

MAIN STREET  
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A CONFERENCE OF THE  
NATIONAL MAIN STREET CENTER

SEATTLE, WA // MARCH 25-27, 2019

# Optimizing Main Street With Pedestrian and Vehicle Data

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# What Is Motion Loft?

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# Oregon City Case Study

Downtown Oregon City Association has been using Motion Lofts data collection for about 2 years now! We started our journey by addressing some key issues in our downtown.

- Business development and recruitment
  - Event attendance numbers.
  - Better metrics for grants.
- Identifying better way finding/walkability projects.

# Business Development/Recruitment

In our downtown area we have five motion loft sensors, each one is able to count pedestrians, cars, and direction of traffic. We use this information to inform our current business as well as ones looking to move into downtown.

- Motion lot collects data every hour and reports can be created for an individual day or an entire year depending on what trend is being looked at.
- This helps our businesses know when they should be open, how much staff they may need, what days are typically busy or what events draw the largest crowds. For example in Oregon City small business Saturday is typically has more foot traffic than Black Friday.
- We are able to upload these reports and trends to our website for easy access.

# Example Trends Report

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## MotionLoft

Downtown Oregon City

Elevator - Pedestrians

Jan 1, 2019 - Mar 12, 2019

564

Visitors per Day

24

Visitors per Hour

12 PM-1 PM

Busiest Hour

3,955

Typical Week

Friday

Busiest Day

40,017

Total Visitors

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
12:00 AM - 1:00 AM	1	0	0	0	0	0	0
1:00 AM - 2:00 AM	1	0	0	1	0	0	0
2:00 AM - 3:00 AM	0	0	0	0	0	0	0
3:00 AM - 4:00 AM	1	0	0	0	0	1	0
4:00 AM - 5:00 AM	0	0	0	0	0	0	0
5:00 AM - 6:00 AM	0	1	1	0	1	0	0
6:00 AM - 7:00 AM	0	7	9	6	5	6	4
7:00 AM - 8:00 AM	1	30	36	36	37	39	7
8:00 AM - 9:00 AM	1	26	27	27	29	26	9
9:00 AM - 10:00 AM	8	35	29	27	33	28	24
10:00 AM - 11:00 AM	29	47	39	38	45	43	35
11:00 AM - 12:00 PM	45	46	37	41	53	43	55
12:00 PM - 1:00 PM	52	62	48	56	70	70	62
1:00 PM - 2:00 PM	56	52	39	45	59	58	69
2:00 PM - 3:00 PM	65	50	43	43	55	56	82
3:00 PM - 4:00 PM	61	60	42	54	56	54	79
4:00 PM - 5:00 PM	41	54	48	57	65	63	65
5:00 PM - 6:00 PM	30	57	51	66	79	75	45
6:00 PM - 7:00 PM	20	25	18	29	34	43	37
7:00 PM - 8:00 PM	2	4	7	14	14	31	25
8:00 PM - 9:00 PM	1	1	1	7	15	21	16
9:00 PM - 10:00 PM	0	0	0	6	9	12	8
10:00 PM - 11:00 PM	0	1	0	0	0	0	2
11:00 PM - 12:00 AM	0	0	0	0	0	0	1

## MotionLoft

Downtown Oregon City

Elevator - Pedestrians

Jan 1, 2019 - Mar 12, 2019

564

Typical Day

846

Sat, Jan 12 - Busiest Day

669

Friday Average

3,955

Typical Week

4,421

Peak Week Beginning Sun, Jan 6

40,017

Total Visitors

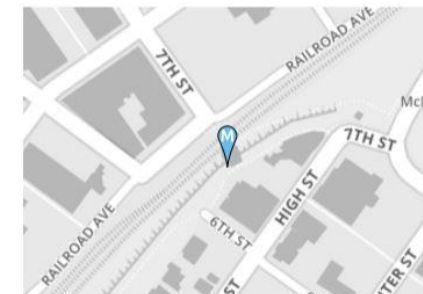
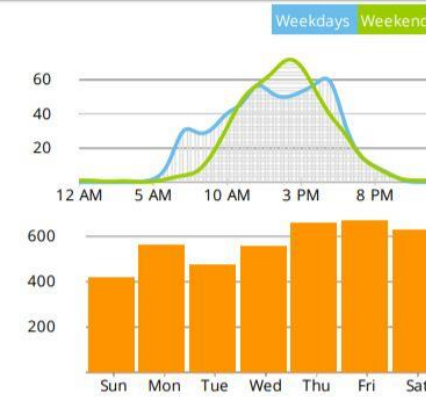
Average Daily Activity



Hours	%	Total
5am - 11am	21%	118
11am - 5pm	59%	330
5pm - 11pm	20%	115
11pm - 5am	0%	0

## Totals

Week beginning Sun, Dec 30	2,725
Week beginning Sun, Jan 6	4,421
Week beginning Sun, Jan 13	4,158
Week beginning Sun, Jan 20	4,037
Week beginning Sun, Jan 27	4,367
Week beginning Sun, Feb 3	3,137
Week beginning Sun, Feb 10	3,632
Week beginning Sun, Feb 17	3,861
Week beginning Sun, Feb 24	3,992
Week beginning Sun, Mar 3	4,253
Week beginning Sun, Mar 10	1,434





# Event Attendance Numbers

This year will be the 10<sup>th</sup> year we have produced our annual First City Celebration! Measuring the growth of this event was a complex issue to solve in years past, we tried several methods but none were reliable. Motion Loft helped to solved that issue and help us better plan our lay out based off its tracked pedestrian traffic patterns.

- It allowed us to get reliable estimates, comparative growth, and peak hours for our event.
- We could use the heat maps to see the flow of pedestrian traffic as well as any areas where patrons could have been to crowded.

# Grant Metrics!

As Main Street Organizations we are always looking for a way to prove the success of our programs to our granting partners.

- One of our main programs in Oregon City is the Municipal Elevator! We are trying to utilize it as a tourism center, and have gotten several grants, and partners along the way. Motion loft has allowed up to share clear comparative data about how our upgrades have improve ridership counts over our two years as the staffing agency.
- It has made data collection for our grant funded events and projects downtown a much simpler and easier and reliable process as well.



# Improving Way Finding & Walkability

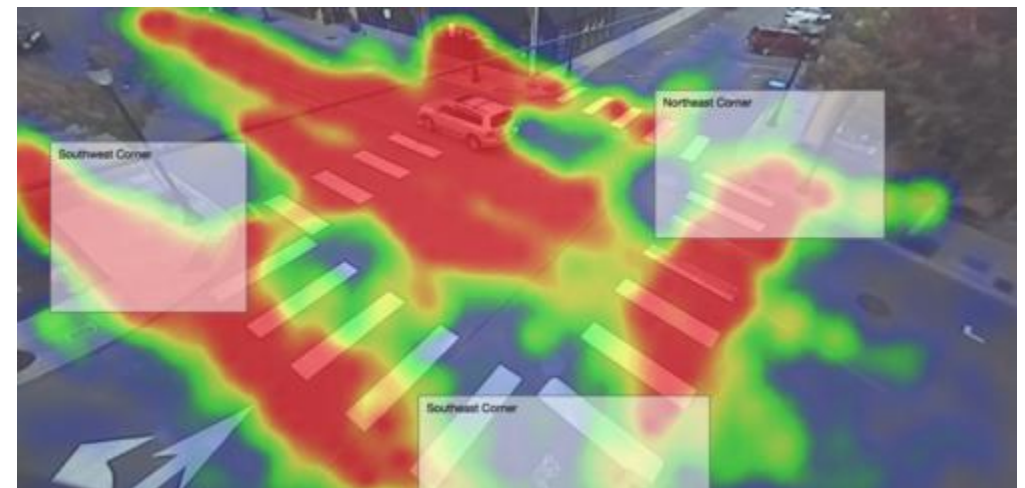
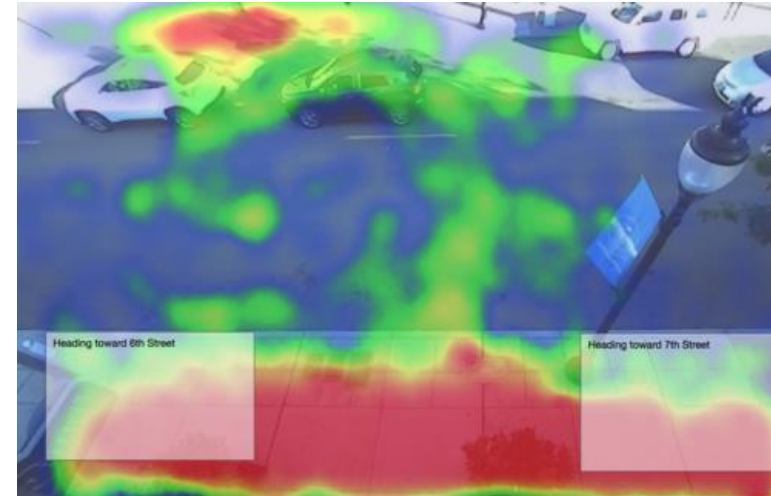
- In Oregon City we are always wrestling with the problem of parking & walkability. We are sandwiched between the Willamette river and a 100 foot cliff, because of this much of our parking capacity is in “Midtown” and we like to encourage people to park at the top of the elevator and either walk or take the elevator downtown. For this to work we have had to identify places where walkability can be improved and better understand the public's walking and driving patterns.





# Motion Loft Heat Maps

- Motion loft made trouble areas easier to identify by generating heat maps of where traffic is moving and the frequency. In this picture you will notice where people are crossing the street where they shouldn't be. We can then take this information to the city or other partners to show in data where our problem areas exist.



# We value your feedback!

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