

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: October 18, 2018
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 2013, 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 good 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 2018 calendar year through September 30, Traf-sys shows a total 670,278 pedestrian visitors to the Wharf. This represents a decrease of 69,438 (-9.4%) pedestrians when compared to last year at the same time (739,716).

In addition to pedestrian visitors, the Waterfront Parking Division tabulates the total number of vehicles entering the Wharf. For the 2018 calendar year through September 30, 215,563 vehicles entered the Wharf. This represents a decrease of 7,271 (-3.3%) vehicles when compared to last year at the same time.

December 2017 and January 2018 totals for both pedestrians and automobiles were down significantly due to the Thomas Fire in December and the subsequent Montecito Debris Flow in January. Pedestrian traffic was down 31% in December and down 14.7% in January. Automobile traffic was even more impacted by these two community tragedies, declining by 29.5% in December and down 34% in January.

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 are an important tool in monitoring activity on Stearns Wharf. The Stearns Wharf Merchants use this data to formulate marketing efforts and event planning.

A monthly breakdown of pedestrian visitors and vehicles for 2017 and 2018 year-to-date can be found in Attachment 1. Annual Pedestrian and Automobile Visitation Totals can be found in Attachment 2. Interestingly, automobile traffic continues to increase on the Wharf whereas pedestrian traffic continues to show a gradual decline.

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Attachments: 1. Stearns Wharf Visitation 2017 and 2018 Year-To-Date
2. Pedestrian Visitation 2014 – 2017 and Vehicle Visitation 2013 - 2017

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Stearns Wharf Visitation

Pedestrians on Wharf 2017

| | |
|--------------|----------------|
| January | 43,199 |
| February | 35,514 |
| March | 67,515 |
| April | 88,432 |
| May | 83,855 |
| June | 96,103 |
| July | 131,607 |
| August | 106,607 |
| September | 86,884 |
| October | 69,446 |
| November | 49,997 |
| December | 37,724 |
| Total | 896,883 |

739,716

Pedestrians on Wharf 2018

| | |
|--------------|----------------|
| January | 36,870 |
| February | 48,228 |
| March | 55,915 |
| April | 66,236 |
| May | 74,712 |
| June | 86,265 |
| July | 117,276 |
| August | 106,074 |
| September | 78,702 |
| October | |
| November | |
| December | |
| Total | 670,278 |

670,278

Vehicles On Wharf 2017

| | |
|--------------|----------------|
| January | 23,435 |
| February | 22,367 |
| March | 22,289 |
| April | 25,316 |
| May | 26,141 |
| June | 24,522 |
| July | 28,695 |
| August | 26,598 |
| September | 23,471 |
| October | 23,672 |
| November | 22,043 |
| December | 13,043 |
| Total | 281,592 |

222,834

Vehicles On Wharf 2018

| | |
|--------------|----------------|
| January | 15,462 |
| February | 22,009 |
| March | 24,339 |
| April | 24,615 |
| May | 24,732 |
| June | 25,777 |
| July | 28,932 |
| August | 27,026 |
| September | 22,671 |
| October | |
| November | |
| December | |
| Total | 215,563 |

215,563

| Autos | |
|-------|---------|
| 2013 | 249,718 |
| 2014 | 263,883 |
| 2015 | 250,610 |
| 2016 | 268,291 |
| 2017 | 281,592 |

| Pedestrians | |
|-------------|-----------|
| 2013 | n/a |
| 2014 | 1,093,499 |
| 2015 | 1,091,772 |
| 2016 | 1,026,489 |
| 2017 | 896,883 |

