



**City of Santa Barbara**  
Transportation & Circulation Committee  
Downtown Parking Committee  
Staff Report

**DATE:** June 13, 2013

**TO:** Transportation & Circulation Committee (TCC) and Downtown Parking Committee Members

**FROM:** Browning Allen, Transportation Manager

**SUBJECT:** Bikestation® Operations Contract

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**RECOMMENDATION:**

That the Committees recommend to Council to authorize the Public Works Director to execute a one-year agreement with Bikestation® to operate the bicycle parking facility located in the Granada Parking Garage, Lot 6, and bicycle parking module at City Parking Lot 3 with the following components:

- A. Base contract of \$17,000 per year for operating costs and management of membership, providing a bicycle fleet for a Bicycle Library Program, and providing a Day Use Nonmember Bike Parking Program;
- B. \$8,000 annual incentive for marketing and outreach and new annual memberships; and
- C. Option to renew contract yearly for the next four years.

**EXECUTIVE SUMMARY:**

Since the Council meeting on April 10, 2012, staff has worked with Bikestation® staff and representatives of the local bicycling community to develop an operating scenario for the bicycle parking facility located at the Granada Garage to be more responsive to the community's needs identified in a recent survey and interest expressed by Council. City staff is recommending that Bikestation® continue with the operations of the bicycle parking facility at Granada Garage and the future bicycle module at City Lot 3. The facilities will continue to use the Bikestation®'s proprietary membership management and access system. Bikestation® will issue memberships at a nominal cost to bicyclists interested in using the facilities. Bikestation® will also include the facilities as a drop off location for members to leave their bicycle for more significant repairs that would be subcontracted to local bicycle shops. Bikestation® will also provide two new programs: 1) Day use Nonmember Bike Parking Program and 2) Bicycle Library Program.

## **BACKGROUND:**

On March 23, 2001, Council approved the Granada Garage project, including offices for Downtown Parking staff, a shared trash facility, public restrooms and a secured bicycle parking facility. The 1,300 square –foot secured bicycle parking facility houses a 78-space 2-tier bike rack, providing enclosed, secure and convenient parking for downtown employees. The facility includes a work bench and floor space for minor bike maintenance and repair. Other elements include a unisex restroom, a shower, day-use lockers, and a transit and commuter information kiosk.

In December 2006, Council authorized the Public Works Director to execute a five year agreement with Bikestation® to operate the 24 hour secured bicycle parking facility, provide membership management, promotion and marketing of the facility and maintain displays of bicycle and transit information.

Before the expiration of the five year contract with Bikestation®, the City solicited proposals to operate the Granada Garage bicycle parking facility in order to determine if there was any local interest in operating the facility. In 2011, Staff received two proposals: one from the current operator, Bikestation®, and one from the Santa Barbara Bicycle Coalition (SBBC). After a review of the proposals and interviews with representatives of SBBC and Bikestation®, staff determined that the proposal submitted by Bikestation® was more responsive and proceeded to move forward, seeking council approval for a new 5-year Agreement.

On April 10, 2012, instead of approving a 5-year contract, Council approved an extension of the Bikestation® Operations Contract until June 30, 2013 and directed staff to return with a contract that would welcome local involvement, create more usage rather than storage, open the facility to be a community resource, and lastly to create more vitality.

Since the April 2012 Council meeting, Bikestation® and Staff conducted surveys from the following focus groups: 1) current Bikestation® members; 2) former Bikestation® members and 3) Santa Barbara County residents. The goal of the surveys was to get a pulse about secure bicycle storage and additional services that may be valuable at the facility.

Key findings of the surveys include the following:

1. 24 hour secure bicycle parking is the top amenity for current members followed by the on-site restroom.
2. All focus groups are interested in additional services besides secured bicycle storage.
  - a. The top three services for community members include: 1) Bicycle repair service; 2) Hourly/Day use permits; and 3) Short term bicycle rentals.
  - b. The top three services for current members included: 1) Drop off location at the bicycle parking facility for a bicycle shop to pick up for repairs; 2) Hourly/Day use permits; and 3) Short term bicycle rentals.
  - c. Former members liked all services uniformly.

3. All focus groups are interested in additional bicycle storage facilities in additional locations around Santa Barbara and surrounding cities.
4. Community members provided great marketing suggestions to Bikestation®.

Since the surveys were completed, the City requested Bikestation® to look for local partnership opportunities with the bicycle parking facility at Granada and future bicycle parking module at City Parking Lot 3 that is scheduled to be complete by spring of 2014. Bikestation® and was successful in getting two local bicycle shops as subcontractors to come to the bicycle parking facilities to pick up member bicycles in need of more major repairs.

Bikestation® and City staff had several meetings with the Executive Director of the Santa Barbara Bicycle Coalition to discuss possible involvement of SBBC at the Bikestation®. After much consideration, the Santa Barbara Bicycle Coalition Board did not want to directly enter into a contractual agreement with the City or with Bikestation® for these facilities at this time. The SBBC is currently focusing their efforts in their new Bici Centro facility located at 506 E Haley Street. SBBC may be available in the future to do bike valet at the Granada Garage bicycle parking facility and assist with the development of a shared bicycle program. The City will keep an on-going dialogue with the Santa Barbara Bicycle Coalition to determine when they can become involved with these facilities in the future. In the meantime, the SBBC is welcome anytime to use these facilities or the Granada Garage Conference Room for special events or as a teaching or marketing location. SBBC remains the local bicycle resource in our community and their advice on bicycle programs is beneficial to the cycling community.

#### **RECOMMENDATION:**

The City is recommending that the TCC and DPC recommend that Council authorize a one-year agreement with Bikestation® to continue with the operations of the bicycle parking facility at Granada Garage and future bicycle module at City Lot 3. This new Agreement includes performance measures for generating new memberships and elements that address the needs identified in the survey and the concerns raised by Council at their meeting on April 10, 2012. The facilities will continue to use the Bikestation®'s proprietary membership management and access system. Bikestation® will issue memberships at a nominal cost to bicyclists interested in using the facilities. Proximity keys will be issued to the members, allowing access to the facilities, restroom, shower, and other services. Please note that restrooms or showers will not be provided at the bicycle module at City Parking Lot 3.

In addition to the operations, there is an \$8,000 dollar incentive added to the agreement for marketing and outreach and for new annual memberships. The contract requires Bikestation® participate in a minimum of three local events per year, such as at the Earth Day Festival, Bike to Work Day and an event connected with Traffic Solution's CycleMAYnia. The contract also requires new annual memberships. Currently there are 69 annual members. The City will give \$200 to Bikestation® per every new member until capacity is reached. The bicycle parking capacity at Granada Garage is 80 bicycles and

the capacity at City Parking Lot 3 is 30 bicycles. When capacity is reached, Bikestation® must maintain the capacity. Overall this incentive will help encourage the promotion and use of the bicycle parking facilities. If the operations and incentives are successful, then the City would like the option to continue this contract on a yearly basis for the next four years.

The Hourly nonmember Bike Parking Program would be at the bicycle facility at the Granada Garage. The facility could accommodate up to eight (8) parking stall spaces for hourly use by nonmembers who have been prescreened. This program would allow nonmembers to park short term at a nominal fee during the Downtown Parking office hours. The Downtown Parking office would loan a key fob and u-lock for parking. No overnight, weekend or holiday access would be allowed by nonmembers.

The Bicycle Library Program would allow up to six (6) fleet bicycles for hourly use by Bikestation® annual members. Bikestation® would provide the bicycles and the City would maintain them. This program would allow members short term use of a fleet bicycle if they did not have a bicycle for a downtown trip or if their bicycle was being repaired by a local partner repair shop. These bicycles would be locked at the bicycle parking facility in the Granada Garage until the bicycle is signed out by a Bikestation® member at the Downtown Parking office.

**BUDGET/FINANCIAL INFORMATION:**

The Downtown Parking Program has budgeted sufficient funds to cover annual operational expenses including the maximum possible benefits from incentives for marketing, outreach and annual membership generation for both the bicycle parking facilities.