



MEMO

Date: July 12, 2016

To: Tax Increment Reinvestment Zone (TIRZ) #3 Board

From: Terry Sweeney, Executive Director of Corpus Christi Downtown Management District

Re: Bike Share Program Funding

Corpus Christi Downtown Management District (DMD) has signed a 3-year lease with bike share service provider Zagster <http://zagster.com/> to provide up to 40 bikes in 7 stations at a cost of \$76,000 per year.

Request

DMD is requesting that Tax Increment Reinvestment Zone (TIRZ) #3 board approve \$20,000 annually (FY 2017-2019) year to support the Corpus Christi Bike Share Program.

Process

In 2014, DMD identified bike share as one of its priorities in its DMD Three Year Strategic Plan. In Summer 2015, DMD and other collaborating organizations participated in the MPO Bike Mobility Plan and starting a Downtown bike share program become a topic of discussion. DMD convened Bike Share Steering Committee in the Fall 2015 and began researching options eventually selecting Zagster as the bike share provider. The steering committee included the following organizations:

• American Bank • City of Corpus Christi Business Liaison • Corpus Christi Visitors and Convention Bureau • Corpus Christi Regional Transit Authority	• Downtown Management District (DMD) • Holiday Inn Marina • Metropolitan Planning Organization • SEA District • Omni Hotel
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Bike Share Management and Funding

DMD shall provide local program support and coordinate with Zagster to manage program and recruit additional program funders and locations. Initial annual funding for the 40 bikes is to be as follows:

• DMD/DRA	\$10,000
• CCRTA	\$36,000
• City (\$10k Parking Fund and \$20k TIRZ Fund)	\$30,000

**Initial Bike Share Locations**

DMD will work the City, RTA and Zagster to establish exact location but generally they will located at:

1. La Retama Park
2. RTA Customer Center
3. Shoreline Blvd./Peoples St.
4. Bayshore Park
5. Visitors Center Area
6. Peoples T-Head
7. Lawrence St. T-Head

Anticipated Bike Share Launch Date: Friday, August 19, 2016