

# DOWNTOWN PITTSBURGH REACTIVATION METRICS



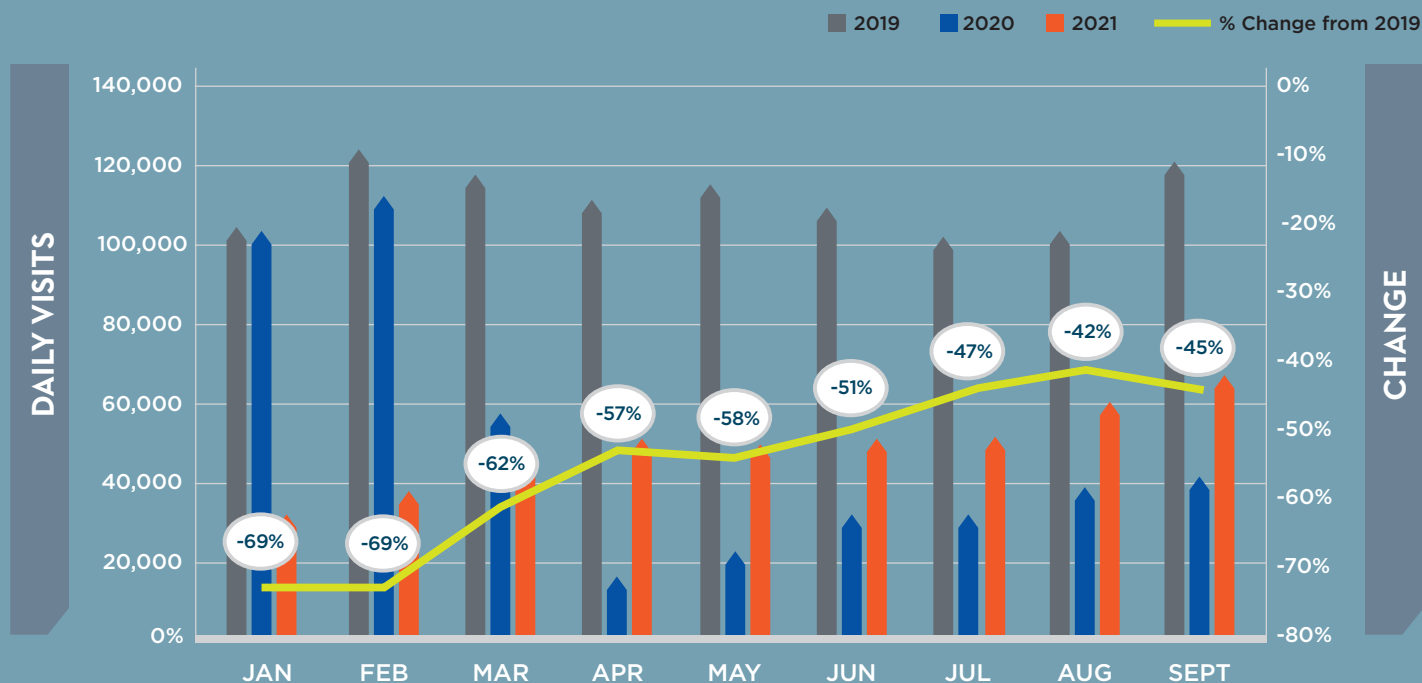
The Pittsburgh Downtown Partnership is pleased to present this monthly report measuring neighborhood activity to track the reactivation of Downtown. This monthly report serves as a communication tool to inform Downtown stakeholders of current trends and patterns of behavior as we reforge from the COVID-19 pandemic.

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AND VIEW REAL-TIME INFORMATION AS IT BECOMES AVAILABLE.

DATA AS OF: 10/14/21

## DOWNTOWN AVERAGE DAILY ACTIVITY (RESIDENTS, EMPLOYEES, AND VISITORS)

Source: Placer.ai



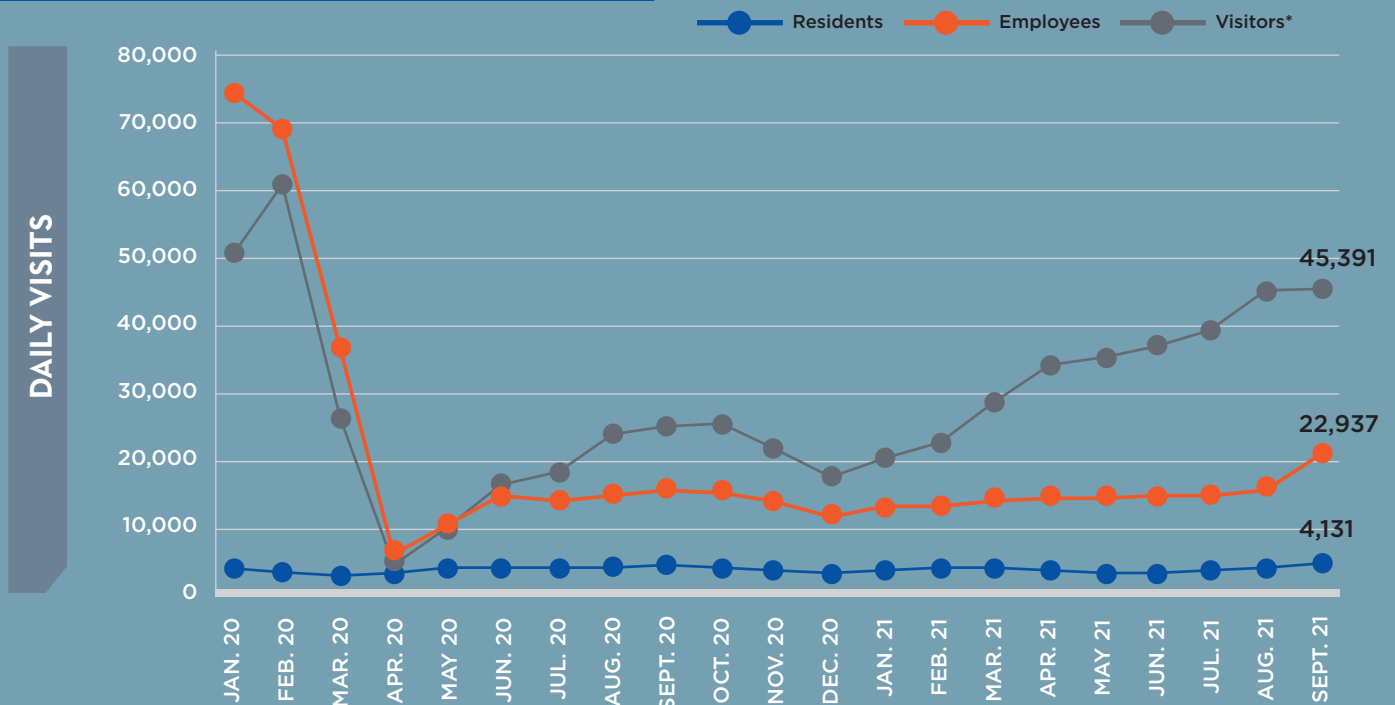
Note: Data encompasses an aggregate average daily number of residents, employees, and visitors combined.

Note: 2019 is used as the comparison year for 2020 and 2021 recovery and/or percent change data. Placer.ai is used in this report as a tool to track Downtown activity reported as an estimated 'visits' metric. A visitor is counted as someone who enters a geofenced boundary for a minimum of 7 mins within a 24-hour period. Estimated visits are captured by using anonymized mobile location data that is aggregated, normalized, and extrapolated within a geofenced boundary. Types of visits are categorized as employee, resident, tourist, and/or visitor based on a person's home location and commuting patterns. Data is aggregated for the Pittsburgh Central Business District (CBD) boundary unless otherwise noted.

FOR MORE INFORMATION, VISIT [DOWNTOWNPITTSBURGH.COM/RESEARCH](https://downtownpittsburgh.com/research) | QUESTIONS? CONTACT [PDP@DOWNTOWNPITTSBURGH.COM](mailto:PDP@DOWNTOWNPITTSBURGH.COM)

## DOWNTOWN AVERAGE DAILY ACTIVITY BY USER TYPE

Source: Placer.ai

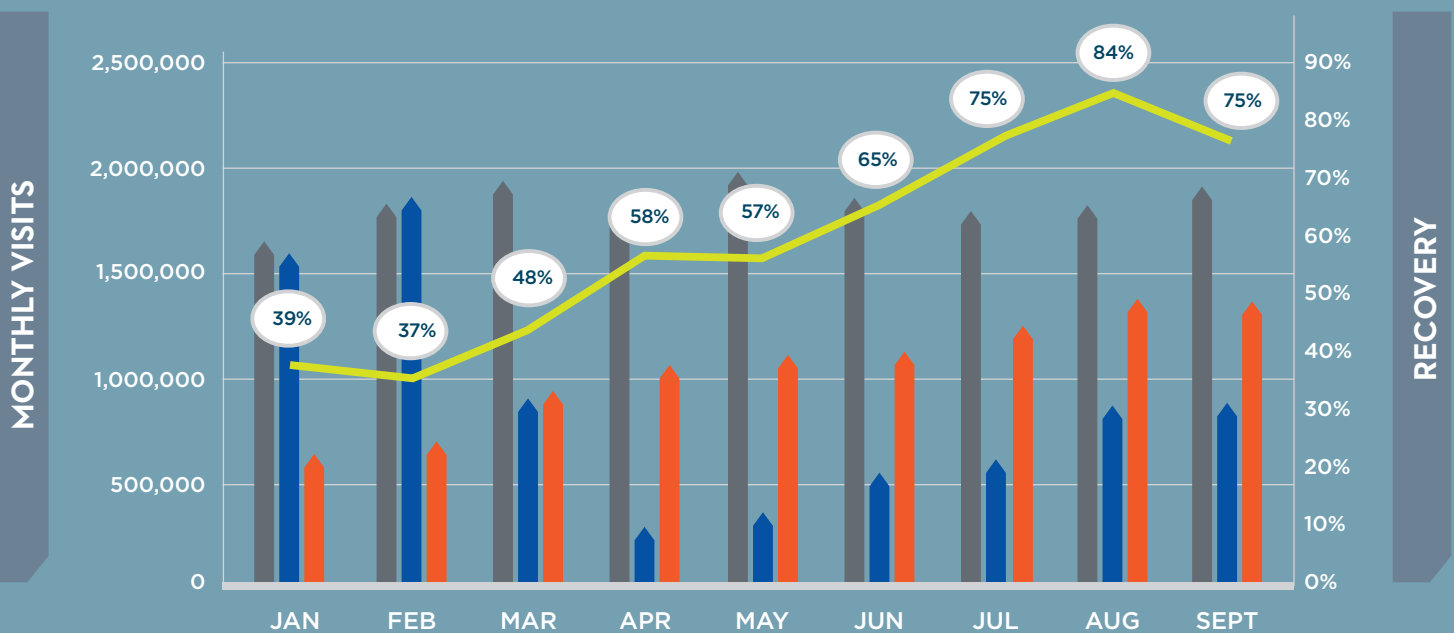


\*Employees working in-person less than 4-days per week are counted as visitors.  
Employee data represent estimates taken Monday - Friday and exclude major U.S. holidays.

## VISITOR RECOVERY

Source: Placer.ai

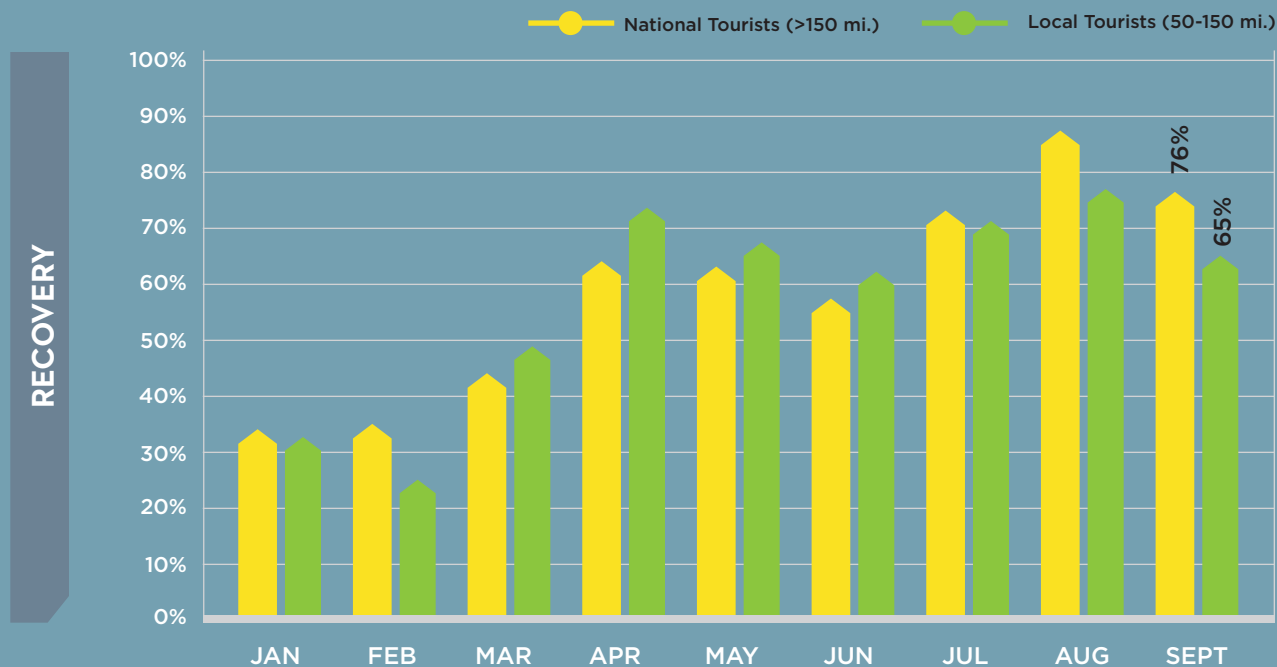
■ 2019 ■ 2020 ■ 2021 — % Recovery from 2019



Note: Data includes non-resident, non-employee mobile location data.

## 2021 NATIONAL VS. LOCAL TOURISM TO DOWNTOWN

Source: Placer.ai



Note: Data includes non-resident, non-employee mobile location data. Data is based on a visitor's home location. A national tourist is someone who has a home location greater than 150 miles away from Downtown. A local tourist is someone who has a home location between 50-150 miles away from Downtown.

## ESTIMATED VISITORS BY AREA

Source: Placer.ai

Note: Data tracks non-resident, non-employee visitors. A visitor is counted as someone who enters the boundary for a minimum of 7 mins in a 24-hour period.

### MARKET SQUARE

Visitors for  
September 2021:  
**210,379**  
-30% vs. Sept. 2019

**-8%**  
Compared to  
August 2021

### CULTURAL DISTRICT\*

Visitors for  
September 2021:  
**305,358**  
-34% vs. Sept. 2019

**-5%**  
Compared to  
August 2021

### POINT STATE PARK

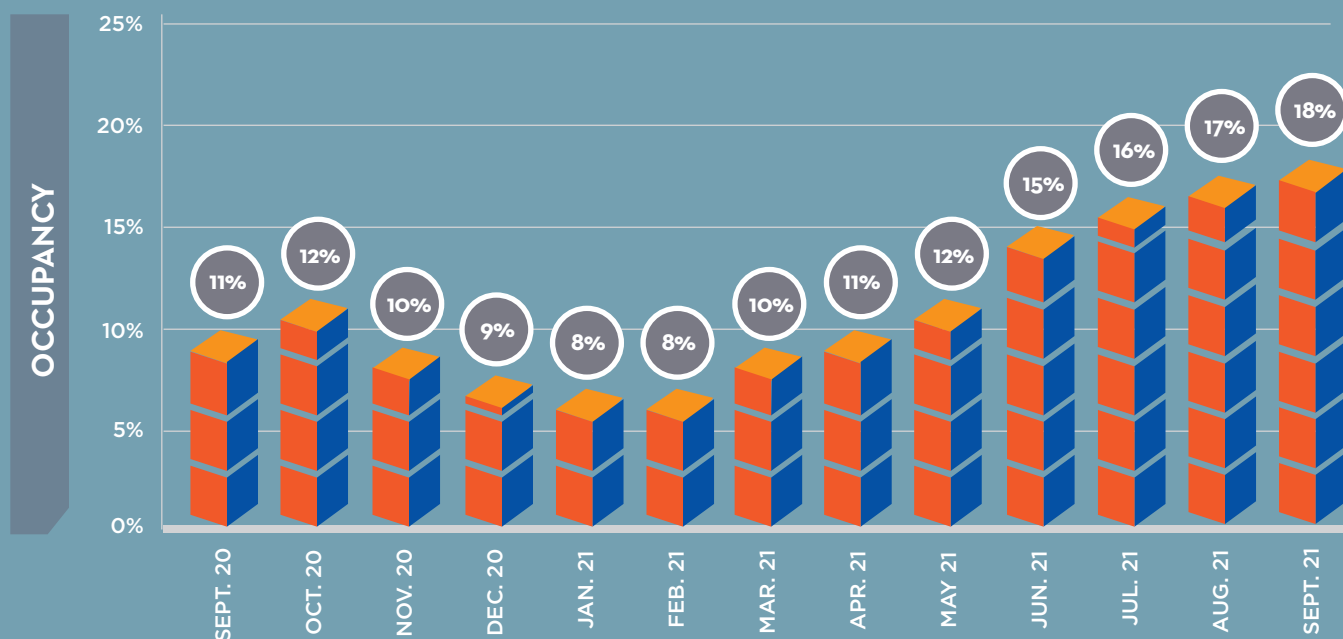
Visitors for  
September 2021:  
**42,904**  
-22% vs. Sept. 2019

**-11%**  
Compared to  
August 2021

\*Prior to August 2021, the geofenced boundary for the Cultural District included the David L. Lawrence Convention Center.

## OFFICE BUILDING OCCUPANCY

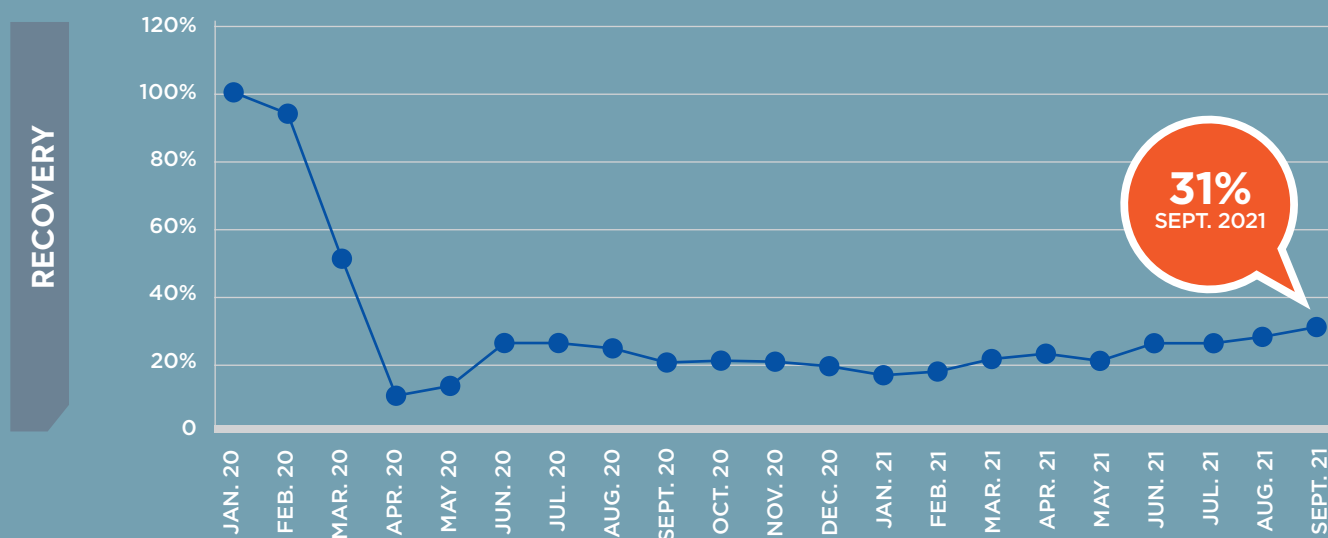
Source: Pittsburgh Downtown Partnership (PDP), Downtown property owners and managers



Note: Data is subject to change from month to month as new properties are added to the survey. Data is based on a.m. employee badge swipe volume and employee counts from 20 Downtown properties and is compared against badge swipe volume and employee counts from January 2020.

## EMPLOYEE RETURN TO WORK

Source: Placer.ai

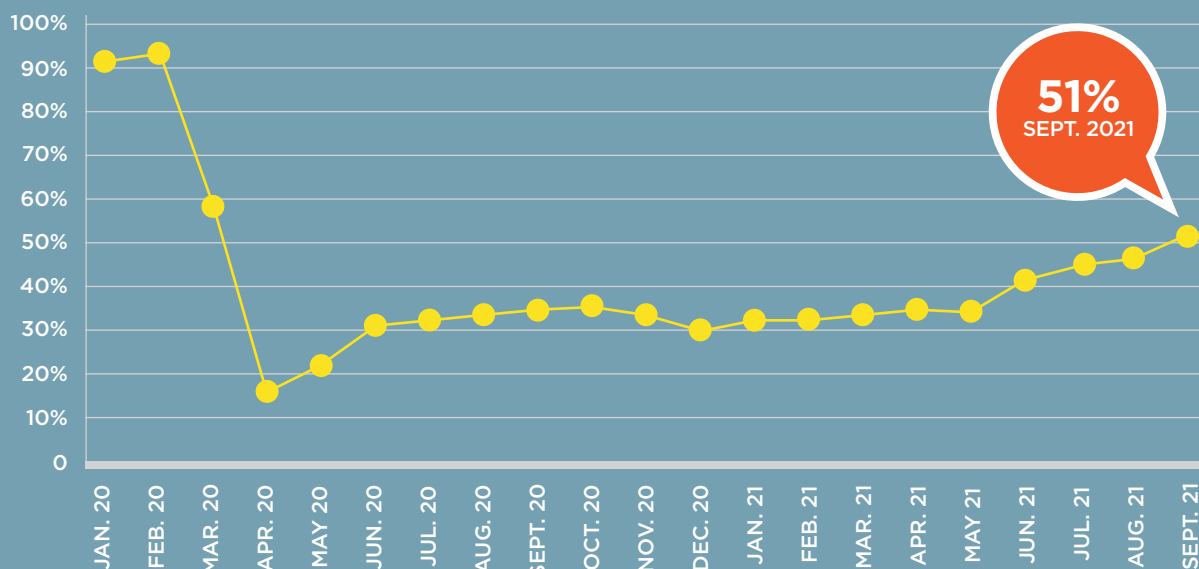


Note: Data reflects all employees regardless of profession or work environment. Data is aggregated based on weekly visiting patterns. For example, a person visiting Downtown 4 days a week from the hours of 9:00 a.m. - 5:00 p.m. would be classified as an employee. Data does not factor in employees that are employed by Downtown businesses working remotely for the majority of the week.

## PPA PARKING GARAGE UTILIZATION

Source: Pittsburgh Parking Authority, Monthly Garage Utilization Rates (average of 11:00 a.m. and 2:00 p.m. utilization rates)

UTILIZATION



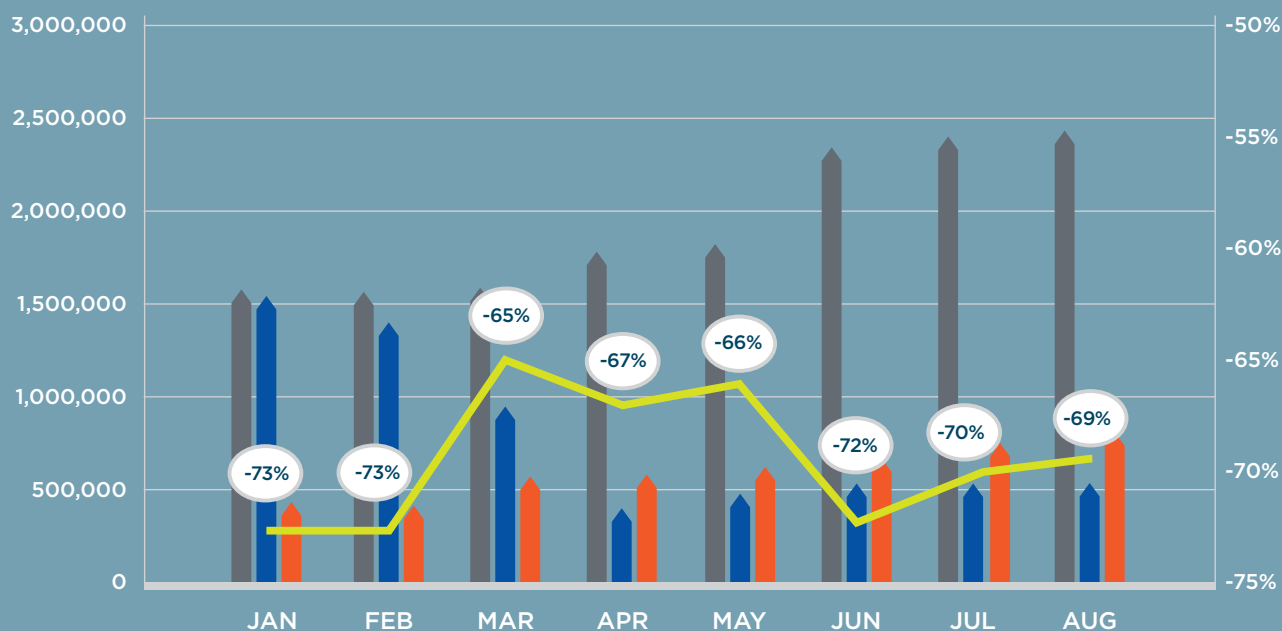
**51%**  
SEPT. 2021

## BUS RIDERSHIP

Source: Port Authority of Allegheny County

■ 2019 ■ 2020 ■ 2021 — % Change from 2019

UNLINKED PASSENGER TRIPS

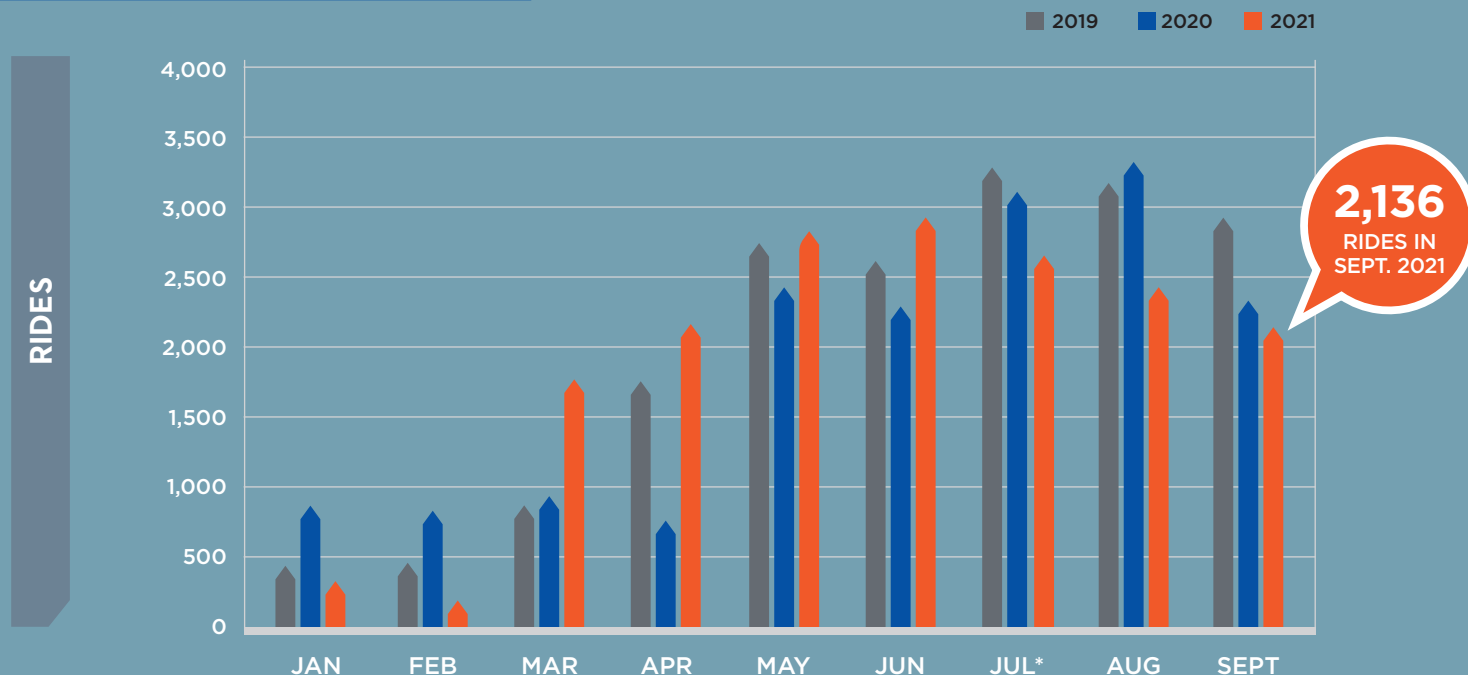


CHANGE

Note: The data reflect unlinked passenger trips that end at a bus stop within the CBD boundary.  
Data for September 2021 is delayed due to a system data processing error.

## HEALTHY BIKE SHARE TRIPS

Source: Healthy Ride Bike Share



Note: The data reflect rides taken that end at a Healthy Ride station within the CBD boundary. \*MovePGH launched Spin scooters on July 9, 2021 which introduced a new micro-mobility option for traveling throughout Downtown and the City of Pittsburgh.

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