

# 2017 Hill Pedestrian Count

City of Boulder Department of Community Vitality

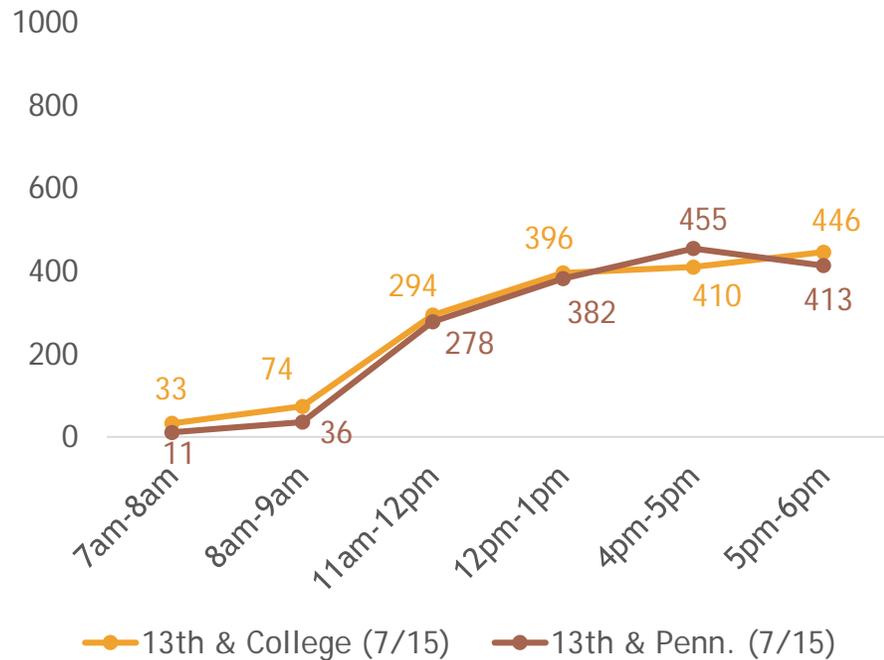
# Methodology

- ▶ Two intersections, two cameras at each intersection
  - ▶ 13<sup>th</sup>/College (north end)
  - ▶ 13<sup>th</sup>/Pennsylvania (south end)
- ▶ Two months
  - ▶ July (summer)
  - ▶ October (school year)
- ▶ Two days a week, third week of each month
  - ▶ Saturdays (weekend)
  - ▶ Wednesdays (weekday)
- ▶ Peak hours
  - ▶ 7:00-9:00 a.m. (morning commute)
  - ▶ 11:00-1:00 p.m. (lunch traffic)
  - ▶ 4:00-6:00 p.m. (evening commute)
- ▶ Due to a technical problem, 13<sup>th</sup> /College Ave. count included data from Wednesday, October 18 and Wednesday, October 24.

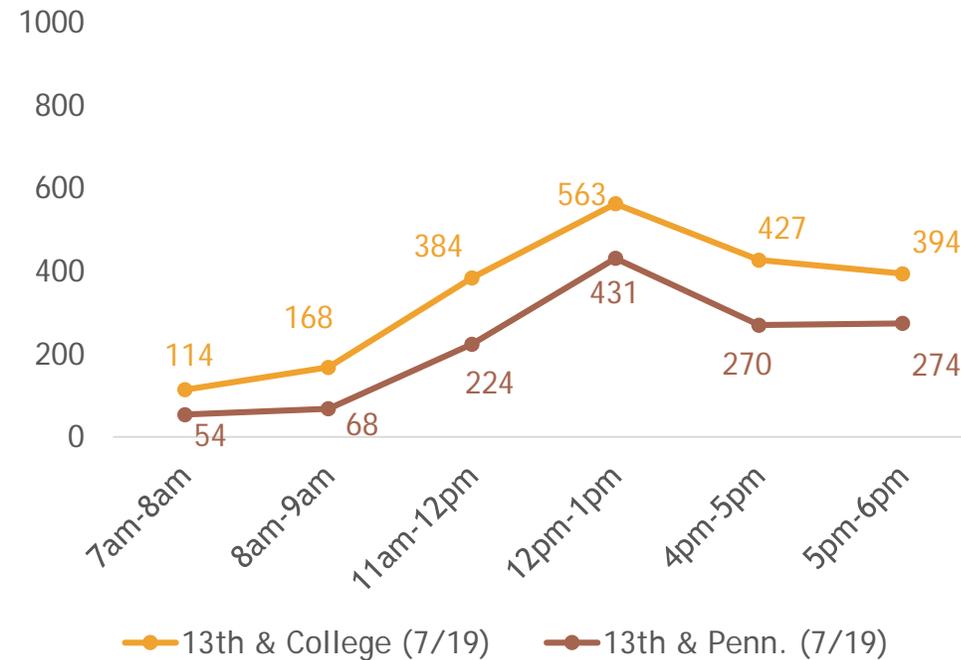


# Pedestrian Activity - July (Summer)

## Saturday



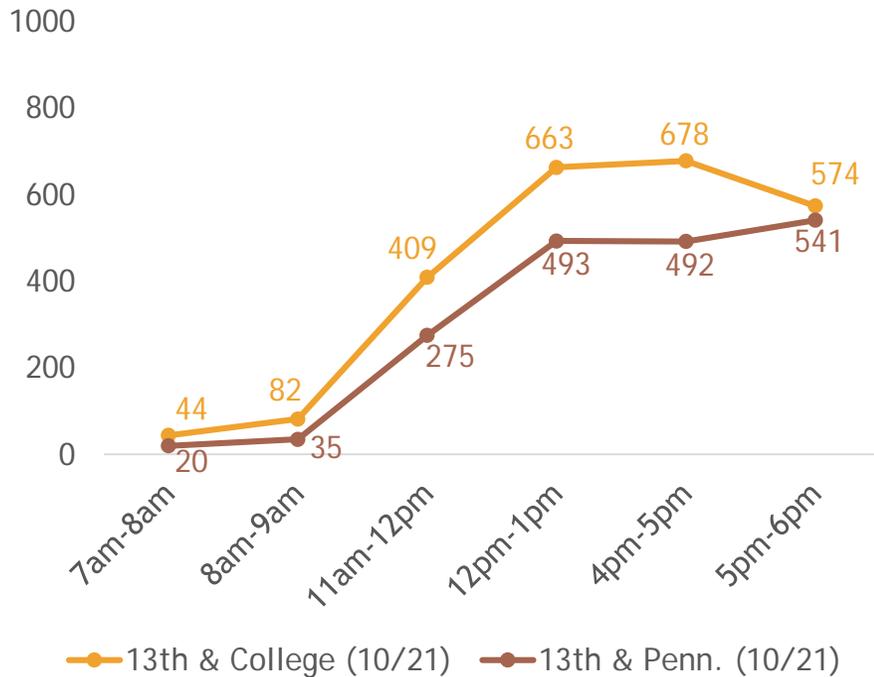
## Wednesday



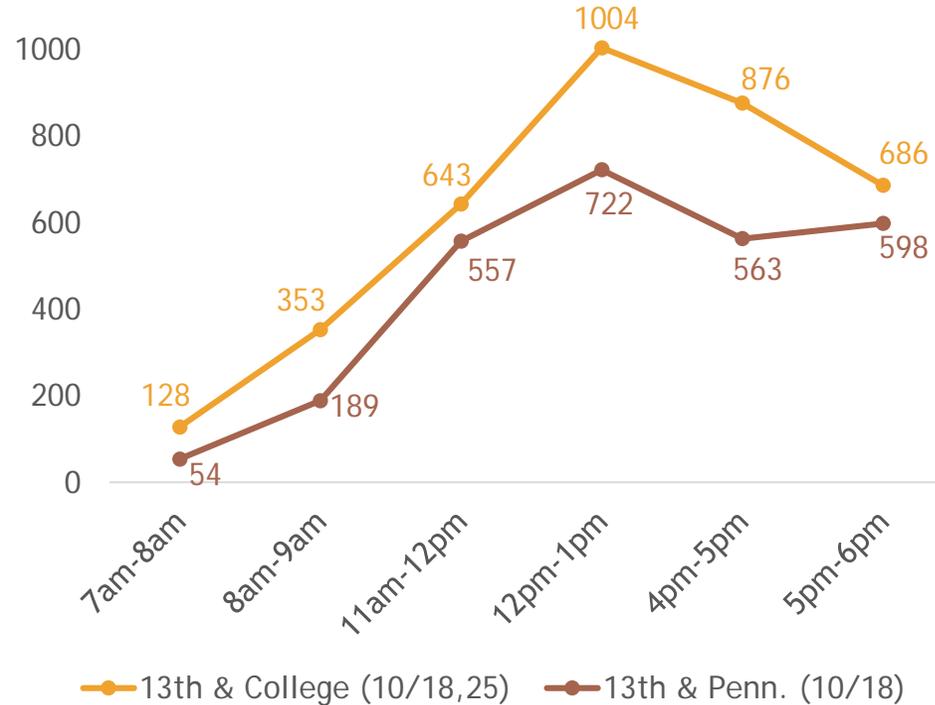
- ▶ Saturday: 13<sup>th</sup> St. & College Ave. averaged 13 more pedestrians per hour.
- ▶ Wednesday: 13<sup>th</sup> St. & College Ave. averaged 121 more pedestrians per hour.

# Pedestrian Activity - October (School Year)

## Saturday



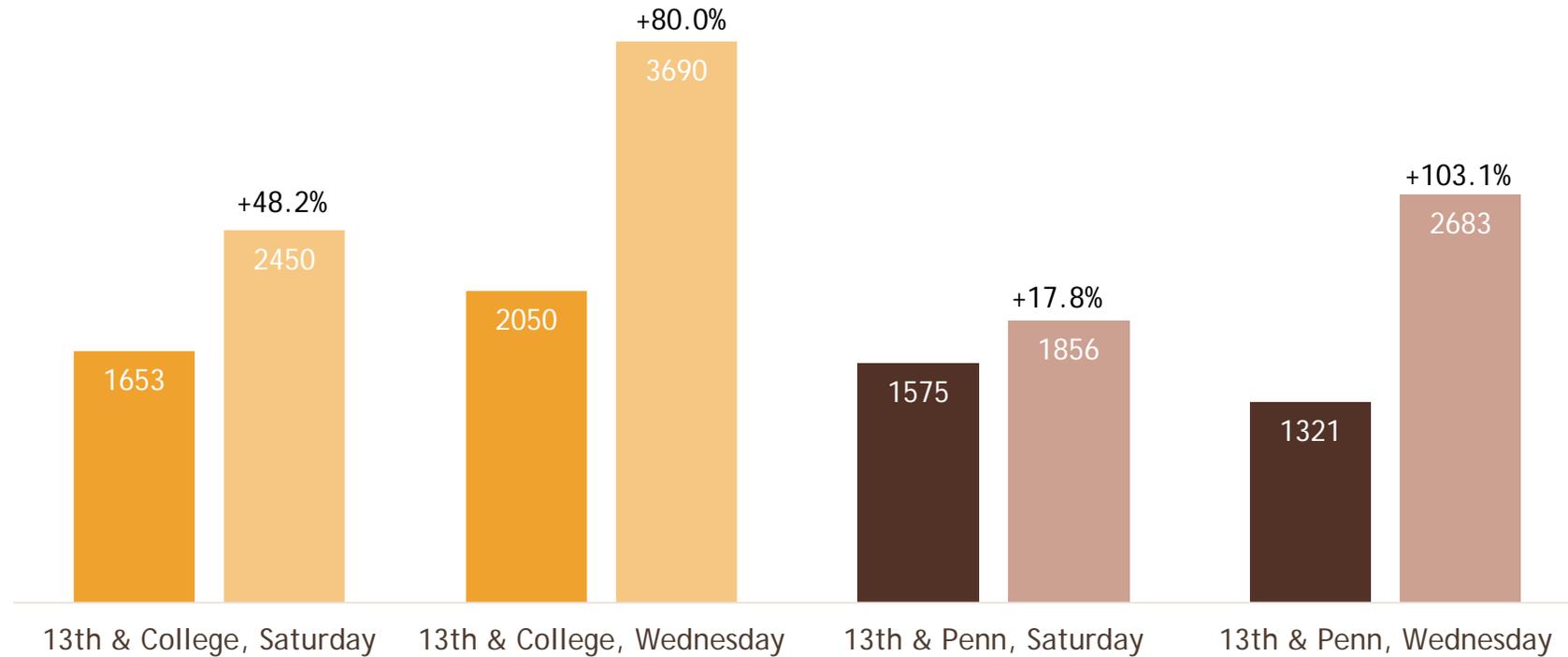
## Wednesday



- ▶ Saturday: 13<sup>th</sup> St. & College Ave. averaged 99 more pedestrians per hour.
- ▶ Wednesday: 13<sup>th</sup> St. & College Ave. averaged 168 more pedestrians per hour.

# Comparison - July v. October

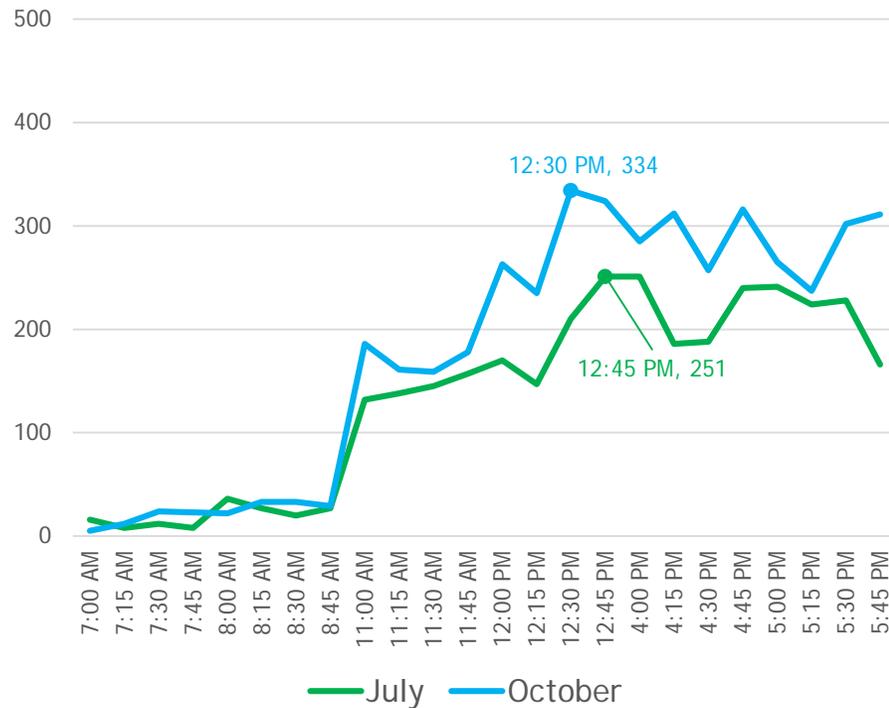
## Pedestrian Activity



- ▶ Traffic consistently higher in October: both locations, on weekends and weekdays
- ▶ Traffic on College is consistently higher on weekdays
- ▶ Traffic on Pennsylvania drops on weekdays during the summer

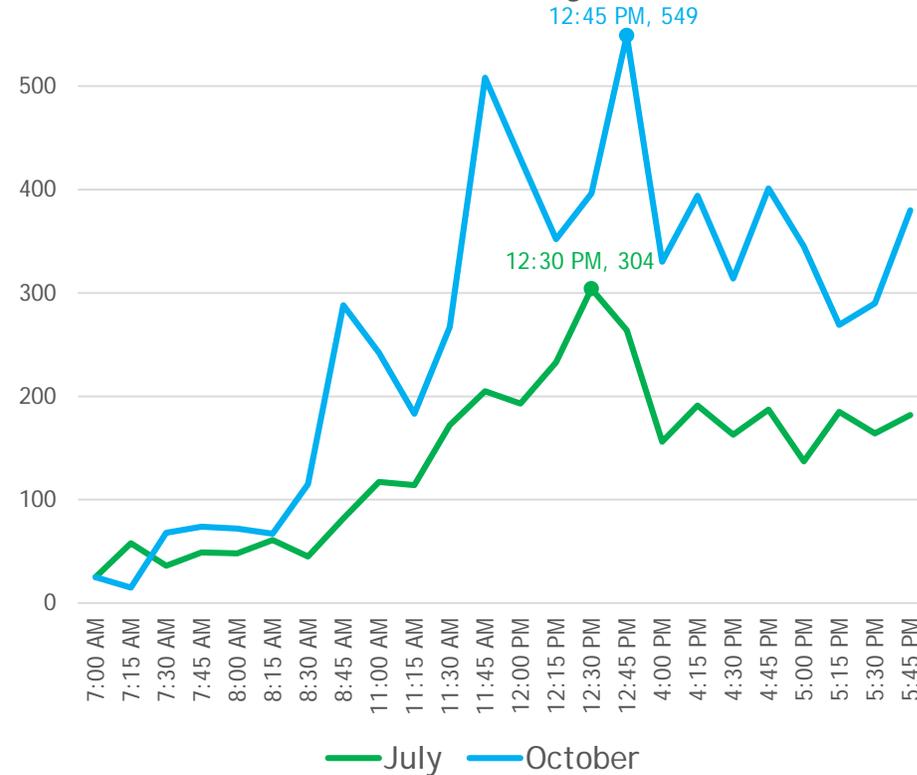
# Analysis - Total Pedestrians at Both Locations

## Saturdays



	# of Pedestrians	% Change
Saturday, July 15	3228	
Saturday, Oct. 21	4306	33.4%

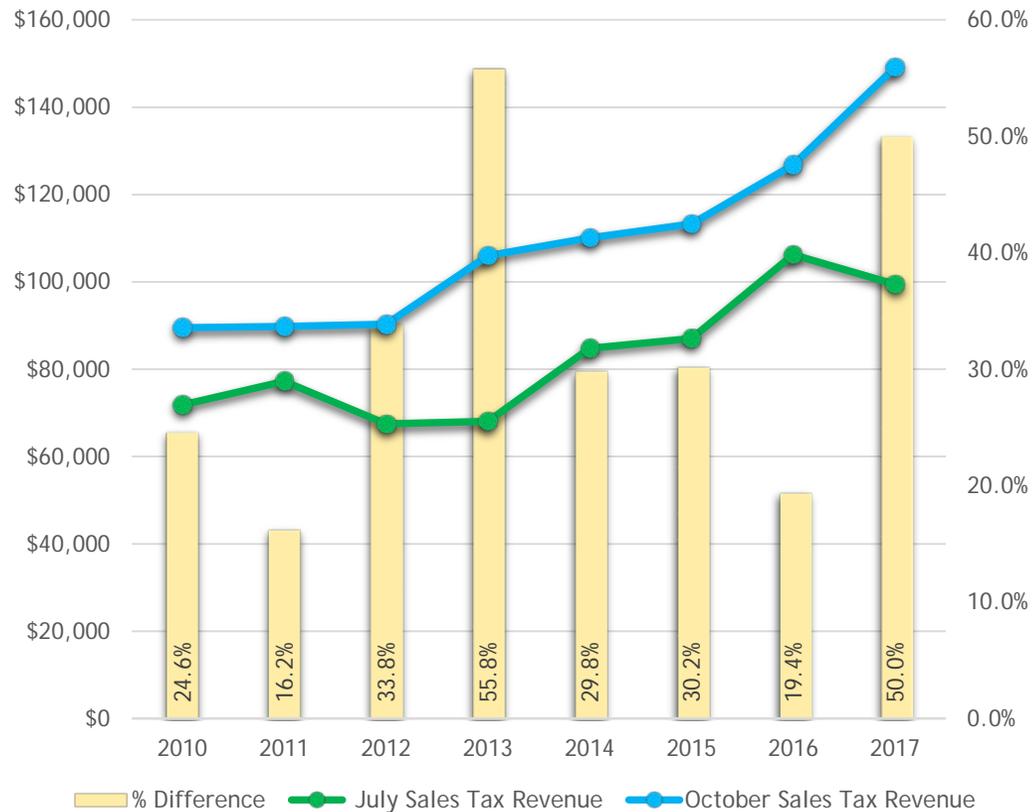
## Wednesdays



	# of Pedestrians	% Change
Wednesday, July 19	3371	
Wednesday, Oct. 18	6643	97.1%

# Analysis - Revenues: July v. October

## UHGID Sales Tax Revenue



- ▶ On average, sales tax revenue is \$26,500, or 33%, higher in October.
- ▶ Pedestrian traffic is 61.8% higher in October.
- ▶ This suggests that a 10% increase in pedestrian traffic *may* be correlated with a 5% to 8% increase in sales tax revenue.

# Key Findings

- ▶ Traffic on College is consistently higher than traffic on Pennsylvania.
  - ▶ Especially on weekdays.
- ▶ Peak traffic occurs in the noon hour on both weekdays and weekends.
  - ▶ Comparatively more late-day traffic on weekends.
  - ▶ On weekdays during the school year, traffic patterns tend to mirror CU class schedules.
- ▶ Overall traffic is 63% higher in October.
  - ▶ 33% higher on weekends, 97% higher on weekdays.
- ▶ Sales tax revenue is, on average, 33% higher in October.
  - ▶ A 10% increase in pedestrian traffic *may* be correlated with a 5% to 8% increase in sales tax revenue.