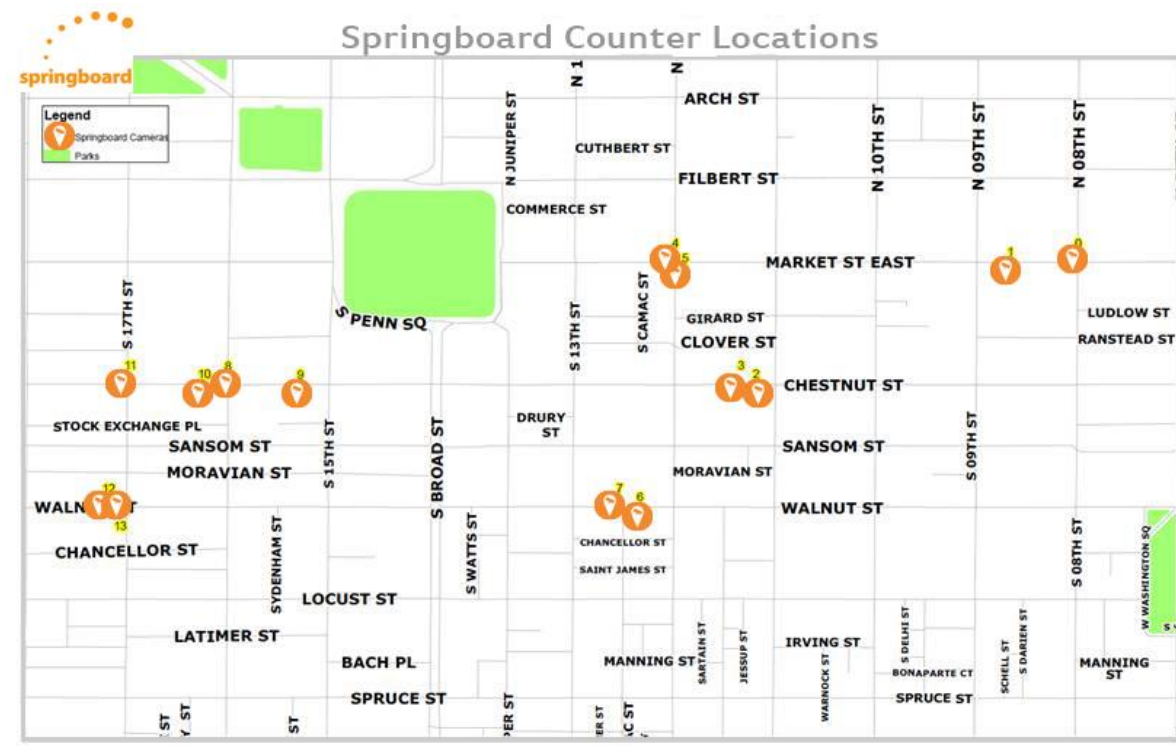


Map of Counting Locations



Example Camera Positions



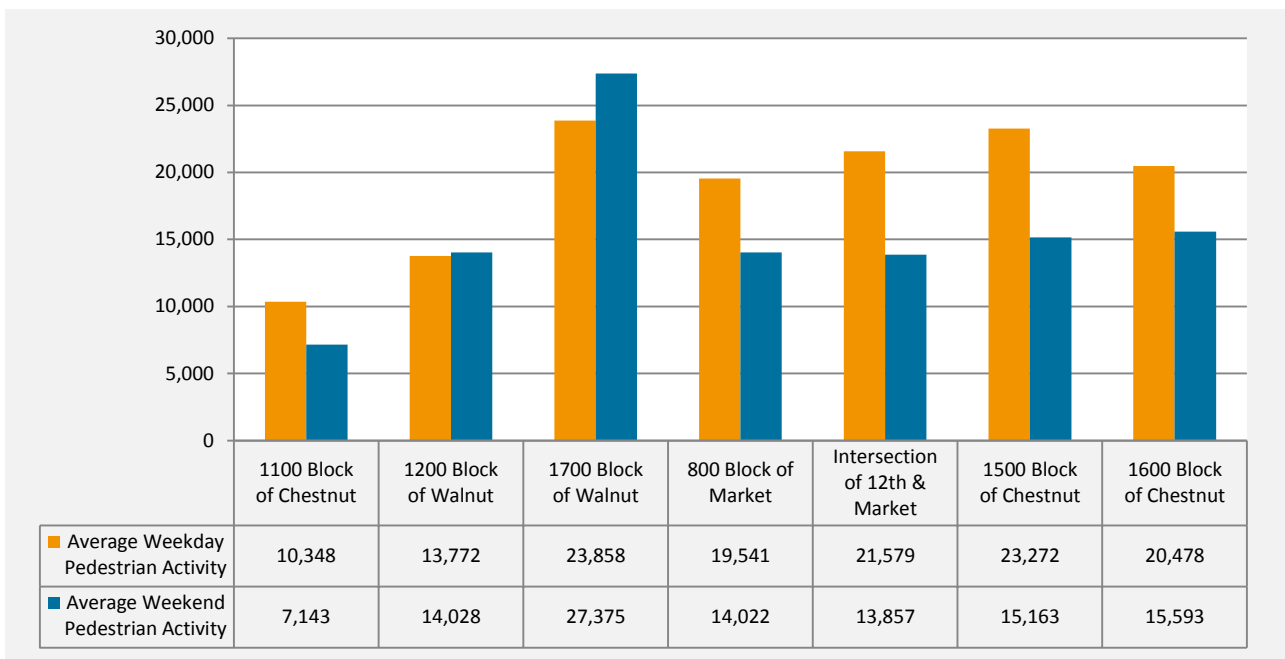


Headlines for October 2011

Pedestrian activity in Center City Philadelphia was up ▼ -3.7% compared to last month

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

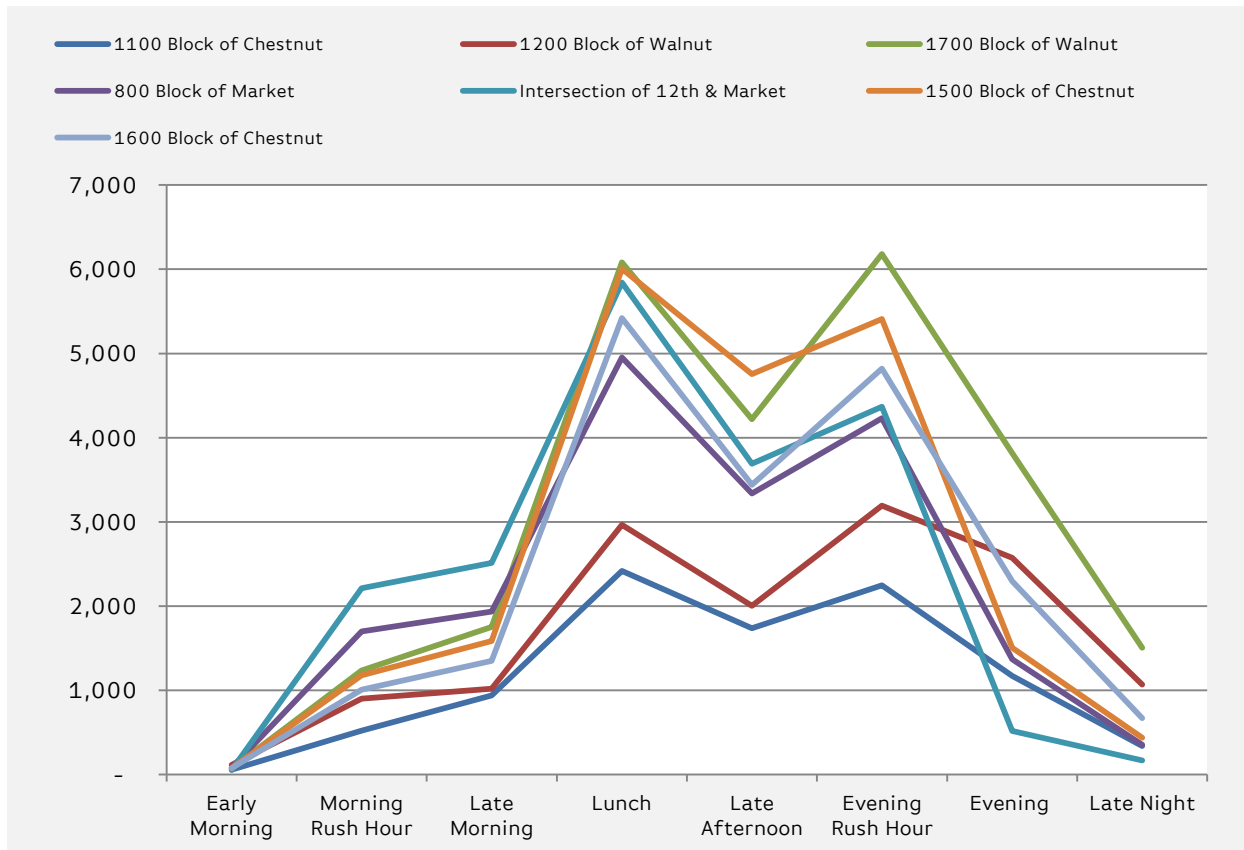
Average Daily Pedestrian Count – October 2011



	Average Weekday Pedestrian Activity		Average Weekend Pedestrian Activity	
	2011	2010	2011	2010
1100 Block of Chestnut	10,348	-	7,143	-
1200 Block of Walnut	13,772	-	14,028	-
1700 Block of Walnut	23,858	-	27,375	-
800 Block of Market	19,541	-	14,022	-
Intersection of 12th & Market	21,579	-	13,857	-
1500 Block of Chestnut	23,272	-	15,163	-
1600 Block of Chestnut	20,478	-	15,593	-



Average Daily Pedestrian Count by Time of Day
October 2011



	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	
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
Early Morning	58	-	114	-	73	-	82	-	56	-	76	-	78	-
Morning RH*	522	-	900	-	1,236	-	1,701	-	2,214	-	1,180	-	1,009	-
Late Morning	939	-	1,021	-	1,752	-	1,934	-	2,514	-	1,586	-	1,350	-
Lunch	2,419	-	2,966	-	6,083	-	4,954	-	5,843	-	6,005	-	5,421	-
Late Afternoon	1,736	-	2,005	-	4,218	-	3,339	-	3,691	-	4,753	-	3,440	-
Evening RH*	2,247	-	3,195	-	6,181	-	4,232	-	4,367	-	5,408	-	4,819	-
Evening	1,171	-	2,576	-	3,815	-	1,369	-	519	-	1,508	-	2,297	-
Late Night	341	-	1,068	-	1,505	-	354	-	168	-	439	-	669	-

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

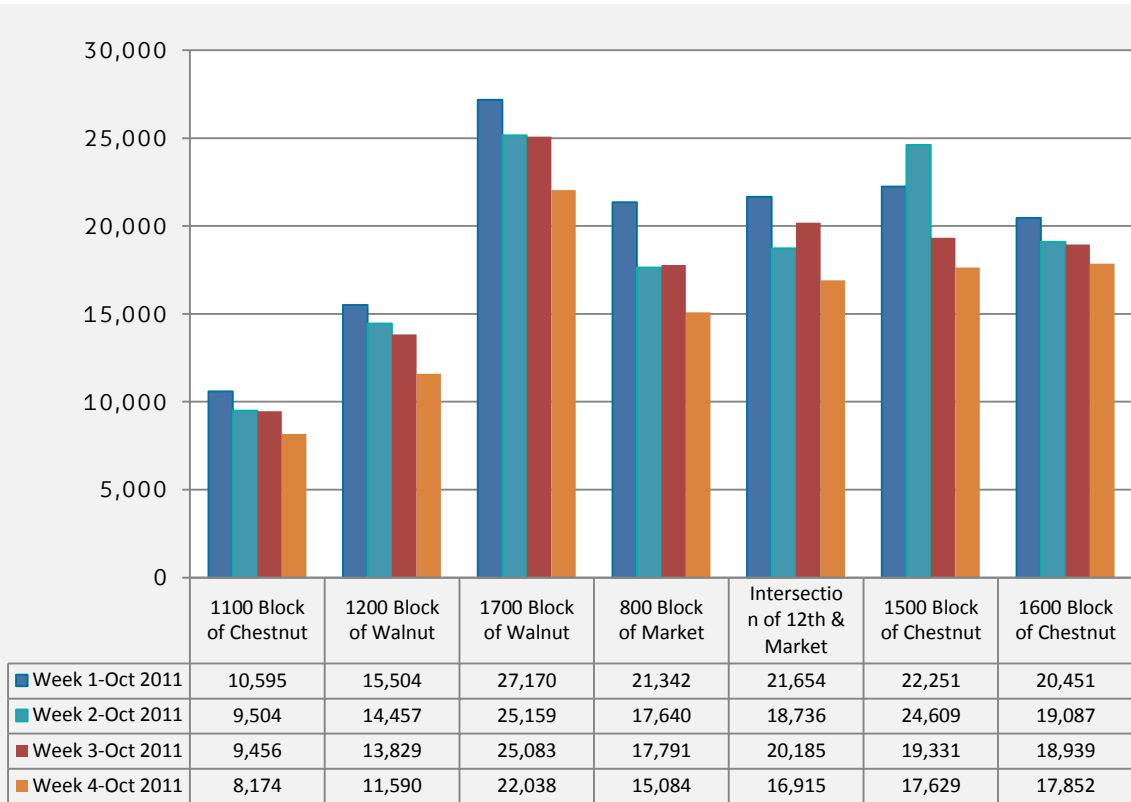
Evening: 7pm-11pm

Late Night: 11pm-4am

*N.B. RH stands for Rush Hour



Average Pedestrian Count by Week-October 2011



	Week 1-Oct 2011		Week 2-Oct 2011		Week 3-Oct 2011		Week 4-Oct 2011	
	2011	2010	2011	2010	2011	2010	2011	2010
1100 Block of Chestnut	10,595	-	9,504	-	9,456	-	8,174	-
1200 Block of Walnut	15,504	-	14,457	-	13,829	-	11,590	-
1700 Block of Walnut	27,170	-	25,159	-	25,083	-	22,038	-
800 Block of Market	21,342	-	17,640	-	17,791	-	15,084	-
Intersection of 12th & Market	21,654	-	18,736	-	20,185	-	16,915	-
1500 Block of Chestnut	22,251	-	24,609	-	19,331	-	17,629	-
1600 Block of Chestnut	20,451	-	19,087	-	18,939	-	17,852	-



Average Daily Pedestrian Count by Day of the Week – October 2011

