

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: April 17, 2014
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: **Business Services Report**

Stearns Wharf Visitation Figures

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 2013 calendar year, Traf-sys shows a total of 1,089,516 pedestrian visitors to the wharf. This represents an increase of 6,279 visitors to the wharf over calendar year 2012 (1,083,237). Similar to July 2012, July 2013 saw the most pedestrian visitors of the year at 146,294. The lowest month for pedestrian traffic was January with 55,936.

In addition to pedestrian visitors, the Parking Division was able to tabulate the total number of vehicles entering the Wharf in 2013 at 249,718. This represents a decrease of 1,536 vehicles when compared with calendar year 2012 (251,254) which is interesting noting the increase in pedestrian activity for the year.

The highest month for vehicular traffic entering the Wharf was July 2013 with 25,378 and the lowest total was January at 18,093.

A monthly breakdown and monthly ranking of pedestrian visitors and vehicles can be found in the attachment.

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Attachment: 1. Stearns Wharf Visitation 2013
2. Pedestrian/Vehicle Visitation Comparison 2013

Stearns Wharf Visitation 2013

Pedestrians on Wharf

January	55,936
February	56,680
March	80,667
April	84,663
May	100,585
June	111,795
July	146,294
August	133,244
September	104,308
October	83,391
November	64,937
December	67,016
Total	1,089,516

Pedestrian Rank By Month

1	July	146,294
2	August	133,244
3	June	111,795
4	September	104,308
5	May	100,585
6	April	84,663
7	October	83,391
8	March	80,667
9	December	67,016
10	November	64,937
11	February	56,680
12	January	55,936
Total	Total	1,089,516

Vehicles On Wharf

January	18,093
February	18,307
March	22,558
April	19,488
May	21,390
June	22,691
July	25,378
August	23,742
September	21,403
October	19,723
November	18,344
December	18,601
Total	249,718

Vehicle Rank By Month

1	July	25,378
2	August	23,742
3	June	22,691
4	March	22,558
5	September	21,403
6	May	21,390
7	October	19,723
8	April	19,488
9	December	18,601
10	November	18,344
11	February	18,307
12	January	18,093
Total	Total	249,718

