2014 Pedestrian Activity Report

UNION SQUARE PARTNERSHIP

Union Square's prime location, with its easy transportation access, concentration of major employers and institutions, and bustling Greeenmarket, makes it a top NYC destination for residents, employees, students and tourists. The neighborhood's dynamic variety of shopping, dining and entertainment options, combined with historic Union Square Park, continue to attract a record number of visitors who walk, bike or ride through the Square.

Summer Friday Visitor Count Climbs to 383,000

383,000 Daily Visitors*

*Count reflects a typical summer Friday

The Union Square Partnership analyzes and promotes visitor activity by conducting pedestrian and bicycle counts every two years over several Fridays and Saturdays in July. Working with BFJ Planning, counts were taken from 8AM to 10PM at 26 locations around Union Square Park. To gain the most accurate account of how many people move through Union Square on a typical summer day, the data gathered was then combined with transit turnstile information for the 14th Street – Union Square station. The station is the fourth busiest subway hub in NYC on a weekday and skyrockets to second position on weekends. Based on turnstile count patterns, it is estimated that during the summer a record-breaking 383,000 people visit the area on a Greenmarket Friday over a 24-hour period, a 10% increase from our last survey.

Visitors coming to Union Square Park on a summer Friday were made up of 68% pedestrians, 30% transit riders and 2% bicyclists. Data showed that:

Pedestrian volumes have increased 11%*, which can be attributed to the area's unique amenities, central location, vibrant business mix and major employers like Con Edison, NYU, Mount Sinai Beth Israel, The New School and the tech community.

68% Pedestrians

Union Square's easy and convenient **transportation access** makes it one of NYC's largest transit hubs. Subway turnstile entries have risen 5%* with annual ridership exceeding 35.3M.

30% Transit Riders

With the addition of Citi Bike and its 12 local stations, **bicyclists** visiting the area increased 54%* on Friday and 43% on Saturday. Union Square ranks as the top Citi Bike destination.

2% Bicyclists

The Union Square Partnership works to ensure the community's continued growth and success by providing public safety, sanitation, economic development, and marketing services, and by investing in the beautification of Union Square Park. For more information, visit unionsquarenyc.org

4 IRVING PLACE
ROOM 751
NEW YORK, NY 10003
TEL 212 460 1200
FAX 212 460 8670

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