



Downtown Activity Trends

October 2025 Board Work Session Update

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.



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.**



Resident Visits

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

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

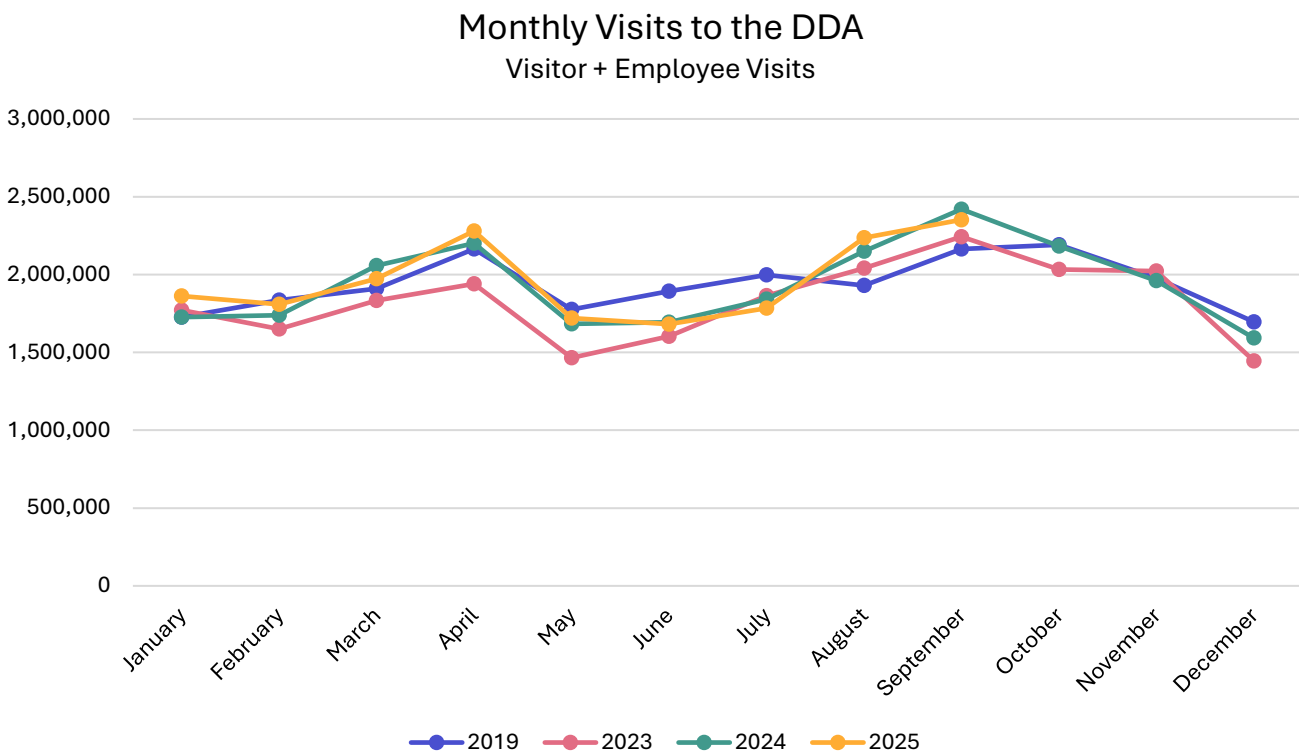
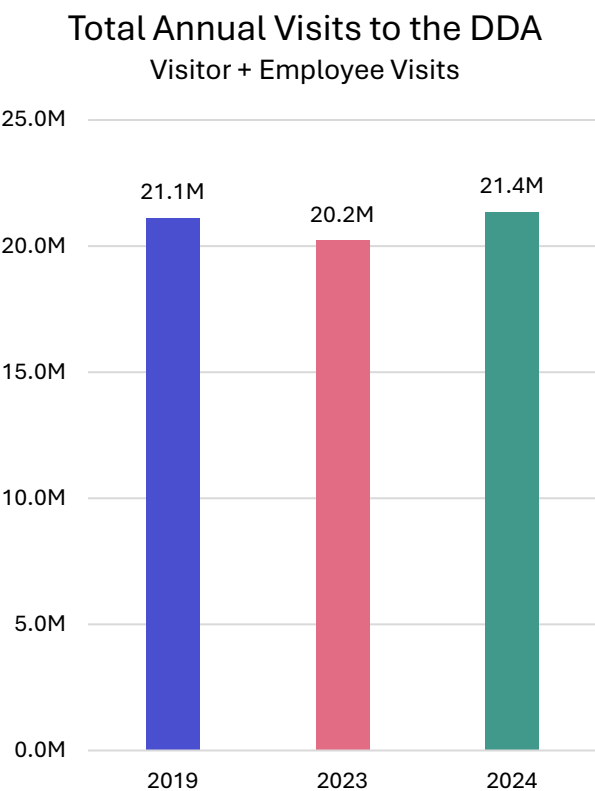
*Data is aggregated to protect privacy.

**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

Annual & Monthly Visits

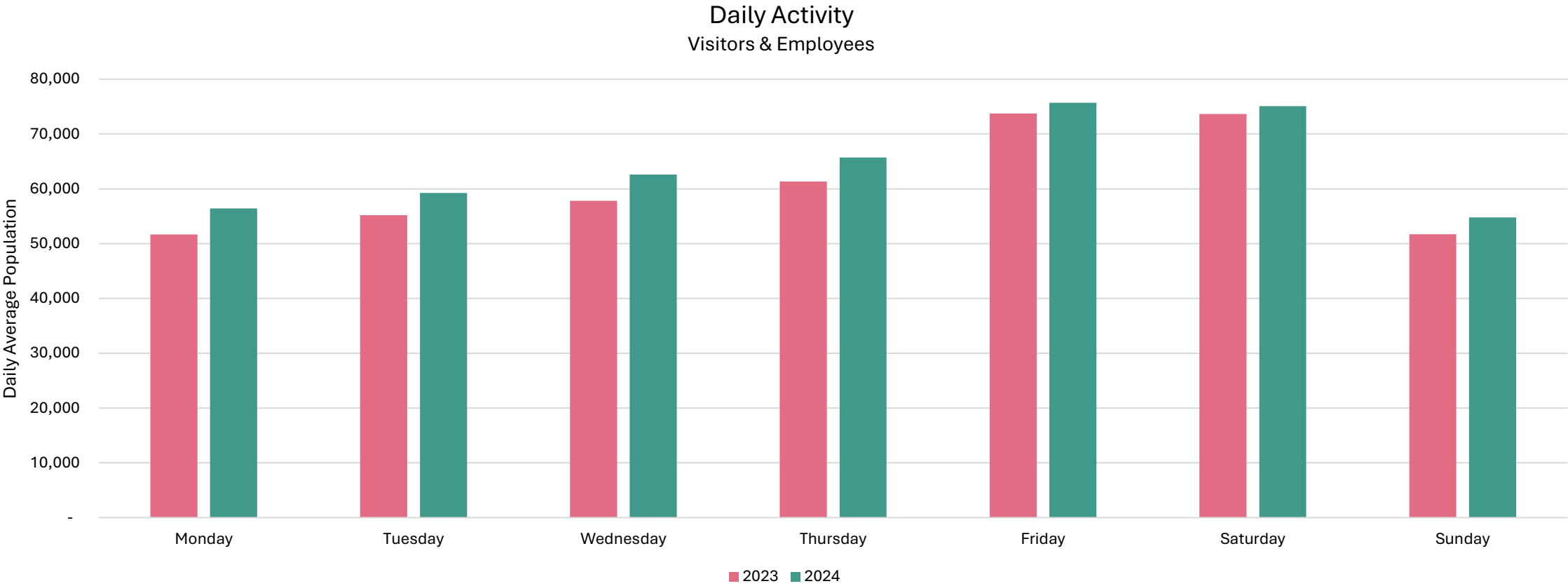
Visitors & Employees



2024 Visits exceeded pre-pandemic levels.
Visits have increased slightly in 2025 (January-September)
compared to the same months in 2024 (+260K or 1.6%)

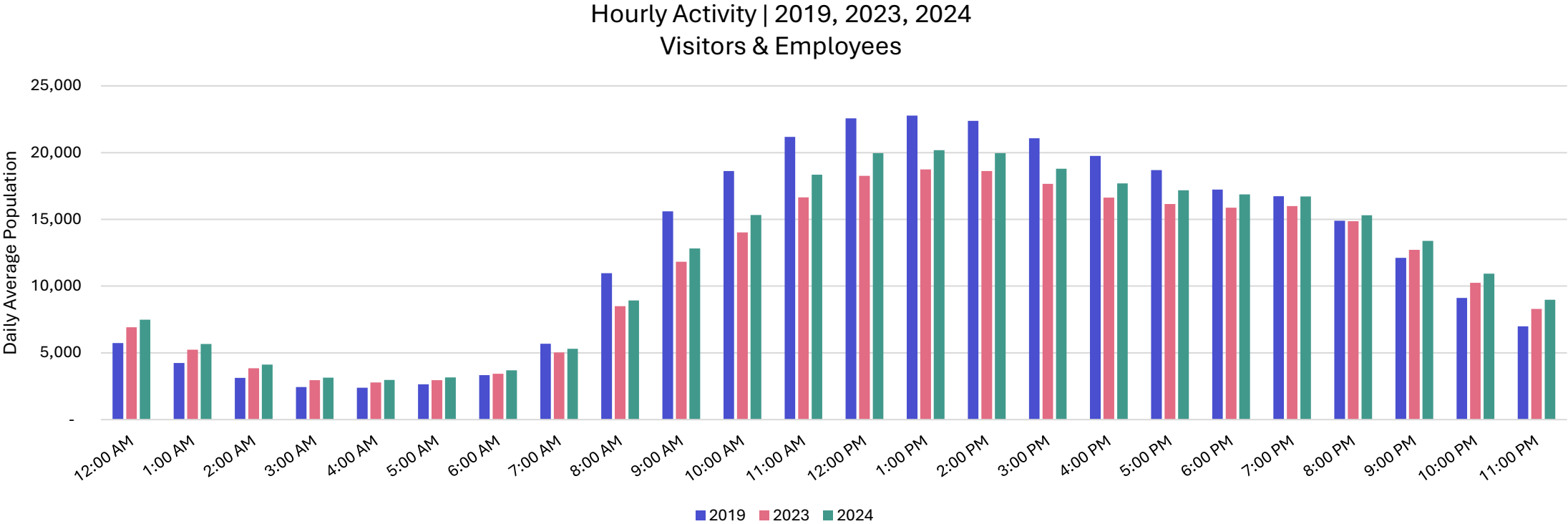
Daily Activity

Visitors & Employees



Hourly Activity

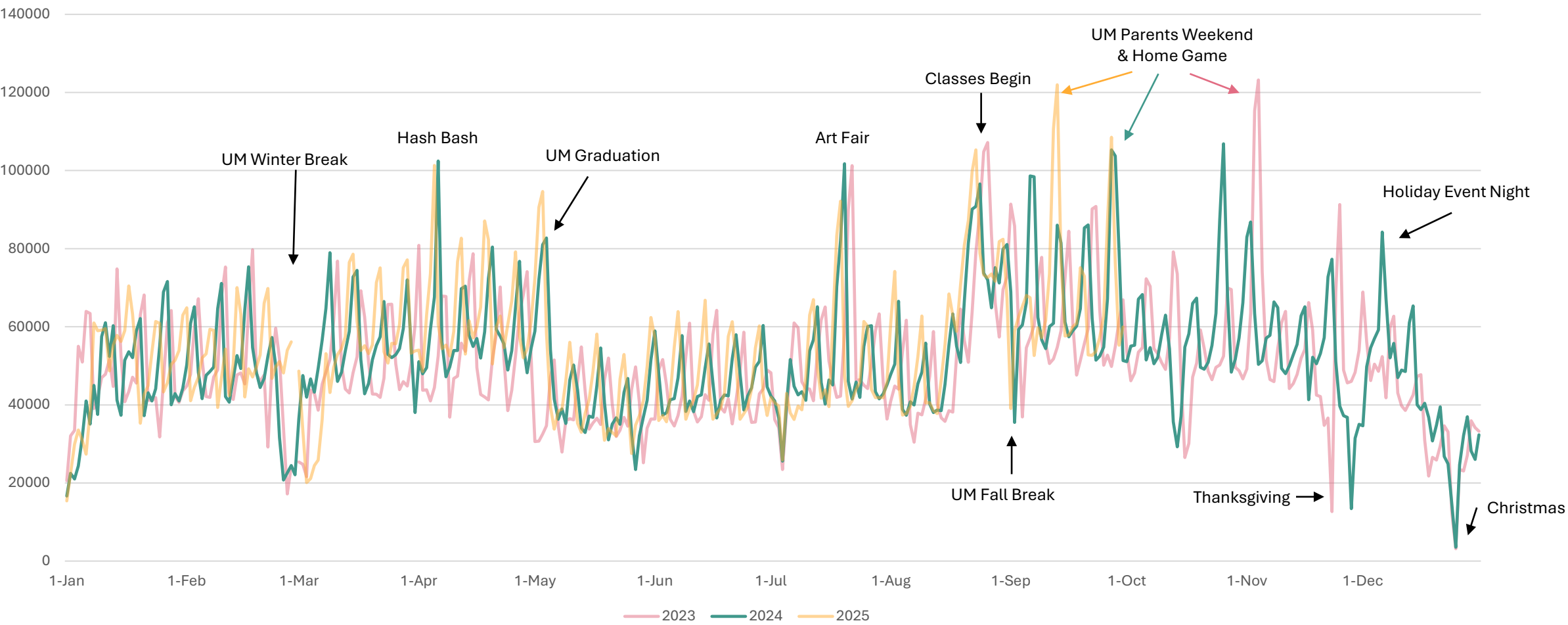
Visitors & Employees



Post-pandemic, activity has shifted toward the evening. Visitor and employee visits during the daytime are down and evening activity is up.

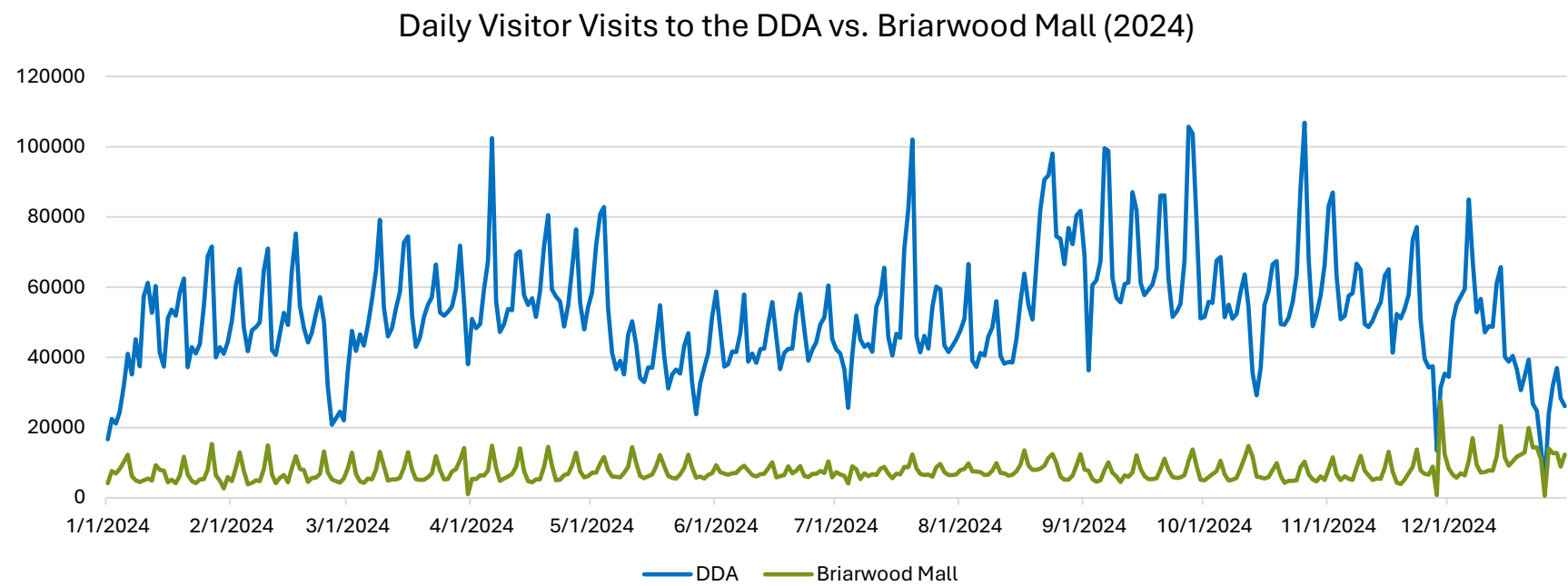
2024 Visit Trends

Visitors & Employees



Source: Placer.ai. Data pulled October 2025.

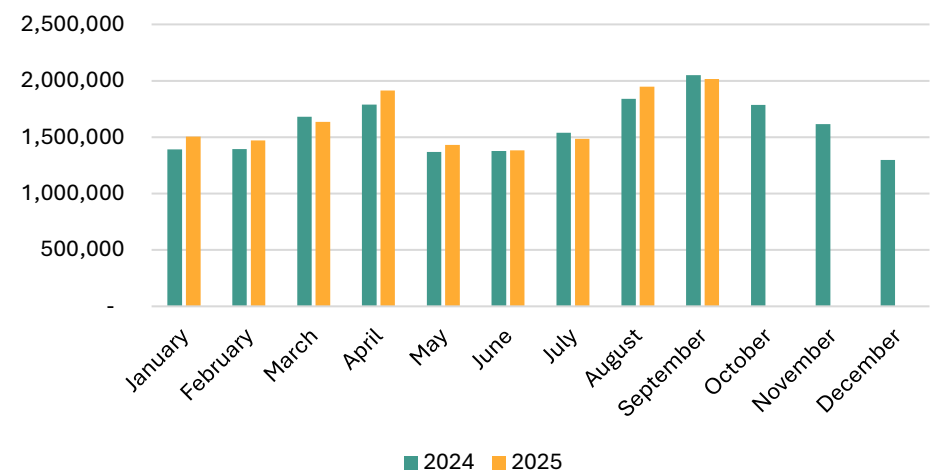
DDA vs. Briarwood Mall - 2024



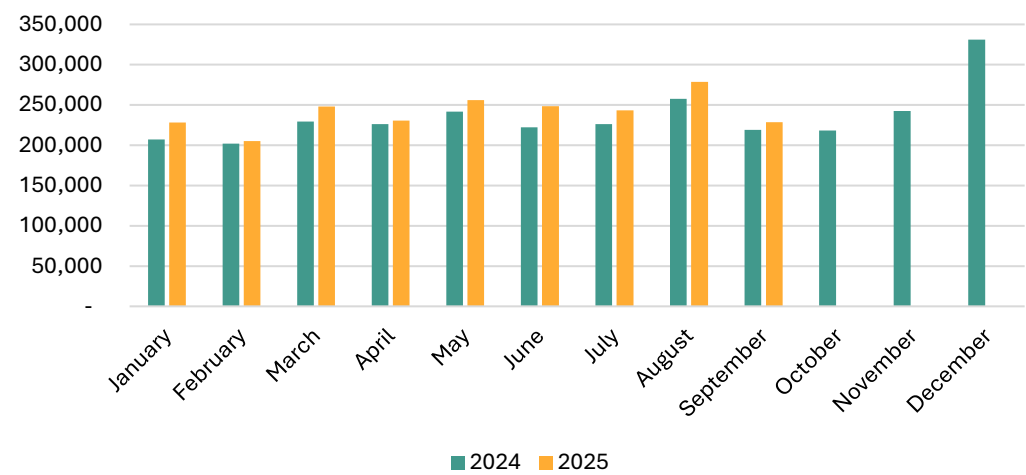
	Visitor Visits			Change in Visits: 2019 vs. 2024	
	2019	2023	2024	#	%
DDA	18.6M	18.2M	19.2M	+580K	+3%
Briarwood Mall	4.1M	2.9M	2.8M	-1.2M	-30%

DDA vs. Briarwood Mall - 2025

Monthly Visitor Visits to the DDA 2024-2025



Monthly Visitor Visits to Briarwood Mall 2024-2025

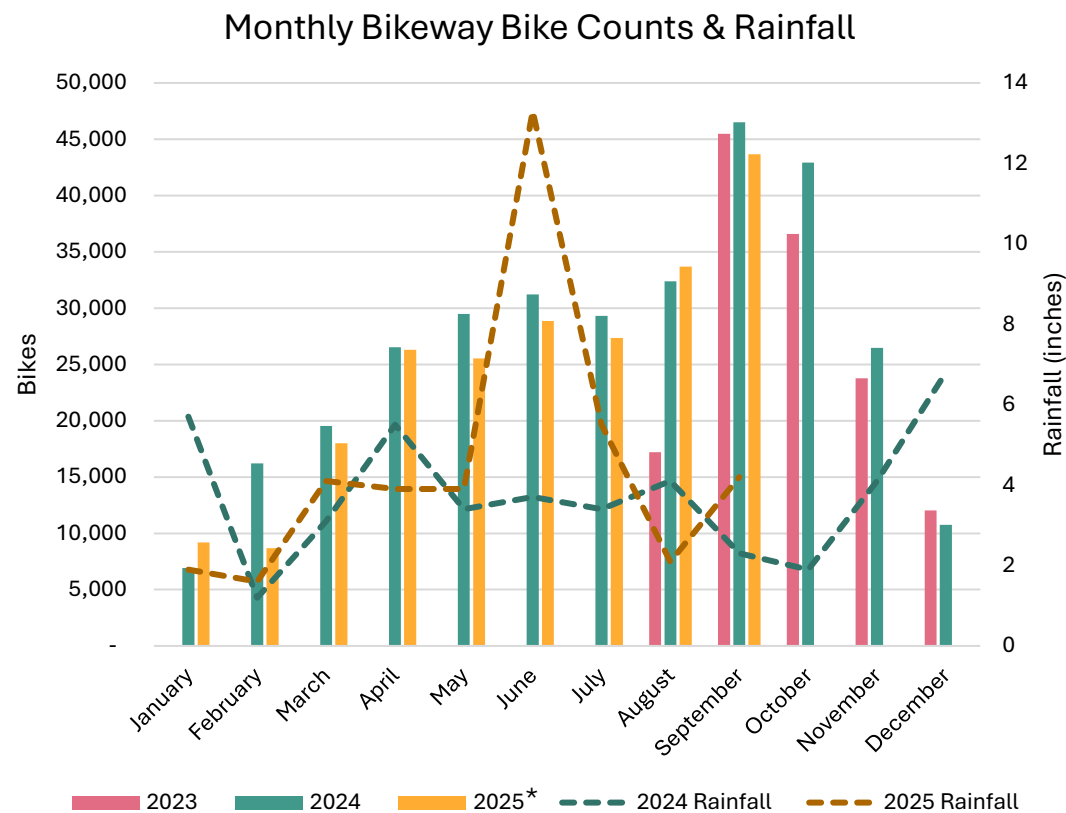


Change in Visitor Visits (Jan-Sept 2024 vs. 2025)

	#	%
DDA	+360K	+2%
Briarwood Mall	+140K	+7%

Visits have increased slightly in 2025 (January-September) compared to the same months in 2024 for both the DDA and Briarwood Mall.

Bike Data



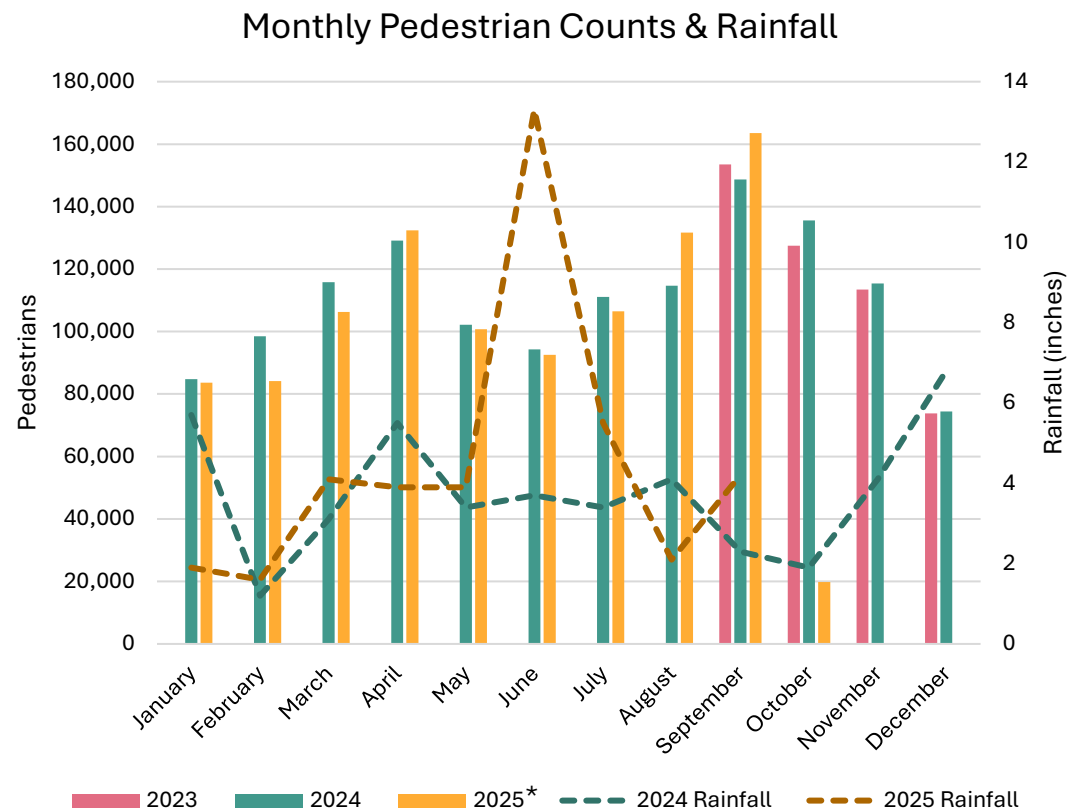
**Significant construction activity on William St caused a temporary closure for part of the William St Bikeway in 2025. Significant construction activity on the block directly west of the Miller/Catherine and First St Bikeways likely changed cyclists' habits or travel patterns around that area.*

Bikeway Count Quick Facts

	2024	2025
Total Bikes (Jan.-Sept.)	238,088	221,282 (-7%)
Daily Median Bike Count	835	811
Peak Day Of The Week	Wednesday	Tuesday
Average Week Day	981	904
Average Weekend Day	588	576

Increased rainfall this year and construction-related bikeway closures may have contributed to lower bike counts for 2025.

Pedestrian Data

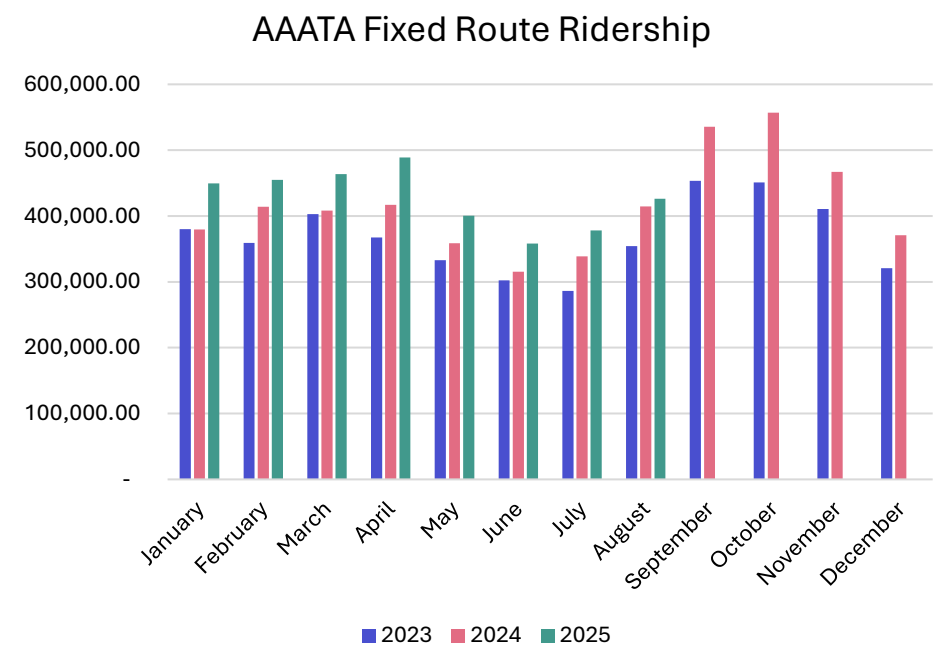


**Bikeway counters also count pedestrians on the adjacent sidewalk. Significant construction activity on William St caused a temporary closure for part of the William St Bikeway and sidewalk in 2025. Significant construction activity on the block directly west of the Miller/Catherine and First St Bikeways likely changed pedestrians' habits or travel patterns around that area.*

Pedestrian Count Quick Facts

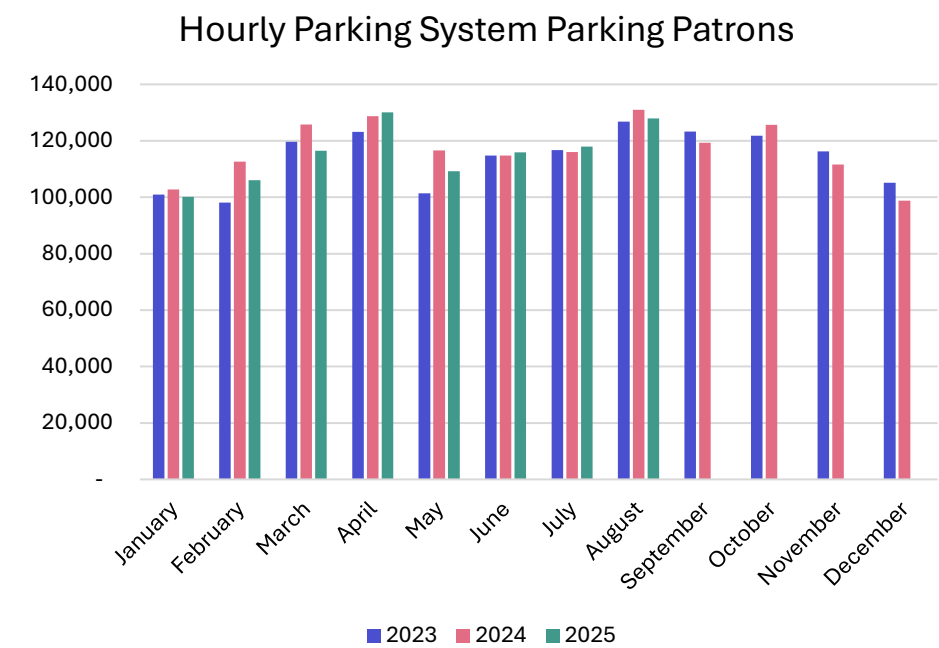
	2024	2025*
Total Pedestrians (Jan.-Sept.)	999K	1M (+0.2%)
Daily Median Ped Count	3,392	3,254
Peak Day Of The Week	Saturday	Friday
Average Week Day	3,522	3,589
Average Weekend Day	3,958	3,867

Parking & AAATA Ridership Trends



Total Annual AAATA Fixed Route Ridership	
2023	4.4M
2024	5M

Fixed route ridership is up in 2025.



Total Annual Parking System Hourly Parking Patrons	
2023	1.4M
2024	1.4M

Hourly parking patrons increased slightly in 2024, but numbers are slightly down in 2025.

Visits to Downtown Events & Areas of Interest

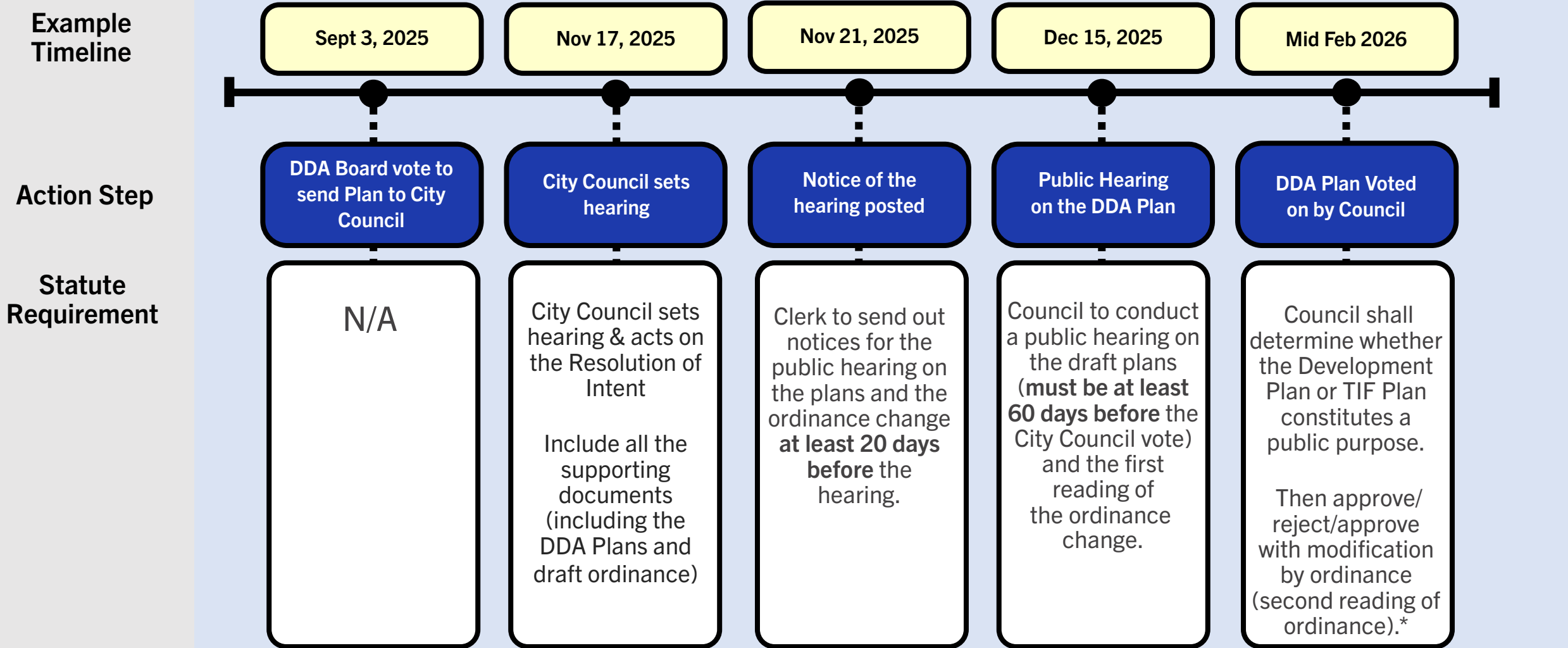
Event Attendance & Areas of Interest				
Event	2023	2024	2025	Change from Typical
Ann Arbor Art Fair	108.4K	123.2K	105.2K	Closed early in 2025 due to weather.
Main St. Summer Streets	527K**	479.5K	565.3K	-
Main St. District	7.2M	7.4M	-	-
Main St. District (Jan – Sept)	5.5M	5.7M	5.8M	
Holiday Shopping Events*	68.9K	84.2K	-	2024 was 53% higher than a typical Friday in Nov – Dec (54.9K)
Hash Bash*	80.9K	102.4K	101.4K	2025 was 25% higher than a typical April Saturday (81.3K)
Zach Bryan Concert Saturday*	-	-	108.1K	Similar to a home football game
U-Mich Parents Weekend Saturday*	123.2K	103.8K	121.3K	2025 was 31% higher than a typical home game (92.3K)
*DDA District used for event boundary. **Portions of Main Street were under construction in 2023.				



DDA Development Plan Update

Recommended Process & Schedule

Update as the process evolves



*If a Taxing Authority opts out of the expansion area during the 60-day period, it's recommended we hold a 2nd public hearing. The 2nd public hearing is not required and would not need to follow the 60-day notice period. It also does not extend the opt-out period. To initiate a 2nd public hearing, City Council could make a motion to hold a 2nd hearing at the Mid-February meeting. The second public hearing can then be at the following Council Meeting (likely in early March). At that meeting, they can hold the public hearing and vote on the plan and ordinance changes.

Downtown Service Team RFP Timeline (DRAFT)

- Issue RFP– November 3, 2025
- Question Deadline - Dec. 8, 2025, 5:00 p.m.
- Proposal Due Date - Dec. 12, 2025, 4:00 p.m. (Local Time)
- Selection/Negotiations - February 2026 – March 2026
- Expected DDA Board Authorizations - Pending DDA Development Plan approval in early 2026