

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: April 16, 2015
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. Four years ago, 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 provides the Department with 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 2014 calendar year, Traf-sys shows a total of 1,093,499 pedestrian visitors to the wharf. This represents an increase of 3,983 visitors to the wharf over calendar year 2013 (1,089,237). August of 2014 saw the most pedestrian visitors of the year at 140,011 which is less than the 2013 high month of July which saw 146,294 visitors. The lowest month for pedestrian traffic was February with 58,073 with an average of 2,074 visitors per day.

In addition to pedestrian visitors, the Parking Division was able to tabulate the total number of vehicles entering the Wharf in 2014 at 263,883. This represents a 5% increase, or an additional 14,165 vehicles when compared with calendar year 2013 (249,718).

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

The monthly pedestrian and vehicle numbers are shared with the Stearns Wharf Merchants Association at their bi-monthly meetings. The Traf-sys and Parking staff numbers will be an important tool in monitoring impacts the various construction projects scheduled for lower State Street may have on Stearns Wharf businesses over the next eighteen months.

A monthly breakdown and ranking of pedestrian visitors and vehicles can be found in Attachments 1 and 2.

CHANGES AT LEADBETTER PARKING LOT

The Leadbetter Parking Lot is part of the City of Santa Barbara and Santa Barbara City College's Joint Use Agreement which allows Santa Barbara City College (SBCC) students with a valid SBCC parking permit to park in the lot during the school year. On any given school day during the fall and spring semesters between the hours of 8 a.m. and 3 p.m. the 268-space lot is nearly always at capacity. The continuing increase in SBCC students coupled with the growing popularity of the Waterfront area, has created a situation whereby the general public and Waterfront parking permit holders find it difficult to park in the Leadbetter Parking Lot. This lack of parking has been the source of regular complaints from permit holders and the general public.

In an effort to alleviate some of the parking strain experienced by permit holders and the general public, Waterfront Department staff have worked with SBCC Business Services and recently installed 10 new "Waterfront Parking Permit Only" parking signs in the Leadbetter Parking Lot. The signs are located on the south end of the parking lot closest to the group picnic area (see Attachment 3). The signs have been very effective and have allowed Waterfront Parking permit holders the ability to find easily accessible parking during school hours. Waterfront Facilities staff will be installing sleeves at the base of the signs which will allow the signs to be easily installed and removed depending on the time of year. The signs will be removed during the summer so that all members of the public will have access to the 10 spaces.

Attachments: 1. Stearns Wharf Visitation 2014
2. Pedestrian/Vehicle Visitation Comparison 2014
3. Leadbetter Parking Lot - Waterfront Parking Permit Only

Prepared By: Brian Bosse, Waterfront Business Manager

Stearns Wharf Visitation 2014

Pedestrians on Wharf 2014

January	64,371
February	58,073
March	81,991
April	89,265
May	102,128
June	110,680
July	139,816
August	140,011
September	97,456
October	80,700
November	65,394
December	63,614
Total	1,093,499

Pedestrian Rank By Month

1	August	140,011
2	July	139,816
3	June	110,680
4	May	102,128
5	September	97,456
6	April	89,265
7	March	81,991
8	October	80,700
9	November	65,394
10	January	64,371
11	December	63,614
12	February	58,073
	Total	1,093,499

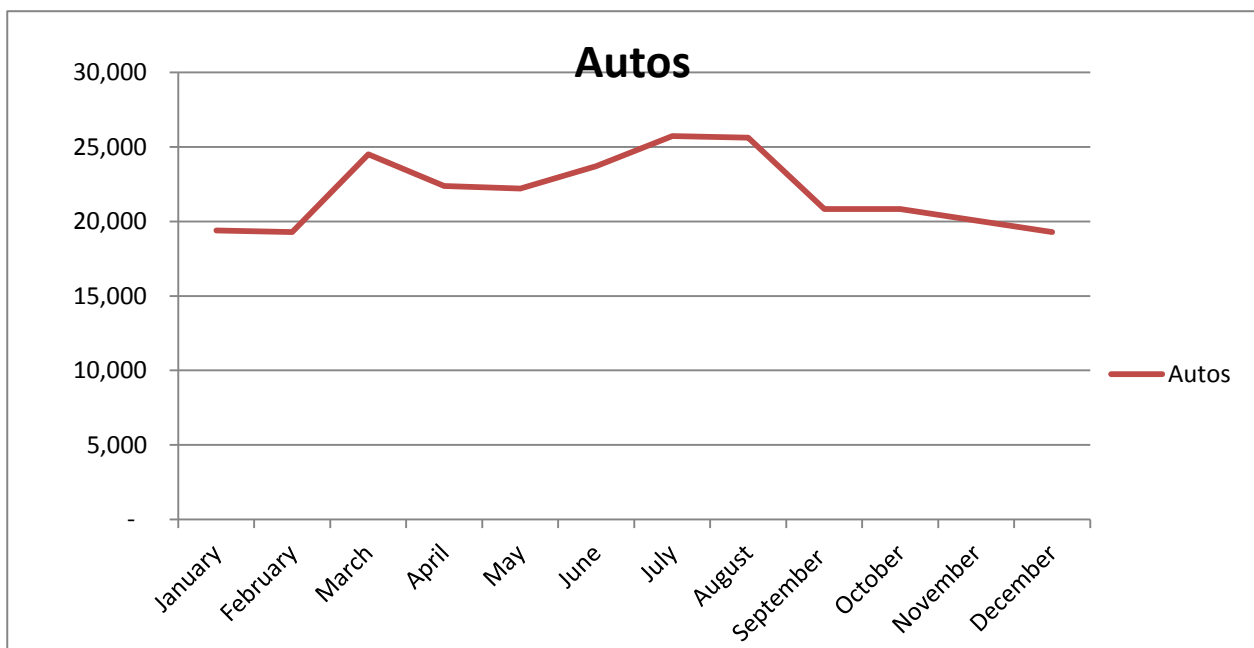
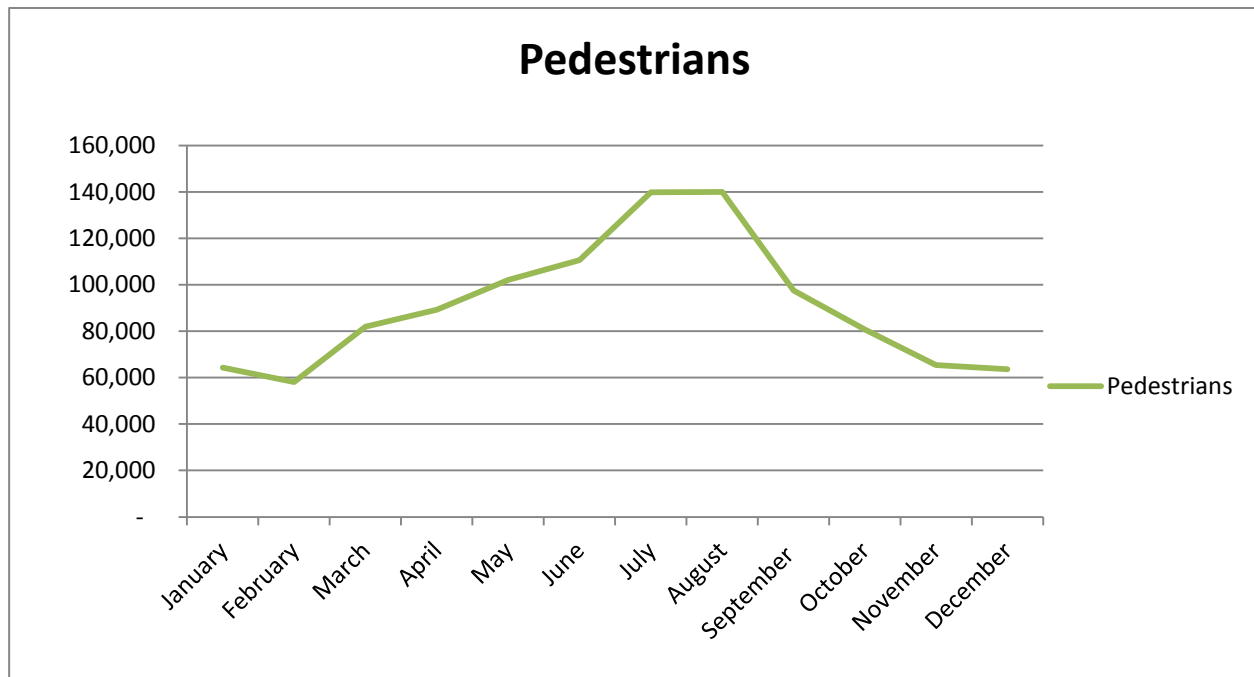
Vehicles On Wharf 2014

January	19,399
February	19,284
March	24,503
April	22,384
May	22,219
June	23,724
July	25,732
August	25,619
September	20,833
October	20,840
November	20,064
December	19,282
Total	263,883

Vehicle Rank By Month

1	July	25,732
2	August	25,619
3	March	24,503
4	June	23,724
5	April	22,384
6	May	22,219
7	October	20,840
8	September	20,833
9	November	20,064
10	January	19,399
11	February	19,284
12	December	19,282
	Total	263,883

Graphic Representation of Pedestrians and Autos



Leadbetter Parking Lot
Waterfront Parking Permit Only Area



**WATERFRONT PARKING PERMITS
ONLY AREA (10 STALLS)**