

**CITY OF SANTA BARBARA WATERFRONT DEPARTMENT**

**MEMORANDUM**

**Date:** April 18, 2013  
**To:** Harbor Commission  
**From:** Scott Riedman, Waterfront Director  
**Subject:** **Business Services Report**

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**Stearns Wharf Visitation**

Staff frequently receives inquiries regarding how many people visit Stearns Wharf each year. In September 2011, staff installed a thermal imaging people counter on a light pole over the main walkway on Stearns Wharf. The installation of the Traf-sys People Counting System (Traf-sys) on Stearns Wharf is an attempt to develop a general idea of total pedestrian visitation to the Wharf.

Traf-sys is able to differentiate individuals, even if they are walking side by side. The data is sent via wireless signal to the Department's computer network. The system is able to organize the data in a variety of formats including: visitors per hour, day, week, month, etc.

For the 2012 calendar year, Traf-sys shows a total of 1,083,237 pedestrian visitors to the wharf with July 2012 seeing the most pedestrian visitors at 147,499 (see table attached). In addition to pedestrian visitors, the Parking division was able to tabulate the total amount of vehicles that entered the Wharf in 2012 at 251,254. The highest month for vehicular traffic was July 2012 with 26,152 and the lowest total was January at 17,905 vehicles entering the Wharf.

**Free Movie Nights on Stearns Wharf**

Stearns Wharf Business Association and the City of Santa Barbara have again teamed up to bring the community Free Friday Night Movies on Stearns Wharf. All movies begin at dusk and the public is encouraged to come down early, grab a bite to eat, and find a comfortable spot to view movies in the best venue around.

This year's Free Movie Nights program will run on Friday for six consecutive weeks as follows:

08/16/13	Para Norman	09/06/13	Abbott & Costello Meet Frankenstein
08/23/13	Despicable Me	09/13/13	Jack the Giant Slayer
08/30/13	Oz The Great & Powerful	09/20/13	Finding Nemo

All movies are family friendly and start at dusk. Free parking is available after 7 p.m. and we anticipate even more moviegoers as we enter the warmer summer months.

Attachment: City of Santa Barbara Waterfront Dept. Report - Traffic Trend

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