



Bring a Bike Share Pilot Program to Goleta? – Take our Survey

Public bike share systems offer people another transportation choice, one that is both healthy and fun. The City of Goleta is considering a bike share pilot that would offer bikes on-demand, providing residents and visitors with quick and easy access to some of Goleta's most popular destinations. The City would like to gather information to better understand the community's views on a potential bike share pilot program. Thank you for taking this survey and providing your valuable input!

If you'd like to learn more about bike share, [click here](#).

[Responde la encuesta en español aquí.](#)

1. How would you best describe yourself? (Select all that apply)

- Resident of the City of Goleta
- Employee or Business owner within the City of Goleta
- Resident of Unincorporated Santa Barbara County ("Noleta", Isla Vista)
- Resident of the City of Santa Barbara
- UCSB student or faculty
- Other (please specify)

2. Gender: How do you identify?

- Female
- Male
- Non-binary
- Prefer not to answer
- Prefer to self-describe (please specify)

3. What is your age?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older



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4. What modes of transportation do you currently use?

	Consistently	Sometimes	Rarely	Never
Personal vehicle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rideshare (e.g. Uber, Lyft)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

5. Currently, how many short trips (less than 3 miles) do you make per week?

- 0-5
- 6-10
- 11-20
- 20+

6. What kinds of trips might you use a bike share pilot for?

	Definitely will use	May use	Not sure	Definitely will not use
Attend meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Errands and appointments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commuting to school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dining out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation and exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ride to/from public transit (Last Mile)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commuting to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit friends or family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Going to parks or community centers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>			



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**7. What would you like most about a potential bike share pilot?
(Select all that apply)**

- Cost savings
- Convenience
- Improved health
- Positive environmental impact
- Increased tourism
- It's fun
- Reduced traffic congestion
- Travel time savings
- Other (please specify)



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Docked vs. Dockless vs. Hybrid (for question 10)



Docked

Systems that require bikes to be picked up from and returned to designated docking stations



Dockless

Systems that do not require docking points and do not have physical stations or hubs in which bikes must be locked



Hybrid

Users are given a choice to lock at the docking station, incentivized with reduced rider fees, or anywhere in a designated hub

10. How would you rank these bike share options in order of most favorable (1) to least favorable (3)?



Docked - has to be returned to a docking station



Dockless - does not have to be returned to a docking station



Hybrid - returning the bike to a docking station is optional, but there are incentives to do so

11. If the City were to initiate a bike share pilot, which features would you like to see included?

(Select all that apply)

- Electric pedal-assist - rider's power may be boosted by a motor
- Basket - to carry groceries or other items
- Helmets - included with each bike
- Phone mount - to hold your phone while you ride
- LED headlight - for increased visibility
- Other (please specify)

12. If the City were to initiate a bike share pilot, would you prefer:

- Local-only operation that allows you to start and end bike trips in City limits
- Regional operation that allows you to start trips in Goleta and end trips within the Santa Barbara region
- Other (please specify)

**13. Which membership option(s) would you most likely consider using?
(Select all that apply)**

***The price ranges listed below are estimates based on current bike share programs throughout California. They are not an exact amount of what a potential Goleta bike share pilot would cost.**

- Single-use: charged by distance and/or time (\$7-\$10/hr)
- Monthly pass: A monthly flat rate for unlimited 30-60 minute trips, with a small fee for additional time (\$25-\$30)
- Annual membership: A yearly flat rate for unlimited 30-60 minute trips, with a small fee for additional time (\$120-\$150)
- 24 hour Day pass: Flat rate to unlock for the day and unlimited trips for a 24 hour period (\$10-\$20)

14. How would you like to pay for the membership or pass?

- Application on a smartphone
- Kiosk - you can pay using cash, credit, or debit
- Other (please specify)

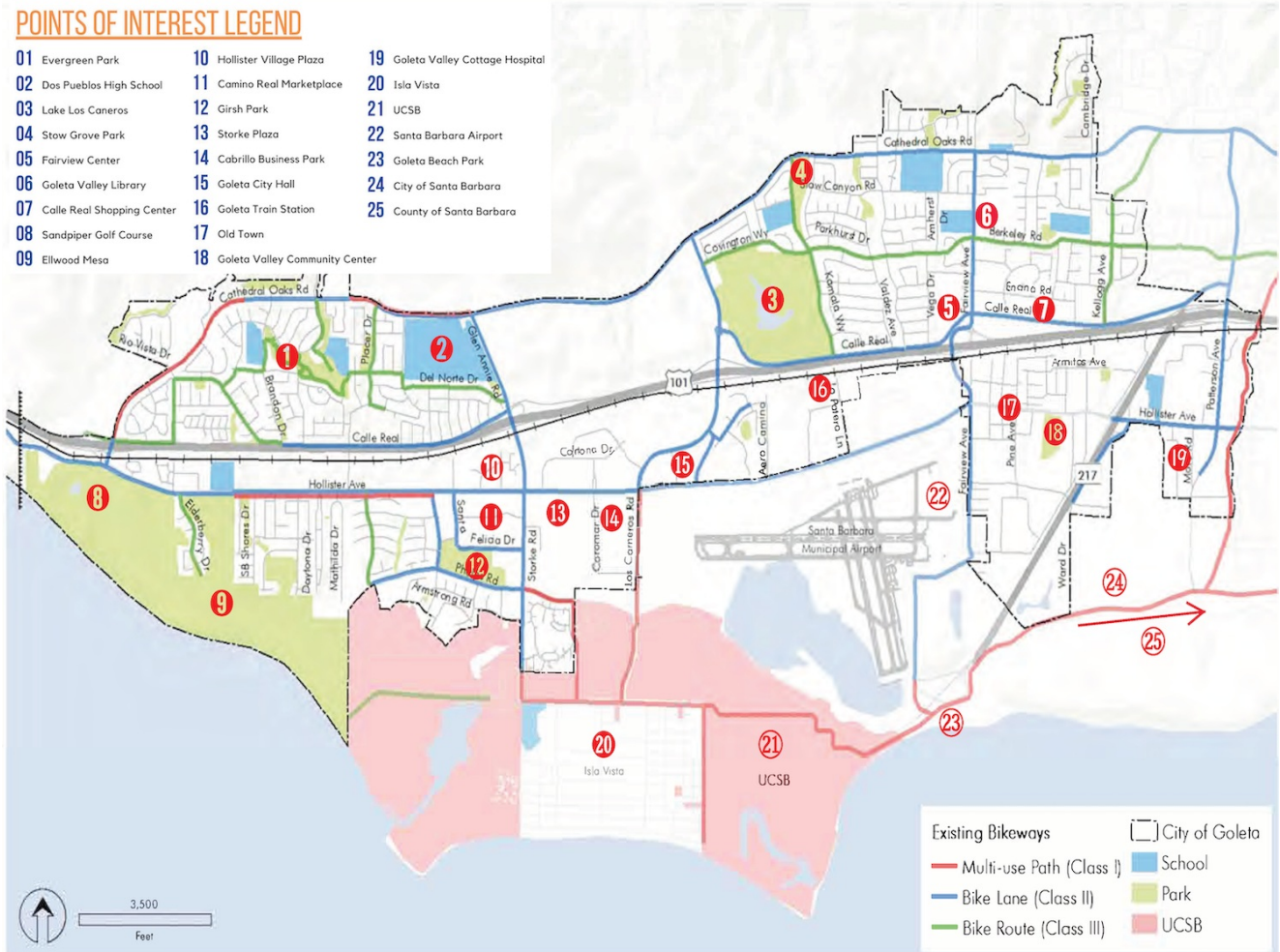


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Please use this image to answer questions 14 and 15

POINTS OF INTEREST LEGEND

- | | | |
|-------------------------------|-----------------------------------|-----------------------------------|
| 01 Evergreen Park | 10 Hollister Village Plaza | 19 Goleta Valley Cottage Hospital |
| 02 Dos Pueblos High School | 11 Camino Real Marketplace | 20 Isla Vista |
| 03 Lake Los Caneros | 12 Girsh Park | 21 UCSB |
| 04 Stow Grove Park | 13 Storke Plaza | 22 Santa Barbara Airport |
| 05 Fairview Center | 14 Cabrilla Business Park | 23 Goleta Beach Park |
| 06 Goleta Valley Library | 15 Goleta City Hall | 24 City of Santa Barbara |
| 07 Calle Real Shopping Center | 16 Goleta Train Station | 25 County of Santa Barbara |
| 08 Sandpiper Golf Course | 17 Old Town | |
| 09 Ellwood Mesa | 18 Goleta Valley Community Center | |



15. Please select ALL the areas that best identify where you would START your bike ride

- 1 - Evergreen Park
- 2 - Dos Pueblos High School
- 3 - Lake Los Caneros

- 4 - Stow Grove Park
- 5 - Fairview Center
- 6 - Goleta Valley Library
- 7 - Calle Real Shopping Center
- 8 - Sandpiper Golf Course
- 9 - Ellwood Mesa
- 10 - Hollister Village Plaza
- 11 - Camino Real Marketplace
- 12 - Girsh Park
- 13 - Storke Plaza
- 14 - Cabrillo Business Park
- 15 - Goleta City Hall
- 16 - Goleta Train Station
- 17 - Old Town
- 18 - Goleta Valley Community Center
- 19 - Goleta Valley Cottage Hospital
- 20 - Isla Vista
- 21 - UCSB
- 22 - Santa Barbara Airport
- 23 - Goleta Beach Park
- 24 - City of Santa Barbara
- 25 - County of Santa Barbara
- Other (please specify)



16. Please select ALL the areas that best identify where you would END your bike ride

- 1 - Evergreen Park
- 2 - Dos Pueblos High School
- 3 - Lake Los Caneros
- 4 - Stow Grove Park
- 5 - Fairview Center
- 6 - Goleta Valley Library
- 7 - Calle Real Shopping Center
- 8 - Sandpiper Golf Course
- 9 - Ellwood Mesa
- 10 - Hollister Village Plaza
- 11 - Camino Real Marketplace
- 12 - Girsh Park
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- 17 - Old Town
- 18 - Goleta Valley Community Center
- 19 - Goleta Valley Cottage Hospital
- 20 - Isla Vista
- 21 - UCSB
- 22 - Santa Barbara Airport

- 23 - Goleta Beach Park
- 24 - City of Santa Barbara
- 25 - County of Santa Barbara
- Other (please specify)

[Redacted]

17. Do you have any additional input, questions, concerns, or suggestions that you would like the City of Goleta to be aware of?

[Redacted]