

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Neighborhood and Quality of Life Committee Members

FROM: Alina T. Hudak, City Manager

DATE: May 19, 2021

SUBJECT: **DISCUSSION REGARDING THE POSSIBILITY OF STARTING A PILOT PADDLEBOARD RENTAL PROGRAM AT PARKVIEW PARK ANNEX AND/OR PINE TREE PARK KAYAK LAUNCHES.**

HISTORY:

At the March 18, 2020 Commission meeting, a discussion regarding the possibility of starting a pilot paddleboard rental program at Parkview Park Annex and/or Pine Tree Park kayak launches was referred to the Neighborhood and Quality of Life Committee (“NQLC”) (Exhibit A). The item was subsequently deferred to the July NQLC meeting due to delays caused by the Covid-19 pandemic.

At the July 15, 2020 NQLC meeting, the Committee heard the presentation and directed the Administration to bring the item back to the Committee post COVID. Given the current state of park and park amenity re-openings and the lifting of certain restrictions, the Administration would like to continue the discussion on the possibility of starting the pilot paddleboard rental program.

Further, at the Committee’s request, the Administration conducted research into other vendors and companies that offer similar services for paddleboard rentals, and none were found locally.

ANALYSIS

PADL, LLC. is a local company whose mission is to get more people out on the water by providing paddle sport rentals at self-serve stations (Exhibit B). PADL currently has paddleboard stations located in the following areas:

- Fiesta Key
- Key Biscayne
- Boynton Beach
- Juno Beach
- Jupiter
- Vero Beach
- Lake Butler

Additionally, the company plans on adding 15 more stations throughout Miami-Dade and Clay

Counties, and in states such as California, Virginia and North Carolina.

The company is interested in installing several stations in the City of Miami Beach, as part of a pilot program, at locations such as Pine Tree Park and Parkview Island Park.

PADL possesses GPS, cellular service and self-locking technology in its fleet so that kayaks and paddleboards may be locked and opened by users with an app and tracked to provide for operations and maintenance. As noted in Exhibit B:

- All rentals are done via a smartphone app
- Boards are equipped with GPS for constant tracking and communication
- Docking stations are solar powered
- Leashes and life jackets are provided with each rental
- Safety videos provided in app in addition to location specific safety signage
- PADL would be responsible for all installations and operations
- PADL will cover all maintenance costs for the kayak and paddleboard fleet and docking stations
- PADL rentals are charged at \$15.00 per hour or \$24.99 for a monthly membership (discounted to \$97.00 for six months). Rates are subject to change
- As part of the pilot program agreement, a 20% share of revenues received by PADL would be paid to the City monthly

CONCLUSION:

Discussion regarding the possibility of starting a pilot paddleboard rental program at Miami Beach park sites.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

Yes

Does this item utilize G.O. Bond Funds?

No

ATTACHMENTS:

Description	Type
<input type="checkbox"/> Exhibit A – Referral Memo C4G from March 2020 Commission Meeting	Other
<input type="checkbox"/> Exhibit B – PADL Presentation for Miami Beach	Other