SFMTA 2013 Bicycle Count

December 2013

SFMTA
Municipal Transportation Agency

Acknowledgments

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ACKNOWLEDGMENTS

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Introduction

Since 2006, the San Francisco Municipal Transportation Agency (SFMTA) has conducted citywide bicycle counts at key intersections and corridors. The 2013 Bicycle Count is the most recent effort to measure bicycle ridership trends following the 2011 Bicycle Count Report. This report provides key findings which support that investing in bicycle infrastructure results in increased bicycle ridership in San Francisco.

SFMTA STRATEGIC PLAN

Under the FY2013 – FY 2018 SFMTA Strategic Plan, the SFMTA is committed to achieving a citywide mode share goal of less than 50 percent auto and 50 percent non-auto (transit, bicycling, walking and taxi) of all trips to, from, and within San Francisco by 2018.

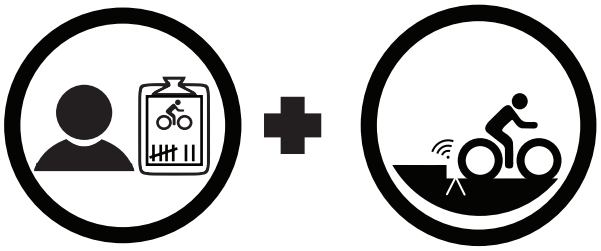
In order to achieve the shift in transportation modes, the SFMTA 2013 – 2018 Draft Bicycle Strategy Plan estimates a need to increase bicycling from 3.5 percent of all trips to 8 to10 percent of all trips by 2018. Bicycle counts are a key metric in assessing the progress towards these mode share goals.

50% of All trips Using Sustainable modes by **2018**

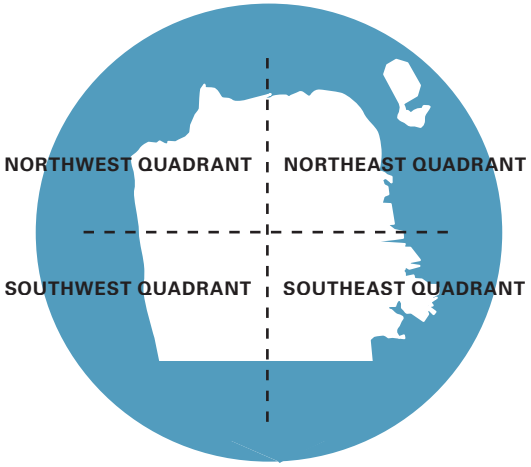
Increase Bicycle Mode Share from **3.5%** in 2012 to **8 - 10%** by **2018**

METHODOLOGY

To be consistent with the National Bicycle and Pedestrian Documentation Project's (NBPDP) nationwide standards, all bicycle counts were conducted on a weekday between September 10 – 19, 2013 over the evening peak commute period. Intersections were counted manually by SFMTA staff volunteers and by existing automated bicycle loop counters. Of the 51 intersections surveyed, 40 are included in the 2011 Bike Count Study and 11 are new to reflect the growing bicycle network.



The automated counters and intersection data analysis is summarized within the following four city quadrants: Northwest, Northeast, Southwest, and Southeast. These four quadrants highlight trends related to trip peaking, level of activity, and facility growth unique to each subarea.



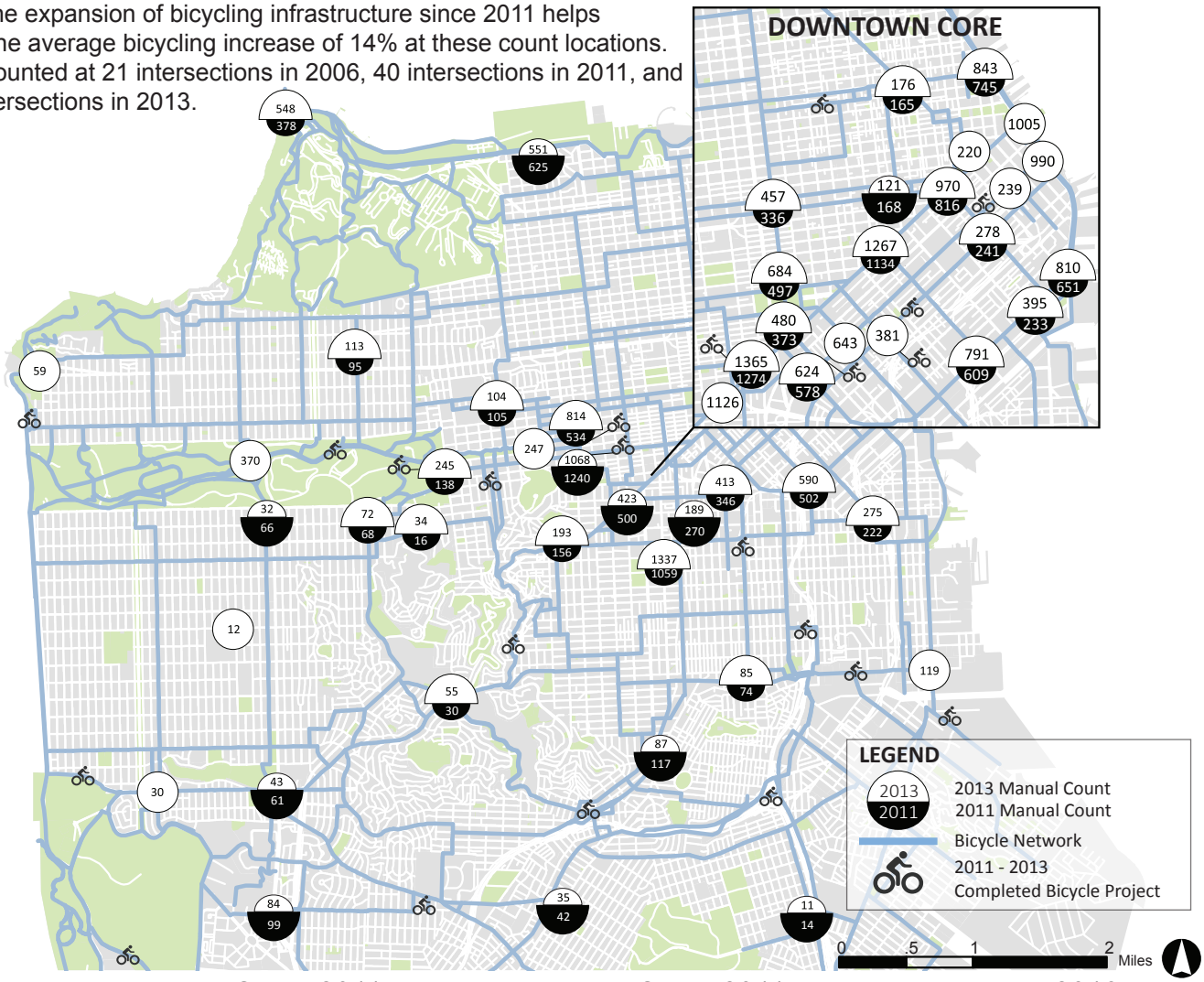
The SFMTA installed **24** on-street bicycle parking corrals between July 2011 and June 2013.

2013 Bike Count Results

BICYCLE COUNT MAP: COMPARING 2011-2013

Evaluating bicycle activity is a key component of the SFMTA Bicycle Strategy's *Goal #1: Improve safety and connectivity for people traveling by bicycle.* Observations at 51 key intersections during the 4:30-6:30PM peak period demonstrate typical bicycling trends in San Francisco. These counts serve as a sample and do not count all bicycle trips in the city, just the volumes observed at the 51 locations during the evening peak period. The SFMTA is conducting a citywide mode share survey that will provide the bicycle mode share number for all trips for the city as a whole. For reference, the American Community Survey (ACS), which collects data from a sample of households, estimates San Francisco's bicycle commute mode share to be 3.8% in 2012, compared to 3.4% in 2011.

The map below highlights the changes observed at intersections between the last 2011 Bike Count Report and present conditions. The expansion of bicycling infrastructure since 2011 helps contribute to the average bicycling increase of 14% at these count locations. The SFMTA counted at 21 intersections in 2006, 40 intersections in 2011, and grew to 51 intersections in 2013.



Since 2006

8,379
4,282

96%

Cycling increase from 2006 to 2013 at the same 21 intersections

Since 2011

$3.33 million*

(*estimate based on design/ capital costs) Invested in the Bicycle Network 2011-2013

Since 2011

14%

Cycling increase between 2011 and 2013 at the same 40 intersections

In 2013

23,225

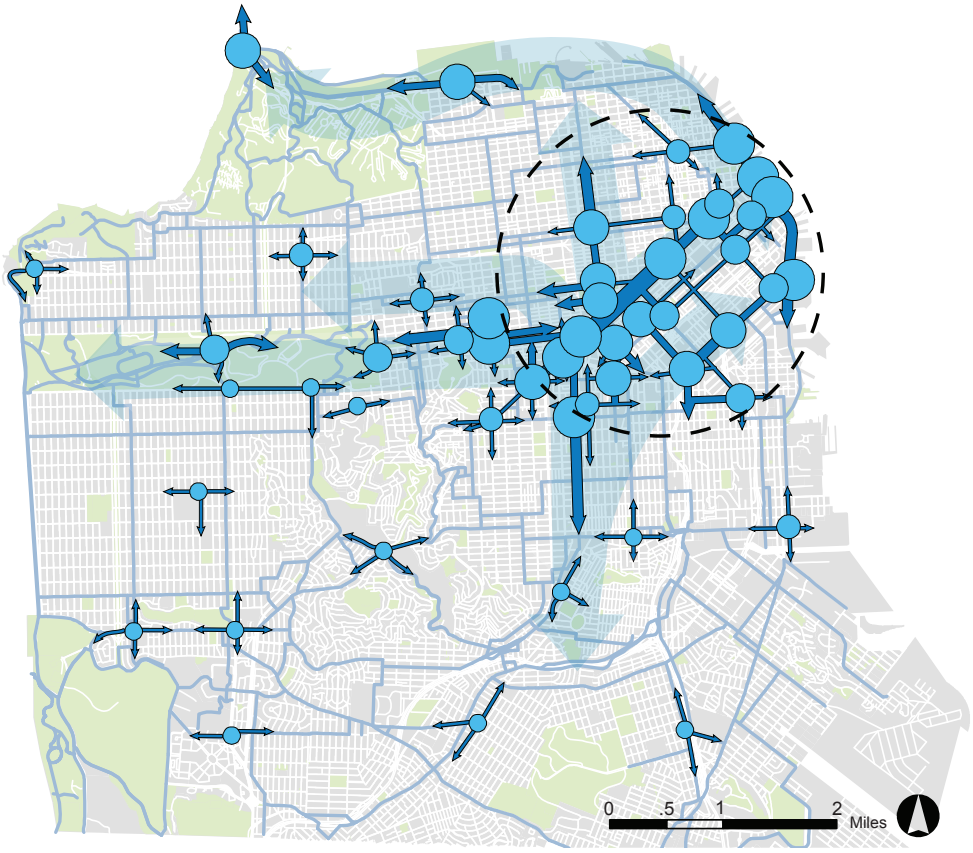
Total bicycle trips counted at all 51 intersections during the 4:30 - 6:30PM peak period

Travel Patterns and Behavior

PEOPLE'S BICYCLE TRAVEL PATTERNS

The intersection volumes and turning movements reveal citywide travel patterns that are consistent with people who drive and people who ride transit. People travel to the northeast of the city along key corridors such as Market Street, the Embarcadero, Fell Street, Oak Street, the Wiggle, Alemany Boulevard, Valencia Street and Polk Street. Providing facilities that allow for seamless travel between trip origins and destinations is a key component of achieving the SFMTA Bicycle Strategy's *Goal #2: Increase convenience for trips made by bicycle.* Key crosstown travel corridors link trips from the outer neighborhood areas to the city core.

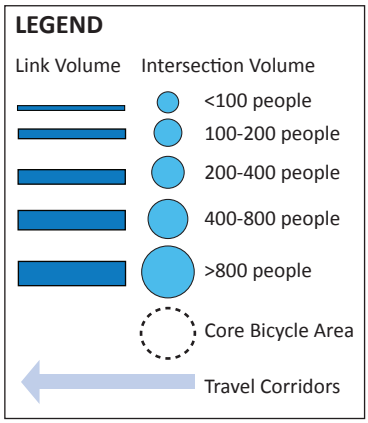
2013 TRAVEL PATTERNS:



Intersections surveyed during the bicycle count were analyzed for total volume and turning movements.

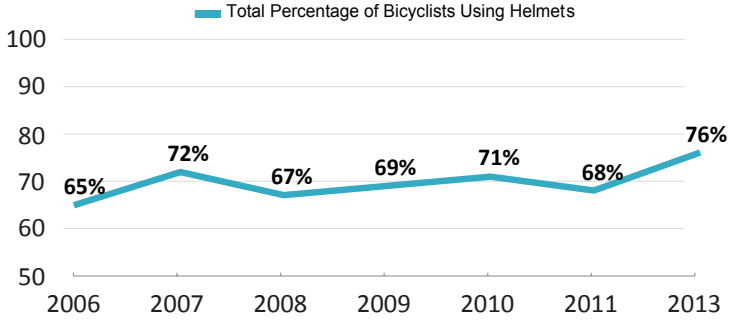
Travel patterns in neighborhoods outside the "core" bicycle area generally:

- Travel along the city periphery
- Travel to / from the city core
- Travel within the neighborhood



OBSERVATIONS OF PEOPLE'S RIDING BEHAVIOR

76 percent were observed wearing helmets, the highest level on record, and **95 percent** correctly utilized the facility rather than riding on the sidewalk or in the opposite direction. The next manual bicycle count will also observe people's riding behavior in terms of stopping at stop signs and red lights.



> Highest Bicycle Ride Volume Locations
Market/ Valencia (1,365 people)
17th/ Valencia (1,337 people)
5th/Market (1,267 people)

> Corridors with Increasing Ridership 2011 - 2013
Townsend Street (36%)
2nd Street (35%)
Polk Street (34 %)

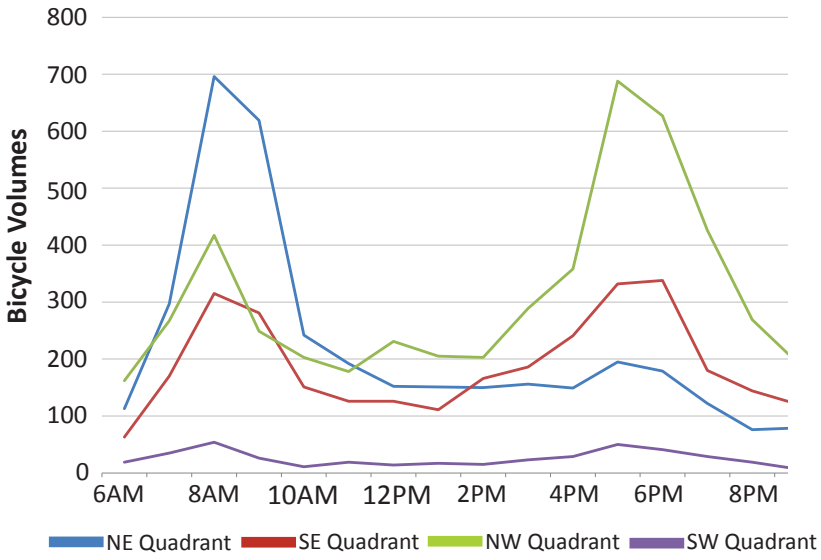
Additional Count Data

AUTOMATED COUNTERS

Manual counts provide a snapshot of **PM peak** activity and the automated counters illustrate **daily** travel patterns.

Typical citywide commute patterns reflect driving and transit patterns: northeast quadrant peaks in the AM and the northwest quadrant peaks in the PM. The graph below illustrates data aggregated from 4 automated count locations during summer 2013 within each quadrant.

Sample Daily Bicycle Trips By Quadrant - Typical Summer Trends



Market Street's "Bicycle Barometer" records real time bicycle volumes traveling eastbound towards Downtown, which averages up to **3,000 weekday bicycle trips**. Market Street has approximately 6,000 total bicycle rides on an average weekday through this area. View the Market Street barometer data at **http://totem-eb-market.sanfrancisco.visio-tools.com/** Photo Source: Myleen Hollero

The San Francisco Bay Area regional bike share program launched in September 2013. San Francisco's 350 bikes, stationed in Downtown and South of Market, generate over **900 daily** weekday rides. Photo Source: Noah Berger Photography

PROJECTS GENERATING GROWTH

The following table (Page 7) provides the count data details from 2011 and 2013 summarized on the Map (Page 3) and links to nearby bicycle projects completed between 2011 and 2013. Intersections with new bicycle facilities built since the 2011 Bike Count Report experienced growth in volume suggesting that continuing these investments will yield even higher ridership and help reach the 8 - 10 percent mode share goal by 2018.

The following page shows the four types of bicycle infrastructure programs that have been installed near the count locations. These include bike lanes, buffered cycletracks, dedicated bicycle signal improvements, intersection improvements like bike bays, and marked shared travel lanes.

Results by Intersection

Bike Lane

Signal Improvements

Bikeway/Intersection Improvements

Shared Travel Lane

= intersections with implemented improvements between 2011 - 2013

* new 2013 count location, no 2011 comparable data

NORTHWEST QUADRANT	2011	2013	% Change
8th and Clement	95	113	19%
Fell and Scott	534	814	52%
Golden Gate Bridge	378	548	45%
Golden Gate and Masonic	105	104	-1%
JFK and Transverse Drive	*	370	*
Marina and Cervantes	625	551	-12%
Oak and Baker	*	247	*
Page and Scott	1240	1068	-14%
Page and Stanyan	138	245	78%
Point Lobos and 48th Ave	*	59	*

SOUTHWEST QUADRANT	2011	2013	% Change
7th Ave and Lincoln	68	72	6%
14th and Market/Church	500	423	-15%
17th/Castro and Market	156	193	24%
19th and Holloway	99	84	-15%
19th and Lincoln	66	32	-52%
19th and Sloat	61	43	-30%
Mission and Ocean	42	35	-17%
Ortega and 24th Ave	*	12	*
Parnassus Ave (UCSF)	16	34	113%
Portola and O'Shaughnessy	30	55	83%
Sloat and 34th Avenue	*	30	*

NORTHEAST QUADRANT	2011	2013	% Change
2nd and Folsom	241	278	19%
2nd and Market	816	278	15%
2nd and Townsend	233	395	70%
5th and Market	1134	1267	12%
5th and Townsend	609	791	30%
7th and Folsom	*	381	*
8th and Howard	*	643	*
11th and Howard	578	624	8%
Broadway and Columbus	165	176	7%
Broadway and The Embarcadero	745	843	13%
Bush and Battery	165	176	7%
Ferry Terminal and The Embarcadero	*	1005	*
Howard and The Embarcadero	745	843	13%
Howard and Beale Street	*	990	*
Market and Octavia	*	1126	*
Market and Valencia	1274	1365	7%
McAllister and Polk	497	684	38%
Polk and Grove	373	480	29%
Polk and Sutter	336	457	36%
Stockton and Sutter	168	121	-28%
Townsend and The Embarcadero	651	810	24%

SOUTHEAST QUADRANT	2011	2013	% Change
7th and 16th	222	275	24%
8th and Townsend	502	590	18%
14th and Folsom	346	413	19%
16th and Mission	270	189	-30%
17th and Valencia	1059	1337	26%
Cesar Chavez and Harrison	74	85	15%
Cesar Chavez and Illinois	*	119	*
Mission and Cortland	117	87	-26%
San Bruno and Paul	14	11	-21%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