

S T A T E O F N E W Y O R K

2702--A

2011-2012 Regular Sessions

I N S E N A T E

January 28, 2011

Introduced by Sens. SERRANO, ADAMS, KRUEGER -- read twice and ordered printed, and when printed to be committed to the Committee on Commerce, Economic Development and Small Business -- recommitted to the Committee on Commerce, Economic Development and Small Business in accordance with Senate Rule 6, sec. 8 -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the economic development law, in relation to creating the New York State bicycle tourism promotion act

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

1 Section 1. The economic development law is amended by adding a new
2 article 21 to read as follows:

3 ARTICLE 21

4 NEW YORK STATE BICYCLE TOURISM PROMOTION ACT

5 SECTION 500. SHORT TITLE.

6 501. STATEMENT OF LEGISLATIVE INTENT.

7 502. DEFINITIONS.

8 503. ADMINISTRATION.

9 504. GRANTS FOR LOCAL BICYCLE TOURISM KIOSK.

10 505. PROGRAM REVIEW.

11 S 500. SHORT TITLE. THIS ACT SHALL BE KNOWN AND MAY BE CITED AS THE
12 NEW YORK STATE BICYCLE TOURISM PROMOTION ACT.

13 S 501. STATEMENT OF LEGISLATIVE INTENT. THE LEGISLATURE HEREBY RECOG-
14 NIZES THE ROLE THAT CYCLING PLAYS IN LOCAL TOURISM. INCREASINGLY, BICY-
15 CLES ARE UTILIZED BY TRAVELERS TO EXPLORE LOCAL COMMUNITIES, OR AS A
16 METHOD OF TRAVEL THROUGH THE STATE. AS BICYCLES HELP EXPAND TRAVEL
17 DESTINATIONS, AND ADD TO EXPERIENCE BASED TOURISM, THE STATE SHOULD ACT
18 TO SUPPORT THE GROWTH IN THIS SECTOR. IT IS THE OBJECTIVE OF THIS LEGIS-
19 LATION TO ESTABLISH A WORKING FLEET OF RENTAL BIKES AT CONVENTION
20 BUREAUS, VISITOR CENTERS AND POINTS OF INTEREST THAT ARE HEAVILY VISITED

EXPLANATION--Matter in *ITALICS* (underscored) is new; matter in brackets
[] is old law to be omitted.

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1 BY TOURISTS AND PROFESSIONALS. ADDITIONALLY, THE LEGISLATURE WISHES TO
2 PROVIDE A MECHANISM TO CONNECT VISITING PROFESSIONALS AND TRAVELERS WITH
3 INFORMATION AND MAPS OF BICYCLING ROUTES AND DESTINATION POINTS.

4 S 502. DEFINITIONS. AS USED IN THIS ACT, "BICYCLE TOURISM KIOSK" SHALL
5 MEAN A CENTRAL LOCATION EASILY ACCESSIBLE BY TOURISTS WHERE BICYCLES,
6 BICYCLING SAFETY EQUIPMENT AND A LOCAL BICYCLE ROUTE MAP ARE PROVIDED
7 FOR RENTAL AND USE.

8 S 503. ADMINISTRATION. 1. THE DEPARTMENT SHALL ADOPT GUIDELINES FOR,
9 AND ADMINISTER A PROGRAM TO PROMOTE BICYCLE TOURISM IN LOCAL COMMUNI-
10 TIES. IN DOING SO, THE DEPARTMENT SHALL:

11 (A) SOLICIT AND ACCEPT PROPOSALS FROM LOCAL TOURISM PROMOTION AGEN-
12 CIES, CONVENTION AND VISITORS BUREAUS AND CHAMBERS OF COMMERCE TO IDEN-
13 TIFY POTENTIAL BICYCLE ROUTES AND HOST A BICYCLE TOURISM KIOSK;

14 (B) EVALUATE THOSE PROPOSALS TO ENSURE THAT PROPOSED BICYCLE ROUTES
15 WILL PROVIDE TRAVELERS WITH AN ADEQUATE EXPERIENCE BASED ON THE PROXIMI-
16 TY OF POINTS OF INTEREST AND TOURISM ATTRACTIONS TO PROPOSED BICYCLE
17 ROUTES; AND

18 (C) PROVIDE THAT NO BICYCLES SHALL BE RENTED WITHOUT ALSO PROVIDING A
19 BICYCLE HELMET, OR HAVING BEEN PROVIDED THAT THE PERSON RENTING THE
20 BICYCLE HAS IN HIS OR HER POSSESSION A HELMET TO BE USED WHILE OPERATING
21 SUCH BICYCLE.

22 2. THE DEPARTMENT MAY APPROVE UP TO FIFTEEN PROPOSALS TO CREATE A
23 LOCAL BICYCLE TOURISM KIOSK.

24 3. NOTHING SHALL PROHIBIT THE DEPARTMENT FROM CONTRACTING WITH A
25 STATEWIDE BICYCLING ORGANIZATION FOR THE PURPOSES OF IDENTIFYING POTEN-
26 TIAL AREAS FOR A BICYCLE TOURISM PROGRAM, EVALUATING PROPOSALS SUBMITTED
27 TO THE DEPARTMENT AND LOCALLY ADMINISTERING GRANTS PROVIDED UNDER THIS
28 ARTICLE.

29 S 504. GRANTS FOR LOCAL BICYCLE TOURISM KIOSK. 1. FROM EXISTING
30 AMOUNTS APPROPRIATED FOR TOURISM PROMOTION, AND ANY OTHER AMOUNTS APPRO-
31 PRIATED FOR THE PROGRAM, THE DEPARTMENT SHALL PROVIDE GRANTS TO TOURISM
32 PROMOTION AGENCIES, CONVENTIONS AND VISITORS BUREAUS, CHAMBERS OF
33 COMMERCE, OR A LOCAL GOVERNMENT FOR THE PURCHASE OF EQUIPMENT AND OPERA-
34 TION OF A BICYCLE TOURISM KIOSK.

35 2. THE DEPARTMENT MAY CONTRACT WITH A STATEWIDE BICYCLING ORGANIZATION
36 TO ADMINISTER GRANTS PROVIDED UNDER THIS ARTICLE.

37 3. NO SINGLE GRANT MAY EXCEED TWENTY THOUSAND DOLLARS.

38 4. ELIGIBLE USES FOR GRANTS PROVIDED UNDER THIS SECTION ARE AS
39 FOLLOWS:

40 (A) FOR THE PURCHASE OF BICYCLES, HELMETS, LOCKS, BICYCLE TOOLS,
41 STATIONARY BICYCLE RACKS, AND ANY OTHER EQUIPMENT NECESSARY TO MAINTAIN
42 AND PROVIDE SAFE BICYCLE RENTALS;

43 (B) FOR PERSONAL SERVICE COSTS, PROVIDED HOWEVER THAT SUCH PERSONAL
44 SERVICE COSTS SHALL NOT EXCEED NINE THOUSAND DOLLARS PER GRANT;

45 (C) FOR ANY OTHER COSTS NECESSARY TO LEASE OR PURCHASE SPACE TO OPER-
46 ATE A BICYCLE TOURISM KIOSK; AND

47 (D) FOR REASONABLE NON-PERSONAL SERVICE COSTS ASSOCIATED WITH THE
48 OPERATION AND MAINTENANCE OF A BICYCLE TOURISM KIOSK.

49 S 505. PROGRAM REVIEW. THE DEPARTMENT SHALL, SIX MONTHS AFTER THE
50 AWARDING OF GRANTS UNDER THIS ARTICLE, CAUSE TO BE PRODUCED A REVIEW OF
51 THE PROGRAM. A REPORT ON THE EFFECTIVENESS OF THIS PROGRAM SHALL BE
52 SUBMITTED TO THE GOVERNOR, TEMPORARY PRESIDENT OF THE SENATE, AND SPEAK-
53 ER OF THE ASSEMBLY.

54 S 2. This act shall take effect immediately.