



**DOWNTOWN
LONG BEACH
ALLIANCE**

August 26, 2024

Long Beach City Council
City Hall
411 W Ocean Blvd
Long Beach, CA 90802

Dear Honorable Members of the Long Beach City Council,

On behalf of the Downtown Long Beach Alliance (DTLB Alliance), we are writing to express concern regarding the proposed FY25 budget line item that seeks to bring the Long Beach Bike Share Program in-house. We respectfully request that the City Council remove this item from the budget. As the contracted manager of the City of Long Beach's Bike Share program, Pedal Movement has been a valuable partner in advancing the City's goals of enhancing mobility, reducing carbon emissions, and promoting sustainable transportation options.

The DTLB Alliance is a non-profit organization representing more than 1,400 businesses and 3,200 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. As a leading voice for the Downtown community, we recognize the importance of micro-mobility in enhancing the Downtown experience and reality that such programs require an experienced hand to support such programs.

Pedal Movement has helped manage and grow the City's Bike Share program, providing the community with affordable, accessible transportation alternatives that support Long Beach's Climate Action Plan and the Bicycle Master Plan. This partnership between the City and Pedal Movement is a model for what successful public-private collaborations can achieve. It has demonstrated how local businesses, when empowered with city contracts, can thrive while delivering essential services that meet the community's needs.

This partnership serves as a blueprint for other businesses and organizations looking to work alongside the City of Long Beach as a vendor to achieve shared goals. It is an example of what can be when a local business is given the opportunity to manage a city service—demonstrating innovation, efficiency, and a deep commitment to the community.

It could force the closure of a thriving Long Beach business, that has a basis in Downtown Long Beach and that has been a consistent contributor to the local economy and an advocate for active transportation. Furthermore, this shift risks reducing the overall quality and responsiveness of a critical service that residents rely on for their daily transportation needs.

Pedal Movement has facilitated thousands of Bike Share rides annually, reducing traffic congestion and providing an environmentally friendly alternative to driving. Transitioning this program threatens to erode the quality of service, responsiveness, and community connection that Pedal Movement has so successfully cultivated.



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Moreover, through its work on the Bike Share program and other initiatives, Pedal Movement has become a leader in the active transportation sector. Its partnership with the City of Long Beach has placed it at the forefront of important conversations with the California Air Resources Board, other cities across the Western United States, and non-profit organizations working to expand sustainable transportation options. These achievements have ripple effects, not just for Long Beach but for the broader movement toward greener cities.

For these reasons, the Alliance strongly encourages the City Council to retain the current management structure of the Bike Share program by removing the proposed budget line item. This will preserve local jobs, protect a vital Long Beach business, and ensure that the community continues to benefit from this essential service at the highest level of quality.

Thank you for your attention to this important matter. The Alliance remains committed to supporting the continued success of the City of Long Beach's Bike Share program and its partnership with Pedal Movement.

Sincerely,

Austin Metoyer
President & CEO
Downtown Long Beach Alliance