



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** July 16, 2013

**TO:** Mayor and Councilmembers

**FROM:** Transportation Division, Public Works Department

**SUBJECT:** Agreement For Operation Of The Granada Garage Bicycle Station  
And Bikestation Module At City Parking Lot 3

### **RECOMMENDATION:**

That Council authorize the Public Works Director to execute a one-year agreement with Bikestation to operate the bicycle parking facility, located in the Granada Garage, and the bicycle parking module at City Parking Lot 3 with a base contract of \$17,000 per year for operating costs and membership management, with an option for an annual renewal for four additional years; and up to \$8,000 for participation in community events as an annual incentive for marketing and outreach to increase new annual members.

### **DISCUSSION:**

#### Background

On March 23, 2001, Council approved the Granada Garage project, including 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 commuters. The facility includes a workbench, basic bike repair tools, an air-compressor, 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 agreement 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 a proposal from the current operator, Bikestation, and from the Santa Barbara Bicycle Coalition (SBBC). After a review of the two proposals and interviews with representatives of

SBBC and Bikestation, staff determined that Bikestation was the more appropriate vendor to provide services and proceeded to move forward, seeking Council's approval for a new five-year Agreement.

On April 10, 2012, instead of approving a five-year agreement, Council approved an extension of the Bikestation operations contract until June 30, 2013, and directed staff to work with both Bikestation and the Santa Barbara Bicycle Coalition for the terms of an agreement to operate the bicycle station after June 30, 2013.

Bikestation and City staff had several meetings with the Executive Director of the Santa Barbara Bicycle Coalition (SBBC) to discuss their possible involvement at the bicycle parking facility. After much consideration, the SBBC did not want to directly enter into a contractual agreement with the City or with Bikestation at these facilities at this time. The SBBC is currently focusing their efforts on their new Bici Centro facility located at 506 East Haley Street. The SBBC may be available in the future to provide bike valet services at the Granada and assist with the development of a community bicycle library program. The City will keep an ongoing dialogue with the SBBC 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 for special events or as a teaching or marketing location. The SBBC remains the local bicycle resource in the community and their advice on bicycle programs is beneficial to the cycling community.

#### Recommended Agreement

Staff is recommending that Council authorize a one-year agreement, with an option for the Public Works Director to extend the contract annually for an additional four years, with Bikestation to continue with the operations of the bicycle parking facility at the Granada Garage and the future bicycle module at Lot 3. This new agreement includes performance measures for generating new memberships, participation in community events, elements that address the needs identified in the survey, and the concerns raised at the Council meeting on April 10, 2012. The facilities will continue to use 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. Restrooms or showers will not be provided at the bicycle module at Lot 3.

In addition to the baseline operations agreement of \$17,000, there is an annual \$8,000 incentive added to the agreement for marketing and outreach and for new memberships. The agreement requires that Bikestation Santa Barbara 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 City will support Bikestation Santa Barbara's involvement in each community event with \$1,000 for a maximum of three approved events. The City will additionally pay \$200 for each new annual membership registered above the 30 member threshold, established as of June 30, 2013, up to an annual total not to exceed \$5,000. The threshold shall be reset

annually prior to contract renewal. In addition to 30 annual members, there are 20 monthly members, 14 daily members, and 14 trial members.

The bicycle parking capacity at Granada Garage is 78 Bicycles and the capacity at City Parking Lot 3 is 30 bicycles. Bikestation will work with the City on maintaining full utilization of both facilities; and either add capacity or adjust policies when mutually agreed upon. Overall, this incentive will help encourage the promotion and use of the bicycle parking facilities and increase general awareness of services provided. Invoices for new memberships shall be submitted monthly to the City's Mobility Coordinator. Total funds earned for new membership and participation in community events shall be combined with operations funds, for a maximum annual payment to Bikestation of \$25,000.

#### New Services

Surveys conducted with Santa Barbara County Residents, current Bikestation members, and former Bikestation members yielded the following priorities for future bike services: 1) bicycle repair service; 2) hourly/day use permits; and 3) short-term bicycle rentals. Based on these survey results, new services will be made available.

First, an Hourly Non-member Bike Parking Program will be made available at the Granada Garage. The facility will accommodate up to eight parking stall spaces reserved for hourly use by nonmembers who have been prescreened by Downtown Parking and Bikestation staff. This program will allow nonmembers to park short term at a nominal fee during the Downtown Parking's regular office hours. No overnight, weekend or holiday access would be allowed by nonmembers.

A Bicycle Library Program will also be made available and will give Bikestation members the option to borrow bicycles for hourly use. Bikestation will provide the bicycles and the City will maintain them. The loaner bicycles will be locked at the bicycle parking facility in the Granada Garage until being signed out by a Bikestation member at the Downtown Parking office.

Bikestation was successful in getting commitment from three local bicycle shops as subcontractors to come to the bicycle parking facilities to pick up member bicycles in need of repairs.

The conceptual Bikestation agreement was reviewed by the TCC and DPC at a joint meeting on June 13, 2013. Both committees unanimously recommended that Council authorize the agreement with Bikestation. A representative from the SBBC Board also supported the agreement at the meeting. Both committees and the SBBC were also elated to see the return of the Transportation Division's Mobility Coordinator who will resume her supervision of this facility.

**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 bicycle parking facilities.

**PREPARED BY:** Browning Allen, Transportation Manager/JWG/kts

**SUBMITTED BY:** Christine F. Andersen, Public Works Director

**APPROVED BY:** City Administrator's Office