

2017 PB Counts

Pacific Beach annual travel counts



What are the PB Counts?

PB Counts are an annual count of how people travel on key roads in Pacific Beach

PB Counts are conducted entirely by volunteers, led by members of beautifulPB

PB Counts help us understand how people move around in PB, and what we can do to make travel safer and easier for our community



How do counters gather data?



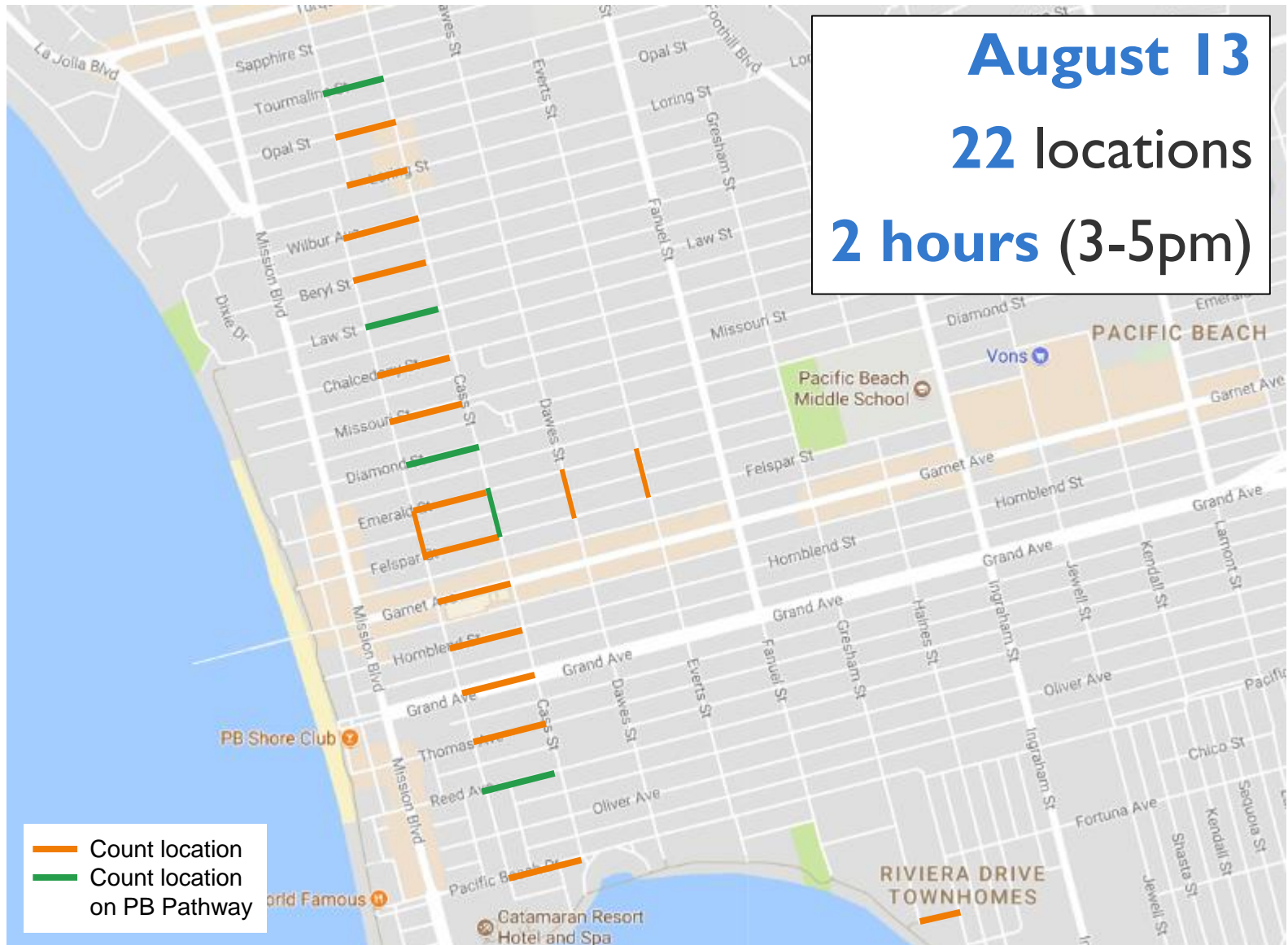
Volunteers use tally sheets to track the number of people walking, biking, driving, and using other transportation (like skateboards) over two hours

Counts are taken every year on a “typical” summer afternoon in August

beautifulPB compiles the count data and shares the results with the community



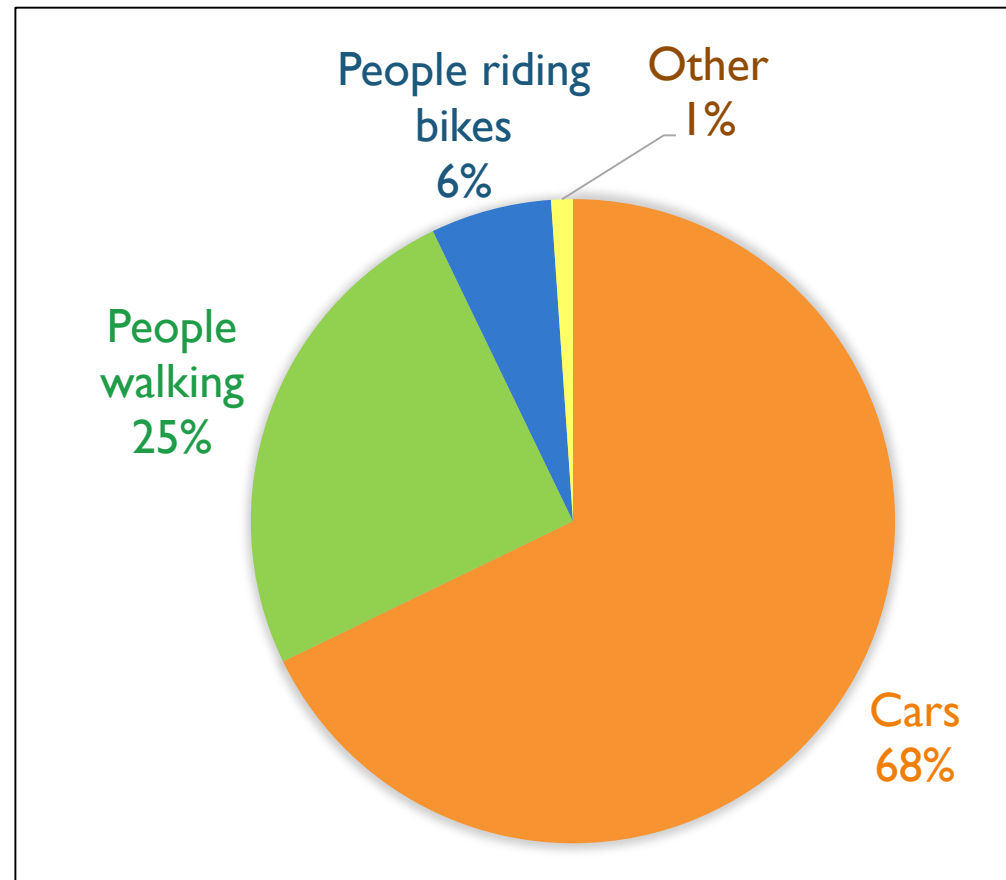
2017 PB Count locations



2017 Results

Driving is the most popular way to get around PB, but many people also walk and bike

The number of people walking and biking in central Pacific Beach is comparable to places like Hillcrest, Little Italy, and Downtown San Diego



**Total -
2017**

2017 Results

Cars dominate some PB streets

- Cars are **80 percent or more** of traffic on Loring St, Grand Ave, PB Drive, and Bayard St
- Over **2,800 cars** were counted on Grand Ave in two hours
- Garnet Ave and PB Drive each had about **1,500 cars** in two hours
- In contrast, **fewer than 500 cars** were counted in two hours at most other locations



PB Drive

2017 Results

However, traffic is mixed on many PB streets



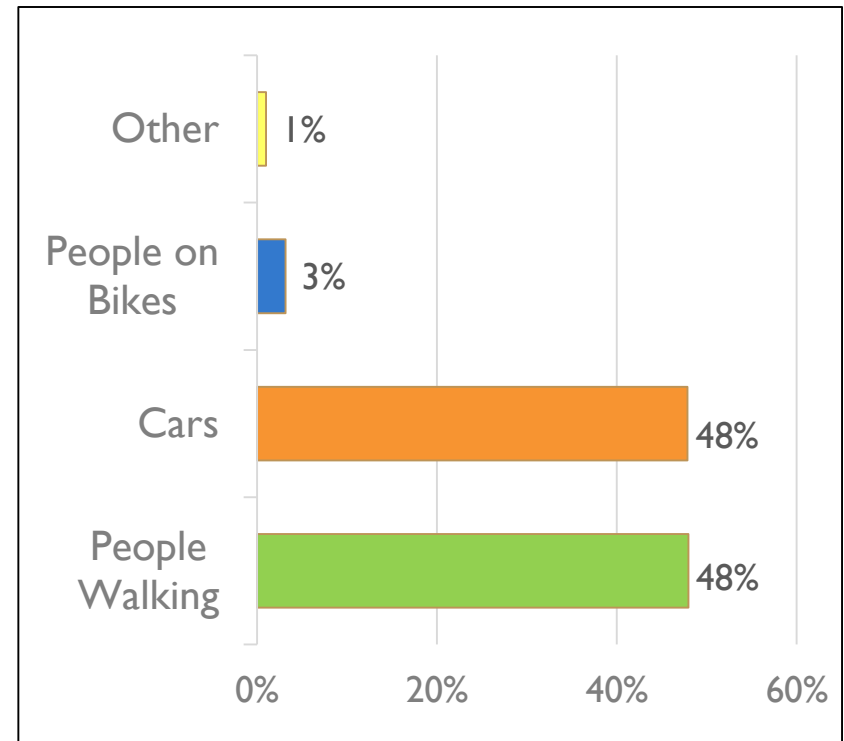
- At 12 locations, **40 percent or more** of traffic was people walking, biking, or using “other” transportation (like skateboards)
- On Wilbur Ave, Garnet Ave, Hornblend St, and Graham St, **less than half of the traffic** came from cars
- Nearly every street counted had **at least 100 people** walking, biking, or using other transportation

2017 Results

Garnet Avenue stands out as a street for walking

- Nearly **half of all traffic** on Garnet Avenue was people walking
- Over two hours, **almost 1,500 people** were counted walking on Garnet Avenue
- For the first year, **car traffic was lower** than people walking, biking, or using other transportation on Garnet Avenue

Garnet Avenue - 2017



2017 Results

Existing streets don't meet the needs of people who ride bikes in PB



- People often **ride on sidewalks** instead of in the street
- There are significantly **fewer people riding bikes on official bike routes** (Grand Ave and Hornblend Ave) than parallel routes like Thomas Ave or PB Drive
- More than **twice as many people** rode “illegally” on the sidewalk along Garnet Ave than in the bike lane on Grand Ave

2017 Results

All traffic on Hornblend Avenue is low, given its central location

- Counts are **lower than on parallel streets** to the north and south, like Thomas Ave and Felspar St



Recommendations

- 1 Make sure that new projects in PB create spaces where it's safe and easy to for people to walk or bike
- 2 Redesign Garnet Ave to be a true “complete street” that serves all everyone, regardless of how they travel
- 3 Be thoughtful about north-south connections across Grand/Garnet so that these streets don't create a barrier that separates our community
- 4 Acknowledge the importance of car-heavy streets for traffic flow, and don't overload them with too many vehicles
- 5 Address the mismatch between the needs of people who ride bikes and the infrastructure we've given them
- 6 Look for opportunities to use Hornblend St in new and creative ways

