



Downtown Activity Trends

November 17, 2025: DDA City Council 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.

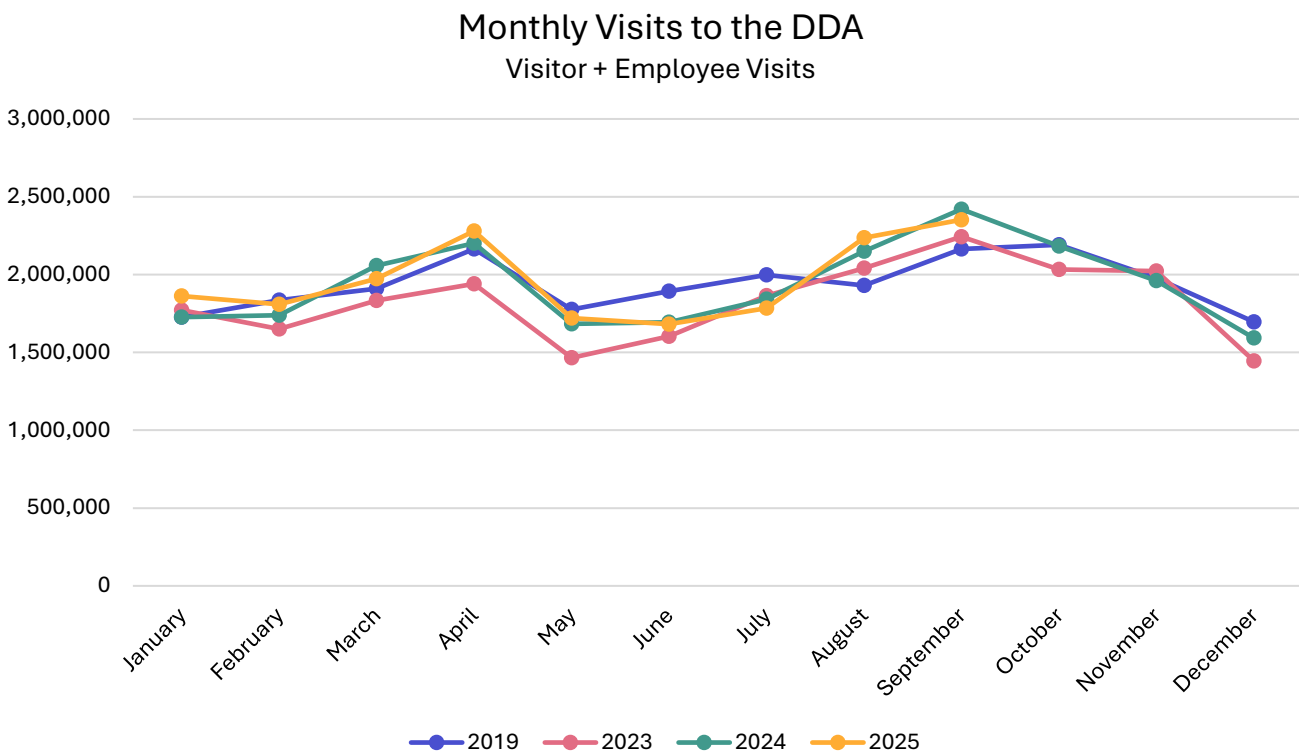
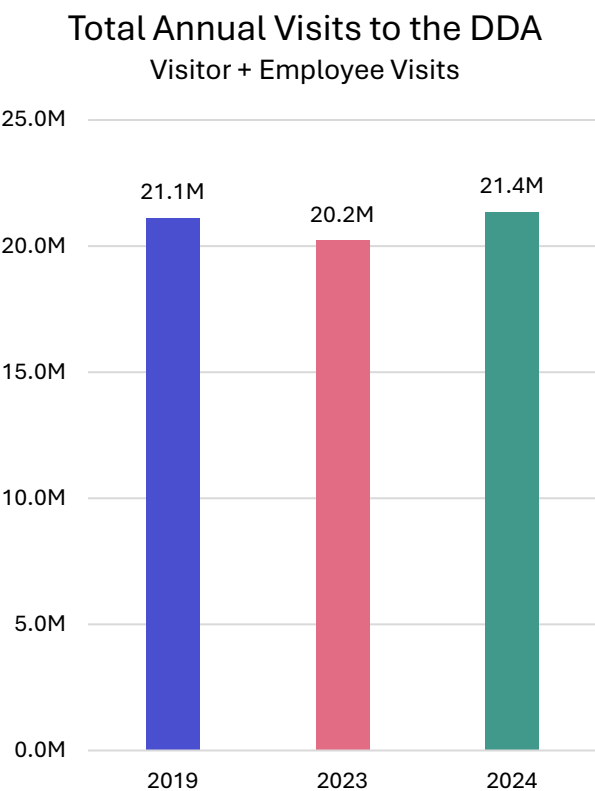
*Data is aggregated to protect privacy.

**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

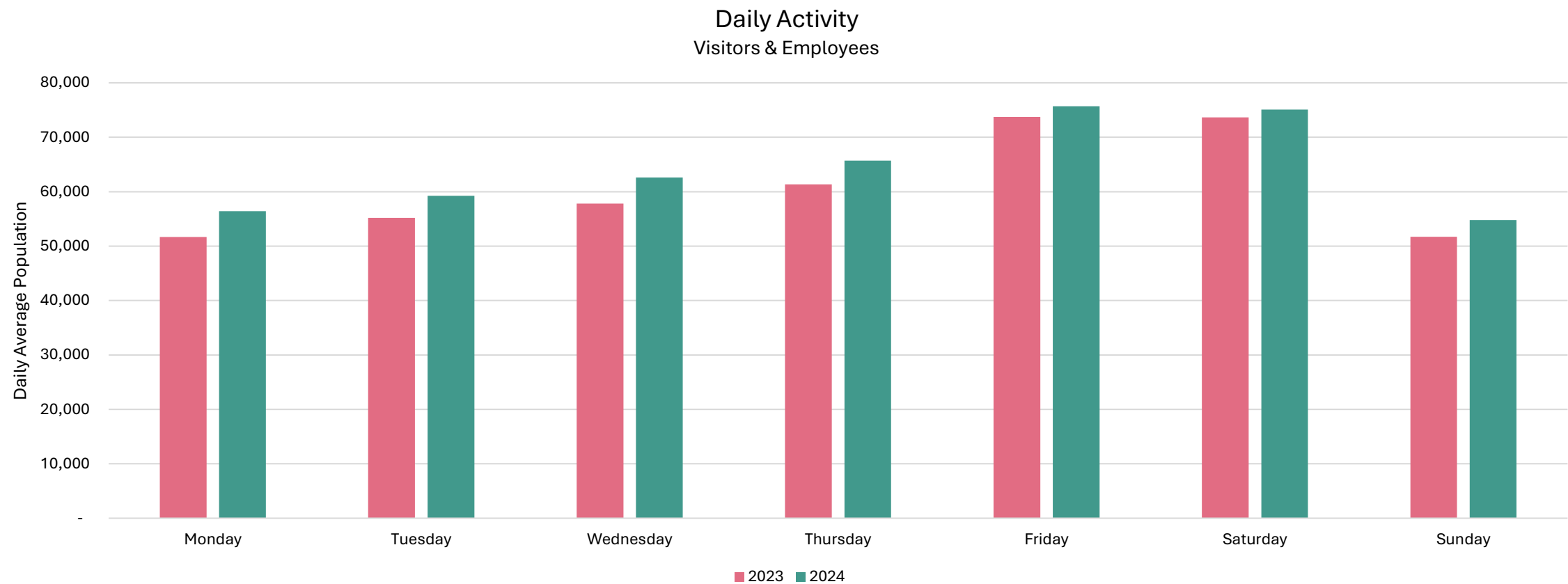
Visitors & Employees



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%)

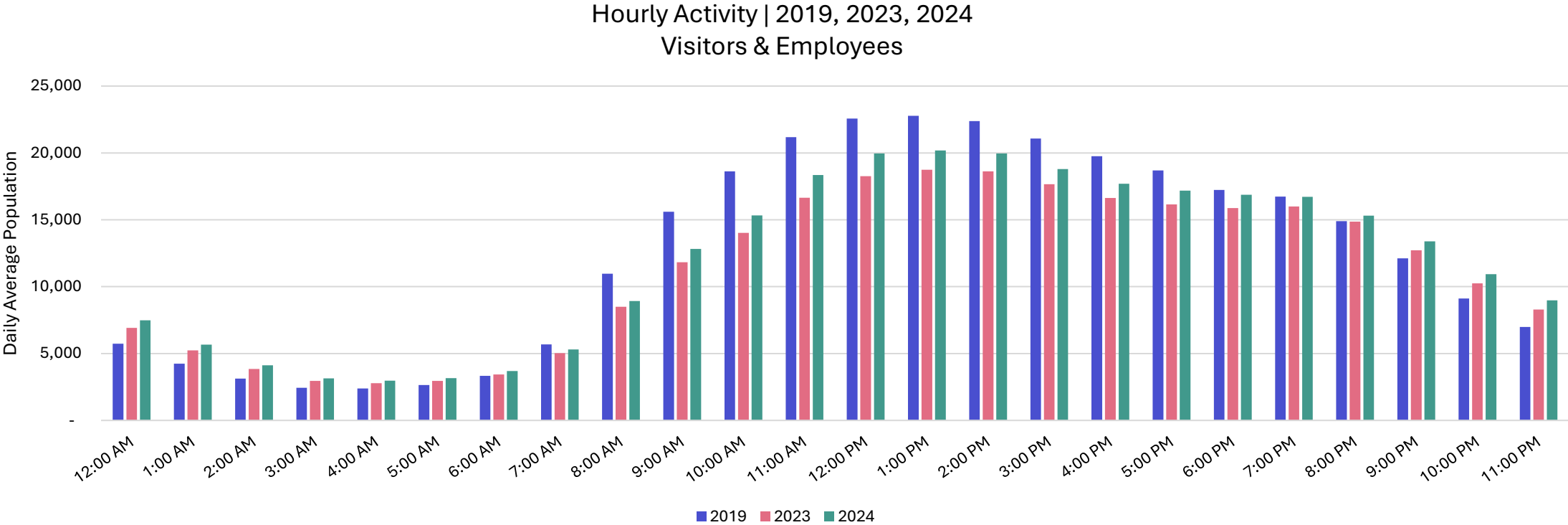
Daily Activity

Visitors & Employees



Hourly Activity

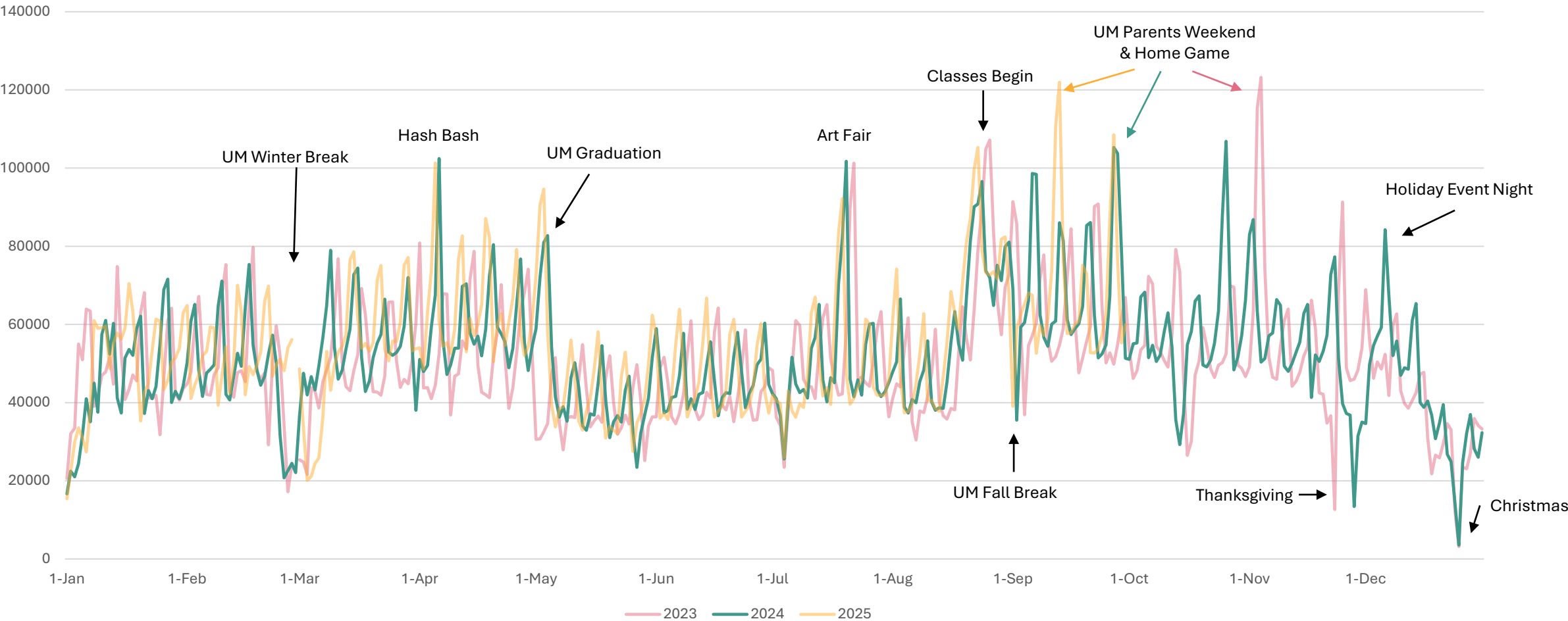
Visitors & Employees



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.

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.				

Bike Counters

Does anyone use the Downtown Bikeway?

About the Counters

Public Bike Counter Dashboard

a2dda.eco-counter.com

- The DDA mainly uses Eco-Counter Multi-Post devices
- Pedestrians on the sidewalk are counted using infrared heat sensors
- Bikes in the bikeway are counted using Zelt Loops/metal sensors
- Scooters are not counted
- Data is reviewed/validated every 3 months



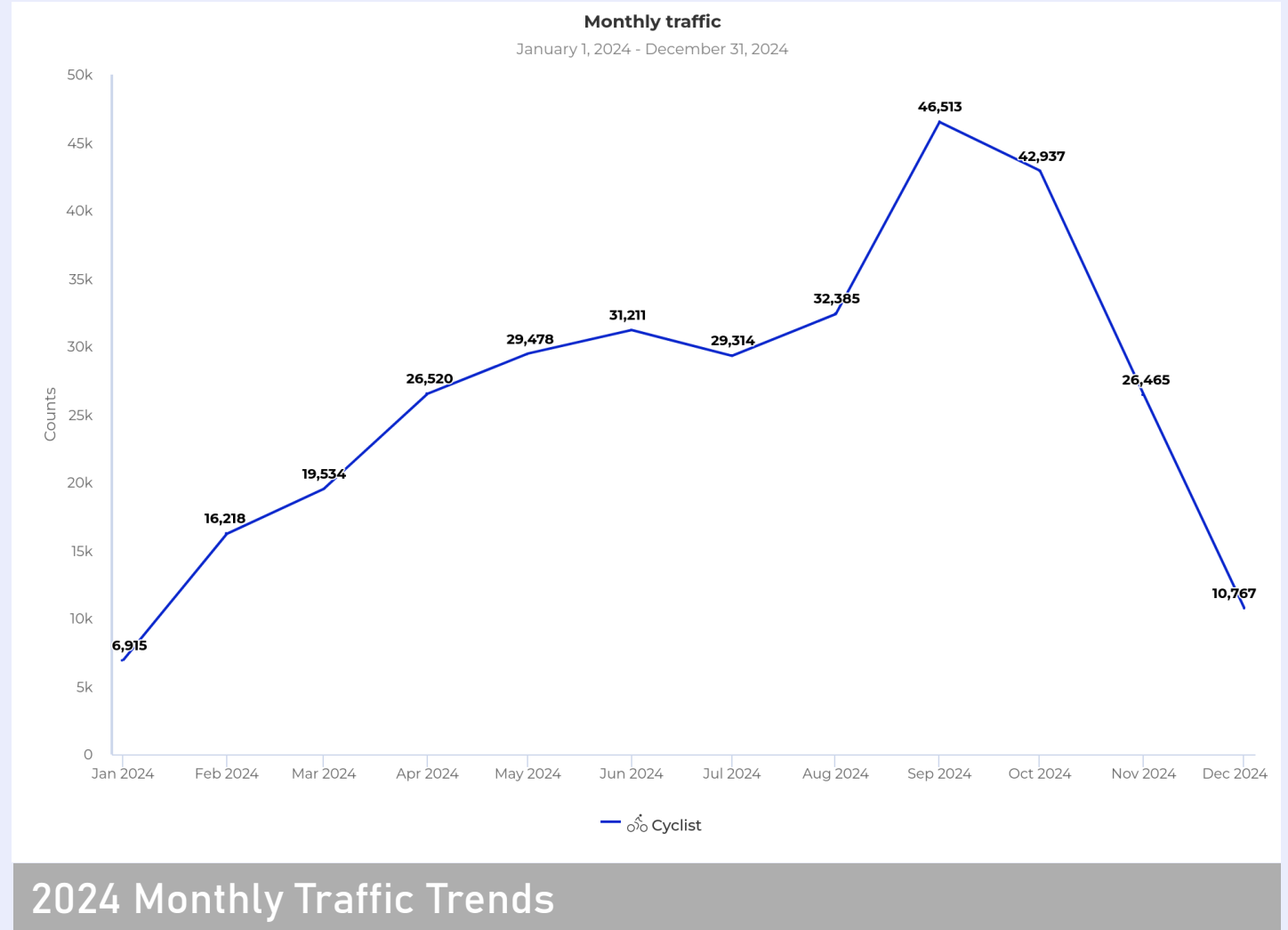
First St. Counter



Division Counter

Bike Count Trends

- Over 318,000 bikes counted in 2024
- Temperature, precipitation, and U-Mich schedule all effects use
- Peak months:
 - September: 46,513
 - October 42,937
- Peak day: Wednesday
- Busiest bikeway: William St.



Bike Count Trends

- Daily weekday average: 908
- Peak month weekday average: 1,454
- Maynard Parking Structure vehicle capacity for comparison: 799 spaces
- Each count represents a trip that is not being taken in a private vehicle





DDA Development Plan Update

Recommended Process & Schedule

Update as the process evolves

