



2022 Every Roll and Step Counts Program Update

Receive and File

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Attachments: Yes

Approved by: James Corless

Referring Committee: Transportation

1. Issue:

In 2020, SACOG purchased 35 biking and walking counters to loan to partners in the region and nine permanent counters for local partners to install. Local agencies can collect continuous biking and walking counts by borrowing equipment from SACOG, or by using the cooperative purchasing agreement to buy their own equipment at a discounted price.

2. Recommendation:

None; this item is for information only.

3. Background/Analysis:

Biking and walking counts help inform how many people are traveling by active modes in a community. This data is useful for monitoring travel patterns, measuring the usage of bicycle or pedestrian facilities, understanding safety trends, evaluating the impact of projects, and prioritizing infrastructure. Data collected through a biking and walking counts program can inform local plans and projects and validate other transportation data at the local and regional level. Counts also support applications to state and regional funding programs, some of which require pre-project biking and walking counts as a reporting metric.

SACOG developed a free equipment loan pilot program to enable more cities and counties to collect automated, continuous biking and walking counts data (Attachment A). The equipment can count people biking and walking in a variety of environments from in-road facilities like bike lanes to multi-use trails. The equipment will help cities, counties, and other partners monitor the use of active transportation facilities within the region and measure the continued impact of investments on how many people bike or walk in the region. SACOG also purchased nine pieces of equipment to transfer to local partners for long-term installation and maintenance.

Accessing Counting Equipment

Agencies wanting to borrow equipment would enter into an agreement with SACOG to outline the responsibilities of installing, using, and returning the counting equipment (Attachment B). After the agreement is established, the agency may borrow equipment as frequently as is needed. SACOG also negotiated a cooperative purchasing agreement with Eco-Counter that allows partners to buy their own lowprofile counting equipment at a five percent discount. Partners listed on the cooperative purchasing agreement include all cities, counties, and regional transportation planning agencies in the SACOG region, in

addition to other planning partners. To date, the contract has been leveraged by partners in the region as well as other parts of the state from San Diego to Sonoma. Based on the success to date, the executive director is exercising a one-year extension to the contract to allow public agencies to continue leveraging the cooperative pricing agreement.

4. Discussion/Analysis:

In 2021 SACOG transferred ownership of the nine long-term biking and walking counting equipment to the local agencies that will install the equipment. The site locations were strategically selected in cooperation with local partners to strengthen the regional understanding of active modes on trails and on-road facilities. The local partners are working to install the counting equipment as part of larger projects or as stand-alone efforts to collect better biking and walking data:

- One biking/walking counter to be installed on Tower Bridge Gateway, approaching the Tower Bridge from the west (City of West Sacramento)
- One biking/walking counter to be installed on West Capitol Avenue (City of West Sacramento)
- Two bike-only counters to be installed on the Jedediah Smith Memorial Trail near the Highway 160 crossing of the American River (Sacramento County Regional Parks)
- One biking/walking counter to be installed on the Jedediah Smith Memorial Trail near Hagan Community Park in Rancho Cordova (Sacramento County Regional Parks)
- Four bike-only counters to be installed on Coloma Way (City of Rancho Cordova)

To date, the “Every Roll and Step Counts” program has loaned mobile biking/walking counting equipment to Sacramento County Department of Transportation (DOT) to collect on-road counts for fund reporting requirements and grant application development. The following agencies are authorized to borrow the mobile counts equipment from SACOG:

- City of Rancho Cordova
- City of Sacramento
- Sacramento County DOT

Staff will continue to publicize the loan program to local partners to ensure the program is available to all planners, engineers, and project managers who need accurate and current biking and walking counts.

Attachments

- A. “Every Roll and Step Counts” flyer
- B. Sample borrowing agreement

5. Fiscal Impact/Grant Information:

Funding to establish the equipment loan pilot program was from a 2014 competitive Bike/Ped Funding Program grant. Ongoing staff work to maintain and publicize the loan program is included in SACOG’s operating budget.

6. This staff report aligns with the following SACOG Work Plan Objectives:

Goal 1 : Advance Economic Prosperity

Objective 1: Invest in and protect the transportation infrastructure needed to implement the region's economic prosperity plan.

Goal 2 : Connected Communities

Objective 3: Prioritize cost-effective transportation investments that enhance mobility while improving safety, air quality, and the condition of transportation infrastructure and assets.

Goal 3 : Vibrant Places

Objective 1: Develop tools and funding to help revitalize older commercial and retail corridors throughout the region.