and it
7 is certainly in the sense of bike sharing
8 much different than recreational biking.
9 We think it's a perfect complement to
10 major U.S. cities. We've had great
11 success with it overseas, particularly in
12 France, and in a city like Philadelphia,
13 which is a very dense city and has a high
14 student population, it's going to work.
15 I'll go through this real
16 quickly.
17 The three advantages that we
18 see for bike sharing, regardless of who
19 is operating the system, are, it's an
20 alternative to improved mobility, it
21 improves quality of life and it will
22 boost bicycle usage.
23 This is the nuts and bolts of a
24 bike-sharing system. Obviously you have
25 the bike. It is heavy. It's designed to

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2 be used by all individuals. And one
3 thing that's important to consider
4 relative to testimony that we had
5 earlier, it's designed for people 14 and
6 above. So it's not designed for
7 children. It's designed for adults.
8 It's designed as an alternate mode of
9 transportation.

10 This is the nuts and bolts of
11 the bike-sharing system, which is a post
12 and kiosk system, complemented by the
13 bikes.

14 The bike itself, which you can
15 see, is identifiable. It's universal in
16 size. It's very durable. These are
17 actually steel-frame bikes. They are 42
18 pounds. They're heavy, and they're
19 designed to be heavy. They're designed
20 to be used in an urban environment by
21 multiple users per day. They're very
22 safe, they're comfortable and they're
23 easy to ride.

24 Basically, to access the bike,
25 you're going to wave a membership card or

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2 insert a credit card. You're going to
3 choose a bike and release the bike from
4 the post. It's that simple.

5 One of the things to consider
6 when you are investigating bike sharing
7 and particularly in a city like
8 Philadelphia is how much space are you
9 going to require. Twenty bikes can go in
10 the space of two cars.

11 Just to give you an idea of
12 some cities that this is working -- and
13 I'm not sure if you can see that, but
14 we're active in 14 cities with over
15 30,000 bicycles at this point. Some of
16 the cities where this is working include
17 Vienna, Cordoba, Lyon, Brussels, Paris.
18 And Paris, I won't try to show you the
19 video, but we have 20,000 bicycles and
20 100,000 users each day. It's a
21 tremendous success story.

22 And also one thing to consider
23 that does involve job creation and is
24 really an important part to consider of
25 this is, most people take a bike and ride

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2 it down the hill. It's a huge logistics
3 issue moving these bikes around. When
4 you're going from location to location as
5 an intermodal form of transportation,
6 you're not just going from one place to
7 the same place every day. And there are
8 people who take the train, move to a bike
9 and then take it to work and go back, but
10 what you might often see is that they are
11 going someplace on their lunch break,
12 they are going someplace different, and
13 because of that, they're picking up their
14 bike in one place and leaving it in
15 another. That means that a program like
16 this from an operational perspective is a
17 huge logistics issue, and that's, in
18 part, a big part of the work.

19 The other big part of it is, in
20 a program like this, you're going to see
21 about 15 to 20 percent shrinkage in a
22 system. That means 15 to 20 percent of
23 the bikes are either stolen or damaged,
24 and that includes both. So there's a
25 pretty huge operational cost for a

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2 program like this. That's why as you
3 review some of the numbers and consider
4 some of the costs and some of the way to
5 implement this, you might want to
6 consider that, in rough terms, 15 to 20
7 percent is what you're dealing with in
8 terms of usage. So the cost of running a
9 program like this are not only the
10 capital costs for the bicycles and not
11 only the planning costs and planning the
12 space and putting them in the right spot,
13 but it's also 15 to 20 percent in stolen
14 or lost bicycles or damaged bicycles and
15 also the logistics of maintaining them
16 and moving them around. And that
17 activity and that work is substantial.
18 The good news is, it creates
19 lots of jobs and good jobs. The bad news
20 is, it's costly. Compared to other modes
21 of transportation, including bus or train
22 or other modes of transportation, there's
23 no cheaper way to move that many people.
24 However, it's a fairly expensive
25 undertaking. Whether that's funded by

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2 federal funds or advertising or grants or
3 whatnot, it is an expensive system,
4 particularly if it's used a lot.

5 The other important thing for
6 bike sharing is -- one of the issues
7 that's important is critical mass. We
8 don't believe and our success, our
9 experience in France has been that if you
10 don't have enough critical mass, it's not
11 a transportation mode. We listened to
12 people saying they pick up the bike at
13 one place and go to another. They use it
14 for going to dinner, they use it for
15 going out. If the bikes aren't available
16 on every corner, it's not a real good
17 system. It's not like taking the bus or
18 getting a train. So you can do a pilot
19 program to test the concept, but to make
20 it an alternate form of transportation,
21 there's got to be critical mass. And
22 that means in a city the size of
23 Philadelphia, we would envision several
24 thousands of bikes, probably at a
25 minimum, 250 stations, 3,000, 4,000

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2 bikes. That's what you're going to need
3 to do that. And if you run the numbers
4 on bikes and stations and kiosks, it's a
5 substantial project from a capital
6 investment perspective, and it needs to
7 be funded somehow. I wouldn't say that
8 anything under a thousand bikes is going
9 to be meaningful in terms of a
10 transportation mode, based on our
11 experience.

12 In terms of ways that it can be
13 funded, it can be funded, as we've talked
14 about, through advertising. It doesn't
15 have to be through advertising. It can
16 be funded through sponsorship, user fees,
17 transportation funds or grants.

18 We will make our videos and
19 copies of our presentations available.
20 If there are any questions, we're happy
21 to take them. Thank you.

22 COUNCILMAN JONES: Are there
23 any questions from the panel?

24 (No response.)

25 COUNCILMAN JONES: Councilwoman

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2 Brown has a closing comment.

3 COUNCILWOMAN BROWN: First, let
4 me say a huge thank you to everyone who
5 offered testimony, which I found to be
6 both informative, instructive and
7 certainly suggests or urges us to, again,
8 slow walk this, because there's so many
9 factors that we have to consider.

10 We will be working closely with
11 the Administration as we seek to come up
12 with recommendations to roll this out.
13 And we are begging for copies of your
14 testimony so that as we reread everything
15 that we've heard here today, we have the
16 benefit of everybody's text. So if you
17 do not have copies, please see Joe Meade
18 for that.

19 I want to thank Councilman
20 Jones, the co-sponsor of this resolution,
21 who chairs Transportation, on this
22 particular issue. So thank you all very,
23 very much for the homework that lies
24 ahead.

25 Thank you very much.

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2 (Applause.)

3 COUNCILMAN JONES: This
4 concludes our hearing on bike share.

5 This is a joint Committee of
6 Environmental and Transportation and
7 Public Utilities. We will be at recess
8 to the call of the Chair.

9 (Committee on Environment and
10 Transportation and Public Utilities
11 adjourned at 3:40 p.m.)

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