POST-PANDEMIC DOWNTOWN ACTIVITY

DDA Board Work Session
February 21, 2024
Placer.ai Visit Data

How Visits Are Counted

**Visitor Visits**
A visit is counted when a mobile device user* spends at least 7 to 10 minutes at a location.

**Resident Visits**
Home location is determined by where a device spends the night on a regular basis over the last 30 days.

**Employee Visits**
An employee is defined as a visitor that meets a certain threshold of long and repeated visitation patterns (during daytime hours) to the same location. When all conditions are met, that location is established as the visitor's work location, and the user becomes categorized as an employee.**

An algorithm is applied to the mobile data to extrapolate a more accurate number of visits to a location.

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*Data is aggregated to protect privacy.

**People working 100% during nighttime hours are not classified as employees and are not included in the employee visitation data. However, if a person works both daytime and nighttime hours they will be included.

Source: Placer.ai
To undertake public improvements that have the greatest impact in strengthening the downtown area.
Visits to Downtown: 2017 - 2023

Post-pandemic, the downtown appears more sensitive to U-M's schedule without as many office workers present to help buoy activity when U-M is not in session.
Visits to Downtown: 2017 - 2023
Employees, Residents, & Visitors

DDA: Annual Resident & Employee Visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Residents</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>1,800,000</td>
<td>4,700,000</td>
</tr>
<tr>
<td>2019</td>
<td>2,000,000</td>
<td>5,100,000</td>
</tr>
<tr>
<td>2023</td>
<td>2,900,000</td>
<td>4,100,000</td>
</tr>
</tbody>
</table>

DDA: Annual Visitor Visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>17,500,000</td>
</tr>
<tr>
<td>2019</td>
<td>19,900,000</td>
</tr>
<tr>
<td>2023</td>
<td>20,700,000</td>
</tr>
</tbody>
</table>

Change in Visits by Type: 2019 - 2023

<table>
<thead>
<tr>
<th>Type</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident Visits</td>
<td>+900K</td>
<td>+45%</td>
</tr>
<tr>
<td>Employee Visits</td>
<td>-1M</td>
<td>-20%</td>
</tr>
<tr>
<td>Visitor Visits</td>
<td>+800K</td>
<td>+4%</td>
</tr>
</tbody>
</table>

Resident activity continues to increase as employee visits decrease.
2023 Visit Trends

Generally, activity downtown follows campus activity and UM football.
2022 Spending

Spending activity generally trends with visit activity.
In 2023, activity in the DDA greatly surpassed activity at Briarwood Mall.

Visits to the DDA in 2023 exceeded pre-pandemic levels, while visits to Briarwood significantly declined.
The Main Street and State Street shopping districts see the greatest volume of activity.
In 2023, overall visits to shopping districts inside downtown exceeded visits to shopping destinations outside of downtown.

Visits to 3 of 4 downtown shopping districts have increased since 2019.

For shopping districts outside of downtown, trends in visitor activity vary. Visits have declined at 1, remained the same at 1, and increased at 1.
Post-Construction Visits to DDA Project Areas
SHARED VALUES
PEOPLE-FRIENDLY STREETS

VALUES USED...
...during planning/design to Identify and prioritize project opportunities.
...after implementation to measure success and impact.
5th & Detroit

Construction started in 2018

+15%

Visits have increased 15.15% at this project area since it was completed.
State St.

Construction started in 2021

Visits have increased 18.42% at this project area since it was completed.
First & Ashley

Construction started in 2020

+28%

Visits have increased 27.67% at this project area since it was completed.
Bikeway Projects*

Construction started in 2018

+30%

Visits have increased 30.45% at this project area since it was completed.

*Calculations include the William, First, and Division Bikeways, but exclude the Miller / Catherine Bikeway. Due to ongoing private construction along three blocks, we will include Miller/Catherine when the sidewalks reopen.