



THE PARTNERSHIP

Saskatoon Downtown Business Improvement District

2011 Pedestrian Study

Conducted

May 10th to May 14th

And

May 31st to June 4th

242 Third Avenue South

Saskatoon, SK S7K 1L9

Telephone: (306) 665-2001 Fax: (306) 664-2245

Email: the.partnership@sasktel.net

INTRODUCTION

The Partnership Saskatoon Downtown Business Improvement District started conducting Pedestrian Studies in 2001. From 2001 to 2005, the studies were conducted every second year. *The Partnership* decided to start conducting studies annually in 2006, in order to better analyze changes in pedestrian traffic. Major developments in Downtown Saskatoon include our riverfront project with the ongoing development of River Landing and the Third Avenue Streetscaping project. These are expected to influence Downtown pedestrian traffic, along with an increase in the residential population.

Pedestrian Studies are widely used in urban analysis; they provide clear, concise information and allow for direct conclusions to be made regarding changes in the volume of pedestrian traffic. The health of the business environment, including retail, professional, restaurant, and service sector, are all affected.

The 2011 Pedestrian Study was conducted on Tuesday evenings, Wednesday afternoons, Thursday evenings, and Saturday afternoons. The days of the study were chosen to best compare numbers of a normal day, and fall within the same general time frame as past studies. Downtown pedestrian activity may also be affected by the weather; therefore prevailing weather conditions were recorded for each year.

Pedestrian counts are conducted at the following locations:

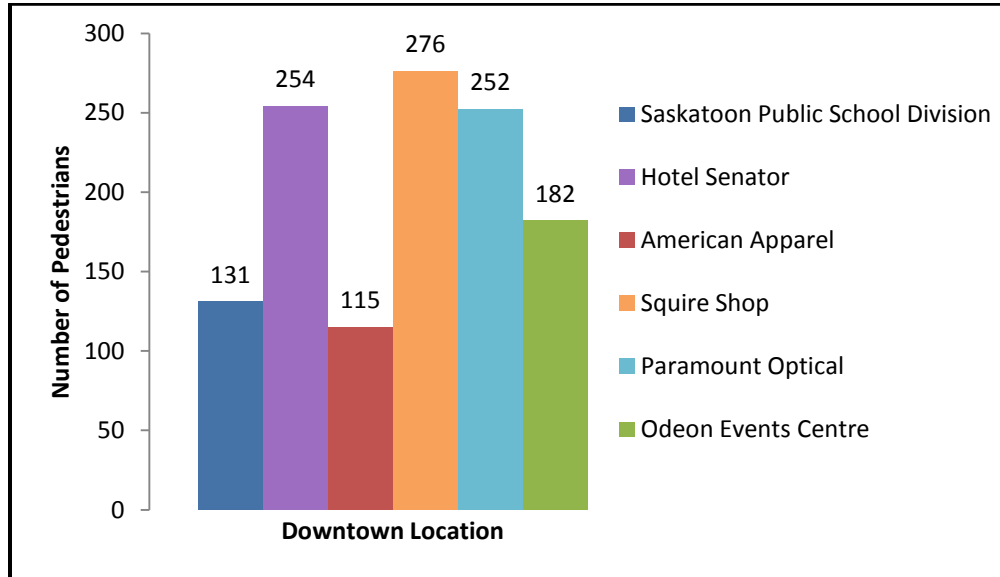
Saskatoon Public School Division	100 block of 3rd Avenue South
Hotel Senator	200 block of 21st Street East
American Apparel	100 block of 21st Street East
Squire Shop	100 block of 2nd Avenue North
Paramount Optical	100 block of 2nd Avenue South
Odeon Events Centre	200 block of 2nd Avenue South

At the Saskatoon Public School Division and Hotel Senator locations, the surveyors were positioned in front of the buildings, facing 21st Street East. The remaining surveyors were positioned in front of the buildings facing the buildings. Surveyors counted pedestrians passing in both directions, however, pedestrians on the opposite side of the street were not included in the count, nor were those who did not pass immediately in front of the stations. Cyclists and children are also considered pedestrians.

2011 DATA AND RESULTS

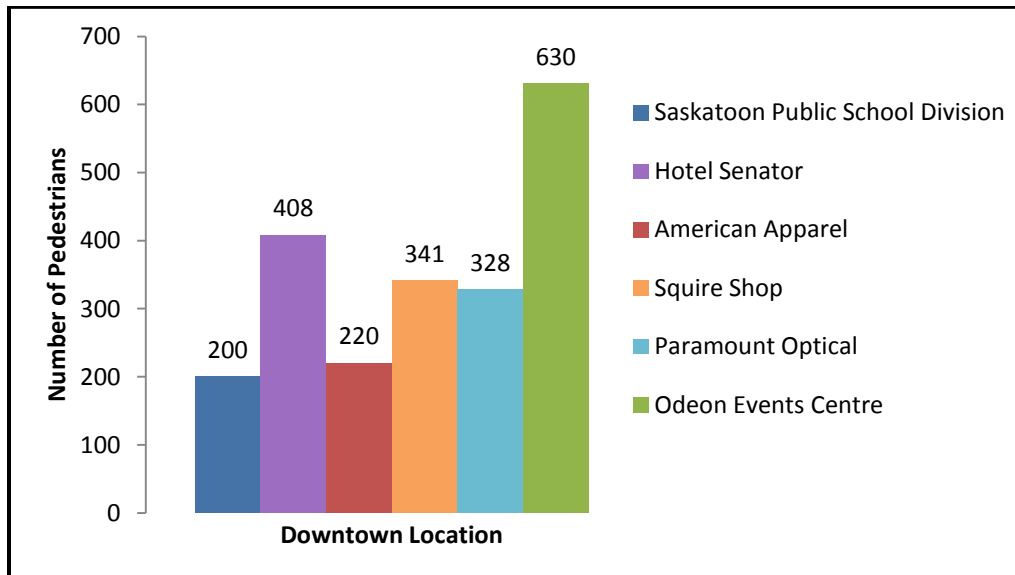
Tuesday Pedestrian Counts

Tuesday, May 10th was 15°C, mainly clear, with Northeast winds at 24kph. The Hotel Senator recorded the highest volume of pedestrian traffic. The lowest volume was recorded at American Apparel.



Tuesday, May 10th (6 – 8 p.m.)

Tuesday, May 31st was 16°C, mostly cloudy, with Northwest winds at 19kph. The Hotel Senator recorded the highest volume of pedestrian traffic. The lowest volume was recorded at the Saskatoon Public School Division.



Tuesday, May 31st (6 – 8 p.m.)

2011 DATA AND RESULTS (CONTINUED)

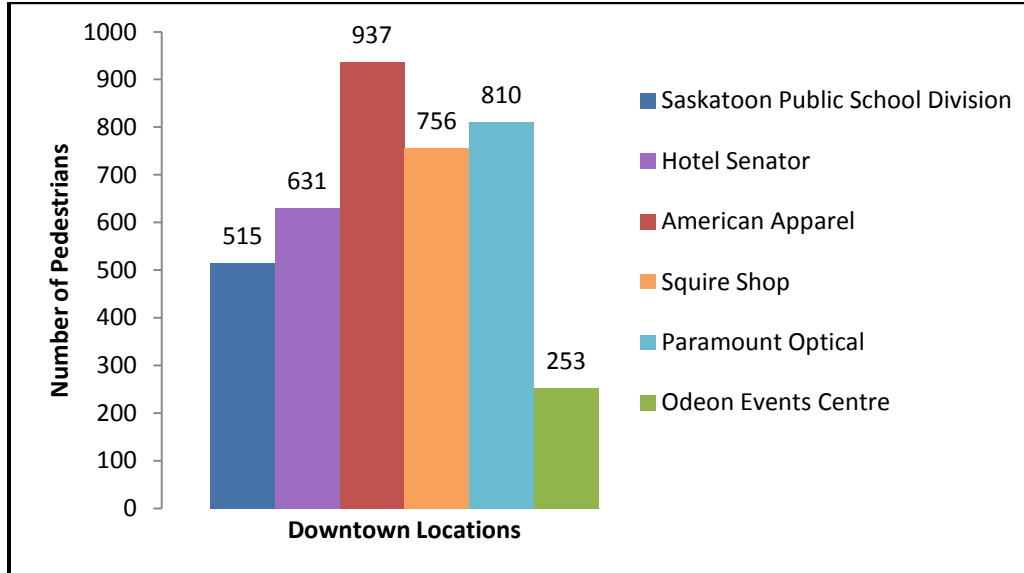
Pedestrian numbers increased at all six locations during the second Tuesday. The table below outlines the results, and records average (mean) number of pedestrians for the Tuesday counts.

Table 1: 2011 Tuesday Pedestrian Count Results and Averages

<u>Date & Time</u>	Public School Division	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon Events Centre
May 10 (6 - 8 pm)	131	254	115	276	252	182
May 31 (6 - 8 pm)	200	408	220	341	328	630
Averages	166	331	168	309	290	406

Wednesday Pedestrian Counts

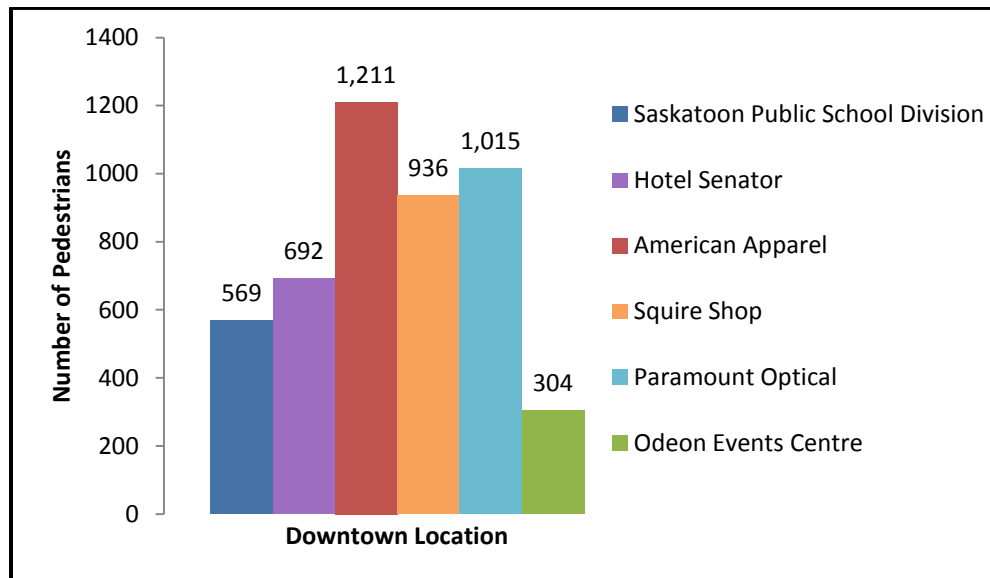
Wednesday, May 11th was 14°C, clear, with Southeast winds at 7kph. American Apparel recorded the highest volume of pedestrian traffic. The lowest amount recorded was at the Odeon Events Centre.



Wednesday, May 11 (1 - 3 p.m.)

2011 DATA AND RESULTS (CONTINUED)

Wednesday, June 1st was 21°C, cloudy, with Southeast winds at 24kph. American Apparel recorded the highest volume of pedestrian traffic. The lowest volume was recorded at the Odeon Events Centre.



Wednesday, June 1 (1 – 3 p.m.)

Pedestrian numbers increased on the second Wednesday at all six locations. The table below outlines the results, and records average (mean) number of pedestrians for the Wednesday counts.

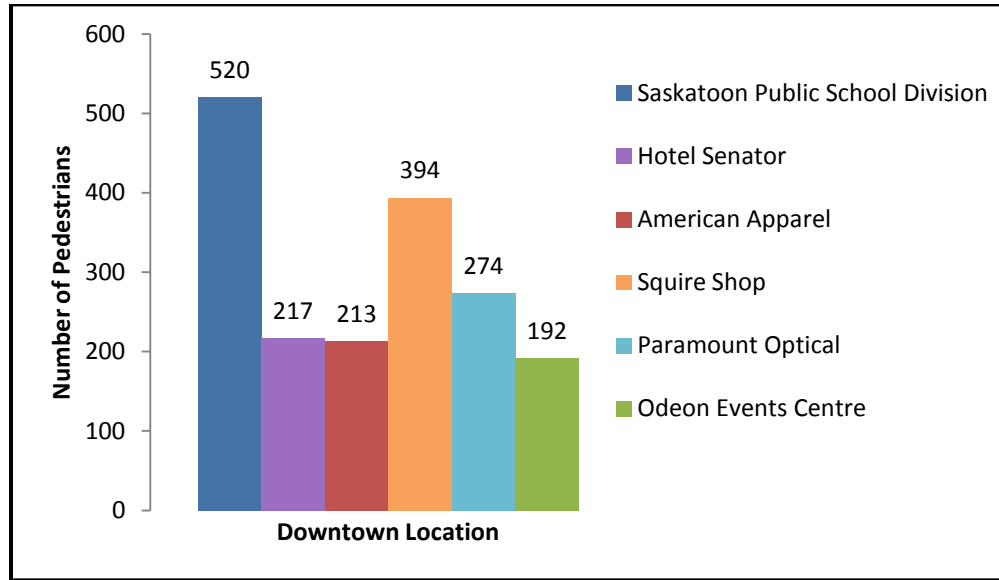
Table 2: 2011 Wednesday Pedestrian Count Results and Averages

<u>Date & Time</u>	Public School Division	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon Event Centre
May 11 (1 - 3 pm)	515	631	937	756	810	253
June 1 (1 - 3 pm)	569	692	1,211	936	1,015	304
Averages	542	662	1,074	846	913	279

2011 DATA AND RESULTS (CONTINUED)

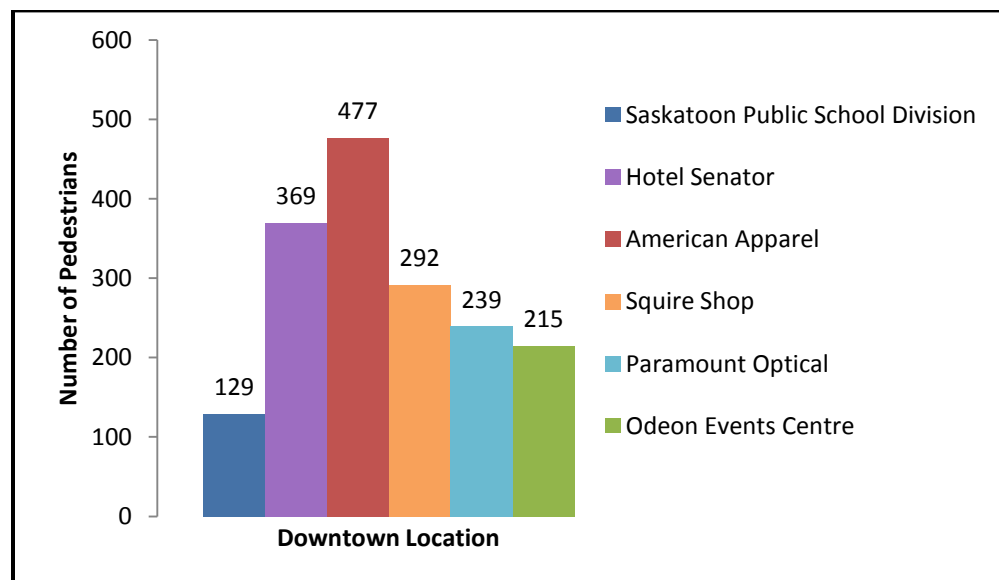
Thursday Counts

Thursday, May 12th was 16°C, mainly clear, with Southeast winds at 30kph. The Saskatoon Public School Division recorded the highest volume of pedestrian traffic. The lowest volume was recorded at the Odeon Events Centre.



Thursday, May 12 (6 – 8 pm)

Thursday, June 2nd was 16°C, cloudy, with East winds at 11kph. American Apparel recorded the highest volume of pedestrian traffic. The lowest volume was recorded at the Saskatoon Public School Division.



Thursday, June 2 (6 – 8 pm)

2011 DATA AND RESULTS (CONTINUED)

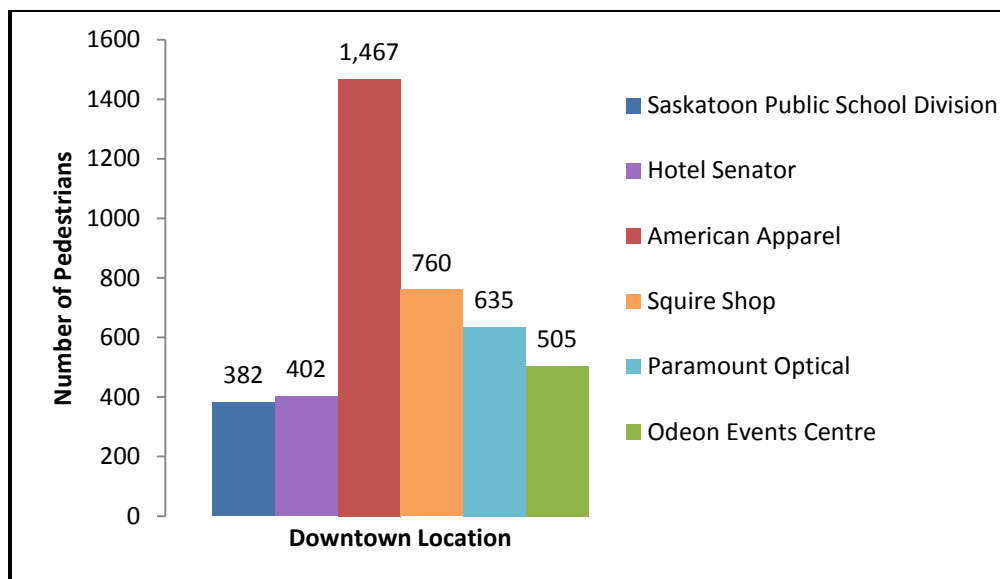
During the second Thursday, Pedestrian numbers decreased at the Saskatoon Public School Division, Paramount Optical and Squire Shop. Pedestrian numbers increased at American Apparel, Odeon Events Centre, and Hotel Senator. The table below outlines the results, and records the average (mean) number of pedestrians during the Thursday counts.

Table 3: 2011 Thursday Pedestrian Counts and Averages

<u>Date & Time</u>	Public School Division	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon Events Centre
May 12 (6 - 8 pm)	520	217	213	394	274	192
June 2 (6 - 8 pm)	129	369	477	292	239	215
Averages	325	293	345	343	257	204

Saturday Counts

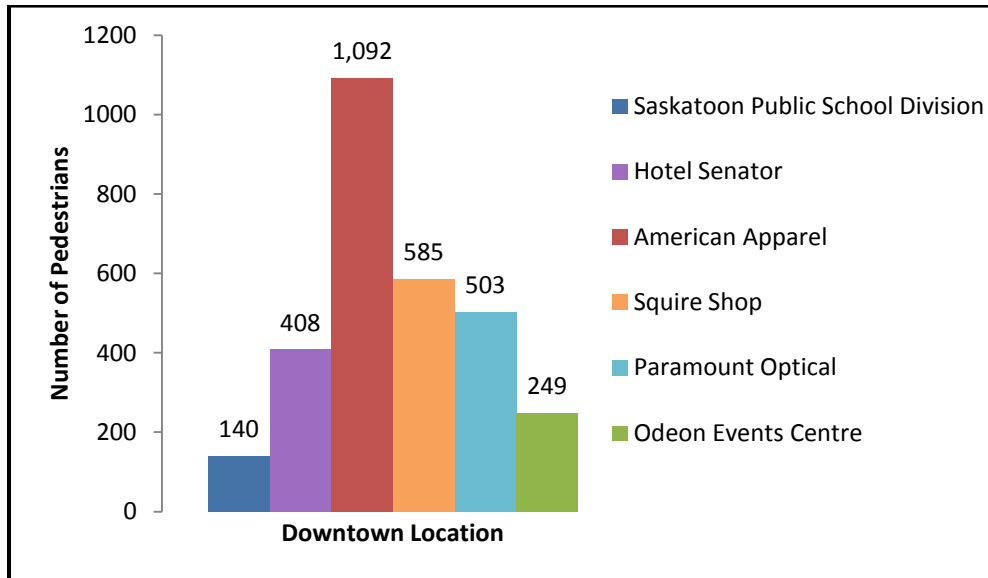
Saturday, May 14th was 15°C, clear, with Southeast winds at 19kph. American Apparel recorded the highest volume of pedestrian traffic. The lowest volume was recorded at the Saskatoon Public School Division.



Saturday, May 14 (12 – 2 p.m.)

2011 DATA AND RESULTS (CONTINUED)

Saturday, June 4th was 4°C, rainy, with Southeast winds at 11kph. American Apparel recorded the highest volume of pedestrian traffic. The lowest volume was recorded at the Saskatoon Public School Division.



Saturday, June 4 (12 – 2 p.m.)

Pedestrian numbers decreased on the second Saturday of the count at all locations, with the exception of the Hotel Senator. The table below outlines the results, and records the average (mean) number of pedestrians for the Saturday counts.

Table 4: 2011 Saturday Pedestrian Counts and Averages

<u>Date & Time</u>	Public School Division	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon Events Centre
May 14 (12 - 2 pm)	382	402	1,467	760	635	505
June 4 (12 - 2 pm)	140	408	1,092	585	503	249
Averages	261	405	1,280	673	569	377

CONCLUSIONS

Minimums and Maximums for each Week Day

During the Tuesday counts, the Odeon Events Centre recorded the highest pedestrian traffic, with the Saskatoon Public School Division recording the lowest pedestrian traffic.

On the Wednesday counts, American Apparel recorded the highest pedestrian traffic. The Odeon Events Centre recorded the lowest pedestrian traffic.

During the Thursday counts, American Apparel recorded the highest pedestrian traffic, with the Odeon Events Centre recording the lowest volume of pedestrian traffic.

Saturday counts at the American Apparel location recorded the highest pedestrian traffic. Saskatoon Public School Division recorded the lowest pedestrian traffic.

Highest and Lowest By Location

Overall, American Apparel recorded the highest pedestrian traffic followed by the Odeon Events Centre recording the lowest pedestrian traffic. This is indicated below in Table 5.

TABLE 5: 2011 Pedestrian Averages and Rankings

Date & Time (Averages)	Saskatoon Public School Division	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon Events Centre
Tuesday (6-8 pm)	166	331	168	309	290	406
Wednesday (1-3 pm)	542	662	1,074	846	913	279
Thursday (6-8 pm)	325	293	345	343	257	204
Saturday (12-2 pm)	261	405	1,280	673	569	377
TOTAL Pedestrians	1,294	1,691	2,867	2,171	2,029	1,266
OVERALL RANKING	#5	#4	#1	#2	#3	#6

CONCLUSIONS (CONTINUED)

TABLE 6: Yearly Comparisons by Location (Averaged)

<u>LOCATION</u>	<u>2008</u>	<u>2009</u>	<u>2010*</u>	<u>2011*</u>
Saskatoon Public School Division	1,100	606	1,041	1,128
Hotel Senator	2,982	1,248	1,382	1,360
American Apparel	1,512	2,792	2,956	2,699
Squire Shop	1,367	2,086	1,938	1,862
Paramount Optical	1,949	1,536	2,232	1,739
Odeon Events Centre	2,025	845	876	860

***Note: Tuesday counts are not included**

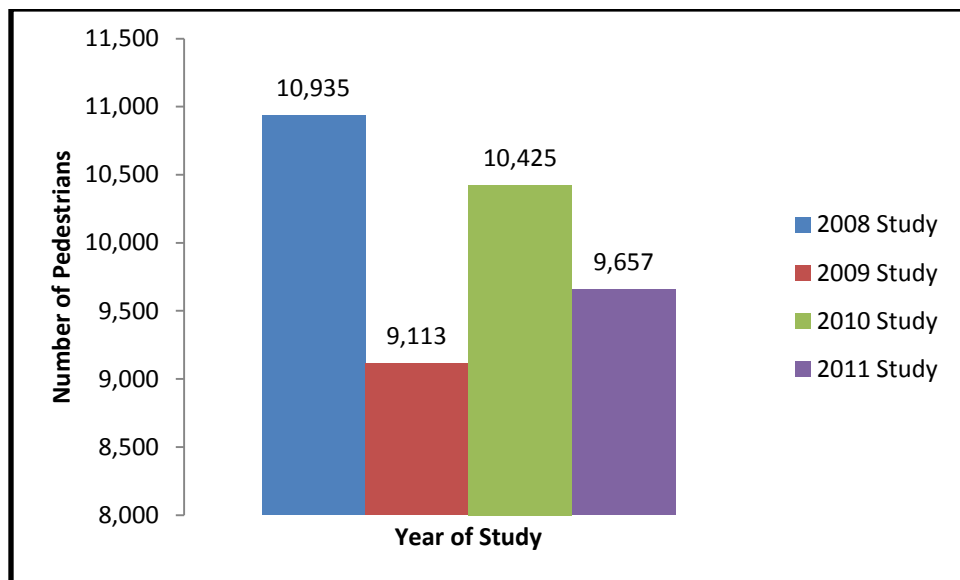
Table 7: 2010/2011 Comparison – Excluding Tuesdays

<u>YEARS</u>	Public School Division	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon Events Centre	TOTALS
2008	1,100	2,982	1,512	1,367	1,949	2,025	10,935
2009	606	1,248	2,792	2,086	1,536	845	9,113
% Change 2008-2009	-45%	-58%	+85%	+53%	-21%	-58%	-17%
2010	1,041	1,382	2,956	1,938	2,232	876	10,425
% Change 2009-2010	+72%	+11%	+6%	-7%	+45%	+4%	+14%
2011	1,128	1,360	2,699	1,862	1,739	860	9,648
% Change 2010-2011	+8%	-2%	-9%	-4%	-22%	-2%	-7%

CONCLUSIONS (CONTINUED)

Table 8: 2010/2011 Comparison – Including Tuesdays

<u>YEARS</u>	Public School Division	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon Events Centre	TOTALS
2010	1,178	1,784	3,116	2,234	2,609	1,034	11,955
2011	1,294	1,691	2,867	2,171	2,029	1,266	11,318
% Change 2010-2011	+10%	-5%	-8%	-3%	-22%	+22%	-5%



**Yearly Comparison Data
(2008/2009/2010/2011)**

The above chart indicates the Pedestrian Study totals from 2008 to 2011.

2010: Temperatures ranged from 14°C to 21°C, conditions were very wet with record rainfalls.

2011: Temperatures ranged from 4°C to 21°C. Conditions were mild with rainfall during one Saturday of the Pedestrian Study. With the exception of this day, temperatures were approximately the same compared to 2010.

All locations showed a small to moderate (3 – 22%) drop in traffic except for the Saskatoon Public School Division and The Odeon Events Centre, each with a moderate increase (10 – 22%).

**Copies of previous Pedestrian Studies are available from 2001 – 2011 by calling The Partnership at 665-2001.*