BASELINE DATA COLLECTION INSTRUCTIONS

ACTIVE TRANSPORTATION GRANTS AND SMART GROWTH INCENTIVE PROGRAM GRANTS

SANDAG CONTACT for baseline data collection questions: Tracy Ferchaw, (619) 699-1977; tracy.ferchaw@sandag.org

WHY DOES SANDAG REQUIRE BASELINE DATA COLLECTION?

SANDAG requires baseline data collection prior to grant project construction, in an effort to better understand project benefits and evaluate its grant programs.

A subset of grantees may be selected for in-depth evaluation by SANDAG, in which case, SANDAG will conduct the data collection effort with required participation from grantee staff. Such in-depth evaluation conducted by SANDAG will take place solely for the purpose of SANDAG Active Transportation data collection and monitoring efforts, and will not impact grantees’ budgets.

INSTRUCTIONS

Your grant scope and budget includes a Baseline Data Collection task. These instructions provide guidance for that task.

TYPES OF DATA

You are asked to collect three types of data in your project area:

(a) Bicycle and Pedestrian Counts,

(b) Observations of Behavior (Bicyclist, Pedestrian, Driver),

(c) Intercept Surveys of Bicyclists and Pedestrians.

FORMS

You are asked to collect data using three types of forms: (a) Counts (3 forms total), (b) Behavior Observations (4 forms total), (c) Intercept Survey (2 forms total). There are 8 forms altogether, and all must be completed.
(a) Count Forms (4)
1. SDSU Bicycle Counting Form – complete at roadway segments
2. Intersection Bicycle Count Sheet – complete at intersections
3. Intersection Pedestrian Count Sheet – complete at intersections
4. Vehicle Count Summary – complete at intersections

(b) Behavior Forms (3)
1. Driver Behavior Observation Sheet (Approaching Roadway Crossing) – complete at intersections
2. Bicyclist Behavior Observation Sheet – complete at street segments
3. Bicyclist Behavior Observation Sheet (Intersection Approach) – complete at intersections

(c) Intercept Survey Forms (2, each in English and Spanish) – can be completed at either roadway intersections or segments
   1. Standard Pedestrian Survey (English/Spanish)
   2. Standard Bicycle Survey (English/Spanish)

Please have these forms translated into languages specific to your project area.

DATA COLLECTION LOCATIONS

The number of locations where you will collect the above data will depend on:

a. The location and scope of your improvement project, and
b. How many locations you can collect data for within your budget.

TIMING

Bicycle and pedestrian data must be collected prior to project construction, through counts, observations of bicyclist/driver behavior, and intercept surveys using the National Bicycle and Pedestrian Documentation Project methodology:

- Data collection must be conducted prior to project construction, ideally during National Documentation Days in the second week of September. Supplementary counts and surveys can be conducted during January, May, and July to provide seasonal data if desired and if budget allows.
• Counts, behavior observations, and intercept surveys should be conducted for two hours, at peak times relative to the facility. For example, facilities attracting utilitarian trips should be counted on a Tuesday, Wednesday, or Thursday from 5 to 7 p.m., whereas facilities attracting recreational trips should be counted on a Saturday, from 9 to 11 a.m. If budget allows, data should be collected on both a weekday (Tuesday, Wednesday, or Thursday) AND a weekend day (Saturday or Sunday).

• Data collection must be conducted using standard forms, attached. Completed forms must be submitted to SANDAG as a project deliverable.

SUBMITTING DATA TO SANDAG

Data should be submitted to Tracy Ferchaw at SANDAG as raw data; i.e. in the form of completed count, behavior, and survey forms, and summarized in the Baseline Data Summary Cover Page provided in Excel format. Data should be submitted as soon as it is collected.

INVOICING

Baseline data collection must be detailed in the invoice in order to receive reimbursement. Specifically, please note:

a. The dates of data collection,

b. How many locations, and where data were collected at, and

c. The method of data collection (i.e. interns, staff, temp workers, video, your consulting firm, etc.).

If a consulting firm was used, your consultant invoice should provide the details listed above, and be included in your invoice to SANDAG.

RESOURCES AND LINKS

SANDAG Baseline Data Collection Instructions and Forms

Please contact Tracy Ferchaw at 619/699/1977 or email at tracy.ferchaw@sandag.org if you have any questions.
National Bicycle and Pedestrian Documentation Project

Our instructions vary slightly from the NBPDP, but this link gives a good overview on bicycle/pedestrian data collection in general.

http://www.bikepeddocumentation.org

ATTACHMENTS

Bicyclist Screenline Counts Data Collection Instructions
National Bicycle and Pedestrian Documentation Project Count and Survey Instructions
SDSU Bicycle Counting Form
Intersection Pedestrian Count Sheet (Side 1)
Intersection Bicycle Count Sheet (Side 2)
Driver Behavior Observation Sheet (Approaching Roadway Crossing)
Bicyclist Behavior Observation Sheet (Intersection Approach)
Bicyclist Behavior Observation Sheet (Street Segment)
Baseline Data Summary Cover Page