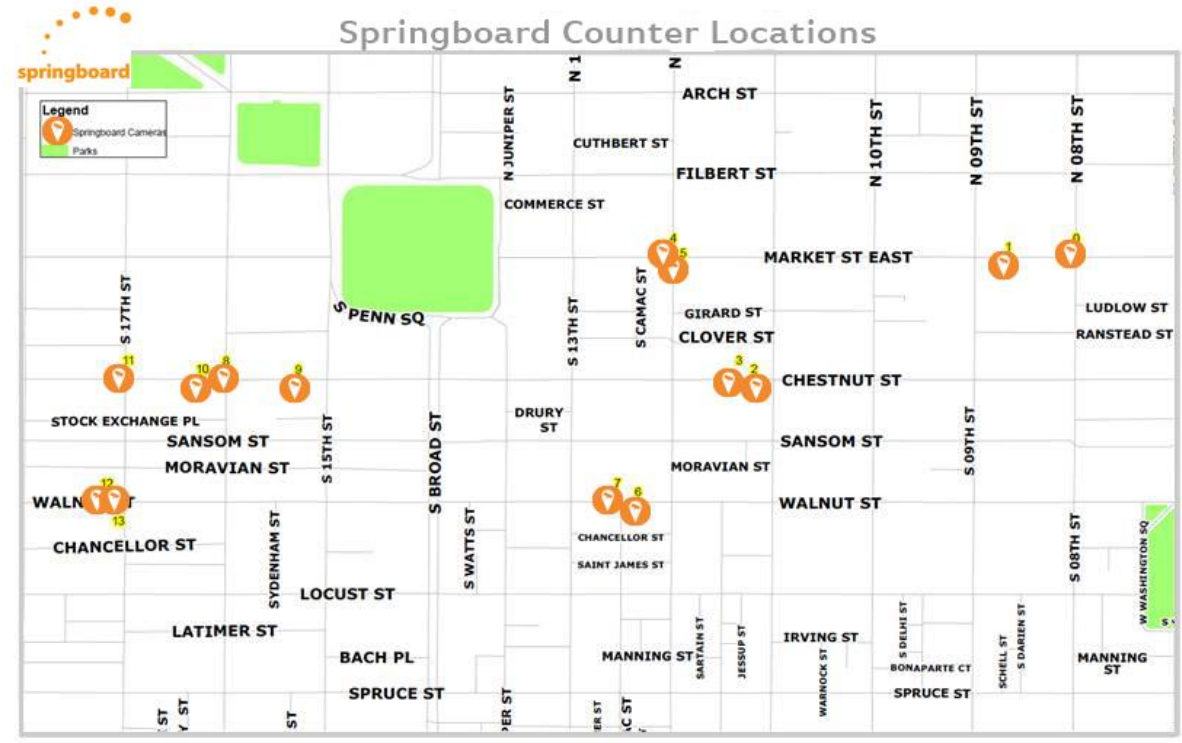


Map of Counting Locations



Example Camera Positions



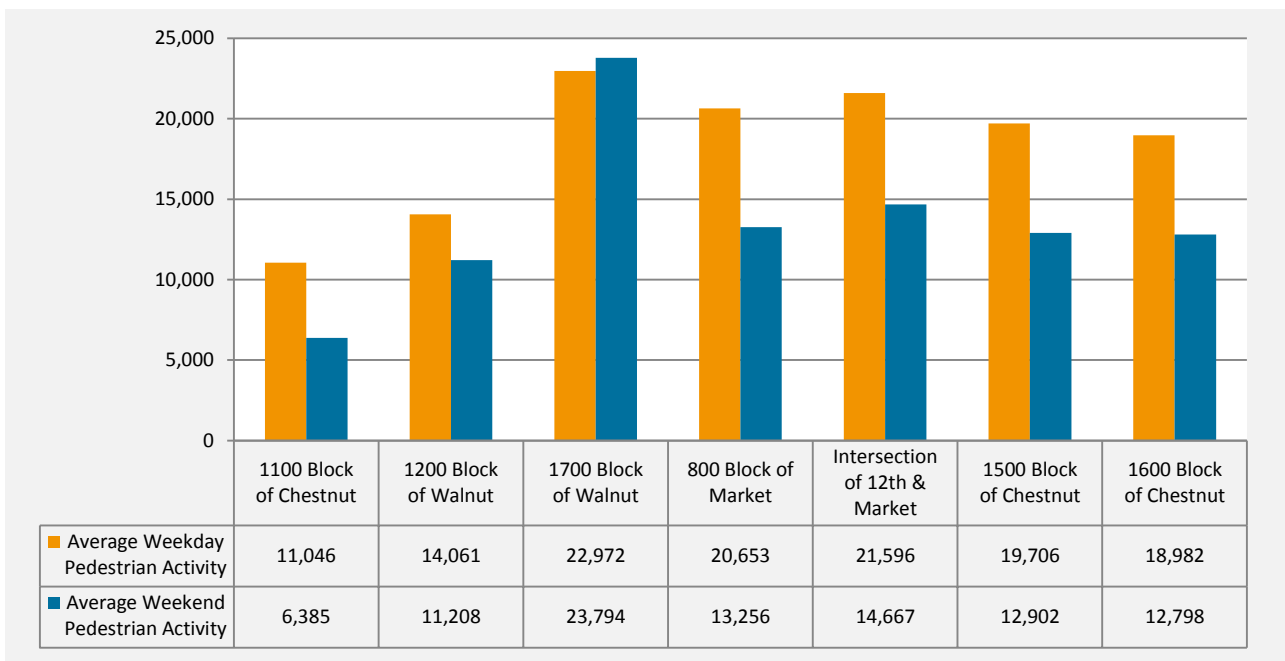


Headlines for July 2012

Pedestrian activity in Center City Philadelphia was up ▼ -6.3% compared to last month

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

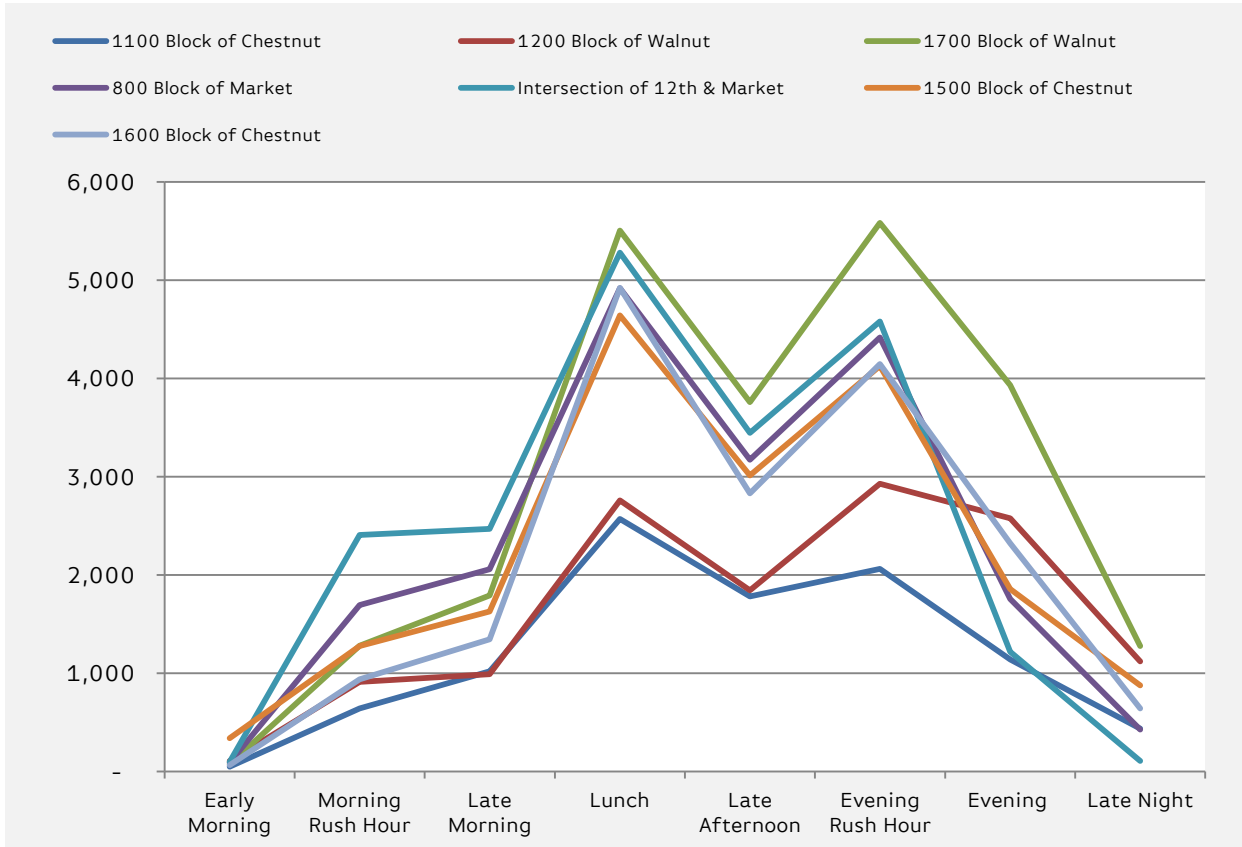
Average Daily Pedestrian Count – July 2012



	Average Weekday Pedestrian Activity		Average Weekend Pedestrian Activity	
	2012	2011	2012	2011
1100 Block of Chestnut	11,046	-	6,385	-
1200 Block of Walnut	14,061	-	11,208	-
1700 Block of Walnut	22,972	-	23,794	-
800 Block of Market	20,653	-	13,256	-
Intersection of 12th & Market	21,596	-	14,667	-
1500 Block of Chestnut	19,706	-	12,902	-
1600 Block of Chestnut	18,982	-	12,798	-



Average Daily Pedestrian Count by Time of Day
July 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	50	-	107	-	75	-	93	-	98	-	339	-	66	-
Morning RH*	642	-	915	-	1,282	-	1,693	-	2,409	-	1,279	-	938	-
Late Morning	1,022	-	992	-	1,793	-	2,061	-	2,470	-	1,628	-	1,345	-
Lunch	2,573	-	2,758	-	5,507	-	4,918	-	5,279	-	4,641	-	4,921	-
Late Afternoon	1,783	-	1,846	-	3,760	-	3,174	-	3,449	-	3,014	-	2,831	-
Evening RH*	2,064	-	2,930	-	5,582	-	4,417	-	4,581	-	4,127	-	4,146	-
Evening	1,142	-	2,576	-	3,931	-	1,757	-	1,221	-	1,857	-	2,324	-
Late Night	439	-	1,122	-	1,276	-	426	-	110	-	876	-	644	-

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

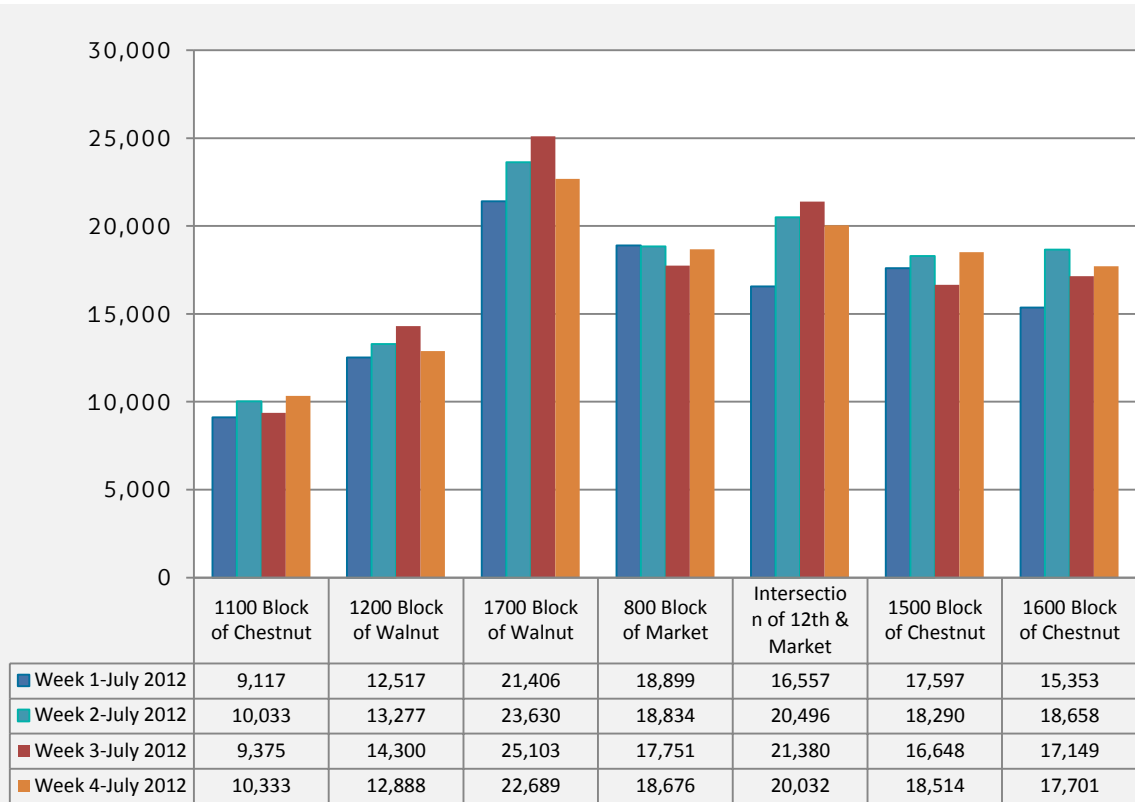
Evening: 7pm-11pm

Late Night: 11pm-4am

*N.B. RH stands for Rush Hour



Average Pedestrian Count by Week-July 2012



	Week 1-July 2012		Week 2-July 2012		Week 3-July 2012		Week 4-July 2012	
	2012	2011	2012	2011	2012	2011	2012	2011
1100 Block of Chestnut	9,117	-	10,033	-	9,375	-	10,333	-
1200 Block of Walnut	12,517	-	13,277	-	14,300	-	12,888	-
1700 Block of Walnut	21,406	-	23,630	-	25,103	-	22,689	-
800 Block of Market	18,899	-	18,834	-	17,751	-	18,676	-
Intersection of 12th & Market	16,557	-	20,496	-	21,380	-	20,032	-
1500 Block of Chestnut	17,597	-	18,290	-	16,648	-	18,514	-
1600 Block of Chestnut	15,353	-	18,658	-	17,149	-	17,701	-



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

