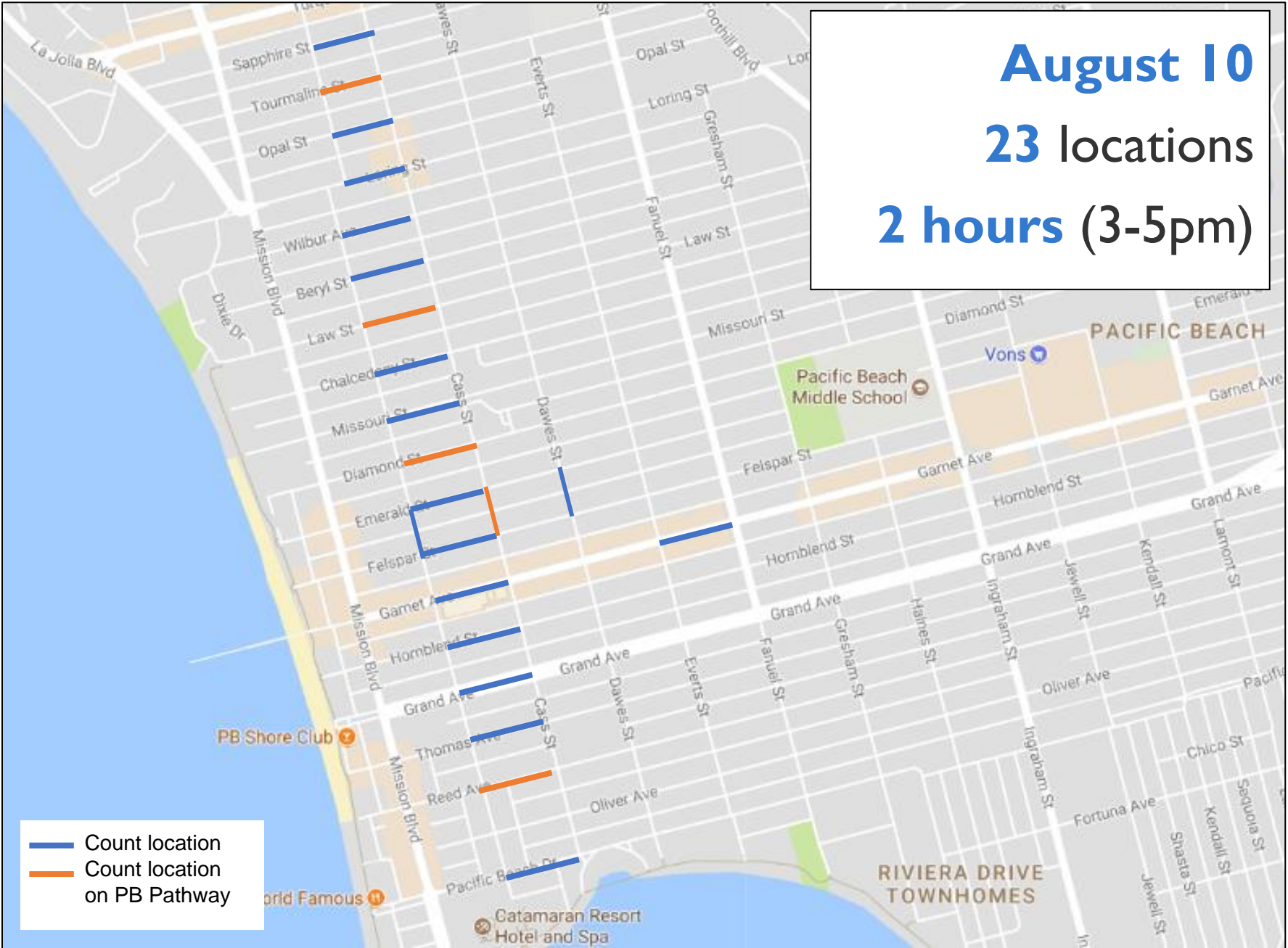


PB Counts 2019



August 10
23 locations
2 hours (3-5pm)

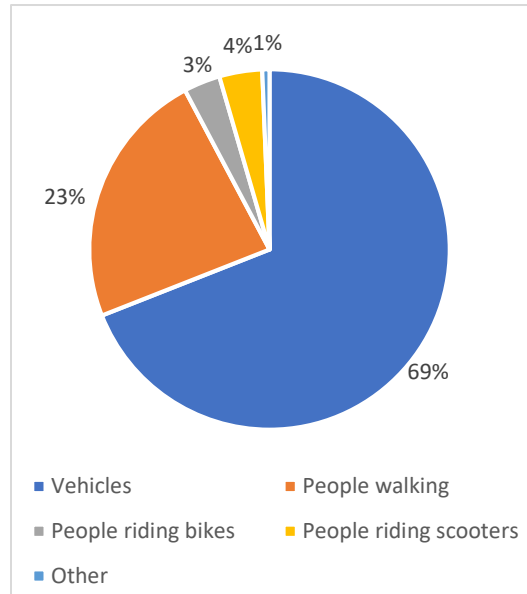
— Count location
— Count location on PB Pathway



PB Counts

PB Counts are an annual project of beautifulPB, conducted by volunteers and community members in the western central area of Pacific Beach. Traffic counts are performed each year on a typical August Saturday, for two hours from 3-5 pm. Counters record traffic by type, distinguishing between vehicles,

Travel in PB – 2019 (all streets)



people on bikes, people walking, people on e-scooters, and other types of traffic (non-motorized scooters, etc.).

This year was the fifth year that the PB Counts project has taken place, allowing for comparisons of traffic volumes as they change over time.

While counts were taken at 23 locations in 2019, there has been some variation in the locations that are counted each year. Only 12 locations have been counted every year between 2015 and 2019. However, counts have been taken at 17 locations consistently between 2016 and 2019. To compare travel trends over time, we focused on locations where counts have been taken consistently since 2016.

2019 Counts

Traffic volumes appear to be gradually increasing, in particular the number of people walking. Between 2016

and 2019, overall volumes have risen from about 13,800 to 17,400. In contrast, bicycle traffic has decreased somewhat over the past two years from about 730 to 600 riders, possibly due to the influence of e-scooters, which were introduced to Pacific Beach at the start of 2018. As a percent of overall traffic, vehicle traffic and biking have decreased over time, while walking has increased.

The busiest east-west streets in the count area include Garnet Ave, Grand Ave, and Turquoise St, while Cass St is the busiest north-south street. Loring St, Hornblend St, and PB Drive also have comparatively high volumes, while other streets counted have noticeably lower traffic.

Vehicle Traffic

Overall traffic volumes are highest on the Grand/Garnet couplet, as well as on Turquoise St in north PB.

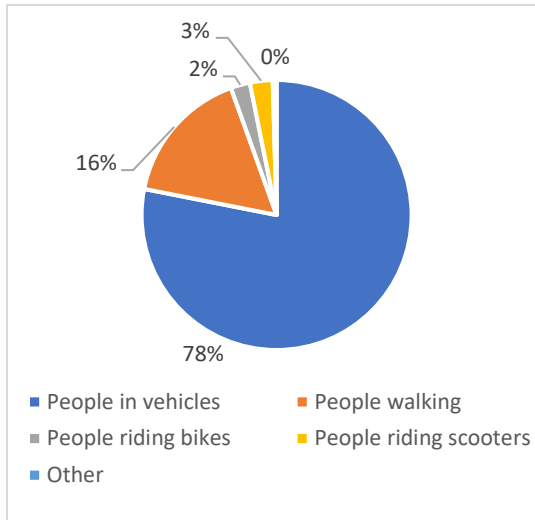
Total Vehicles Counted – 2019 (all streets)	
Grand Ave	2,751
Garnet Ave (Everts to Fanuel)	2,228
Garnet Ave (Bayard to Cass)	2,191
Turquoise St	1,498
Cass St	997
Loring St	974

However, looking at vehicle traffic as a *percentage* of overall volumes on the street, streets with the highest vehicle volume are slightly different. Turquoise St, Loring St, Grand Ave all have over 85% vehicle traffic. In contrast, Sapphire St, Wilbur Ave, Law St, and Hornblend Ave all have less than 50% vehicle traffic. Somewhat surprisingly, given its proximity to Grand

Travel Trends (streets counted 2016-2019)

	2019	2018	2017	2016
Driving	62%	69%	70%	73%
Walking	25%	23%	24%	21%
Riding e-Scooters	4%	3%	NA	NA
Riding bikes	3%	4%	5%	5%
Other	1%	1%	1%	1%

Travel in PB adjusted for 1.6 vehicle occupancy – 2019 (all streets)



Ave, Hornblend Ave has the lowest percent of vehicle traffic of the streets counted in 2019, with only 30% of total traffic on the street being vehicle traffic.

PB Counts focus on the mix of traffic on each street, counting by mode of transportation and not necessarily by person. For instance, vehicles with more than one passenger are still counted as only one vehicle for the purposes of PB Counts. However, to attempt to estimate the number of people per vehicle during the count period, we took a vehicle occupancy count on Hornblend Ave. This count showed that on average there were 1.6 people per vehicle during the count period. We can use this number to adjust the PB counts for an estimate of travel based on people, not just vehicles. Applying this adjustment increases the percentage of travel by vehicle in the count area, but non-vehicle travel remains a

significant percentage (about 20 percent) of travel in PB.

Pedestrian Traffic

While the number of people walking has been increasing over time at the locations counted, pedestrians continue to make up less than half of traffic on most streets. On Hornblend Ave, slightly more than 50 percent of traffic is people walking, but at most locations pedestrian traffic is 40 percent or less. The number of people walking on PB Drive, Grand Ave, and Turquoise St is especially low, with pedestrians make up less than 12 percent of traffic on those streets.

People Walking – 2019 (all streets)	
Garnet Ave (Bayard to Cass)	1,430
Garnet Ave (Everts to Fanuel)	747
Reed Ave	255
Grand Ave	249
Emerald St	228
Felspar St	217
Diamond St	204

E-Scoters

Shared electric scooters are a relatively new addition to Pacific Beach, and have only been included in counts for the past two years. Despite this, their numbers are rising, with an increase from about 540 to

E-scooters – 2019 (all streets)	
Hornblend St	137
Garnet Ave (Bayard to Cass)	91
PB Drive	80
Bayard St	73
Grand Ave	71
Garnet Ave (Everts to Fanuel)	47

780 e-scooters on streets counted in both 2018 and 2019. E-scooters make up less than 10 percent of traffic on most streets, and are concentrated in the central part of Pacific Beach, closest to the beach. Sidewalk riding by e-scooters is down compared to 2018, with about 80 percent of e-scooters using the streets instead of sidewalks for riding. However, the percentage of

sidewalk riding does remain higher on some streets, such as Garnet Ave between Bayard and Cass (43 percent) and Grand Ave (49 percent).

Bicycles

Overall bicycle traffic has decreased in the past few years, from a high of about 780 bikes counted in 2016 to only about 600 counted this year. Streets with the highest percentage of bicycle traffic tend to

be away from the central business district in PB, such as Law St, Chalcedony St, Sapphire St, Thomas Ave, and PB Drive. Streets with the highest overall volumes of bicycles include Garnet Ave and PB Drive.

Sidewalk riding is prohibited on some streets in PB, notably on much of Garnet Ave. The percent of sidewalk riding by people on bicycles has remained consistent, with about 30 percent of people riding their bikes on sidewalks. Streets with the highest percentage of sidewalk riding include Garnet Ave from Everts to Fanuel (55 percent), Garnet Ave from Bayard to Cass

Bikes – 2019 (all streets)	
PB Drive	98
Garnet Ave (Everts to Fanuel)	83
Thomas Ave	67
Garnet Ave (Bayard to Cass)	58
Hornblend St	55
Diamond St	50

(41 percent), and Grand Ave (38 percent). As in years past, more people ride their bicycles illegally on the sidewalk on Garnet Ave than in the bicycle lanes on Grand Ave, suggesting a mismatch between the bicycle infrastructure provided in PB and the places where people desire to ride their bikes.

PB Pathways

PB Pathways are streets designated for special treatment to promote non-vehicle travel. They are marked with wayfinding signage and in-street surfboard decals. As part of the PB Counts, we track whether or not current interventions on PB Pathway streets appear to be influencing the mix of traffic on those streets. This year, of the PB Pathways counted, only Law St and Reed Ave consistently have lower vehicle volumes (more non-vehicle traffic) compared to adjacent streets.