

# DOWNTOWN PITTSBURGH REACTIVATION METRICS



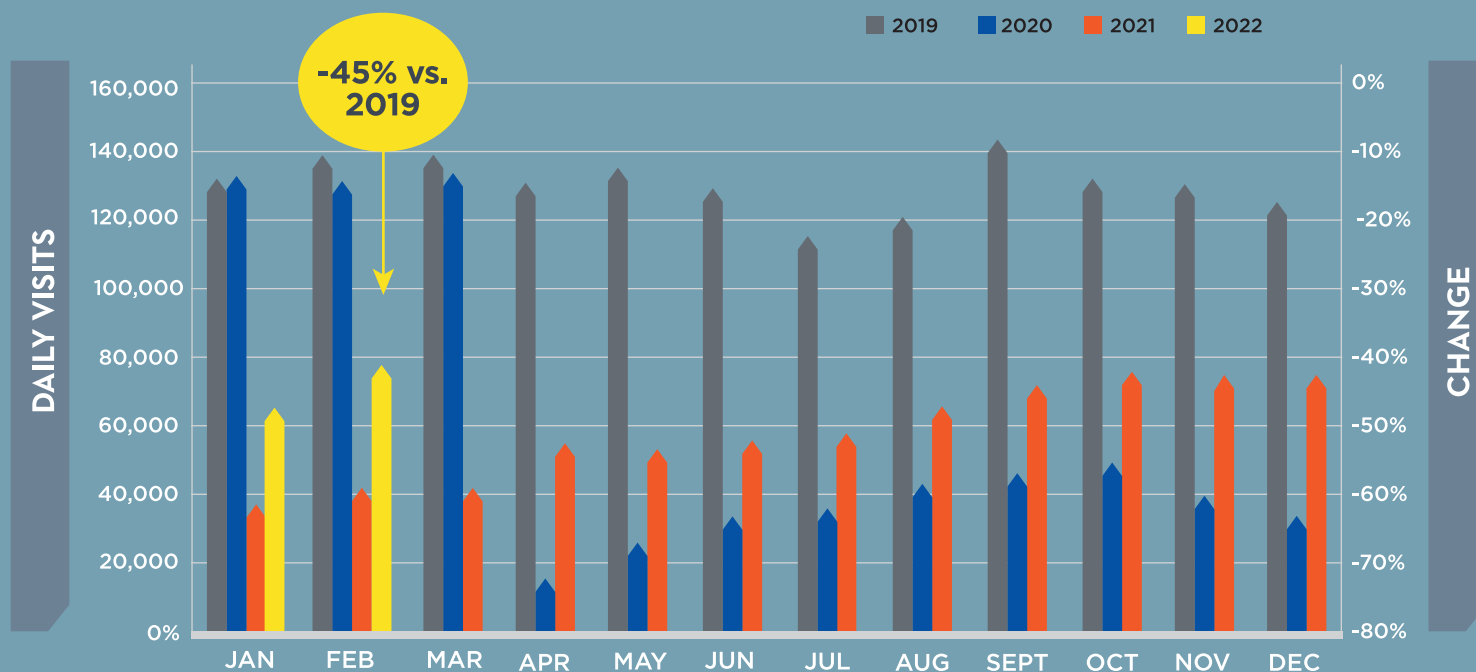
The Pittsburgh Downtown Partnership is pleased to present this monthly report measuring neighborhood activity to track the reactivation of Downtown. This monthly report serves as a communication tool to inform Downtown stakeholders of current trends and patterns of behavior as we reforge from the COVID-19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

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AND VIEW REAL-TIME INFORMATION AS IT BECOMES AVAILABLE.

DATA AS OF: 3/10/22

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

Source: Placer.ai



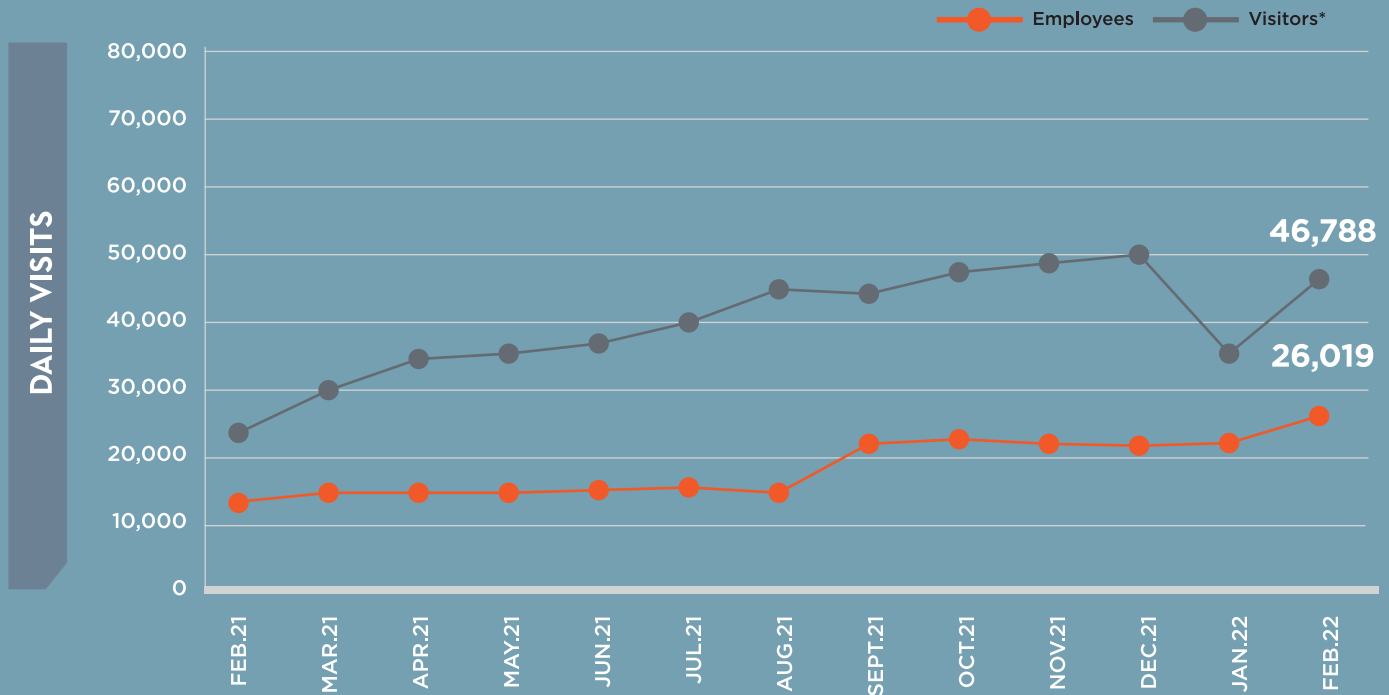
Note: Data encompasses an aggregate average daily number of residents, employees, and visitors combined.

Note: 2019 is used as the comparison year for 2020, 2021, and 2022 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)

## 2021-2022 GOLDEN TRIANGLE AVERAGE DAILY EMPLOYEES & VISITORS

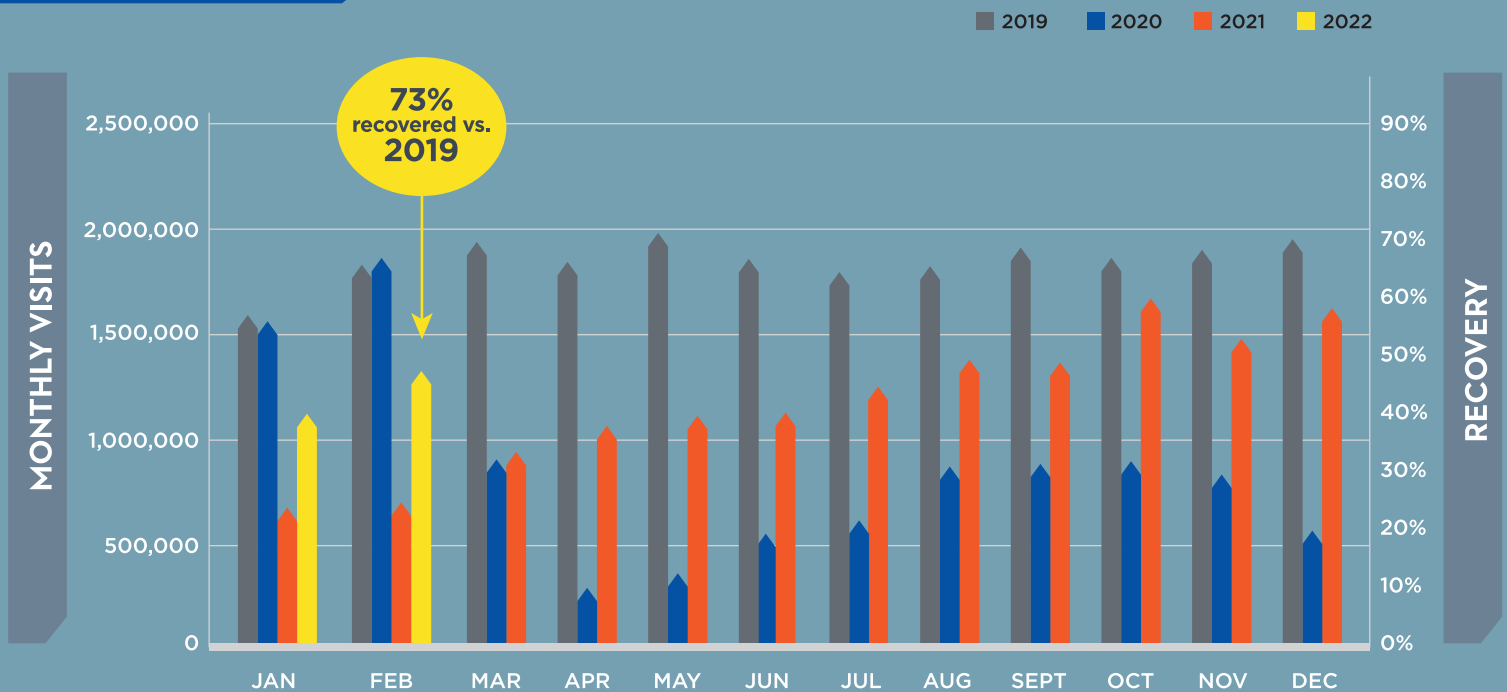
Source: Placer.ai



\* 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

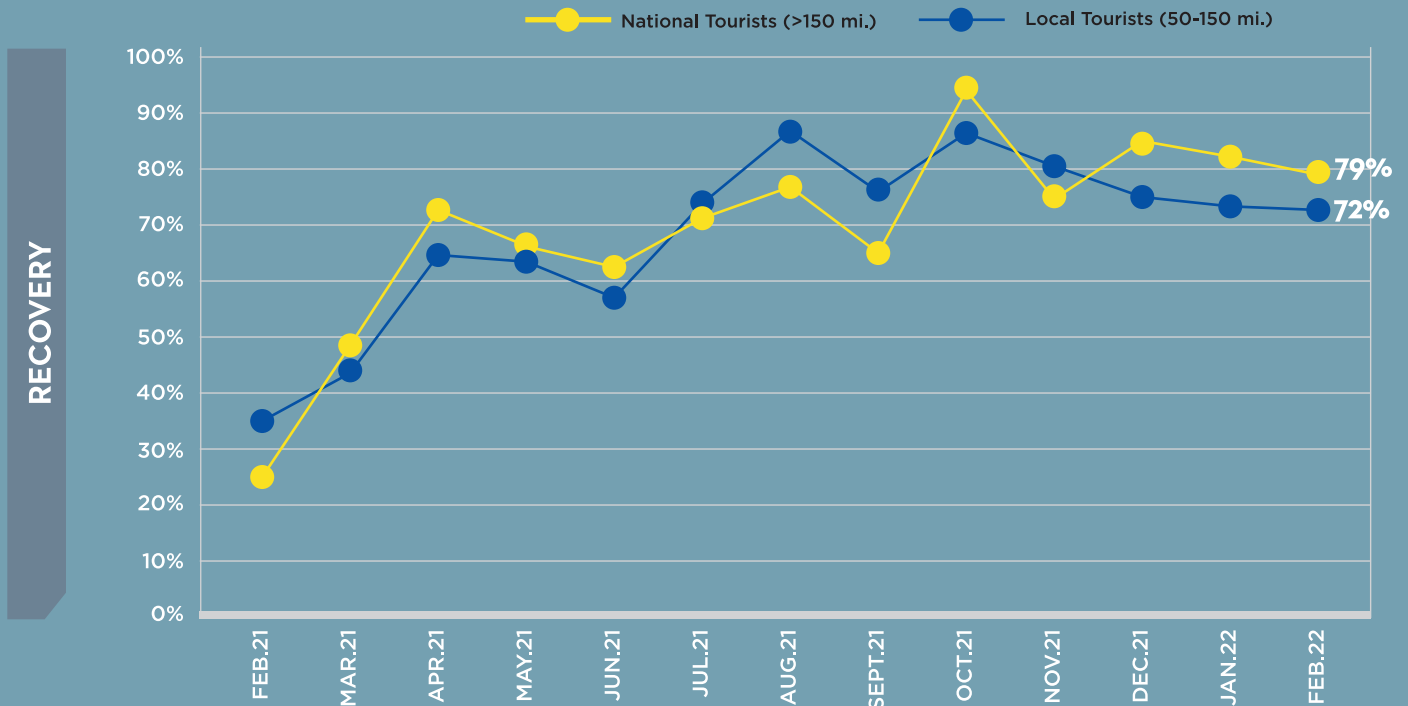
Source: Placer.ai



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

## 2021-2022 NATIONAL VS. LOCAL TRAVEL RECOVERY

Source: Placer.ai



Note: Data includes non-resident, non-employee mobile location data. Data is based on a visitors 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  
February 2022:

**162,051**

-23% vs. Feb. 2019

**+4%**  
Compared to  
Jan. 2022

### CULTURAL DISTRICT\*

Visitors for  
February 2022:

**329,582**

-22% vs. Feb. 2019

**+35%**  
Compared to  
Jan. 2022

### POINT STATE PARK

Visitors for  
February 2022:

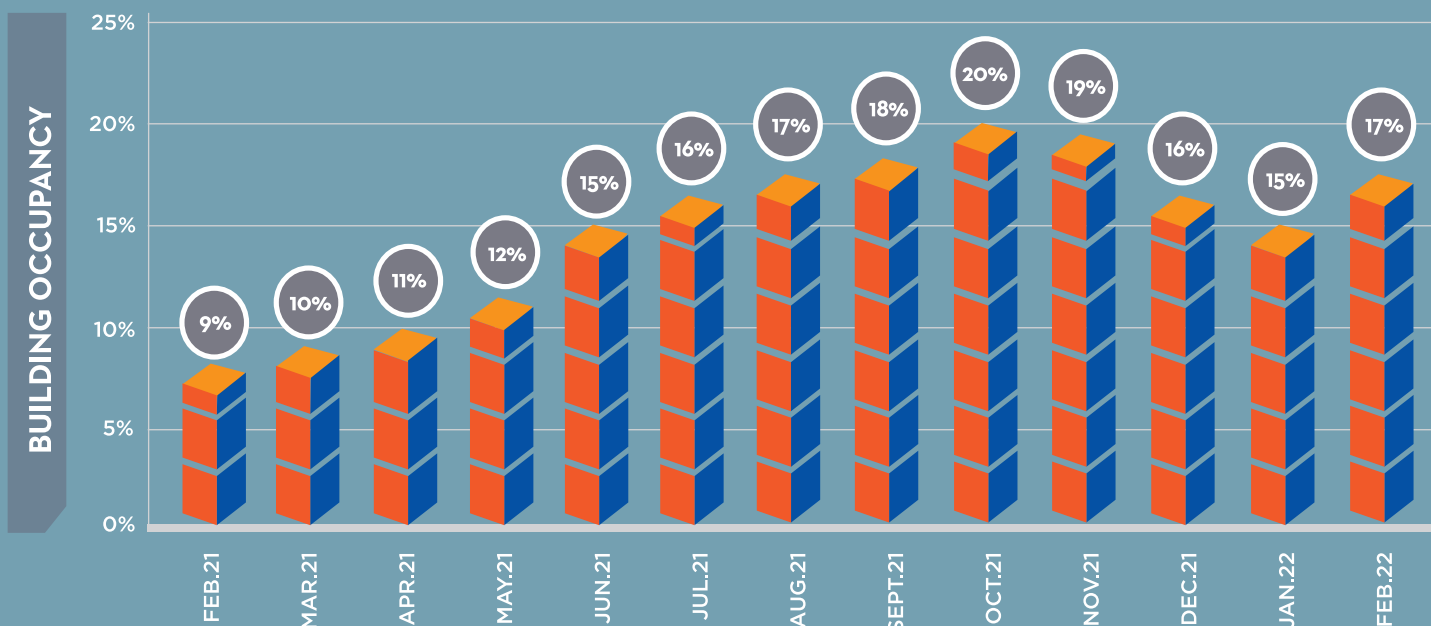
**5,580**

-1% vs. Feb. 2019

**+98%**  
Compared to  
Jan. 2022

## 2021-2022 DOWNTOWN EMPLOYEE ACTIVITY

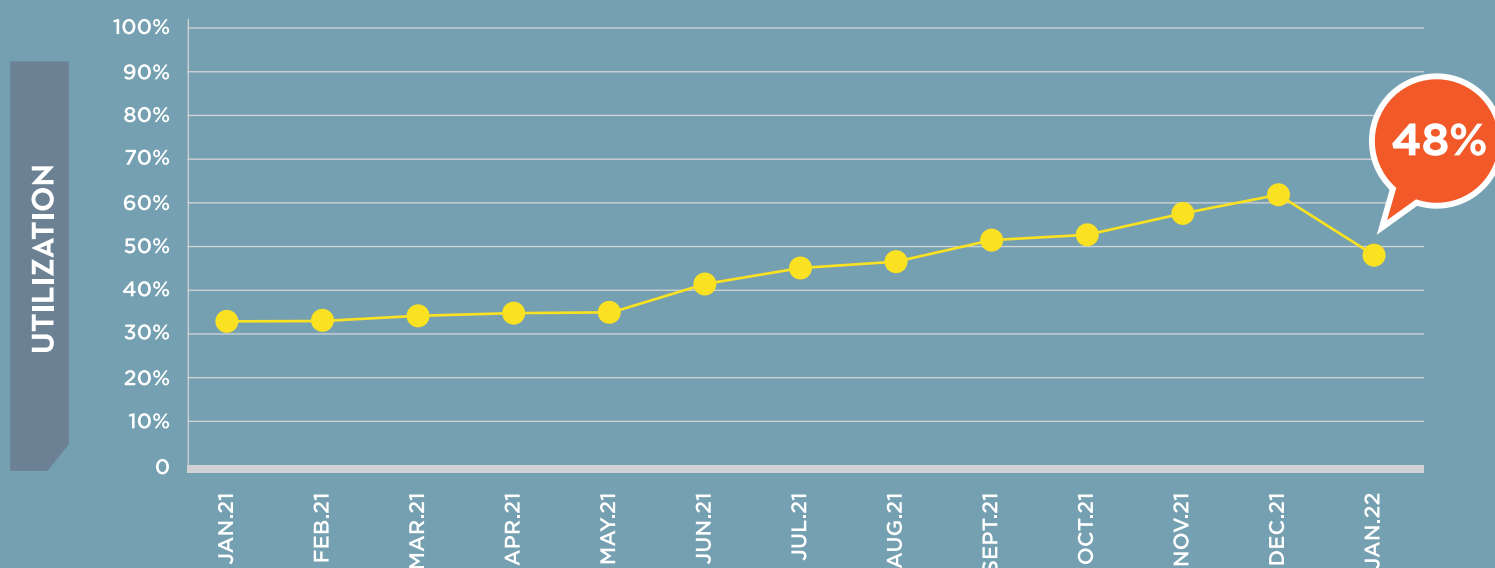
Source: Pittsburgh Downtown Partnership (PDP), Downtown property owners and managers



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.

## 2021-2022 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)

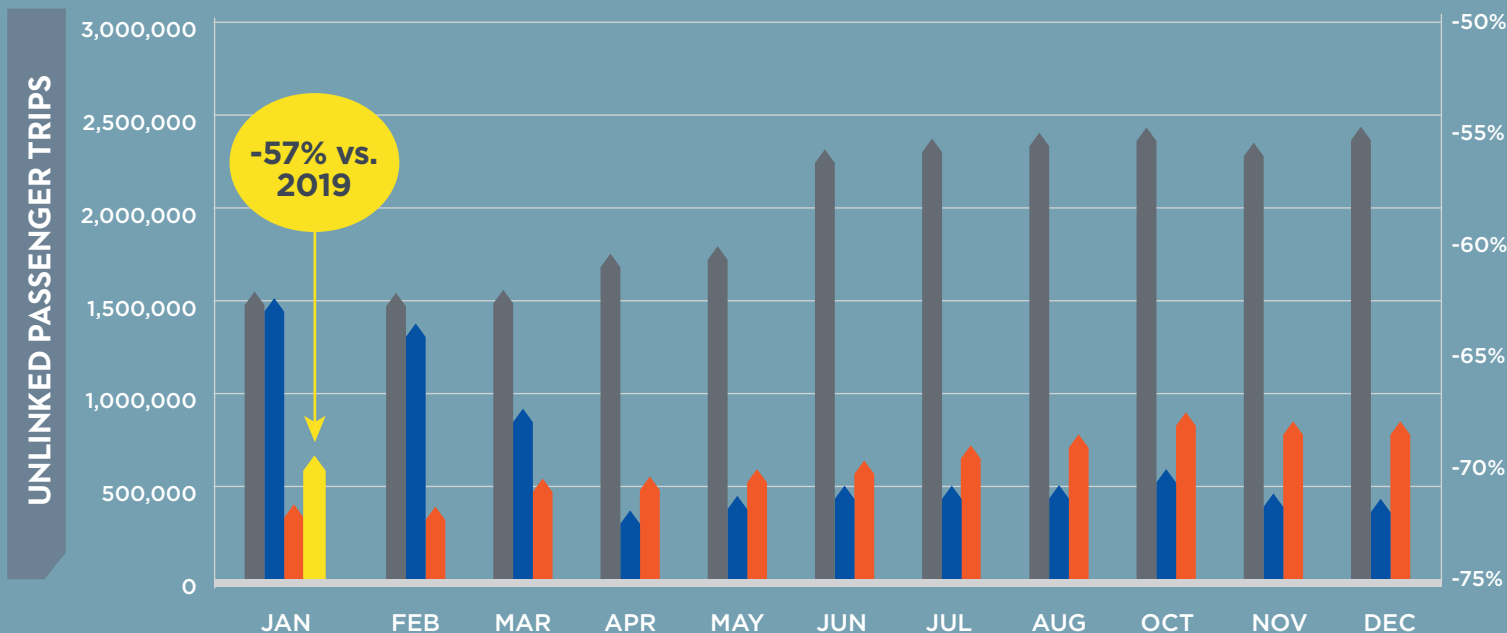


Note: PPA measures this data by taking the utilization rates at two time periods each day: 11:00 a.m. and 2:00 p.m. An average utilization rate was taken for each Downtown garage and then these averages were combined in aggregate to display a monthly average.

## BUS RIDERSHIP

Source: Port Authority of Allegheny County

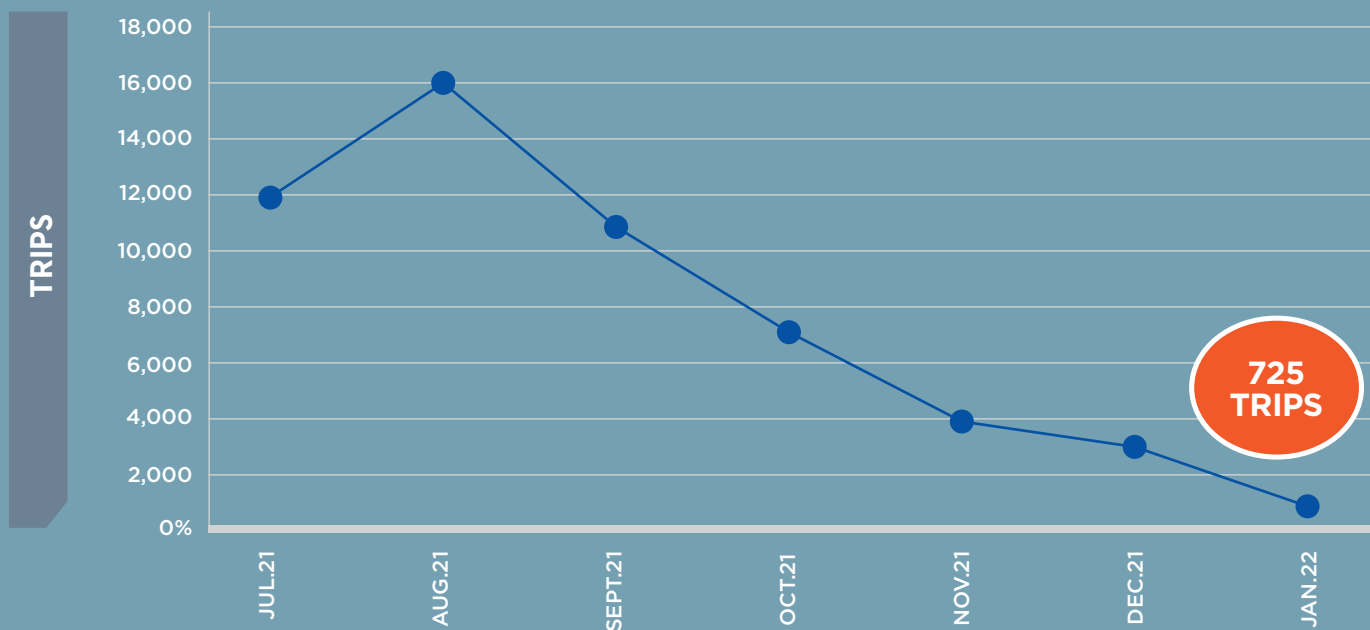
2019 2020 2021 2022



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.

## SPIN E-SCOOTER TRIPS

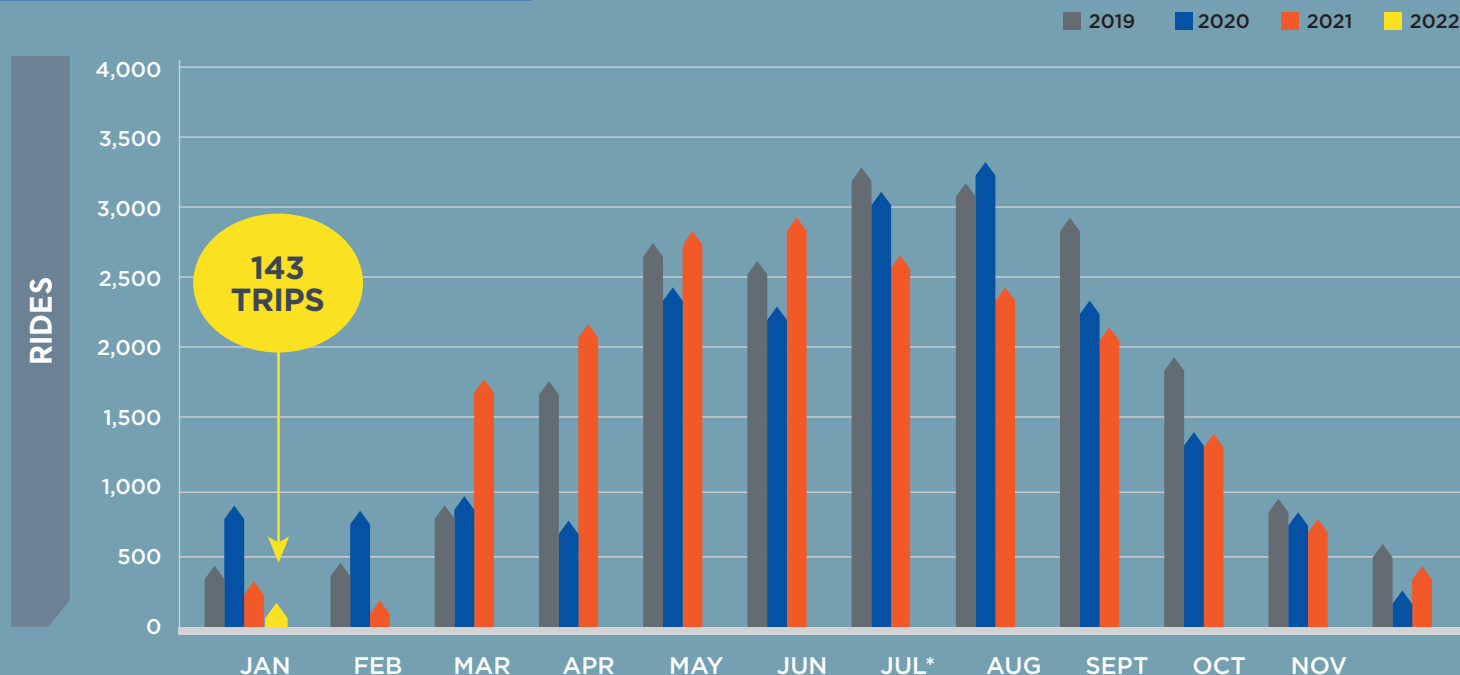
Source: Spin



Note: Spin e-scooters launched citywide in July 2021. Data reflect the number of trips that originated within the CBD boundary.

## 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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