

2021 Pedestrian Counter Report

Finalized: 11/22/2021



Introduction

This is a presentation detailing the findings based upon data gathered from pedestrian counters located across Hillsborough Street. Namely with four of the longest installed counters: Mid-1900 N, Mid-2400 N, Mid-2400 S, and Mid-3000 S.

Approximately two additional counters have been installed with each passing year since the first ones were placed three years ago. With the recent installation of two new counters in mid-2021, there are now a total of eight counters located on Hillsborough Street.

The counters are subjected to an error due to weather, side-by-side traffic, and other adverse factors.

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About Us

Hillsborough Street Community Service Corporation

We celebrate Hillsborough Street! We are a diverse coalition of Hillsborough Street community partners advocating for a vibrant and unique district.

The Corporation's mission is to make the Hillsborough Street community a distinct destination in Raleigh by providing services and programs that improve the economic sustainability of the territory's businesses and increase the market value of its properties.

The Hillsborough Street Community Service Corporation is an independent, not for profit municipal service district, which began providing services and programs in the fall of 2010. The district was created by the City of Raleigh in partnership with NC State University and the property owners, merchants and residents on and around Hillsborough Street.

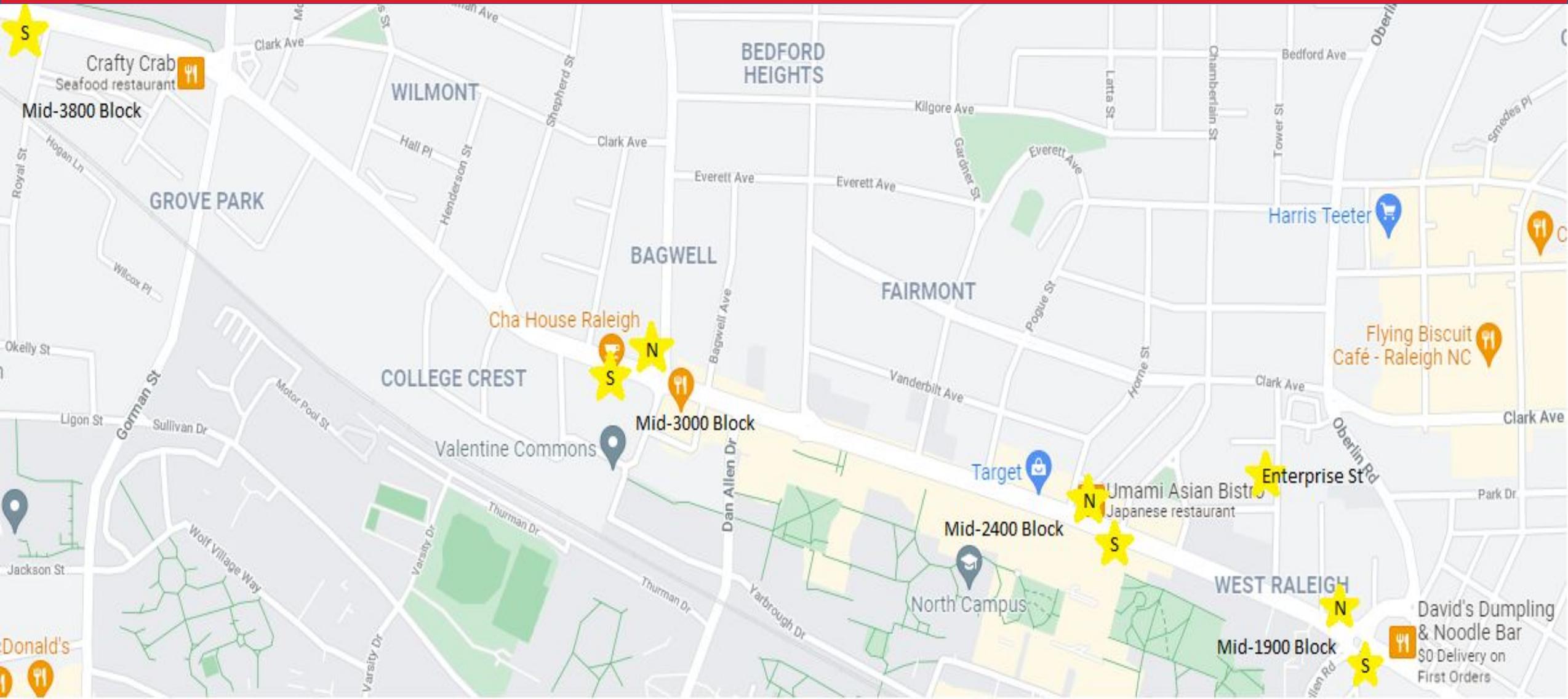
About Us

The HSCSC territory is a 3-mile long corridor that runs on both sides of Hillsborough Street, from St. Mary's School to Meredith College and the I440 Beltline (including Morgan St., a few side streets and connections with Cameron Village). The territory includes a diverse collection of businesses, organizations, institutions and residential options.

We support an equitable and inclusive community, enabling all people to participate and reach their full potential. We believe in promoting equitable access and opportunity, recognizing the need to address systemic and institutional inequities, especially in matters of race. We recognize that to achieve our vision, we must lead our sector in making the changes we want to see in society.

HSCSC annually provides a range of services and programs that help to make the Hillsborough Street community a better place to live, work, play, shop, dine, learn and visit, including: cleaning, security, beautification, marketing and communications, economic development, special events and tourism, planning and advocacy, parking and transportation, research, arts and community.

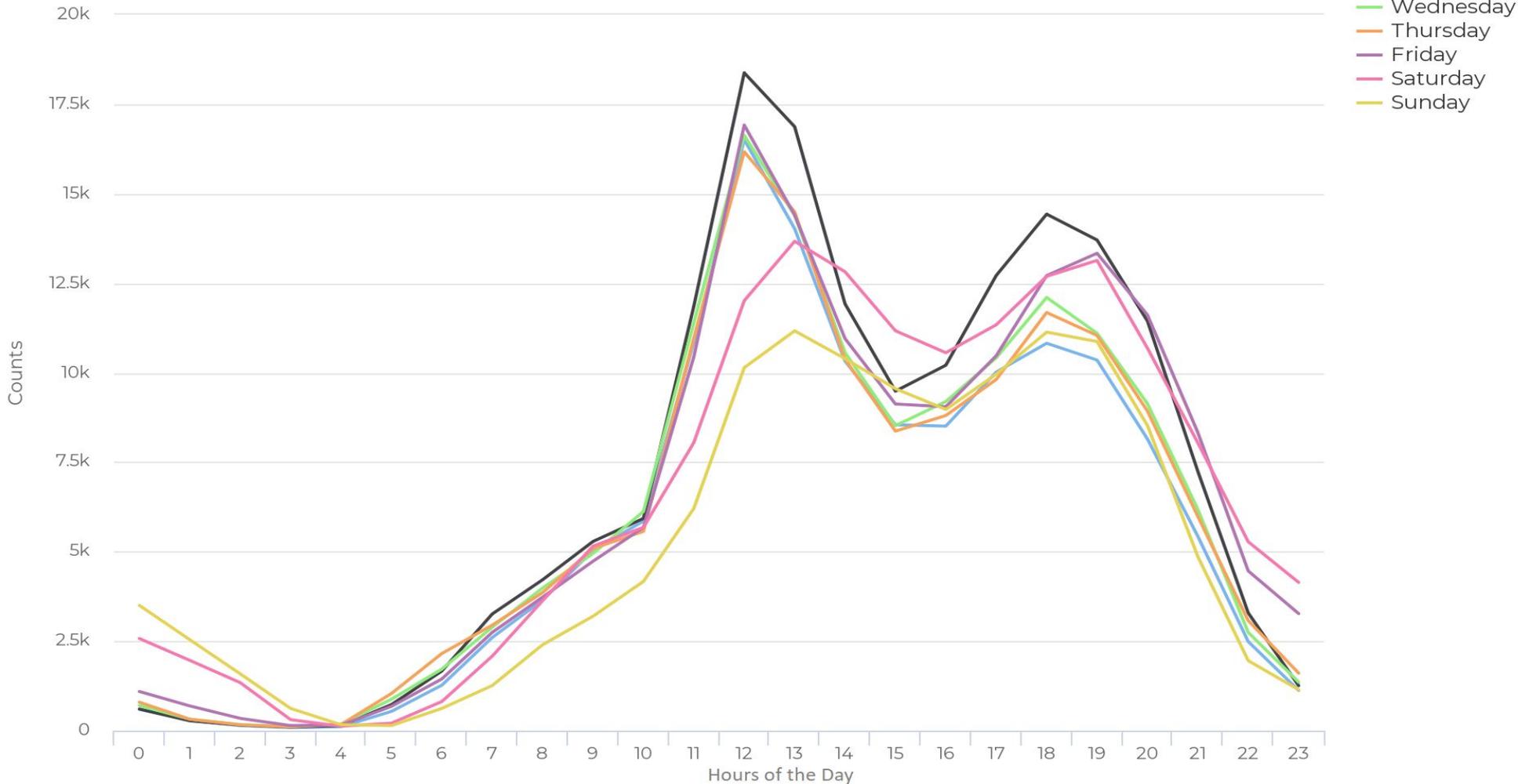
Counter Locations



Total Foot Traffic Day of the Week Comparison (June 2019 – August 2021)

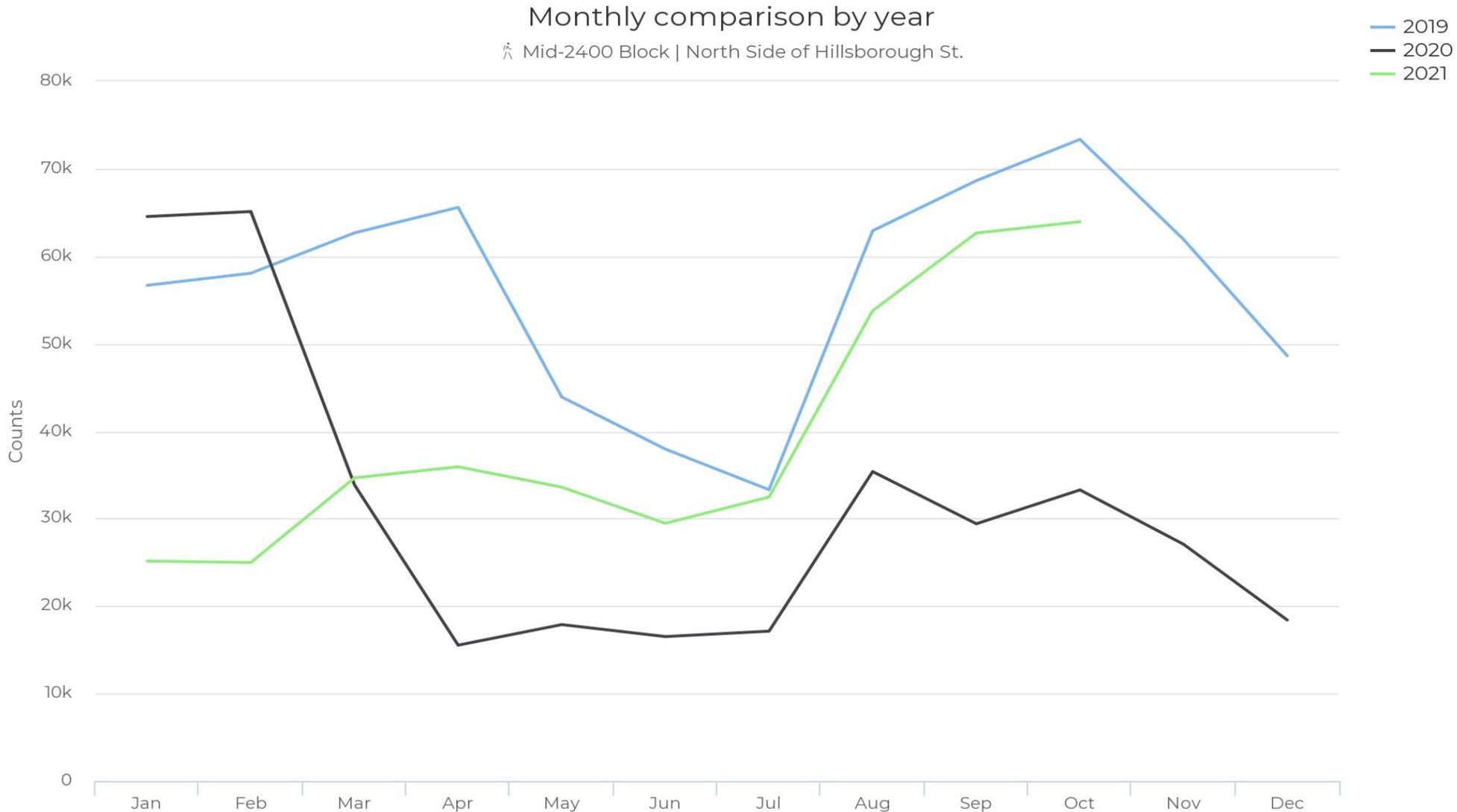
Hourly comparison by day

Mid-2400 Block | North Side of Hillsborough St.



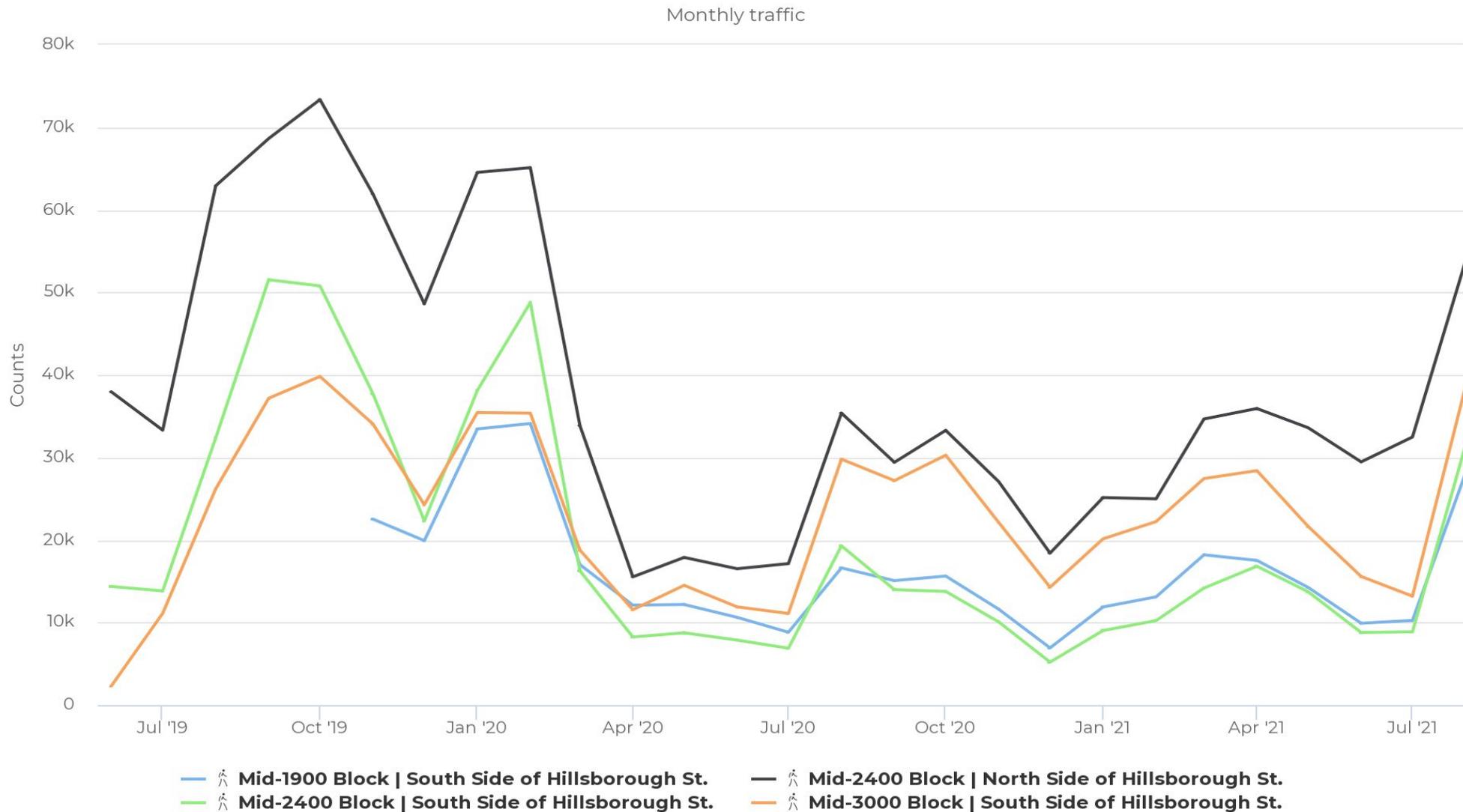
- Lunch rush estimation 11am-1pm
- Dinner rush estimation 6pm-8pm
- Busiest Time: Tuesday Noon
- Tuesday, Friday and Saturday busiest evenings

Year to Year Comparison Within the North Mid-2400 Block



- Year 2019 (blue) represents a full year of typical pedestrian traffic patterns
- Covid-19 Recovery: September 2021 counts 8% less than 2019 totals. Slightly more separation during October as more classes transition to online.

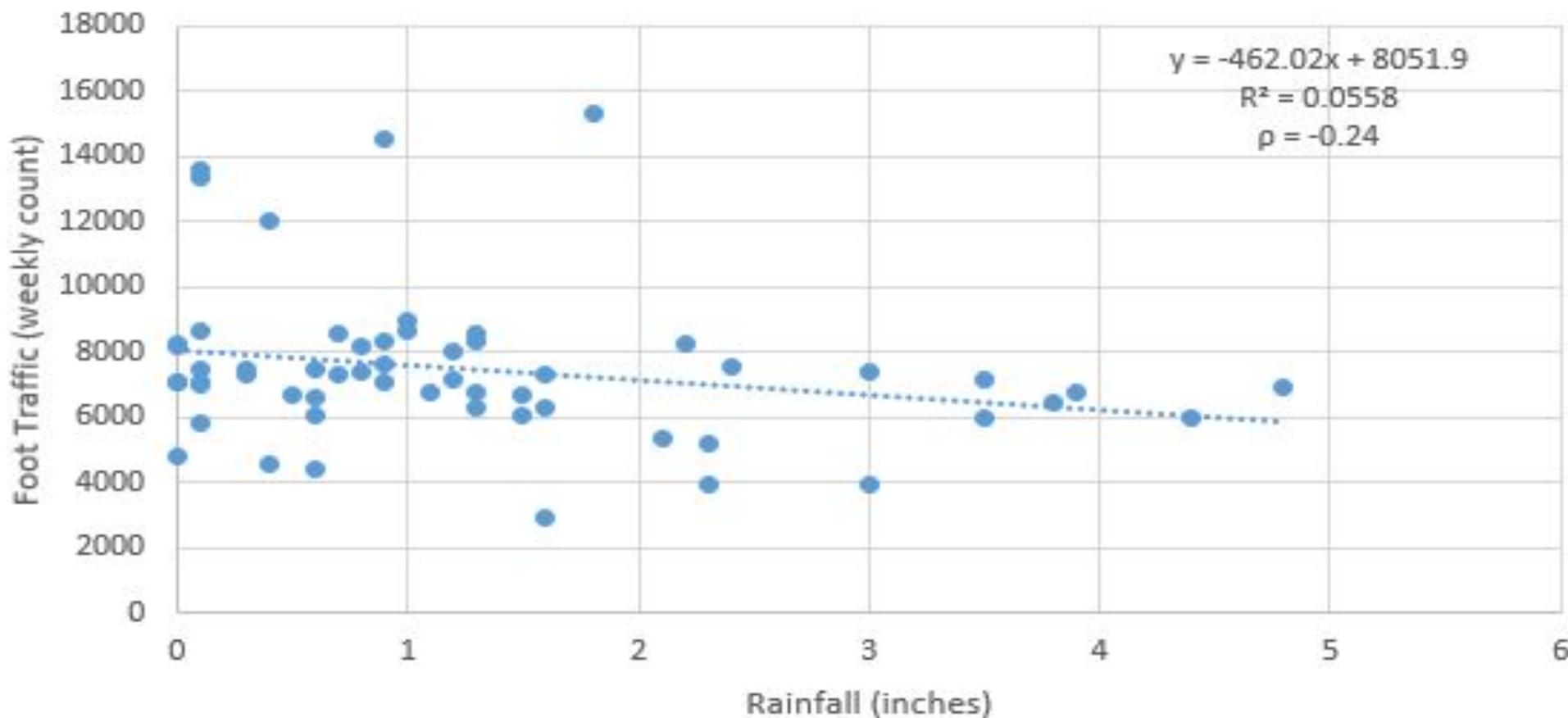
Site Pedestrian Count Comparison (July 2019- July 2021)



- Busiest area: N Mid-2400 Block (1,300 count daily average)
- Highest Monthly traffic count: October 2019
- Least Foot traffic: S Mid-1900 Block (564 count daily average)

Pedestrian Count versus Precipitation Trend Within the North Mid-2400 Block

Weather
Mid-2400 | North Side of Hillsborough St



- Predicts a weekly pedestrian count of 8,051 people with a decrease in 462 people per inch of rain
- As rainfall increases, pedestrian counts decrease slightly

PRODUCT INFORMATION

The pedestrian counter used by HSCSC is the PYRO-Box (as seen pictured above). The small gray box-shaped devices rely on passive-infrared to detect body heat and count passerbys within range of its sensor. It can detect the direction traveled, account for cyclists, and differentiate individuals walking in a group or staggered formation.

Questions?

Please Email: dakotag@hillsboroughstreet.org

