

# The Clovis Trails 2014 Pedestrian Count and Survey and Implications for Future Projects

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## Executive Summary

- On Wednesday, Aug. 6, and Saturday, Aug. 9, 7-10am and 5-8pm, the City of Clovis conducted a screenline count of all pedestrians and bicyclists passing two points on the Clovis trails system: the Dry Creek Trail at the northeast corner of Dry Creek Park (located at the intersection of Clovis and Alluvial Avenues), and the Old Town Trail at a point behind the Parkway Trails Shopping Center (located at the intersection of Willow and Nees Avenues).
- The count team also surveyed a random sample of pedestrians, resulting in 110 surveys completed.
- The heaviest trail usage occurred on Saturday, Aug. 9, from 7-10am. During that time, 230 pedestrians and bicyclists passed the screenline at Dry Creek and 294 passed the line at Willow/Nees. Throughout the count, the load at Willow/Nees was between 25% and 33% higher than at Dry Creek.
- The number of bicyclists relative to pedestrians was greater in the evenings, overtaking pedestrians in raw numbers at Willow/Nees and approaching the number of pedestrians at Dry Creek.
- Extrapolating from the count data, a conservative estimate for annual trips for the trail segment at Dry Creek is 427,760, but could be as high as 593,831. The conservative annual trip figure at Willow/Nees is 583,766 but could be as high as 769,968.
- The proposed overpass on the Enterprise Trail at Highway 168 and Temperance Avenue can expect to see approximately 458,430 trips per year, while the Harlan Ranch trail will see approximately 395,560 trips per year.
- The count and survey methodology used in this study was based on recommendations and materials provided by the [National Bicycle and Pedestrian Documentation Project](#) (NBPD). An NBPD extrapolation worksheet was used to determine the combined annual number of pedestrian and bicycle trips occurring on the two trails based on the actual count numbers.
- To estimate use of the proposed improvements, a demand estimation was conducted using a Pedestrian Sketch Plan Method (see US Department of Transportation Federal Highway Administration 1999:32-39). Specifically, the method used by Matlick (1996) was adapted to the Clovis Trails, using trips per person per year calculated from existing census, count and annual trip data and applied to the population of trail users in the census tracts bordering the proposed improvements.
- A random sample survey of 110 pedestrians revealed that purpose of visit was overwhelmingly exercise and recreation.
- Clovis Trail users rate the appeal and safety of the trails very highly (about 4.5 on a scale of 1-5). Respondents cited scenery and absence of motorized traffic as major sources of trail appeal, though some also noted the need for improved maintenance of the trail. Feelings of safety revolved around the presence of other people, openness and clear lines of sight, and the absence of motorized traffic.

## **Methodology**

The count and survey methodology used in this study was based on recommendations and materials provided by the [National Bicycle and Pedestrian Documentation Project](#) (NBPDP), a joint effort of [Alta Planning & Design](#) and the [Institute of Transportation Engineers](#). Count categories were drawn from the NBPDP methodology to conduct a screenline count. The survey used was adapted from a standard NBPDP pedestrian survey, retaining all major questions from the original, plus several questions about trail appeal and safety. Appendix A includes all project documents.

An NBPDP extrapolation worksheet was used to determine the combined annual number of pedestrian and bicycle trips occurring on the two trails based on the actual count numbers. The extrapolation worksheet takes into account time of day and day of week of the count, plus weather conditions, to predict the annual number of trips. The worksheet and all other NBPDP documents can be found on the [NBPDP downloads page](#).

To estimate use of the proposed improvements, a demand estimation was conducted using a Pedestrian Sketch Plan Method (see US Department of Transportation Federal Highway Administration 1999:32-39). Specifically, the method used by Matlick (1996) was adapted to the Clovis Trails. The author notes that very few pedestrians take more than ½ mile trips. Therefore, Matlick proposes using the population within a ½ mile radius of the proposed corridor, plus nationally-known adjustment factors for the number of ½ mile trips per person, to estimate corridor use. However, an analysis of the data from the August, 2014 Clovis Trails survey reveals that user start points are often further than ½ mile from the point of survey. (This finding is consistent with the dominant stated purpose of trail use by survey respondents – exercise and recreation – which tends to generate more distant trips.) Start points corresponded roughly to the census tracts surrounding the two survey points. Hence, the census tract population data can be used to determine the population from which the trail users are drawn. Trips per year on the trail divided by the population of users results in an estimated number of trips per person per year.

Turning to the proposed trail improvements, correlations were drawn between the count locations and the proposed improvement locations based on census and land use data. The land use, demographics and social and economic profile of the Dry Creek census tracts are very similar to those surrounding the proposed Enterprise Trail overpass at Highway 168 and Temperance Avenue. Further, both locations have a park nearby (Dry Creek Park, and Deauville Park), which survey data indicates is a major trip generator, accounting for one in three trip start points at the Dry Creek survey point. The census tracts and land use profile surrounding the Willow and Nees count location are likewise very similar to those near the proposed trail construction at Harlan Ranch. Hence, we use the number of trips per person per year from Dry Creek and Willow/Nees, plus population data from the two proposed project sites, to project the annual number of trips on the proposed improvements.

## **Count Data**

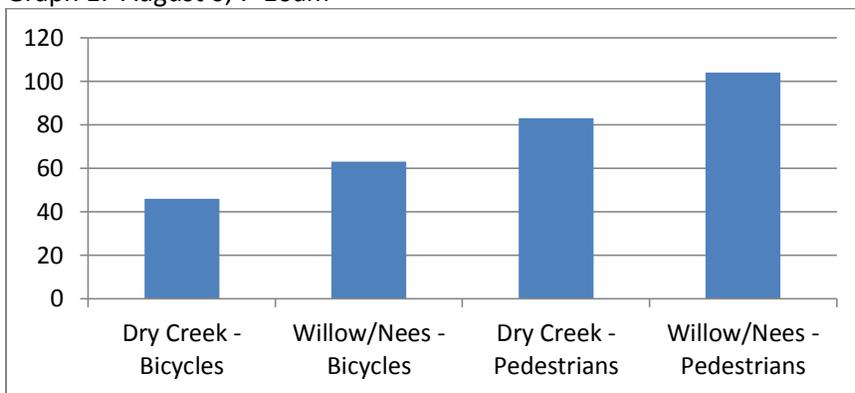
The count data, in 15 minute increments, is presented in table form in Appendix B. Below is a summary of some of the count totals and a comparison of the two locations. In the analysis below, the “Other” category has been excluded.

At Dry Creek, on Wednesday, August 6, 7-10am, we counted 46 bicyclists and 83 pedestrians. During the same period at Willow/Nees, we counted 63 bicyclists and 104 pedestrians. Pedestrians significantly outnumbered bicyclists in both locations. The total load at Willow/Nees was about 23% higher than Dry Creek (see Table 1 and Graph 1).

Table 1: August 6, 7-10am

<b>Wed. Aug. 6, 0700-1000</b>	
Dry Creek - Bicycles	46
Willow/Nees - Bicycles	63
Dry Creek - Pedestrians	83
Willow/Nees - Pedestrians	104

Graph 1: August 6, 7-10am

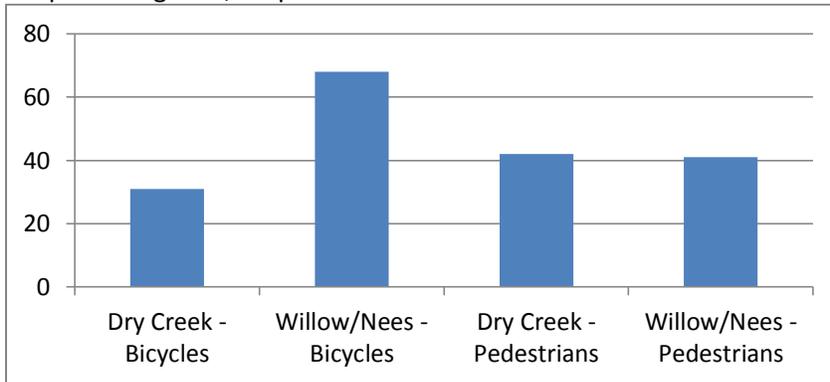


At Dry Creek, on Wednesday, August 6, 5-8pm, we counted 31 bicyclists and 42 pedestrians. During the same period at Willow/Nees, we counted 68 bicyclists and 41 pedestrians. While pedestrians still outnumbered bicyclists at Dry Creek, the gap narrowed compared to the morning. At Willow/Nees, the number of bicyclists clearly overtook the number of pedestrians. The total load at Willow/Nees was about 33% higher than Dry Creek (see Table 2 and Graph 2).

Table 2: August 6, 5-8pm

<b>Wed. Aug. 6, 1700-2000</b>	
Dry Creek - Bicycles	31
Willow/Nees - Bicycles	68
Dry Creek - Pedestrians	42
Willow/Nees - Pedestrians	41

Graph 2: August 6, 5-8pm

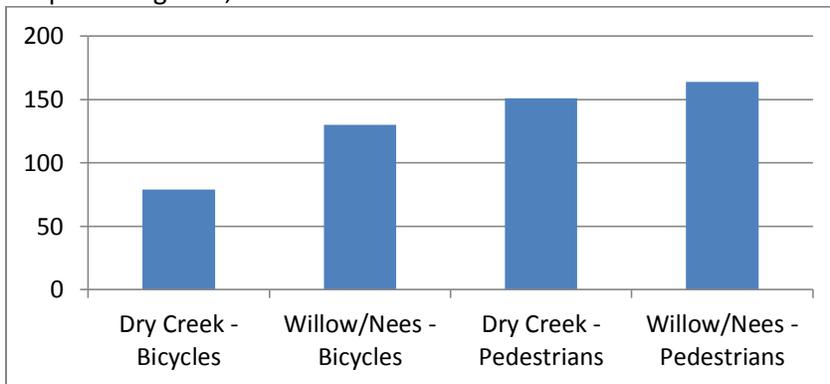


At Dry Creek, on Saturday, August 9, 7-10am, we counted 79 bicyclists and 151 pedestrians. During the same period at Willow/Nees, we counted 103 bicyclists and 164 pedestrians. At Dry Creek, the total number of users on Saturday morning was 56% higher than on Wednesday; at Willow/Nees, it was 57% higher (see Table 3 and Graph 3). However, the basic distribution in the number of pedestrians and bicyclists in each location, and the relationship between the two locations, was almost exactly the same as Wednesday morning (compare Graphs 1 and 3).

Table 3: August 9, 7-10am

<b>Sat. Aug. 9, 0700-1000</b>	
Dry Creek - Bicycles	79
Willow/Nees - Bicycles	130
Dry Creek - Pedestrians	151
Willow/Nees - Pedestrians	164

Graph 3: August 9, 7-10am



At Dry Creek, on Saturday, August 9, 5-8pm, we counted 12 bicyclists and 14 pedestrians. During the same period at Willow/Nees, we counted 24 bicyclists and 12 pedestrians. As with Wednesday morning, the number of pedestrians and bicyclists at Dry Creek tended to converge. At Willow/Nees, the number of bicyclists again overtook the number of pedestrians, as we saw on Wednesday evening. The total load at Willow/Nees was about 28% higher than Dry Creek (see Table 4 and Graph 4). The basic distribution in the number of pedestrians and bicyclists in each location, and the relationship between

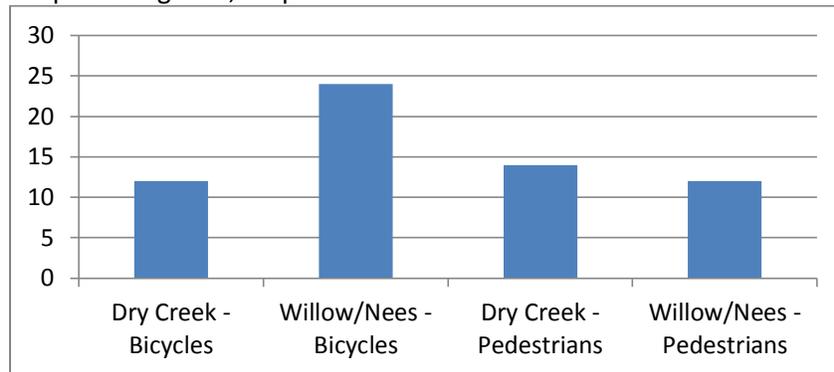
the two locations, was almost exactly the same as it was on Wednesday evening (compare Graphs 2 and 4).

The extremely low count on the evening of August 9, compared to August 6, was likely due to weather. According to weather.com, on August 6, the Fresno-Clovis area saw a low of 67 degrees at 6:05am and a high of 96 degrees at 4:05pm. The temperature had cooled to 90 degrees by 6pm. August 9 was a hotter day, with a low of 73 degrees at 5:45am and a high of 102 degrees at 2:45pm. At 6pm, the temperature was still 97.

Table 4: August 9, 5-8pm

<b>Sat. Aug. 9, 1700-2000</b>	
Dry Creek - Bicycles	12
Willow/Nees - Bicycles	24
Dry Creek - Pedestrians	14
Willow/Nees - Pedestrians	12

Graph 4: August 9, 5-8pm



**Extrapolations from the Data**

Using the NBPDP extrapolation worksheet, we can calculate the annual number of trips on the trails. At Dry Creek, on Wednesday, August 6, from 7-9am, 85 bicyclists and pedestrians passed the screenline.<sup>1</sup> Using this figure, in the month of August, the Dry Creek Trail segment where the screenline was located sees approximately 811 trips per day, 6,761 trips per week, and 29,943 trips per month. The annual trip figure (adjusted for monthly variation and weather) is 427,760.

At Willow/Nees, on Wednesday, August 6, from 7-9am, 116 bicyclists and pedestrians passed the screenline. Using this figure, in the month of August, the Old Town Trail segment where the screenline was located sees approximately 1,107 trips per day, 9,227 trips per week, and 40,864 trips per month. The annual trip figure (adjusted for monthly variation and weather) is 583,766.

These annual trip projections are very conservative because they use the lower weekday count as their basis. Alternatively, we could use the average of two weekday and one weekend count figure. The average of the Wednesday Dry Creek figure of 85, a second assumed weekday figure of 85, and the

<sup>1</sup> The NBPDP spreadsheet extrapolates from a two hour time period.

comparable weekend period figure of 185, is 118; using this figure for the extrapolation yields 593,831 annual trips at Dry Creek. A similar operation on the Willow/Nees data yields annual trips of 769,968.

In future counts, it is recommended to count on two weekdays and one weekend day to facilitate the averaging that will enable more accurate extrapolations.

### **Proposed Improvements: Projected Use**

#### **Highway 168 and Temperance Avenue**

As noted in "Methodology," above, the Dry Creek census tracts are comparable in land use, demographics and social and economic profile to those surrounding the proposed overpass on the Enterprise Trail at Highway 168 and Temperance Avenue. Hence, we use the trips per person per year for the trail segment at Dry Creek to project use for the proposed improvement at Highway 168 and Temperance Avenue.

*Dry Creek, trips per person per year*

trips per year / population of users = trips per person per year  
 $427,760 \text{ trips per year} / 12,055^2 = 35 \text{ trips per person per year}$

*Highway 168 and Temperance Overpass, trips per year*

population of users x trips per person per year = trips per year  
 $13,098 \times 35 \text{ trips per person per year} = 458,430 \text{ trips per year}$

#### **Harlan Ranch Trail Extension**

The Willow/Nees census tracts are comparable in land use, demographics and social and economic profile to those surrounding the proposed trail extension at Harlan Ranch. Hence, we use the trips per person per year for the Old Town Trail segment at Willow/Nees to project use for the proposed improvement at Harlan Ranch.

*Willow/Nees, trips per person per year*

trips per year / population of users = trips per person per year  
 $583,766 \text{ trips per year} / 9377 = 62 \text{ trips per person per year}$

*Harlan Ranch Trail Extension, trips per year*

population of users x trips per person per year = trips per year  
 $6,380 \times 62 \text{ trips per person per year} = 395,560 \text{ trips per year}$

### **Pedestrian Survey**

#### **Dry Creek**

At Dry Creek, we surveyed a total of 75 people. 52 were part of the random sample. 15 were pedestrians who volunteered themselves for the survey and 8 were bicyclists who volunteered for the survey. We have excluded the bicyclists from the analysis. Among the self-selected survey takers, there

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<sup>2</sup> This and all other population figures are from the US Census American Community Survey, 2008-2012.

was an over-representation of women (10 of 15, or 66%), compared to the random sample, in which women were 47% of respondents. Aside from this difference, the self-selected participants did not show any patterned difference from the random sample in their responses, so we included them in the analysis, for a total N at Dry Creek of 67 (52 from the random sample and 15 self-selected).

#### Dry Creek: Description of Sample

The Dry Creek sample was evenly split between male and female. The majority (48, or 72%) self-identified as Anglo, Caucasian or white. Just under half the sample (32, or 48%) claimed a home zip code of 93611; 93619 was the next most common home zip code (18, or 27%).

##### *Gender*

Male: 33

Female: 34

##### *Ethnic Identification*

Hispanic/Latino: 6

African American: 2

Anglo/Caucasian: 48

Asian: 5

Other: 6 (most identified as mixed race or declined to answer)

##### *Home Zip Code*

93611: 32

93612: 8

93619: 18

Other zip codes: 9

#### Dry Creek: Purpose and Frequency of Visit

An overwhelming majority of respondents (61, or 91%) identified exercise as the purpose of their visit to the trail. The remaining 6 said recreation was the main reason for their visit, though most of those also mentioned exercise in their response. Frequency of visit showed wide variation, with the most common response (23, or 34%) being 11-20 times in the last 30 days. 50 of 67 respondents (75%) reported visiting the trail 6 or more times in the last 30 days.

##### *Purpose of Visit*

Exercise: 61

Recreation: 6

##### *Frequency of Visit*

First time: 2

0-5 times: 15

6-10 times: 12

11-20 times: 23

Daily: 15

### Start and End Points

The most common start and end points were home, followed by Dry Creek Park. 39 respondents (58%) started their trip at home and 36 (54%) ended there. 3 respondents who started at home reported that their end point was going to be a store, restaurant and gym. 17 respondents (25%) began their trip at Dry Creek Park and ended there as well.

#### *Start Point*

Home: 39

School: 3

Other: 25 (17 of these identified Dry Creek Park as the start point)

#### *End Point*

Home: 36

School: 3

Store: 1

Other: 27 (17 of these identified Dry Creek Park as the start point)

### Appeal

Respondents were asked to rate the appeal of Clovis trails from 1 to 5, with 1 being not at all appealing and 5 being very appealing. While the question was posed of Clovis trails in general, the respondents often referenced conditions on the trail section where the survey took place, so the responses can be taken to apply most directly to the trail near Dry Creek Park. The average response was 4.48. 39 respondents (58%) answered 5 (very appealing).

#### *Appeal of Trails*

1 (not at all appealing): 0

2: 0

3: 7

4: 21

5 (very appealing): 39

Respondents who answered 1-3 were asked what made the trails unappealing, while those who answered 4 or 5 were asked what made the trails appealing. However, some of those who answered 1-3 offered aspects of the trails that were appealing, and those who answered 4 or 5 sometimes mentioned things about the trails that were unappealing. Many respondents cited multiple sources of appeal and lack of appeal (hence, percentages cited below do not sum to 100).

The most common source of appeal cited by respondents was scenery, wildlife and shade. 34 respondents (51%) cited these and related elements revolving around scenery and nature as appealing features of the trail. 15 respondents (22%) cited the absence of motorized traffic from the trails as a source of appeal. 12 (20%) cited as appealing the proximity of the trail to parks, exercise equipment or benches, and 11 (16%) said the trail was quiet, calm, peaceful or clean. Responses under 10 in number included positive comments about the smooth, well-surfaced nature of the trail, and the experience of seeing other trail users and enjoying friendly interactions while on the trail.

What makes the trails unappealing? Of the 7 who rated the appeal of the trails a 3, 6 cited maintenance issues, including weeding, trees trimming, uneven pavement, broken sprinklers, graffiti and trash. Among the 60 who rated the appeal at 4 or 5, 7 also mentioned maintenance as unappealing aspects of the trail. Thus, while the trails received extremely positive ratings (an average of 4.48 out of 5) and comments, 13 respondents, or about 1 in 5, felt that maintenance deserved more attention.

### Safety

Respondents were asked to rate the extent to which they felt safe on Clovis trails from 1 to 5, with 1 being not at all safe and 5 being very safe. While the question was posed of Clovis trails in general, the respondents often referenced conditions on the trail section where the survey took place, so the responses can be taken to apply most directly to the trail near Dry Creek Park. The average response was 4.58. 46 respondents (67%) answered 5, meaning they felt very safe.

#### *Feelings of Safety*

1 (not at all safe): 0  
2: 1  
3: 5  
4: 15  
5 (very safe): 46

Respondents who answered 1-3 were asked what made them feel unsafe on Clovis trails, while those who answered 4 or 5 were asked what made them feel safe. However, some of those who answered 1-3 offered aspects of the trails that made them feel safe, and those who answered 4 or 5 sometimes mentioned things that made them feel unsafe. Many respondents gave multiple responses (hence, percentages cited below do not sum to 100).

Feelings of safety revolved around the presence of other people (30 responses, or 45%), the perception that the trail was located in a “good” neighborhood or city (14 responses, or 21%), openness, good visibility and clear lines of sight (10, or 15%), and past experience, meaning they had not encountered any significant unsafe conditions in the past (9, or 13%). 5 respondents said that the trails were well-lit and hence felt safe. Smaller numbers of people (2 or 3) cited the presence of emergency call boxes, relative proximity to the road (i.e. “not isolated”), and lack of motorized traffic as contributing to feelings of safety.

What made people feel unsafe on the trails? The respondents who rated their feelings of safety at 2 or 3 cited danger from bicyclists on the trails, danger from cars at street crossings, dogs being walked off leash, and the need for more emergency call boxes. They also mentioned broken glass on and near the trail, and a desire for more lighting. Some respondents who felt safe (i.e. rated their feeling of safety at 4 or 5) also nevertheless expressed a desire for more lighting. Overall, 10 respondents (15%) said they desired more lighting.

### Willow/Nees

At Willow/Nees, we surveyed a total of 55 people. 39 were part of the random sample. 4 were pedestrians who volunteered themselves for the survey and 12 were bicyclists who volunteered for the survey. We have excluded the bicyclists from the analysis, but included the 4 self-selected participants, for a total N at Willow/Nees of 43.

### Willow/Nees: Description of Sample

The Willow/Nees sample was weighted toward women (26, or 60%). A slight majority (22, or 51%) self-identified as Anglo, Caucasian or white. Roughly equal numbers of the sample claimed home zip codes of 93619, 93620 or 93611.

#### *Gender*

Male: 17

Female: 26

#### *Ethnic Identification*

Hispanic/Latino: 14

African American: 0

Anglo/Caucasian: 22

Asian: 4

Other: 3

#### *Home Zip Code*

93611: 10

93612: 3

93619: 13

93620: 12

Other zip codes or unknown: 5

### Willow/Nees: Purpose and Frequency of Visit

25 respondents (58%) identified exercise as the purpose of their visit to the trail. 15 (35%) cited recreation as the main reason for their visit; some also mentioned exercise in their response. Frequency of visit was centered in the 11-20 range: 19 respondents (44%) said they had visited the trail 11-20 times in the last 30 days. 31 out of 43 respondents (72%) reported visiting the trail 6 or more times in the last 30 days (roughly the same finding as Dry Creek, where 75% reported visiting the trail 6 or more times in the last 30 days).

#### *Purpose of Visit*

Exercise: 25

Recreation: 15

Personal business: 2

Shopping/errands: 1

#### *Frequency of Visit*

First time: 5

0-5 times: 7

6-10 times: 4

11-20 times: 19

Daily: 8

## Start and End Points

Home was the start and/or end point for about half the respondents. Other common start and end points included perceived trail start and end points, the shopping center at Willow and Nees, Dry Creek Park and Railroad Park.

### *Start Point*

Home: 23

Other: 20 (14 started at the “trail starting point,” which they classified as either Willow and Teague or Willow and Nees, or at Railroad or Dry Creek Park; 4 started at the parking lot of the shopping center or one of the businesses in it.)

### *End Point*

Home: 22

Other: 21 (“Other” end points ranged from a pre-selected stopping point, a nearby park or the home of someone they were visiting.)

## Appeal

Respondents were asked to rate the appeal of Clovis trails from 1 to 5, with 1 being not at all appealing and 5 being very appealing. While the question was posed of Clovis trails in general, the respondents often referenced conditions on the trail section where the survey took place, so the responses can be taken to apply most directly to the trail near Willow/Nees. The average response was 4.65. 31 respondents (72%) answered 5 (very appealing).

### *Appeal of Trails*

1 (not at all appealing): 0

2: 0

3: 3

4: 9

5 (very appealing): 31

Respondents who answered 1-3 were asked what made the trails unappealing, while those who answered 4 or 5 were asked what made the trails appealing. However, some of those who answered 1-3 offered aspects of the trails that were appealing, and those who answered 4 or 5 sometimes mentioned things about the trails that were unappealing. Many respondents cited multiple sources of appeal and lack of appeal (hence, percentages cited below do not sum to 100).

The most common source of appeal cited by respondents was scenery, wildlife and shade. 17 respondents (39%) cited these and related elements revolving around scenery and nature as appealing features of the trail. 11 respondents (26%) cited the absence of motorized traffic from the trails as a source of appeal. 7 respondents (16%) said that the experience of seeing other trail users and enjoying friendly interactions while on the trail was a source of appeal. Other sources of appeal were good visibility and clear lines of sight, a quiet, calm, peaceful and clean atmosphere, convenient location (e.g. “it’s in my neighborhood”) and a feeling of safety.

What makes the trails unappealing? 2 of those who rated the appeal of the trail a 3 cited maintenance issues, including weeding, trees trimming, uneven pavement, broken sprinklers, graffiti and trash.

Among the 40 who rated the appeal at 4 or 5, 8 also mentioned maintenance as unappealing aspects of the trails. Thus, while the trails received extremely positive ratings (an average of 4.65 out of 5) and comments, 10 respondents, or about 1 in 4, felt that maintenance deserved more attention.

### Safety

Respondents were asked to rate the extent to which they felt safe on Clovis trails from 1 to 5, with 1 being not at all safe and 5 being very safe. While the question was posed of Clovis trails in general, the respondents often referenced conditions on the trail section where the survey took place, so the responses can be taken to apply most directly to the trail near Willow/Nees. The average response was 4.51. 29 respondents (67%) answered 5, meaning they felt very safe.

#### *Feelings of Safety*

1 (not at all safe): 1  
2: 0  
3: 4  
4: 9  
5 (very safe): 29

Respondents who answered 1-3 were asked what made them feel unsafe on Clovis trails, while those who answered 4 or 5 were asked what made them feel safe. However, some of those who answered 1-3 offered aspects of the trails that made them feel safe, and those who answered 4 or 5 sometimes mentioned things that made them feel unsafe. Many respondents gave multiple responses (hence, percentages cited below do not sum to 100).

Feelings of safety at Willow/Nees revolved around the presence of other people (14 responses, or 33%), openness, good visibility and clear lines of sight (12, or 28%), and absence of motorized traffic (8, or 19%). Smaller numbers of people (5 or less) cited the presence of emergency call boxes, the perception that the trail was located in a “good” neighborhood or city, lighting and proximity of the trail to other activities (i.e. “not isolated”) as sources of feelings of safety.

What made people feel unsafe on the trails? The respondent who rated his feeling of safety a 1 stated that he felt the trail lacked visibility and that there were “too many hiding places,” referring to the trees and brush near the survey location. Of the respondents who rated their feelings of safety at 3 or higher, 4 cited a desire for more lighting, 3 cited a danger from cars at street crossings, 3 cited broken glass on and near the trail and 1 cited a lack of visibility.

**Appendix A: Project Documents**

[Begins on next page]

# STANDARD SCREENLINE COUNT FORM

Name: \_\_\_\_\_ Location: \_\_\_\_\_

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

Weather: \_\_\_\_\_

Count all bicyclists and pedestrians crossing your screen line under the appropriate categories.

- Count for two hours in 15 minute increments.
- Count the number of people on the bicycle, not the number of bicycles.
- Pedestrians include people in wheelchairs or others using assistive devices, children in strollers, etc.; count the people, not the device.
- People using equipment such as skateboards or rollerblades should be included in the "Other" category.
- DO count people who cross the screenline repeatedly.

	Bicycles	Others	Pedestrians
<b>0-:15</b>			
<b>15-:30</b>			
<b>30-:45</b>			
<b>45-1:00</b>			
<b>1:00-1:15</b>			
<b>1:15-1:30</b>			
<b>1:30-1:45</b>			
<b>1:45-2:00</b>			
<b>Total</b>			

# Clovis Trails Pedestrian Survey

Location: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

Surveyor: \_\_\_\_\_ Weather: \_\_\_\_\_ (sunny, cloudy, rainy, windy, hot, and/or cold)

**“Excuse me, I’m a student at Fresno State and I’m helping the City of Clovis improve its trails. Would you be able to take a three minute survey? Your answers will help us make the trails better. Is that ok?”**

**If yes, ask: “Are you over 18?”**

- If the subject is under 18, thank them and turn to the next pedestrian; if the subject is over 18, then proceed:

**1. Surveyor: Enter the data yourself:**

Male (1)

Female (2)

Unsure (3)

**2. What best describes the purpose of your visit to this trail?** (Surveyor: “visiting someone” should be classified as “personal business.”)

- Recreation (1)
- Exercise or health (2)
- Work or school commute (3)
- Shopping or errands (4)
- Personal business (5)
- Other (6) \_\_\_\_\_

**3. In the past 30 days, about how often have you used this trail?**

- First time (1)
- 0 – 5 times (2)
- 6 – 10 times (3)
- 11 – 20 times (4)
- Daily (5)

**4. Where did this trip begin – home, work, school, a store, etc.?** (if unclear, question is about this leg only, not round trip)

- Home (1)
- Work (2)
- School (3)
- Store (4)
- Other (5) \_\_\_\_\_

**5. What are the major cross streets of the start point?**

**Cross streets:** \_\_\_\_\_

**6. Where will this trip end – home, work, school, a store, etc.?**

- Home (1)
- Work (2)
- School (3)
- Store (4)
- Other (5) \_\_\_\_\_

**7. What are the major cross streets of the end point?**

**Cross streets:** \_\_\_\_\_

**8. Do you find Clovis trails appealing? Please answer on a 5 point scale: 1 is not at all appealing and 5 is very appealing.**

(1) ----- (2) ----- (3) ----- (4) ----- (5)

**Surveyor: Ask EITHER 9a. (for responses 1-3 above) or 9b. (for responses 4 and 5 above)**

**9a. How are they unappealing to you?**

**9b. How are they appealing to you?**

**10. Do you feel safe on Clovis trails? Please answer on a 5 point scale: 1 is not at all safe and 5 is very safe.**

(1) ----- (2) ----- (3) ----- (4) ----- (5)

**Surveyor: Ask EITHER 11a. (for responses 1-3 above) or 11b. (for responses 4 and 5 above)**

**11a. What about Clovis trails makes you feel unsafe?**

**11b. What about Clovis trails makes you feel safe?**

**12. What ethnic group do you identify with? (please check all that apply)**

- Hispanic/Latino (1)
- African American (2)
- Anglo/Caucasian (3)
- Asian (4)
- Other (5) \_\_\_\_\_

**13. What is your home zip code?**

Home zip code: \_\_\_\_\_

## Field Guide for Clovis Trails Pedestrian Count

Each team will consist of two people: a counter and a surveyor.

Each team should arrive 30 minutes before scheduled count time. Eat and use the rest room before arriving and bring water. Remember: the count blocks are 3 hours long.

Delcore will provide breaks to everyone *at least* once during the 3 hours by taking over their role.

### Counting

We will conduct a **screenline count**, which records the number of people passing a specific point during a specified period of time. (Time periods will be assigned.)

The count identifies numbers of pedestrians, bicyclists and others passing a specific point. For **bicycles**, count number of people on the bike. For **others**, include inline skates, skateboarders, scooters, etc. Anyone walking a bike, pushing (not riding) a scooter, pushing a wheelchair, stroller, etc. should be counted as a pedestrian. Children in strollers and people sitting in wheelchairs are pedestrians. **Anyone who passes by a point more than once is counted each time they pass by the point.**

Recording method: Use the hand clicker to count pedestrians, and the form to mark bicyclists and others *as they pass*. At the end of each 15 minute period, enter the number of pedestrians from the clicker on the form, reset the clicker, and continue for another 15 minutes.

### Surveying

We will survey **every third pedestrian** who passes, unless we find the volume is too high or too low and then we will adjust.

It is the counter's responsibility to indicate to the surveyor who should be surveyed. If there are not many people around, then a head nod toward the potential respondent should do. You can also, discretely, identify them by color of shirt or some other article of clothing.

*If the person indicated consents*, the surveyor conducts the survey and then returns to the counter. When the surveyor returns to the counter, clearly state, "I'm back" (the counter may be immersed in their work).

*If, while the surveyor was doing the survey*, three people already passed, then the counter should indicate the very next person as the next potential survey respondent.

*If the person indicated declines or is under 18*, then the surveyor can turn to the very next pedestrian and request consent.

Notes:

- Counters, in determining the third person, count only pedestrians.
- Counters, if the third person is talking on their cellphone or is a public servant in the course of their duties, then indicate the **next** person as the one to be surveyed.
- Invite survey subjects to go to the shade, or, if they seem anxious to keep moving, offer to walk with them while filling out the survey.
- When asking question #2, do not list options for them. Let them answer and then check the box that most closely matches the answer. If they are struggling, then read them **all** the options.
- For all other questions, you can list options.

**Fielding Questions:** Be prepared to field questions from members of the public. When traffic is heavy, counters may be heavily engaged by their task. Surveyors, be prepared to field questions from people who approach the counter. It's ok to miss a third person survey in order to answer someone's question.

Possible questions:

Q: What are you doing?

A: We're working for the City to try to figure out how many people use the trails.

Q: Who are you working for?

A: We work for the City of Clovis.

Q: Who are you sharing this information with?

A: The information will be shared within the City's planning department. The numbers from the counting and the statistics from the surveys will be used to write grants to make the trails better.

**Appendix B: Count Data**

Dry Creek, Wed. Aug. 6

Time Period:	0700-0715	0715-0730	0730-0745	0745-0800	0800-0815	0815-0830	0830-0845	0845-0900	0900-0915	0915-0930	0930-0945	0945-1000	Totals
Bicycles	1	4	5	5	10	2	2	1	4	0	7	5	46
Others	0	0	0	0	0	0	0	0	2	0	0	2	4
Pedestrians	6	5	3	15	9	4	5	8	11	1	1	15	83
Totals	7	9	8	20	19	6	7	9	17	1	8	22	133

Time Period:	1700-1715	1715-1730	1730-1745	1745-1800	1800-1815	1815-1830	1830-1845	1845-1900	1900-1915	1915-1930	1930-1945	1945-2000	Totals
Bicycles	0	1	0	0	2	4	5	6	2	3	7	1	31
Others	0	0	0	0	0	0	0	0	1	0	0	0	1
Pedestrians	3	2	1	1	2	1	0	2	5	10	8	7	42
Totals	3	3	1	1	4	5	5	8	8	13	15	8	74

Dry Creek, Sat. Aug. 9

Time Period:	0700-0715	0715-0730	0730-0745	0745-0800	0800-0815	0815-0830	0830-0845	0845-0900	0900-0915	0915-0930	0930-0945	0945-1000	Totals
Bicycles	8	4	5	9	17	1	8	6	2	4	7	8	79
Others	0	0	0	0	0	0	0	0	1	0	0	0	1
Pedestrians	10	16	23	16	17	17	13	15	7	6	5	6	151
Totals	18	20	28	25	34	18	21	21	10	10	12	14	231

Time Period:	1700-1715	1715-1730	1730-1745	1745-1800	1800-1815	1815-1830	1830-1845	1845-1900	1900-1915	1915-1930	1930-1945	1945-2000	Totals
Bicycles	0	0	0	1	0	0	1	0	0	4	1	5	12
Others	0	0	0	0	0	0	0	0	0	0	0	0	0
Pedestrians	0	0	0	0	0	0	0	0	0	0	4	10	14
Totals	0	0	0	1	0	0	1	0	0	4	5	15	26

Willow/Nees, Wed. Aug. 6

Time Period:	0700-0715	0715-0730	0730-0745	0745-0800	0800-0815	0815-0830	0830-0845	0845-0900	0900-0915	0915-0930	0930-0945	0945-1000	Totals
Bicycles	5	1	4	8	6	8	6	5	4	8	6	2	63
Others	0	0	0	0	1	0	1	0	0	0	1	0	3
Pedestrians	3	10	4	12	15	10	11	6	9	12	5	7	104
Totals	8	11	8	20	22	18	18	11	13	20	12	9	170

Time Period:	1700-1715	1715-1730	1730-1745	1745-1800	1800-1815	1815-1830	1830-1845	1845-1900	1900-1915	1915-1930	1930-1945	1945-2000	Totals
Bicycles	0	4	1	6	3	4	1	11	5	15	6	12	68
Others	0	0	0	0	0	0	0	0	0	0	0	0	0
Pedestrians	1	0	4	3	3	1	3	2	4	3	4	13	41
Totals	1	4	5	9	6	5	4	13	9	18	10	25	109

Willow/Nees, Sat. Aug. 6

Time Period:	0700-0715	0715-0730	0730-0745	0745-0800	0800-0815	0815-0830	0830-0845	0845-0900	0900-0915	0915-0930	0930-0945	0945-1000	Totals
Bicycles	10	7	4	11	10	18	16	13	12	10	11	8	130
Others	0	0	0	0	0	0	0	0	0	0	0	0	0
Pedestrians	10	14	39	21	19	10	21	4	5	6	5	10	164
Totals	20	21	43	32	29	28	37	17	17	16	16	18	294

Time Period:	1700-1715	1715-1730	1730-1745	1745-1800	1800-1815	1815-1830	1830-1845	1845-1900	1900-1915	1915-1930	1930-1945	1945-2000	Totals
Bicycles	0	1	3	1	0	0	1	4	5	6	2	1	24
Others	0	0	0	0	0	0	0	0	0	0	0	0	0
Pedestrians	0	0	0	0	0	0	2	2	0	2	0	6	12
Totals	0	1	3	1	0	0	3	6	5	8	2	7	36

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