

Bikestation Santa Barbara Report Presentation to the Board Meeting of the Downtown Parking Committee

June 12, 2014



Operations – Bikestation Mobility Solutions

24/7 bike parking and shared bike fleet services



- Global Membership System
- 24/7 secure access control
- 18 years of experience
- Full range of parking options serving from 20 to 300 cyclists
- Call center and customer support
- Security monitoring
- Marketing
- Liability insurance
- Reporting, and optional user survey

Bikestation Santa Barbara Survey

Existing conditions

- 66.7% have had a bike stolen or know a family member*
- 31.1% travel by bike to downtown*
 - Vs. 40.9% SOV driver*
 - Vs. 12.3% carpool*

*427 participants
October 2012



Granada Garage Lot 6

Facility amenities

- 78 parking spaces
- Secure restroom
- Secure shower room
- Repair area
- Digital day use lockers
- Commute information
- E-bike recharging
- Spare parts vending machine



Santa Barbara Member Data

June 1, 2014

May 2014

- 56 members (total)
- 36 annual members
- 13 monthly members
- 7 daily members
- 0 members kicked out
- 3 members warned
- No thefts



Annual Facility Utilization Data

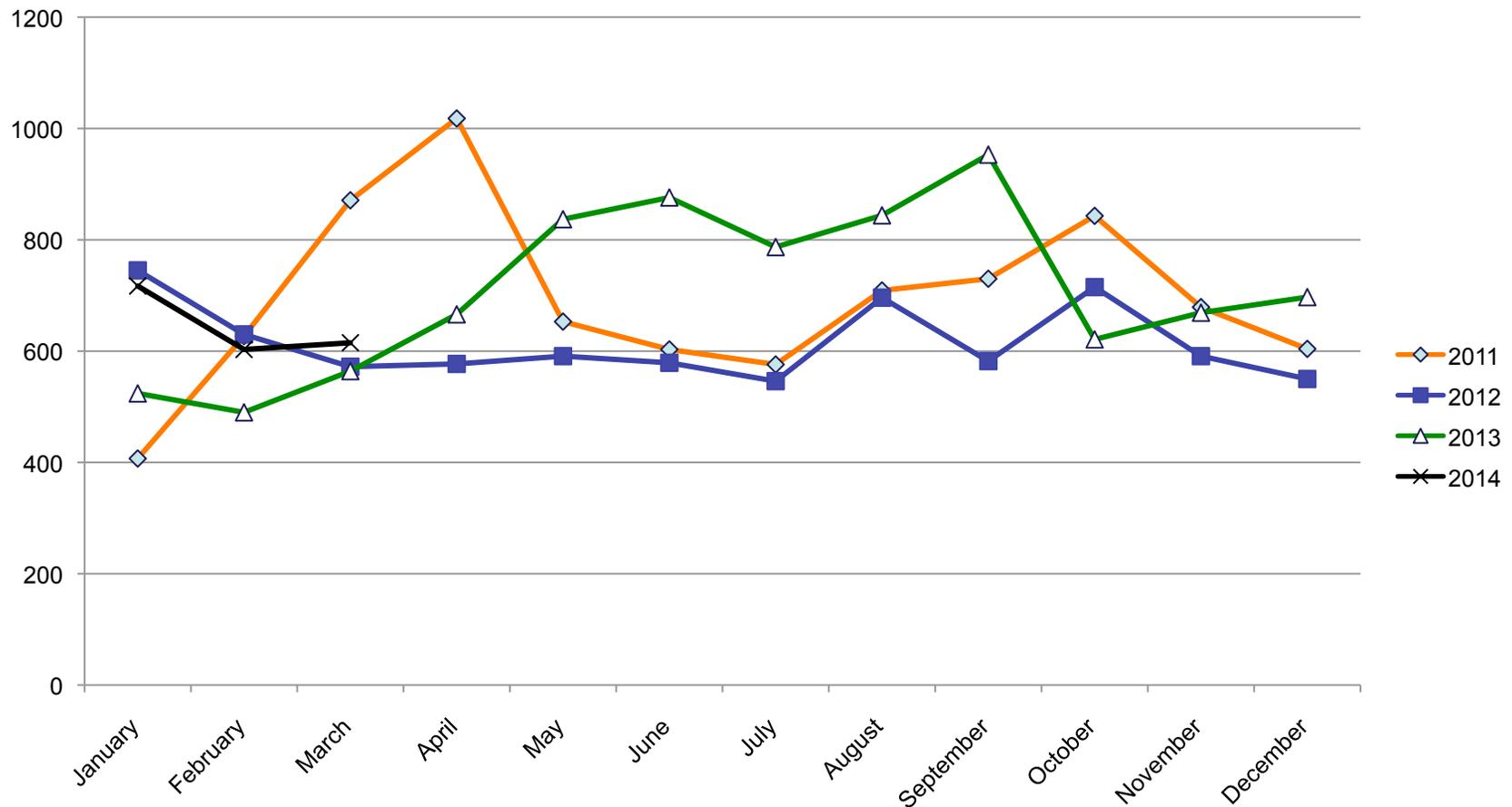
June 2013 to May 2014

- Membership peak at 72 (August)
- Utilization at highest annual level:
 - 8528 (2013)
 - 7374 (2012)
for 15.6% growth
- Record use in months:
 - June to September (787 to 953 parks / month)
 - vs. past (500s to 600s)



Parking Events By Month: 2011 to 2014

April 2014



Estimated Annual Environmental Benefits

Improved air quality and less roadway congestion

- 83,521 less lbs. of emissions per year
 - 8,528 bikes parked
 - 17,056 bike trips
 - 92,801.7 total miles*
 - (45.1% trips \leq 3 miles)
 - (65% trips \leq 5 miles)

*based on 2012 Bikestation survey
proportion of commute by distance
and 2014 trips



911 Center Construction 2014

Building partnerships and member retention

- Construction of HVAC for 911 Center temporarily closed Bikestation shower and restroom facilities
- Developed partnership with Swell Clubs to allow our annual members to shower and change



swell
SANTA BARBARA
ATHLETIC CLUB

WELCOME BIKESTATION MEMBERS
We hope you enjoy your complimentary week of world-class fitness programs and facilities.

Group Exercise	Earthbar Café
Pool & Hot Tubs	Functional Training Room
Sauna & Steam Room	Open Air Workout Space

SANTA BARBARA ATHLETIC CLUB

520 Castillo Street Santa Barbara (805) 966-6147 www.swellclubs.com
Redeem this two week pass at the front desk when you arrive.

New Member Recruitment Drive: 2013

Building use and support for the facility

- Trial Membership offer:
 - Free 90 day trial
 - Access to parking only
- Offered CycleMAYnia and other events
- 14 trail users enrolled
- Increased awareness of Granada Garage
- 804 web page visits
- Restarts in June 2014



Bikestation Tours and Valet Parking for the Outdoor Movies at the Sunken Garden 2013

Building use and support for the facility

- Event partnership with SBBC
- Valet parking with Bikestation tours
- 6 summer dates
- 137 customers
- Parked 33.5% of all bikes at event series
- Bikes overflowing in Bikestation



Courtesy of the Santa Barbara Bicycle Coalition,
FREE secure indoor bicycle valet parking is available starting at **7 PM on Friday nights** at the Bikestation, located on the ground floor of the Granada Parking Garage adjacent to the Coffee Cat on Anacapa Street.

Bikestation Santa Barbara Earth Day 2014

Building use and support for the facility

- Commuter contacts (Sat): 20
- Commuter contacts (Sun): 35
- QR downloads: 88 (count after 2 days)
- New annual members signed up: 1



Upcoming Santa Barbara Marketing

Building use and support for the facility

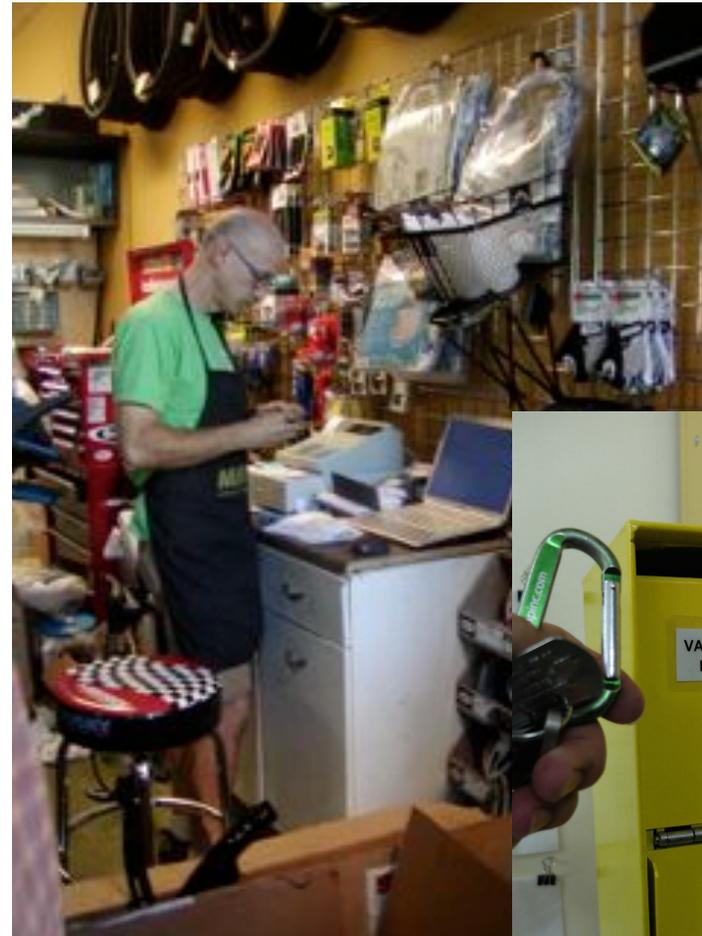
- CycleMAYnia Bike to Work Night at Bikestation (15 May)
 - Facility tours
 - Instant enrollment
 - Commuter information
 - Bicycle safety checks
- Refer-a-Friend promo



2014: Bike Shop Valet Repair Service

New facility services

- Highest request for new service: #1 rank
- Allow members to have bikes picked up and repaired while they are at work
- Service initiated with bike shops:
 - Open-Air Bicycles
 - Cranky's



2014: Bikestation Santa Barbara Lot 3

Expansion of secure bike parking network

- Expansion of 24/7 secure bike parking
- Focus: MTD bike commuters
- 26 to 28 spaces
- Opening: Fall 2014
- HLC approved
- Project in final phase of permitting



Goals for 2014 / 2015

June 2014

Proposed

- Build & open Lot 3 facility
- Plan expansion to Amtrak Station
- Sustain membership growth of annual members (50% of spaces)
- Raise offseason utilization rate (Nov–Feb)
- Sustain partnerships

Year Expected

- 2014 (Fall)
- 2015
- 2014
- 2015
- Ongoing

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APPENDIX:

2012 Q14: How long is your commute trip?

Answer Options	Response Percent	Response Count
Less than 1 mile	7.0%	28
1 mile	8.8%	35
2 miles	15.8%	63
3 miles	13.5%	54
4 miles	9.3%	37
5 miles	9.0%	36
6 miles	5.5%	22
7 miles	4.8%	19
8 miles	4.3%	17
9 miles	3.5%	14
10 miles	6.5%	26
more than 10 miles	12.0%	48

Within 3 Miles **45.1%**

Within 5 Miles **63.4%**