

POST-PANDEMIC DOWNTOWN ACTIVITY



City Council Update

March 18, 2024

Placer.ai Visit Data

How Visits Are Counted



Visitor Visits

A visit is counted when a mobile device user* spends at least 7 to 10 minutes at a location.



Resident Visits

Home location is determined by where a device spends the night on a regular basis over the last 30 days.



Employee Visits

An employee is defined as a visitor that meets a certain threshold of long and repeated visitation patterns (during daytime hours) to the same location. When all conditions are met, that location is established as the visitor's work location, and the user becomes categorized as an employee.**

An algorithm is applied to the mobile data to extrapolate a more accurate number of visits to a location.

*Data is aggregated to protect privacy.

**People working 100% during nighttime hours are not classified as employees and are not included in the employee visitation data. However, if a person works both daytime and nighttime hours they will be included.

Source: Placer.ai

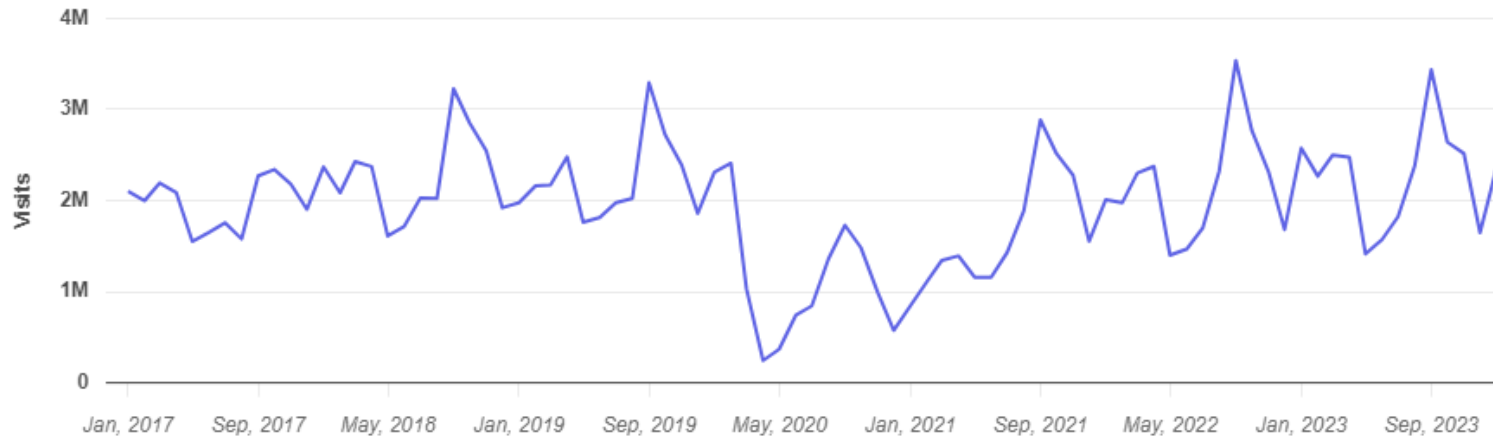
DDA Mission

To undertake public improvements that have the greatest impact in strengthening the downtown area.



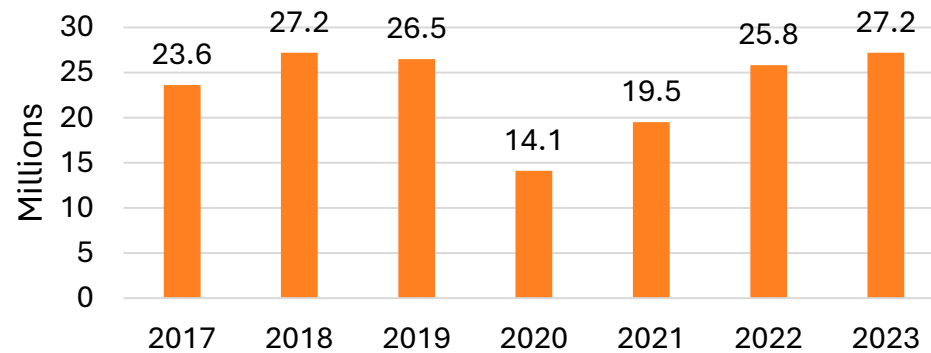
Visits to Downtown: 2017 - 2023

Monthly Visits to the DDA



Post-pandemic, the downtown appears more sensitive to U-M's schedule without as many office workers present to help buoy activity when U-M is not in session.

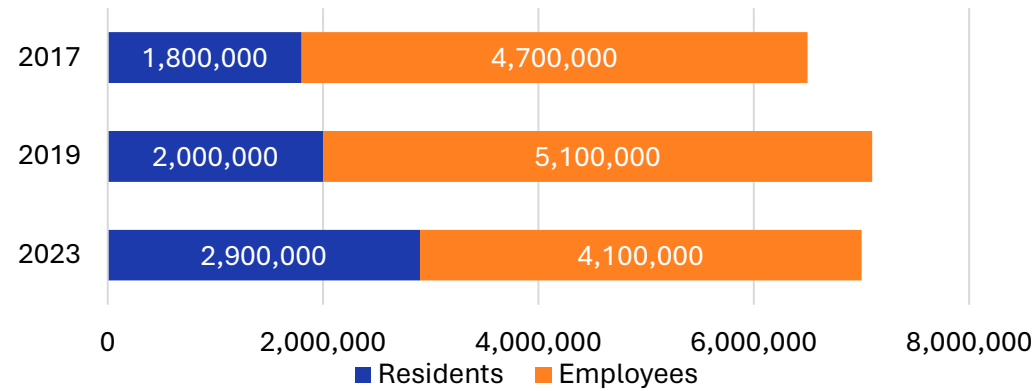
Annual Visits to the DDA



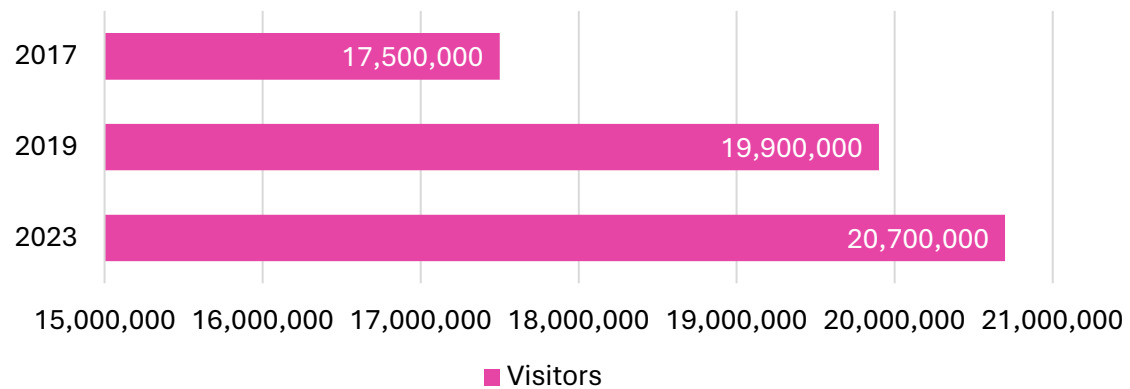
Visits to Downtown: 2017 - 2023

Employees, Residents, & Visitors

DDA: Annual Resident & Employee Visits



DDA: Annual Visitor Visits

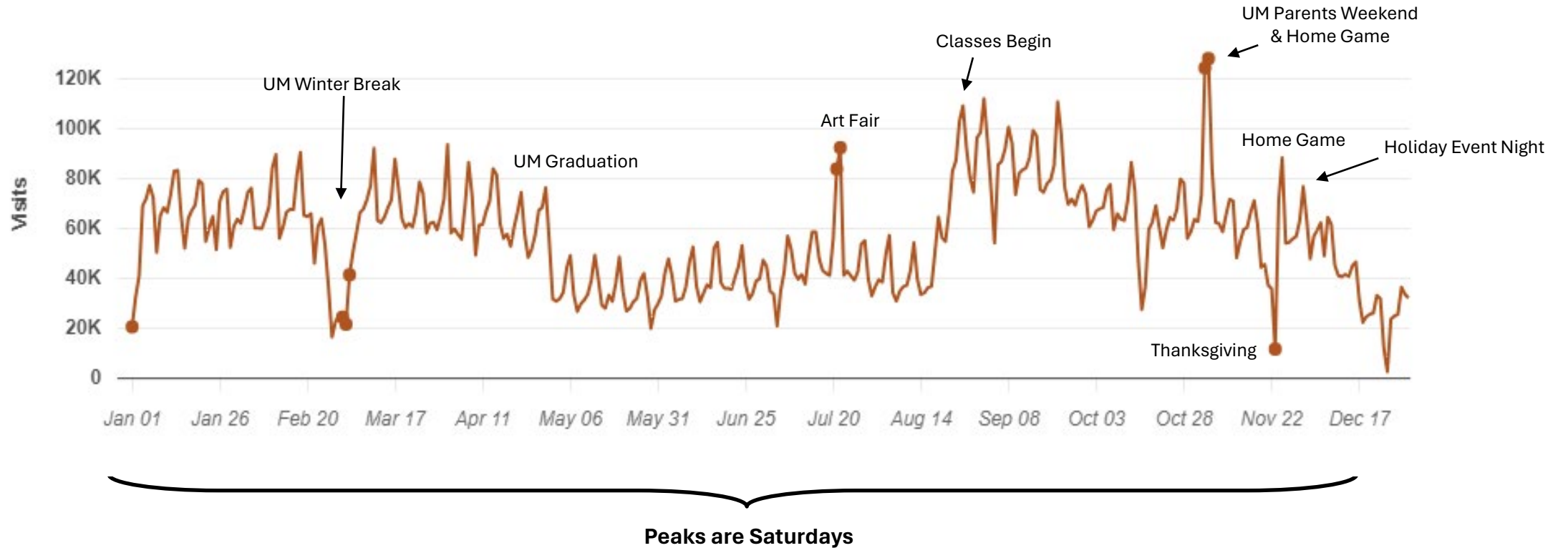


Change in Visits by Type: 2019 - 2023

	#	%
Resident Visits	+900K	+45%
Employee Visits	-1M	-20%
Visitor Visits	+800K	+4%

Resident activity continues to increase as employee visits decrease.

2023 Visit Trends



Generally, activity downtown follows campus activity and UM football.

2022 Spending



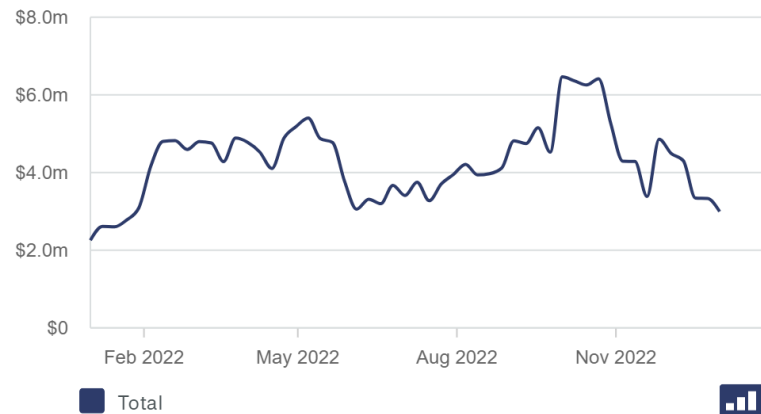
Downtown Development Area

Restaurants & Bars

Spend at merchant location in this geography, weekly total

Jan 1, 2022 to Dec 31, 2022

REPLICA



Downtown Development Area

Retail

Spend at merchant location in this geography, weekly total

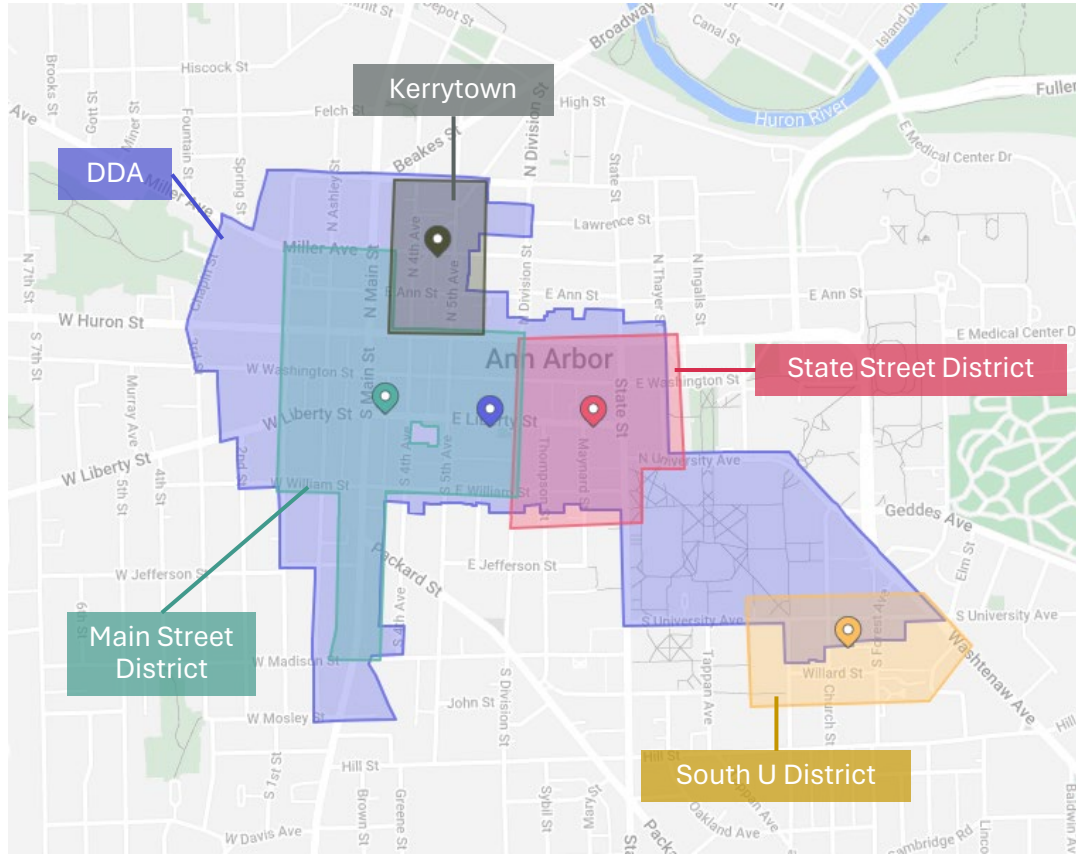
Jan 1, 2022 to Dec 31, 2022

REPLICA

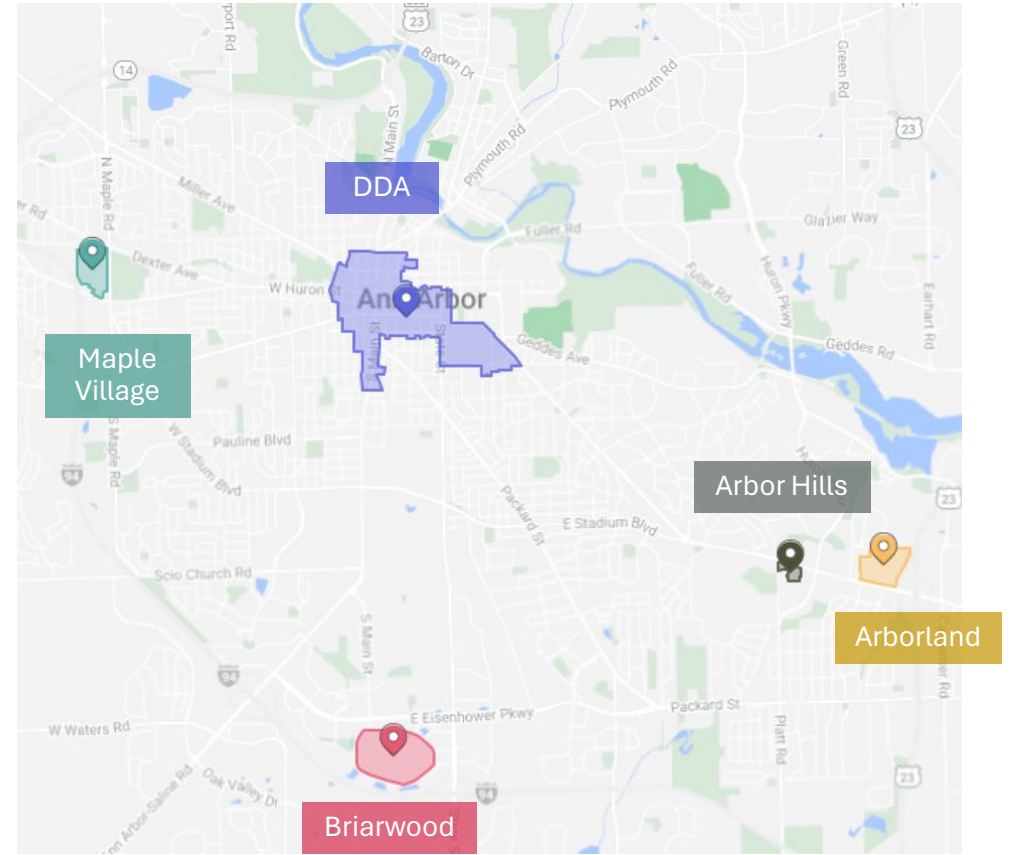


Spending activity generally trends with visit activity

DDA & Downtown Shopping Districts



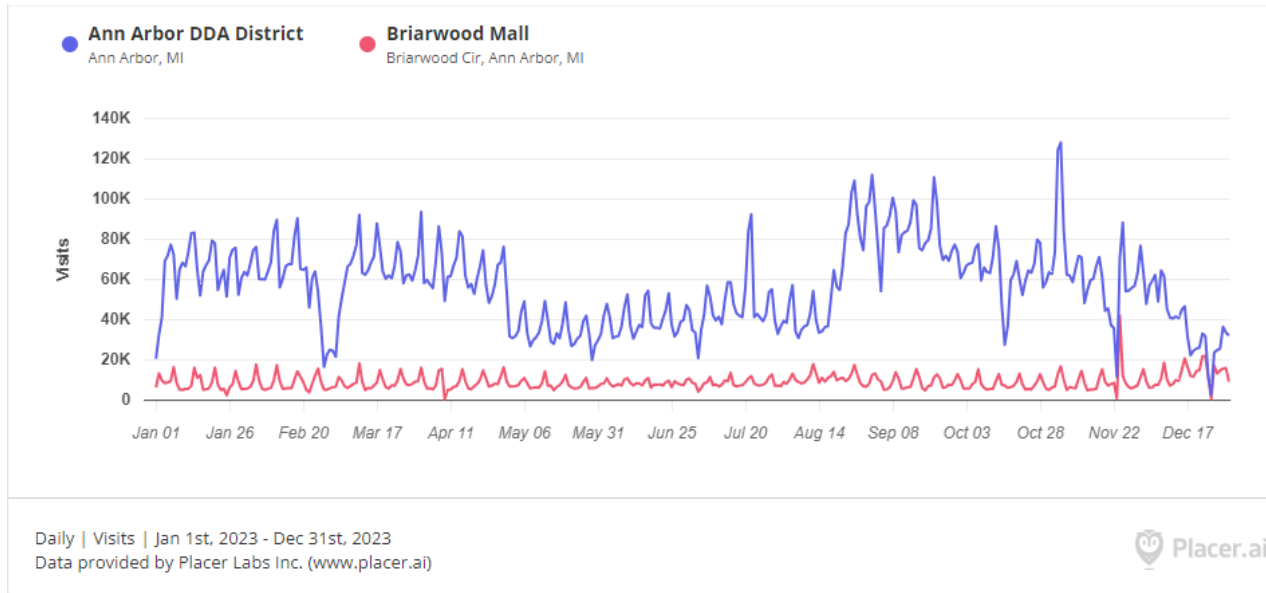
DDA & Local Shopping Centers



DDA vs. Briarwood Mall

2023

2023 Visits to the DDA vs. Briarwood Mall

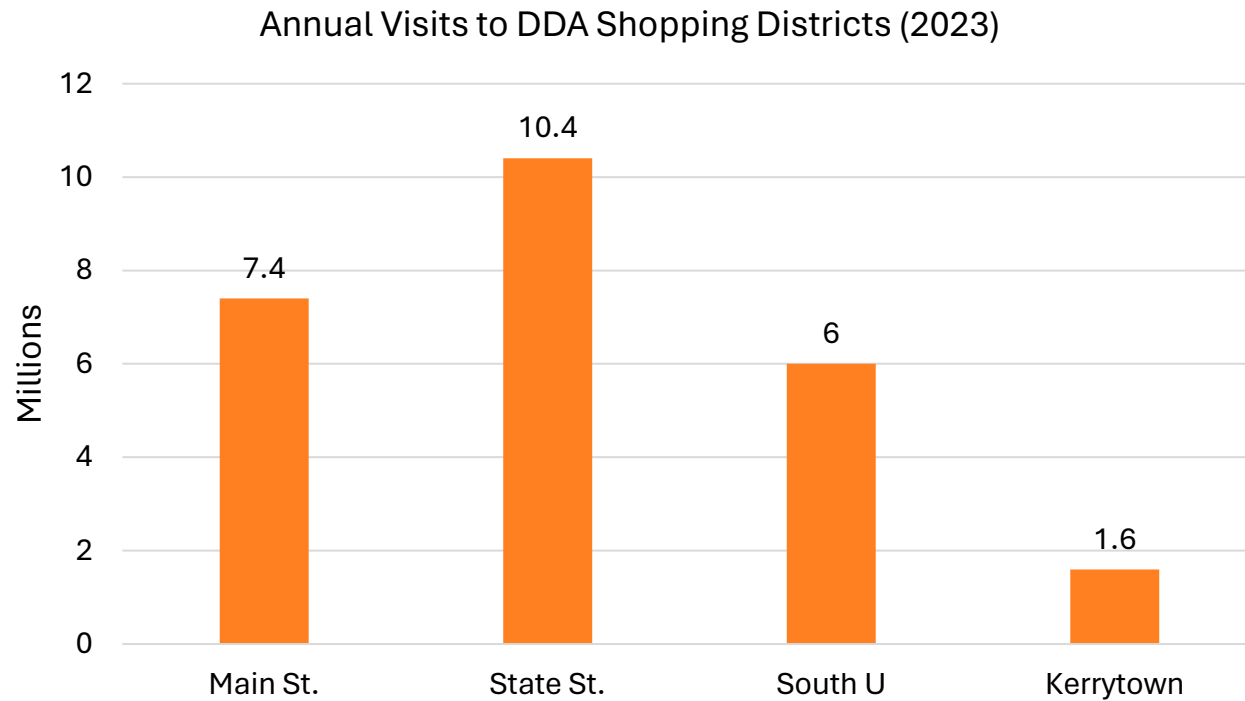


- In 2023, activity in the DDA greatly surpassed activity at Briarwood Mall
- Visits to the DDA in 2023 exceeded pre-pandemic levels, while visits to Briarwood significantly declined.

	DDA District	Briarwood
2019 vs. 2023 (% Change)	4%	-31%
2019 vs. 2023 (# Change)	800,000	-1,500,000

DDA Shopping Districts

2023

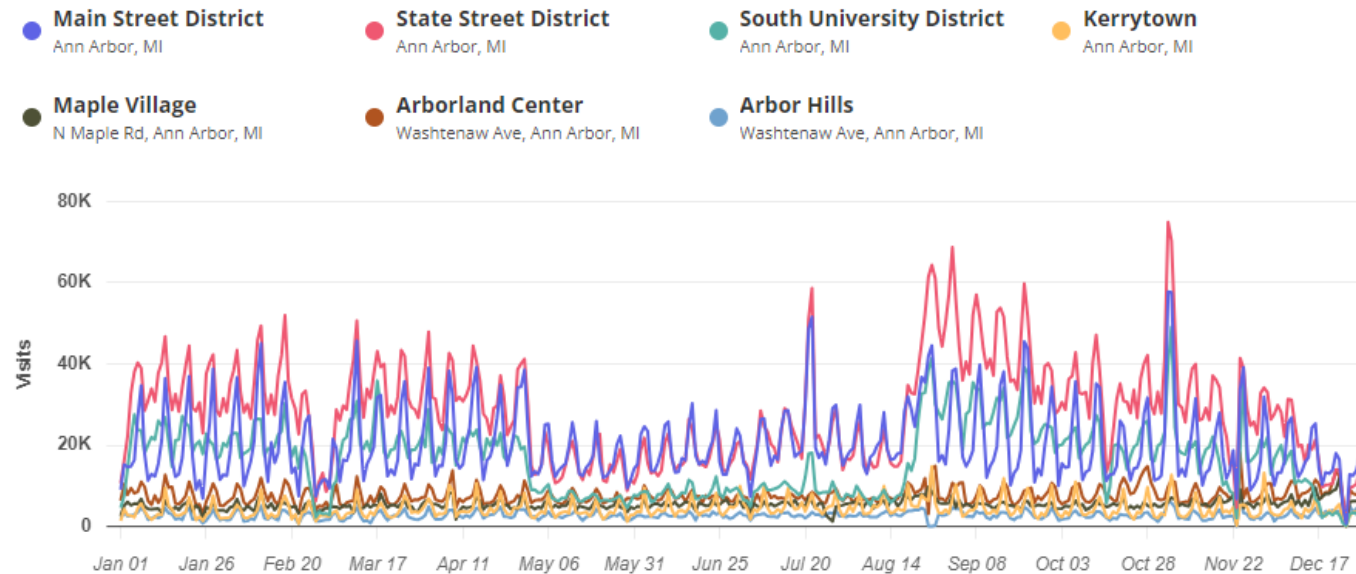


The Main Street and State Street shopping districts see the greatest volume of activity.

Shopping Districts: Inside vs. Outside DDA

2023

2023 Visits: Comparison of Shopping Districts



- In 2023, overall visits to shopping districts inside downtown exceeded visits to shopping destinations outside of downtown
- Visits to 3 of 4 downtown shopping districts have increased since 2019
- For shopping districts outside of downtown, trends in visitor activity vary. Visits have declined at 1, remained the same at 1, and increased at 1.

	Inside DDA				Outside DDA		
	Main Street	State Street	South U	Kerrytown	Maple Village	Arborland	Arbor Hills
2019 vs 2023 (% Change)	9%	14%	30%	-11%	0.0%	-12.5%	9%
2019 vs 2023 (# Change)	600,000	1,300,000	1,400,000	-200,000	0	-400,000	78,900

Combined Change – 2019 vs. 2023	
Inside DDA	Outside DDA
14%	-5%

Post-Construction Visits to DDA Project Areas

SHARED VALUES

PEOPLE-FRIENDLY STREETS

DDA BOARD APPROVAL JULY 2020



**Safe, comfortable
downtown streets**



**Equitable, just
access for all
people**



**Affordable and
inclusive
community**



**Resilient, energy
responsible
downtown**



**Vibrant and
thriving local
economy**



**Responsible
design and
implementation**



**Connected
community with
streets as civic
space**

VALUES USED...

...during planning/design to Identify and prioritize project opportunities.

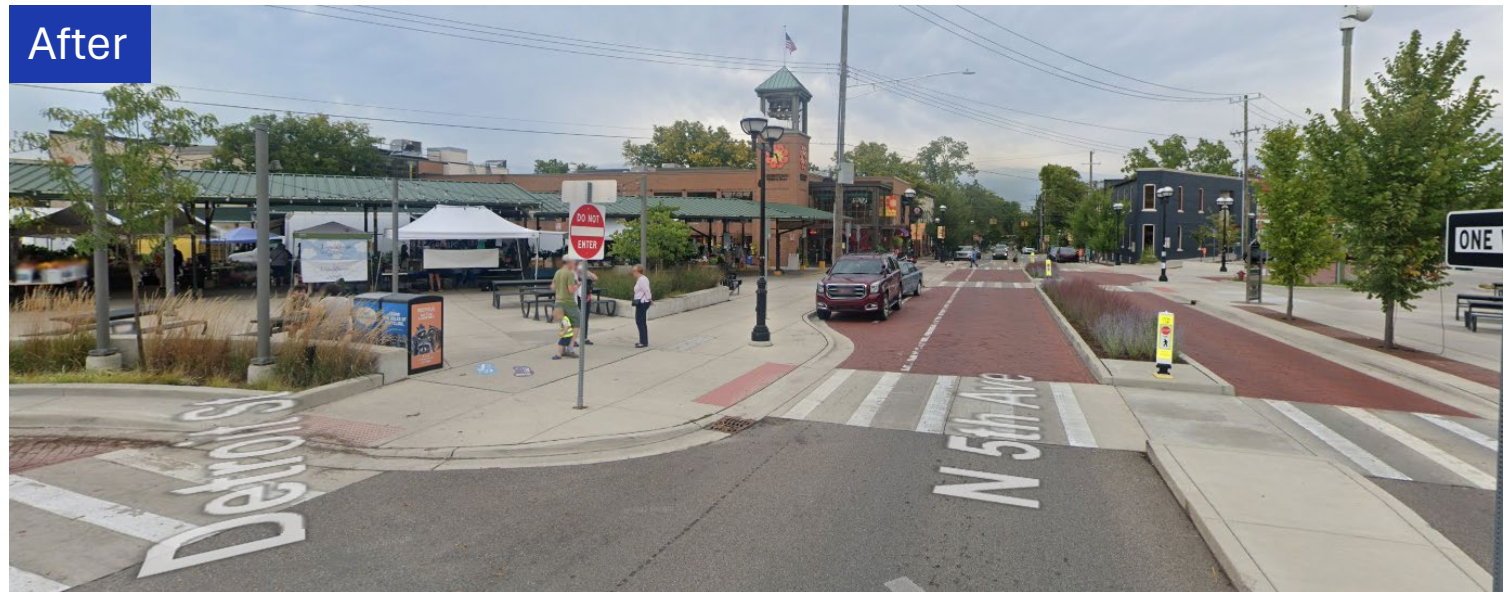
...after implementation to measure success and impact.

5th & Detroit

Construction started in 2018

+15%

Visits have increased 15.15% at this project area since it was completed.



State St.

Construction started in 2021

+18%

Visits have increased 18.42% at this project area since it was completed.

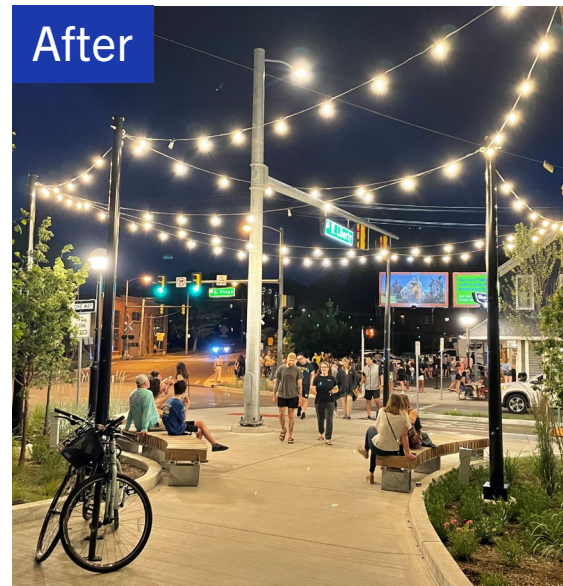


First & Ashley

Construction started in 2020

+28%

Visits have increased 27.67% at this project area since it was completed.



Bikeway Projects*

Construction started in 2018

+30%

Visits have increased 30.45% at this project area since it was completed.

**Calculations include the William, First, and Division Bikeways, but exclude the Miller / Catherine Bikeway. Due to ongoing private construction along three blocks, we will include Miller/Catherine when the sidewalks reopen.*

