

Pearl Street Mall 2006 Pedestrian Count

Art Fair and Summer Weekend



Conducted for Downtown Boulder



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Pearl Street Mall
Study of Art Fair Impacts on Pedestrian Traffic
July 2006

Methodology

All pedestrian traffic volumes in this report were determined by the manual counting of individuals walking in any direction past an observation point. The counting methodology did not allow for a determination of the characteristics of pedestrians, nor did it allow for a determination of how many different individuals passed by the observation point. For example, one individual could walk past an observer ten times and increase the total recorded volume by ten.

Daily volumes were recorded on an hourly basis during Saturday and Sunday during 9:00am and 8:00pm at all locations. Hourly data is aggregated for periods (11 am – 2pm, 2-5 pm, 5-8 pm) of the day in the Appendix, which accompanies this report.

Daily volumes are basic measurements of traffic in the report because they are standard measures for event management, downtown management and leasing purposes.

Two observers were stationed at each block to accomplish the count for that block. One observer would measure traffic on the north sidewalk of the mall and the other observer would measure traffic on the south side. On one block where traffic followed three paths along the block one observer (location #3) was assigned to count the north sidewalk and the middle path.

Chapter 1

Overall Impact of Fair on Weekend Traffic Volumes

Traffic volumes were measured at three blocks on Pearl Street Pedestrian Mall during the July 15-16 weekend Art Fair and on July 22-23 “summer weekend” when no large event took place).

Weather was a factor during the Art Fair weekend when high temperatures were in the 100 degree range – about 13-15 degrees higher than normal. Temperatures during the days preceding the Art Fair were in the high 90 degree range. High temperatures on the normal weekend were in the 87 –95 degree range.

The methodology of measuring traffic was the same on each weekend. Pedestrian traffic volumes were measured at a particular point on each of three blocks of the Mall. The pedestrian counters were stationed to accomplish a complete count of pedestrians passing a point in either direction on the block. Hourly traffic volumes were measured. See appendix for detailed hourly data for each day.

Art Fair Traffic 36 Percent Higher Than During Normal Weekend

Volumes were measured during 11 am – 8 pm on Saturday and Sunday of each weekend. During the Art Fair Weekend, traffic volume (rounded) on the three blocks combined was 140,800 as shown in Table 1 and Map 1. Maps are presented in the appendix. This was 37,000 trips or 36 percent higher than the 103,600 pedestrian trips measured on the Summer Weekend.

Art Fair Caused Largest Change in Volumes Before 5 PM

Nearly all of the 37,200 additional trips measured during the Fair weekend occurred during combined periods (11am-2pm) and (2pm-5pm), as shown in Table 1. Volume during the 5 – 8 pm period on the Fair weekend was only 1,500 trips, or 4 percent higher than during the Summer weekend.

Table 1
 Pearl Street Mall Pedestrian Traffic Study
Weekend Volumes
 by Period of Day
 Art Fair and Non-Event Weekends

Volumes (Rounded)				
Time Period	Summer Weekend July 22-23	Art Fair July 15-16	Art Fair Change	Percent Change
11am-2pm	29,100	52,900	23,800	82 %
2pm-5pm	38,400	50,300	11,900	31
5pm-8pm	36,100	37,600	1,500	4
Total 11am-8pm	103,600	140,800	37,200	36 %

Chapter II

Analysis of Saturday Volumes

Summer Saturday Traffic Volumes By Period Are Highest After Lunch

Saturday traffic volumes were fairly equal between time periods on both the Art Fair and Summer Weekend Saturdays. During the Summer Saturday volumes for each time period ranged from 15,100 to 21,500 as shown in Table 2. Afternoon (20,900) and evening volumes (21,500) varied by only 600 pedestrian trips on the Summer Saturday. Lunch period volume was 15,100.

East-west directional traffic volumes were measured at the counting stations and combined for presentation purposes in the report maps and tables. Map 5 in the appendix shows directional traffic volumes during the Art Fair Weekend and Summer Weekend. A few brief observations on the directional traffic are presented below:

Art Fair Weekend

Art Fair directional traffic was balanced except at 11th – Broadway block. The larger volume of traffic moved to the east at this location. This directional imbalance is probably the result of Art Fair vendors between 10th and 11th Street generating pedestrian traffic on the mall that initially walks east downhill and returns to the 10th Street area on other routes (i.e from the Farmer's Market) or using other forms of transportation (bus or car rides). The slight incline going west may encourage the changing of transportation modes for the walkers on their return to the west end of the Mall and beyond 11th Street.

Summer Weekend

Summer weekend traffic volumes by location are very balanced. The slight preference for westward movement may be the result of mall walkers venturing to the 10th – 11th Block of Pearl Street before they depart Pearl Street on a different route. .

Fair Saturday Volumes Peaked At Lunch

Fair Saturday volumes gradually declined as the day progressed. Volume during the various time periods ranged from 27,600 at lunch (11 am – 2 pm) to 23,900 during the afternoon (2 – 5 pm) to 21,800 during the evening (5 – 8 pm).

Saturday 11 am – 2pm Volume Was 14 - 83 Percent Higher During the Fair

On Saturday of the Fair, traffic during 11 am – 2 pm was 27,600 or 83 percent higher than the volume of 15,100 on the Summer Weekend, as shown in Table 2.

Saturday Afternoon Volume Was 14 Higher During the Fair

Traffic volume during 2 – 5 pm on the Saturday of the Fair was nearly as high as the 11 am – 2 pm period, as shown in Table 2. The afternoon traffic volume on the Art Fair Saturday was 23,900, or 14 percent higher than the volume of 20,900 measured on the Summer Weekend.

Saturday Evening Traffic Volumes Were Good on Both Weekends

Evening traffic (5 – 8 pm) on the Saturday of the Fair was 21,800, or approximately equal to the 21,500 measured during the Summer Weekend. The similar volumes show that Saturday evening traffic on Pearl Street Mall is good on both the normal Summer Weekend and during the Art Fair. The cooler conditions of the evening did not seem to draw more traffic to the mall during the fair

Saturday Total Volume Was 27 Percent Higher During the Art Fair

Total Saturday volume was 73,300 pedestrian trips during the Art Fair Saturday compared to 57,500 on the Summer Weekend Saturday, an increase of 15,800 or a 27 percent increase, as shown in Table 2.

Table 2
 Pearl Street Mall Pedestrian Traffic Study
Saturday Volumes
 by Period of Day
 Art Fair and Non-Event Weekends

	Volumes (Rounded)			
Time Period	Summer Weekend July 23	Art Fair July 23	Art Fair Change	Percent Change
11am-2pm	15,100	27,600	12,500	83 %
2pm-5pm	20,900	23,900	3,000	14
5pm-8pm	21,500	21,800	300	1
Total 11am-8pm	57,500	73,300	15,800	27 %

Chapter III

Analysis of Sunday Volumes

Lunch Period Volumes on Art Fair Sunday Are Relatively High, Church Attendees May Be More Attracted To Mall on Art Fair Sunday

Daily volumes of Art Fair Sunday traffic are shown in Table 3 and Map 2. Art Fair Sunday lunch period volume of 25,300 trips was relatively high (96 percent of the 2-5 pm afternoon volume). On the Summer weekend the Sunday lunch period volume was only 80 percent of the afternoon volume. The high lunch period attendance on Art Fair Sunday may be boosted by church goers attending the fair.

Afternoon period (2 – 5 pm) volume was highest among the Sunday time periods at 26,400 pedestrians. This is 1,100 more pedestrians than during the lunch period (11 am – 2 pm),

By evening (5 - 8pm), traffic volume decreased to 15,700 trips or 60 percent of the busiest (2 - 5 pm) period volumes of the day.

Summer Sunday Traffic Volumes By Period Are Similar Throughout Day

Traffic volumes were similar in all three time-periods on the Summer Sunday. During the Summer Sunday, volumes for each time period ranged from 14,000 to 17,500 as shown in Table 3. Volume during 2-5 pm was highest at 17,500. Daily traffic volumes for Summer Sunday is shown in Map 4.

Sunday Afternoon Traffic Volumes Are 51 - 81 Percent Higher During The Fair

On the Sunday of the Fair, lunch period (11 am – 2 pm) traffic volume was 25,300, or 81 percent higher than during the Summer Weekend Sunday.

During 2 pm – 5 pm, Art Fair traffic volume was 26,400 or 51 percent higher than the 14,000 recorded on the Summer Sunday afternoon period.

Sunday Evening Traffic Volumes Are Similar Under Both Conditions

Sunday evening (5 pm – 8 pm) traffic volume was 15,700 during the Art Fair, or only 8 percent higher than 14,600 on the same period of Sunday of the Summer Weekend. This percentage change translates to an actual increase of 1,100 pedestrians or 200 pedestrian trips across each of 6 counting stations.

Sunday Total Volumes Are 46 Percent Higher During Art Fair

Total volume on Art Fair Sunday was 67,400 pedestrian trips, as shown in Table 3. This compares to 46,100 on Sunday of the Summer Weekend, an increase of 21,300 or 46 percent.

Table 3
 Pearl Street Mall Pedestrian Traffic Study
Sunday Volumes
 by Period of Day
 Art Fair and Non-Event Weekends

Volumes (Rounded)				
Time Period	Summer Weekend July 23	Art Fair July 16	Art Fair Change	Percent Change
11am-2pm	14,000	25,300	11,300	81 %
2pm-5pm	17,500	26,400	8,900	51
5pm-8pm	14,600	15,700	1,100	8
Total 11am-8pm	46,100	67,400	21,300	46 %

Chapter IV

Comparison of Volumes By Block By Time Period and Daily Total

The proportional volumes of traffic on each of the three blocks are shown in Table 4.

The busiest block was Broadway – 13th Avenue. This was true on Saturday and Sunday of both the Art Fair and Summer Weekends. Restaurant locations, Farmer’s Market traffic, parking ramp availability and amenities/performers on the block during the Art Fair all generated traffic that contributed to the highest volume.

During the Art Fair the 11th- Broadway block experienced volumes nearly equal to (92 percent as high as) those on the busiest block.

During the Summer Weekend, volume on the 11th- Broadway block was between 76 percent (Saturday) and 87 percent (Sunday) as high as the volume on the Broadway – 13th block.

Daily volume on the 14th – 15th block was generally 60 percent of the Broadway – 13th Block. During the opening hours of the Art Fair the proportion of traffic at this block versus the busiest block, increased to 64 percent.

Table 4
 Pearl Street Mall Pedestrian Traffic Study
Comparison of Block Volumes
 Art Fair Days and Summer Weekend Days

	Block		
	Broadway - 13th	11th - Broadway	14th - 15th
<u>ART FAIR</u>			
<u>Saturday</u>			
Volume	28,600	26,300	18,400
Percent of Busiest Location	100%	92%	64%
<u>Sunday</u>			
Volume	26,800	24,800	15,700
Percent of Busiest Location	100%	93%	59%
<u>Combined Sat + Sun</u>			
Volume	55,400	51,100	34,100
Percent of Busiest Location	100%	92%	62%
<u>SUMMER WEEKEND</u>			
<u>Saturday</u>			
Volume	24,300	18,500	14,700
Percent of Busiest Location	100%	76%	60%
<u>Sunday</u>			
Volume	18,500	16,100	11,400
Percent of Busiest Location	100%	87%	62%
<u>Combined Sat + Sun</u>			
Volume	42,800	34,600	26,100
Percent of Busiest Location	100%	81%	61%

Chapter V

Observations Regarding Directional Traffic Volumes

East-west directional traffic volumes were measured at the counting stations and combined for presentation purposes in the report maps and tables. Map 5 in the appendix shows directional traffic volumes during the Art Fair Weekend and Summer Weekend. A few brief observations on the directional traffic are presented below:

Art Fair Weekend

Art Fair directional traffic was balanced except at 11th – Broadway block. The larger volume of traffic moved to the east at this location. This directional imbalance is probably the result of Art Fair vendors between 10th and 11th Street generating pedestrian traffic on the mall that initially walks east downhill and returns to the 10th Street area on other routes (i.e. from the Farmer's Market) or using other forms of transportation (bus or car rides). The slight incline going west may encourage the changing of transportation modes for the walkers on their return to the west end of the Mall and beyond 11th Street.

Summer Weekend

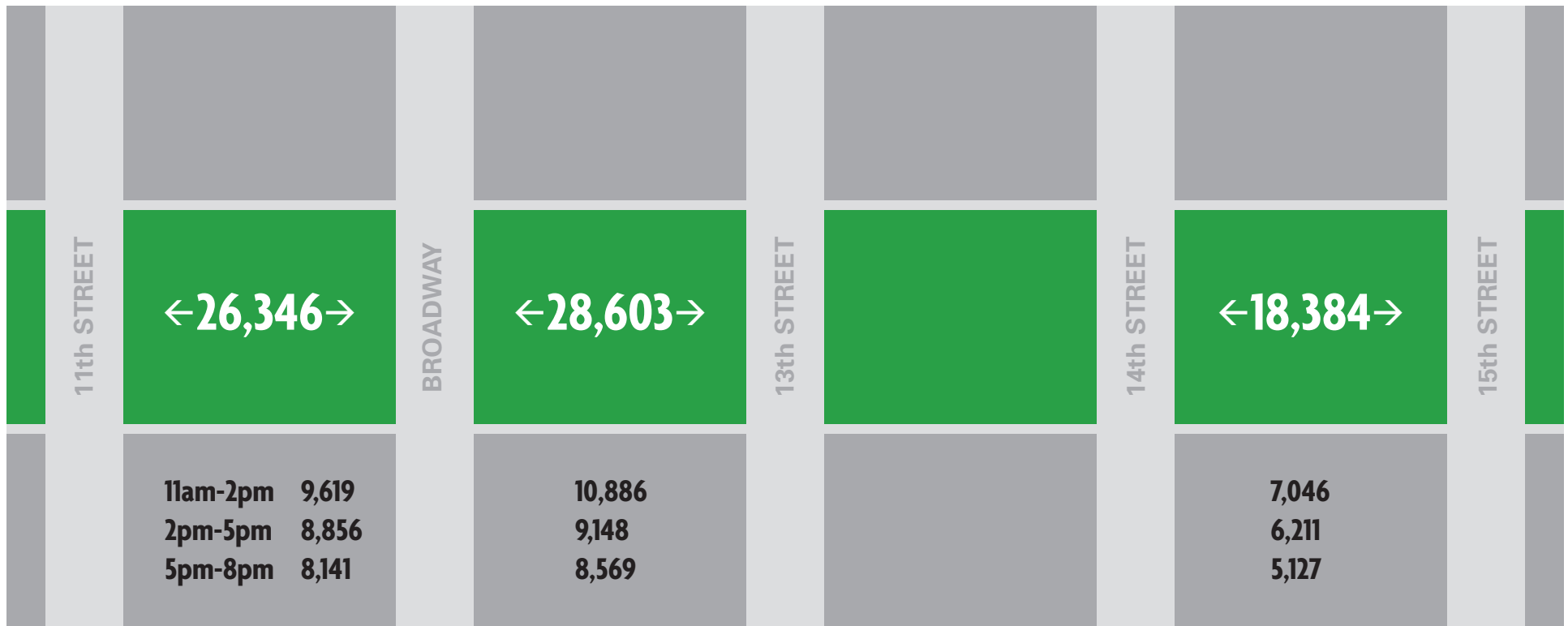
Summer weekend traffic volumes by location are very balanced. The slight preference for westward movement may be the result of mall walkers venturing to the 10th – 11th Block of Pearl Street before they depart Pearl Street on a different route.

Appendix



Art Fair - Saturday, July 15

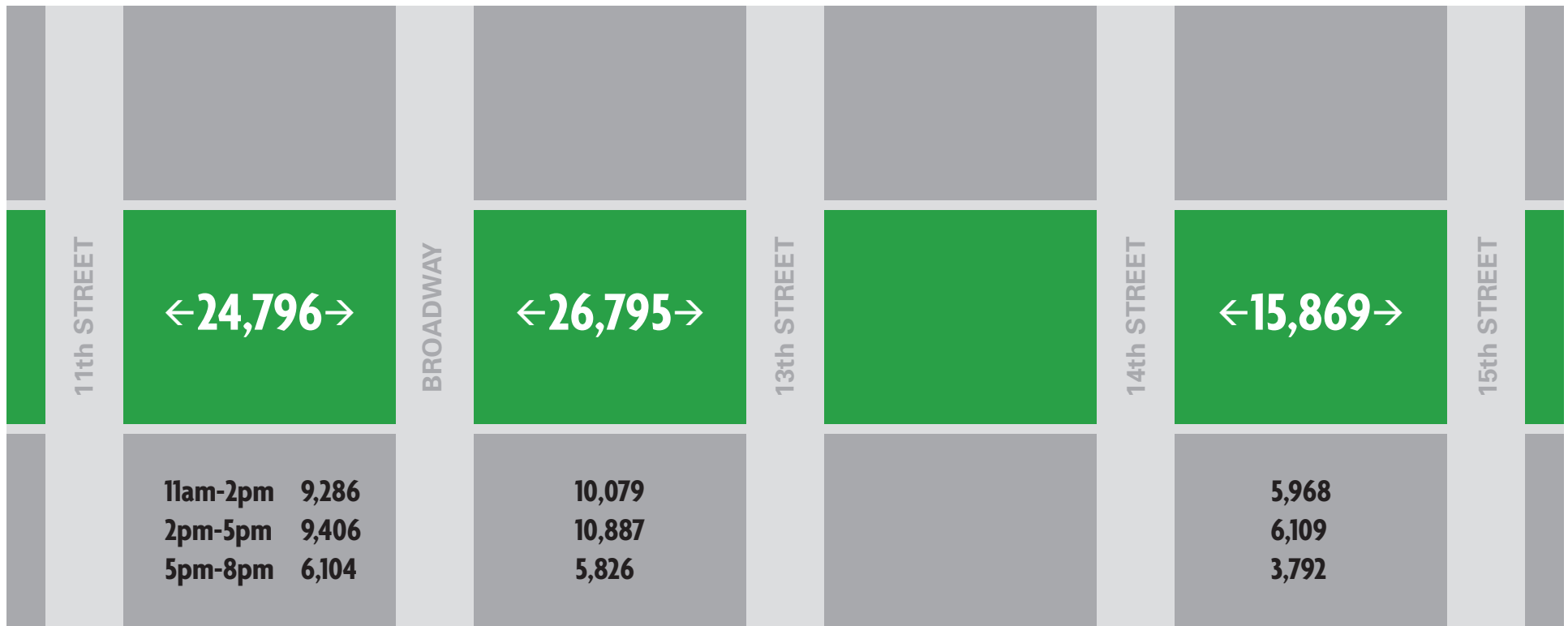
11:00am - 8:00pm Daily and Period Volumes





Art Fair - Sunday, July 16

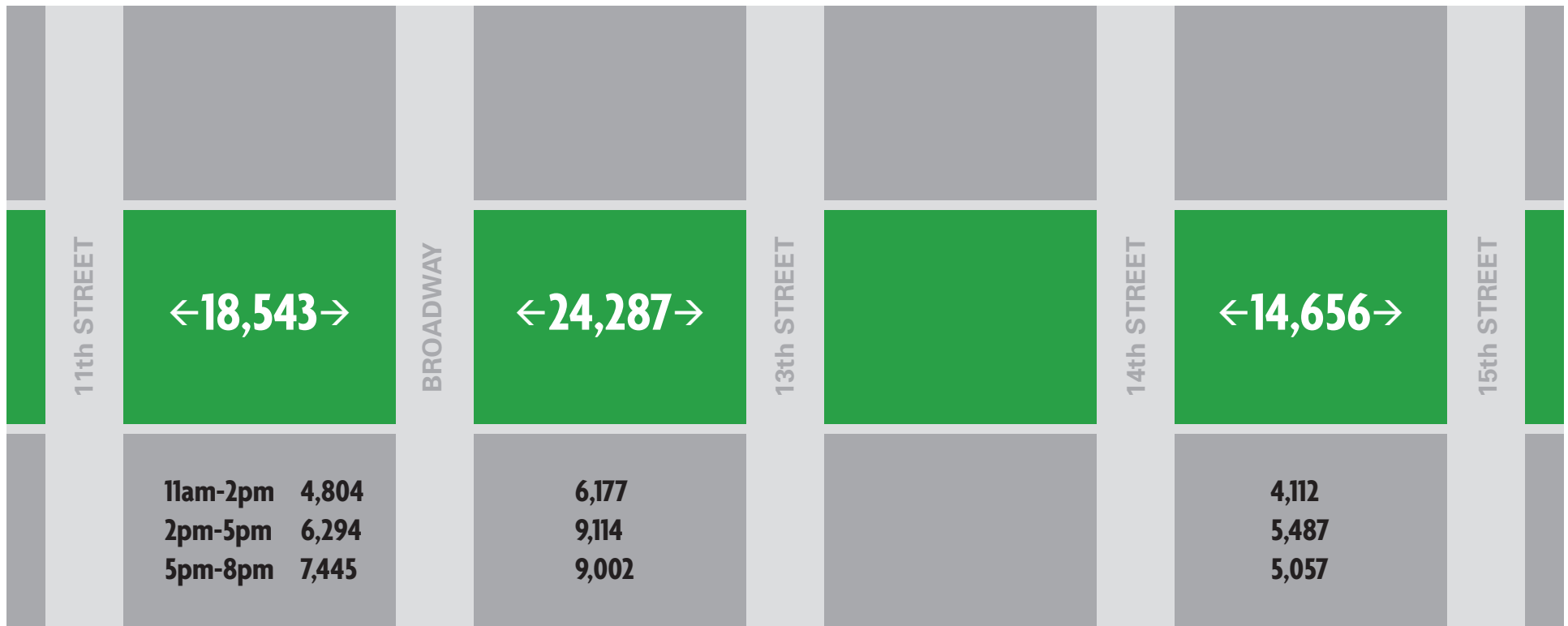
11:00am - 8:00pm Daily and Period Volumes





Summer Weekend Saturday, July 22

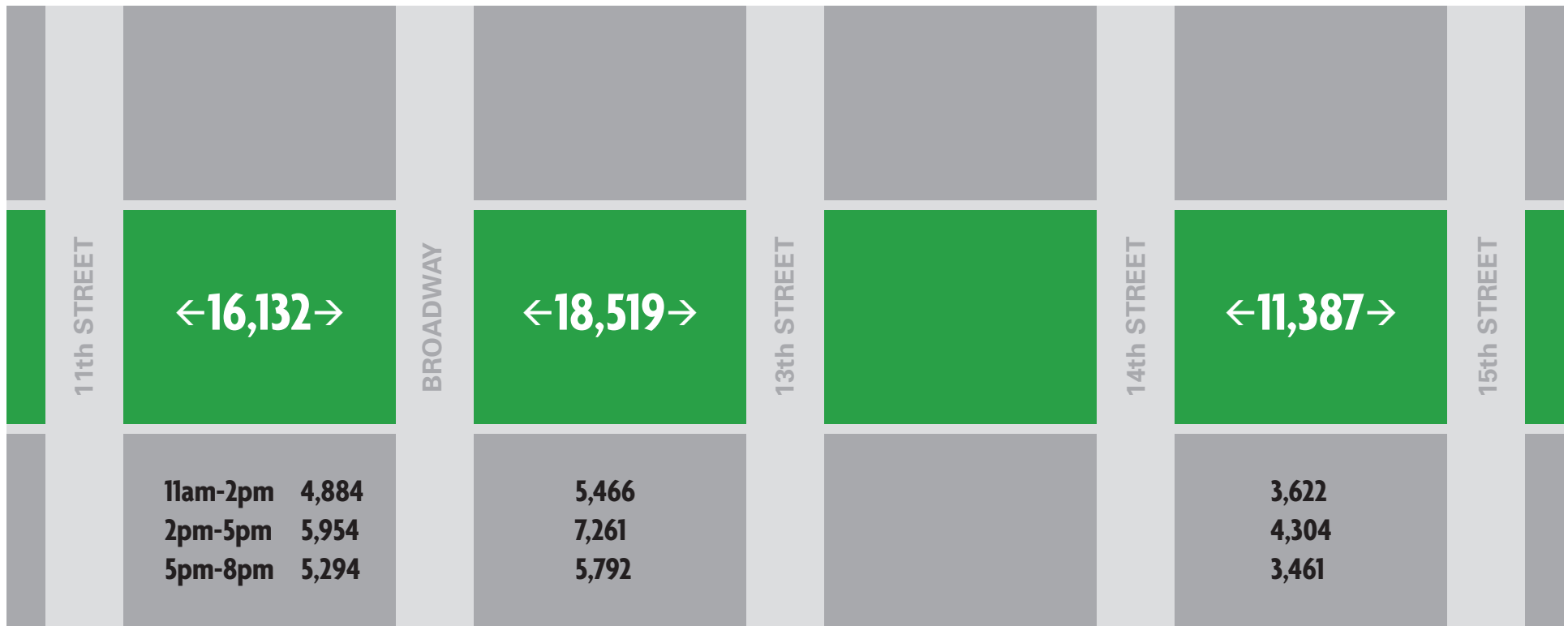
11:00am - 8:00pm Daily and Period Volumes





Summer Weekend Sunday, July 23

11:00am - 8:00pm Daily and Period Volumes



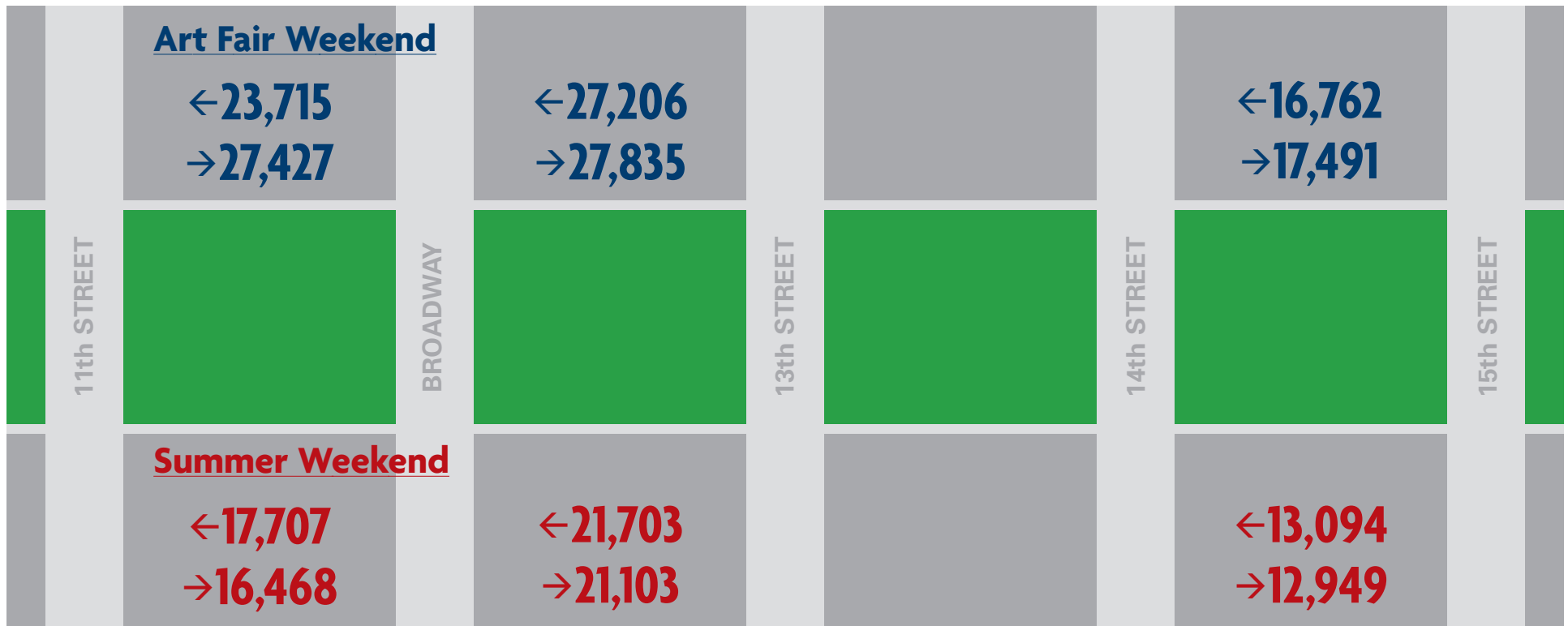


Directional Traffic Volumes

Art Fair Weekend
(July 15-16)

vs.

Summer Weekend
(July 22-23)



Appendix Table 1
 Pearl Street Mall Pedestrian Traffic Study
 Total Volume by Day (Rounded)
 All Time Periods Combined

<u>Block</u>	<u>Summer Weekend July 22 - 23</u>			<u>Art Fair July 15 - 16</u>			<u>Art Fair vs Summer</u>
	<u>Sat</u>	<u>Sun</u>	<u>Total</u>	<u>Sat</u>	<u>Sun</u>	<u>Total</u>	
11th - Broadway	19,000	16,100	35,100	26,300	24,800	51,100	+ 16,000
Broadway - 13th	24,300	18,500	42,800	28,600	26,800	55,400	+ 12,600
14th - 15th	<u>14,700</u>	<u>11,400</u>	<u>26,100</u>	<u>18,400</u>	<u>15,900</u>	<u>34,300</u>	<u>+ 8,200</u>
Total	58,000	46,000	104,000	73,300	67,500	140,800	+ 36,800

Appendix Table 2
 Pearl Street Mall Pedestrian Traffic Study
 Volume During 11:00 - 2:00 (Rounded)

<u>Block</u>	<u>Summer Weekend July 22 -23</u>			<u>Art Fair July 15 - 16</u>			<u>Art Fair vs Summer</u>
	<u>Sat</u>	<u>Sun</u>	<u>Total</u>	<u>Sat</u>	<u>Sun</u>	<u>Total</u>	
11th - Broadway	5,900	5,600	11,500	11,000	10,900	21,900	+ 10,400
Broadway - 13th	7,000	6,300	13,300	8,100	10,900	19,000	+ 5,700
14th - 15th	<u>4,800</u>	<u>4,200</u>	<u>9,000</u>	<u>7,800</u>	<u>6,600</u>	<u>14,400</u>	<u>+ 5,400</u>
Total	17,700	16,100	33,800	26,900	28,400	55,300	+ 21,500

Appendix Table 3
 Pearl Street Mall Pedestrian Traffic Study
 Volume During 2:00 - 5:00 (Rounded)

<u>Block</u>	<u>Summer Weekend July 22 - 23</u>			<u>Art Fair July 15 - 16</u>			Art Fair vs Summer
	<u>Sat</u>	<u>Sun</u>	<u>Total</u>	<u>Sat</u>	<u>Sun</u>	<u>Total</u>	
11th - Broadway	6,300	6,000	12,300	8,600	9,400	18,000	+ 5,700
Broadway - 13th	9,100	7,300	16,400	10,500	10,900	21,400	+ 5,000
14th - 15th	<u>5,500</u>	<u>4,300</u>	<u>9,800</u>	<u>6,200</u>	<u>6,100</u>	<u>12,300</u>	<u>+ 2,500</u>
Total	20,900	17,600	38,500	25,300	26,400	51,700	+ 13,200

Appendix Table 4
 Pearl Street Mall Pedestrian Traffic Study
 Volume During 5:00 - 8:00 (Rounded)

<u>Block</u>	<u>Summer Weekend July 22 - 23</u>			<u>Art Fair July 15 - 16</u>			<u>Art Fair vs Summer</u>
	<u>Sat</u>	<u>Sun</u>	<u>Total</u>	<u>Sat</u>	<u>Sun</u>	<u>Total</u>	
11th - Broadway	7,400	5,300	12,700	8,100	6,100	14,200	+ 1,500
Broadway - 13th	9,000	5,800	14,800	7,800	5,800	13,600	- 1,200
14th - 15th	<u>5,100</u>	<u>3,500</u>	<u>8,600</u>	<u>5,100</u>	<u>3,800</u>	<u>8,900</u>	<u>+ 300</u>
Total	21,500	14,600	36,100	21,000	15,700	36,700	+ 600

**July 2006
Pearl Street Mall
Pedestrian Study**

Saturday, July 15
Art Fair

Site Code	Count Location		11am-12	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm	7-8pm	Total	Pct of Total	11:00 AM to 2:00pm	2:00pm to 5:00pm	5:00pm to 8:00pm		
# 1	11th-Broadway (North side)	East Bound	571	791	774	749	814	536	492	670	633	6030	48%	2136	2099	1795		
		West Bound	780	893	886	799	616	662	515	715	589	6455	52%	2559	2077	1819		
		Total	1351	1684	1660	1548	1430	1198	1007	1385	1222	12485	100%	4695	4176	3614		
		Pct. of Day	11%	13%	13%	12%	11%	10%	8%	11%	10%	100%		38%	33%	29%		
# 2	11th-Broadway (South side)	East Bound	780	897	1074	1025	800	711	613	884	1088	7872	57%	2751	2536	2585		
		West Bound	642	739	792	796	559	519	548	653	741	5989	43%	2173	1874	1942		
		Total	1422	1636	1866	1821	1359	1230	1161	1537	1829	13861	100%	4924	4410	4527		
		Pct. of Day	10%	12%	13%	13%	10%	9%	8%	11%	13%	100%		36%	32%	33%		
		Totals														9619	8586	8141
#1 and #2 Combined			Pct.of Day															
			East Bound	13902	53%													
			West Bound	12444	47%													
		Total	26346	100%														
		11 am - 2 pm	total	9619														
		2 - 5 pm	total	8586														
		5 - 8 pm	total	8141														

**July 2006
Pearl Street Mall
Pedestrian Study**

Sunday, July 16
Art Fair

Site Code	Count Location		11am-12	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm	7-8pm	Total	Pct of Total	11:00 AM to 2:00pm	2:00pm to 5:00pm	5:00pm to 8:00pm	
# 1	11th-Broadway (North side)	East Bound	585	591	873	911	877	657	662	610	535	6301	54%	2049	2445	1807	
		West Bound	680	795	701	719	650	493	472	365	503	5378	46%	2176	1862	1340	
		Total	1265	1386	1574	1630	1527	1150	1134	975	1038	11679	100%	4225	4307	3147	
		Pct. of Day	11%	12%	13%	14%	13%	10%	10%	8%	9%	100%		36%	37%	27%	
# 2	11th-Broadway (South side)	East Bound	826	981	1057	1110	935	828	493	495	499	7224	55%	2864	2873	1487	
		West Bound	633	807	757	803	762	661	575	516	379	5893	45%	2197	2226	1470	
		Total	1459	1788	1814	1913	1697	1489	1068	1011	878	13117	100%	5061	5099	2957	
		Pct. of Day	11%	14%	14%	15%	13%	11%	8%	8%	7%	100%		39%	39%	23%	
		Totals	Pct.of Day														
#1 and #2 Combined		East Bound	13525	55%													
		West Bound	11271	45%													
		Total	24796	100%													
		11 am - 2 pm	total	9286													
		2 - 5 pm	total	9406													
		5 - 8 pm	total	6104													

**July 2006
Pearl Street Mall
Pedestrian Study**

Sunday, July 23
Summer Weekend

Site Code	Count Location		11am-12	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm	7-8pm	Total	Pct of Total	11:00 AM to 2:00pm	2:00pm to 5:00pm	5:00pm to 8:00pm	
# 1	11th-Broadway (North side)	East Bound	338	553	575	526	570	396	508	516	528	4510	48%	1466	1492	1552	
		West Bound	315	535	571	718	633	570	525	468	493	4828	52%	1421	1921	1486	
		Total	653	1088	1146	1244	1203	966	1033	984	1021	9338	100%	2887	3413	3038	
		Pct. of Day	7%	12%	12%	13%	13%	10%	11%	11%	11%	100%		31%	37%	33%	
# 2	11th-Broadway (South side)	East Bound	212	407	468	529	449	440	410	323	399	3637	54%	1087	1418	1132	
		West Bound	212	279	419	357	383	383	417	319	388	3157	46%	910	1123	1124	
		Total	424	686	887	886	832	823	827	642	787	6794	100%	1997	2541	2256	
		Pct. of Day	6%	10%	13%	13%	12%	12%	12%	9%	12%	100%		29%	37%	33%	
		Totals	Pct. of Day														
#1 and #2 Combined		East Bound	8147	51%													
		West Bound	7985	49%													
		Total	16132	100%													
		11 am - 2 pm	total	4884													
		2 - 5 pm	total	5954													
		5 - 8 pm	total	5294													

**July 2006
Pearl Street Mall
Pedestrian Study**

Saturday, July 15
Art Fair

Site Code	Count Location		11am-12	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm	7-8pm	Total	Pct of Total	11:00 AM to 2:00pm	2:00pm to 5:00pm	5:00pm to 8:00pm
# 3	Broadway-13th (North side and middle path) Boulder Cafe	East Bound	1013	1308	1191	1281	996	967	889	994	1096	9735	46%	3512	3244	2979
		West Bound	1391	1435	1341	1302	1124	763	1045	1171	1303	10875	54%	4167	3189	3519
		Total	2404	2743	2532	2583	2120	1730	1934	2165	2399	20610	100%	7679	6433	6498
	Pct. of Day		12%	13%	12%	13%	10%	8%	9%	11%	12%	100%		37%	31%	32%
# 4	Broadway-13th (South side) Wells Fargo/clock tower	East Bound	585	616	667	777	438	435	350	495	523	4886	63%	1868	1650	1368
		West Bound	379	412	548	450	336	279	196	198	309	3107	37%	1339	1065	703
		Total	964	1028	1215	1227	774	714	546	693	832	7993	100%	3207	2715	2071
	Pct. of Day		12%	13%	15%	15%	10%	9%	7%	9%	10%	100%		40%	34%	26%
		Totals		Pct.of Day										10886	9148	8569
#3 and #4 Combined	East Bound		14621	51%												
	West Bound		13982	49%												
	Total		28603	100%												
		11 am - 2 pm	total	10886												
		2 - 5 pm	total	9148												
		5 - 8 pm	total	8569												

**July 2006
Pearl Street Mall
Pedestrian Study**

Sunday, July 16
Art Fair

Site Code	Count Location		11am-12	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm	7-8pm	Total	Pct of Total	11:00 AM to 2:00pm	2:00pm to 5:00pm	5:00pm to 8:00pm	
# 3	Broadway-13th (North side and middle path) Boulder Cafe	East Bound	870	1132	1257	1217	1205	1194	748	677	630	8930	46%	3259	3616	2055	
		West Bound	1112	1440	1450	1350	1353	1361	867	681	720	10334	54%	4002	4064	2268	
		Total	1982	2572	2707	2567	2558	2555	1615	1358	1350	19264	100%	7261	7680	4323	
	Pct. of Day	10%	13%	14%	13%	13%	13%	8%	7%	7%	100%		38%	40%	22%		
# 4	Broadway-13th (South side) Wells Fargo/clock tower	East Bound	504	574	688	832	528	596	381	326	212	4641	62%	1766	1956	919	
		West Bound	314	346	392	478	388	385	260	250	77	2890	38%	1052	1251	587	
		Total	818	920	1080	1310	916	981	641	576	289	7531	100%	2818	3207	1506	
	Pct. of Day	11%	12%	14%	17%	12%	13%	9%	8%	4%	100%		37%	43%	20%		
		Totals		Pct.of Day													
#3 and #4 Combined		East Bound	13571	51%													
		West Bound	13224	49%													
		Total	26795	100%													
		11 am - 2 pm	total	10079													
		2 - 5 pm	total	10887													
		5 - 8 pm	total	5829													

**July 2006
Pearl Street Mall
Pedestrian Study**

Saturday, July 22
Summer Weekend

Site Code	Count Location		11am-12	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm	7-8pm	Total	Pct of Total	11:00 AM to 2:00pm	2:00pm to 5:00pm	5:00pm to 8:00pm
# 3	Broadway-13th (North side and middle path) Boulder Cafe	East Bound	284	681	861	945	979	953	766	994	1038	7501	47%	1826	2877	2798
		West Bound	320	789	970	1176	1142	897	968	1016	1214	8492	53%	2079	3215	3198
		Total	604	1470	1831	2121	2121	1850	1734	2010	2252	15993	100%	3905	6092	5996
	Pct. of Day	4%	9%	11%	13%	13%	12%	11%	13%	14%	100%		24%	38%	37%	
# 4	Broadway-13th (South side) Wells Fargo/clock tower	East Bound	131	536	562	645	624	492	527	511	749	4777	58%	1229	1761	1787
		West Bound	181	402	454	423	454	384	418	296	505	3517	42%	1037	1261	1219
		Total	312	938	1016	1068	1078	876	945	807	1254	8294	100%	2266	3022	3006
	Pct. of Day	4%	11%	12%	13%	13%	11%	11%	10%	15%	100%		27%	36%	36%	
#3 and #4 Combined			916	2408	2847	3189	3199	2726	2679	2817	3506	24287		6171	9114	9002
Totals			Pct.of Day													
East Bound		12278	51%													
West Bound		12009	49%													
Total		24287	100%													
11 am - 2 pm		total	6177													
2 - 5 pm		total	9114													
5 - 8 pm		total	9002													

**July 2006
Pearl Street Mall
Pedestrian Study**

Sunday, July 23
Summer Weekend

Site Code	Count Location		11am-12	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm	7-8pm	Total	Pct of Total	11:00 AM to 2:00pm	2:00pm to 5:00pm	5:00pm to 8:00pm
# 3	Broadway-13th (North side and middle path) Boulder Cafe	East Bound	425	550	790	793	752	705	601	655	627	5898	46%	1765	2250	1883
		West Bound	493	610	987	1013	875	879	712	604	743	6916	54%	2090	2767	2059
		Total	918	1160	1777	1806	1627	1584	1313	1259	1370	12814	100%	3855	5017	3942
	Pct. of Day	7%	9%	14%	14%	13%	12%	10%	10%	11%	100%			30%	39%	31%
# 4	Broadway-13th (South side) Wells Fargo/clock tower	East Bound	162	211	357	414	327	469	224	312	451	2927	51%	730	1210	987
		West Bound	244	213	424	332	439	263	382	246	235	2778	49%	881	1034	863
		Total	406	424	781	746	766	732	606	558	686	5705	100%	1611	2244	1850
	Pct. of Day	7%	7%	14%	13%	13%	13%	11%	10%	12%	100%			28%	39%	32%
Totals			Pct.of Day													
#3 and #4 Combined	East Bound	8825	48%													
	West Bound	9694	52%													
	Total	18519	100%													
11 am - 2 pm		total	5466													
2 - 5 pm		total	7261													
5 - 8 pm		total	5792													

