

# SOUTH COAST BIKE SHARE FEASIBILITY REPORT

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UCSB  
Isla Vista  
Santa Barbara  
Goleta  
SBCC





**Bike share systems** consist of a managed network of bicycles and stations that allow users to temporarily check out a bicycle for use and return it within the system once their trip is completed. The most cutting edge systems allow for completing a trip without returning it to a specific station.

**The number of bike share systems** is increasing dramatically as cities look for cost-effective ways to enhance mobility.

**Santa Barbara County's South Coast has numerous characteristics** that indicate bike sharing would be a viable transportation mode, including:

- Year-round weather that makes biking enjoyable and convenient for traveling to local destinations.
- Numerous attractions and events that draw in hundreds of thousands of visitors each year.
- Diverse, dense, young and growing downtown areas that provide numerous destinations for residents and tourists.
- Large populations of students from international language schools, Santa Barbara City College and UC Santa Barbara.
- Areas with the highest population density also have the flattest topography.

**There are also several challenges,** that will need to be overcome for bike sharing to be successful, including:

- Any system will likely require some public funding.
- Perceived competition with existing bike rental shops will need to be minimized in order for the system to achieve broad support.
- While investment in bicycle infrastructure is increasing, a majority of the population lacks familiarity with bike share systems. This could translate into a political challenge for bike sharing to gain traction during the planning phases.
- Multi-jurisdictional systems such as those envisioned herein, maybe difficult to organize, requiring high levels of coordination among implementing agencies.

**There are three different general types of business models** that can be used for the bike share system, some of which involve solely or a combination of the private, public and non-profit sectors. Regardless of which business model is chosen, each jurisdiction will need to play a role in permitting and funding the system.

**Funding for the system can come in many forms**— through a combination of public funding, private funding, corporate sponsorships and user revenues. Public funds are the most common source of funding generally with grants from on the federal, state and local levels. Although public funding is the most widely available option, the system would need to have experienced staff to write the grant applications. While private funding is also an option, money can fluctuate on a year-to-year basis. Sponsorship and advertisements can also provide significant funds for the system - in some cases they supply a majority of funds bike share systems. User revenues can be based on a combination of memberships and usage fees.

**This report is intended to be a starting point** for further discussion and outreach among the public, stakeholders, local businesses, and local agencies in order to evaluate the efficacy of a local bikeshare system, ensure that the system is planned correctly and that all concerns are addressed adequately. The South Coast Bike Share Initiative conducted this feasibility study process over the course of Summer and Fall 2016, thanks to generous support by the Santa Barbara Bicycle Coalition, Santa Barbara City College, and the University of California – Santa Barbara.

## One System, Two Hubs

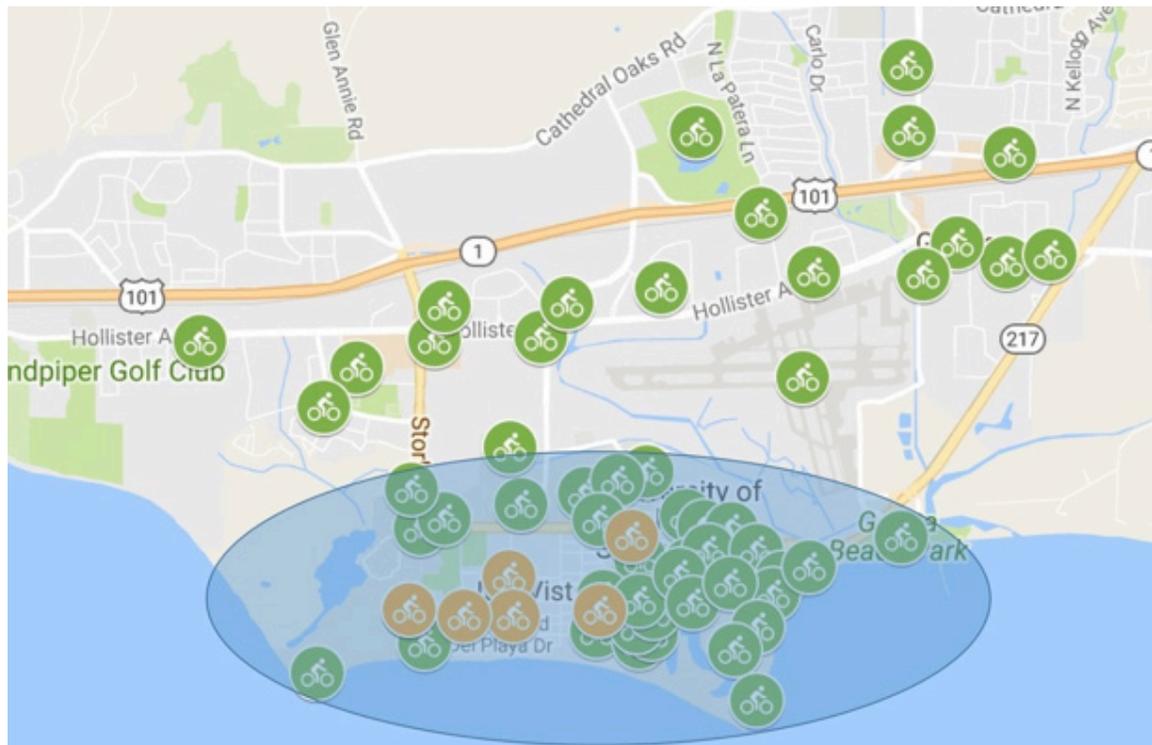
Based upon industry standard density parameters, data gathered from the two design charrettes, background conversations with bike share operators and hardware providers, and the experiences from analog case study cities, a system could be implemented starting in two areas and converging over the course of 3 phases.

### Hub A: UCSB/Isla Vista (Santa Barbara County)/Goleta

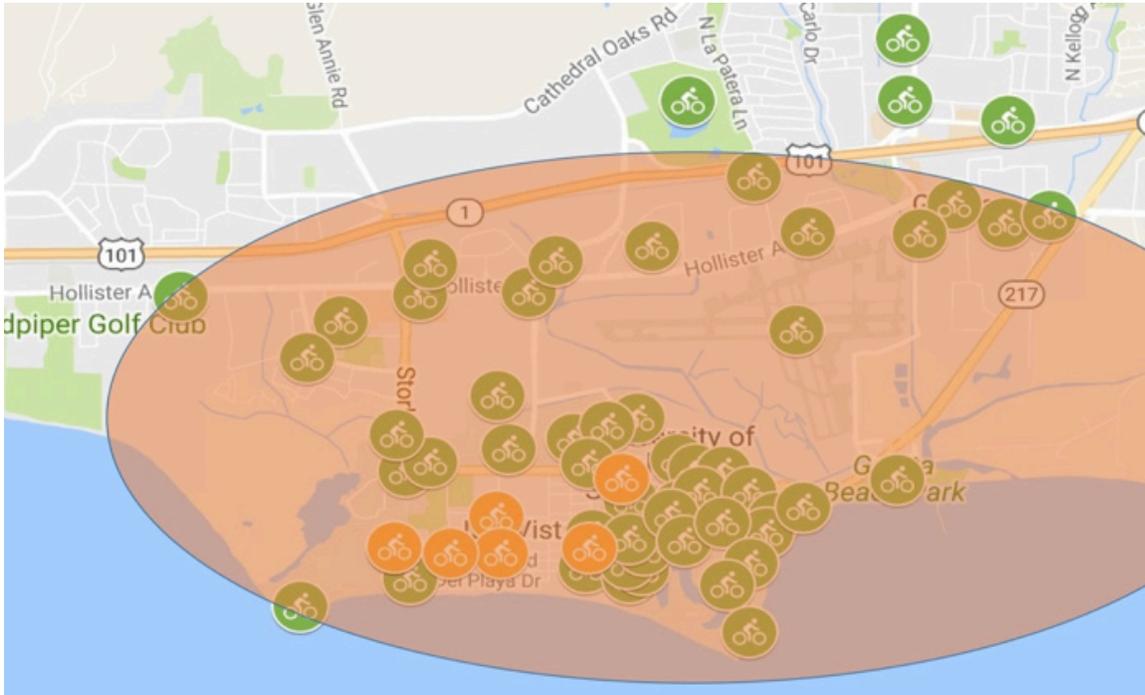
#### Hub A, Phase 1: 10 stations/100 bikes

It is suggested that UCSB and Isla Vista (County of Santa Barbara), jointly implement a 10 station/100 bike system for the initial phase of the South Coast Bike Share system. The first phase will place stations at Goleta Beach, throughout UCSB, the high destination areas in Isla Vista, and the apartment buildings that constitute the Northwestern and Western peripheries of Isla Vista.

#### Hub A, Phase 2: 20 stations/200 bikes

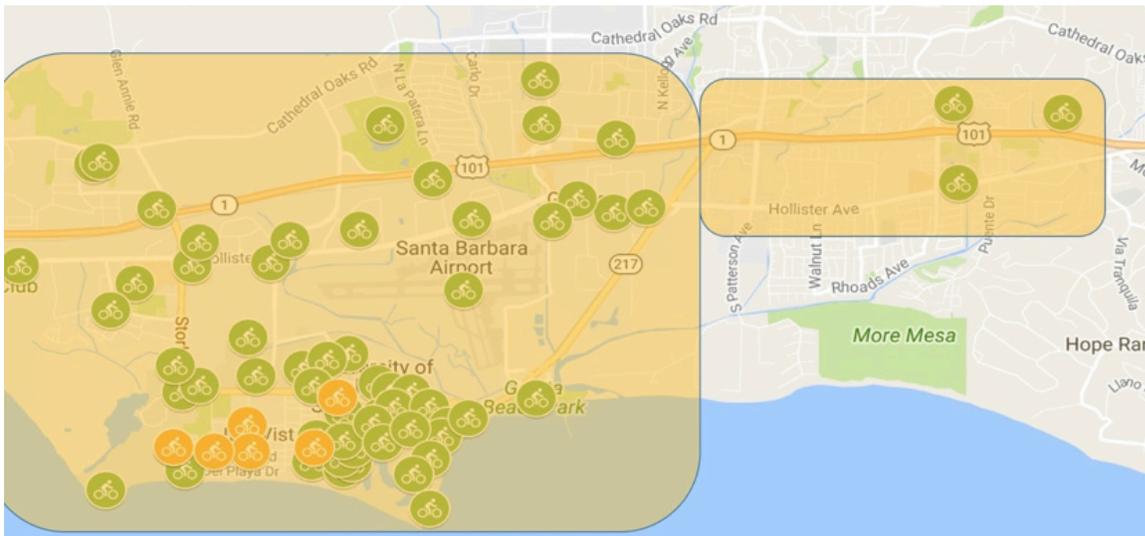


The second phase of this system will expand to incorporate the airport (Santa Barbara City), Old Town Goleta, the Hollister Corridor by the airport, Storke neighborhoods/businesses, the Calle Real Shopping Center and into the Ellwood/Santa Barbara Shores neighborhoods.



**Hub A, Phase 3:stations/300 bikes**

A 3rd phase of this system would add 100 bicycles and 10 stations North of Highway 101 into the Calle Real corridor and contiguous neighborhoods. It could also be extended East along Hollister to connect with the third phase of the Santa Barbara based system.

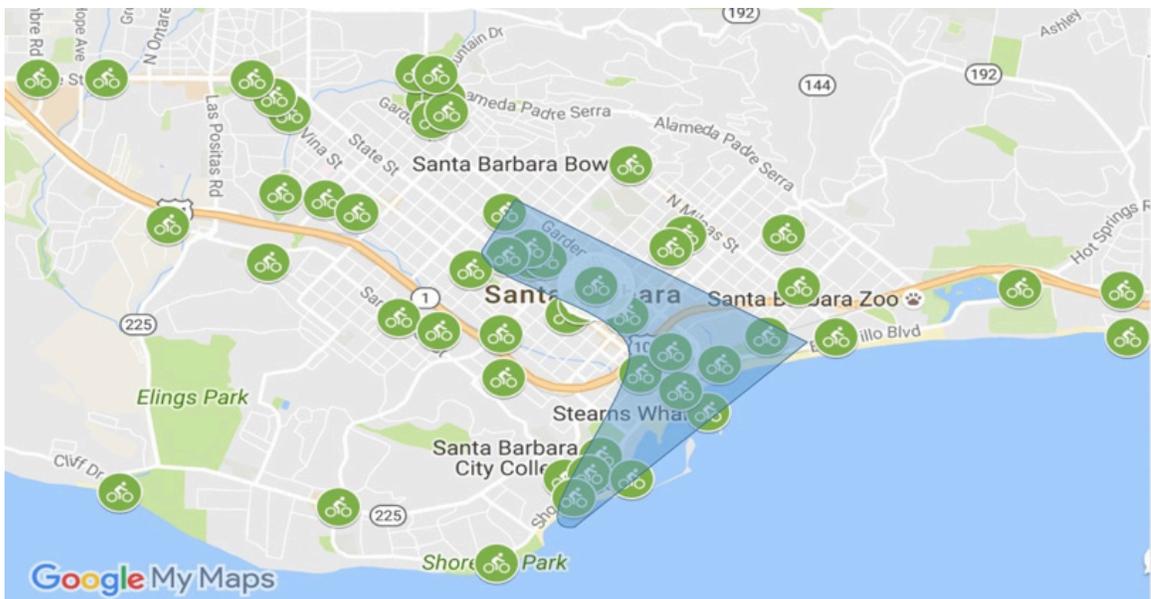


## Hub B: Santa Barbara and Santa Barbara City College

### Hub B, Phase 1: 20 stations/200 bikes

Phase 1 would place 200 bikes at 20 stations throughout the Santa Barbara Waterfront District, Santa Barbara City College Campus, Funk Zone neighborhood, West Beach neighborhood and lower State Street south of Mission. These locations offer a range of attractions and serve the Santa Barbara's most popular destinations and travelled neighborhoods.

This phase focuses on building customer awareness and a critical mass of ridership by connecting to business, retail, educational and tourist centers.



### Hub B, Phase 2: 30 stations/300 bikes

The second phase will add an additional 100 bikes and 10 stations by expanding the bike share system into residential neighborhoods of the Eastside, East Beach, Westside, and Mesa. These locations would bring more commuters and casual users into the system.

### Hub B, Phase 3: 50 stations/500 bikes

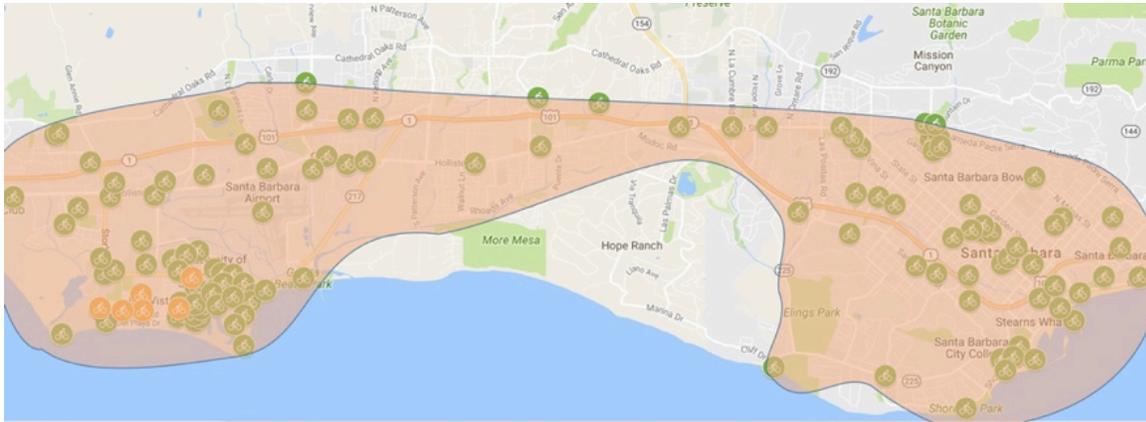
Finally, a 3rd phase would add 200 bikes and 20 stations into the upper State St. business areas as well as the Samarkand and San Roque neighborhoods. This optional phase would be dependent on the evaluation and success of phases 1 and 2 of the bike share system as it would be a significant expansion of the system into less dense and destination heavy portions of the city. The siting of stations were not covered in the scope of this study but could be evaluated through public outreach and meetings.



## Mature System: East Beach to West Goleta

**Maturity: 100 stations /1000 bikes**

At maturity, the two bike share hubs converge, connecting the two population centers and forming a bike sharing corridor. The system might look something like the graphic below.



The following chapters aim to explore the potential bike sharing within the South Coast, specifically in the following jurisdictions: City of Santa Barbara, City of Goleta, Isla Vista (County of Santa Barbara), and University of California, Santa Barbara. The objectives of this report include:

- Informing decision-makers, local authorities and stakeholders about the prospective financial, health, environmental, mobility and safety benefits bike sharing systems.
- Investigating case studies of successful bike share systems from similar regions or cities, analyzing their implementation strategies, successes and challenges.
- Identifying aspects of the region that would facilitate a bike share program and highlighting potential barriers across the different jurisdictions.
- Exploring alternative organizational and funding models typical of other bike share systems.