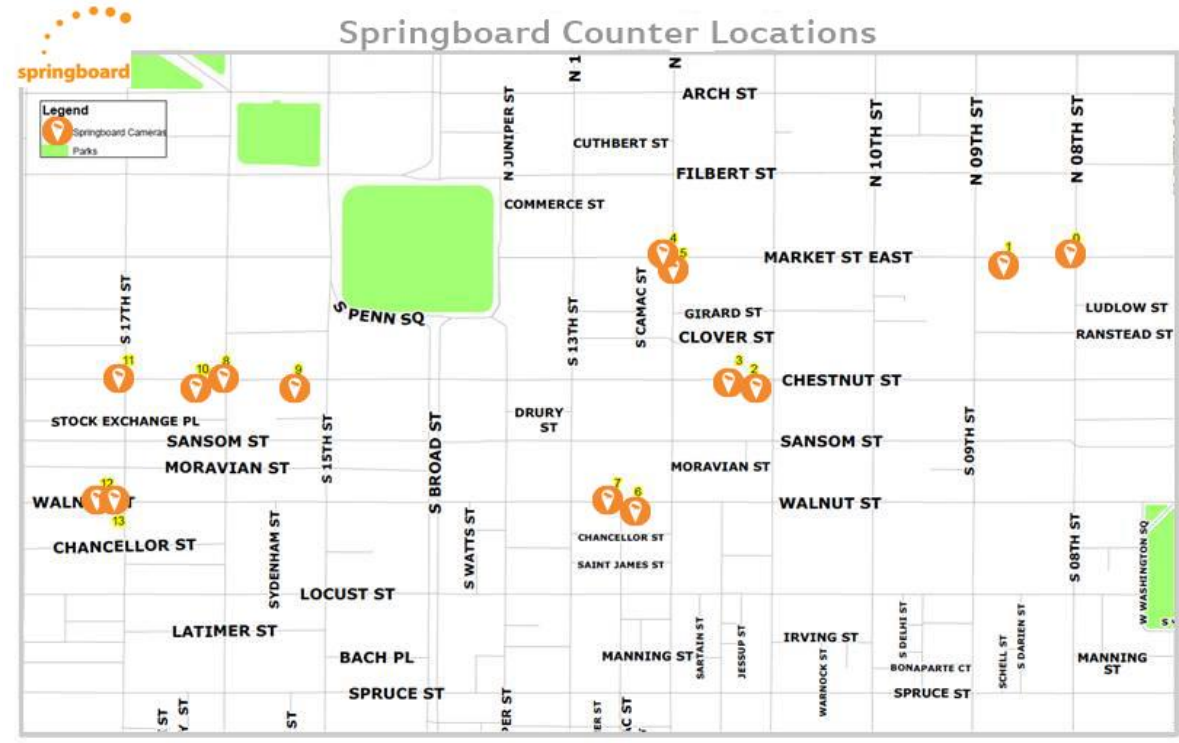


Map of Counting Locations



Example Camera Positions



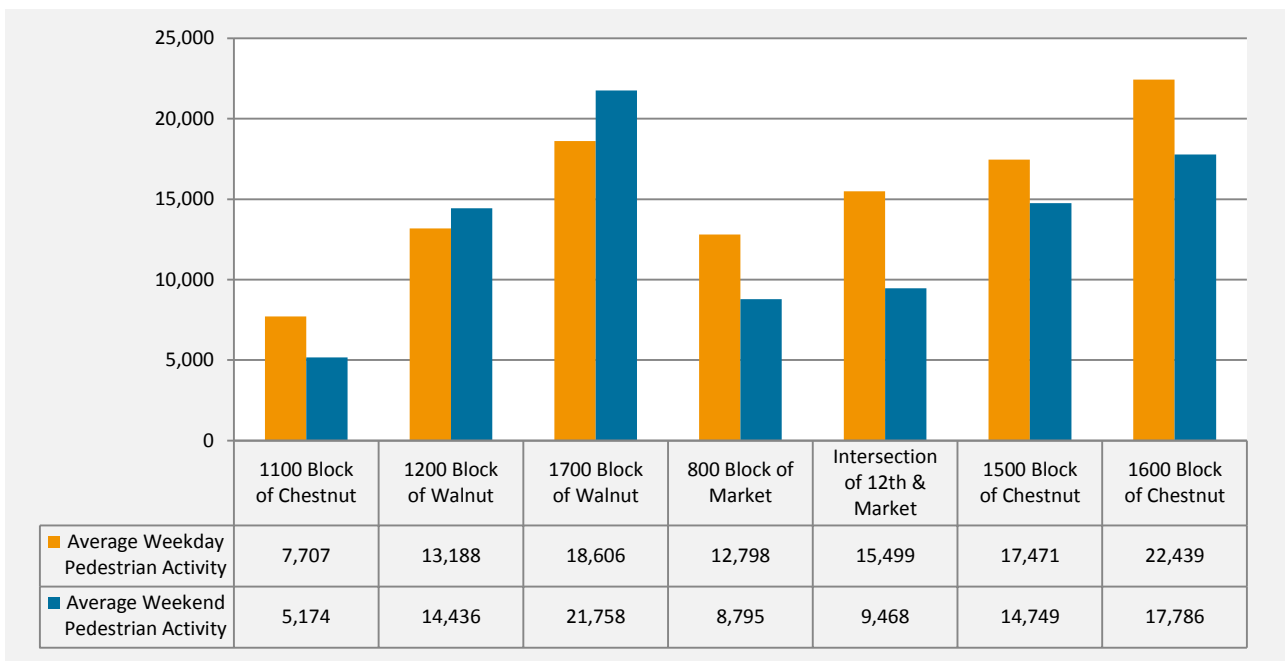


Headlines for January 2012

Pedestrian activity in Center City Philadelphia was up ▼ -12.8% compared to last month

Pedestrian activity in Center City Philadelphia was up compared to same month last year

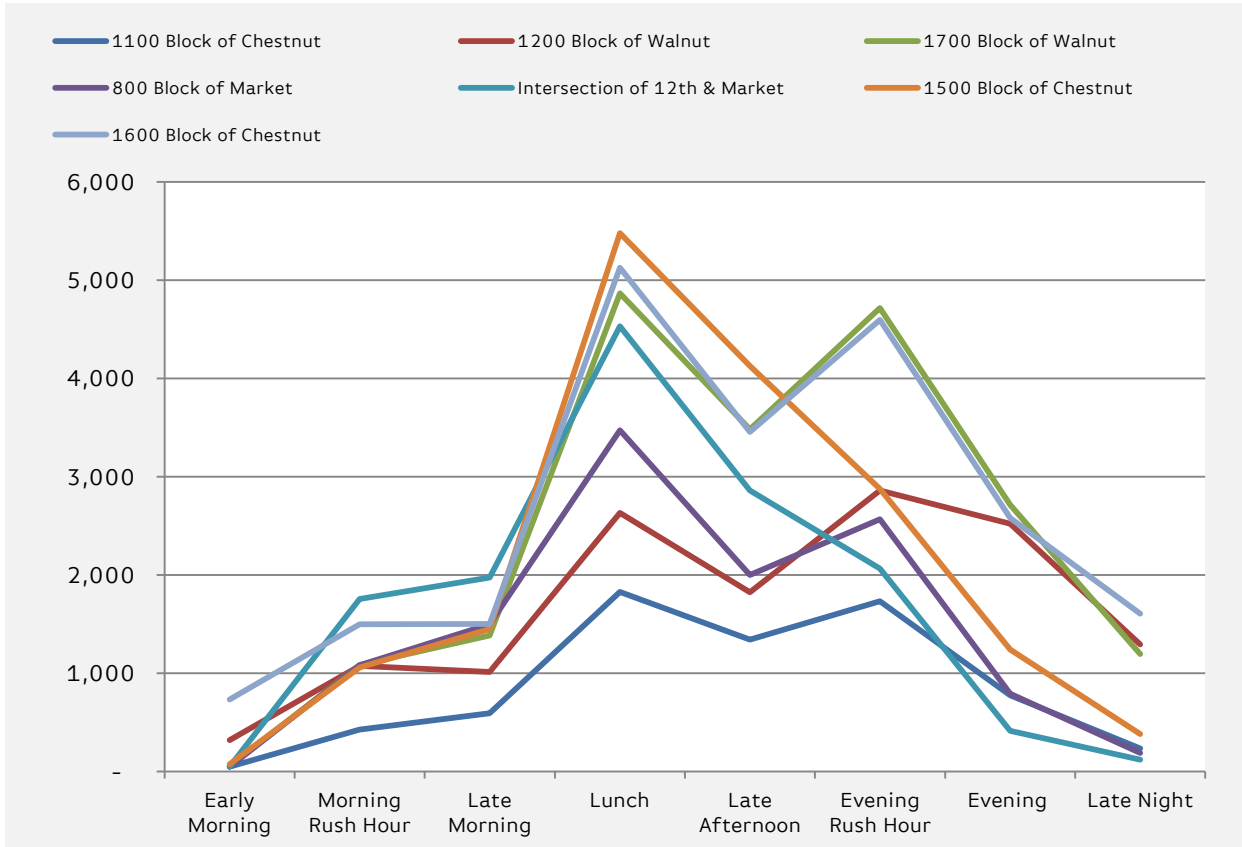
Average Daily Pedestrian Count – January 2012



	Average Weekday Pedestrian Activity		Average Weekend Pedestrian Activity	
	2012	2011	2012	2011
1100 Block of Chestnut	7,707	-	5,174	-
1200 Block of Walnut	13,188	-	14,436	-
1700 Block of Walnut	18,606	-	21,758	-
800 Block of Market	12,798	-	8,795	-
Intersection of 12th & Market	15,499	-	9,468	-
1500 Block of Chestnut	17,471	-	14,749	-
1600 Block of Chestnut	22,439	-	17,786	-



Average Daily Pedestrian Count by Time of Day
January 2012



	1100 Block of Chestnut		1200 Block of Walnut		1700 Block of Walnut		800 Block of Market		Intersection of 12th & Market		1500 Block of Chestnut		1600 Block of Chestnut	
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
Early Morning	49	-	321	-	56	-	49	-	50	-	75	-	736	-
Morning RH*	428	-	1,076	-	1,084	-	1,082	-	1,757	-	1,060	-	1,500	-
Late Morning	594	-	1,014	-	1,385	-	1,500	-	1,973	-	1,449	-	1,501	-
Lunch	1,827	-	2,634	-	4,869	-	3,472	-	4,532	-	5,479	-	5,127	-
Late Afternoon	1,343	-	1,824	-	3,484	-	2,001	-	2,862	-	4,127	-	3,458	-
Evening RH*	1,733	-	2,862	-	4,718	-	2,567	-	2,067	-	2,878	-	4,598	-
Evening	776	-	2,521	-	2,714	-	793	-	413	-	1,242	-	2,582	-
Late Night	234	-	1,293	-	1,197	-	190	-	123	-	383	-	1,608	-

Time of Day Key

Early morning: 4am-6am

Morning RH: 6am-9am

Late Morning: 9am-11am

Lunch: 11am-2pm

Late Afternoon: 2pm-4pm

Evening RH: 4pm-7pm

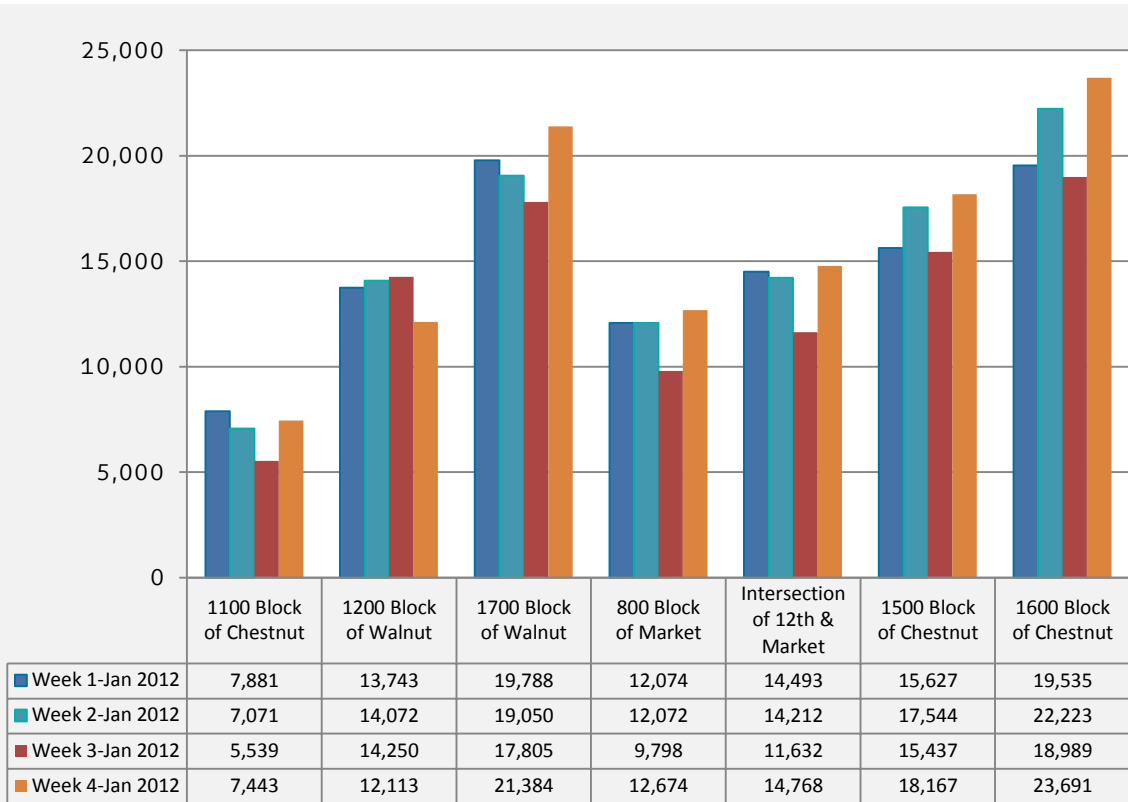
Evening: 7pm-11pm

Late Night: 11pm-4am

*N.B. RH stands for Rush Hour



Average Pedestrian Count by Week-January 2012



	Week 1-Jan 2012		Week 2-Jan 2012		Week 3-Jan 2012		Week 4-Jan 2012	
	2012	2011	2012	2011	2012	2011	2012	2011
1100 Block of Chestnut	7,881	-	7,071	-	5,539	-	7,443	-
1200 Block of Walnut	13,743	-	14,072	-	14,250	-	12,113	-
1700 Block of Walnut	19,788	-	19,050	-	17,805	-	21,384	-
800 Block of Market	12,074	-	12,072	-	9,798	-	12,674	-
Intersection of 12th & Market	14,493	-	14,212	-	11,632	-	14,768	-
1500 Block of Chestnut	15,627	-	17,544	-	15,437	-	18,167	-
1600 Block of Chestnut	19,535	-	22,223	-	18,989	-	23,691	-



Average Daily Pedestrian Count by Day of the Week – January 2012

