MIAMIDDA
DOWNTOWN DEVELOPMENT AUTHORITY

Downtown Pedestrian Count
May 13, 2009 Study Update

Rationale
This survey of pedestrian traffic took place along the Flagler Corridor of Miami's Central Business District. Estimates of average foot traffic provide an indication of retail activity as well as of market potential in the area.

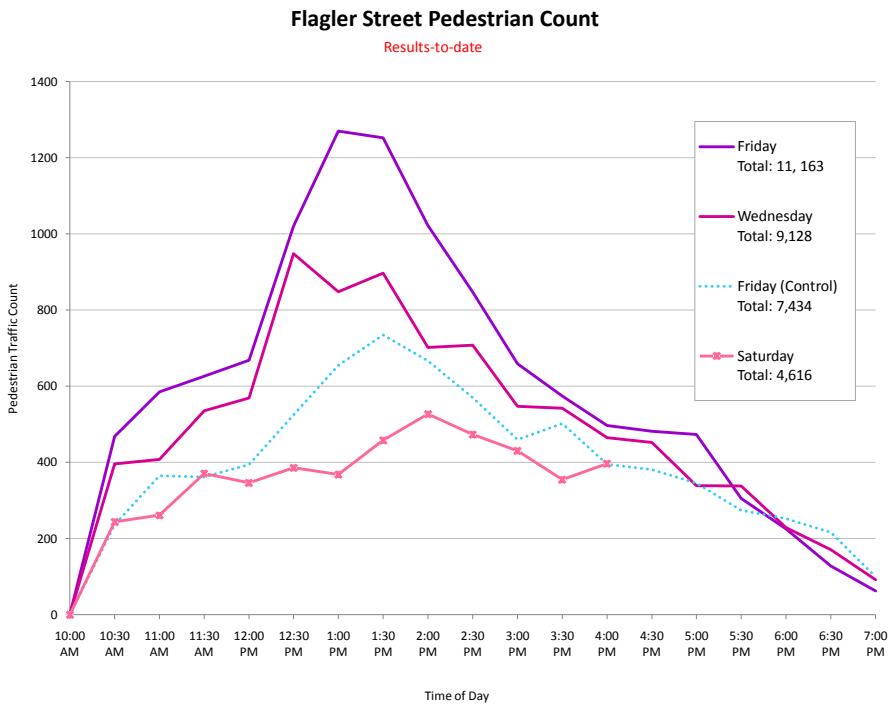
Noteworthy Trends
- Pedestrian traffic during the weekdays was composed mainly of 1) travel to and from work in the morning and evening and 2) travel to and from lunch locations
- Pedestrian foot traffic during the weekend was largely oriented towards shopping at clothing, jewelry, and other area retailers
- South side of Flagler Street saw 40% more pedestrian traffic than the north side on weekdays
- Average peak-time pedestrian volume during the weekday was about 3,000 between 12:00pm and 2:00pm

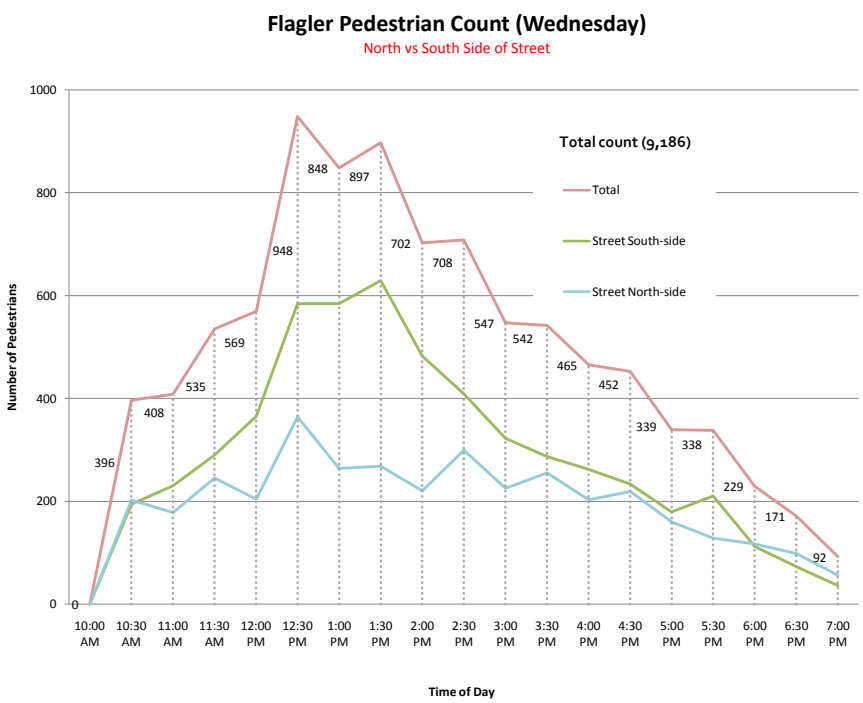
Flagler Corridor Pedestrian Count Snapshot

Daily	Averages*	Between Miami & E 1st Ave
Wednesday	7,749	9,186
Friday	9,299	11,163
Saturday	5,456	4,800
Weekly		
Weekday	42,619	50,873
Weekend	10,912	9,600
Annual		
Weekday	2,216,175	2,645,370
Weekend	567,449	499,200
Annual Total	2,783,624	3,144,570

Methodology
Pedestrians are counted at mid-block locations along the thoroughfare. Mid-block locations are chosen over intersections to avoid over counting. Pedestrian counts are recorded on both sides of the street in order to capture the variability of traffic between the north and south sides of the street. One or two weekdays and one weekend day were selected to obtain a sampling of weekday and weekend activity levels. Data collection takes place over the course of a day beginning at 10:00am and finishing at 7:00pm.

* Averages were estimated using a control location on Flagler and E 3rd Ave


Flagler Street Pedestrian Count
Results-to-date
Pedestrian Traffic Count
Time of Day
Friday
Total: 11, 163
Wednesday
Total: 9,128
Friday (Control)
Total: 7,434
Saturday
Total: 4,616


Flagler Pedestrian Count (Wednesday)
North vs South Side of Street
Number of Pedestrians
Time of Day
Total count (9,186)
Total
Street South-side
Street North-side
0
396
408
535
569
948
848
897
702
708
547
542
465
452
339
338
229
171
92