



# CITY OF SANTA BARBARA

## DOWNTOWN PARKING COMMITTEE AGENDA REPORT

**DATE:** February 9, 2012  
**TO:** Downtown Parking Committee Members  
**FROM:** Browning Allen, Transportation Manager  
**SUBJECT:** AGREEMENT FOR THE OPERATION OF THE BICYCLE STATION IN THE GRANADA GARAGE

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### **RECOMMENDATION:**

That the Downtown Parking Committee recommend that Council authorize the Public Works Director to execute a five year agreement for \$25,000 annually with Bikestation® for the operation of the bicycle station located at the Granada Garage.

### **DISCUSSION:**

The bicycle station located within the Granada Garage parking structure is an essential element of the Granada Garage project. The bicycle station is in a central location that provides storage for up to 80 bicycles, as well as other amenities related to cycling to and from work, such as a shower, restroom, air compressor and an area for bike repairs. The facility is intended to increase the attractiveness of bicycle commuting by providing secure bicycle storage for commuters who choose to travel to downtown businesses and worksites by bicycle.

In December of 2006, staff negotiated a five year agreement with the Bikestation, which is based out of Long Beach, California. The Downtown Parking Program provided \$25,000 annually for the operation of the bicycle station. For five years, Bikestation operated the bicycle station as intended with minimal time and resources expended by City staff.

In October of 2011, a Request for Proposals (RFP #5100) was issued for the operation of the bicycle station. Staff received two proposals: one from the current operator, Bikestation, and one from the Santa Barbara Bicycle Coalition. After reviewing the proposals and interviewing the parties, staff requested that Bikestation partner with the Santa Barbara Bicycle Coalition to increase membership through local outreach. However, the Santa Barbara Bicycle Coalition recently withdrew from the RFP process and will not be partnering with Bikestation.

Staff has determined that Bikestation's proposal was the most responsive and recommends that they be awarded the contract as the bicycle station operator. Bikestation will continue to offer secure bicycle parking through their proprietary online membership system while also bolstering their marketing efforts to increase membership. With their well-qualified staff and management team, Bikestation will be able to continue with the City's ongoing mission for the bicycle station.

**SUMMARY:**

Staff negotiated a new five year operating agreement with Bikestation. The Downtown Parking Program will provide \$20,000 annually for the operation of a bicycle station that provides secure bicycle storage and other amenities to support and encourage commuter cyclists. In addition to the \$20,000, the Downtown Parking Program will contribute up to \$5,000 annually in marketing and outreach incentives. As the Bikestation Coalition is able to increase membership, the Downtown Parking Program will make additional payments to Bikestation to cover their marketing and outreach costs not to exceed \$5,000.

The Downtown Parking Program will continue to fund up to \$25,000 annually for the operation and marketing of the bicycle station.

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