

2016 Pedestrian Activity Report

UNION SQUARE PARTNERSHIP

With a concentration of more than 75,000 residents, 140,000 employees, 60,000 students and millions of tourists, Union Square remains one of NYC's most popular neighborhoods, drawing hundreds of thousands of walkers, bikers, and straphangers through the Square. Given the neighborhood's

prime location and convenient transit access, the district continues to attract a record-breaking amount of visitors looking to experience the area's unique shopping and dining offerings, the bustling Greenmarket, and the beautiful and historic Union Square Park.

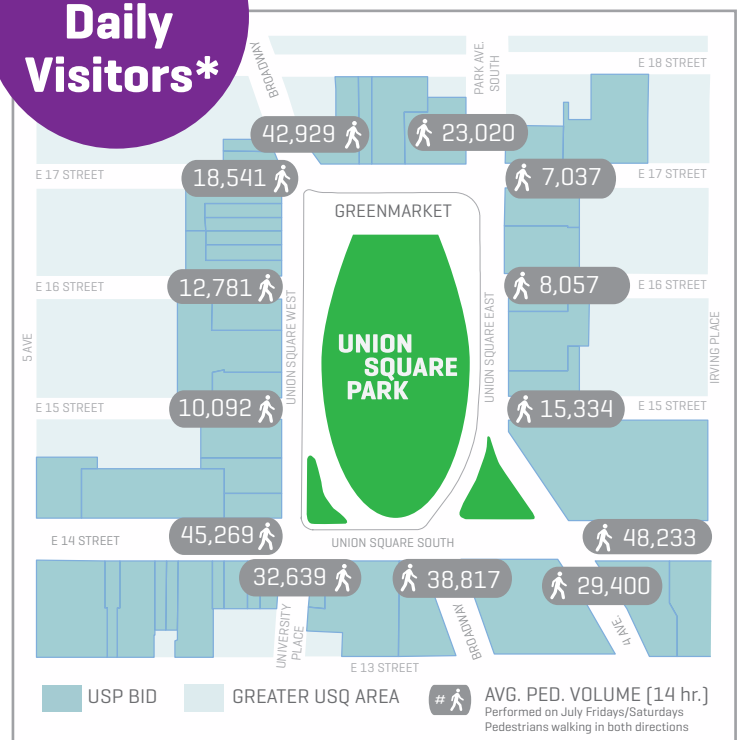
Walkers, Cyclists + Transit Riders Converge in Union Square

To analyze and promote Union Square's visitor activity, the Union Square Partnership retains BFJ Planning to conduct pedestrian, bicycle and total visitor counts. Every two years, counts are taken at 26 locations around Union Square Park from 8AM to 10PM to ascertain how many people move through Union Square on a typical summer day. The data is then combined with transit turnstile information for the 14th Street - Union Square station. It is estimated that on a Greenmarket Friday (over a 24-hour period), 344,000 visitors pass through the Square. Peak periods on Friday include morning and evening commutes, as well as lunchtime, and on Saturday from 1-6PM. Broadway and 14th Street experience the heaviest traffic flows.

Union Square's profile continues to be elevated by new and well-established retail, dining and entertainment opportunities. Tech companies have joined major employers and neighborhood institutions such as Con Edison, NYU, Mount Sinai Beth Israel, and The New School. Overall, visitor traffic to the Square consists of 66% pedestrians, 32% transit riders and 2% bicyclists.



344,000+ Daily Visitors*



*Count reflects a typical summer Friday

66% Pedestrians
Being centrally located and easily accessible to a variety of attractions makes Union Square one of the most pedestrian friendly neighborhoods.

32% Transit Riders
Union Square's 8 subway lines bring in over 35.3M riders annually, making it NYC's 2nd busiest subway hub on weekends and 4th on weekdays.

2% Bicyclists
Biking is a prime mode of transportation given the district's extended bike network, and Citi Bike's 12 local stations with almost 400 docks.

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

UNION SQUARE PARTNERSHIP