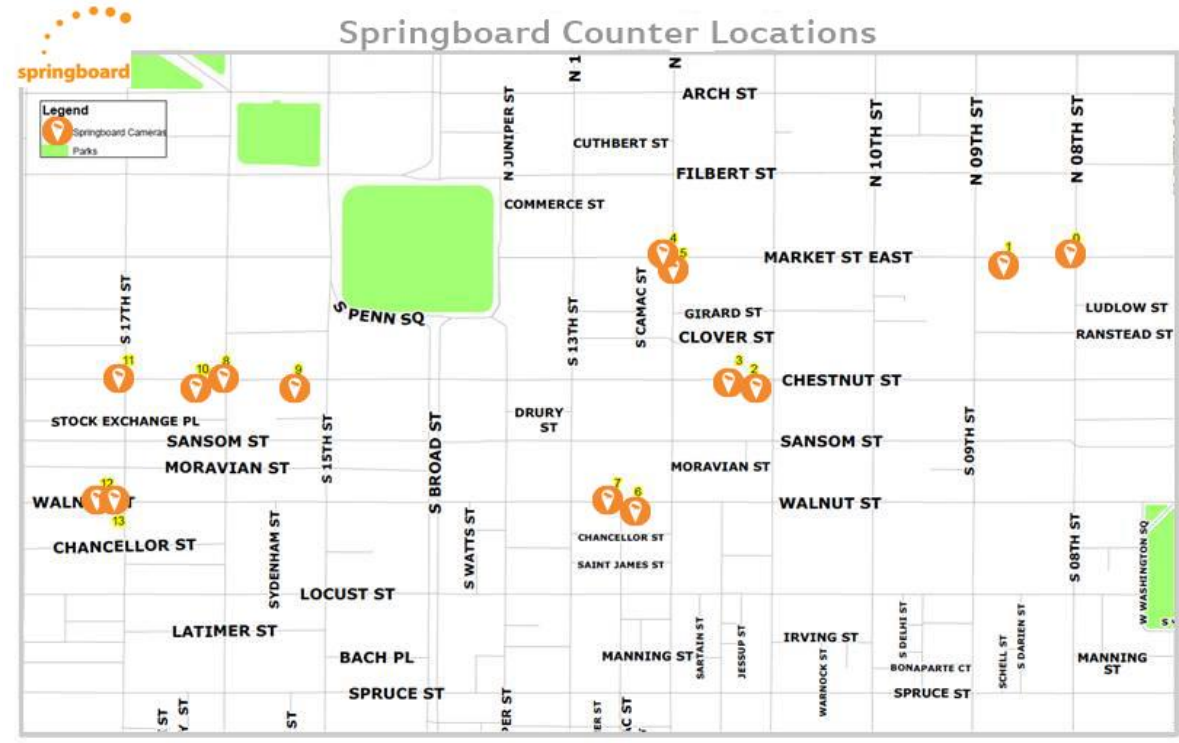


Map of Counting Locations



Example Camera Positions





Headlines for March 2012

Pedestrian activity in Center City Philadelphia was up ▲ 9.3% compared to last month

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

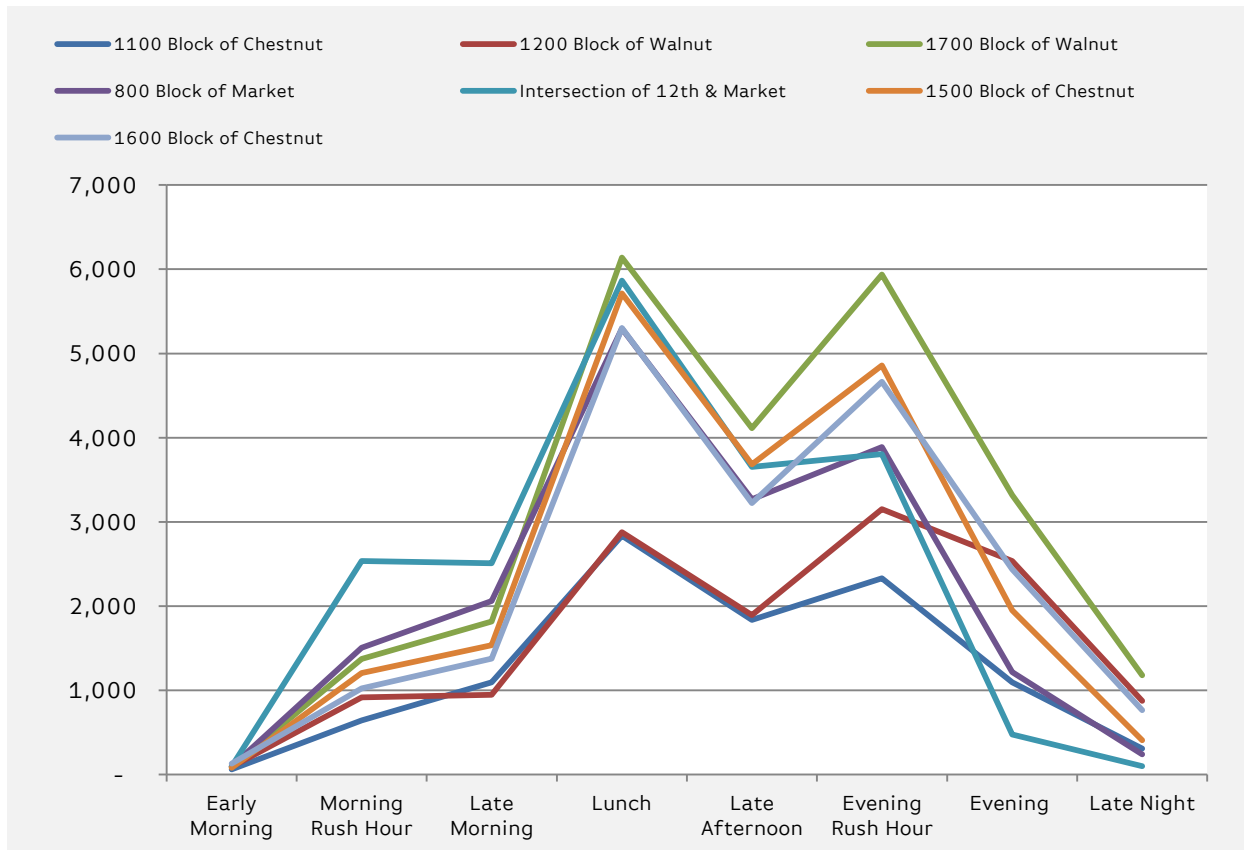
Average Daily Pedestrian Count – March 2012



	Average Weekday Pedestrian Activity		Average Weekend Pedestrian Activity	
	2012	2011	2012	2011
1100 Block of Chestnut	11,219	-	7,676	-
1200 Block of Walnut	13,673	-	12,336	-
1700 Block of Walnut	23,759	-	24,489	-
800 Block of Market	19,468	-	12,834	-
Intersection of 12th & Market	21,228	-	13,573	-
1500 Block of Chestnut	20,970	-	15,597	-
1600 Block of Chestnut	20,472	-	15,044	-



Average Daily Pedestrian Count by Time of Day
March 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	63	-	93	-	92	-	97	-	98	-	82	-	131	-
Morning RH*	642	-	918	-	1,371	-	1,505	-	2,534	-	1,206	-	1,023	-
Late Morning	1,097	-	949	-	1,817	-	2,061	-	2,510	-	1,536	-	1,377	-
Lunch	2,837	-	2,877	-	6,137	-	5,294	-	5,863	-	5,714	-	5,301	-
Late Afternoon	1,838	-	1,895	-	4,114	-	3,270	-	3,653	-	3,684	-	3,223	-
Evening RH*	2,329	-	3,150	-	5,937	-	3,889	-	3,806	-	4,858	-	4,664	-
Evening	1,094	-	2,535	-	3,319	-	1,217	-	475	-	1,949	-	2,438	-
Late Night	307	-	874	-	1,180	-	241	-	102	-	407	-	766	-

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

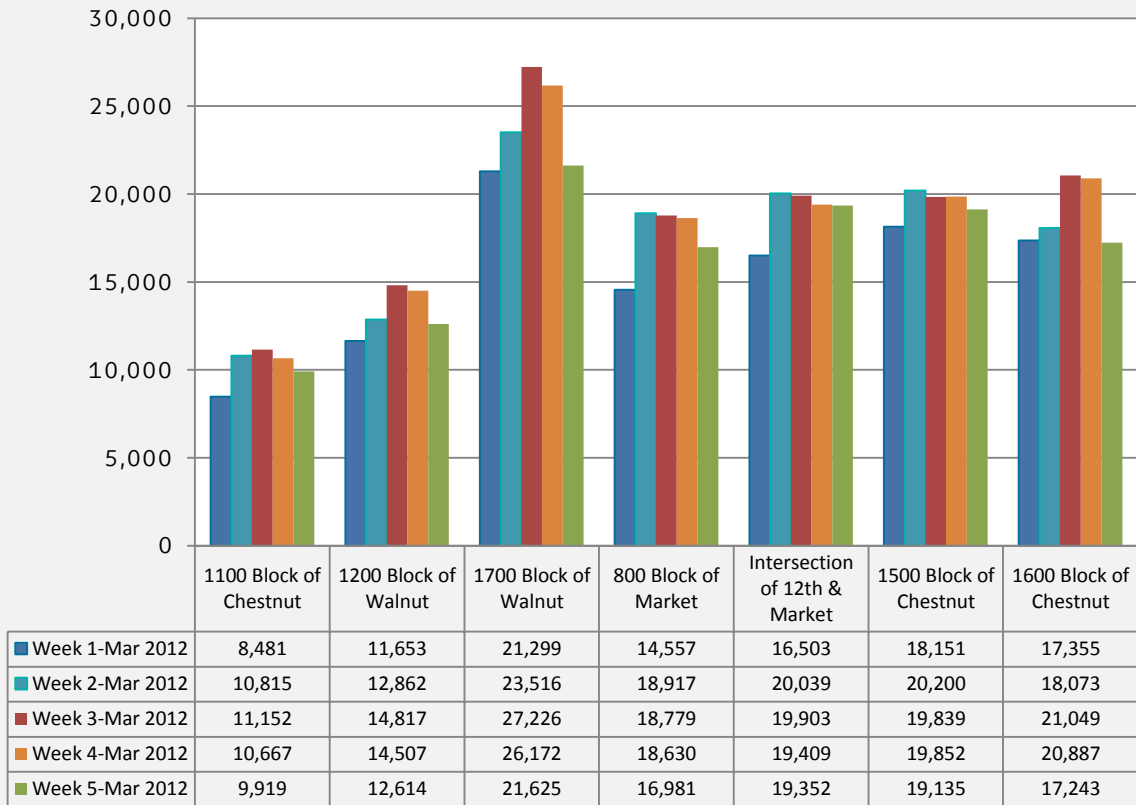
Evening: 7pm-11pm

Late Night: 11pm-4am

*N.B. RH stands for Rush Hour



Average Pedestrian Count by Week-March 2012



	Week 1-Mar 2012		Week 2-Mar 2012		Week 3-Mar 2012		Week 4-Mar 2012		Week 5-Mar 2012	
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
1100 Block of Chestnut	8,481	-	10,815	-	11,152	-	10,667	-	9,919	-
1200 Block of Walnut	11,653	-	12,862	-	14,817	-	14,507	-	12,614	-
1700 Block of Walnut	21,299	-	23,516	-	27,226	-	26,172	-	21,625	-
800 Block of Market	14,557	-	18,917	-	18,779	-	18,630	-	16,981	-
Intersection of 12th & Market	16,503	-	20,039	-	19,903	-	19,409	-	19,352	-
1500 Block of Chestnut	18,151	-	20,200	-	19,839	-	19,852	-	19,135	-
1600 Block of Chestnut	17,355	-	18,073	-	21,049	-	20,887	-	17,243	-



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

