From: Jeff Owen, Bicycle and Pedestrian Coordinator  
To: Parks and Recreation Advisory Board, Bicycle and Pedestrian Task Force  
CC: Community Solutions Team  
Subject: Wilsonville Bike and Walk Count Summary – September 2010  
Date: January 6th, 2011

**Background:**

One of the greatest challenges facing the bicycle and pedestrian field is the lack of documentation on usage and demand of bicycle and pedestrian infrastructure. Without accurate and consistent demand and usage figures, it is difficult to measure the positive benefits of investments in these modes, especially when compared to the other transportation modes such as the private automobile. One potential answer to this need for data is the National Bicycle & Pedestrian Documentation Project, co-sponsored by Alta Planning and Design and the Institute of Transportation Engineers (ITE) Pedestrian and Bicycle Council. This nationwide effort provides a consistent model of data collection and ongoing data for use by planners, governments, and bicycle and pedestrian professionals.

The basic assumptions of the methodology are that, in order to estimate existing and future bicycle and pedestrian demand and activity, agencies nationwide need to start conducting counts and surveys in a consistent manner. More information can be found here: [http://bikepeddocumentation.org/](http://bikepeddocumentation.org/).

The purpose of the counts is to understand peak bicycle and pedestrian activity on a typical day. Early to mid-September has been selected as the yearly national count date because it represents a peak period for walking and bicycling, both work- and school-related. Weather conditions across the country are generally conducive, schools have been underway for several weeks, and people have returned from vacations and are back at work. Having an official count week is also important for generating enthusiasm around the date.

Project partners for the Metro-region organized counts this year were: The cities of Gresham, Hillsboro, Portland, Tigard, Tualatin, and Wilsonville; Metro, North Clackamas Parks and Recreation District, Clackamas County Parks, Tualatin Hills Park and Recreation District, and Vancouver-Clark Parks and Recreation. More information at: [www.oregonmetro.gov/trailcounts](http://www.oregonmetro.gov/trailcounts).

**Summary:**

This year is the first time Wilsonville has participated in the counts. Counting bicyclists and pedestrians each year as part of the larger national effort will allow city staff to monitor usage of our facilities over time. After our counts are conducted, we will turn
the data into Metro to compile into regional counts, and then will enter them into the national database. As a project partner, we have access to the national database for comparison to other similarly sized communities. Locally, this count data can also help inform planning and infrastructure investment decisions relating to bicycle and pedestrian demand. Ideally, the count data is supplemented with intercept surveys. For September of 2010, we did not survey users due to time and volunteer constraints. In future counts, surveying users would produce useful information concerning why people are using certain facilities, how they are using them, and collect opinions about what types of infrastructure they would like to see in the future. Additionally, a higher level of demographic information would be captured through the surveys.

Volunteers:

This effort cannot be completed by just a few staff members alone, thus volunteers are necessary to complete the counts. Along with two city staff, volunteer counters included the following from the Bicycle and Pedestrian Task Force: Al Levit, Pat Rehburg, Robin Straughan, Carl Goodwin, Martin Glastra Van Loon, Kate Greenfield, Jerry Greenfield, Sandra Berry, and Genevieve Lacesa.

Process:

The process for counting is quite simple and involves recording gender, mode of travel, and turning movements at a specified intersection or trail junction within a two hour period of presumed peak activity. The counter records this information in 15 minute intervals and indicates any turning movements, as seen on the attached sample count sheet. Counts were conducted in accordance with the national specified timeframe, focusing on Tuesday, Sept. 14th through Thursday, Sept. 16th. Each location was counted once for a two hour period, from 4:00 pm to 6:00 pm.

Locations:

Thirteen locations in Wilsonville were identified and counted for the September 2010 count period as priorities based on geographic distribution throughout the city and volunteer willingness and availability. The following count locations are shown on the attached map:

**Intersection Counts (8 total):**
1. SW Boeckman and SW Boberg
2. SW Boeckman and SW Canyon Creek
3. SW Canyon Creek and SW Burns Way
4. SW Barber and SW 110th
5. SW Wilsonville Road and SW Willamette Way East
6. SW Wilsonville Road and SW Boones Ferry
7. SW Wilsonville Road and Town Center East
8. SW Wilsonville Road and Meadows
**Trail Counts (5 total):**

9. Morey’s Landing Trail and SW Orchard
10. Memorial Park (between the skate ramp and the barn)
11. Memorial Park (on western edge connecting to SW Wilson)
12. Tonquin Trail in Graham Oaks (Acorn Plaza)
13. Boeckman Creek Trail (entry/exit from SW Meadows Loop)

**Key Findings:**

The counts produced a total of 867 users during the 2-hour period. Of the total counted, the following general trends were observed:

- Gender: 58% male and 42% female
- Mode split: 74% pedestrians, 24% cyclists, 0% wheelchairs, 2% other which includes skateboarders, roller blades, etc.

<table>
<thead>
<tr>
<th>Bicyclists</th>
<th>Pedestrians</th>
<th>Wheelchairs</th>
<th>Other*</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>145</td>
<td>346</td>
<td>0</td>
<td>16</td>
</tr>
<tr>
<td>Female</td>
<td>68</td>
<td>289</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>213</strong></td>
<td><strong>635</strong></td>
<td>0</td>
<td><strong>19</strong></td>
</tr>
</tbody>
</table>

*Skateboards, Roller Blades, etc.

**Counts by Location:**

Following is a breakdown of the data collected indicating mode of travel at each count location. Individual count sheets from each location have been kept on file for further investigation and study.
Wilsonville Bike and Walk Counts
September 14th - 16th, 2010

**NOTE:** These numbers represent the raw count numbers observed in the field for the 2-hour period specified. They have not been extrapolated to estimate average daily traffic counts and are thus lower than other reported counts that have been extrapolated.
Count Locations Map:
Future Considerations:

1. Continue counts on a yearly interval to assess user trends over time at each location.
2. Incorporate surveys, especially at trail count locations, in order to collect data about why people choose to use certain facilities over others and whether those trips are for recreation or replacing automobile trips, etc.
3. Enlist staff members from other city departments such as Community Development and Public Works to learn first-hand about the needs of users in planning for bicyclists and pedestrians.
4. Consider inclusion of subcategories under pedestrians to include recording the counts of runners and joggers, people walking dogs, etc.
5. Consider recording helmet use for bicyclists.
7. Consider a weekend count to help understand weekend trail use volumes.
8. Extrapolate the count data to estimate average daily traffic based on observed 2-hour period.

For questions or comments about this memo, please contact:

Jeff Owen
Bicycle and Pedestrian Coordinator
City of Wilsonville / SMART Transit
owen@ridesmart.com
503-682-0502
### Sample Count Sheet:

**STANDARDIZED COUNT FORM**

**Location:** Wilsonville Rd + Eomer Pky Rd
**Date:** 9/4/10  **Time Period:** 4:00 PM
**Weather:** 75° + sunny

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Bicycles</th>
<th>Pedestrians</th>
<th>Wheelchairs</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>4:00-4:15</td>
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<td>4:15-4:30</td>
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<td>4:30-4:45</td>
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<tr>
<td>4:45-5:00</td>
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<tr>
<td>1:00-1:15</td>
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<td>1:15-1:30</td>
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<td>1:30-1:45</td>
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<td>1:45-2:00</td>
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</table>

**Total:**

<table>
<thead>
<tr>
<th>Female</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
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</tbody>
</table>

**Diagrams:**

- **A3:**
  - Street A
  - D1: 1
  - D2: HHT
  - D3: 1

- **A2:**
  - Street B
  - HHT

- **A1:**
  - Street C
  - 1

- **D3:**
  - Street D
  - 1

- **B2:**
  - Street E
  - HHT

- **R1:**
  - Street F
  - 1

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