

TTAC STAFF REPORT

SUBJECT: Counting Bicycles

MEETING DATE: May 2, 2019

AGENDA ITEM: 4

STAFF CONTACT: Michael Becker

RECOMMENDATION:

- A. Receive a presentation on the value of bicycle counting and the state of the practice.
- B. Recommend SBCAG procure bicycle-counting equipment for the purpose of loaning it to regional partners.

DISCUSSION:

In recent years technologies have been developed for the sole purpose of performing volume counts of bicyclists. Many of the technologies also count pedestrians, and some have the ability to count in increments of time and by direction. The Santa Barbara Bicycle Coalition (SBBIKE) periodically conducts manual bicycle volume counts during peak hours at numerous locations in southern Santa Barbara County. SBBIKE has been hosting discussions regarding bicycle counting and recently had a vendor come to present and discuss available technologies.

To this point that has been no effort to regularly conduct bicycle volume counts across the region. SBCAG may be in a position to purchase bicycle counting equipment that can be loaned to regional partners. Having recent and accurate bicycle volume counts may improve the competitiveness of grant applications. Conducting local counts will also enable SBCAG to consider trends over time in its planning work.

There are also several options for permanent bicycle counters to be built into new projects, including some with outward facing displays showing annual totals or progress toward goals. These will also be discussed and project sponsors of appropriate projects should consider installing permanent counters in new projects.

Ed France, Executive Director of SBBIKE, will make the presentation and be available for questions.