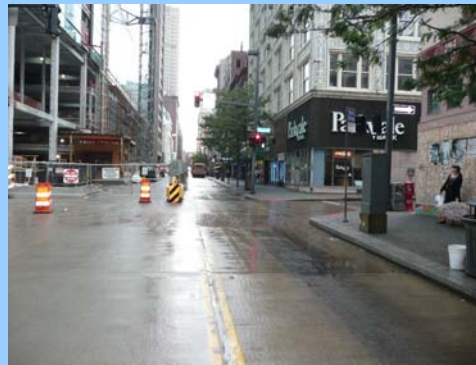


Pedestrian Traffic Study

Pittsburgh Downtown Partnership

November 2008



PRESENTATION OVERVIEW

Methodology and Sampling

Pedestrian Traffic Data

Pedestrian Survey Findings

Key Findings & Summary

2006 & 2008 STUDY SUMMARY

| | | |
|---|--|--|
| <p>2008 SUMMARY</p> <p>9/25 9/26 9/27 Thur Fri Sat</p> <p>3 days at 6 Locations</p> <p>401 surveys 95,130 counted</p> | <p>2008 - 6 LOCATIONS</p> <p>5th Ave. (Wood & Market) Smithfield (Forbes & 5th) 10th Ave. & Penn 10th Ave. & Liberty Center of Market Sq. Market Sq./PPG Egress</p> | <p>2008 WEATHER</p> <p>Thursday: <i>Sunny, 68</i></p> <p>Friday <i>Partly Cloudy, 65</i></p> <p>Saturday <i>Cloudy with Rain, 62</i></p> |
| <p>2006 SUMMARY</p> <p>9/27, 9/29, 9/30 W F Sat 10/12, 10/13, 10/14 Th F Sat</p> <p>3 days at 8 Locations</p> <p>812 surveys 109,000 counted</p> | <p>2006 - 8 LOCATIONS</p> <p>5th Ave. (Wood & Market) Smithfield (Forbes & 5th) 10th Ave. & Penn 10th Ave. & Liberty Center of Market Sq. Market Sq./PPG Egress 7th Avenue Strawberry Way</p> | <p>2006 WEATHER</p> <p>Wed – Sunny 67 Fri – Cloudy 60 Sat – Cloudy 54 (rain)</p> <p>Thur – Sunny 44 Fri – Sunny 51 Sat - 54</p> |

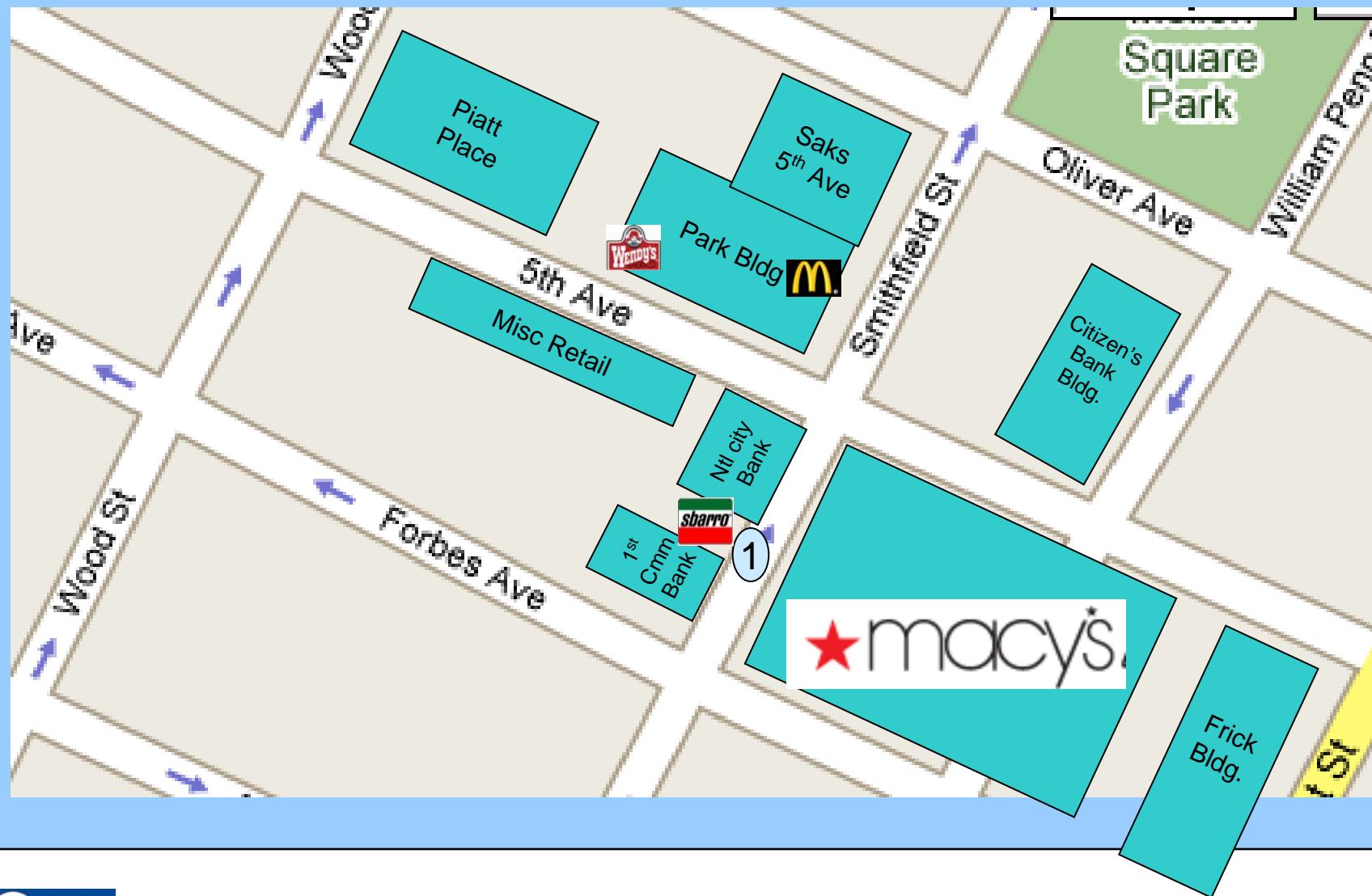
COUNTER'S REFERENCE POINT AT EACH LOCATION

| 6 Locations | 6 Reference Points |
|--|--------------------|
| 1. 5 th Avenue between Wood and Market | Buhl Building |
| 2. Smithfield between Forbes and 5 th | Sbarro |
| 3. 10 th and Penn | August Henry's |
| 4. 10 th and Liberty | Liang Hunan |
| 5. Center of Market Square corner of Forbes & Market | Clock |
| 6. PPG Egress @ Market Square (Primanti's & Natl. City Bank) | Bench/Post |

*In most cases the reference points are located in the middle of a block. Both sides of street were counted except at 5th Ave (Buhl) and 10th & Liberty due to construction.
- Same conditions as 2006 study -*

SMITHFIELD

Between Forbes and 5th



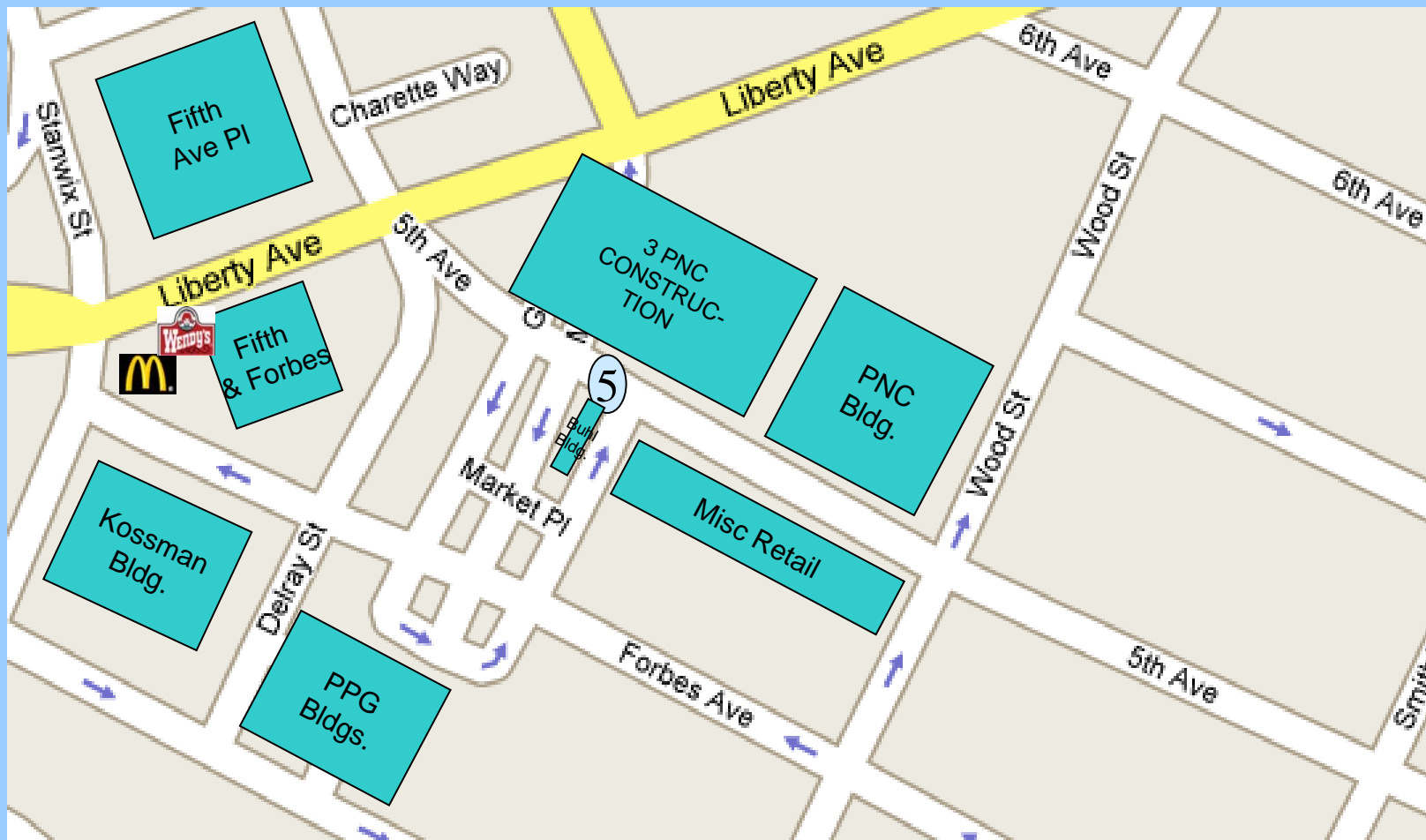
10th & PENN AVENUE



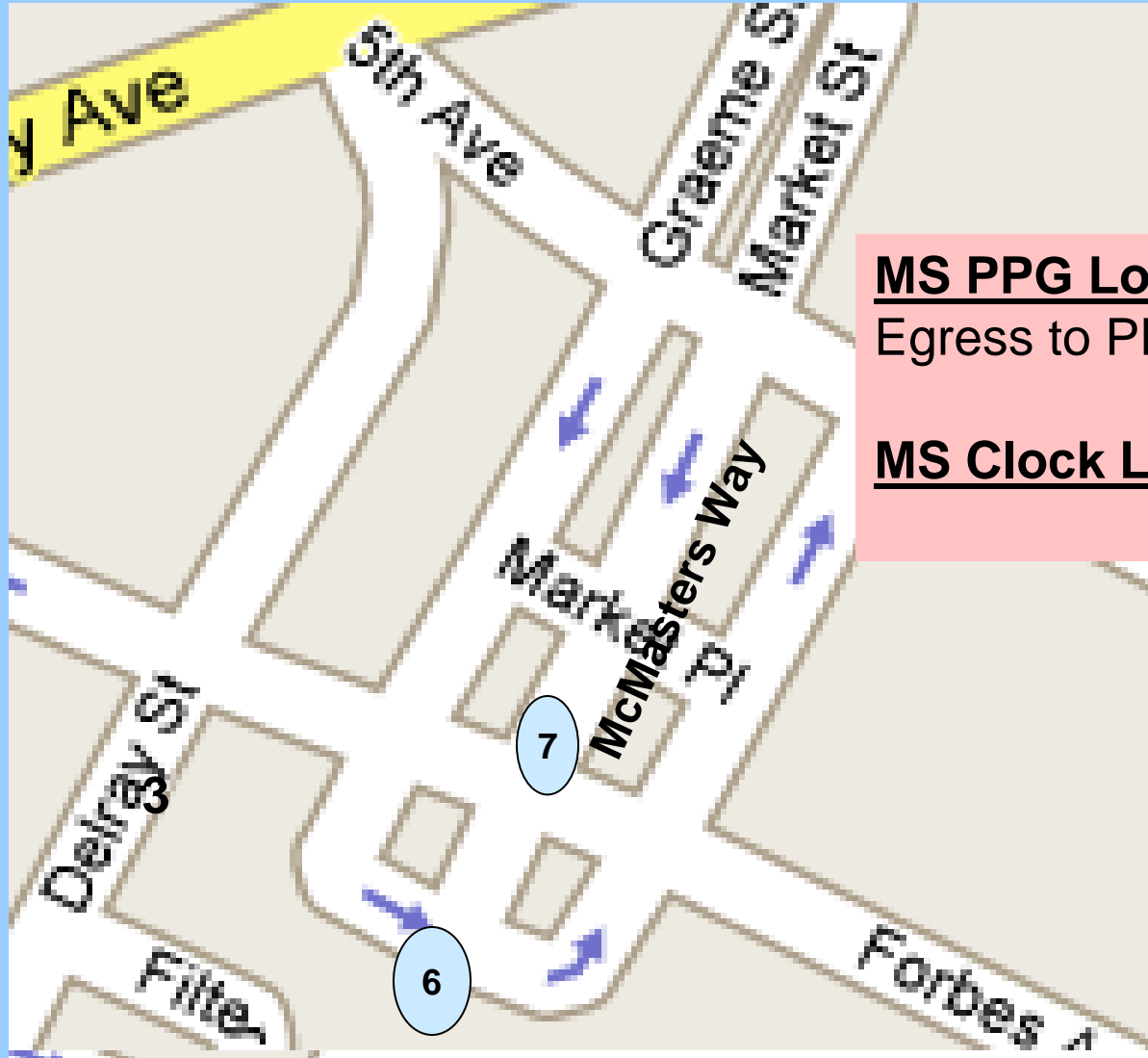
10th & LIBERTY AVENUE



5th AVENUE Between Wood and Market



MARKET SQUARE LOCATIONS



MS PPG Location 6
Egress to PPG at Primanti's

MS Clock Location 7

WHO WAS COUNTED AND SURVEYED

Pedestrian Traffic Counts

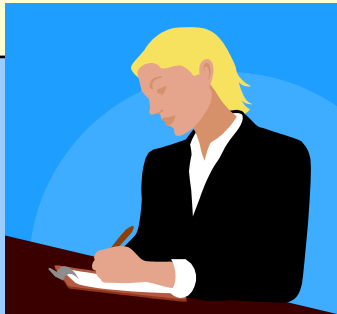
Pedestrians and wheelchairs

**Not Counted: Bicyclists, Skateboarders,
Children too small to walk**

**Pedestrians had to cross over the
reference point where counter was
stationed.**

**Each pass of a pedestrian was counted.
Someone crossing by a counter twice
was counted twice.**

**Both sides of street counted – except 2
locations (construction – same as '06).**



Pedestrian Surveying

**Interviewers chose pedestrians at random
walking within half a block of the location.**

**Response Rate: 10% - This means 10
people had to be approached to gain 1
completed survey (9 of 10 said “No”).**

Time to Complete: Average of 3.5 minutes

Incentive: No incentive offered

**Most interviewing was conducted on the
move, walking aside of busy pedestrians.**

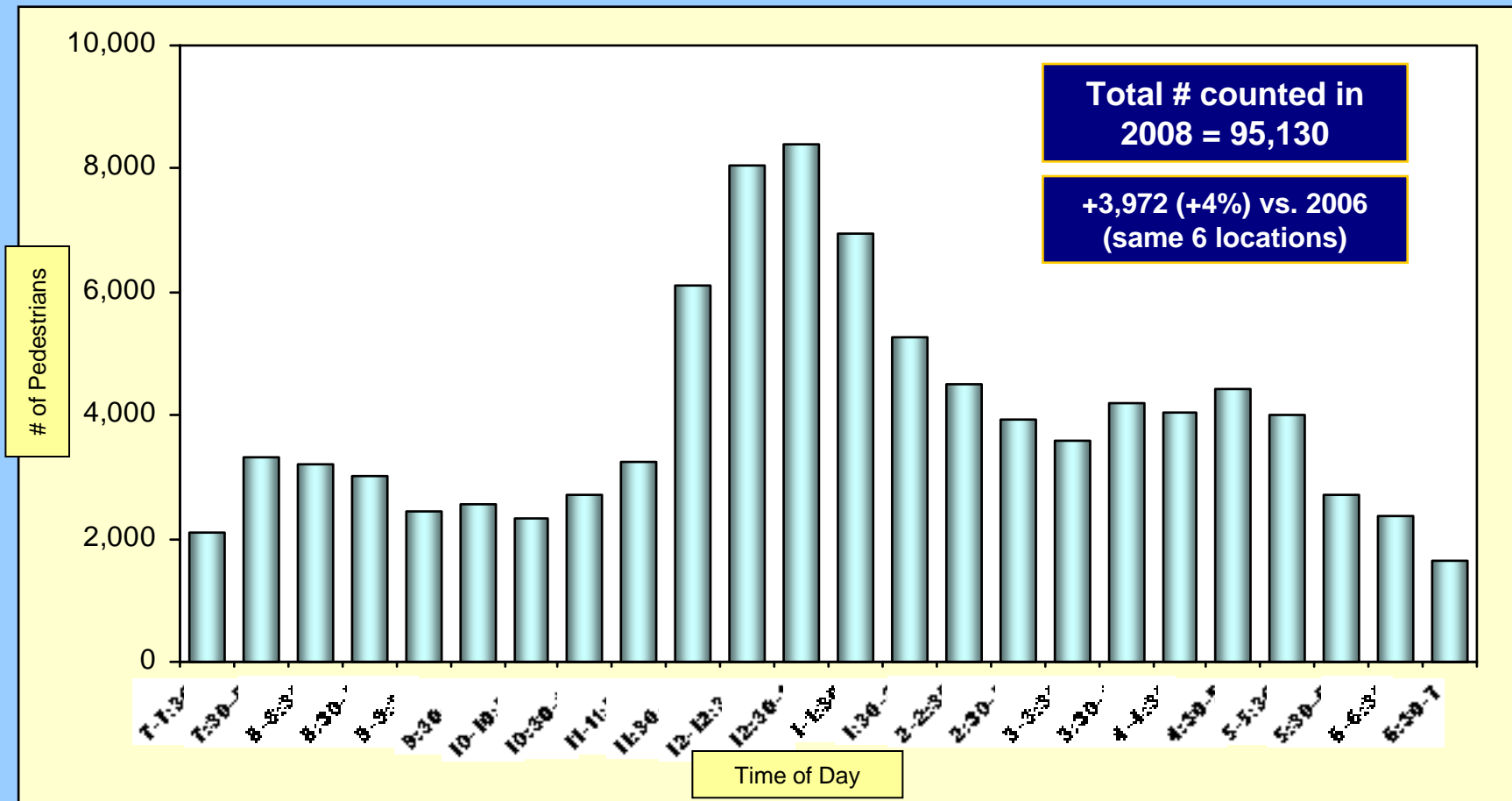


PEDESTRIAN COUNTS



TOTAL PEDESTRIAN TRAFFIC COUNT

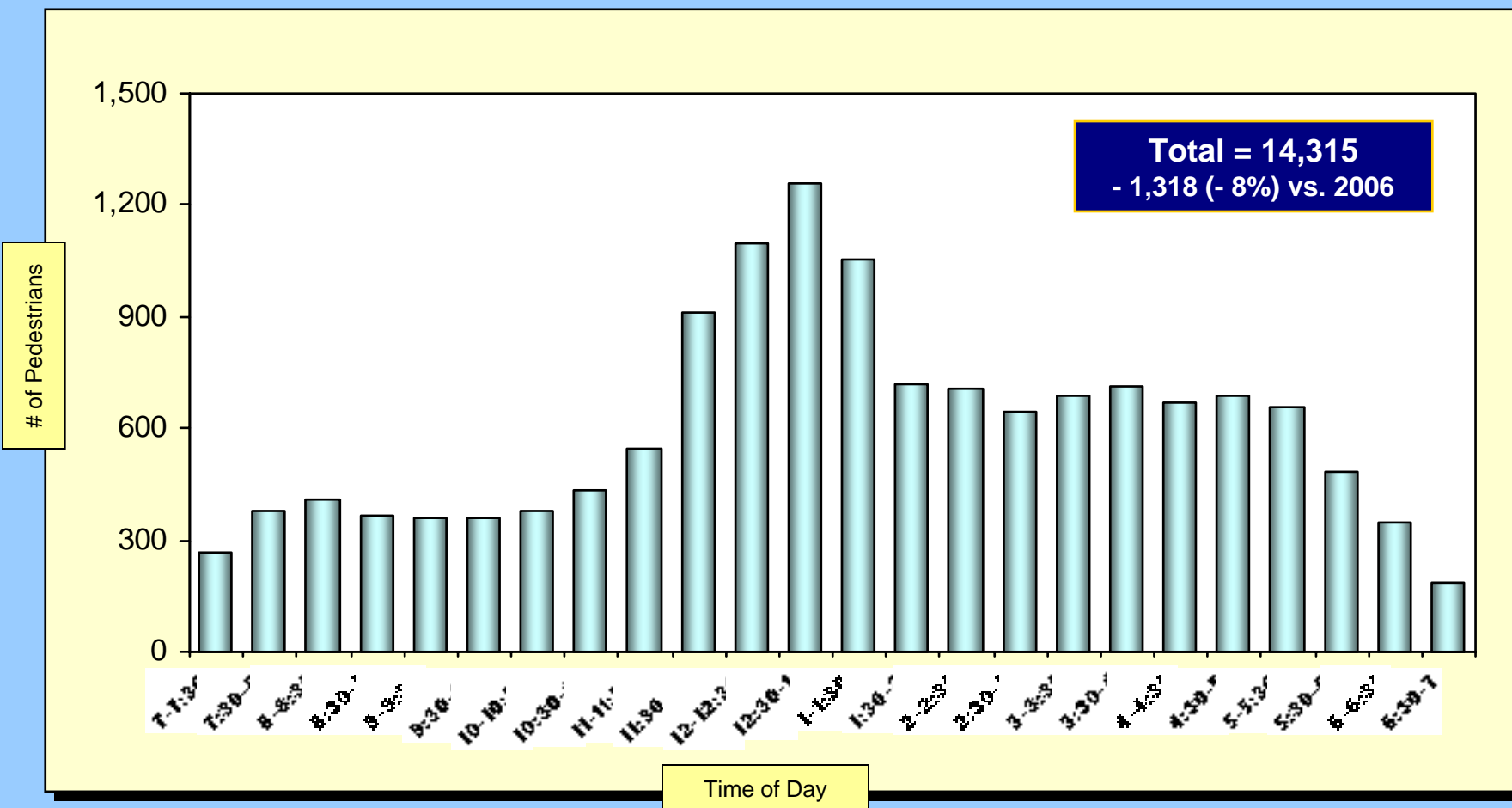
2008 - 6 Locations



A total of 95,130 pedestrians were counted over the entire project. Peak volume periods coincide with the morning, lunch-time, and evening rush hours associated with the Downtown work force.

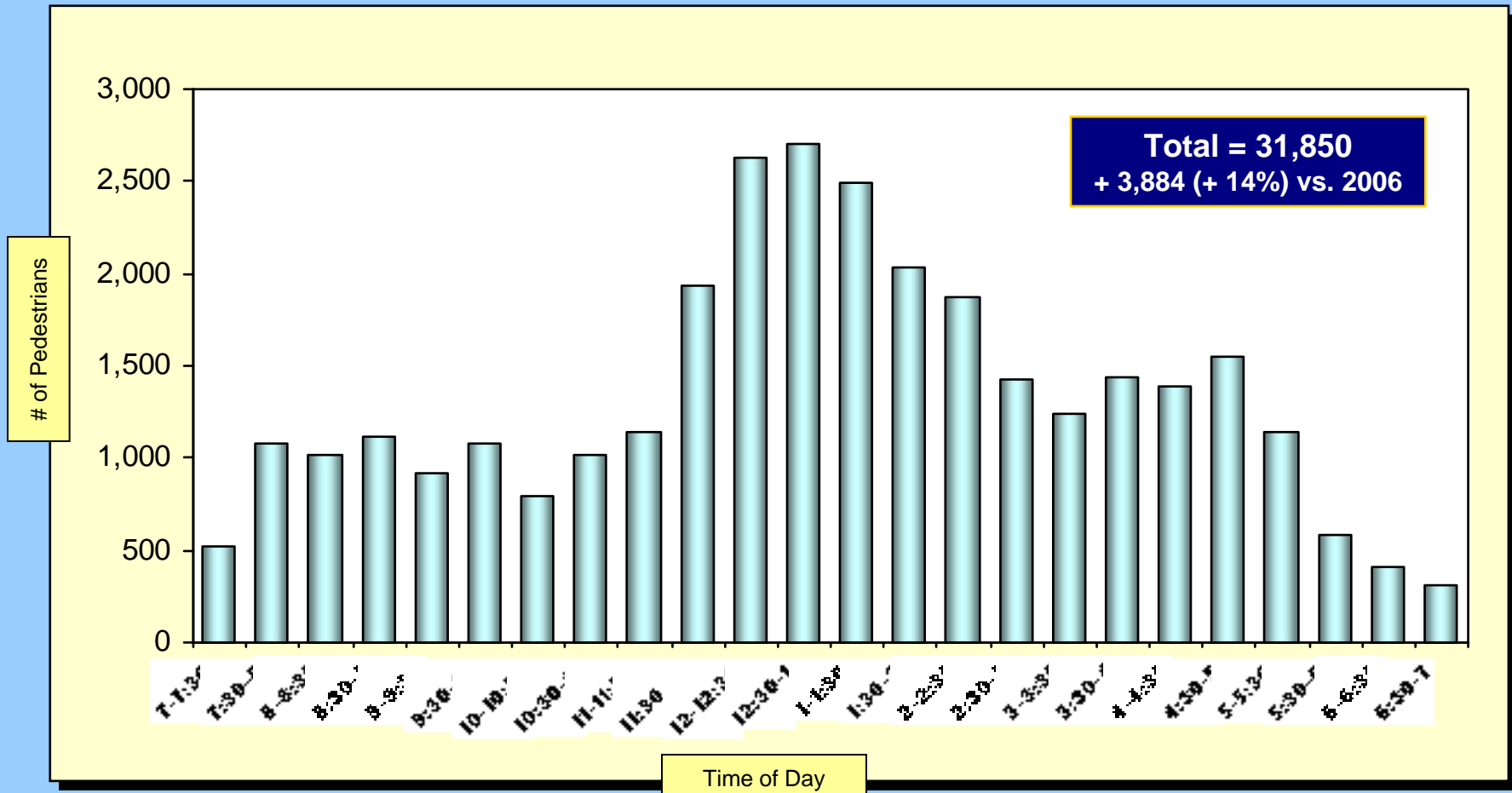
5th AVENUE @ BUHL BUILDING

Pedestrian Counts – 3 Day Total

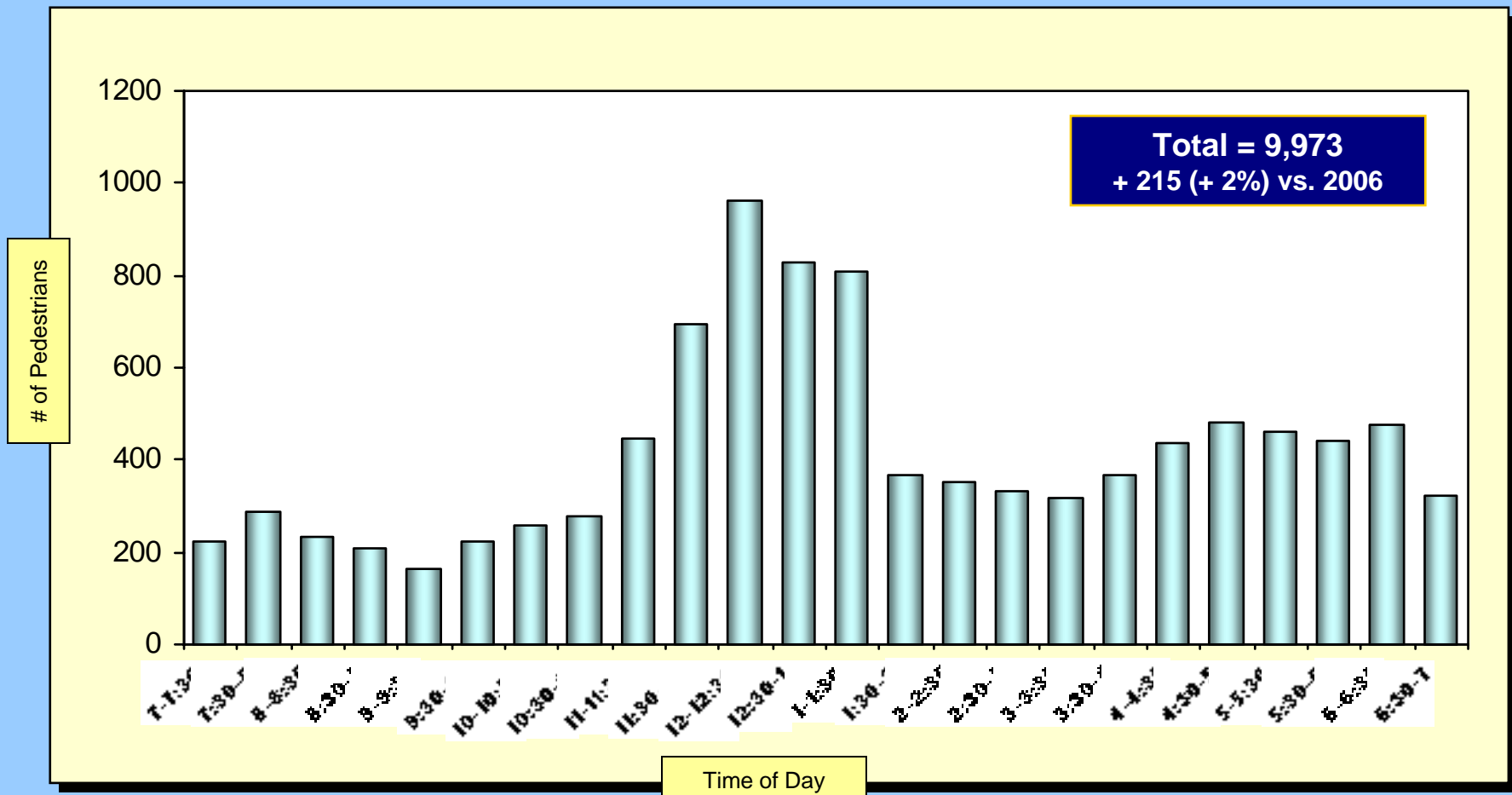


SMITHFIELD @ SBARRO

Pedestrian Counts – 3 Day Total

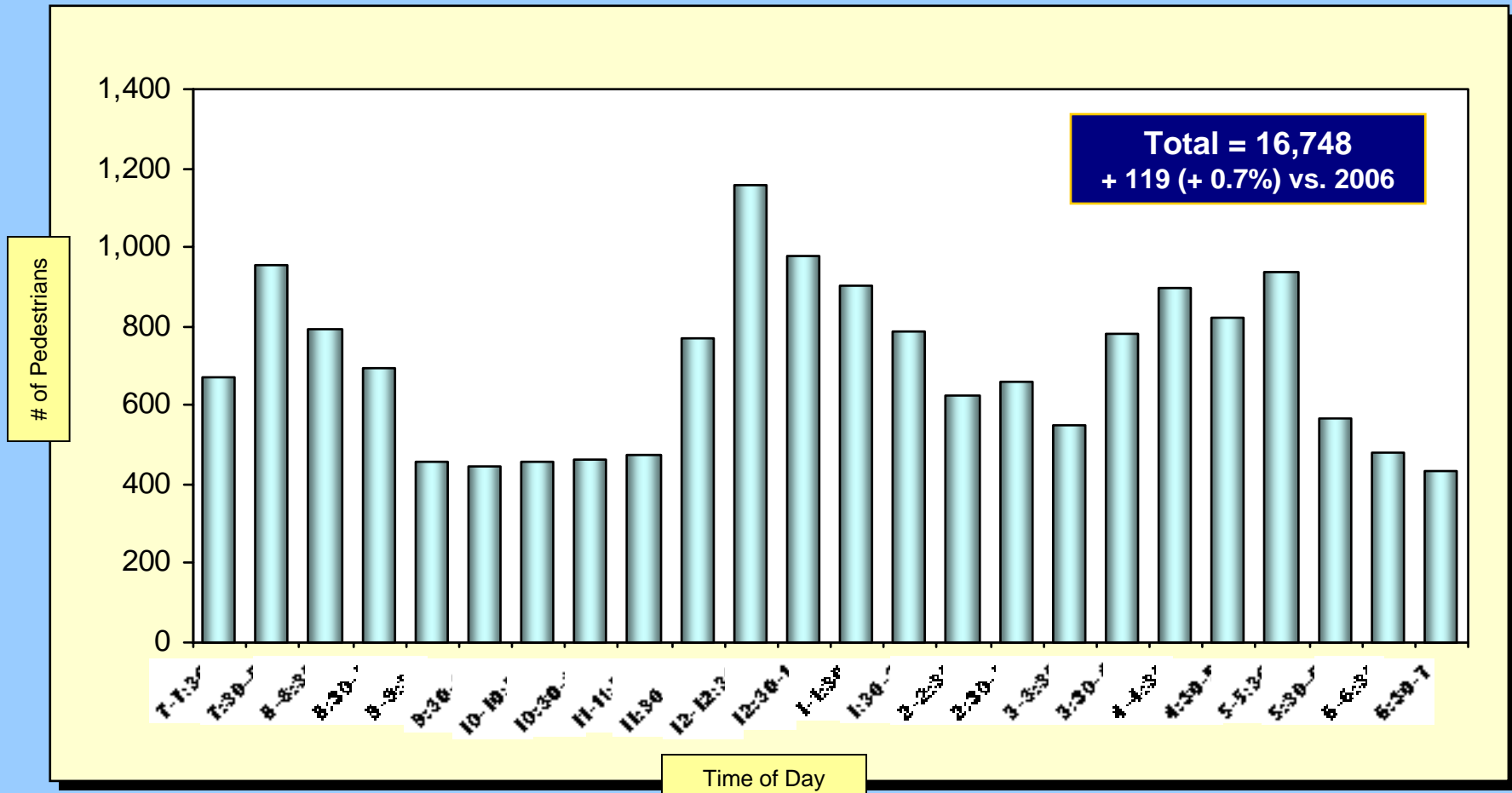


10th & PENN @ AUGUST HENRY'S Pedestrian Counts – 3 Day Total



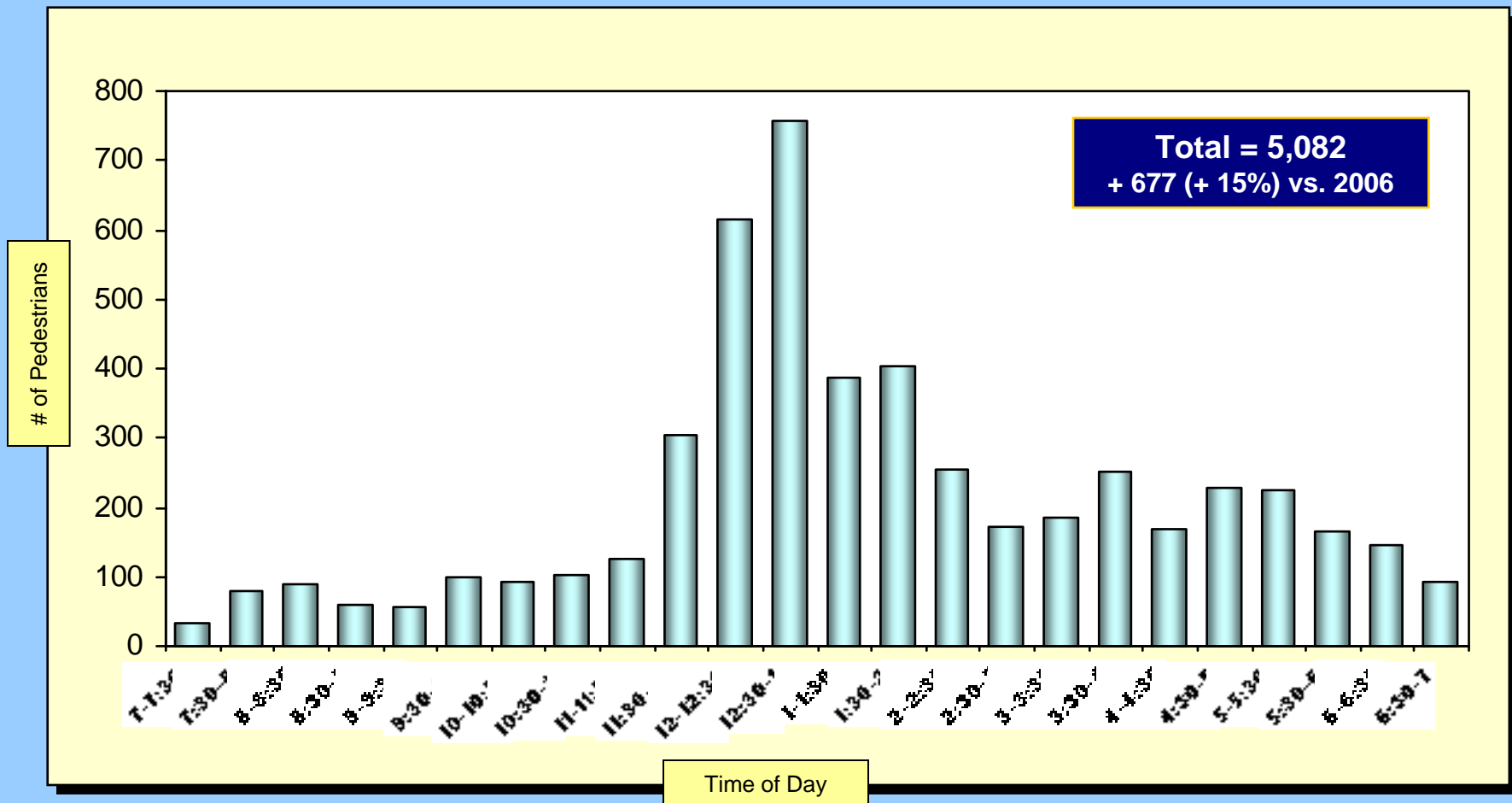
10th & LIBERTY @ LIANG'S HUNAN

Pedestrian Counts – 3 Day Total



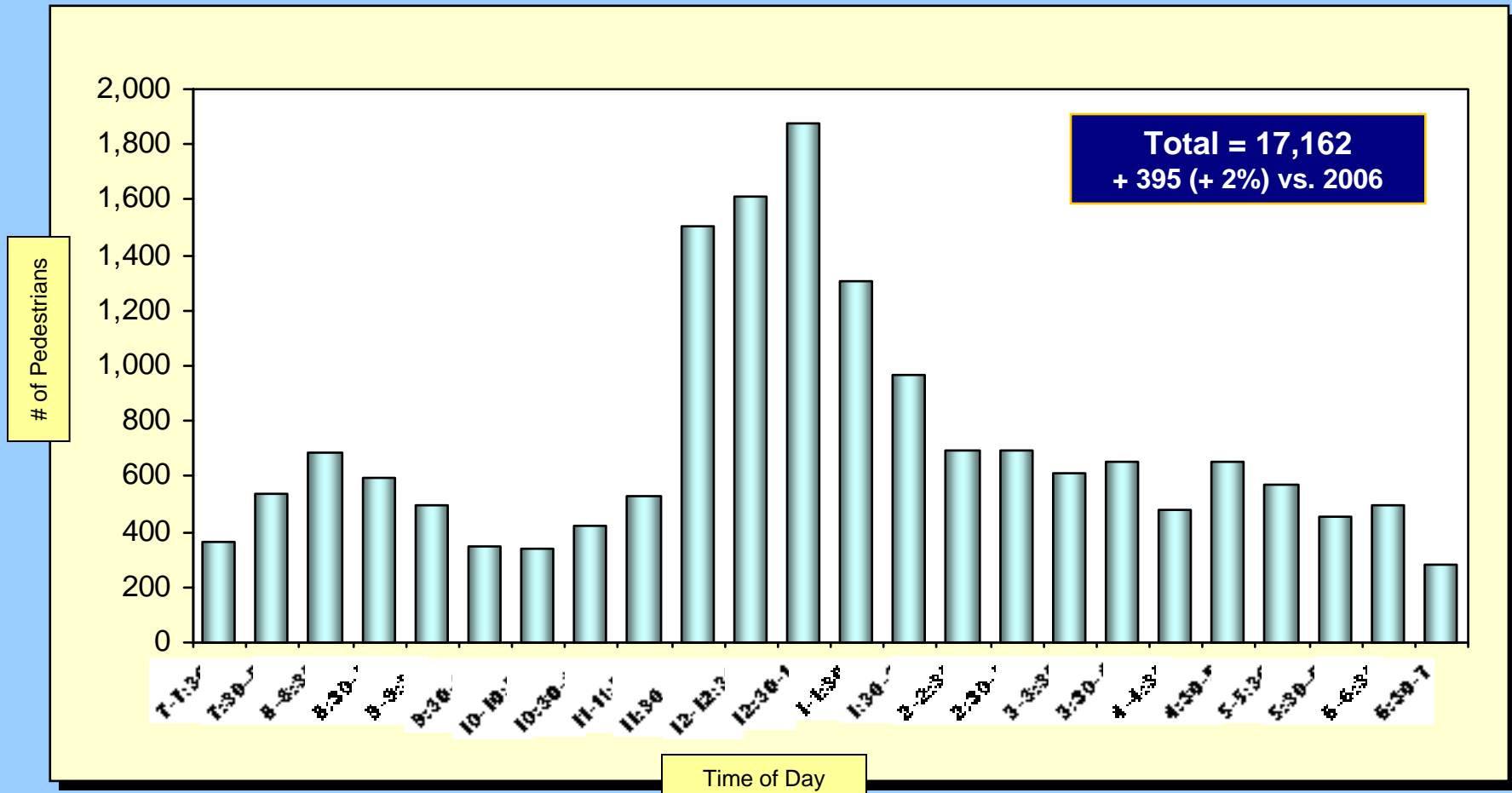
MARKET SQUARE @ CLOCK

Pedestrian Counts – 3 Day Total



MARKET SQUARE @ PPG EGRESS

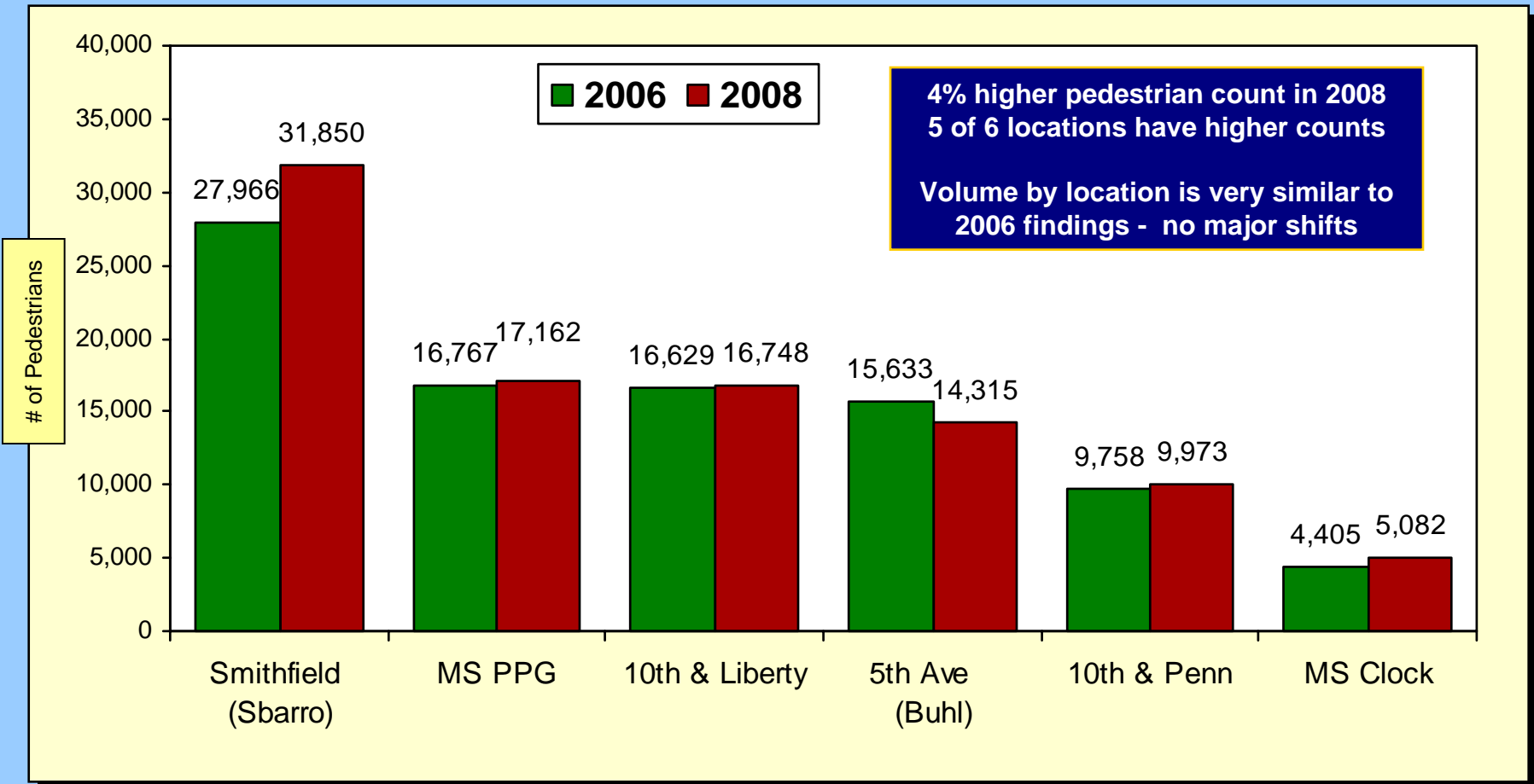
Pedestrian Counts – 3 Day Total



TOTAL COUNT SUMMARY

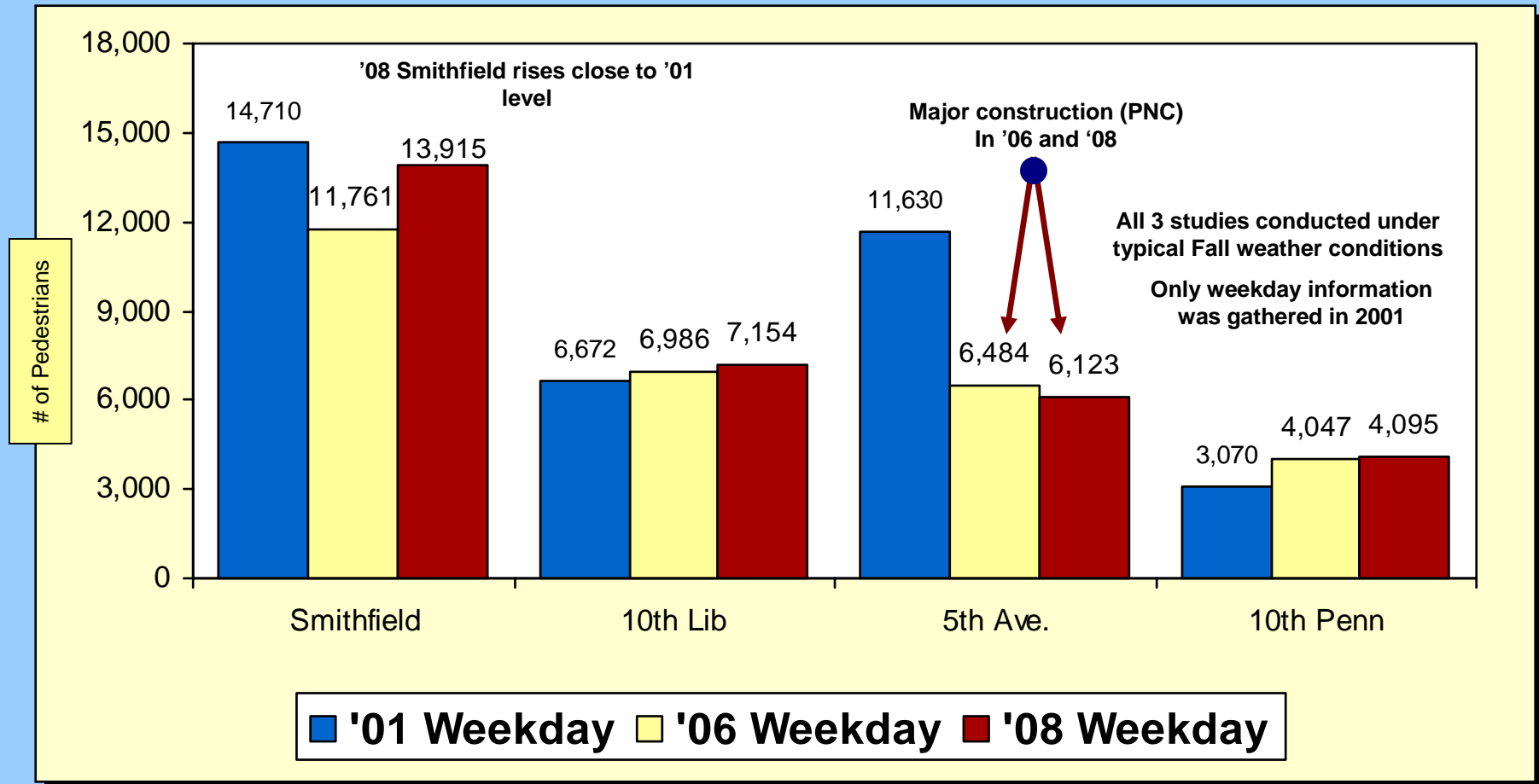
3 Day Pedestrian Totals Per Location

Wave I (2006) vs Wave II (2008)



AVERAGE DAILY COUNT COMPARISON

2001 – 2006 - 2008



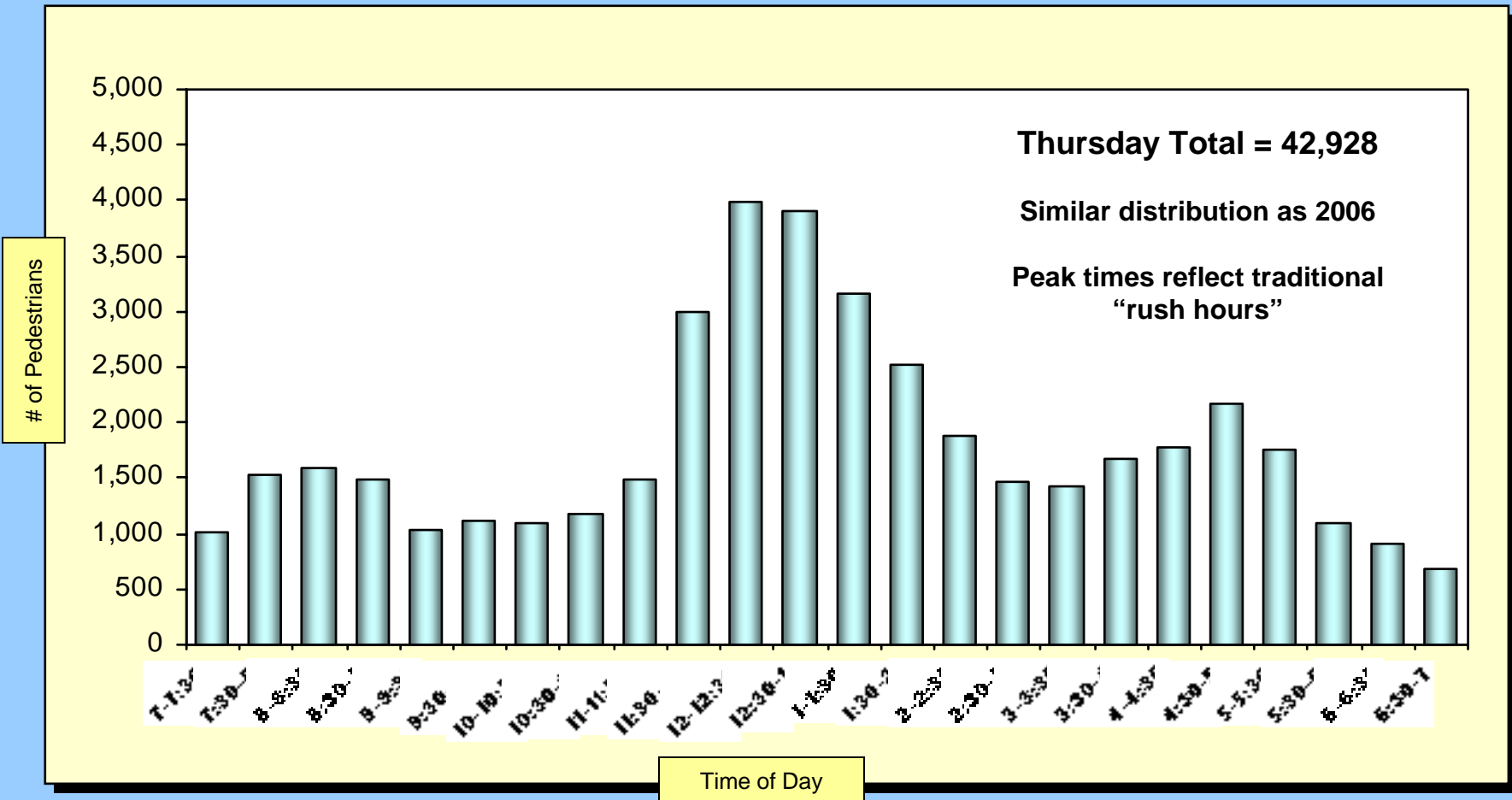


**PEDESTRIAN
COUNTS
BY
DAY OF WEEK**



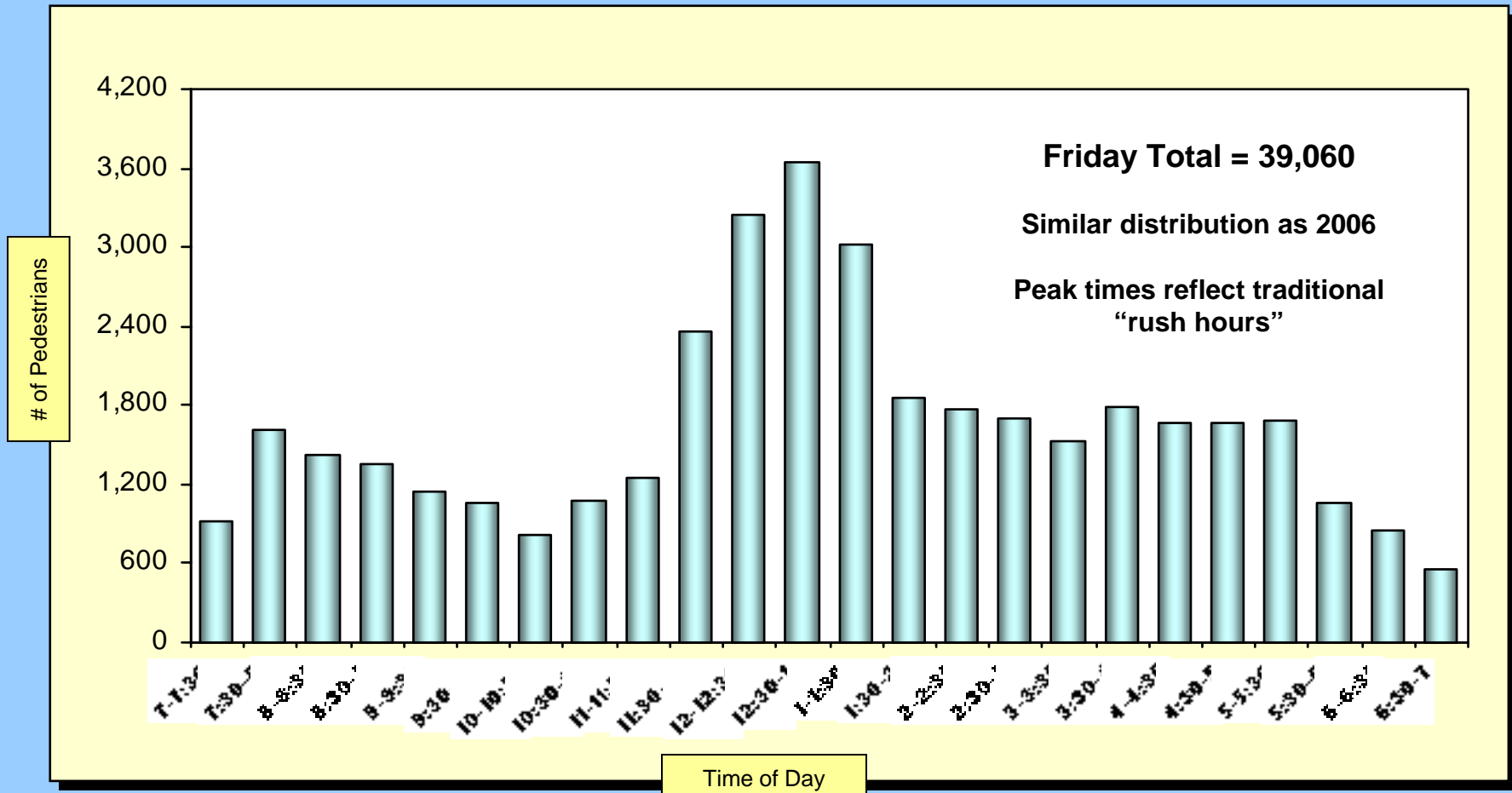
THURSDAY TRAFFIC

Sum of 6 Locations Counted on Thursday



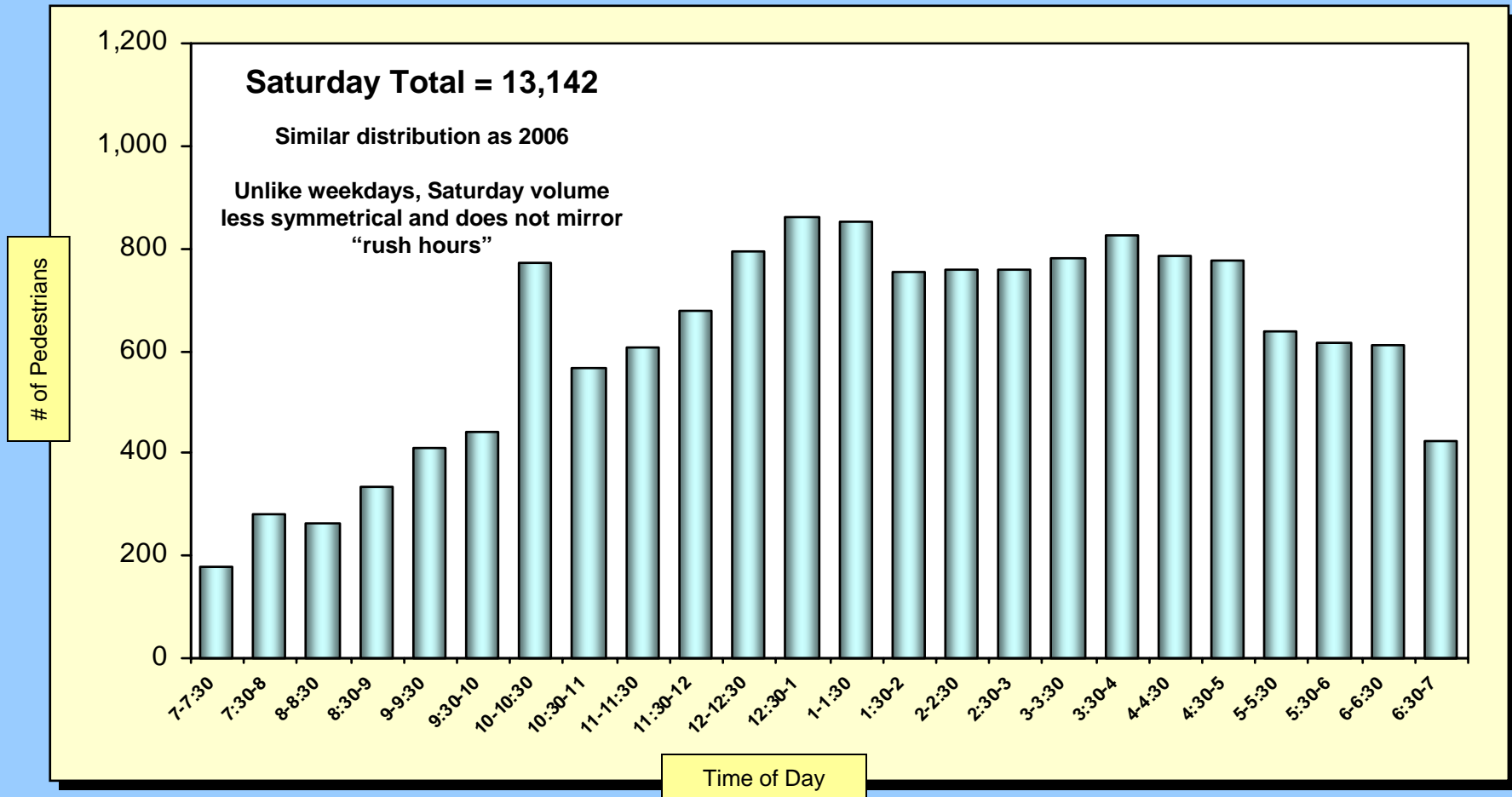
FRIDAY TRAFFIC

Sum of 6 Locations Counted on Friday



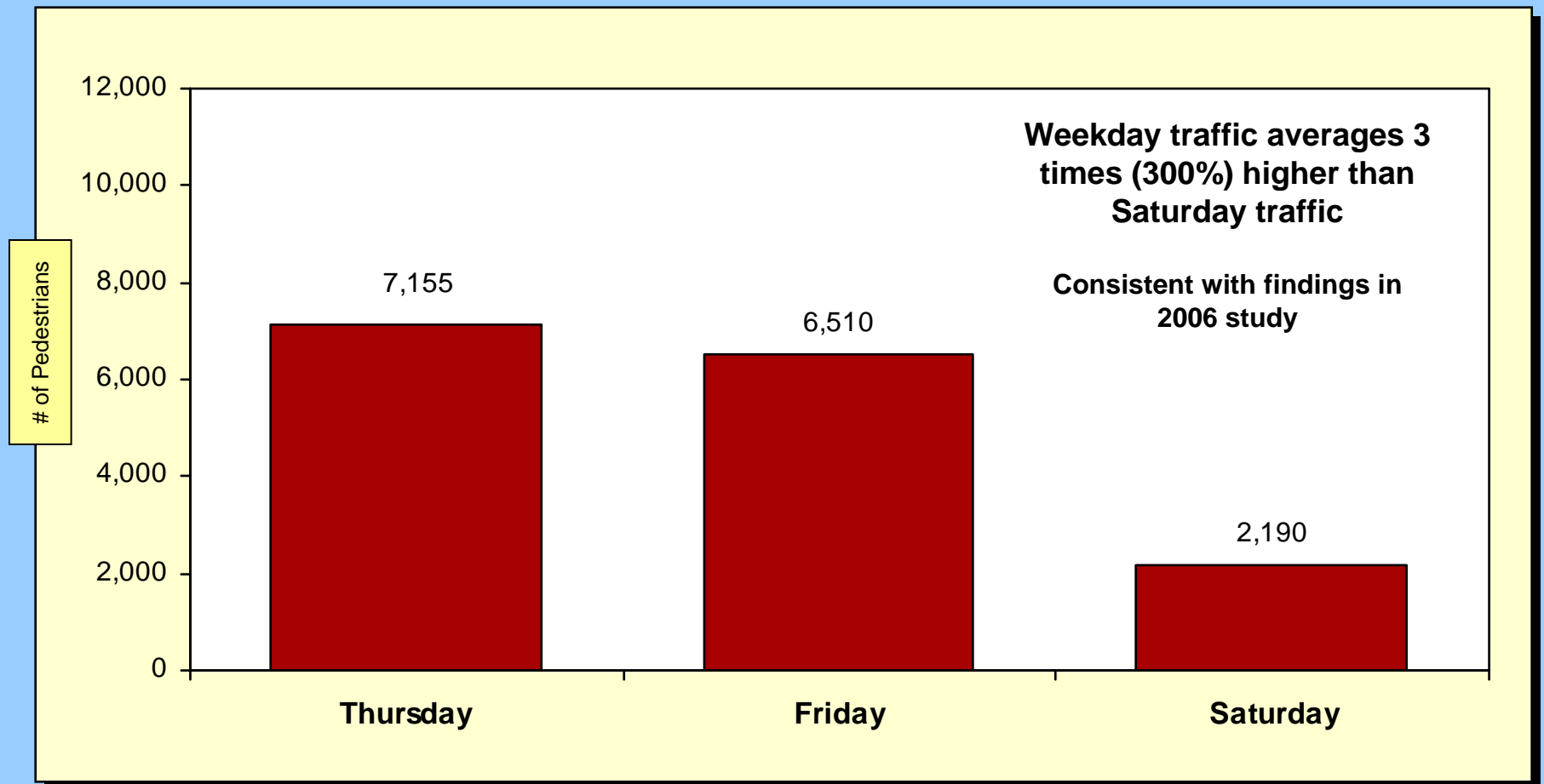
SATURDAY TRAFFIC

Sum of 6 Locations Counted on Saturday



AVERAGE COUNT BY DAY OF WEEK

Mean Number of Pedestrians





PEDESTRIAN COUNT SUMMARY

LOCATION SUMMARY

| LOCATION | Total Count | Percent of Total | Daily Average |
|------------------------------|---------------|------------------|---------------|
| Smithfield | 31,850 | 34% | 10,617 |
| MS PPG | 17,162 | 18% | 5,721 |
| 10 th and Liberty | 16,748 | 18% | 5,583 |
| 5 th Avenue | 14,315 | 15% | 4,772 |
| 10 th and Penn | 9,973 | 10% | 3,324 |
| MS Clock | 5,082 | 5% | 1,694 |
| TOTAL | 95,130 | 100% | 5,285 |



Relative volume (% of total) by location is very similar to 2006



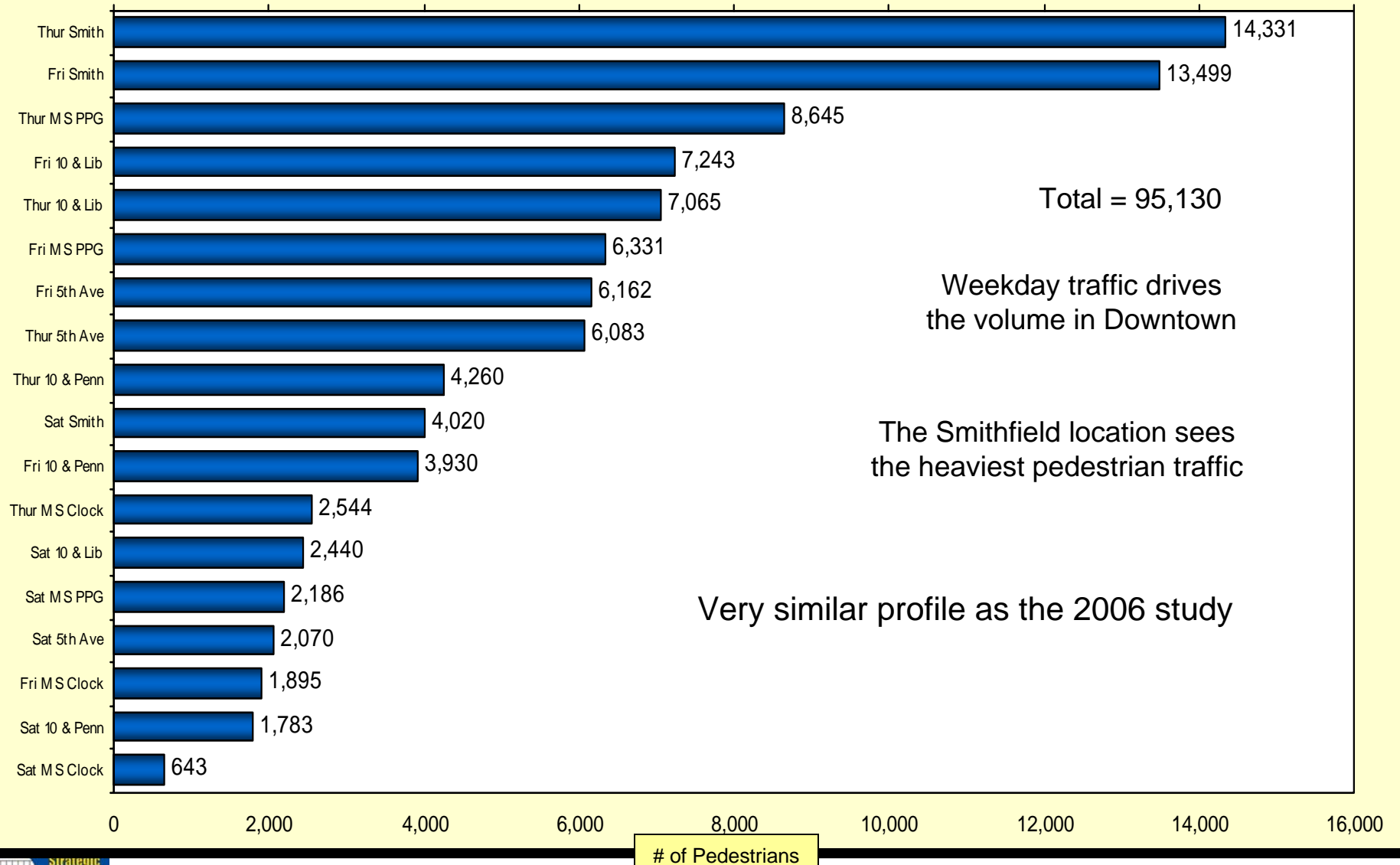
Market Square traffic is heavy at the PPG egress but significantly lower “inside” Market Square (at the clock).
Like 2006, this suggests pedestrians are not crossing or cutting through the middle of Market Square.

LOCATION SUMMARY

| LOCATION | Total Count | Percent of Total | Daily Average | 2006 Comparison |
|------------------------------|---------------|------------------|---------------|---------------------|
| Smithfield | 31,850 | 34% | 10,617 | 31% / 9,319 |
| MS PPG | 17,162 | 18% | 5,721 | 18% / 5,589 |
| 10 th and Liberty | 16,748 | 18% | 5,583 | 18% / 5,543 |
| 5 th Avenue | 14,315 | 15% | 4,772 | 17% / 5,211 |
| 10 th and Penn | 9,973 | 10% | 3,324 | 11% / 3,233 |
| MS Clock | 5,082 | 5% | 1,694 | 5% / 1,468 |
| TOTAL | 95,130 | 100% | 5,285 | 100% / 5,064 |

Location's % of total traffic is very similar in both studies

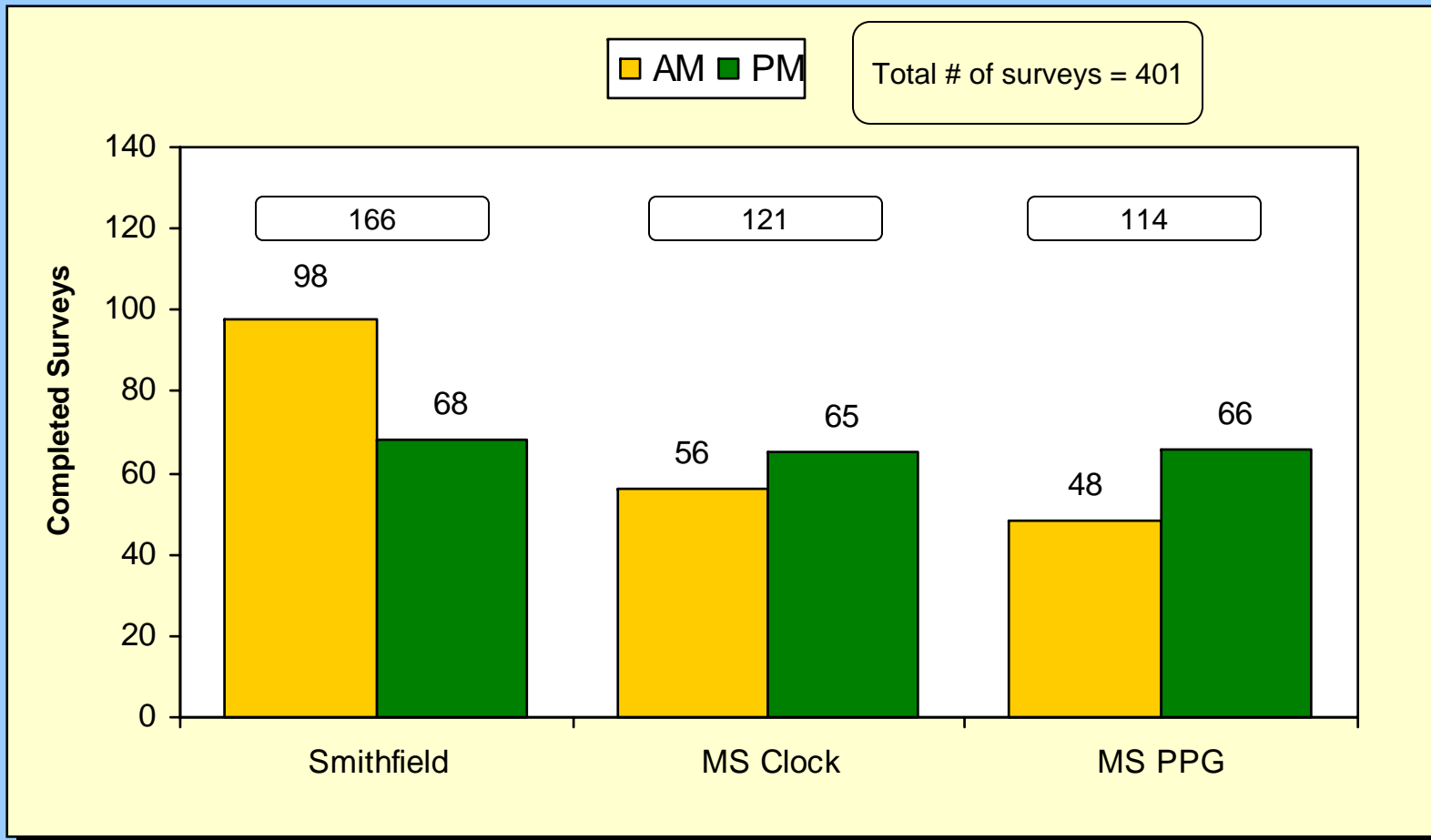
SUMMARY OF PEDESTRIAN COUNTS BY DAY & LOCATION



SURVEY FINDINGS

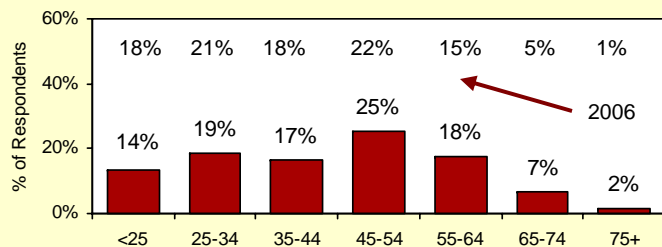
COMPLETED SURVEYS BY LOCATION

AM PM and Total Number

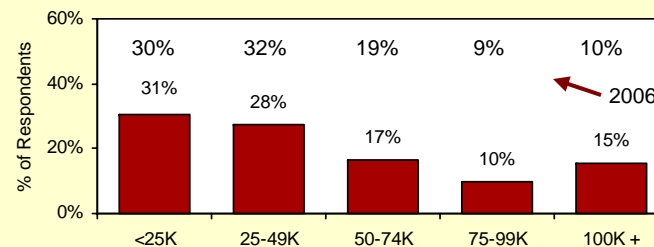


DEMOGRAPHICS – ALL RESPONDENTS

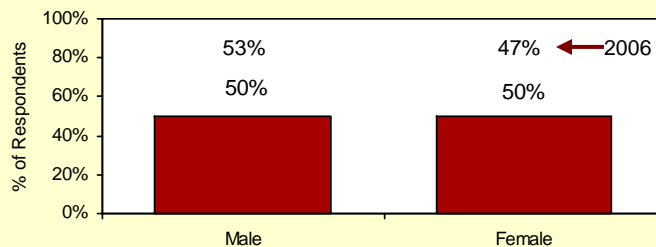
AGE GROUP



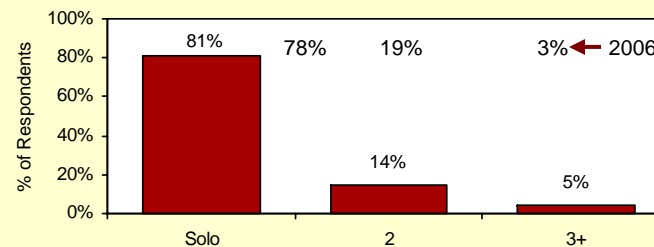
INCOME



GENDER



PARTY SIZE



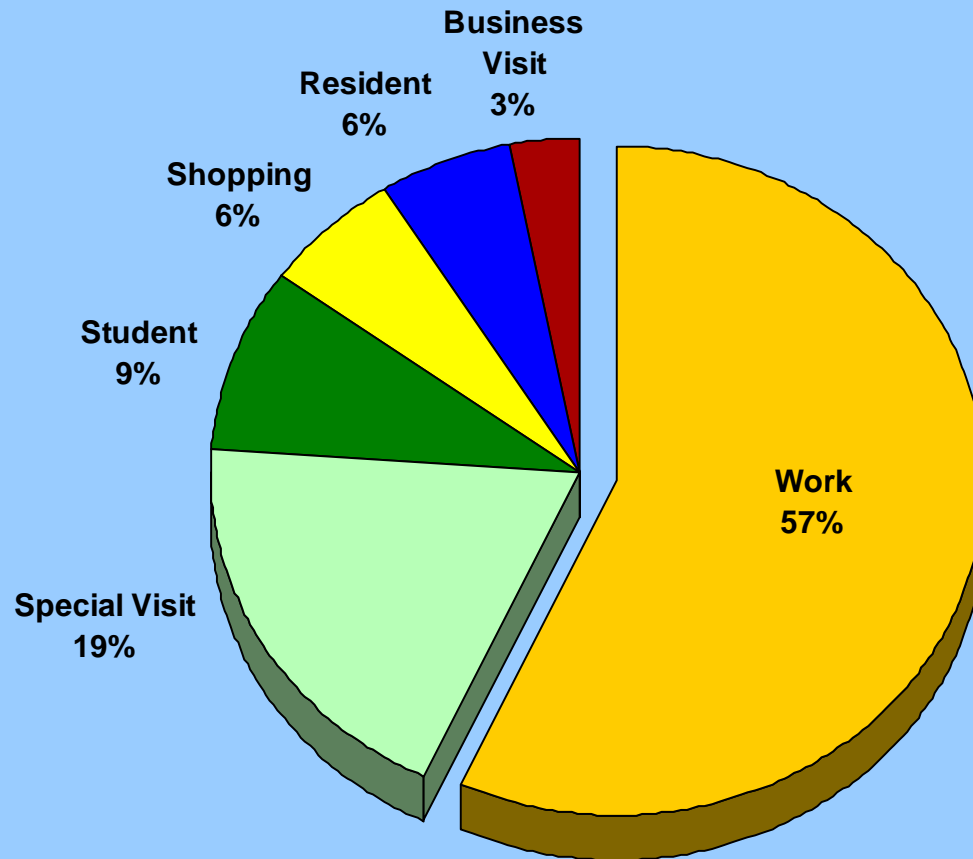
Pedestrian demographic profile is very similar to profile in 2006. All age and income levels are well-represented (as is gender) in 2008 study.



PURPOSE OF PEDESTRIAN VISIT



PURPOSE OF PEDESTRIAN VISIT



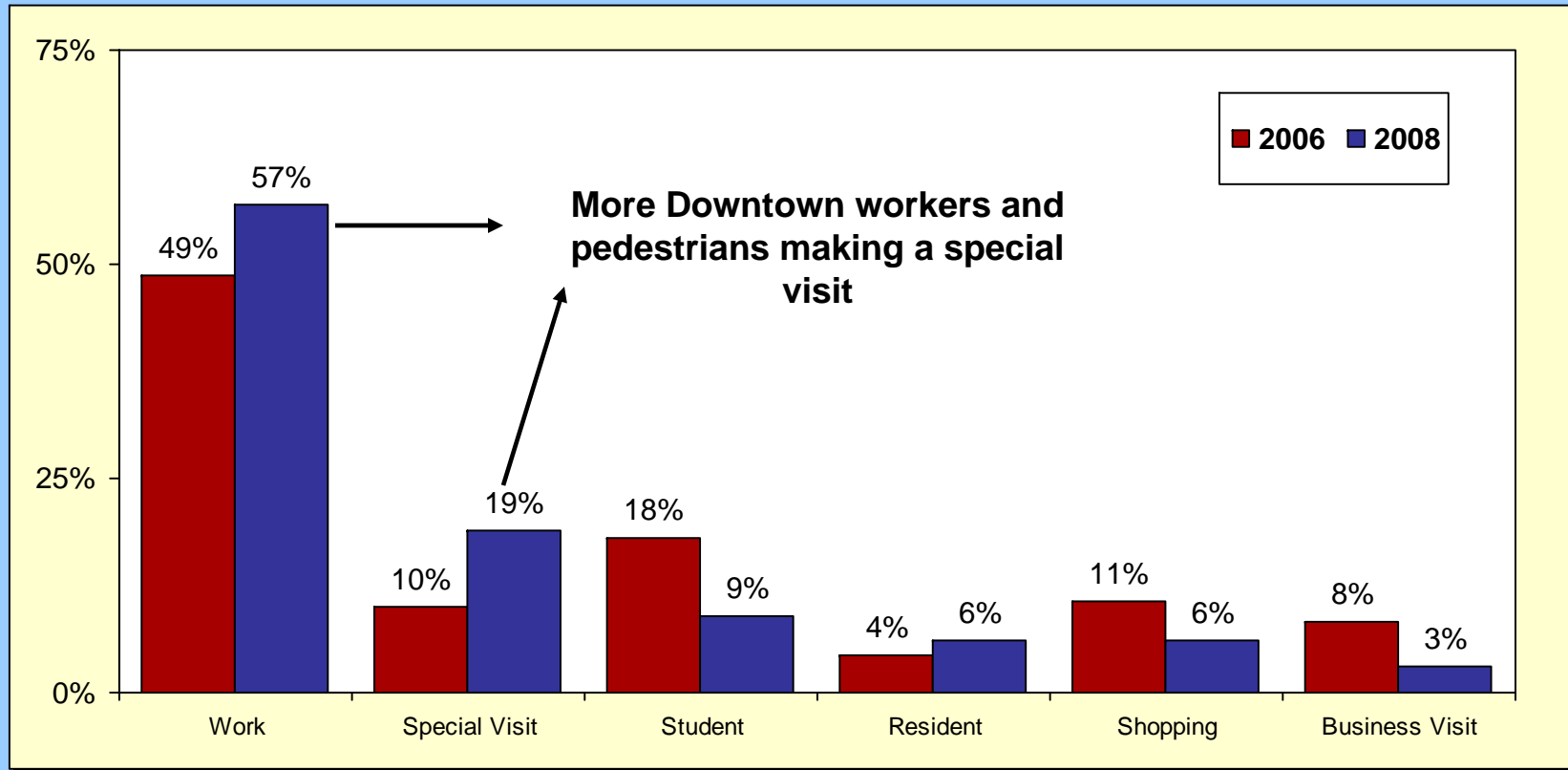
This category includes open-end responses such as:
"Going to theatre"
"Buying theatre tickets"
"Touring the city with family"
"Going to my spa/salon"

Nearly 6 in 10 randomly sampled pedestrians are in Downtown for work

Q1. Which one of the following best describes your primary reason for being in downtown today?
n = 401

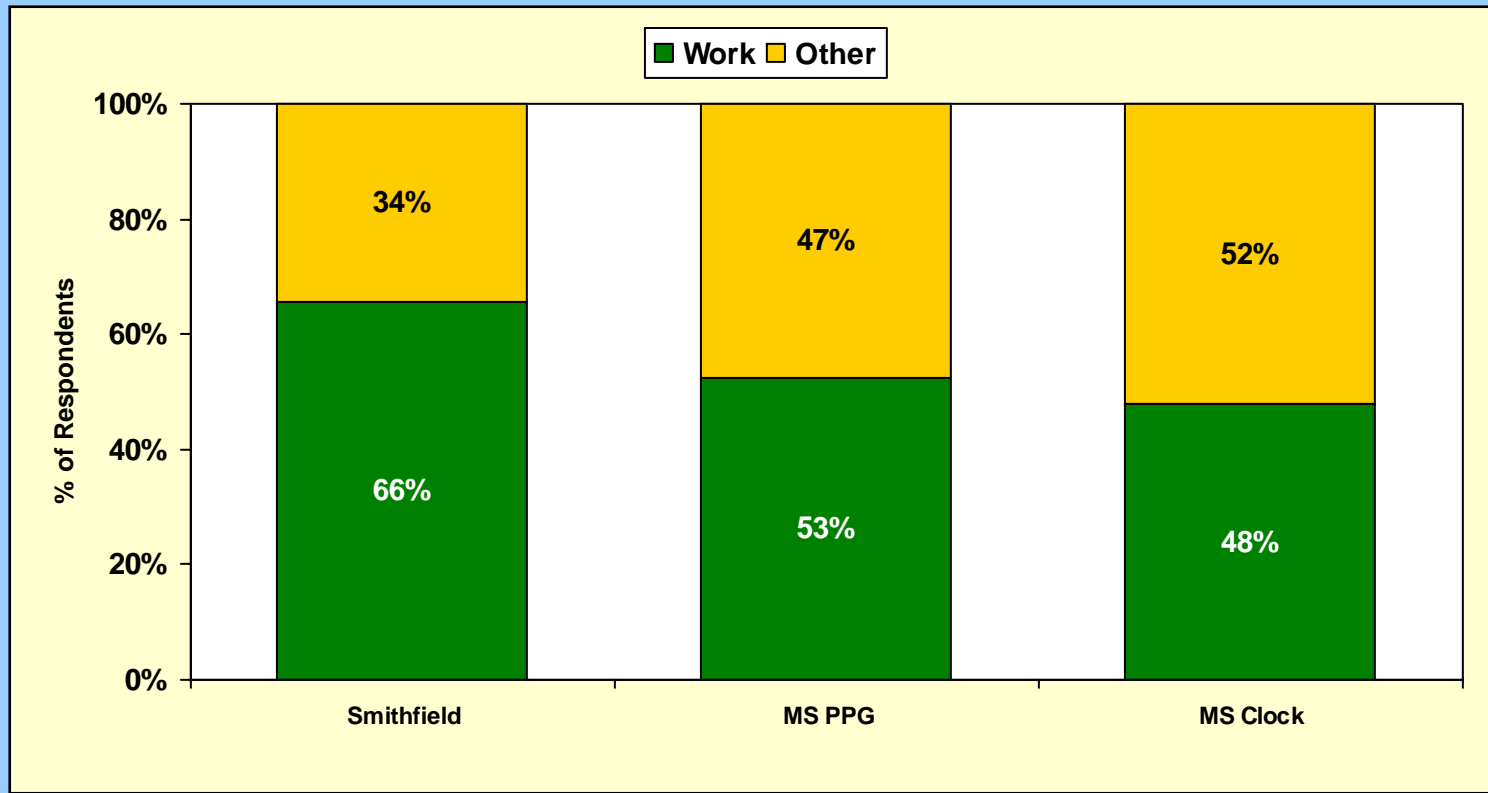
PURPOSE OF PEDESTRIANS' VISIT

Wave I (2006) vs Wave II (2008)



Q1. Which one of the following best describes your primary reason for being in downtown today?
n = 401, n = 300 in '06

TYPE OF PEDESTRIAN BY LOCATION



Pedestrians interviewed at Smithfield (Forbes & 5th) are slightly more likely to be Downtown for work than those interviewed in Market Square

Q1. Which one of the following best describes your primary reason for being in downtown today?
n = 401

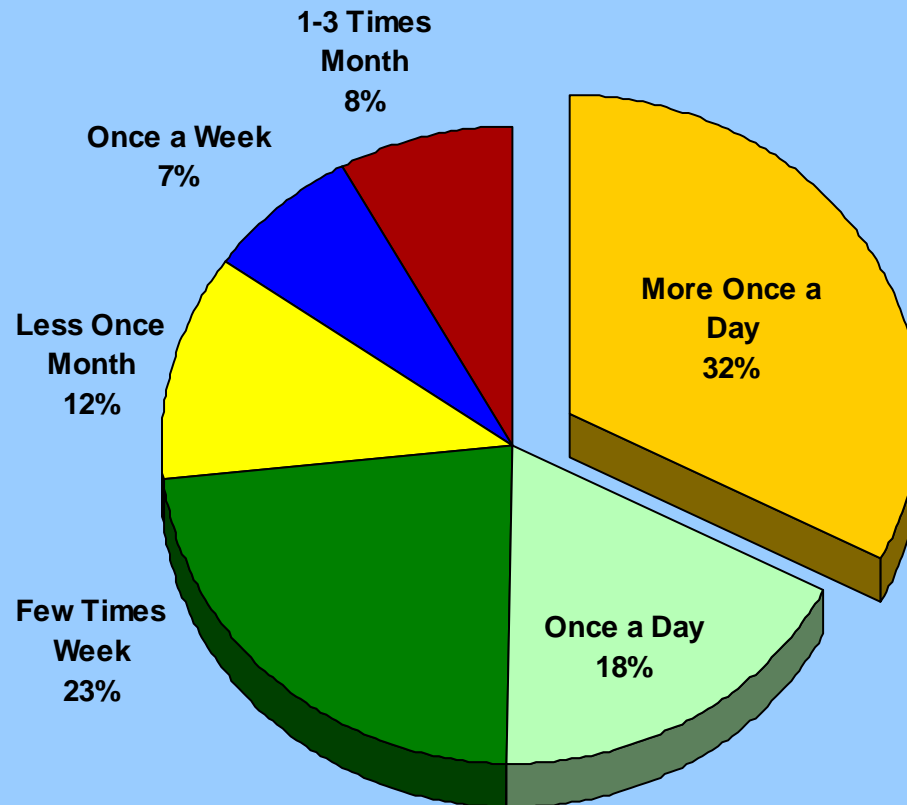
PURPOSE OF VISIT BY LOCATION

| | Work | Special Visit | Student | Business Visit | Shopping | Resident | |
|-------------------|------|---------------|---------|----------------|----------|----------|------|
| Smithfield | 66% | 15% | 8% | 3% | 6% | 2% | 100% |
| MS PPG | 53% | 20% | 13% | 3% | 3% | 8% | 100% |
| MS Clock | 48% | 23% | 7% | 3% | 7% | 12% | 100% |
| TOTAL | 57% | 19% | 9% | 3% | 6% | 6% | 100% |



FREQUENCY OF PEDESTRIAN VISIT

HOW OFTEN PEDESTRIANS WALK PAST LOCATIONS – “PASS” FREQUENCY

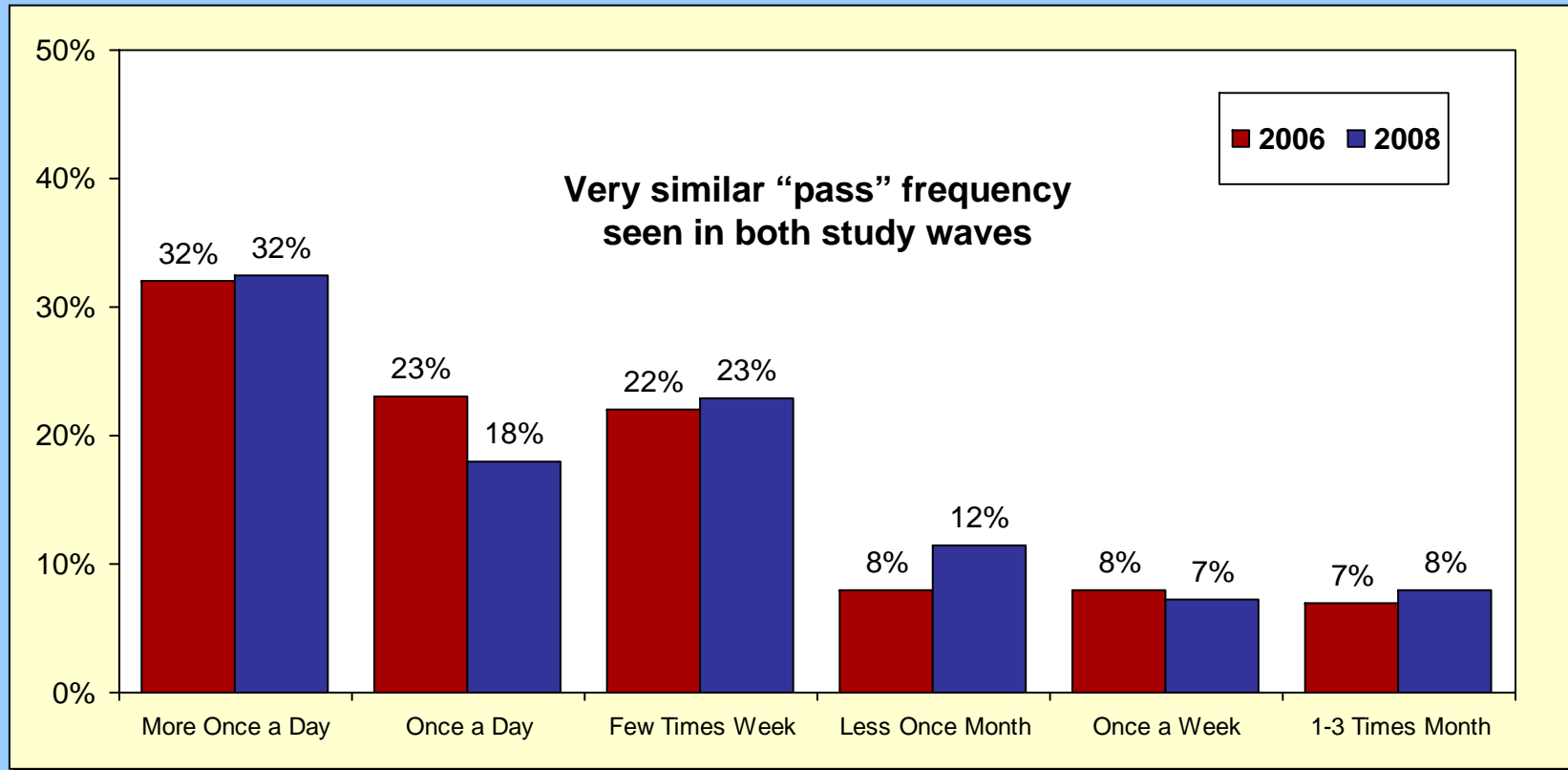


One in three pass the location multiple times per day

Q2. Which best describes how often you walk by THIS location?
n = 401

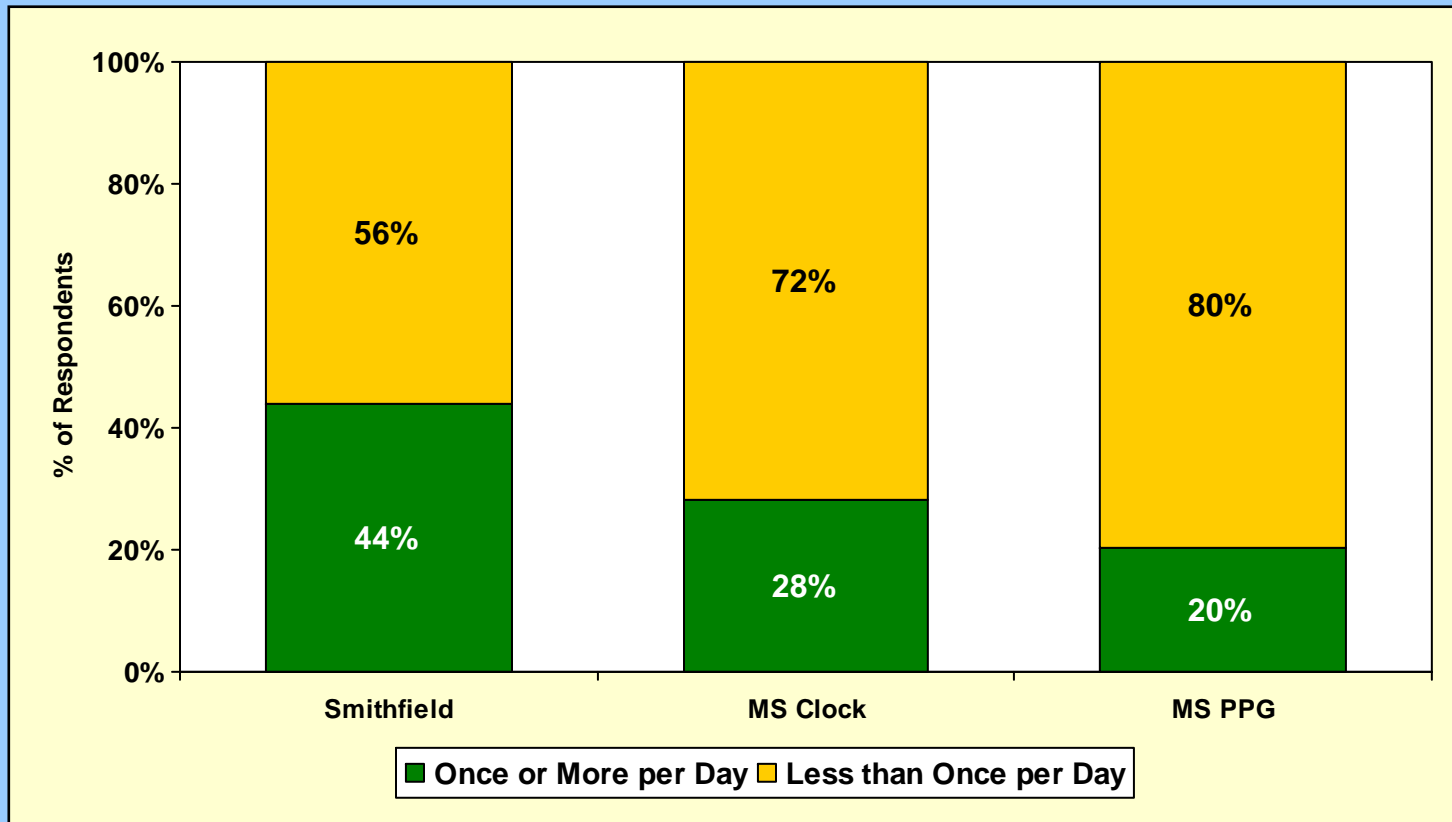
COMPARISON OF “PASS” FREQUENCY

Wave I (2006) vs Wave II (2008)



Q2. Which best describes how often you walk by THIS location?
n = 401, n = 300 in 2006

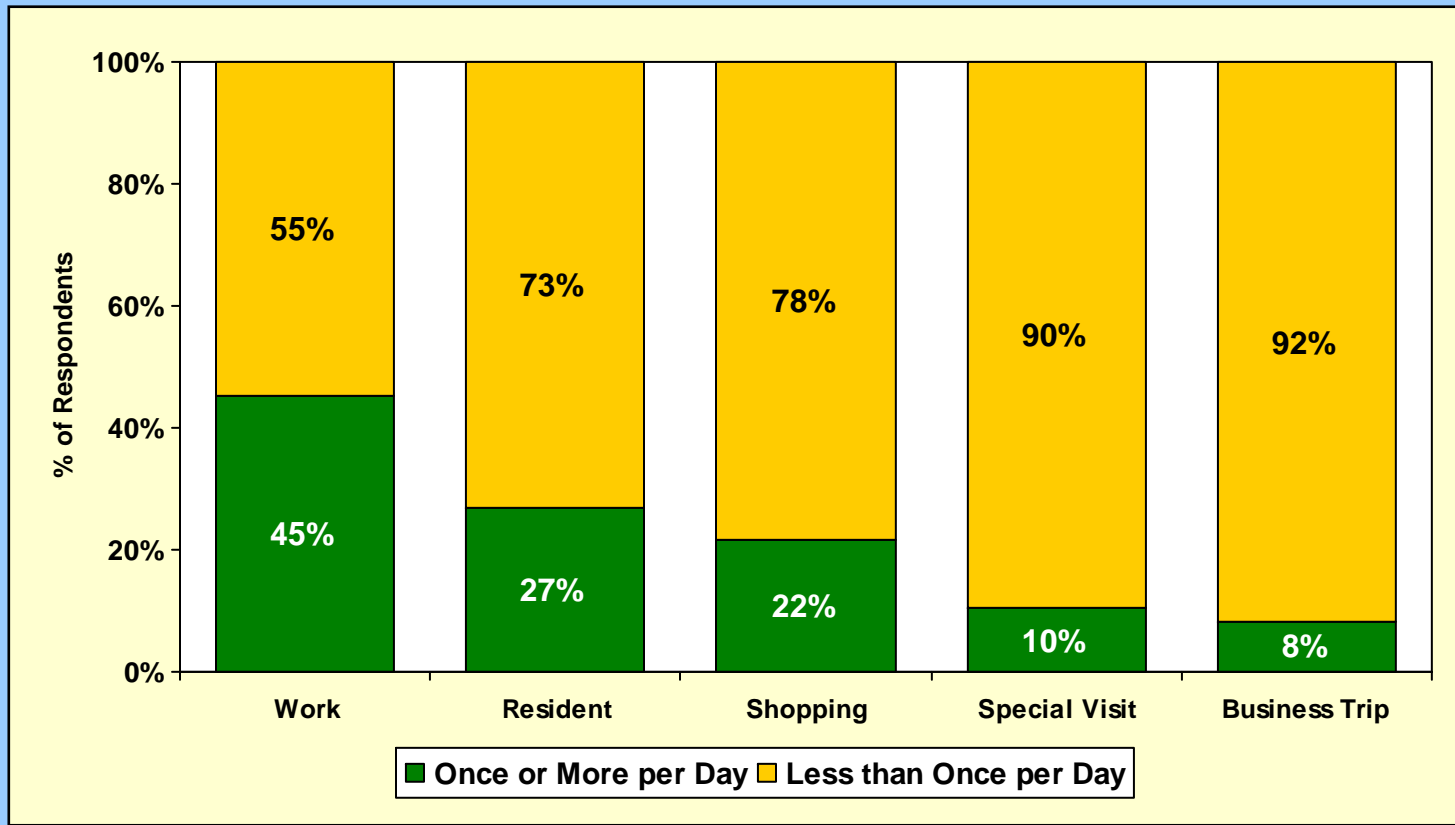
“PASS” FREQUENCY BY LOCATION



Smithfield (high bus activity) not surprisingly is “passed” or walked by more often (regularly) than the Market Square locations

Q2. Which best describes how often you walk by THIS location?
n = 401

“PASS” FREQUENCY BY PURPOSE OF VISIT



Downtown workers and residents pass by the various study locations more often than those pedestrians Downtown for other purposes

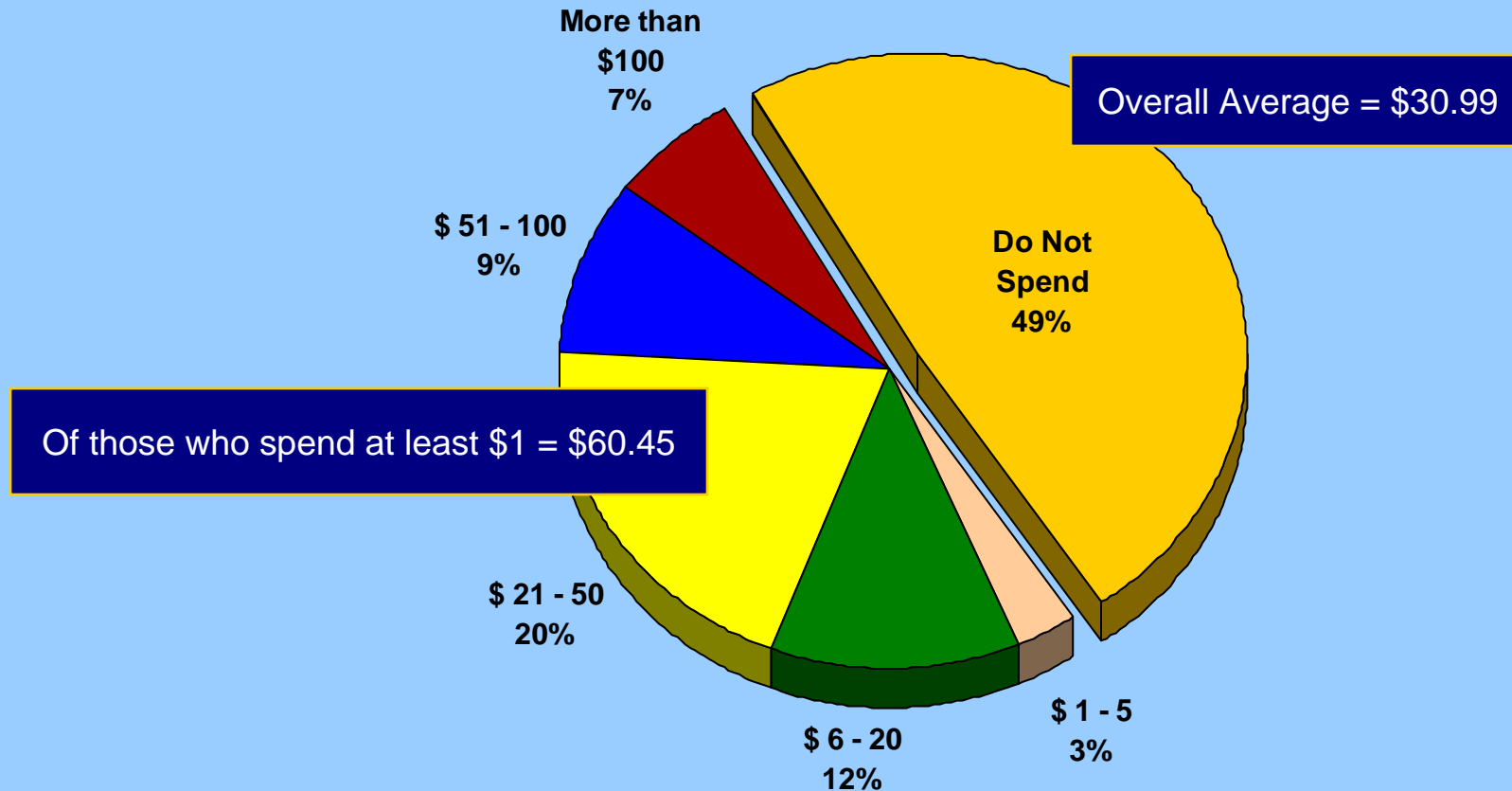
Q2. Which best describes how often you walk by THIS location?
n = 401



ECONOMIC IMPACT of DOWNTOWN PEDESTRIANS

DOLLARS SPENT - DOWNTOWN RETAIL

Amount Spent in a Typical Week

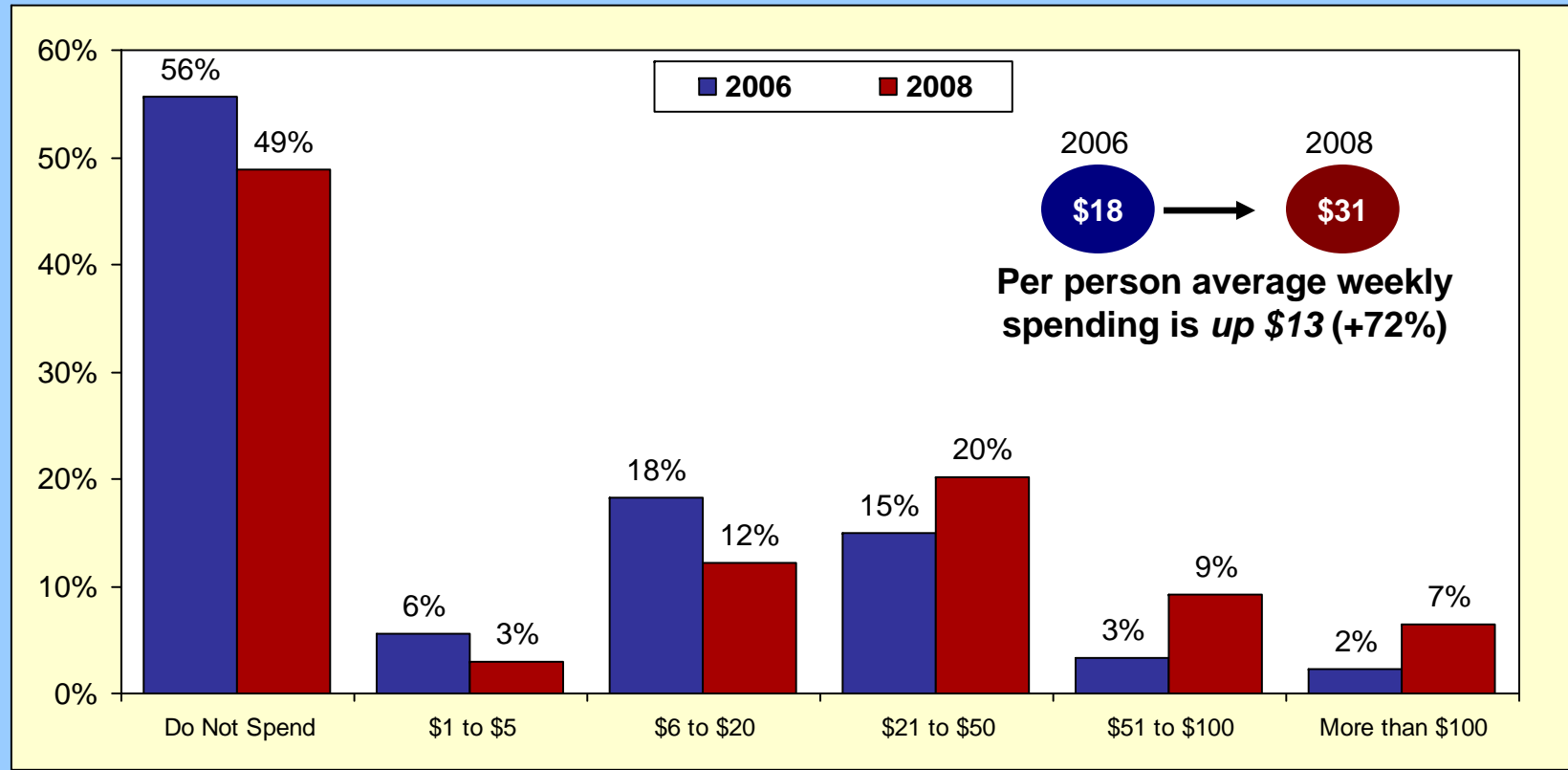


Q3a. In a typical week, how many dollars do you spend with downtown retailers (such as Macy's, etc.)? n = 401

DOLLARS SPENT - DOWNTOWN RETAIL

Amount Spent in a Typical Week

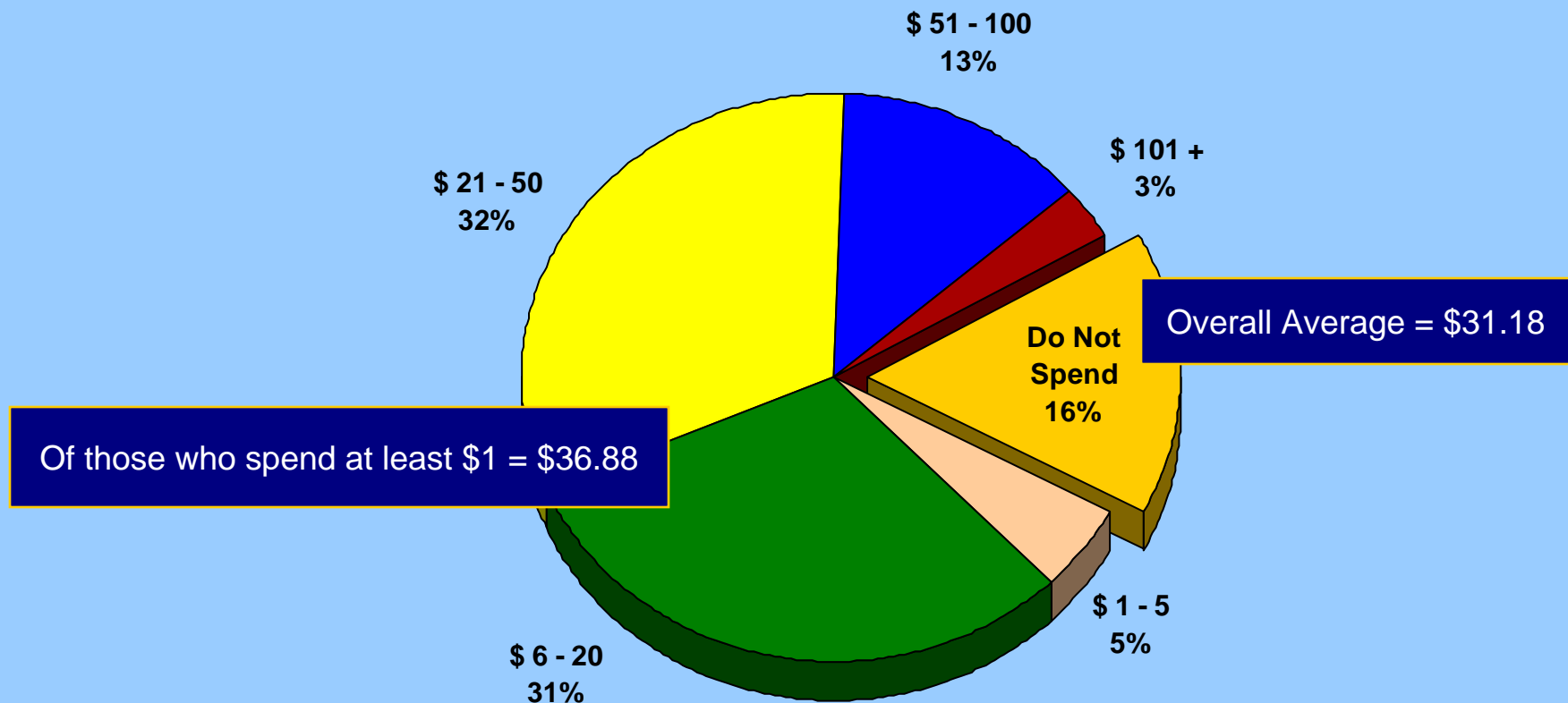
Wave I (2006) vs Wave II (2008)



The % of pedestrians spending at retail establishments is higher (up 7 percentage points) in 2008

DOLLARS SPENT ON - FOOD/BEVERAGE

Amount Spent in a Typical Week

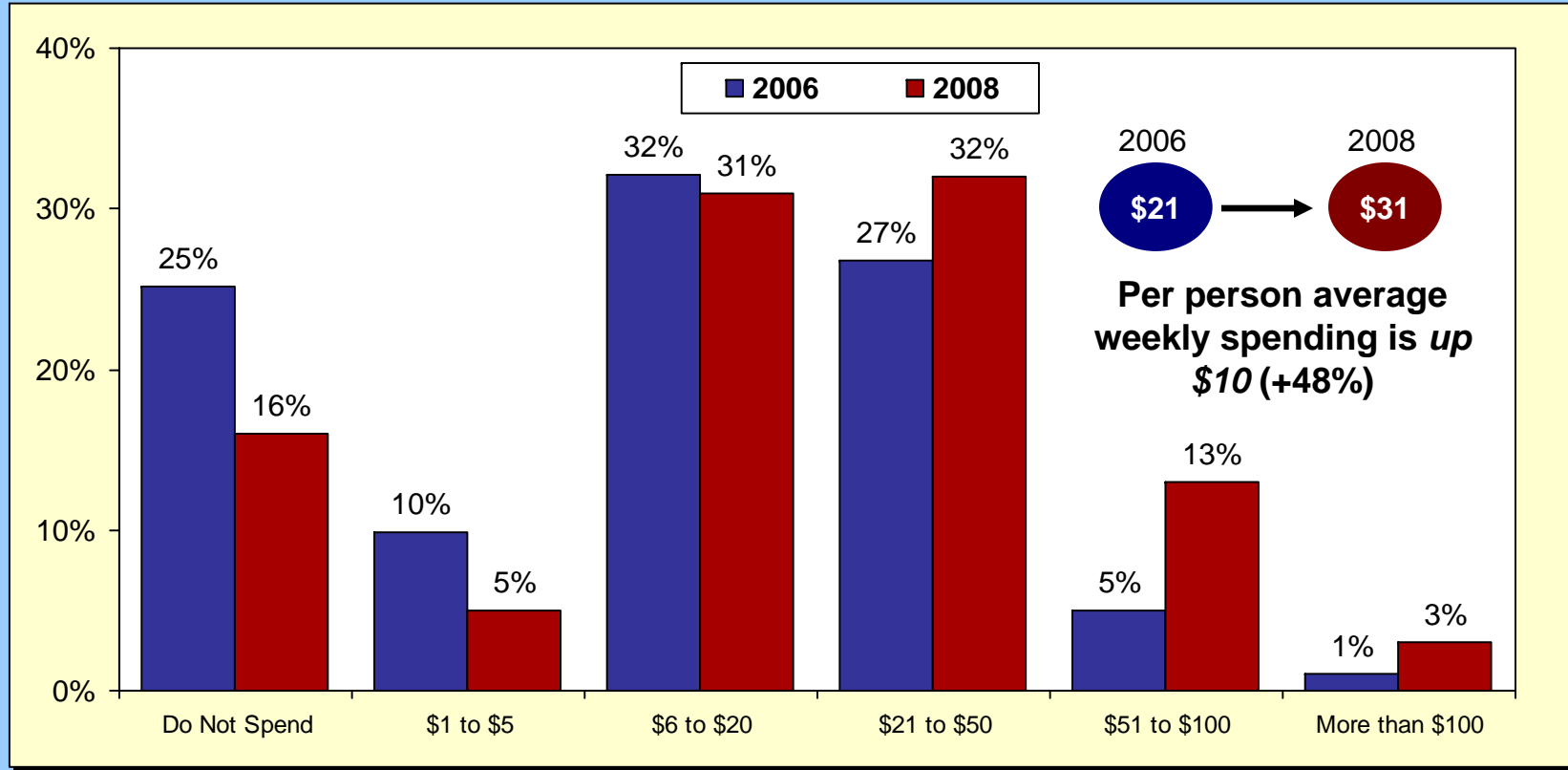


Q3b. In a typical week, how many dollars do you spend on food and beverages downtown? n = 401

DOLLARS SPENT - DOWNTOWN FOOD/BEV

Amount Spent in a Typical Week

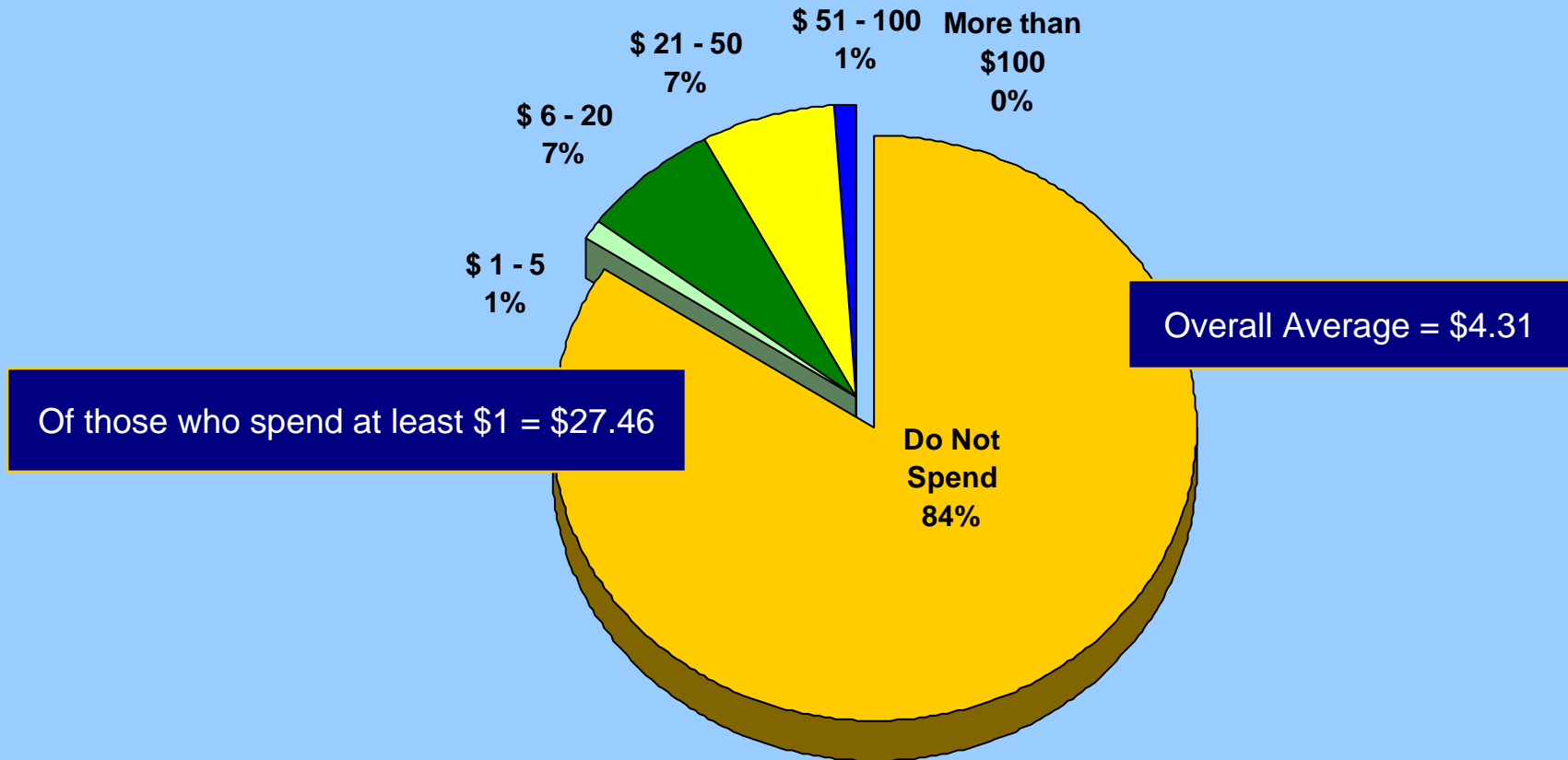
Wave I (2006) vs Wave II (2008)



The % of pedestrians spending on food/beverage is higher (up 9 percentage points) in 2008

DOLLARS SPENT ON SERVICES

Amount Spent in a Typical Week

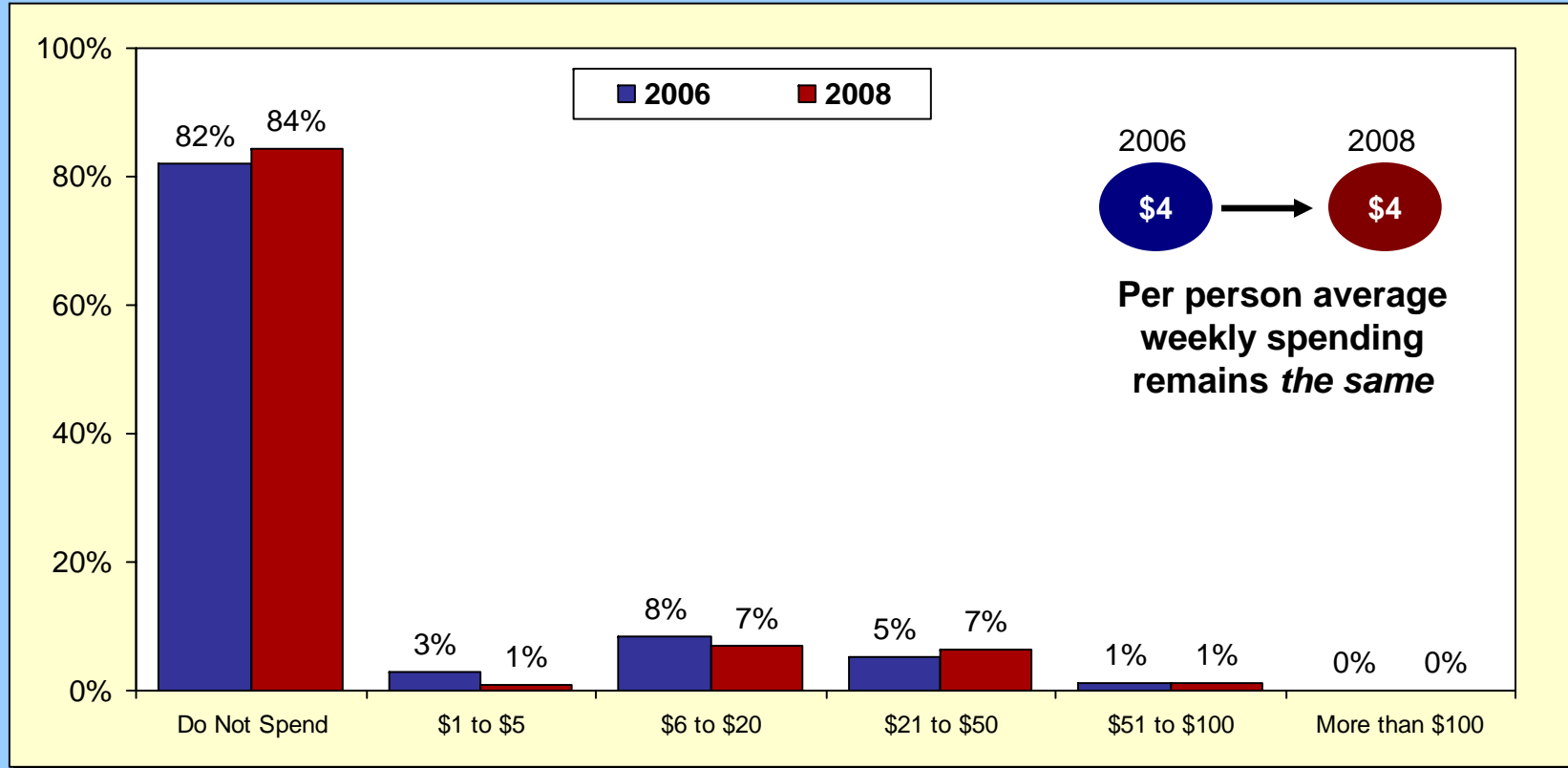


Q3c. In a typical week, how many dollars do you spend on downtown services (e.g., dry cleaning, hair salons, etc.)?
n = 401

DOLLARS SPENT - DOWNTOWN SERVICES

Amount Spent in a Typical Week

Wave I (2006) vs Wave II (2008)



The % of pedestrians spending on services is 2 percentage points lower in 2008

AVERAGE DOLLARS SPENT

Weekly Average Expenditures Per Pedestrian



Nail Galleria

RETAIL

\$30.99

Increase of \$13

Versus 2006

AVERAGE DOLLARS SPENT

Weekly Average Expenditures Per Pedestrian



Nail Galleria

RETAIL

\$30.99

Increase of \$13

Versus 2006

FOOD / BEV

\$31.18

Increase of \$10

Versus 2006

AVERAGE DOLLARS SPENT

Weekly Average Expenditures Per Pedestrian



RETAIL

\$30.99

Increase of \$13
Versus 2006

FOOD / BEV

\$31.18

Increase of \$10
Versus 2006

SERVICES

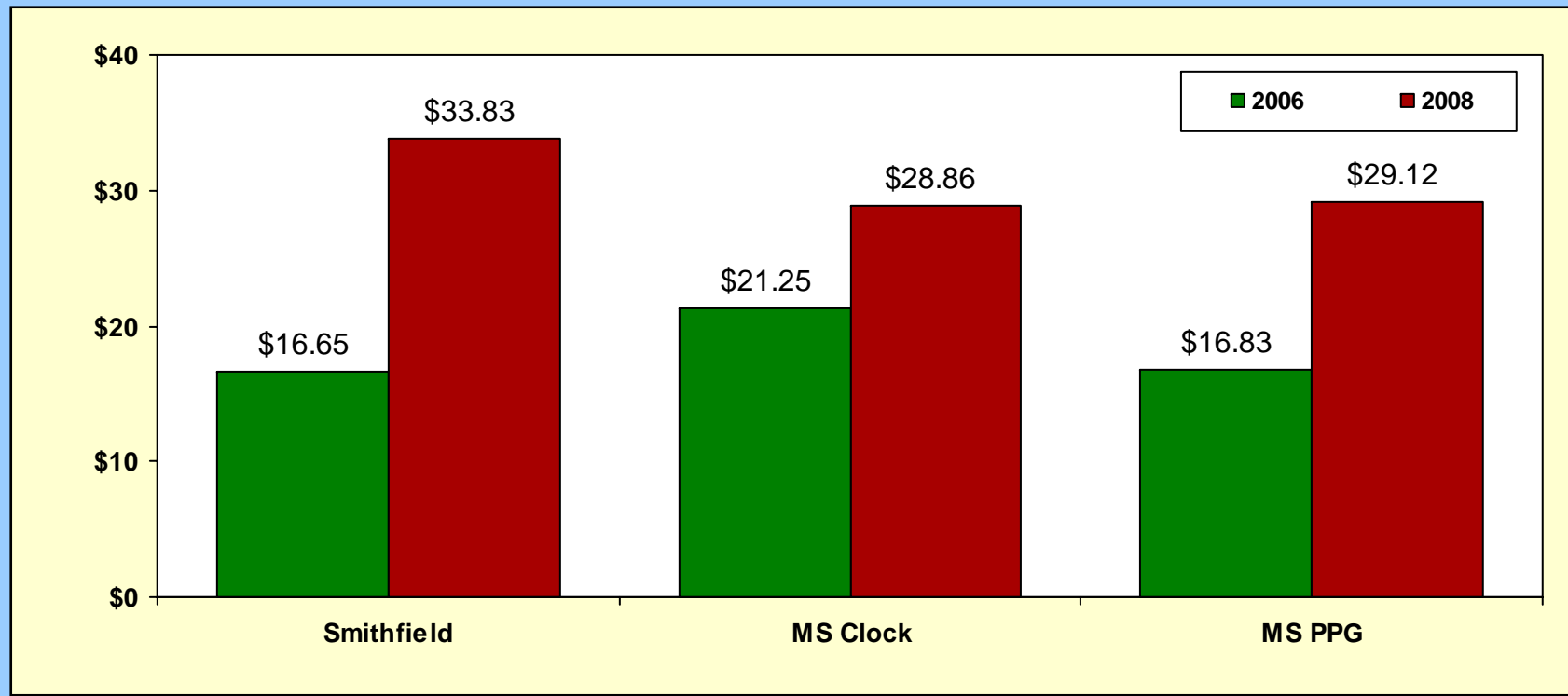
\$4.31

No Change
Versus 2006

RETAIL SPENDING BY LOCATION

Average Spent in a Typical Week

Wave I (2006) vs Wave II (2008)

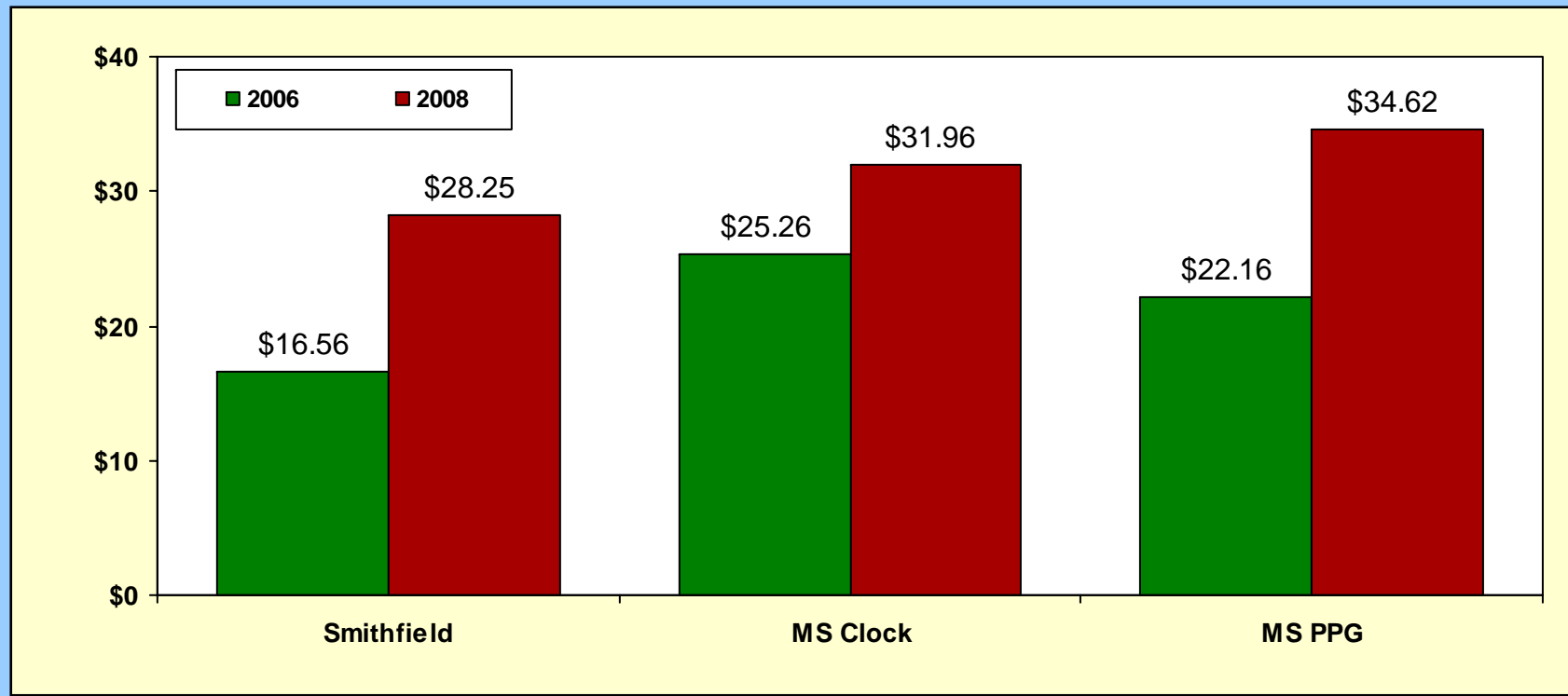


Largest spending increase seen with Smithfield pedestrians

FOOD/BEV SPENDING BY LOCATION

Average Spent in a Typical Week

Wave I (2006) vs Wave II (2008)

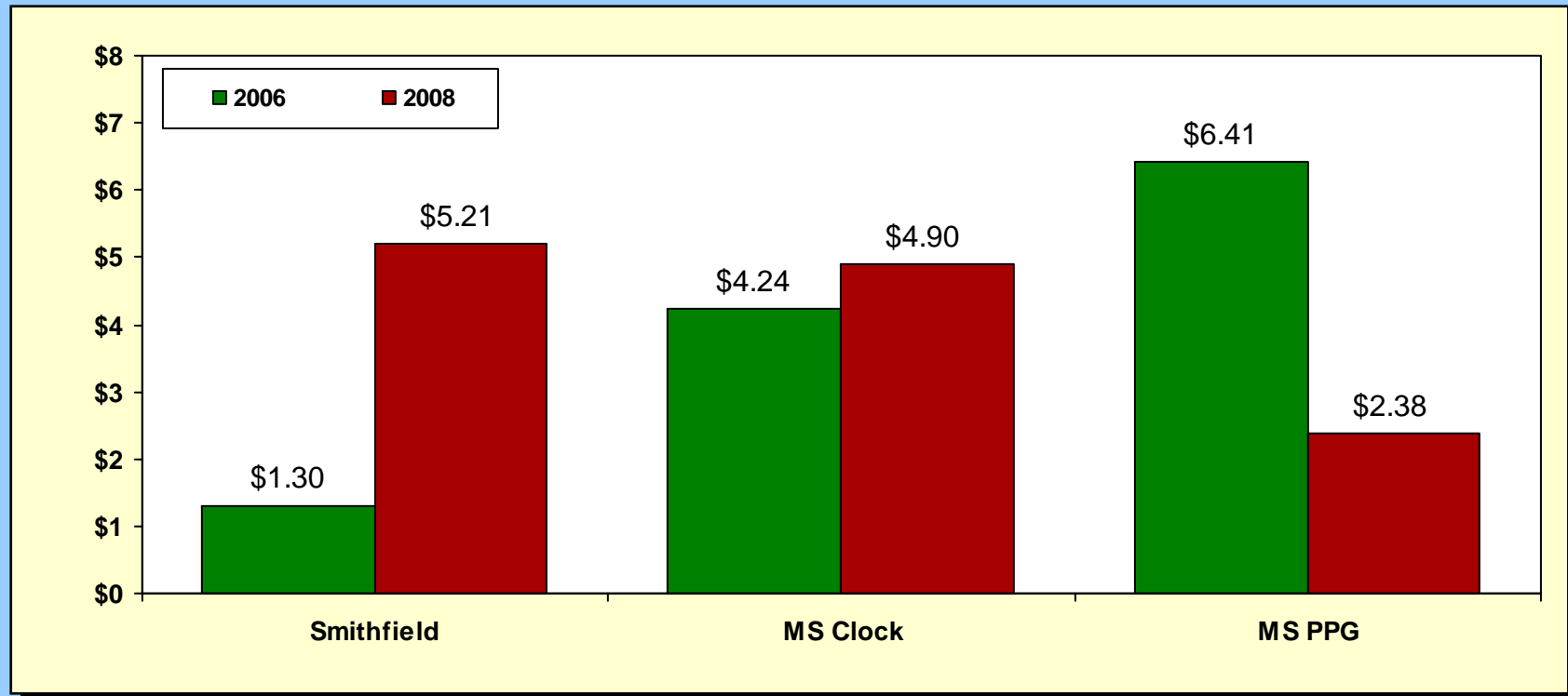


Similar increases seen with Smithfield & MS PPG pedestrians

SERVICES SPENDING BY LOCATION

Average Spent in a Typical Week

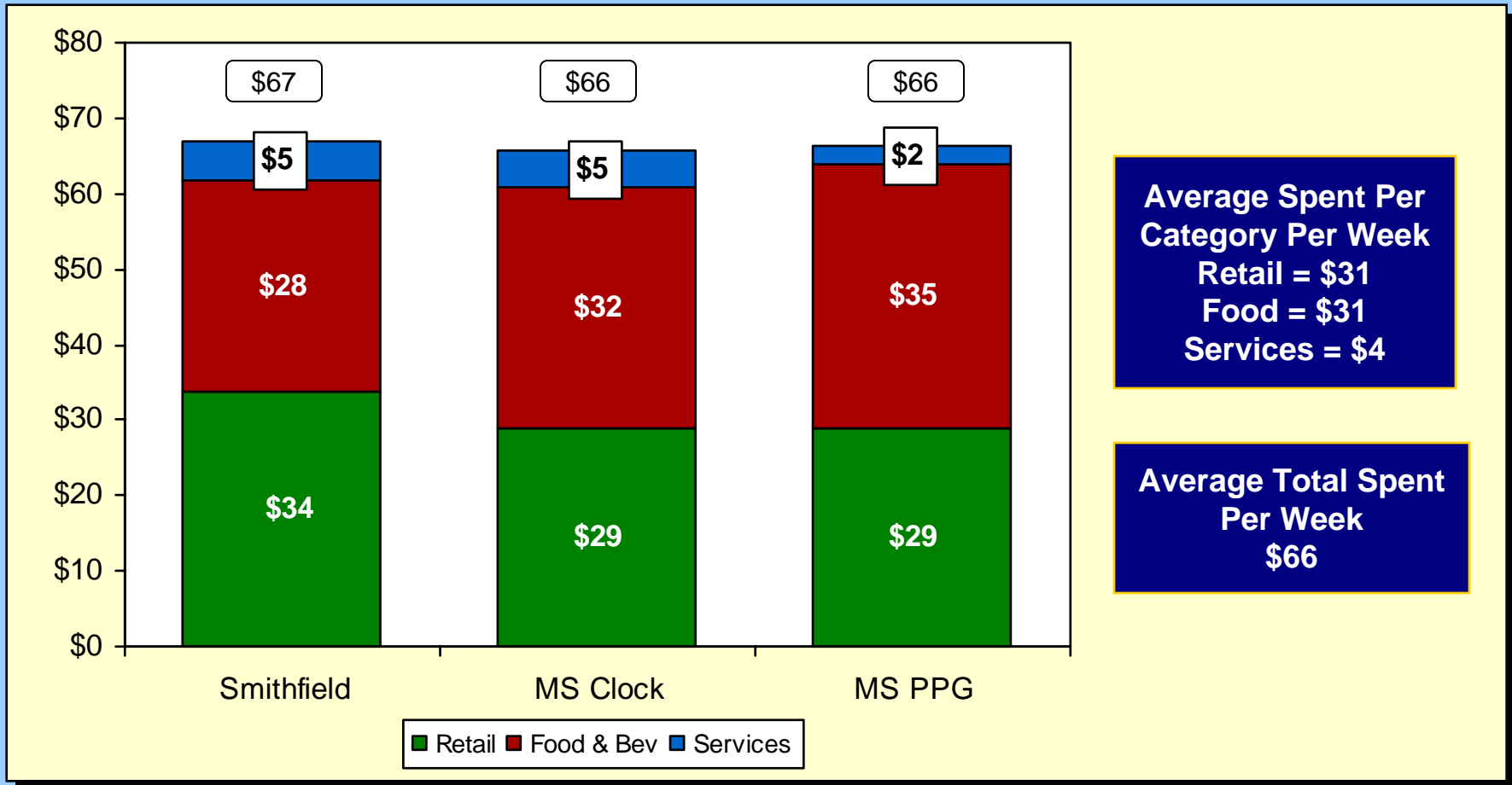
Wave I (2006) vs Wave II (2008)



Largest spending increase seen with Smithfield pedestrians
MS PPG pedestrians spend less (- \$4) in 2008

SPENDING SUMMARY BY LOCATION

Average Spent in a Typical Week



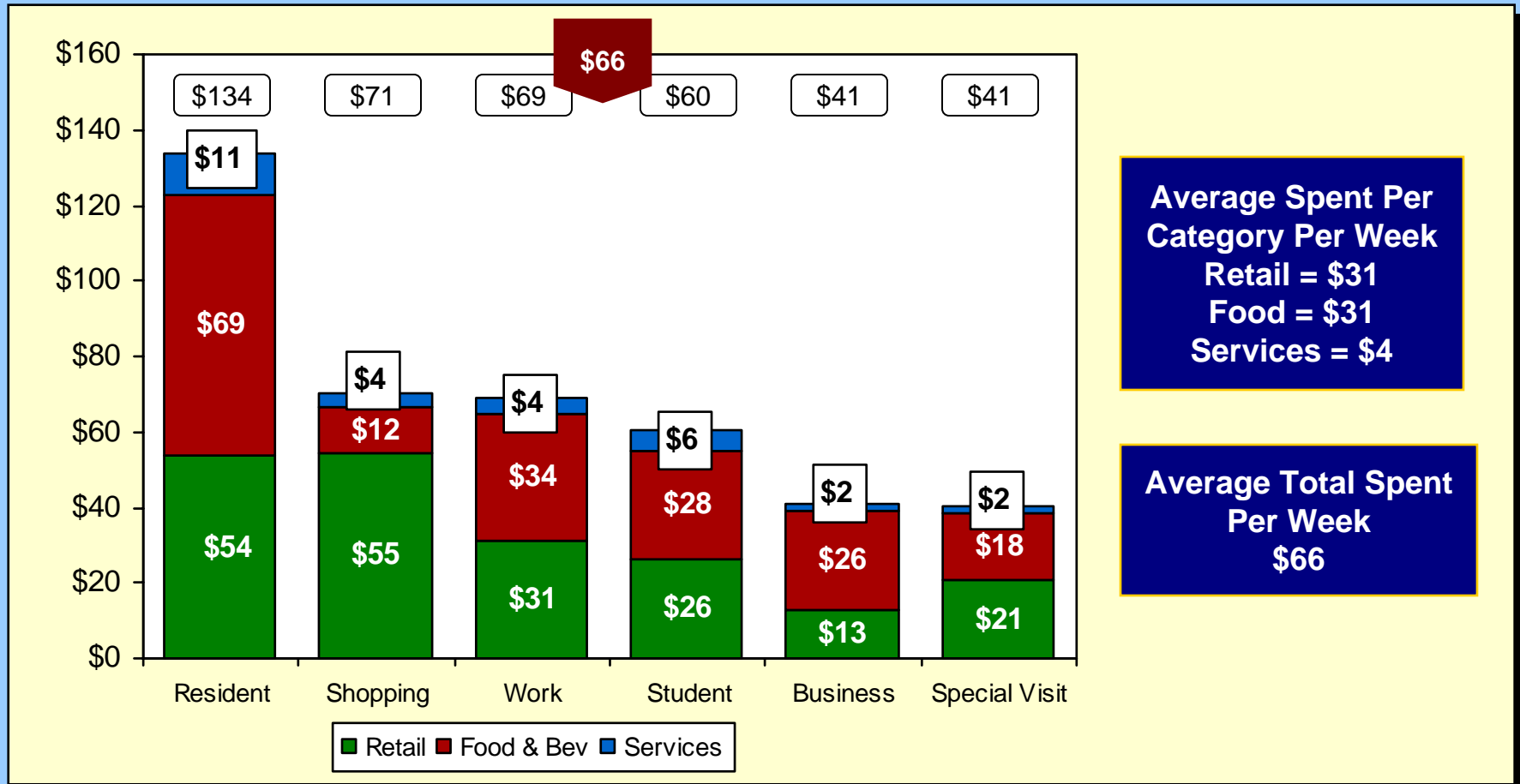
Average Spent Per Category Per Week
 Retail = \$31
 Food = \$31
 Services = \$4

Average Total Spent Per Week
 \$66

Average weekly per pedestrian spending is higher: **+\$19** (2006 = \$47, 2008 = \$66)

SPENDING BY TYPE OF PEDESTRIAN

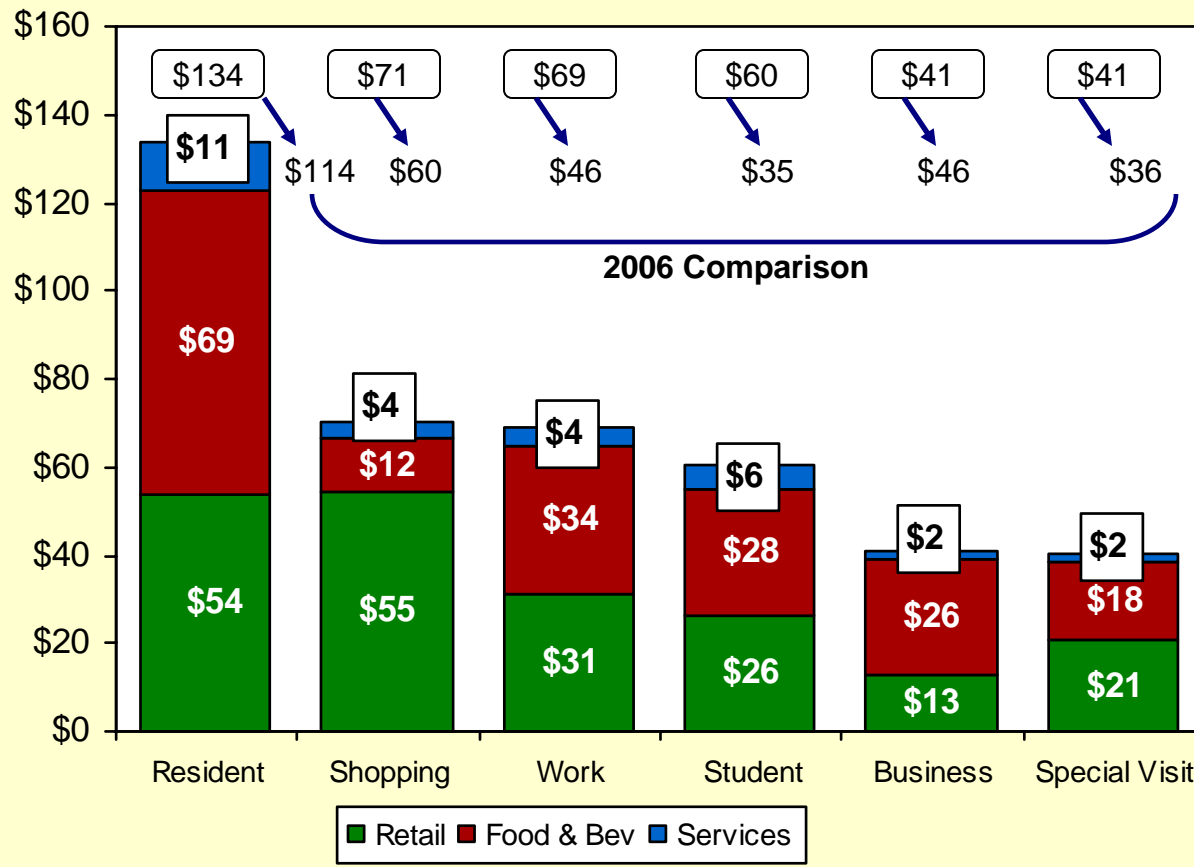
Average Spent in a Typical Week



Residents spend twice as much per week (\$134 vs \$66) in Downtown than others.
 Resident spending up \$20 per week (average) compared to 2006 (\$114 vs \$134).

SPENDING BY TYPE OF PEDESTRIAN

Average Spent in a Typical Week



Average Spent Per Category Per Week
 Retail = \$31
 Food = \$31
 Services = \$4

Average Total Spent Per Week
 \$66

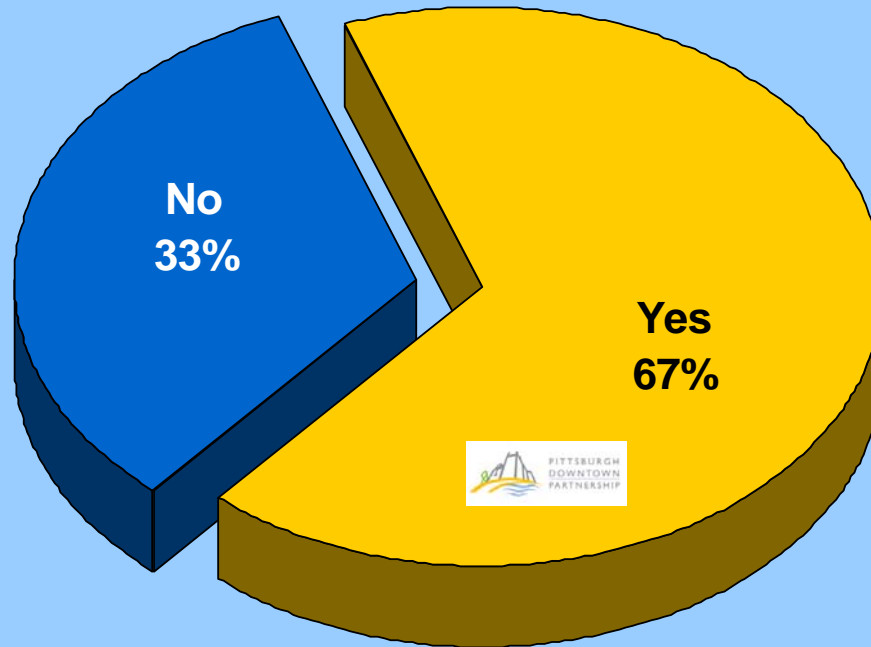
Residents spend twice as much per week (\$134 vs \$66) in Downtown than others.
 Resident spending up \$20 per week (average) compared to 2006 (\$114 vs \$134).



AWARENESS & PERCEPTIONS of PDP



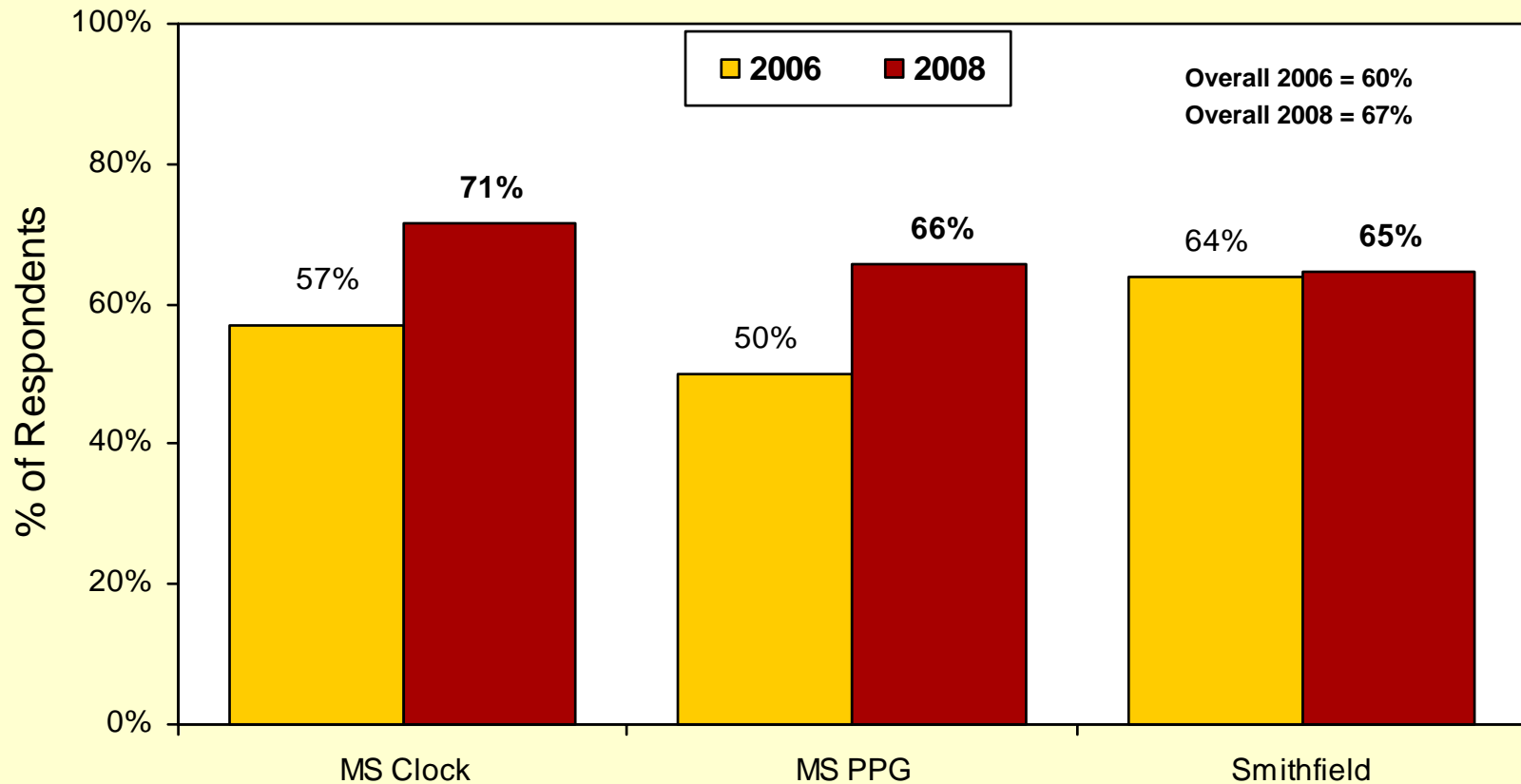
PEDESTRIAN AWARENESS OF PDP



HIGHER AWARENESS
PDP awareness is 7 percentage points higher than in 2006 (67% versus 60% in '06)

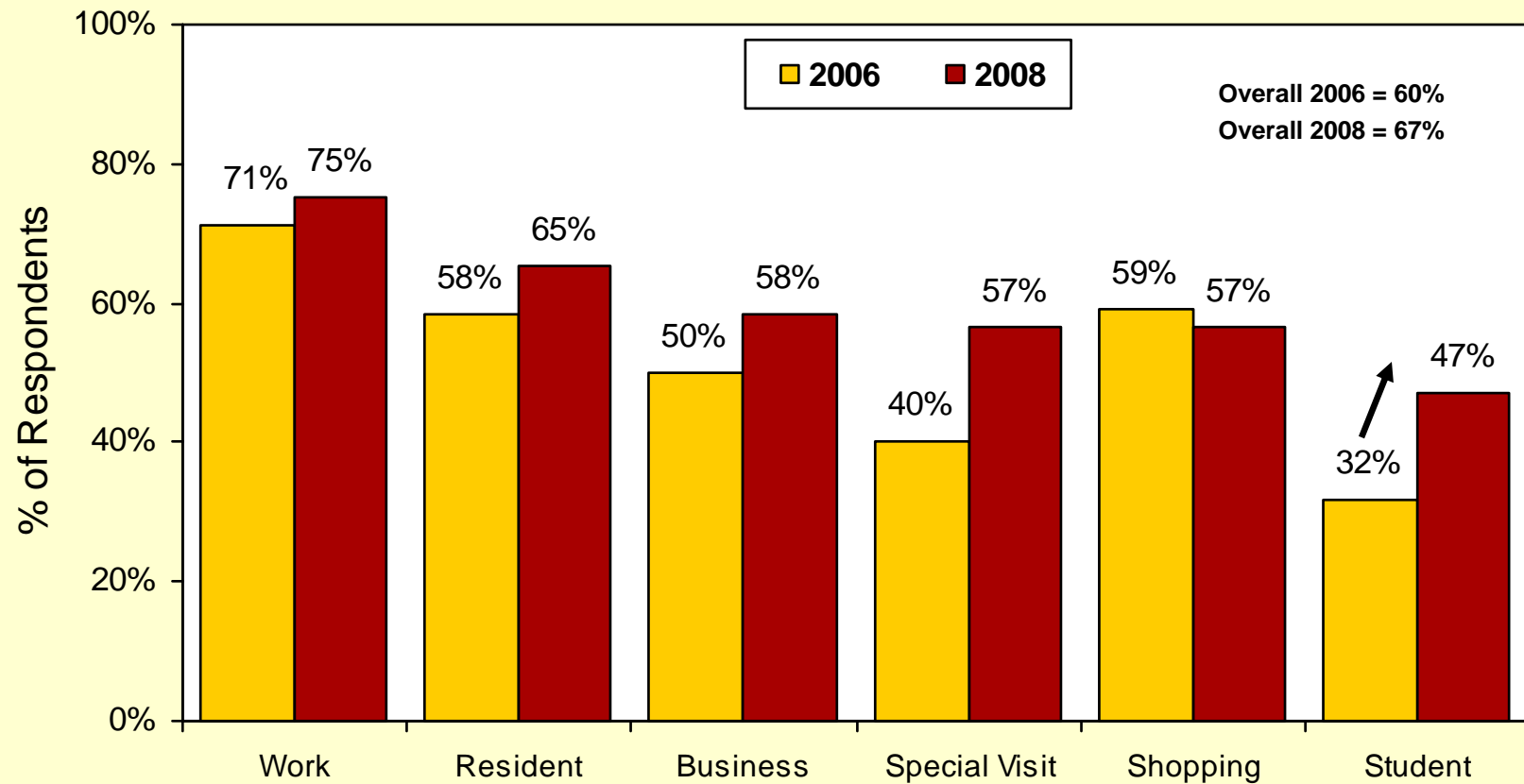
Q10. Have you heard of an organization called Pittsburgh Downtown Partnership, also known as PDP?
n = 399

PDP AWARENESS BY LOCATION



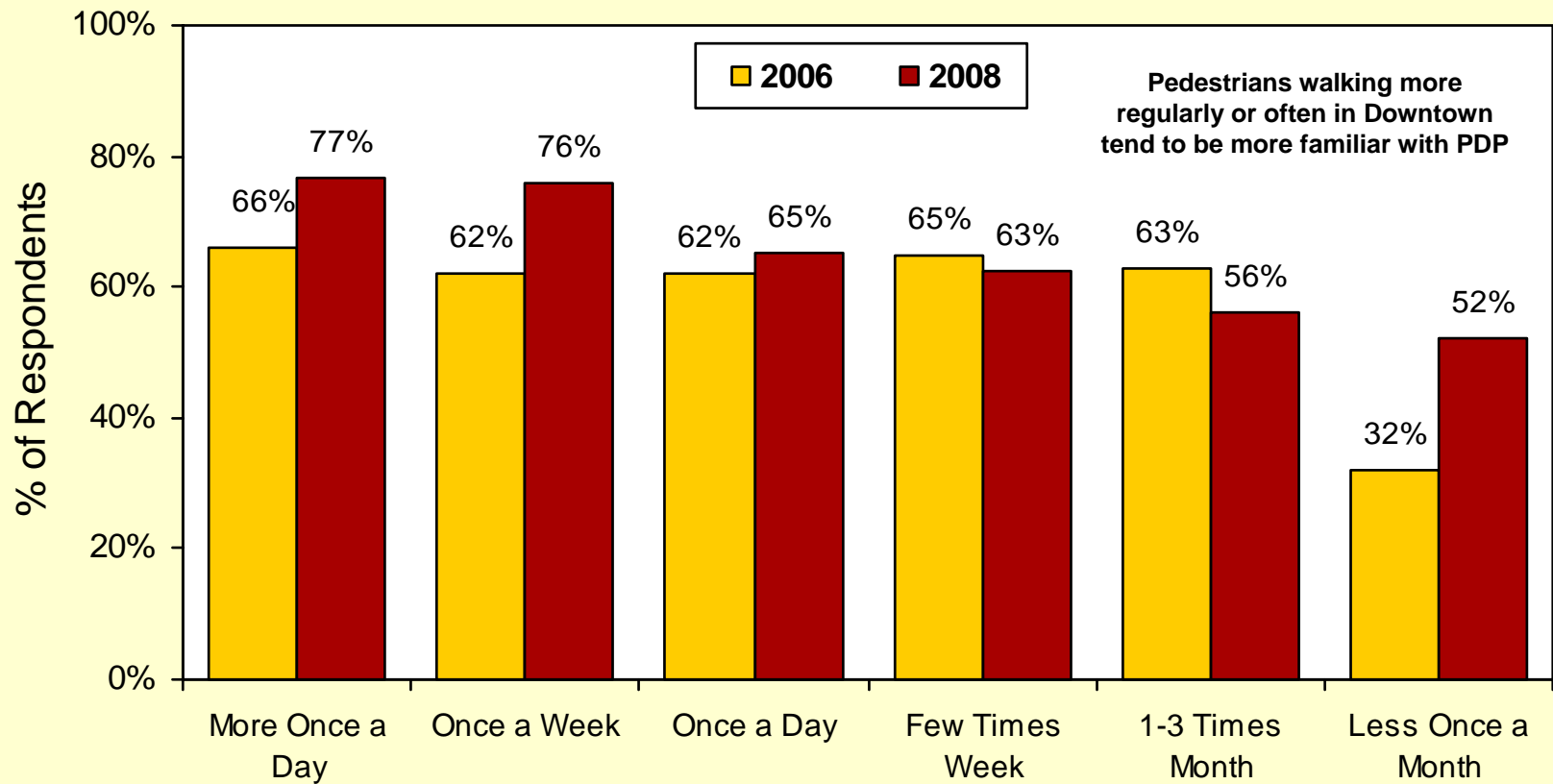
**Overall awareness of PDP rose to 67% from 60% in 2006
Market Square pedestrians are most aware of PDP**

PDP AWARENESS BY PURPOSE OF VISIT



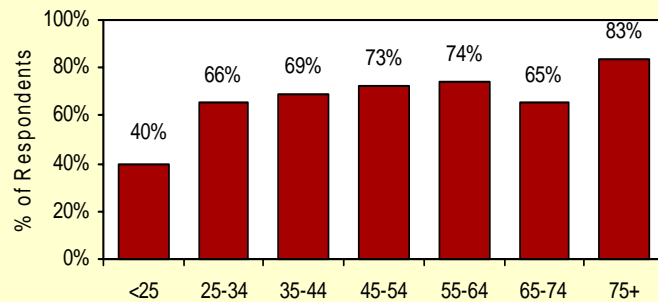
Awareness varies by 28 percentage points by pedestrian type. Residents and Downtown workers are most aware of PDP. Awareness with students remains low but has risen sharply since 2006.

PDP AWARENESS BY "PASS" FREQUENCY

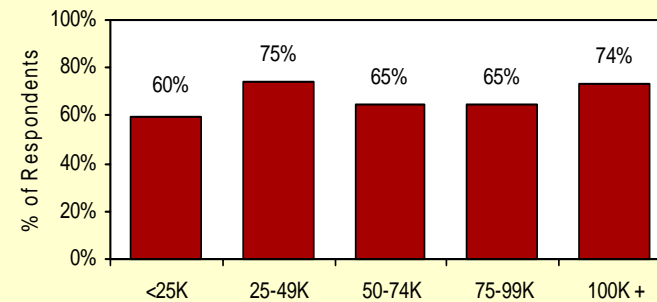


PDP AWARENESS BY DEMOGRAPHIC GROUP

AGE GROUP



INCOME

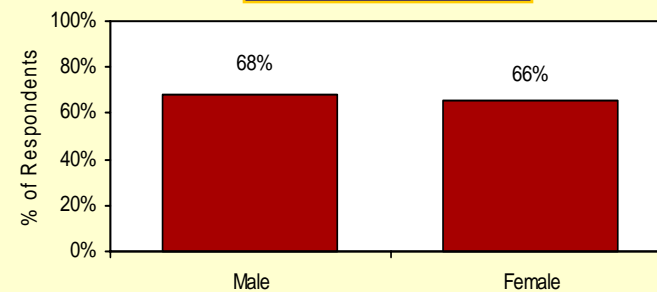


Although awareness has risen with young people since 2006, they still are less aware than older cohorts

Lower income pedestrians are less aware

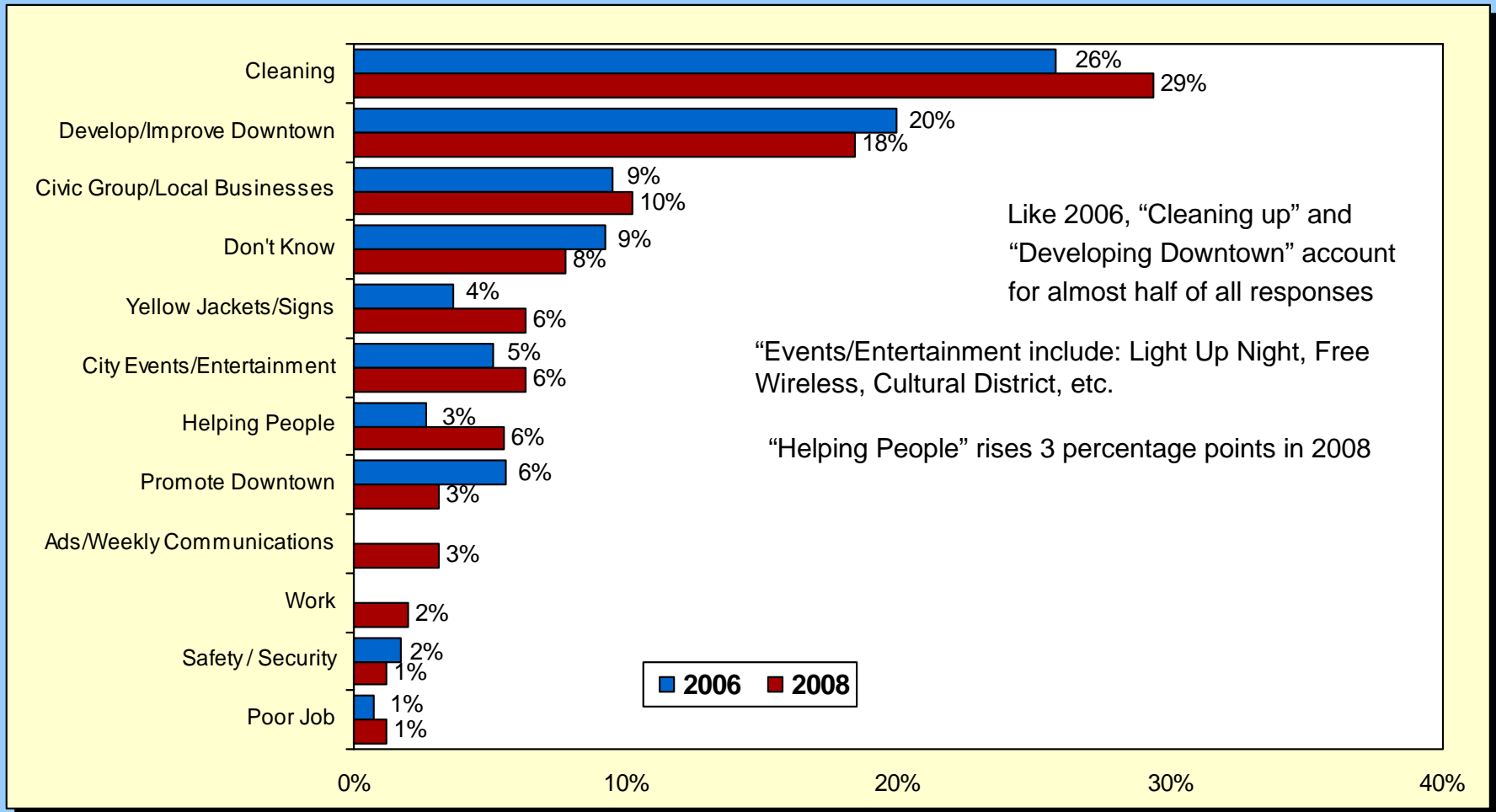
Virtually no difference by gender

GENDER



PDP's IDENTITY

Wave I (2006) vs Wave II (2008)



Like 2006, "Cleaning up" and "Developing Downtown" account for almost half of all responses

"Events/Entertainment include: Light Up Night, Free Wireless, Cultural District, etc.

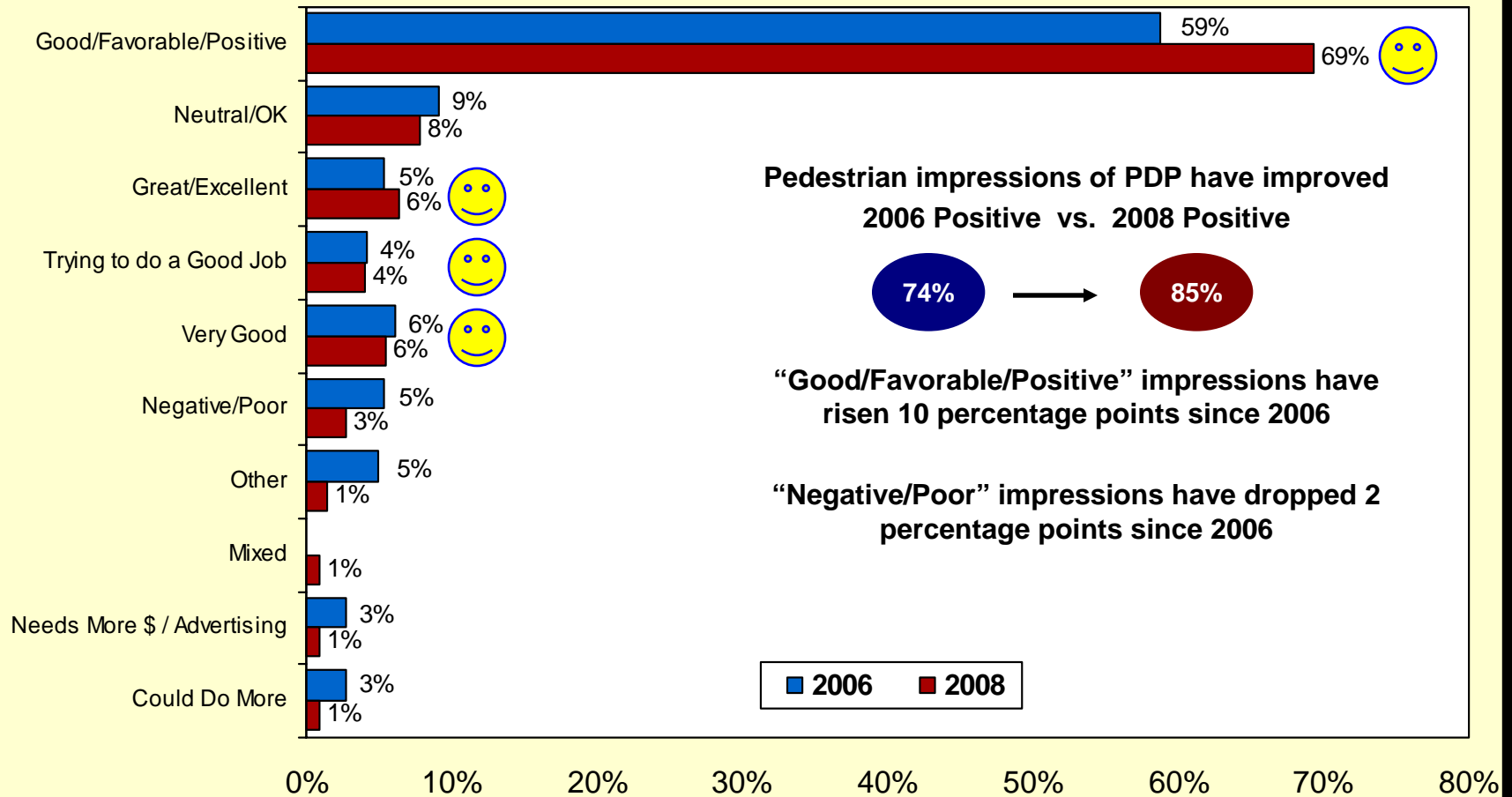
"Helping People" rises 3 percentage points in 2008

Q11. When I say "Pittsburgh Downtown Partnership" or "PDP," what is the first thing that comes to mind? n = 255

Q11 is a multiple response question. 255 people provided 270 answers. The above chart reflects the % of people mentioning each response.

OVERALL IMPRESSION OF PDP

Wave I (2006) vs Wave II (2008)



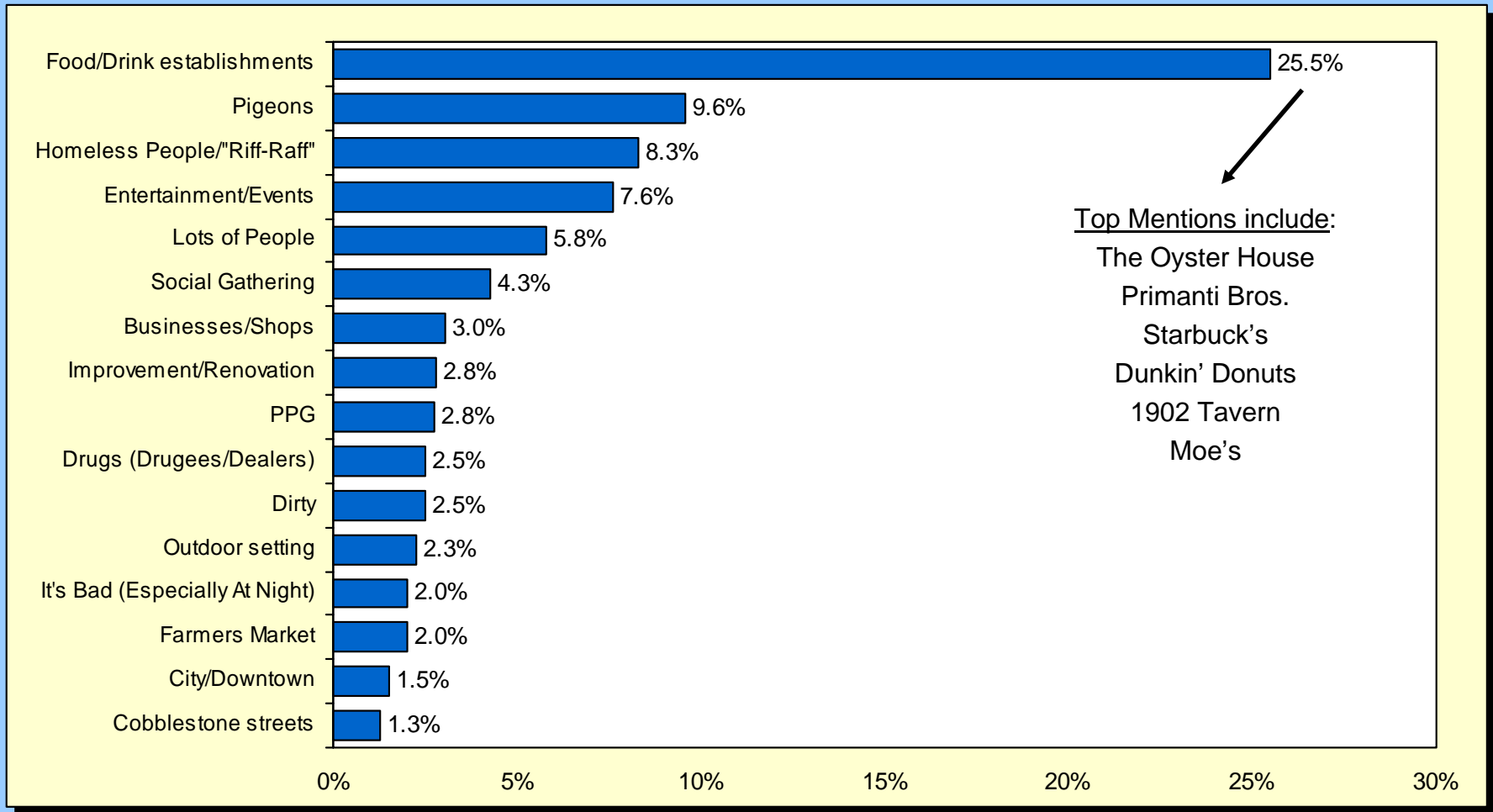
Q12. Based on your knowledge and awareness of PDP, please tell me your overall impression of this organization.
 n = 238 20 “Don’t Know” responses are not included on the total.



PERCEPTIONS of MARKET SQUARE



MARKET SQUARE IDENTITY

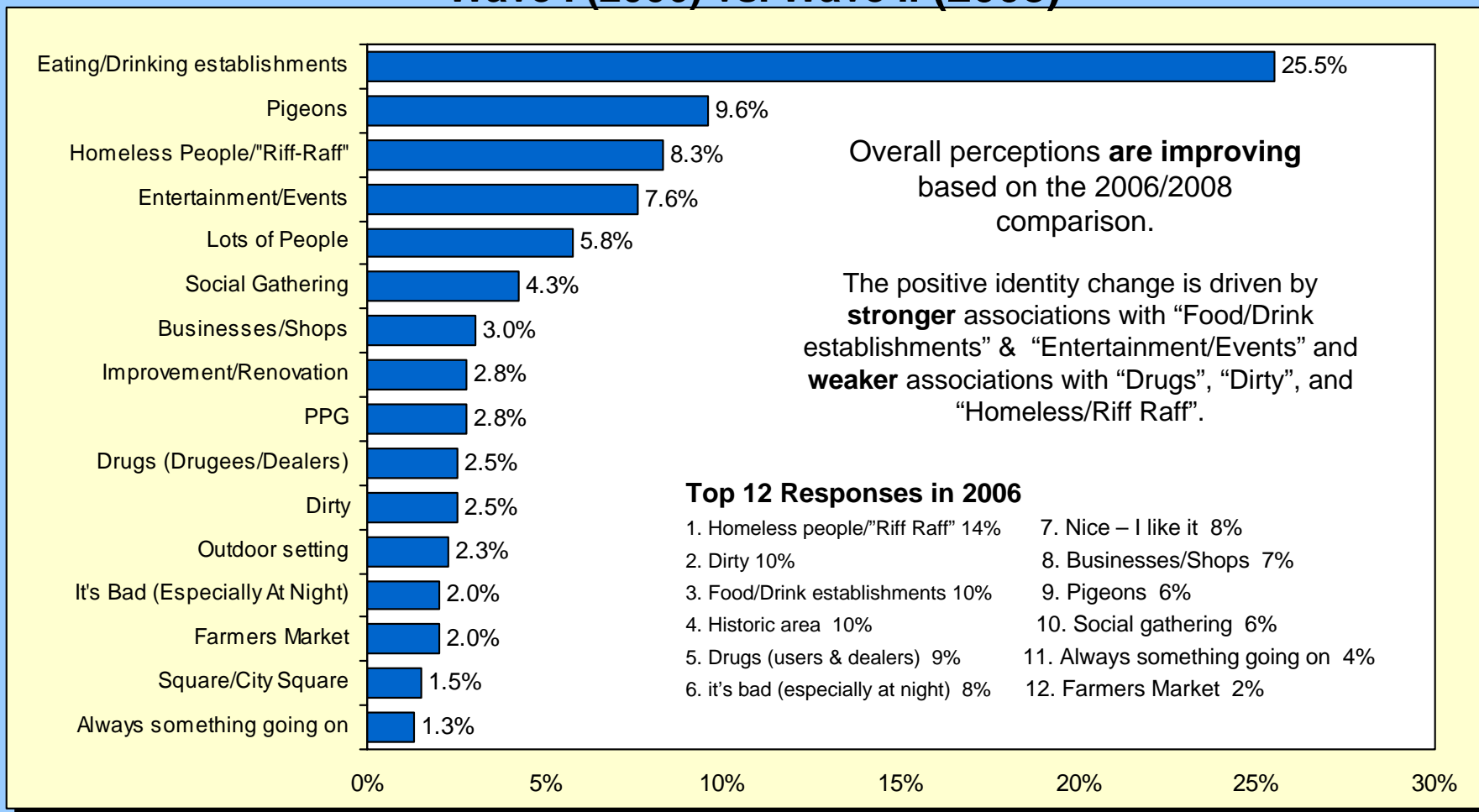


Q4. When I say "Market Square," what is the first thing that comes to mind? n = 397

Q4 is a multiple response question. 397 people provided 435 answers. The above chart reflects the % of people mentioning each category.

COMPARISON OF MARKET SQUARE IDENTITY

Wave I (2006) vs. Wave II (2008)



Q4. When I say "Market Square," what is the first thing that comes to mind? n = 397

Q4 is a multiple response question. 397 people provided 435 answers. The above chart reflects the % of people mentioning each category.

OTHER PERCEPTIONS - MARKET SQUARE

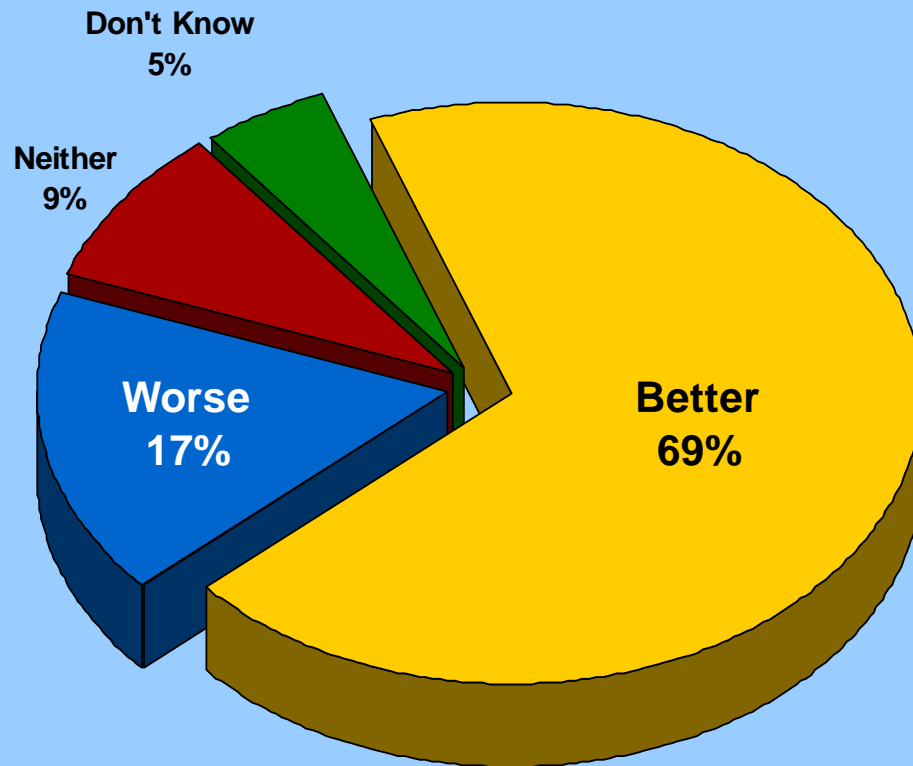
SINGLE MENTIONS

| Response | N |
|-------------------------|---|
| cobblestone streets | 5 |
| place to sit | 5 |
| comfortable | 4 |
| peaceful/place to relax | 4 |
| GC Murphy | 4 |
| leisure time | 4 |
| work | 4 |
| Nice - I Like It | 3 |
| center of town | 3 |
| area down the street | 3 |
| Party | 3 |
| The old Market Square | 3 |
| okay/could be nicer | 3 |
| shortcut | 2 |
| trees | 2 |
| Not what it used to be | 2 |
| Women | 2 |
| Don't Know | 2 |
| Nothing | 1 |

| | |
|---|----------------------------|
| police | hair salon |
| crazy group | NYC |
| mancini bakery | stage |
| froggies | market hang up |
| traffic | cultural |
| chicken, George Aikens restaurant | The point |
| more places to go | Miss Donahne's |
| ciao baby, former restaurant | which plan was implemented |
| small little area | einstein's bagel shop |
| Crazy Mocha | transition |
| zombies after 2pm | bakery |
| this place | parking |
| good variety of stuff | no bus |
| incline | chess |
| card game | money |
| too hard to get around for senior citizens | fountain |
| DA running us out, closing black persons shops down | |

Q4. When I say "Market Square," what is the first thing that comes to mind?

PERCEIVED CHANGES IN MARKET SQUARE



Over two-thirds of pedestrians say Market Square is changing for the better

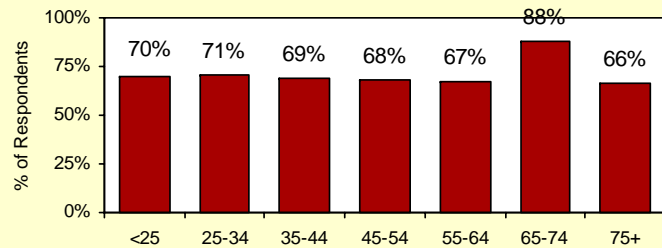
Who is more likely to say "better"?
▪ Students, People on business visit
▪ Downtown residents

No difference by gender
Virtually no difference by income

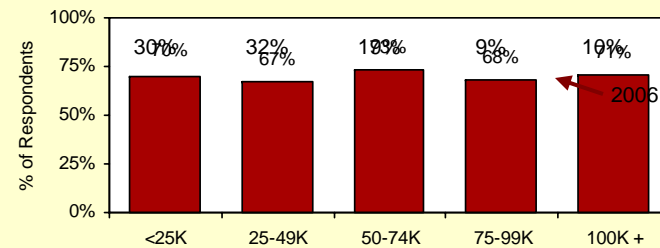
Q5. In your opinion, has Market Square changed for the better or for the worse?
n = 393

% SAYING MARKET SQUARE IS CHANGING FOR "THE BETTER"

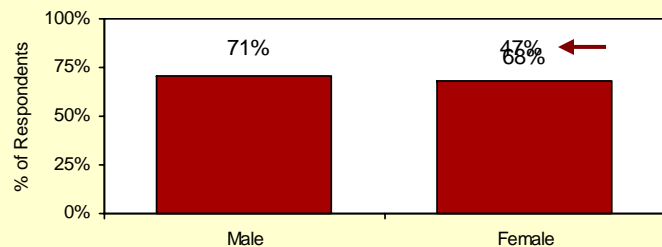
AGE GROUP



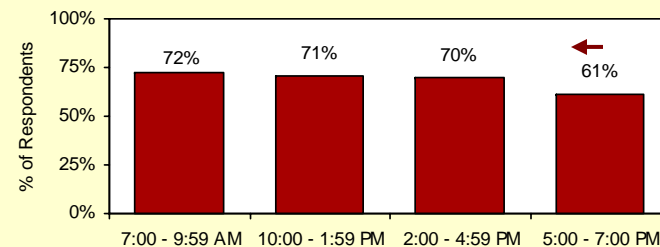
INCOME



GENDER

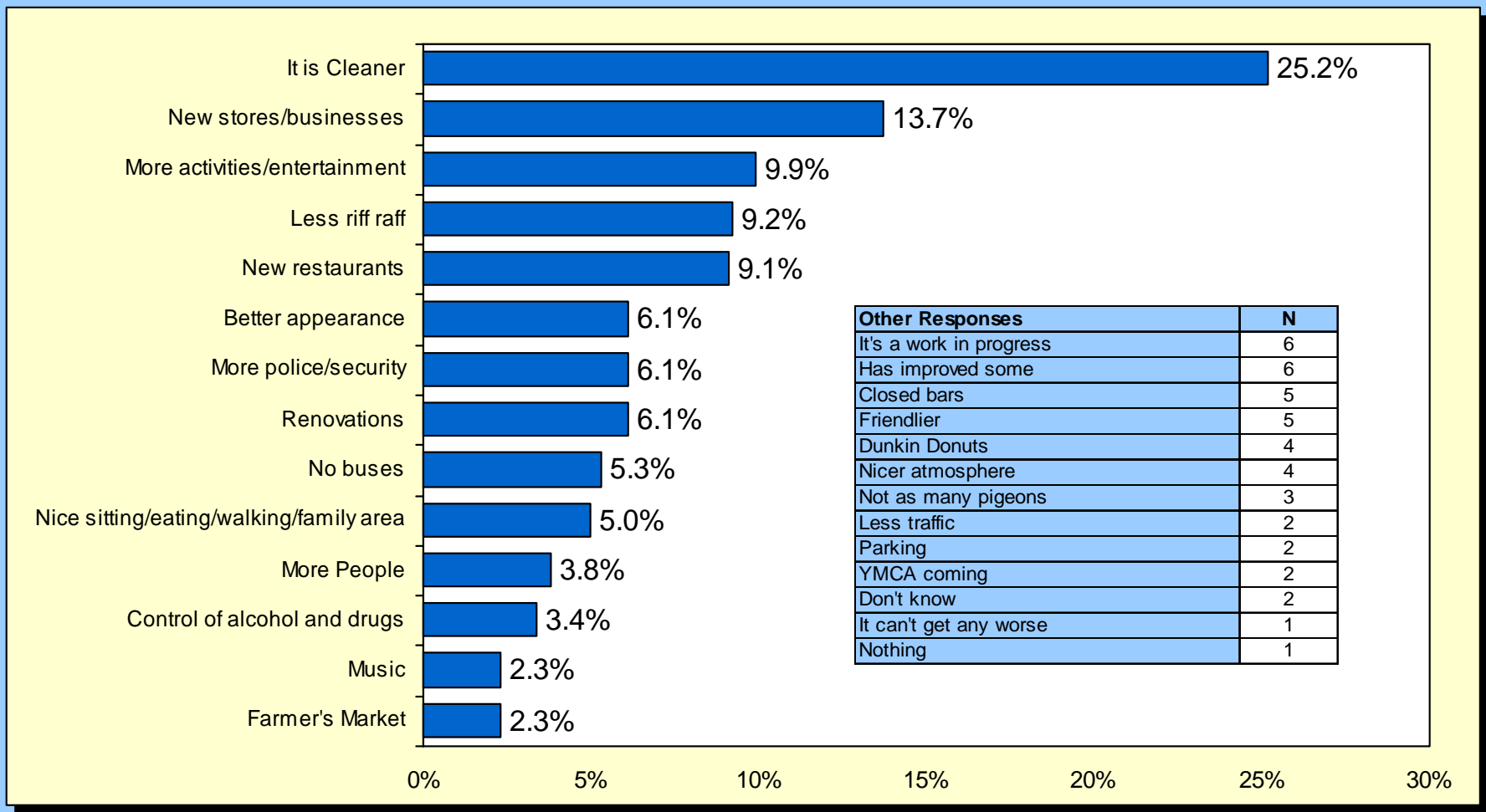


TIME OF DAY



Overall (all pedestrians surveyed)= 69%
Those interviewed in the evening (after 5 PM) are less likely to say the change is for "the better". Little difference by demographic segments.

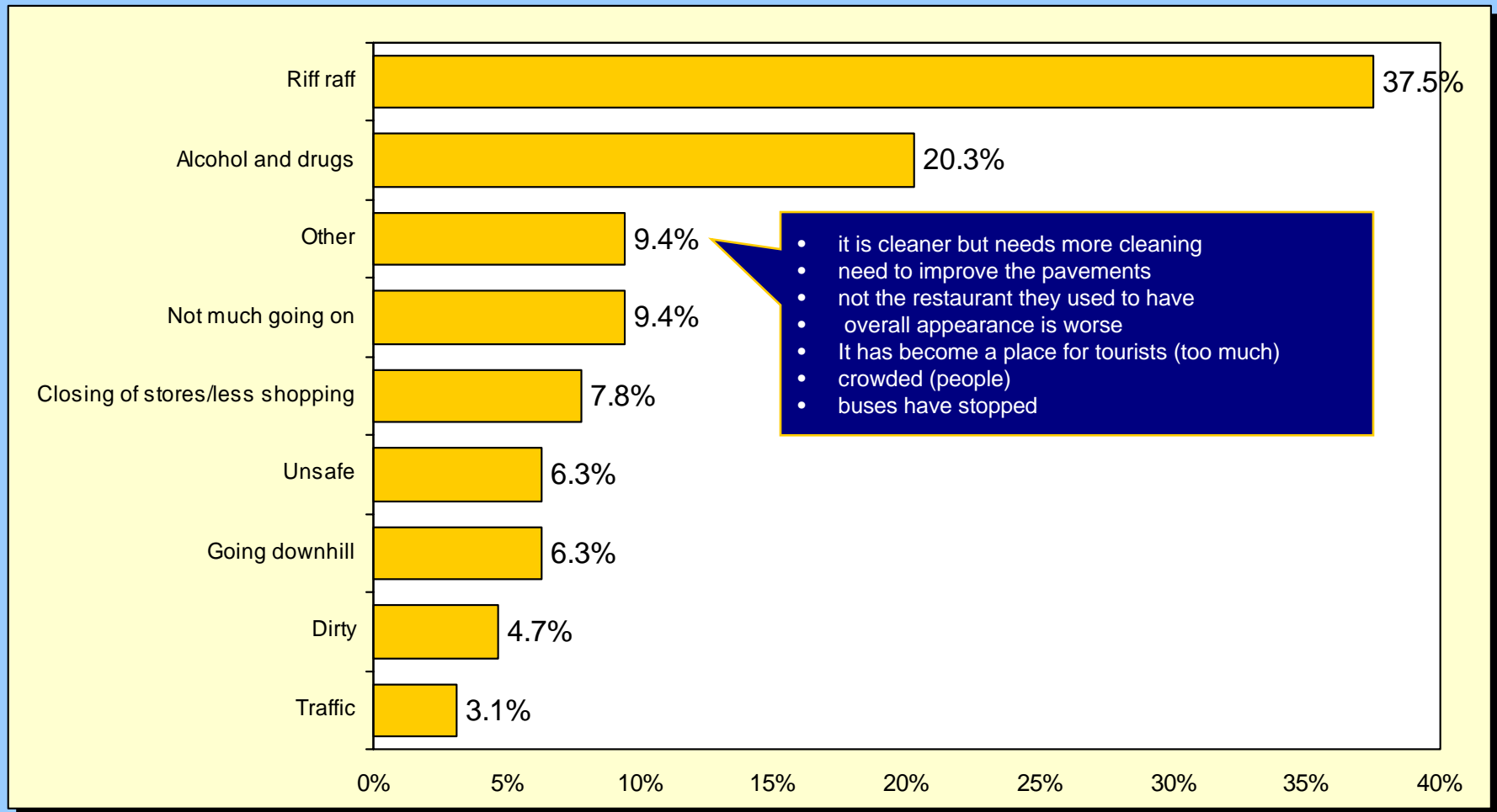
REASONS MARKET SQUARE IS BETTER NOW



Q6. Why is Market Square better now? n = 262

Q6 is a multiple response question. 262 people provided 338 answers. The above chart reflects the % of people mentioning each category.

REASONS MARKET SQUARE IS WORSE NOW

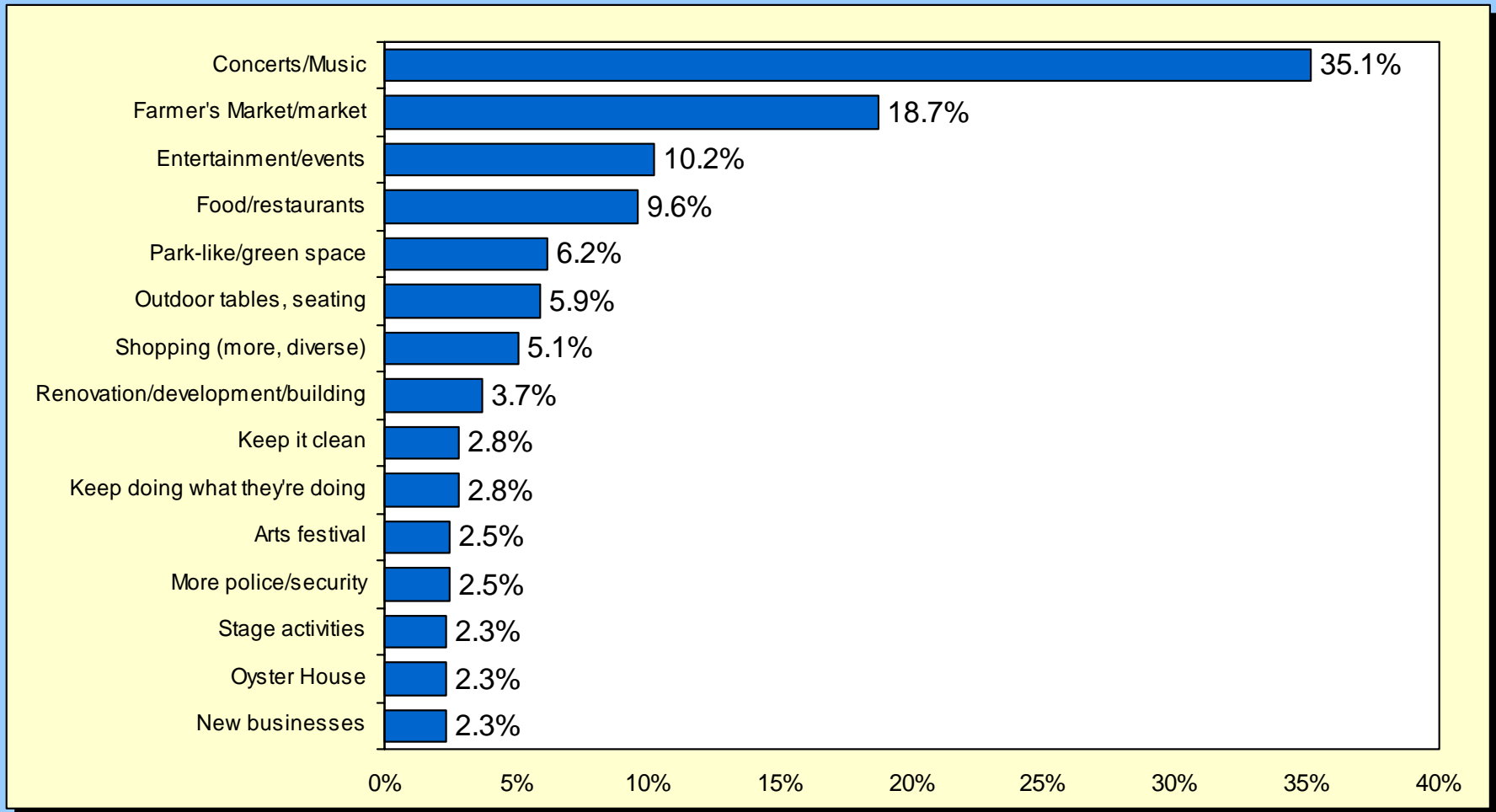


Q6. Why is Market Square worse now? n = 64

Q6 is a multiple response question. 64 people provided 68 answers. The above chart reflects the % of people mentioning each category.

MARKET SQUARE ASSETS

Activities/Features Pedestrians Want to Keep in Market Square



Q7. What current aspects, activities, or features of market Square do you want to see continue? n = 353

Q7 is a multiple response question. 353 people provided 557 answers. The above chart reflects the % of people mentioning each category.

OTHER ASSETS OF MARKET SQUARE

SINGLE MENTIONS

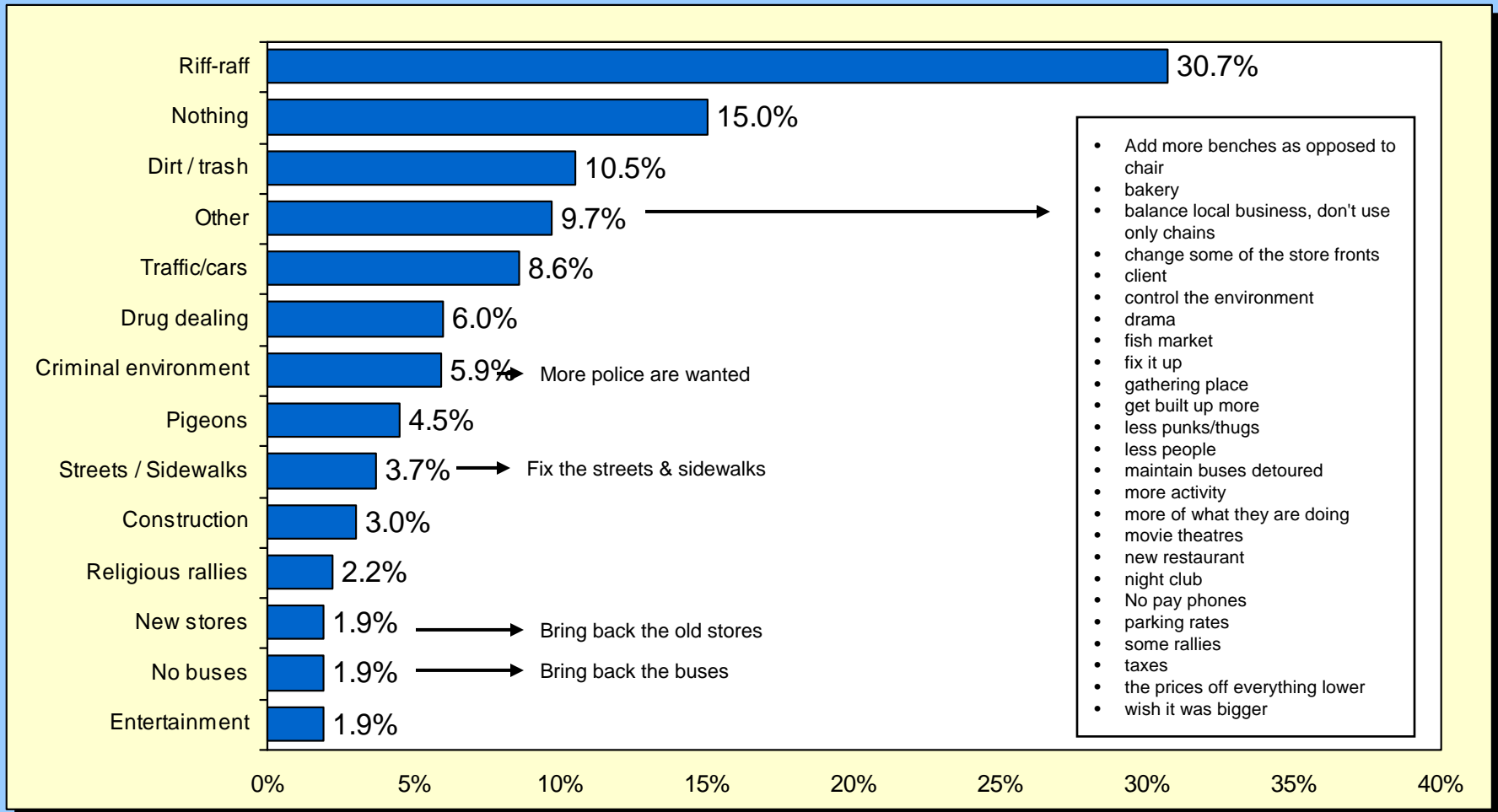
| Other Responses | N |
|----------------------------------|---|
| Keep buses out | 7 |
| Rallies | 6 |
| Nice places to socialize | 6 |
| No opinion/don't know | 6 |
| Less riff-raff | 5 |
| Friday events, incl. Stay & Play | 5 |
| Appearance | 5 |
| More activities | 5 |
| Jenny Lee Bakery | 5 |
| Light Up Night | 4 |
| Primanti's | 4 |
| People traffic | 4 |
| Vendors | 4 |
| Outdoor food | 3 |
| Ice rink | 3 |
| Moe's | 3 |
| Religious activities | 3 |
| Movie theaters | 3 |
| Outdoor activities | 2 |
| Security | 2 |
| Historic aspect | 2 |
| Dunkin' Donuts | 2 |
| Cultural events | 2 |
| Cobblestones | 2 |
| Starbucks | 2 |
| St. Patrick's Day | 2 |
| Apartments | 2 |
| Limit traffic | 2 |
| Pigeons | 2 |
| Diversity | 2 |
| Lighted areas | 2 |

- mood atmosphere
- Stable area
- put in a fountain
- coffee shop
- some transportation
- bars
- wine cheese place
- PPG building
- it is pickup spot
- stuff for kids
- open all cafes
- the more the better
- more engaging, more sitting, walking
- allow skate boarding
- more services
- pleasant experience
- freedom to drink outside
- close proximity
- change everything
- ice cream
- parades
- outreach
- bring back former stores
- organization
- spaghetti breakfast
- showcase things
- town meetings
- bring Hillary back again
- something free
- public speaking forum
- spaghetti dinner
- right after work happy hour
- preserve what is here
- stops
- drugs
- specialty dinner
- updates
- waiting on restaurant corner
- it is alive
- kids event
- promotional activities
- extended business hours
- Health issues
- Nicholas Coffee
- YMCA
- 1st night

Q7. What current aspects, activities, or features of market Square do you want to see continue? n = 353

MARKET SQUARE LIABILITIES

Aspects of Market Square Pedestrians Want to Eliminate or Change



- Add more benches as opposed to chair
- bakery
- balance local business, don't use only chains
- change some of the store fronts
- client
- control the environment
- drama
- fish market
- fix it up
- gathering place
- get built up more
- less punks/thugs
- less people
- maintain buses detoured
- more activity
- more of what they are doing
- movie theatres
- new restaurant
- night club
- No pay phones
- parking rates
- some rallies
- taxes
- the prices off everything lower
- wish it was bigger

Q8. What current aspects, activities or features of Market Square do you want to see discontinued or changed? n = 267

Q8 is a multiple response question. 267 people provided 330 answers. The above chart reflects the % of people mentioning each category.

OTHER LIABILITIES OF MARKET SQUARE

SINGLE MENTIONS

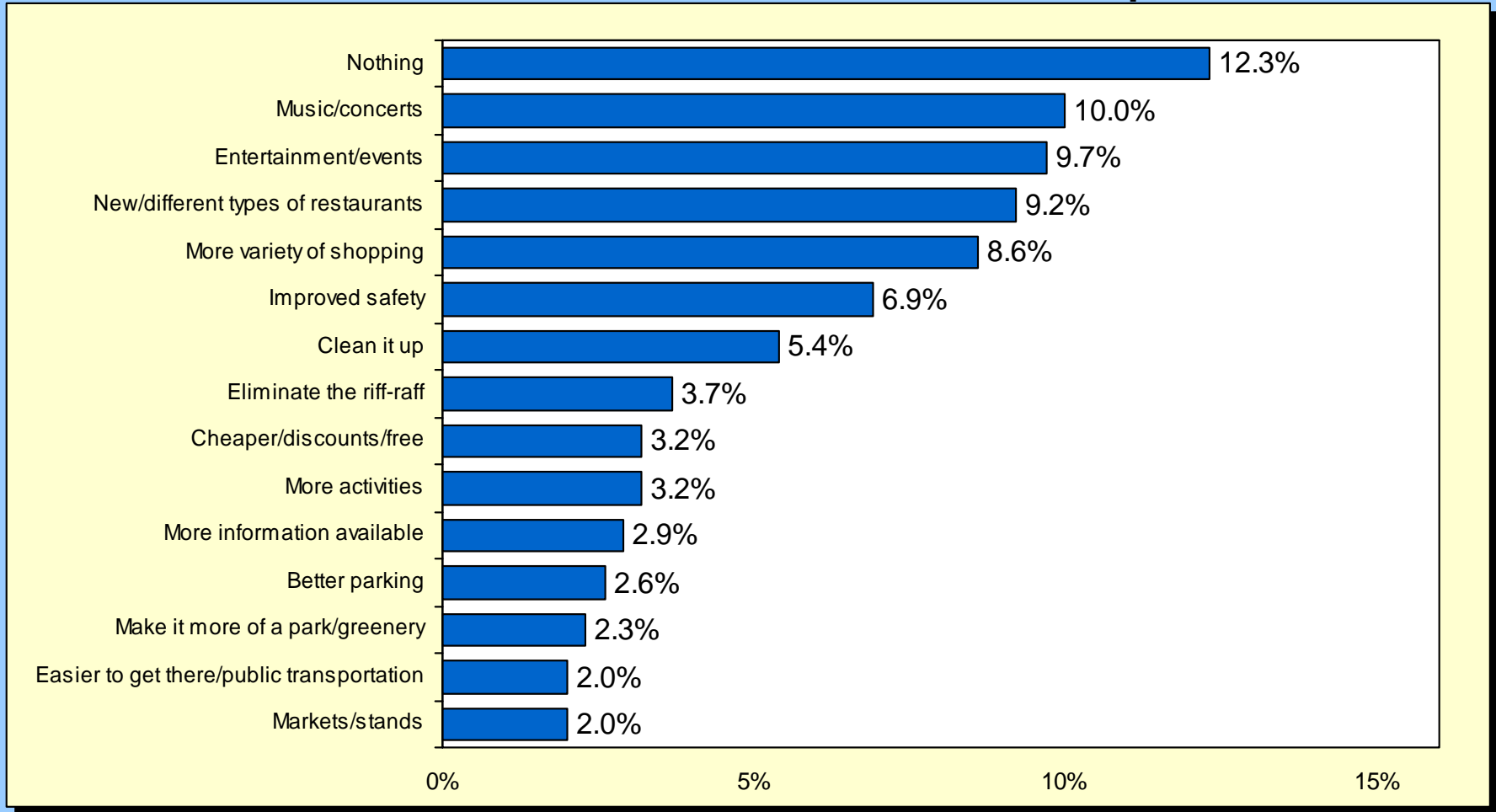
| Other Responses | N |
|---------------------------|---|
| Ban on smoking | 4 |
| (lack of) retail shopping | 4 |
| extend business hours | 4 |
| Bars | 4 |
| Food | 4 |
| More parking | 4 |
| Empty buildings | 3 |
| Political rallies | 3 |
| Homeless programs | 3 |
| dark (better lighting) | 3 |
| Tables and chairs | 2 |

- Add more benches as opposed to chair
- bakery
- balance local business, don't use only chains
- change some of the store fronts
- client
- control the environment
- drama
- fish market
- fix it up
- gathering place
- get built up more
- Less punks/thugs
- less people
- maintain buses detoured
- more activity
- more of what they are doing
- movie theatres
- new restaurant
- night club
- No pay phones
- parking rates
- some rallies
- taxes
- the prices off everything lower
- wish it was bigger

Q8. What current aspects, activities or features of Market Square do you want to see discontinued or changed? n = 267

VISITING MARKET SQUARE MORE OFTEN

Motivation for Pedestrians to Visit Market Square



Q9. What would motivate or compel you to come to Market Square more often? n = 349

Q9 is a multiple response question. 349 people provided 380 answers. The above chart reflects the % of people mentioning each category.

OTHER MOTIVATING FACTORS

Motivation for Pedestrians to Visit Market Square

SINGLE MENTIONS

| Other Responses | N |
|----------------------------------|---|
| Extend hours of operation | 6 |
| No car traffic - pedestrian only | 6 |
| Cultural events | 6 |
| More nightlife | 6 |
| Family activities | 5 |
| More places to sit | 4 |
| Oyster House | 3 |
| More outdoor activities | 3 |
| Sports rallies | 3 |
| Climate control/weather | 3 |
| Fewer pigeons | 2 |
| Primanti Brothers | 2 |
| Happy hour | 2 |
| Ice skating | 2 |
| More places to visit | 2 |
| More weekend activities | 2 |
| Movie theater | 2 |
| Speakers | 2 |

- mass - St Mary's
- add large ashtrays on every corner
- chess match
- more personal time and weather condition
- needs spruced up, outdoor tables with roof
- nicer traffic pattern
- Pittsburgh needs to attract new businesses
- place to browse
- try to integrate services to people
- variety of people
- keep Nicholas coffee and 1902
- burger king
- Fix Forbes Avenue up
- improve evening and daytime environment
- interesting arena in winter
- keep local businesses, no chains
- keep making good changes
- meet friends more often
- more personal work business
- more well known people and celebrities
- national city bank
- no jobs in the square, employment
- other people from Pittsburgh to join her
- rocking chairs
- women
- youth activities that you want

Q9. What would motivate or compel you to come to Market Square more often?

n = 349

SUMMARY OF KEY FINDINGS

PEDESTRIAN TRAFFIC SUMMARY

- 6 Downtown locations were studied across a 3 day period (TH, FRI, SAT) in late September.
- The study time period & locations mirrored the 2006 study.
- Pedestrian counting was conducted from 7:00 AM to 7:00 PM.
- 95,130 pedestrians were counted in total - a 4% increase over the comparable number in 2006. 5 of the 6 locations had higher counts in 2008 – 5th Ave. was lower, Smithfield notably higher.
- Like 2006, the traffic volume pattern follows the traditional “rush hour” peaks: 7:30-9:00 AM, Lunch Hour, and 4:30-5:30 PM. Saturday traffic is less than one-third of weekday traffic and does not follow typical “rush hour” peaks.
- 5,300 pedestrians (per day average) pass locations within the 12 hour time frame. Average counts by location range from a high of 10,600 per day on Smithfield to a low of 1,700 at the Market Square Clock.
- The relative volume (share of total traffic by location) is almost identical to volume or “share” in 2006. Smithfield accounts for about one-third of all traffic counted in 2008, as it did in 2006. The other 5 locations also have very similar “shares” of total traffic in 2006 and 2008.

SUMMARY OF SURVEY FINDINGS

- **Nearly 60% of pedestrians surveyed were Downtown for work. Another 25% were either shopping or making a special visit (theater, dining, etc.).**
- **Total average spending in Downtown has increased from \$47 per person per week (2006) to \$66 in 2008.**
 - *Weekly RETAIL spending = \$31 (+ \$13 versus 2006)*
 - *Weekly FOOD/BEV = \$31 (+ \$10 versus 2006)*
 - *Weekly SERVICES = \$4 (same as 2006)*
- **Downtown residents, workers, and shoppers spend the most per week than other pedestrian groups. Residents spend the most (\$134 per week) and have increased their average per person spending by 18% compared to 2006.**
- **The overall perception of Market Square is improving. Some of the same negative associations cited in 2006 still exist, but they have become less prominent and given way to more positive perceptions.**
- **Awareness of PDP is high – Nearly 7 in 10 said they were aware of PDP. Awareness has risen from 60% (2006) to 67% (2008).**
- **Impressions of PDP have improved: 74% positive in 2006 versus 85% in 2008.**