



EUGENE CITY COUNCIL NEWSLETTER

April 28, 2016

IN THIS EDITION

HIGHEST NUMBER OF PEDESTRIANS COUNTED DOWNTOWN SINCE 2011

AROUND THE CITY

Highest Number of Pedestrians Counted Downtown Since 2011

Anyone walking downtown at noon on Friday Apr. 1, 2016, would have contributed to the highest quarterly downtown pedestrian count since 2011 – along with over 1,000 other people. The total count for this point in time measurement hit 1,061.

Staff in the Planning and Development Department have conducted quarterly pedestrian counts in downtown Eugene since 2011. During the count, 12 staff volunteers count pedestrians as they pass a specific spot in 12 different locations throughout the downtown core. This count is conducted at noon for 15 minutes – rain or shine.

Weather, of course, can and does play an important role in pedestrian counts. Even in Oregon, fewer people are out during the colder and wetter winter months, and this is reflected in the seasonal dip in the pedestrian counts. However, the winter counts have shown an increase in the number of pedestrians from 2011 to 2015.

Pedestrian counts are one measure of downtown activity and vitality. Over time, they can help measure the impact of new development and revitalization efforts, indicate areas for possible streetscape and amenity projects, and help encourage prospective retailers and businesses which are interested in locating downtown.

For more information, contact Laura Hammond at laura.a.hammond@ci.eugene.or.us or 541-682-6021. [View a stop motion video](#) of just a few minutes of activity at Broadway and Willamette.

Downtown Pedestrian Counts Chart 2011-2016

