



DOWNTOWN SAN JOSE

Pedestrian Count Key Findings

San Jose Downtown Association (SJDA) has conducted pedestrian counts as a means to measure the success of downtown's economic growth. Over the course of a year from June 2015, December 2015, and April 2016, pedestrian counts were conducted throughout eight locations. This schedule allowed us to chart seasonal differences in downtown San Jose - San Jose State University students, summertime events and festivals, sports and concert seasons and Christmas in the Park, among others. The information derived from these counts furthers SJDA's advocacy, business development, street life and downtown activation goals.



Full report can be found online at sjdowntown.com

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San Jose State University students significantly impact pedestrian volumes when school is in session. **60% of recorded pedestrians** around the university are between the ages of 15-30.



There tends to be **more pedestrian traffic overall during summer months**. Winter months see a general slowdown in pedestrian activity, except in select locations near **Plaza de Cesar Chavez**. Christmas in the Park and Ice Rink events contribute to this trend.



San Pedro Street, Santa Clara Street west of 1st Street, and **1st Street** between Santa Clara and San Fernando Streets have the **highest consistent pedestrian volumes** downtown.



SoFA District experiences lower pedestrian volumes compared to downtown on average. However, this is **expected to grow** in the coming years due to an estimated **1,300 units** of upcoming residential development.



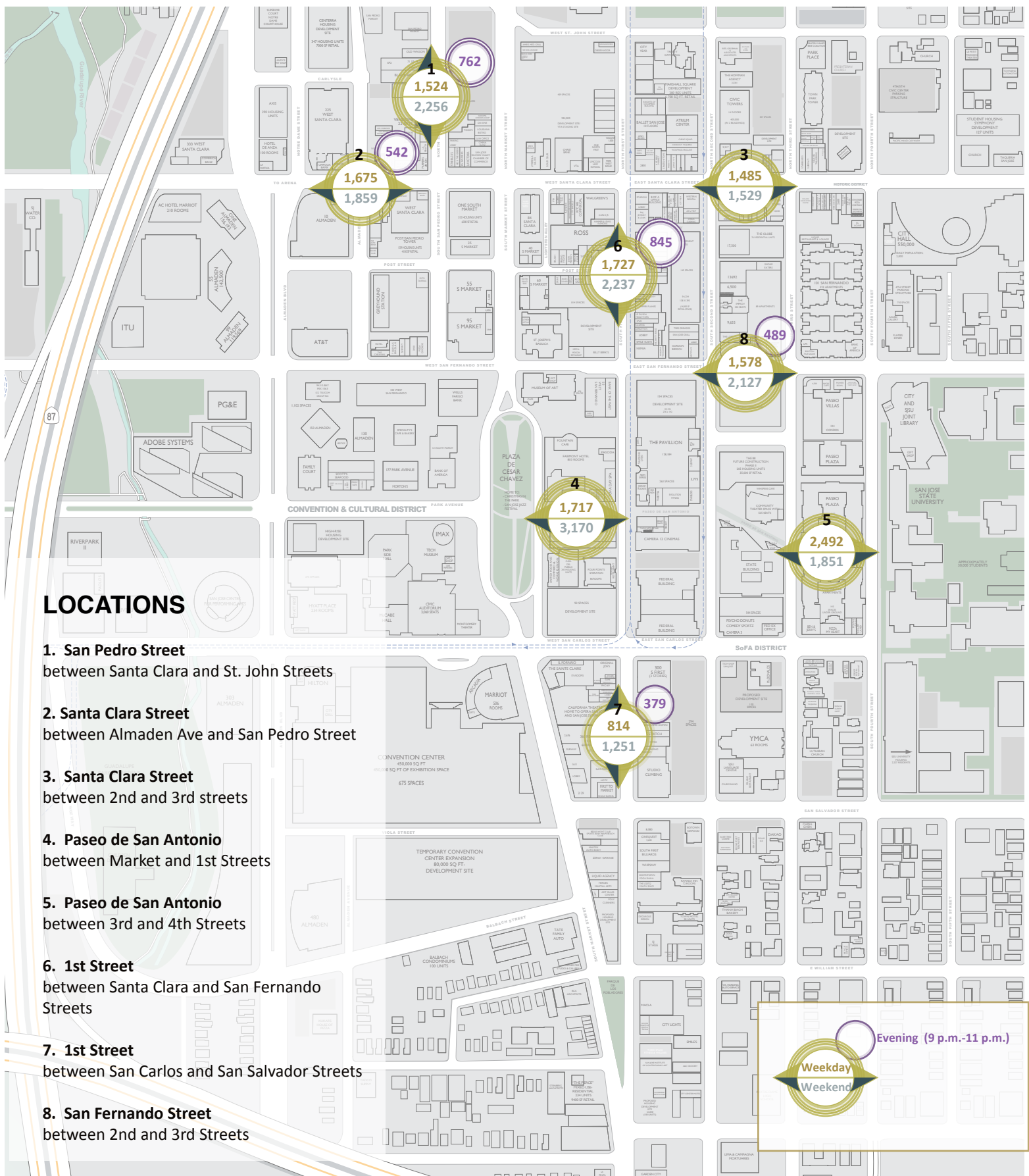
People **age 0-14** make up to **6% of pedestrians** recorded throughout downtown **except at Paseo de San Antonio** between Market and 1st Streets, where the figure reaches **11% during the winter months**. People ages 65+ make up to 5% of pedestrians recorded throughout downtown.



Locations in proximity to **Plaza de Cesar Chavez** (winter) and **San Jose State University** (spring) enjoy the **seasonal boost** in pedestrian activity these destinations draw.



San Jose Downtown Association
Property Based Improvement District
October 2016



PEDESTRIAN COUNTS | ANNUAL AVERAGE

June 2015, December 2015, and April 2016

Eight areas downtown were selected for pedestrian counts. These locations provide an equitable spread of popular downtown destinations and locations where development and retail potential exists.