DOWNTOWN PITTSBURGH
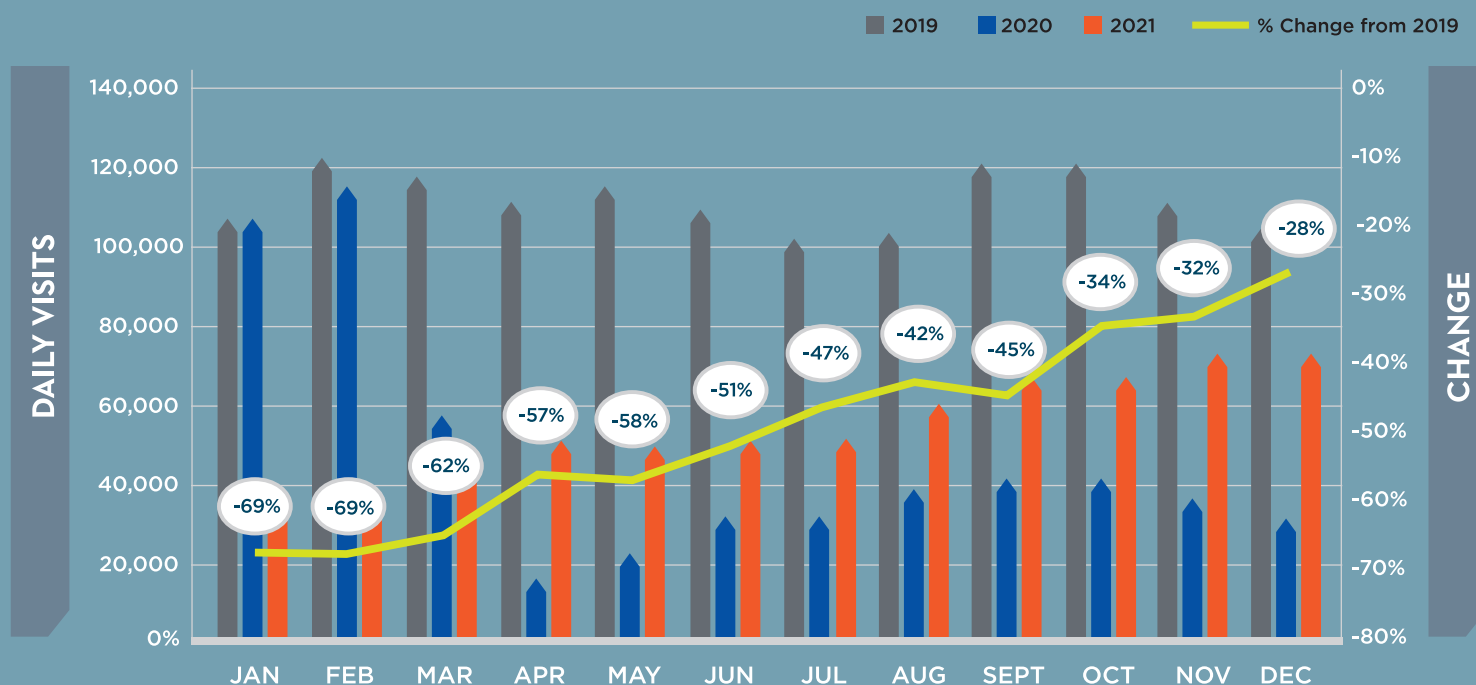# REACTIVATION METRICS

REFORGE DOWNTOWN

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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DATA AS OF: 1/25/22

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

Source: Placer.ai

Legend: ■ 2019 ■ 2020 ■ 2021 ── % Change from 2019

DAILY VISITS (left axis): 0% – 140,000
CHANGE (right axis): 0% – -80%

% Change from 2019 by month:
- JAN: -69%
- FEB: -69%
- MAR: -62%
- APR: -57%
- MAY: -58%
- JUN: -51%
- JUL: -47%
- AUG: -42%
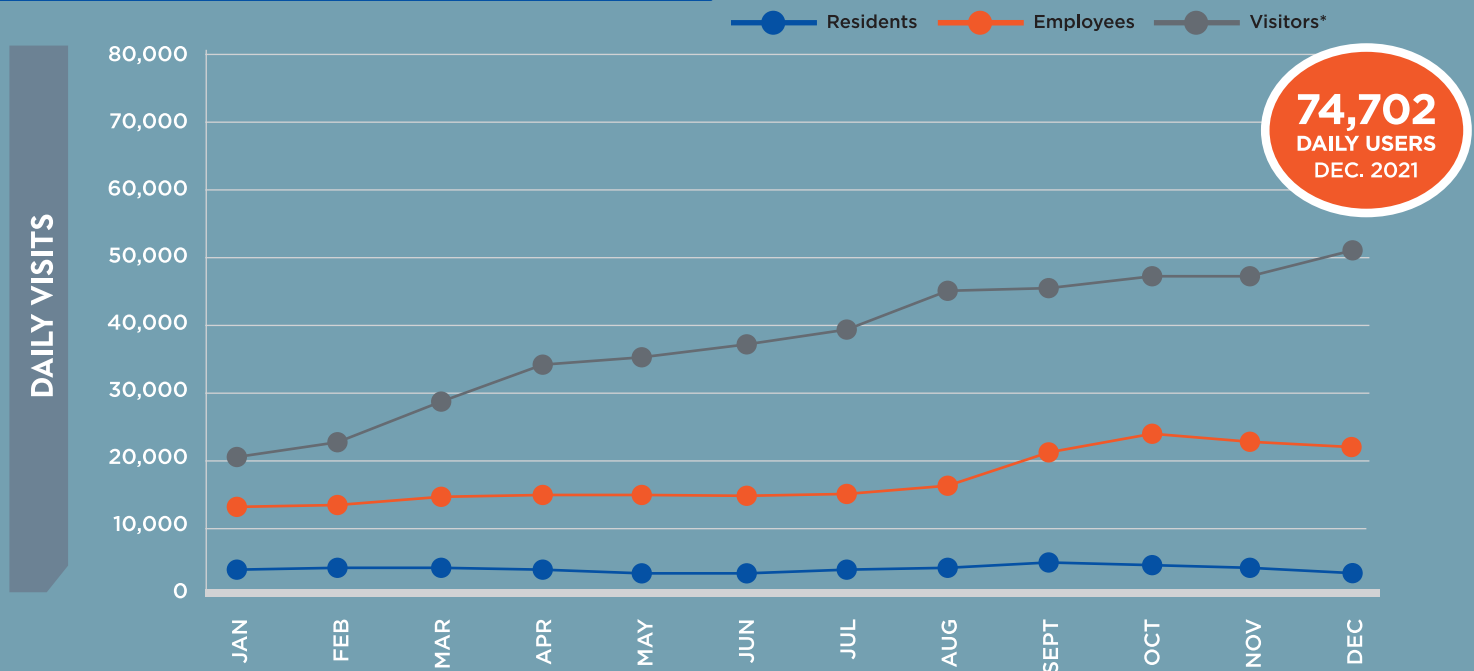- SEPT: -45%
- OCT: -34%
- NOV: -32%
- DEC: -28%

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 (CBD) boundary unless otherwise noted.

2021 DOWNTOWN AVERAGE DAILY ACTIVITY BY USER TYPE

Source: Placer.ai

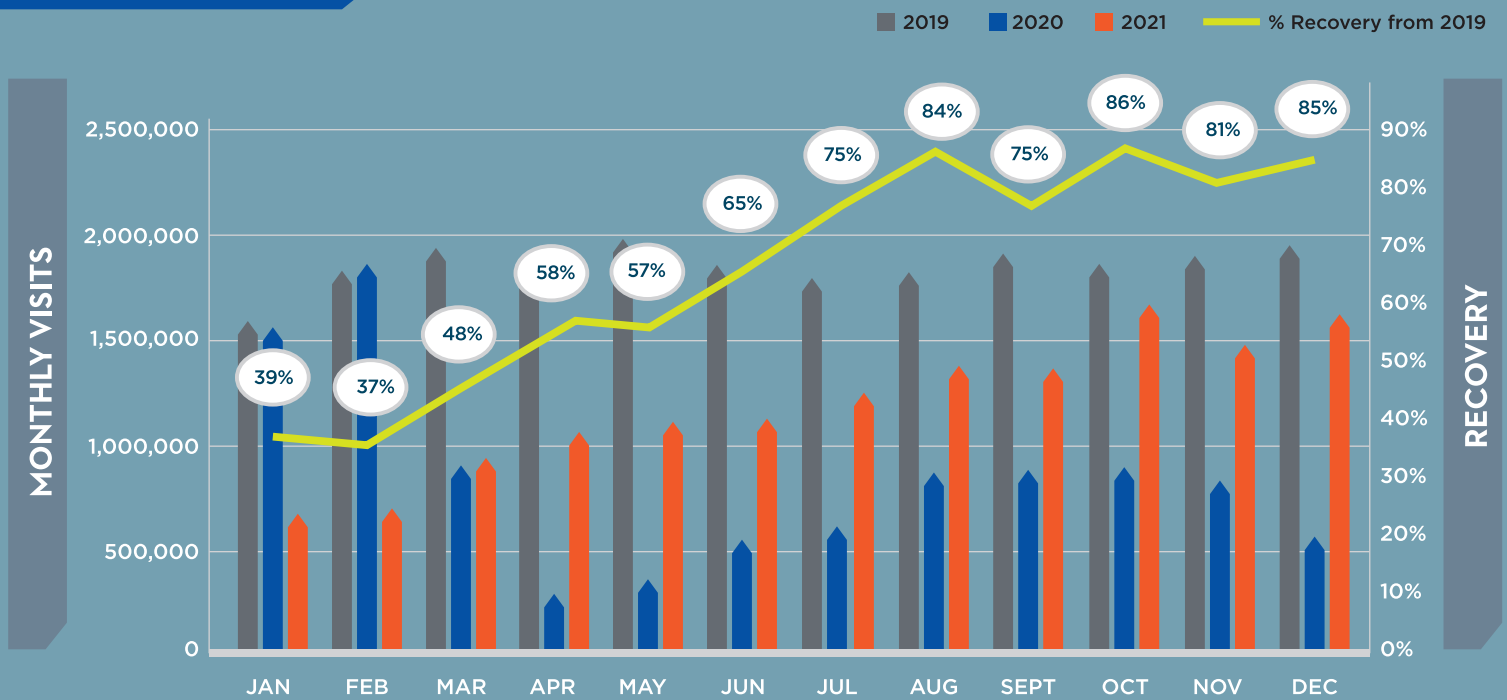Legend: ● Residents ● Employees ● Visitors*

74,702 DAILY USERS DEC. 2021

* 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.
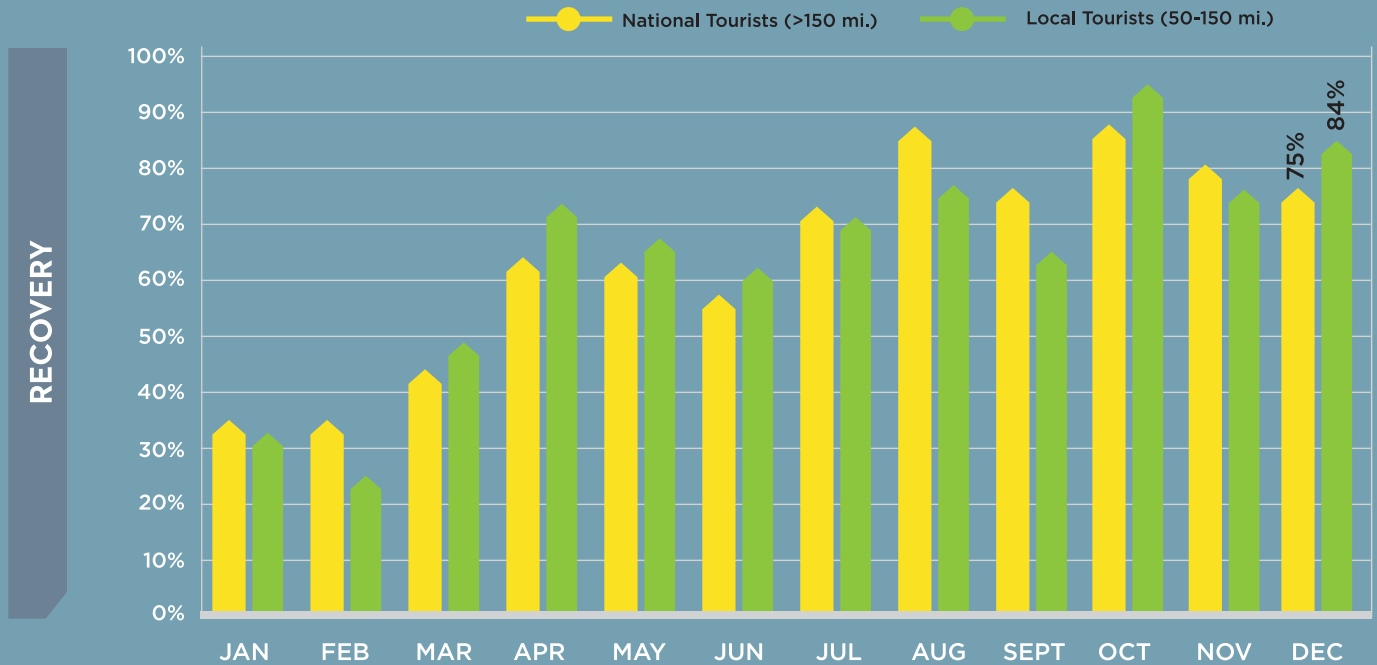
VISITOR RECOVERY

Source: Placer.ai

Legend: ■ 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

National Tourists (>150 mi.) — **Local Tourists (50-150 mi.)**

RECOVERY

75% 84%

JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC

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 December 2021:
373,373
-11% vs. Dec. 2019

+32% Compared to Nov. 2021

CULTURAL DISTRICT*

Visitors for December 2021:
364,473
-15% vs. Dec. 2019

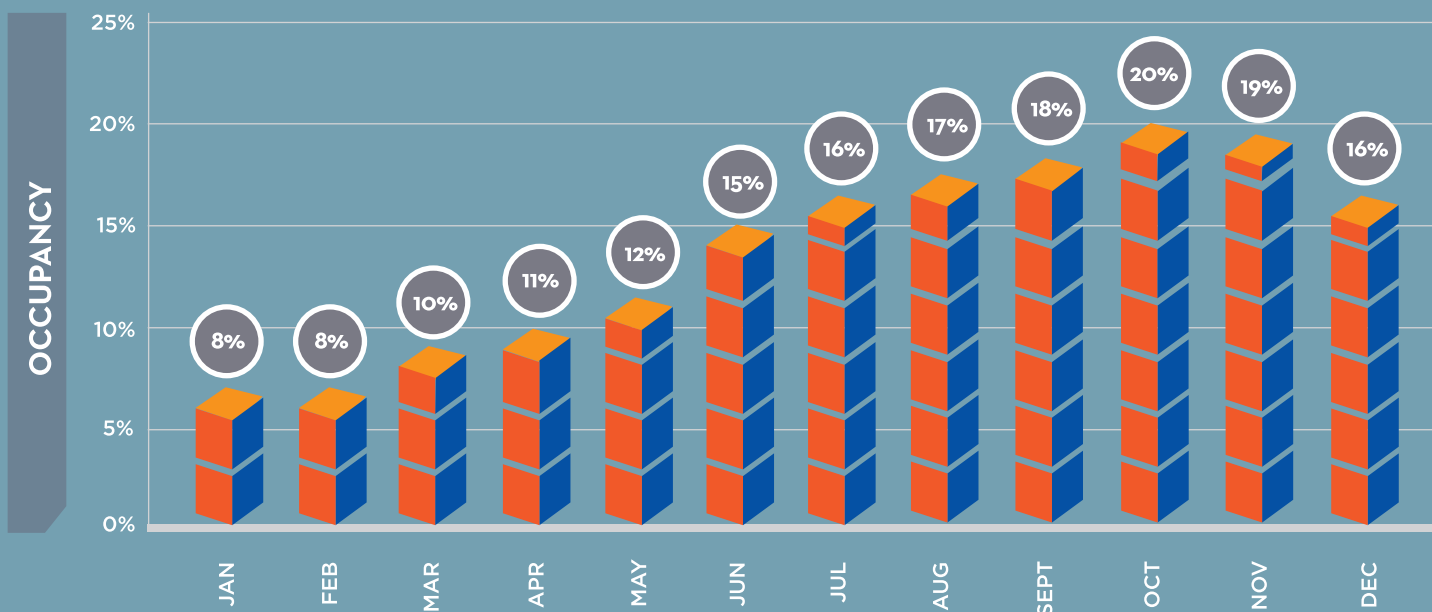**+12%** Compared to Nov. 2021

POINT STATE PARK

Visitors for December 2021:
10,442
+37% vs. Dec. 2019
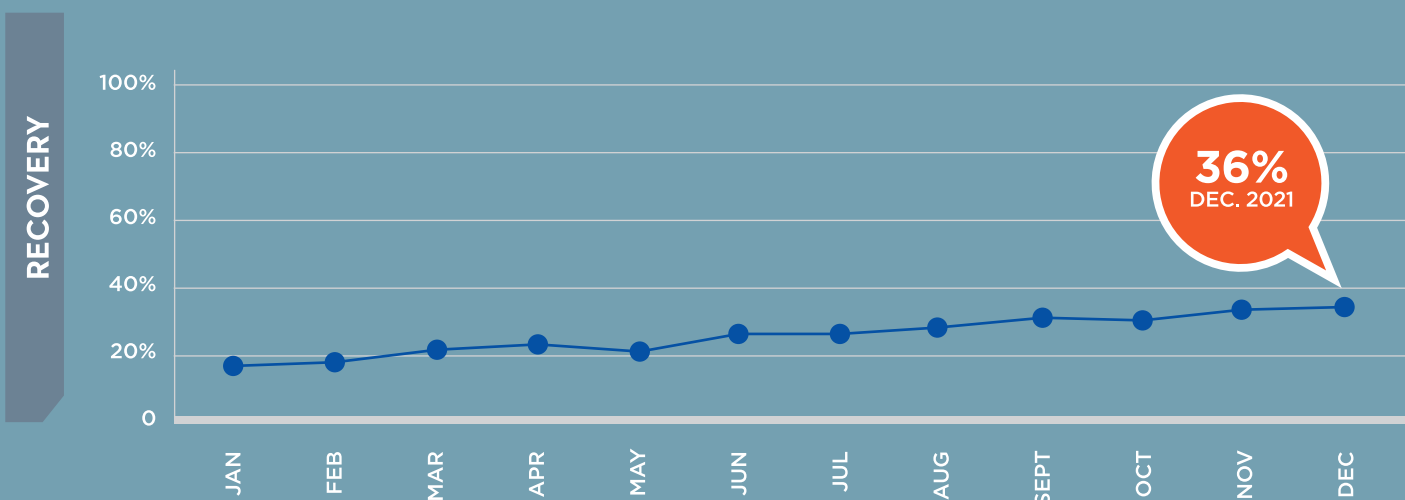
-51% Compared to Nov. 2021

2021 DOWNTOWN EMPLOYEE ACTIVITY

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

OCCUPANCY

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
8%	8%	10%	11%	12%	15%	16%	17%	18%	20%	19%	16%

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.
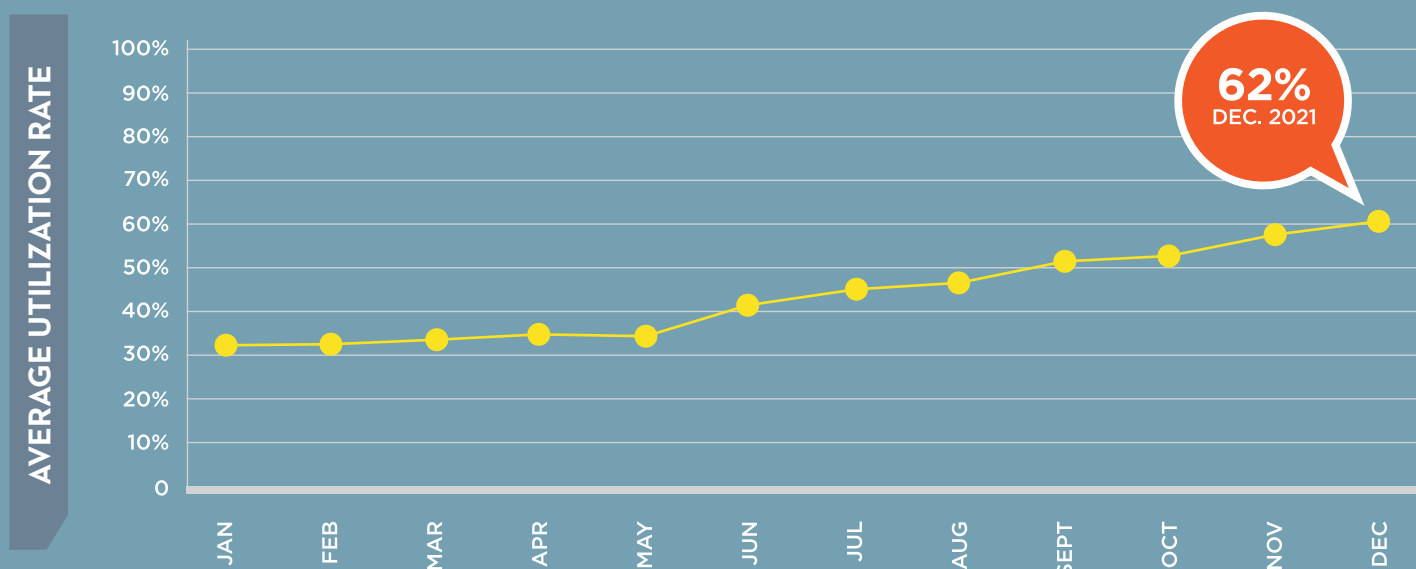
2021 EMPLOYEE RETURN TO WORK

Source: Placer.ai

RECOVERY

36% DEC. 2021

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.

2021 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)

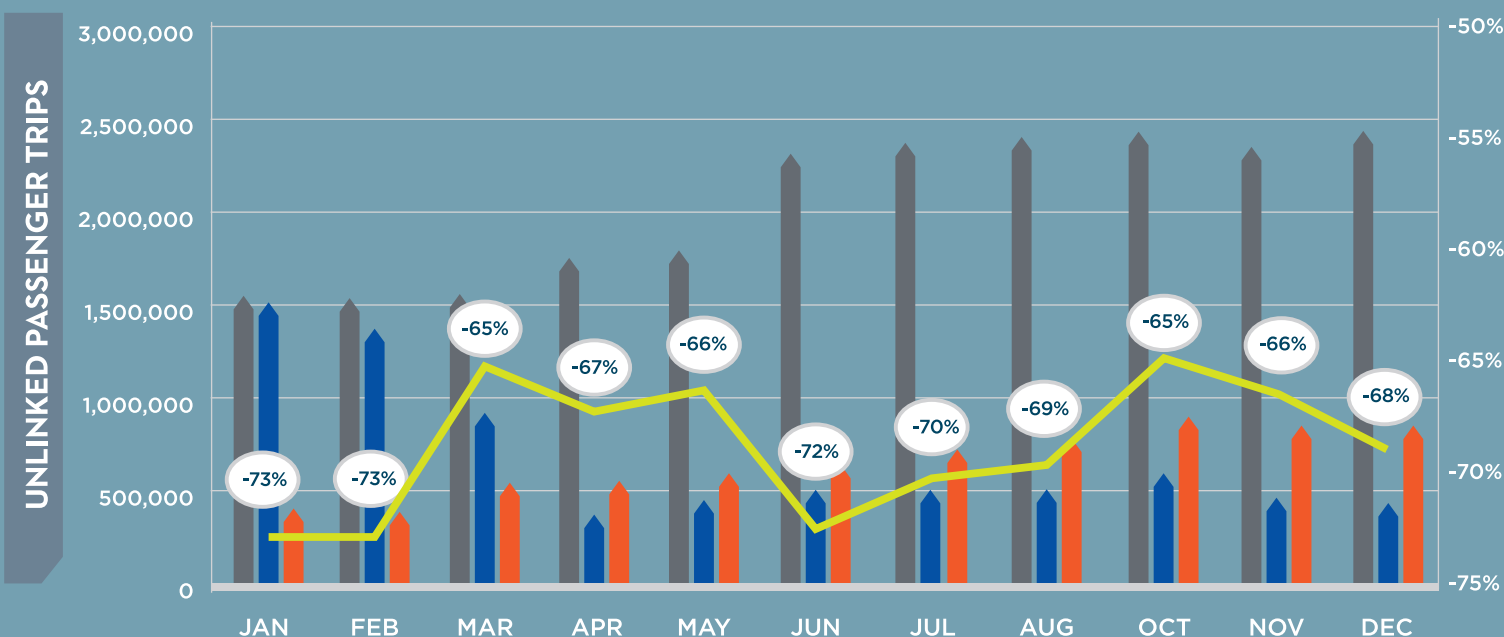**AVERAGE UTILIZATION RATE**

62%
DEC. 2021

Note: PPA measures this data by taking the utilization rates at two time periods each day: 11:00 a.m. and 2:00 p.m. An average utilization rate was taken for each Downtown garage and then these averages were combined in aggregate to display a monthly average.

BUS RIDERSHIP

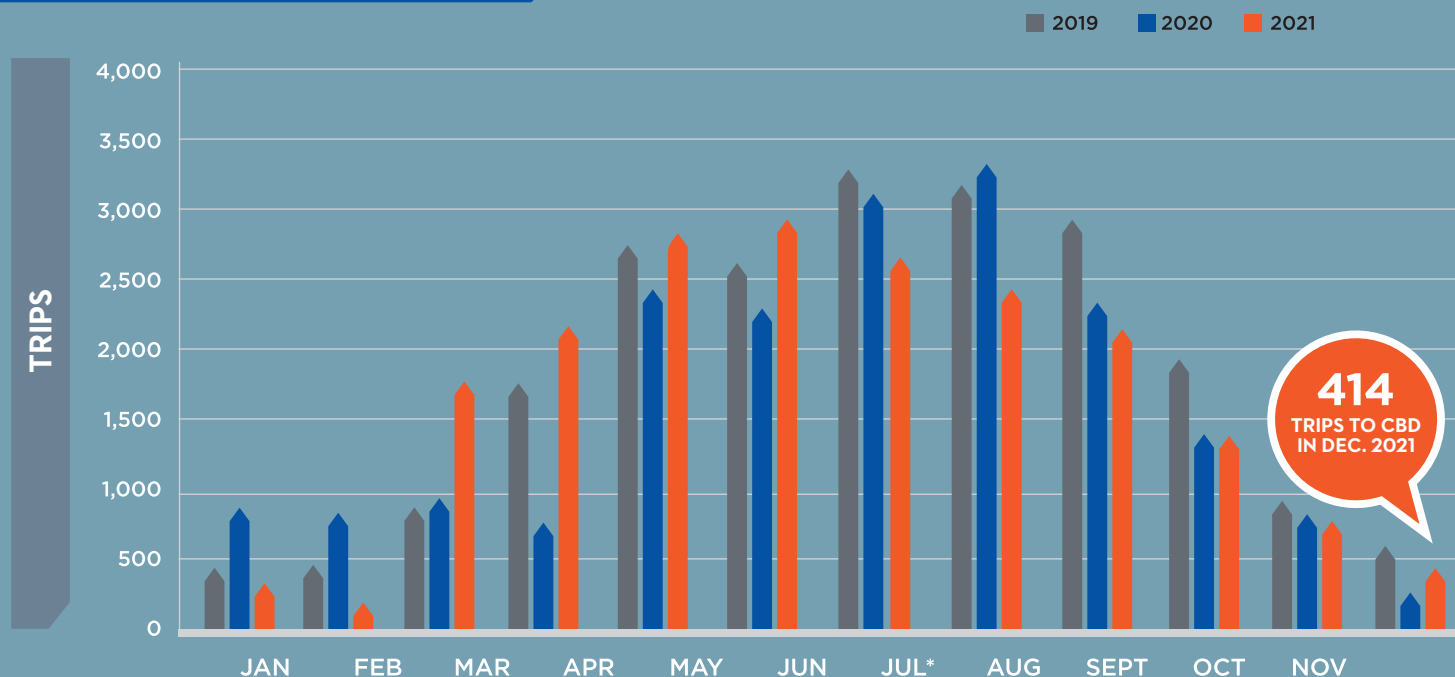*Source: Port Authority of Allegheny County*

Legend: ■ 2019 ■ 2020 ■ 2021 —— % Change from 2019

UNLINKED PASSENGER TRIPS

Month	% Change from 2019
JAN	-73%
FEB	-73%
MAR	-65%
APR	-67%
MAY	-66%
JUN	-72%
JUL	-70%
AUG	-69%
OCT	-65%
NOV	-66%
DEC	-68%

Note: The data reflect unlinked passenger trips that end at a bus stop within the CBD boundary.
September 2021 data is omitted due to an internal database error that resulted in missing data for 14 days of the month.

HEALTHY BIKE SHARE TRIPS

Source: Healthy Ride Bike Share

Legend: ■ 2019 ■ 2020 ■ 2021

414 TRIPS TO CBD IN DEC. 2021

*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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DOWNTOWN