

Bikestation Santa Barbara Report
Presentation to
the City of Santa Barbara Downtown
Parking Committee
May 14, 2015



Operations – Bikestation Mobility Solutions

24/7 bike parking and shared bike fleet services



- Global Membership System
- 24/7 secure access control
- 19 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

Background 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

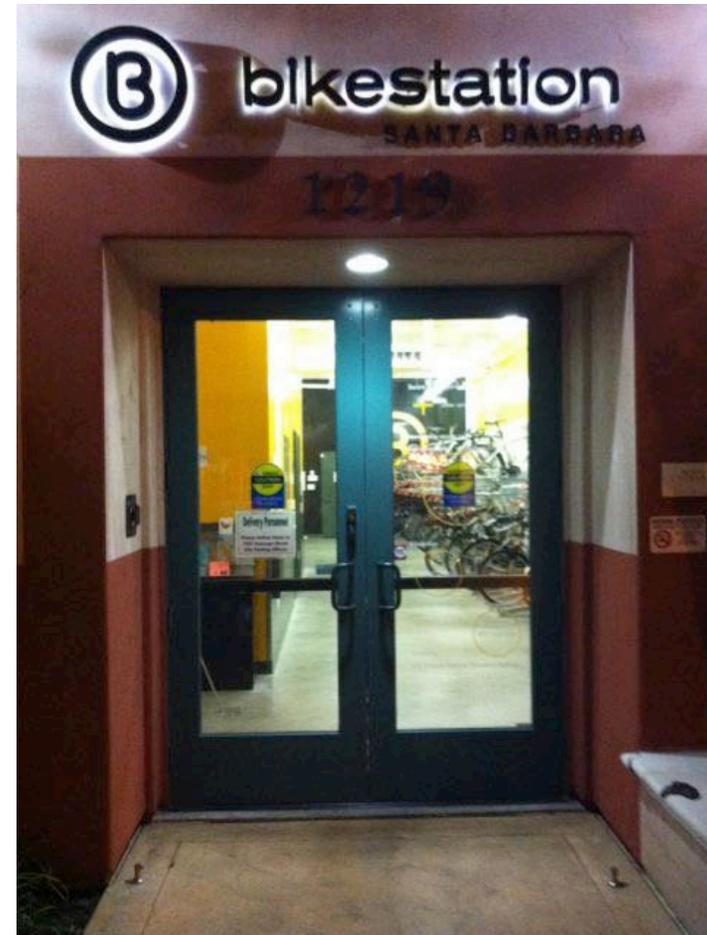
427 participants, October 2012



Bikestation – City Lot 6 (Granada Garage)

Facility amenities

- 75 parking spaces
- Restroom & shower
- Repair area & air pump
- Digital day use lockers
- E-bike recharging
- Vending machine
- Valet repair pick-up
- Library bikes
- Target: Public sector



Bikestation - City Lot 3 (MTD Transit Center)

Facility amenities

- 26 parking spaces
- 24/7 secure service
- Commute information
- E-bike recharging
- High bike theft area
(32% of bikes parked)
- Users: UCSB
commuters and transit
riders



2014: Bikestation Santa Barbara Lot 3

Past Bike Parking Conditions



2015: Bikestation Santa Barbara Lot 3

Construction of Lot 3 bike parking structure



2015: Bikestation Santa Barbara Lot 3

Expansion of secure bike parking network model



Santa Barbara Member Data

May 1, 2015

- Annual peak at 60 members (August)
- 52 members (April)
 - 37 annual (71%)
 - 15 monthly (29%)
- 31 new members added
- 1 member kicked out
- No bike thefts for year



Annual Facility Utilization Data

as of April 2015

- Utilization:
 - 7624 parking (2014 YR)
- Peak per month use:
 - July 722 (2nd highest)
 - September 740 (2nd)
 - February 493 (3rd)
 - March 592 (3rd)



New Member Recruitment: 2014-2015

Building use and support for the facility

- 31 new users enrolled
- Membership Promos:
 - Refer-a-Friend
 - Christmas Holiday*
 - Black Friday*
 - Earth Day
 - CycleMAYnia
 - Bike to Work
 - Open Streets (1st YR)
 - Summer free 90 day trial
- 8,604 web page visits*



2015: Upcoming Marketing to Commuters

Building use and support for the facility

- CycleMAYnia at Bikestation Lot 3
 - Facility tour
 - Enrollment
- Lot 3 Ribbon Cutting
- Open Streets Event



bikestation[®]

BIKE TO WORK DAY

In celebration of National Bike to Work Day, we are offering some awesome promos to current members and new members alike!

Current Members:

*Upgrade from a current monthly membership to an annual membership and get 1 month free! (a \$12 value!)

New Members:

*Sign up for a new Annual Membership and get 1 month free! (a \$12 value!)

FUN FACT: ANNUAL MEMBERSHIPS are a steal at only \$116 for a year VS. \$144 month by month for a year! (A \$48 savings!)

*Promos only valid on Bike To Work Day, 5/15/15. Subject to availability/change.

2015: Outreach to Business Sector

Building use and support for the facility

- Aquantis
 - Business membership
- Mesa Lane Partners
 - Design assistance, and operations at Funk Zone
- Sonos
 - Fleet bike parking
- Trek
 - Build sponsorship model



Goals for 2014 / 2015

June 2014 vs. May 2015

Proposed in 2014

- Build & open Lot 3 facility
- Plan expansion to Amtrak
- Sustain annual membership ratio above 50%
- Build offseason utilization rate
- Expand partnerships

Year Expected

- Done
- 2015 (pending)
- 2015 (71% now)
- 2015 (Feb & March)
- Ongoing

Todd Boulanger

VP of Operations

D: 360.852.9177

HQ: 562.733.0106

tboulanger@bikestation.com

