PB Counts 2018
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.
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.
August 11
18 locations
2 hours (3-5pm)

2018 PB Counts

Count location
Count location on PB Pathway
Overall volumes fairly consistent:
• Four years of counts (2015-2018)
• Total traffic varies by 10% or less each year
• 2016 counts are lower than other 3 years

Volumes by mode vary:
• Vehicle traffic more consistent
• Bicycles and Other decreased in 2018, perhaps due to e-scooters
• Walking increased in 2018
Busiest Streets:
• Garnet Ave
• Grand Ave
• Loring St
• Pacific Beach Dr
• Cass St

Most streets north of Felspar St. have lower traffic

Hornblend St has much less traffic than Grand/Garnet
• Hornblend St is more popular than Grand Ave for walking and e-scooters
Driving continues to be the most popular way to get around PB, but many people make other travel choices.
Of the PB Pathways counted, only Law St and Reed Ave consistently have lower vehicle volumes compared to adjacent streets.
2018 Results – Vehicles

Streets with the highest amount of vehicle traffic:

- Loring St: 89%
- Grand Ave: 89%
- Pacific Beach Dr: 78%
- Bayard St: 76%
- Cass St: 73%

Loring St
Vehicle Occupancy (People per vehicle)
- Counts on Loring St. and Hornblend St.
- Occupancy rate = 1.5 people per vehicle

Total Person Trips
(1.5 vehicle occupancy)

- People in vehicles, 73%
- People walking, 16%
- People riding bikes, 3%
- People riding scooters, 2%
- Other, 0%
2018 Results – People Biking

Streets with the most people biking:

- Garnet Ave: 68%
- Grand Ave: 69%
- Pacific Beach Dr: 74%
- Cass St: 79%

Even on designated bike routes, people biking are a relatively low percentage of traffic:

- Grand: 2%
- Hornblend: 4%
Overall about 30% of all cyclists ride on the sidewalk.

More people ride “illegally” on the sidewalk on Garnet than in bike lanes on Grand.
Streets with the most people walking:

<table>
<thead>
<tr>
<th>Street</th>
<th>People Walking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific Beach Dr</td>
<td>236</td>
</tr>
<tr>
<td>Cass St</td>
<td>239</td>
</tr>
<tr>
<td>Grand Ave</td>
<td>240</td>
</tr>
<tr>
<td>Hornblend St</td>
<td>370</td>
</tr>
<tr>
<td>Garnet Ave</td>
<td>1249</td>
</tr>
</tbody>
</table>

Foot traffic is lower in north PB, particularly north of Loring St.
2018 Results – People riding e-scooters

Total scooter traffic: 540

<table>
<thead>
<tr>
<th>Street</th>
<th>Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hornblend St</td>
<td>44</td>
</tr>
<tr>
<td>Chalcedony St</td>
<td>12</td>
</tr>
<tr>
<td>Bayard St</td>
<td>43</td>
</tr>
<tr>
<td>Loring St</td>
<td>10</td>
</tr>
<tr>
<td>Cass St</td>
<td>32</td>
</tr>
<tr>
<td>Grand Ave</td>
<td>28</td>
</tr>
<tr>
<td>Garnet Ave</td>
<td>116</td>
</tr>
</tbody>
</table>

E-scooters were introduced to PB in January 2018

E-scooters are similar to bikes in terms of routes, sidewalk riding, and percent of all traffic
2018 Results – People riding e-scooters

Overall about 40% of all people on e-scooters ride on the sidewalk

- Garnet Ave: 71%
- Grand Ave: 68%
- Cass St: 59%
- Loring St: 40%
- Bayard St: 37%
- Chalcedony St: 25%
- Hornblend St: 23%
2018 Results – People riding e-scooters

Mode split before and after e-scooters

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicles</td>
<td>69%</td>
<td>70%</td>
</tr>
<tr>
<td>People walking</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>People riding bikes</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>People riding e-scooters</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Major themes and questions:

1. **Cars continue to be a major part of our transportation system** – How can we better manage driving and congestion in PB?

2. **Active transportation makes up a significant portion of travel in PB** – What can we do to improve the safety, comfort, and ease of moving on foot, bike, or e-scooter in PB?

3. **Existing infrastructure does not adequately serve bikes and e-scooters** – What can we do to better address sidewalk riding and low use of bike routes?

4. **New transportation modes are changing how we move in our community** – How can we best integrate rideshare, bikeshare, and e-scooters into our community?
Thank you!