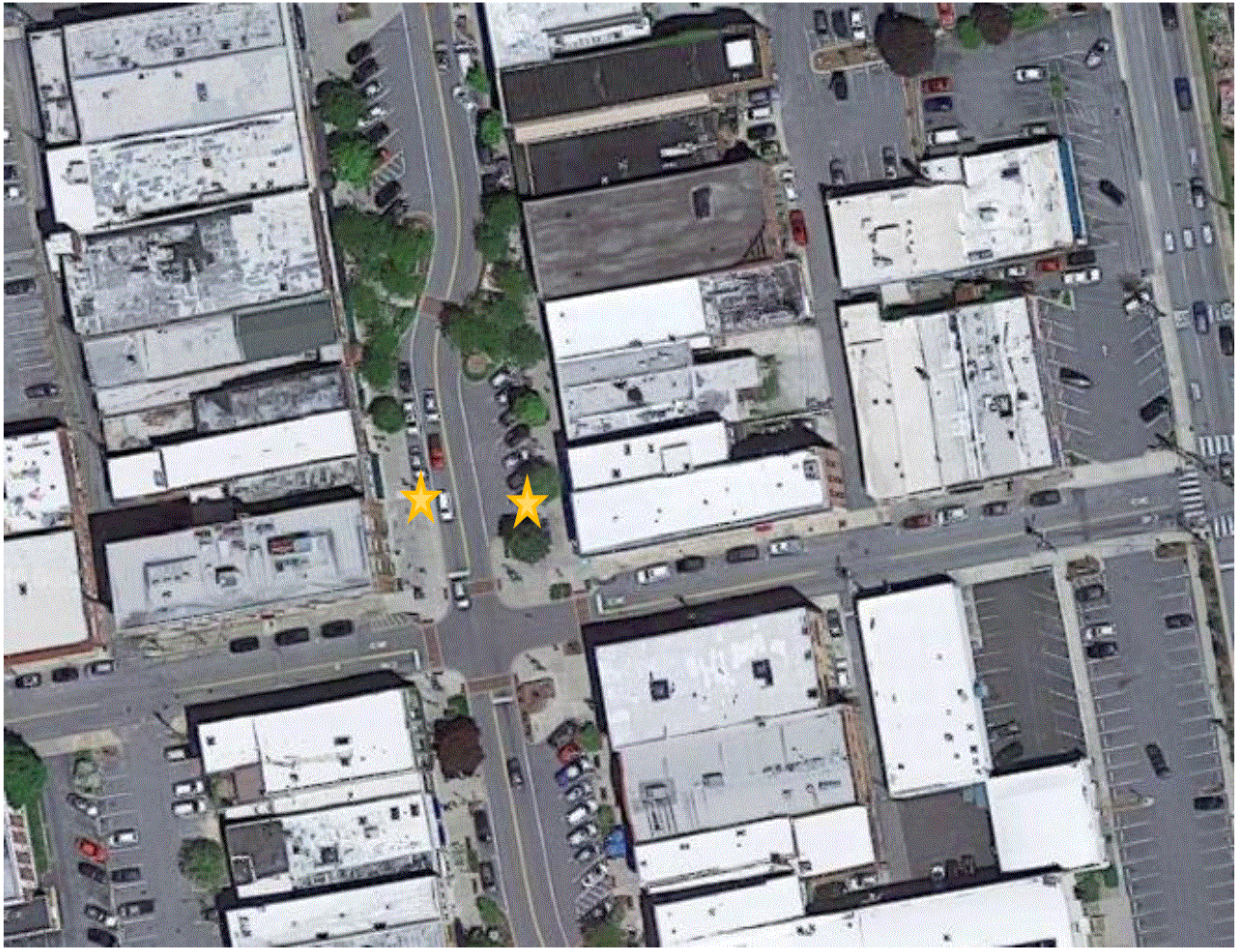


Hendersonville Pedestrian Count - 2020

Time Period: Tuesday, July 14 – Monday, August 20, 2020, broken down into five one-week periods, July 14- July 20, July 21- 27, July 28-August 3, August 4-10, and August 11-17, 2020. Originally the data was released as a five-week period, examining the Open Street Influence on pedestrian traffic.

Location: On Main St and 4th Street intersection in front of the flower shop & Casablanca Tobacconist.



(Image: Google Maps)

Equipment: EcoCounter Pyro Counter

The Pyro Counter can count bicyclists, pedestrians, skateboarders, rollerbladers, or anyone who passes within approximately 16.5 feet of the equipment. However, the device is unable to differentiate between the different users and simply counts them as general users.

Possible sources of error include facility-users walking side-by-side or very close to each other; this is likely to include people walking or running side-by-side, children being held by a parent or walking along side of them, or dense groups of users. It is unclear the number of pedestrians likely to have gone uncounted due to these circumstances and there has been no effort to make up for this likely discrepancy.

Results

Main Street At 4th - Counter 1 - July 20, 2020

Total Users	7,259
Users/Hour	43.2
Peak 24-Hour Usage	1,652
Peak Day	Saturday July 18, 2020
Peak 2-Hour Usage Period	398
Peak 2-Hour Date and Time	Saturday July 18, 2020 - 1PM - 3PM

Main Street At 4th - Counter 2 - July 20, 2020

Total Users	6,993
Users/Hour	41.6
Peak 24-Hour Usage	1,689
Peak Day	Saturday July 18, 2020
Peak 2-Hour Usage Period	410
Peak 2-Hour Date and Time	Saturday July 18, 2020 - 11 AM to 1 PM

Two pedestrian counters were set out between July 13, 2020, and August 19, 2020, one on the east side of the street and one on the west side of the street. The original report that was produced during 2020 focused on the differences between Open Street Days and Non-Open Street Days. During 2020 there were a series of open street days: June 19 to June 21, July 3-5, July 17-19, and July 31 – August 2nd. Weeks one and three of the study period were open street Weekends. The First Week was the only entirely dry week, recording no precipitation on any of the seven days. We do not have data from the earliest open street weeks. This was during the Summer of COVID-19.

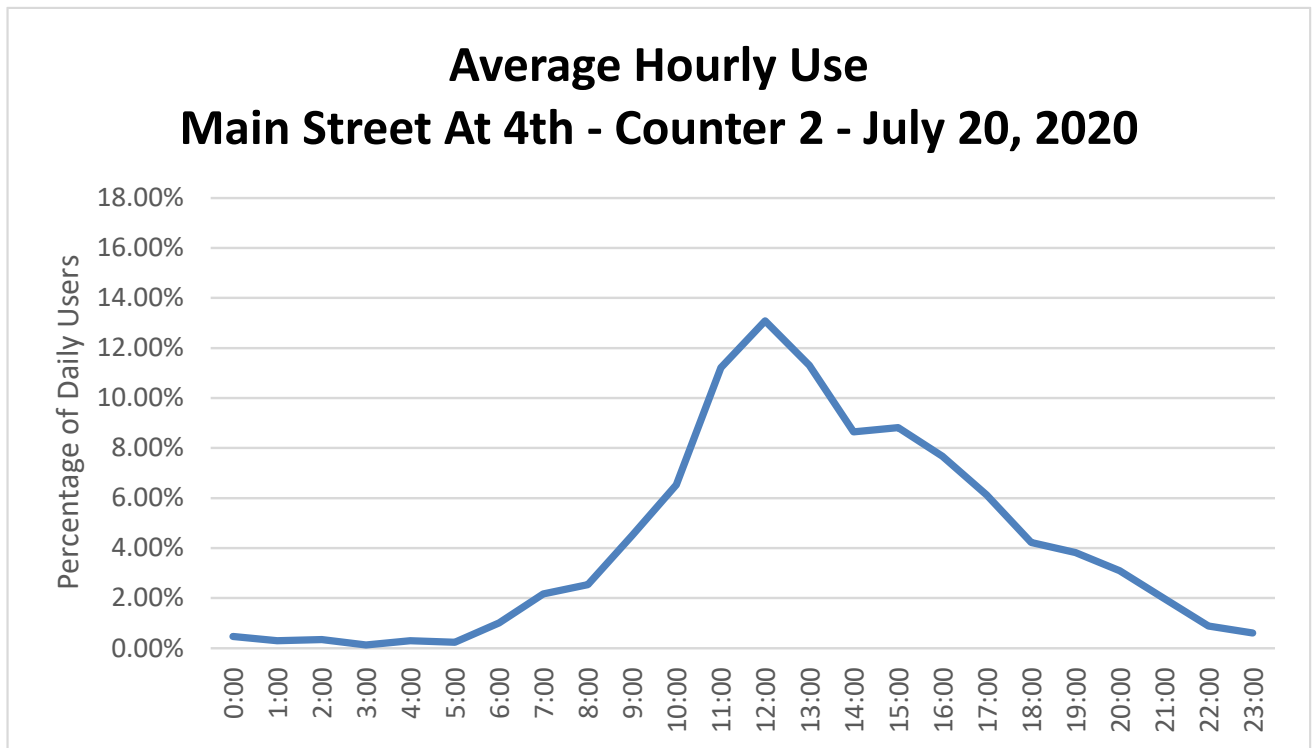
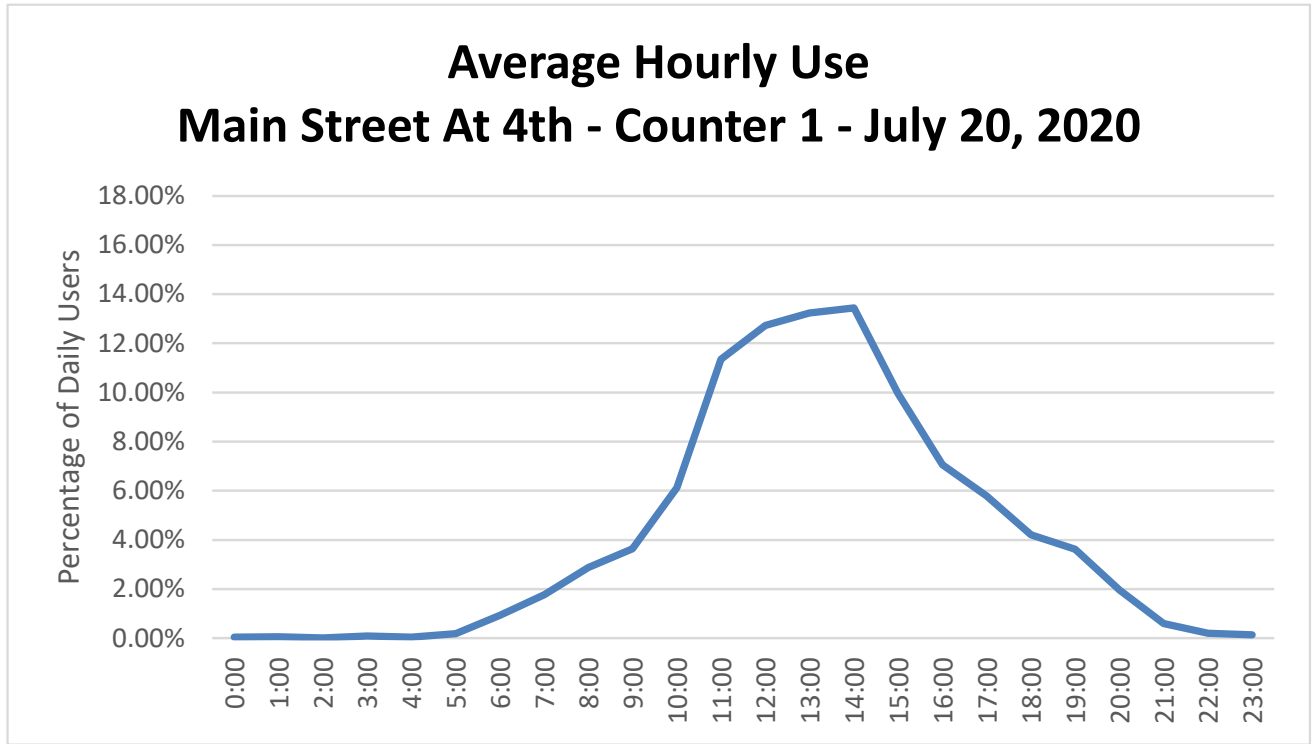
	Minimum Temperature	Maximum Temperature	Average Temperature	Wind	Precipitation
7/14/2020	65	88	77.1	3.8	0
7/15/2020	64	89	77.8	3.6	0
7/16/2020	72	88	78.2	5.1	0
7/17/2020	69	90	79.8	3.8	0
7/18/2020	71	91	78.5	4	0
7/19/2020	69	88	74.1	3.5	0
7/20/2020	69	90	77.5	3.9	0

<https://www.wunderground.com/history/monthly/us/nc/hendersonville/KNCHENDE412/date/2020-7>

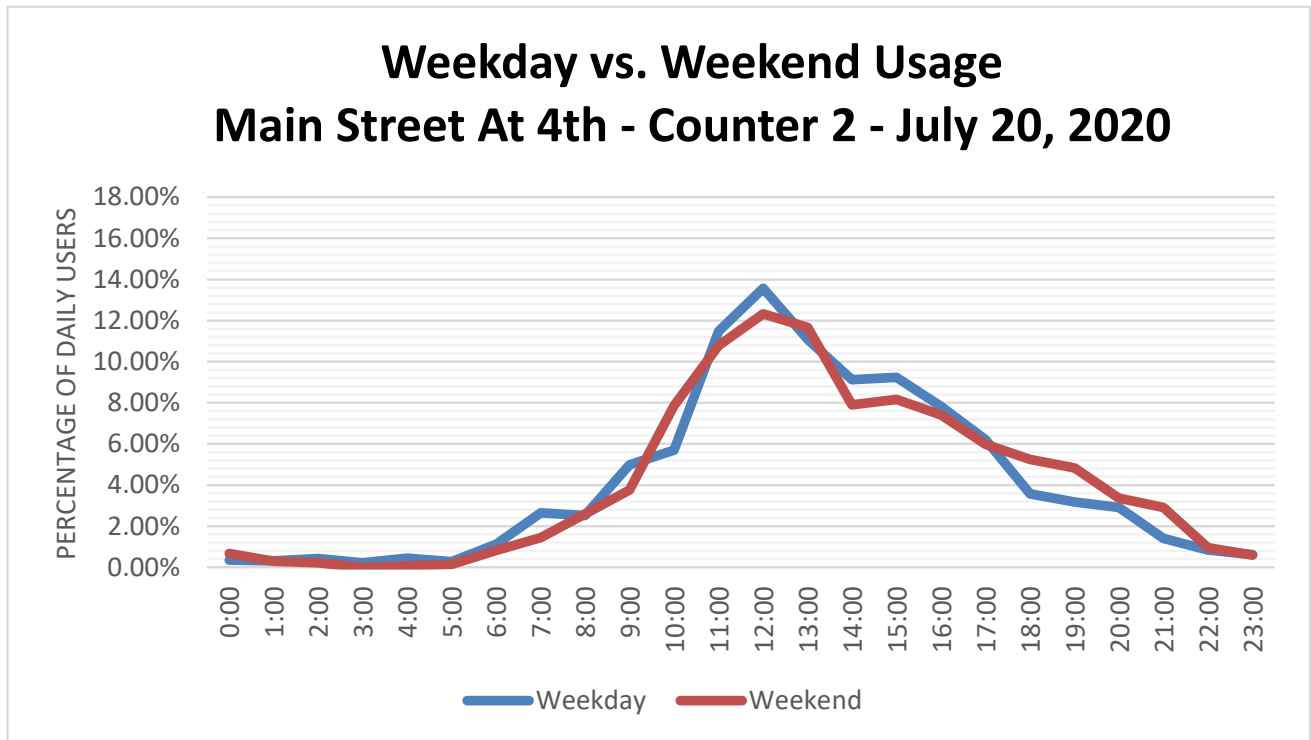
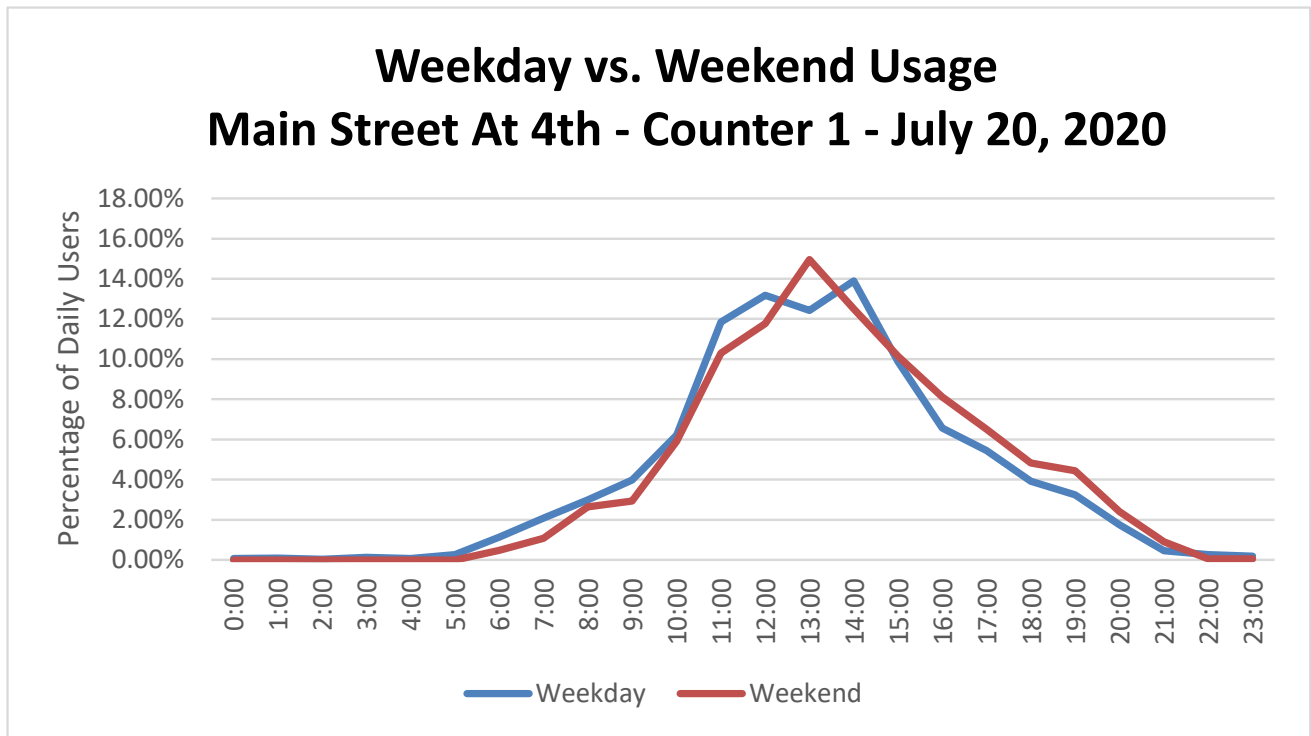
Week One (July 13-20, 2020) (Open Street Week) Booth counters had similar daily volumes. Saturday was the peak day for both counters. Counter One was slightly higher. The peak hours were not the same. Counter Two had significantly higher activity on Monday than Counter One. Counter One had significantly higher traffic on Tuesday and Wednesday than Counter Two. This translated into higher foot traffic for the entire week. Saturday foot traffic was higher than what was recorded on Sunday. This will hold true for the course of the study. (The weekend is highlighted in pink on the weather table.) The weather seemed to have little impact on overall traffic this week. It was warm and dry. Saturday and Friday were the two busiest days for each counter. Sunday was busiest for counter two versus counter one.

Patterns of Use

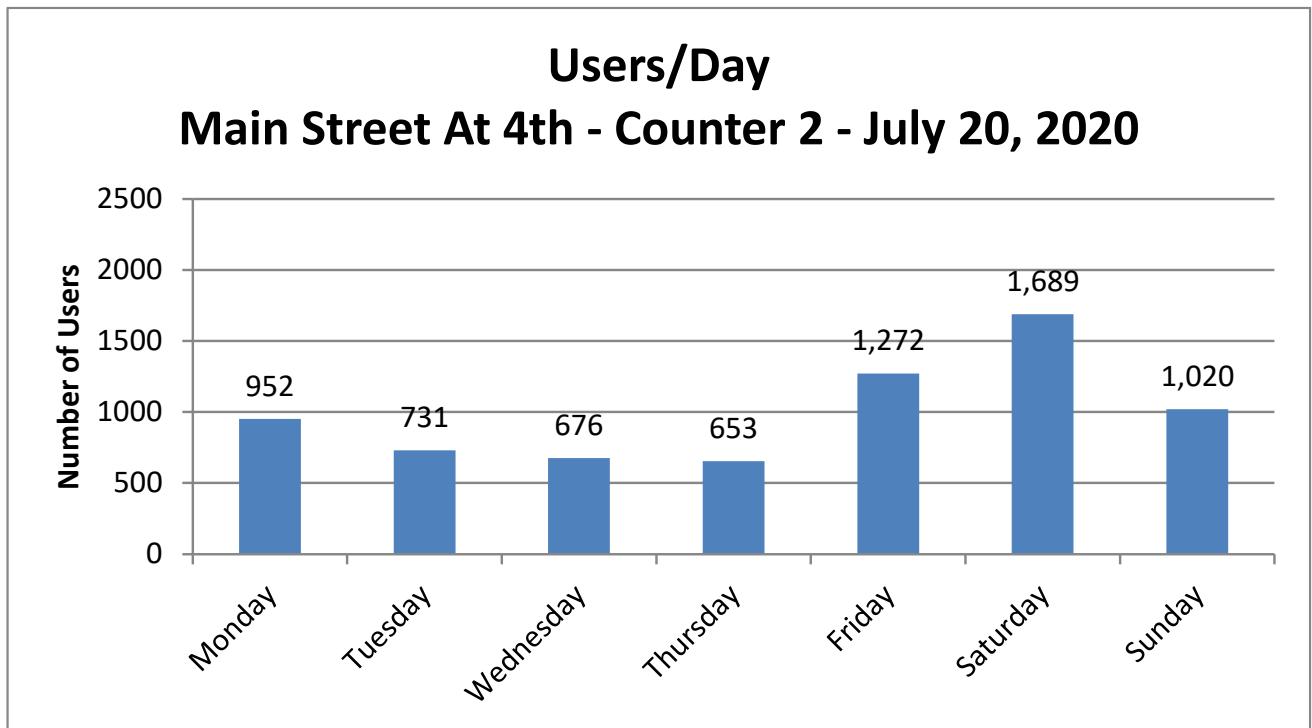
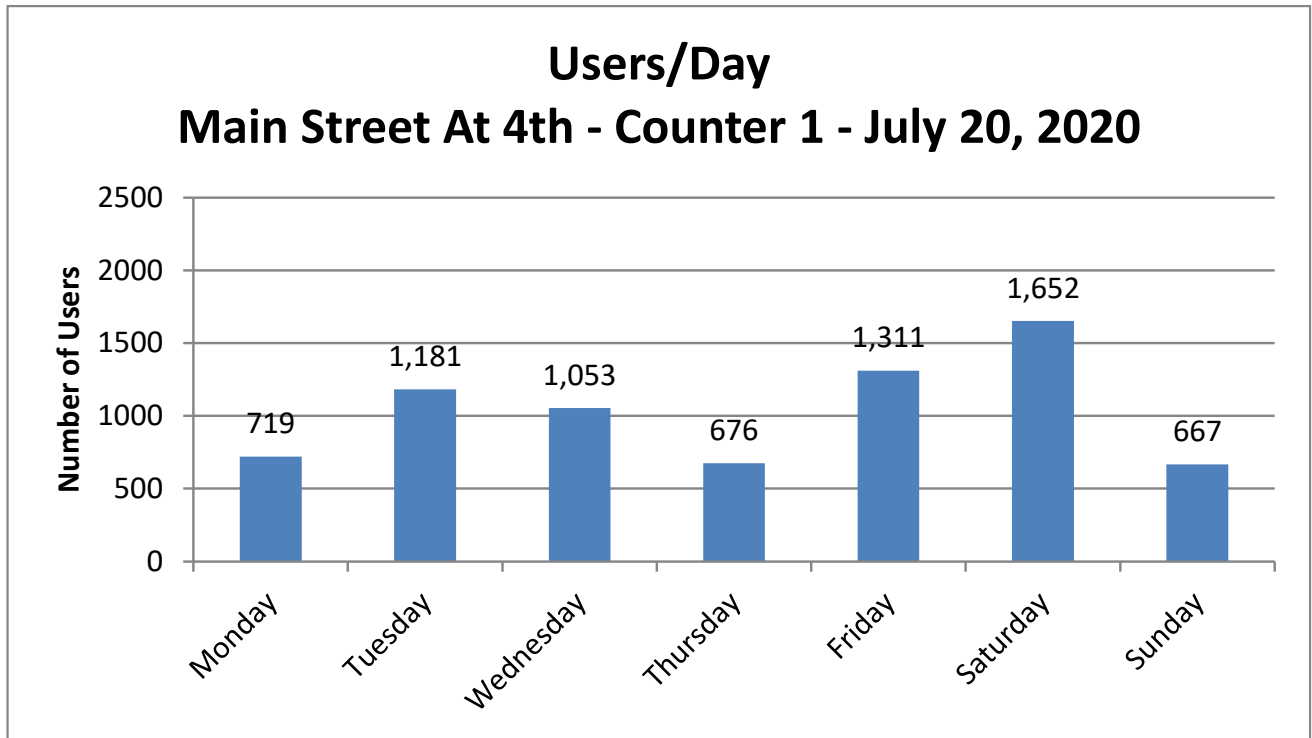
The following chart illustrates the average use of the sidewalk at the count location. This includes both weekday and weekend data and has greater weekday representation.



The second chart illustrates the different pattern of usage between the weekday and weekend.



The third chart shows users/day.



Results

Main Street At 4th - Counter 1 - July 27, 2020

Total Users	5,948
Users/Hour	35.4
Peak 24-Hour Usage	1,362
Peak Day	Saturday July 25, 2020
Peak 2-Hour Usage Period	442
Peak 2-Hour Date and Time	Saturday July 25, 2020 - Noon to 2 PM

Main Street At 4th - Counter 2 - July 27, 2020

Total Users	8,401
Users/Hour	50.0
Peak 24-Hour Usage	1,898
Peak Day	Saturday July 25, 2020
Peak 2-Hour Usage Period	450
Peak 2-Hour Date and Time	Saturday July 25, 2020 - 11 AM to 1 PM

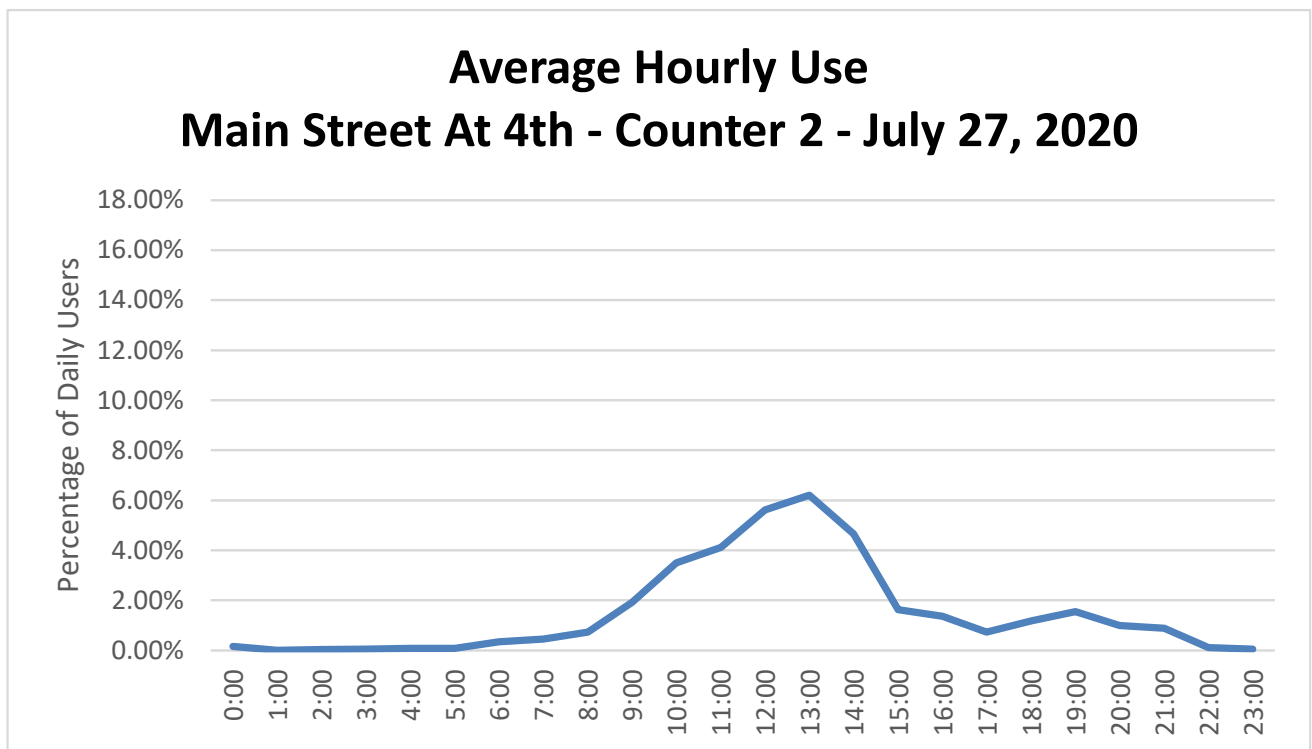
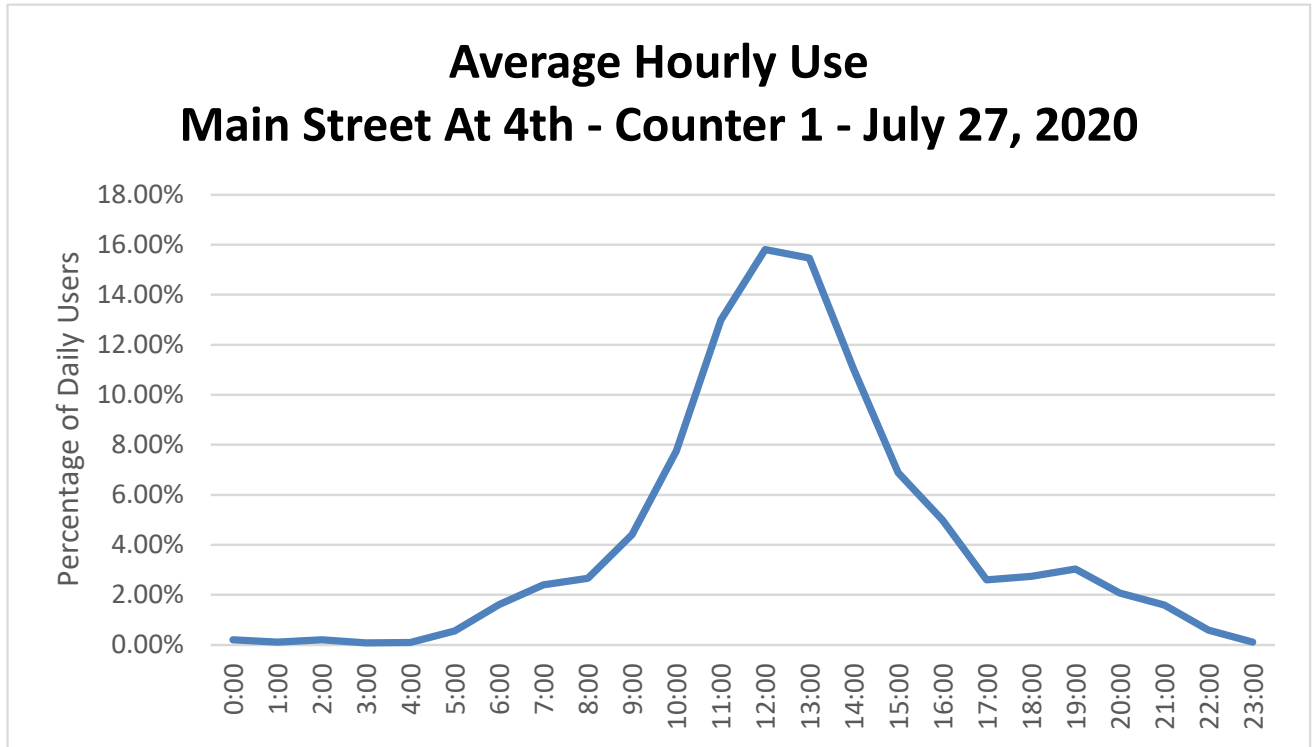
	Minimum Temperature	Maximum Temperature	Average Temperature	Wind	Precipitation
7/21/2020	70	89	73.2	2.7	0
7/22/2020	65	87	72.8	2.1	0
7/23/2020	67	87	73.7	4.7	0.01
7/24/2020	66	78	68.8	2.2	0.66
7/25/2020	65	88	70.7	3.1	0.03
7/26/2020	67	88	75	5.9	0.04
7/27/2020	67	89	76.2	5.7	0

<https://www.wunderground.com/history/monthly/us/nc/hendersonville/KNCHENDE412/date/2020-7>

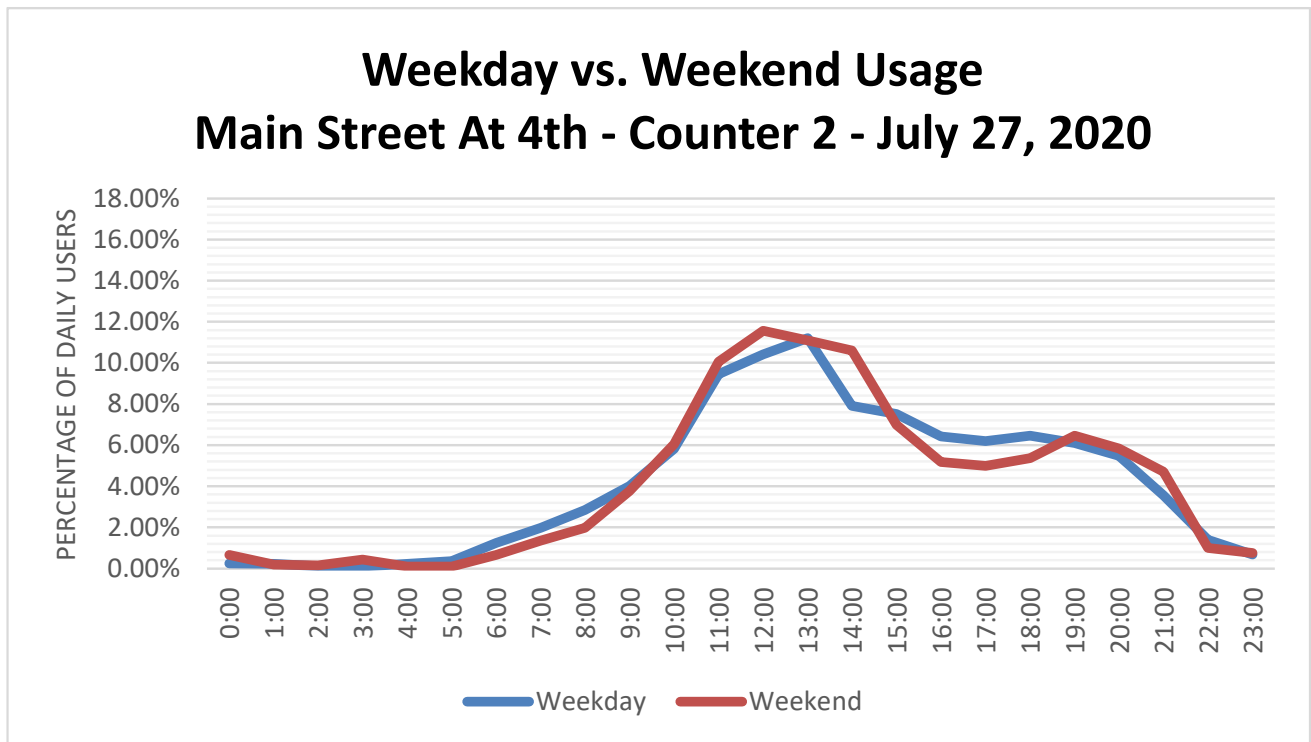
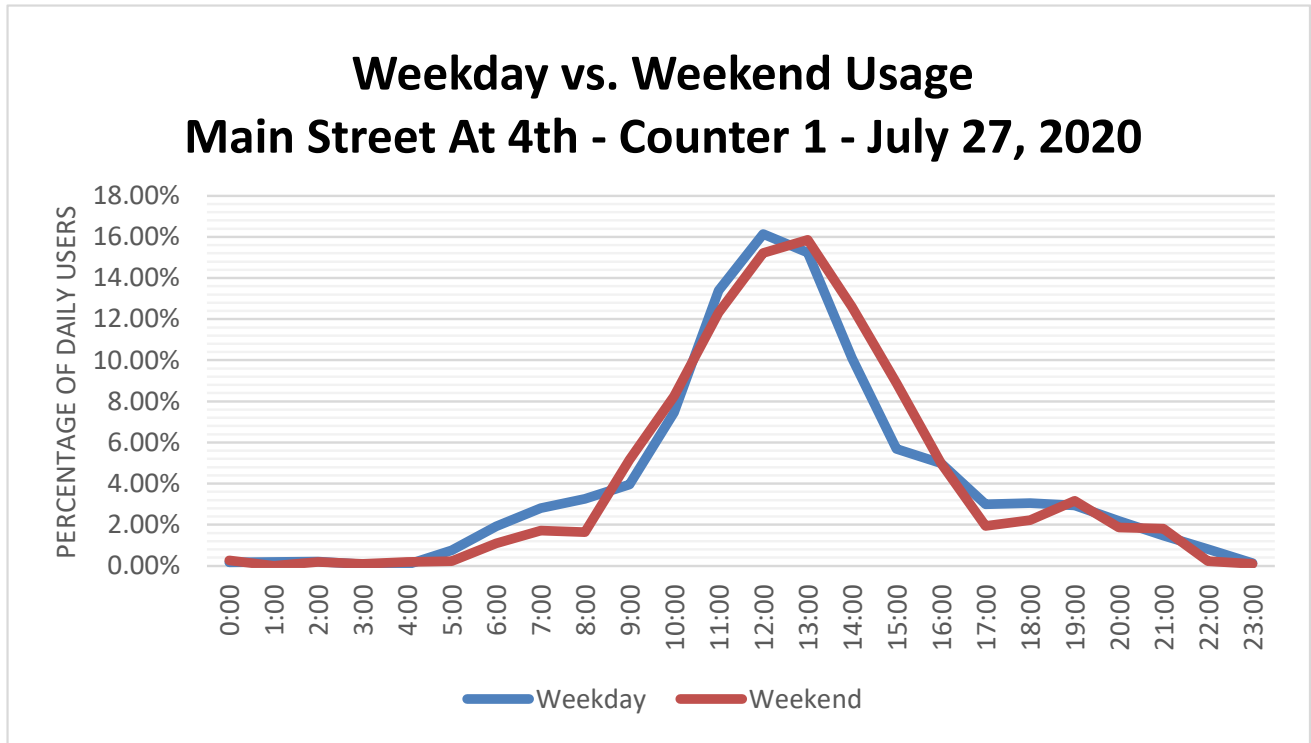
Week Two (July 20-July 26, 2020) (Not an Open Street Week:) Counter Number Two had higher activity than Counter Number One. While the Saturday volume was comparable, one to the other, Counter Two had noticeably more activity on Sunday and Monday than Counter One. Counter Two had more activity on Tuesday and Wednesday than Counter One. Counter Two had consistent foot traffic between 11 AM and 7 PM during the work week. Counter Two had considerably more foot traffic than Counter One. Counter Two had higher foot traffic than Counter One during all seven days. (The weekend is highlighted in pink on the weather table.) Friday, Saturday and Sunday were the busiest three days for both sides of the street. Saturday was the busiest day for each location. Sunday was busier in front of Counter Two, Friday was the second busiest day in front of Counter One. Rain on Friday may have led to a drop in activity in front of both counters when compared to week one.

Patterns of Use

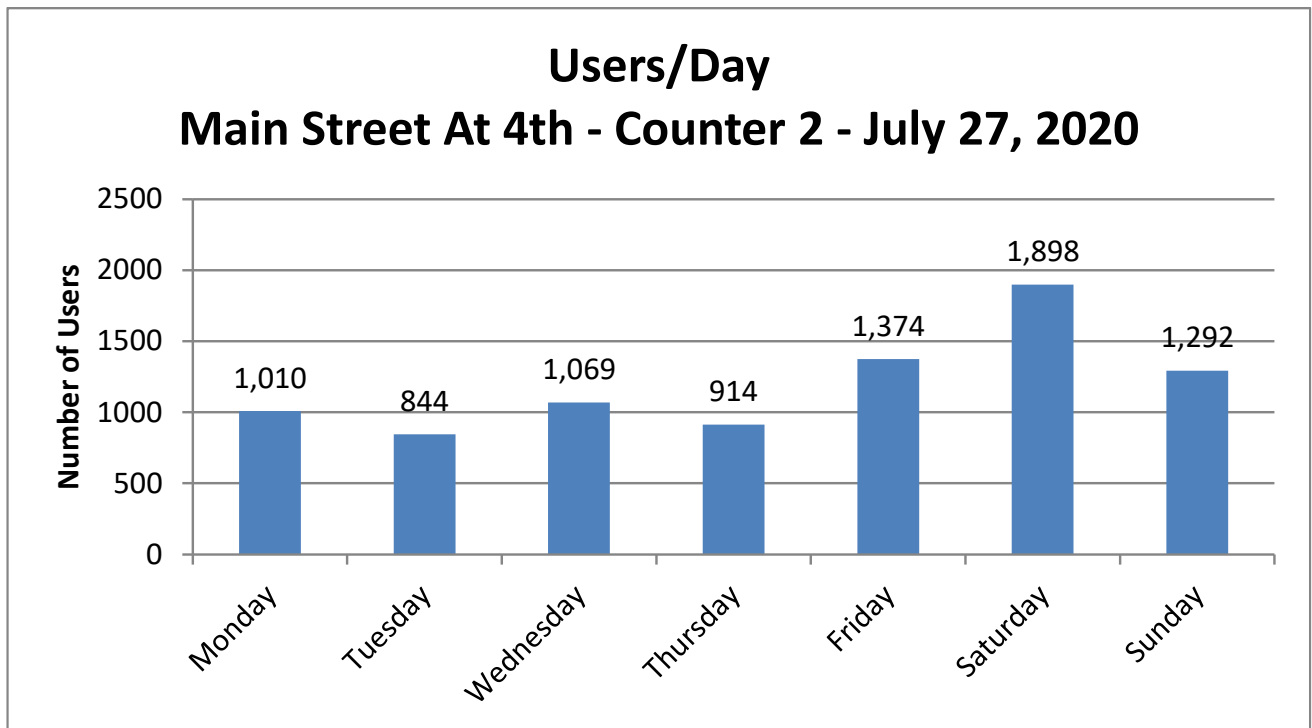
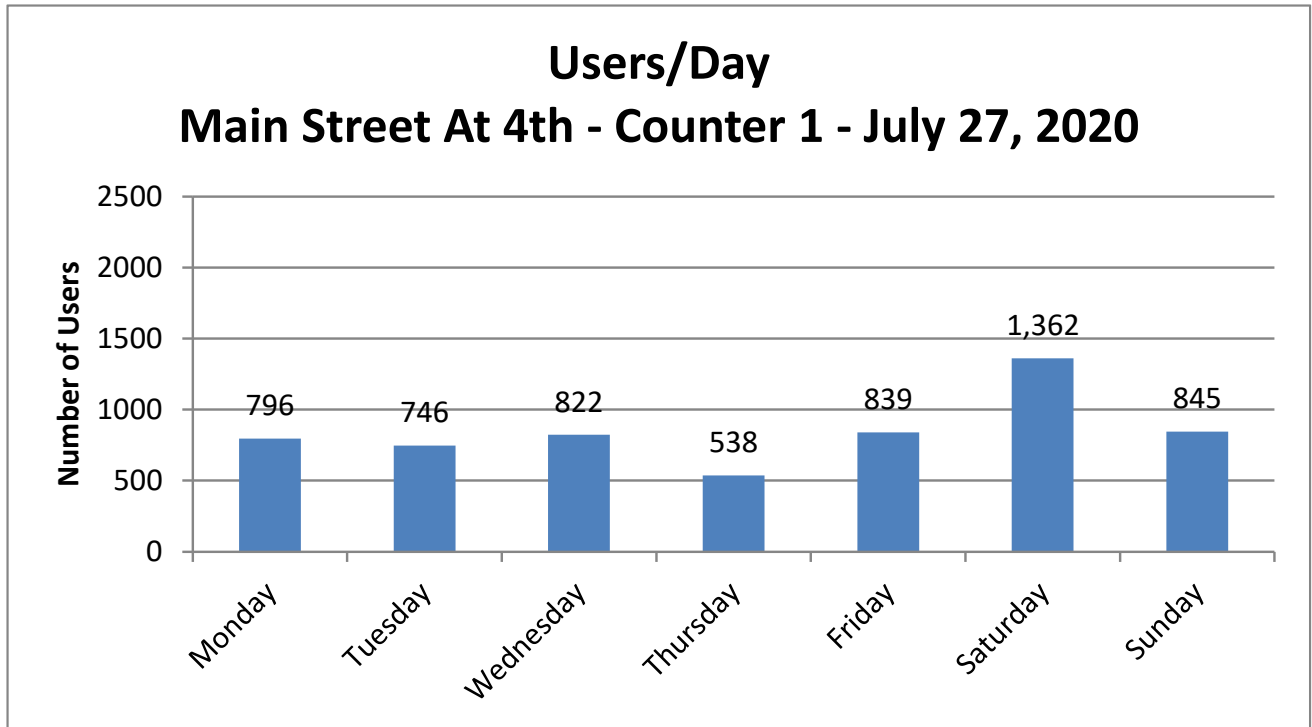
The following chart illustrates the average use of the sidewalk at the count location. This includes both weekday and weekend data and has greater weekday representation.



The second chart illustrates the different pattern of usage between the weekday and weekend.



The third chart shows users/day.



Results

Main Street At 4th - Counter 1 - August 3, 2020

Total Users	6,419
Users/Hour	38.2
Peak 24-Hour Usage	1,316
Peak Day	Saturday August 1, 2020
Peak 2-Hour Usage Period	461
Peak 2-Hour Date and Time	Saturday August 1, 2020 - Noon to 2 PM

Main Street At 4th - Counter 2 - August 3, 2020

Total Users	7,774
Users/Hour	46.3
Peak 24-Hour Usage	1,926
Peak Day	Saturday August 1, 2020
Peak 2-Hour Usage Period	504
Peak 2-Hour Date and Time	Saturday August 1, 2020 - 1 PM to 3 PM

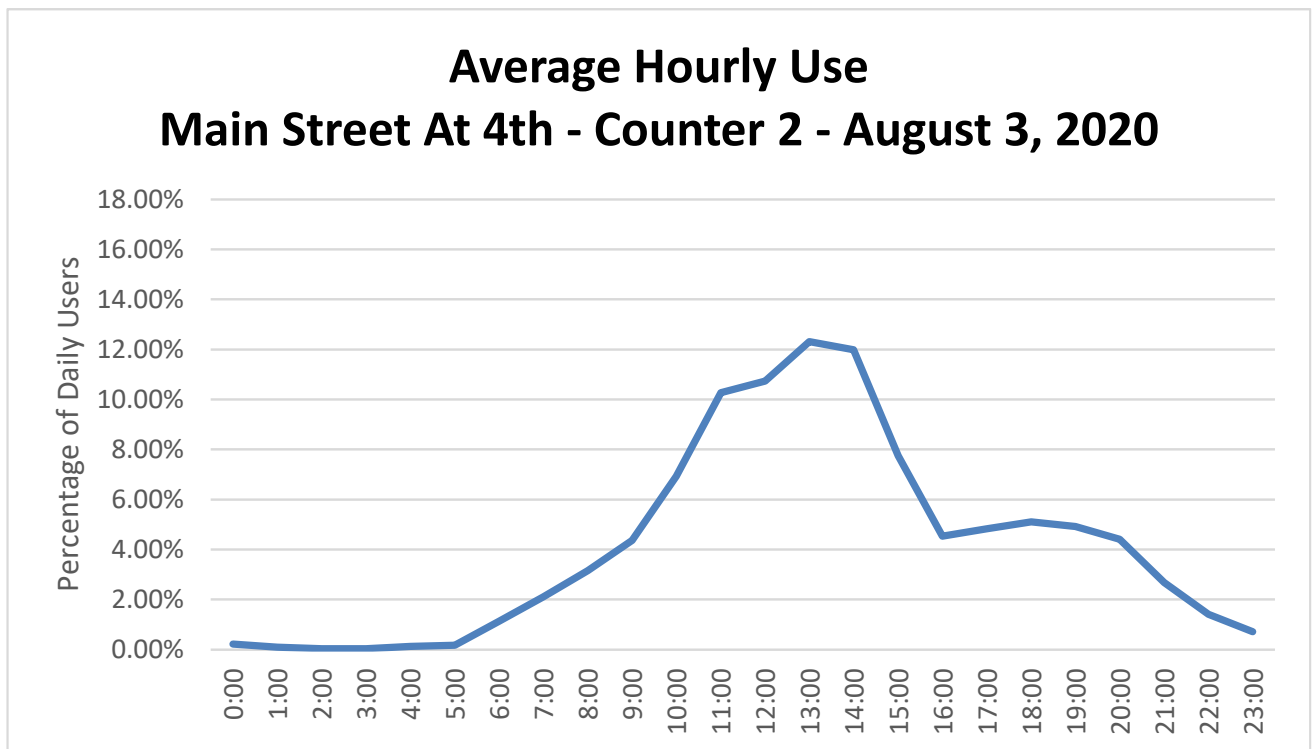
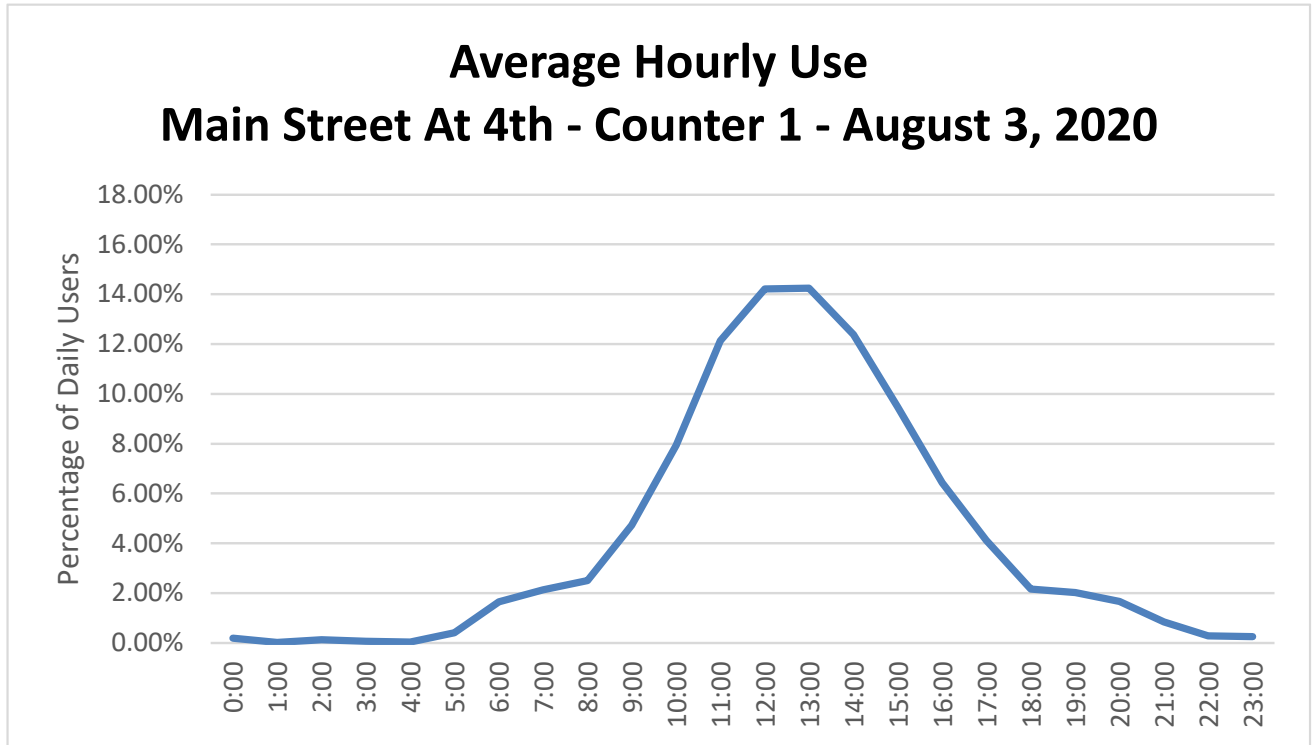
	Minimum Temperature	Maximum Temperature	Average Temperature	Wind	Precipitation
7/28/2020	65	86	74.1	4	0
7/29/2020	69	87	75.5	4.6	0.03
7/30/2020	70	85	75.7	3.9	0
7/31/2020	69	92	73.7	3.2	0.01
8/1/2020	69	88	74.2	3.5	0.12
8/2/2020	67	87	76.9	6.1	0
8/3/2020	66	74	68.5	3.2	0.09
https://www.wunderground.com/history/monthly/us/nc/hendersonville/KNCHENDE412/date/2020-7					
https://www.wunderground.com/history/monthly/us/nc/hendersonville/KNCHENDE412/date/2020-8					

Week Three (July 27, 2020 - August 3rd, 2020) (Open Street Week:) The busiest day was Saturday August 1, 2020. The peak foot traffic hours were slightly offset. Counter One saw consistent weekday traffic between 11 Am and 7 PM. Saturday and Sunday saw more foot traffic at Counter Two versus Counter One, and this translated into a slightly higher total count for Counter Two. Friday and Saturday were the two busiest days for Counter One and Two. Counter One's third busiest day was Wednesday, which was comparable to the third busiest day for Counter Two, which was Sunday.

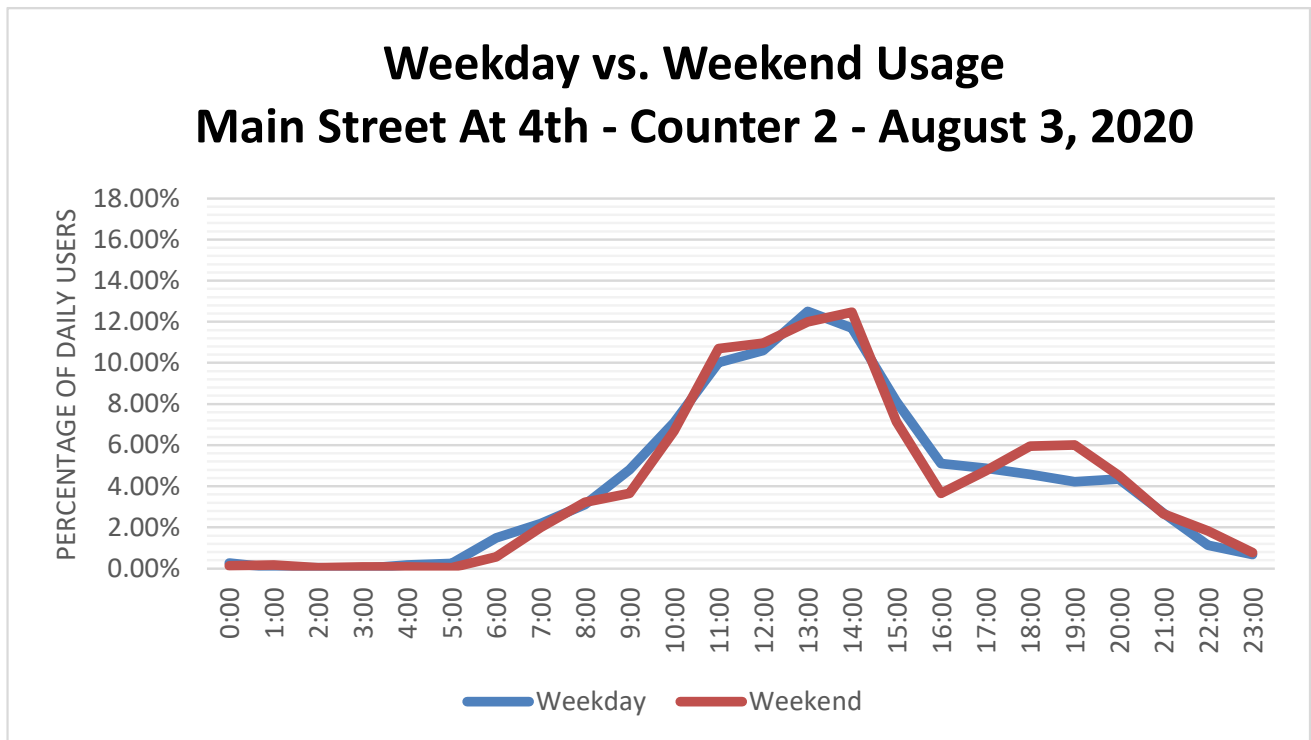
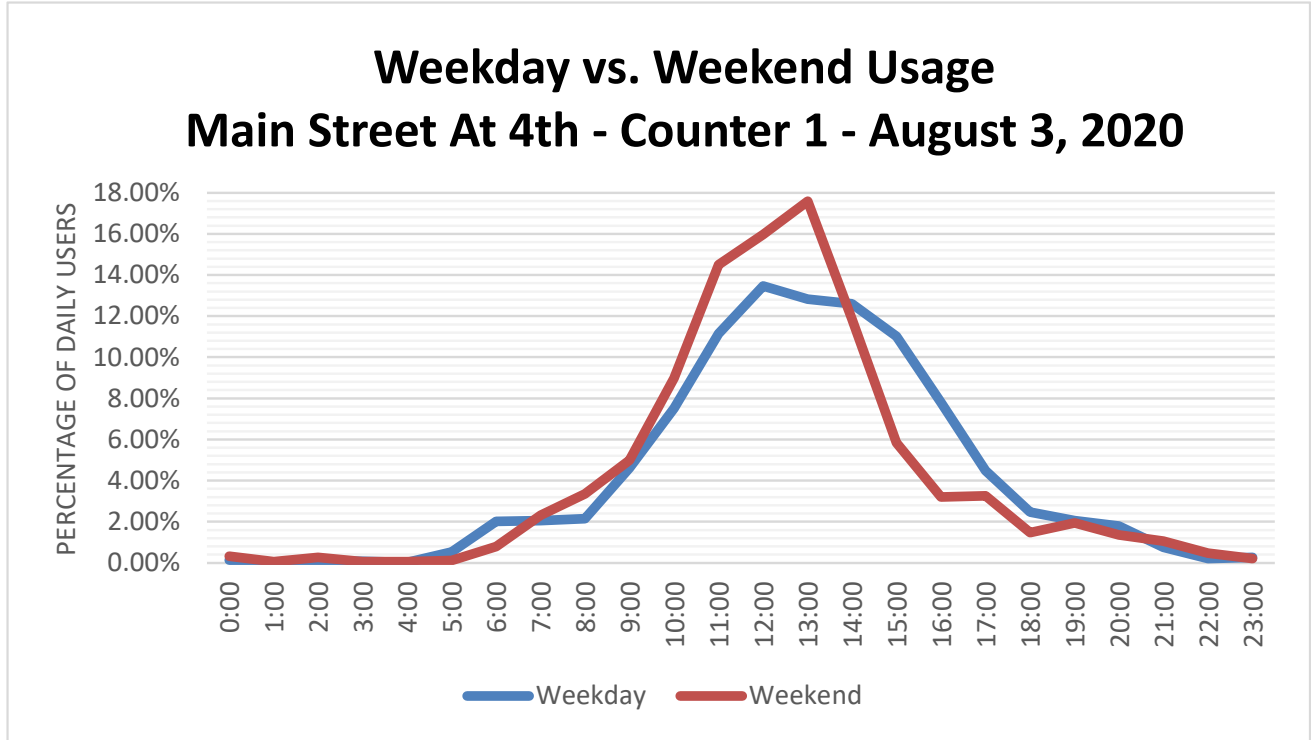
The rain on Saturday did not dilute the foot traffic this week, as Saturday was the busiest day at both counters this week. (The weekend is highlighted in pink on the weather table.)

Patterns of Use

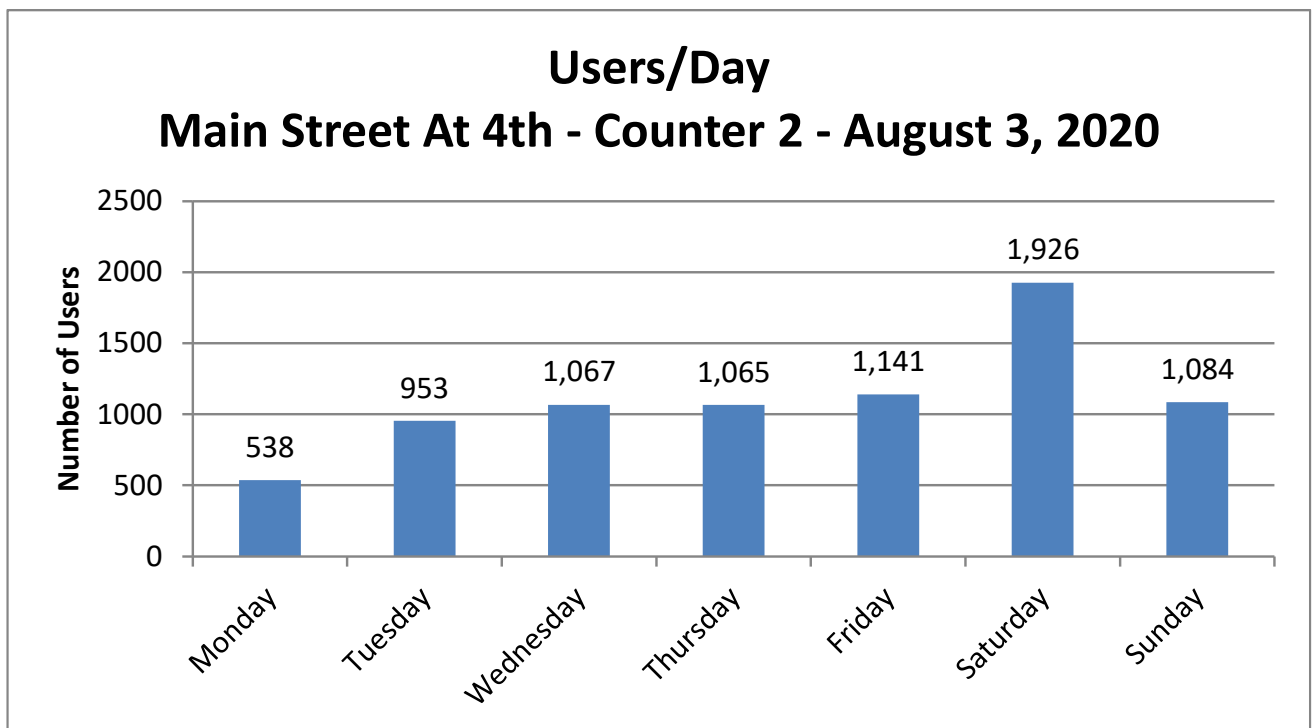
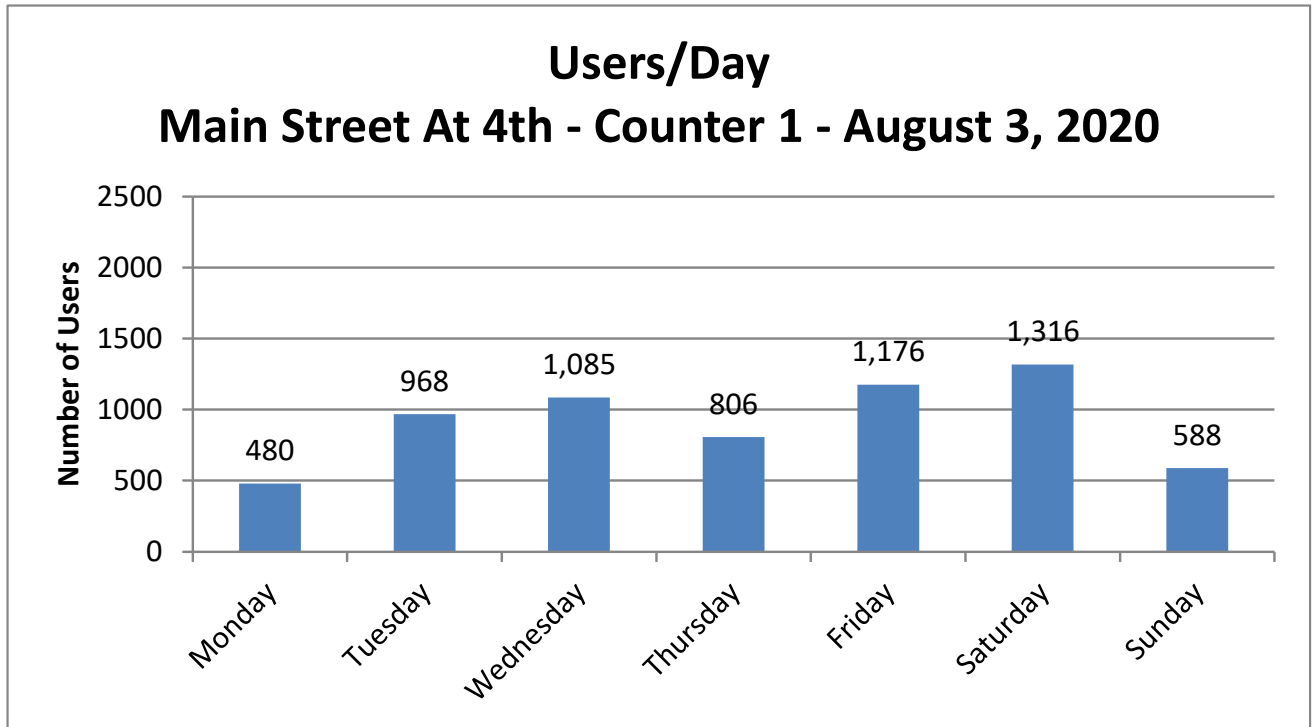
The following chart illustrates the average use of the sidewalk at the count location. This includes both weekday and weekend data and has greater weekday representation.



The second chart illustrates the different pattern of usage between the weekday and weekend.



The third chart shows users/day.



Results

Main Street At 4th - Counter 1 - August 10, 2020

Total Users	6,060
Users/Hour	36.1
Peak 24-Hour Usage	1,417
Peak Day	Saturday August 8, 2020
Peak 2-Hour Usage Period	432

Main Street At 4th - Counter 2 - August 10, 2020

Total Users	8,796
Users/Hour	52.4
Peak 24-Hour Usage	2,057
Peak Day	Saturday August 8, 2020
Peak 2-Hour Usage Period	512
Peak 2-Hour Date and Time	Saturday August 8, 2020 - 1 PM to 3 PM

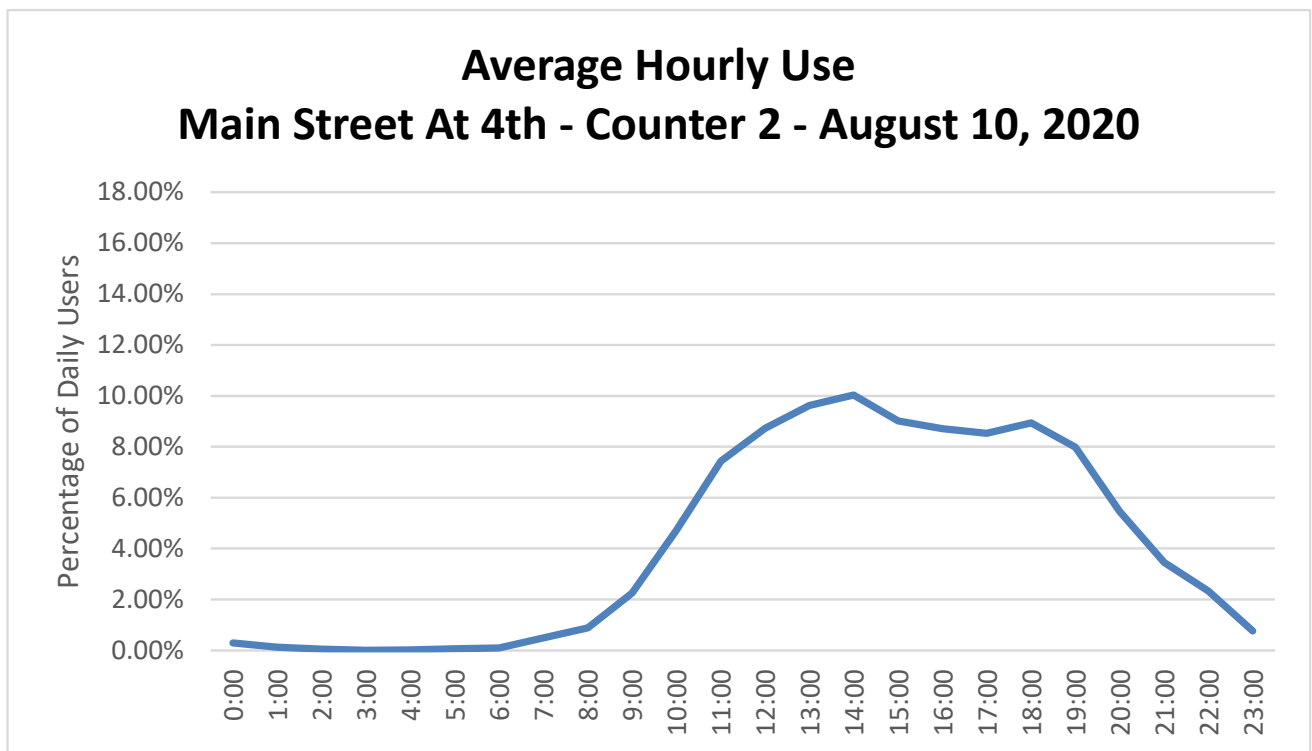
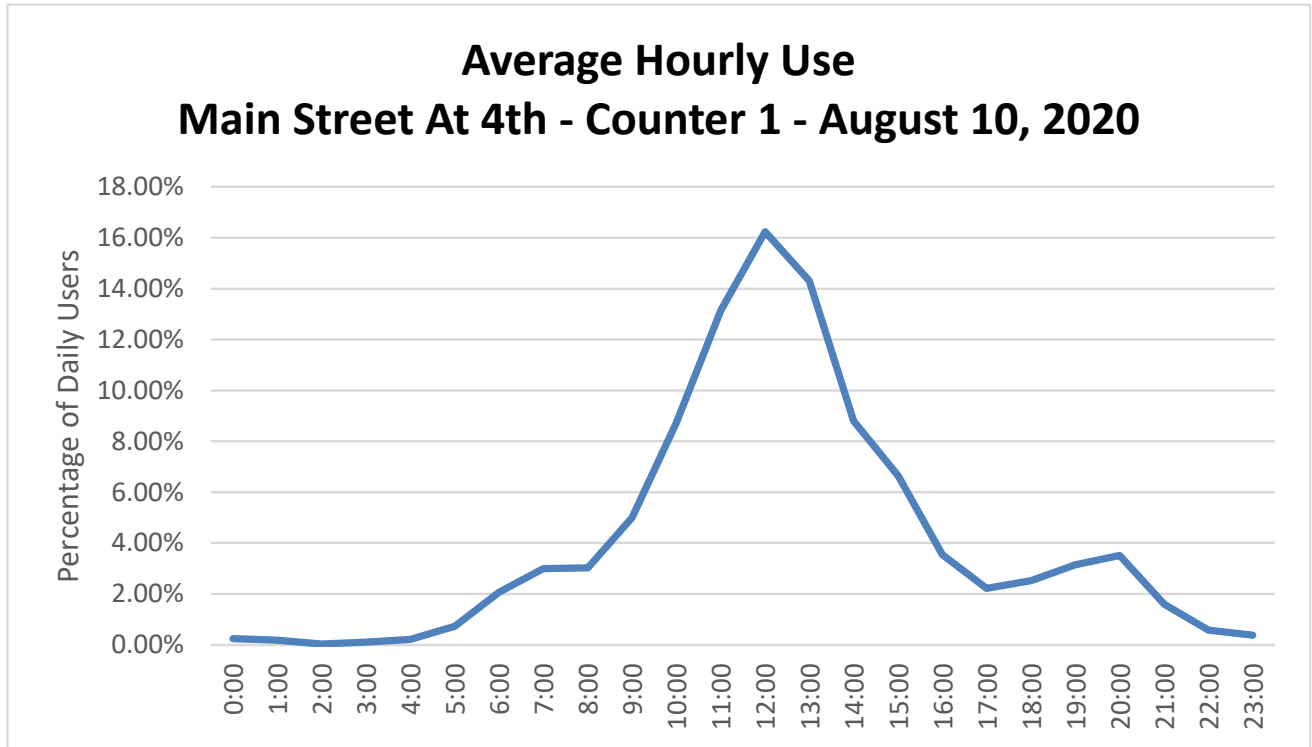
	Minimum Temperature	Maximum Temperature	Average Temperature	Wind	Precipitation
8/4/2020	63	83	68.9	3.9	0.72
8/5/2020	65	81	68.2	3.6	0.42
8/6/2020	65	84	73.1	3.1	2.55
8/7/2020	67	80	71.5	2.7	0.17
8/8/2020	66	87	71	5.2	0.01
8/9/2020	64	86	69.8	2.2	0
8/10/2020	65	83	73.8	4.2	0.01

<https://www.wunderground.com/history/monthly/us/nc/hendersonville/KNCHENDE412/date/2020-8>

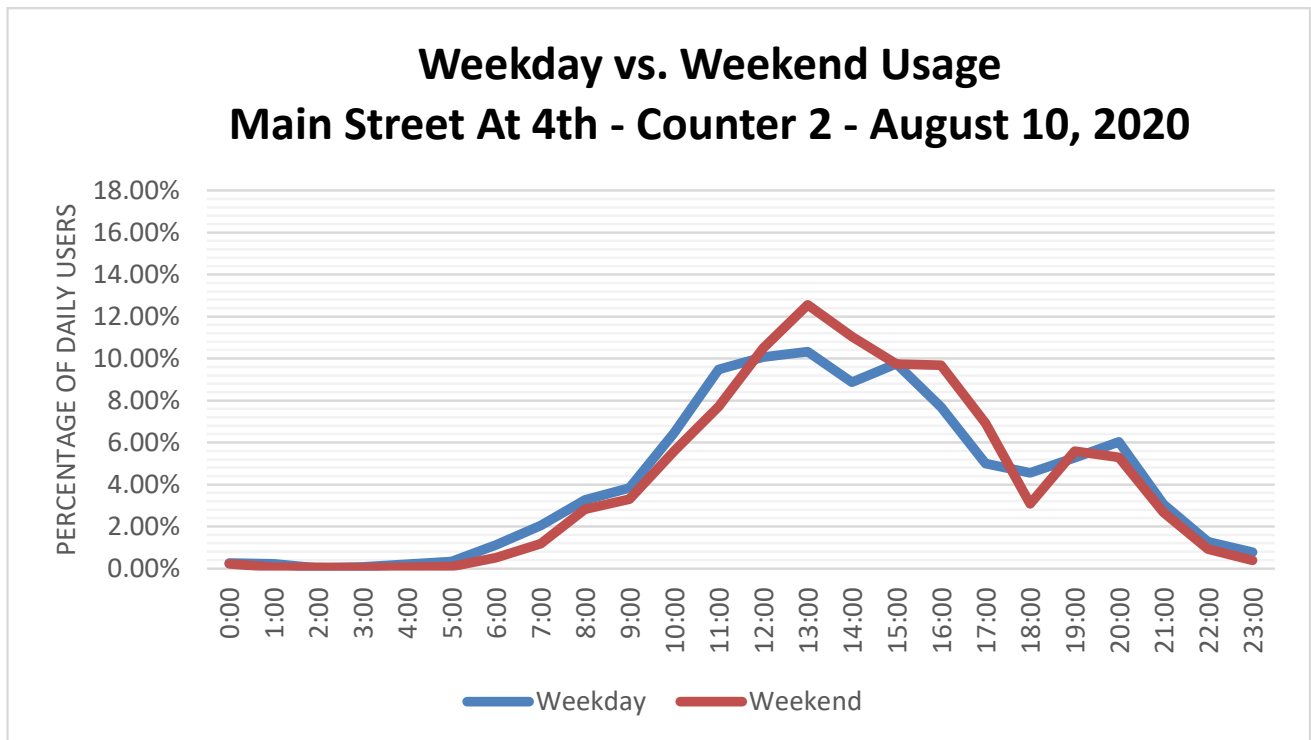
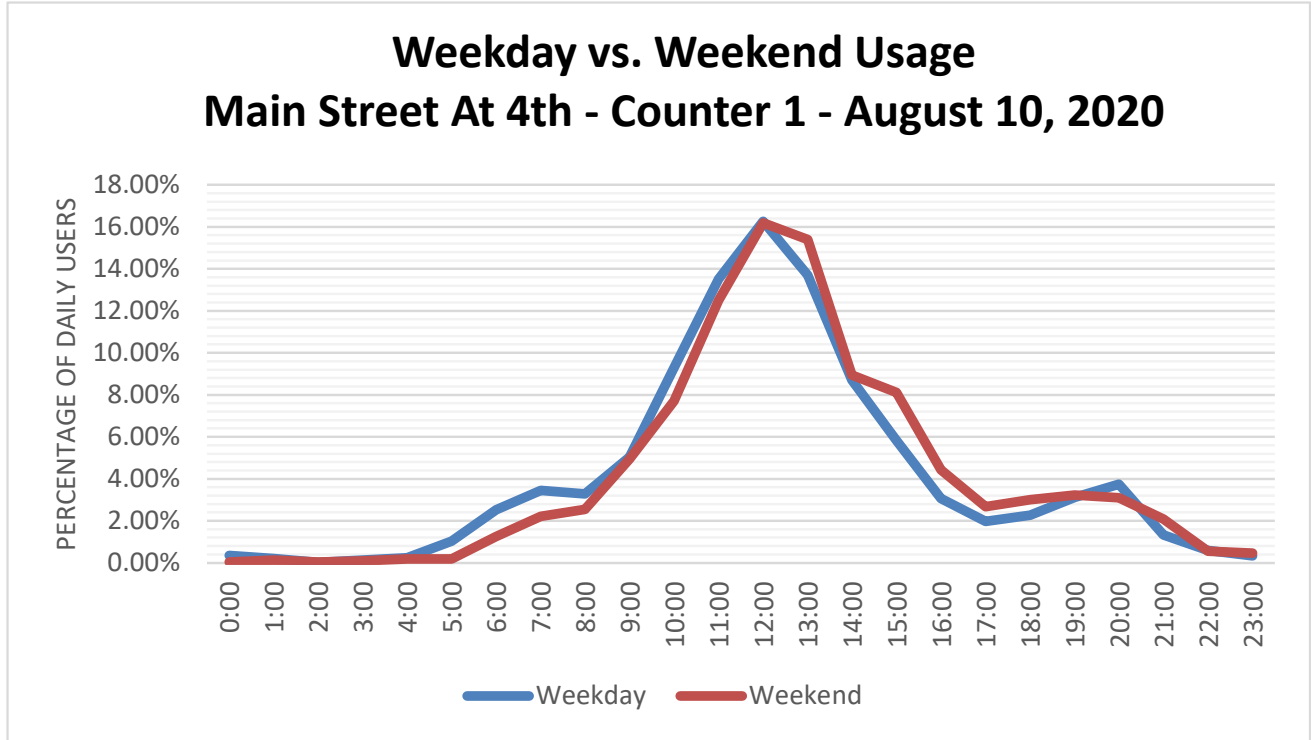
Week Four (August 4th - August 10th, 2020) (Not an Open Street Week:) The Patterns of use were very different between Counter One and Counter Two. Saturday was the busiest day for both counters. Counter Two was consistently busy between 11 AM and 7 PM, especially during the weekend. Saturday and Sunday were dry after a wet week starting on Tuesday. Thursday brought a “soaking” storm with more than 2.5 inches of rain. Compared to prior weeks, the rain had little impact on the pedestrian counts. Counter Two had more foot traffic every day of the week, as compared to Counter One. (The weekend is highlighted in pink on the weather table.)

Patterns of Use

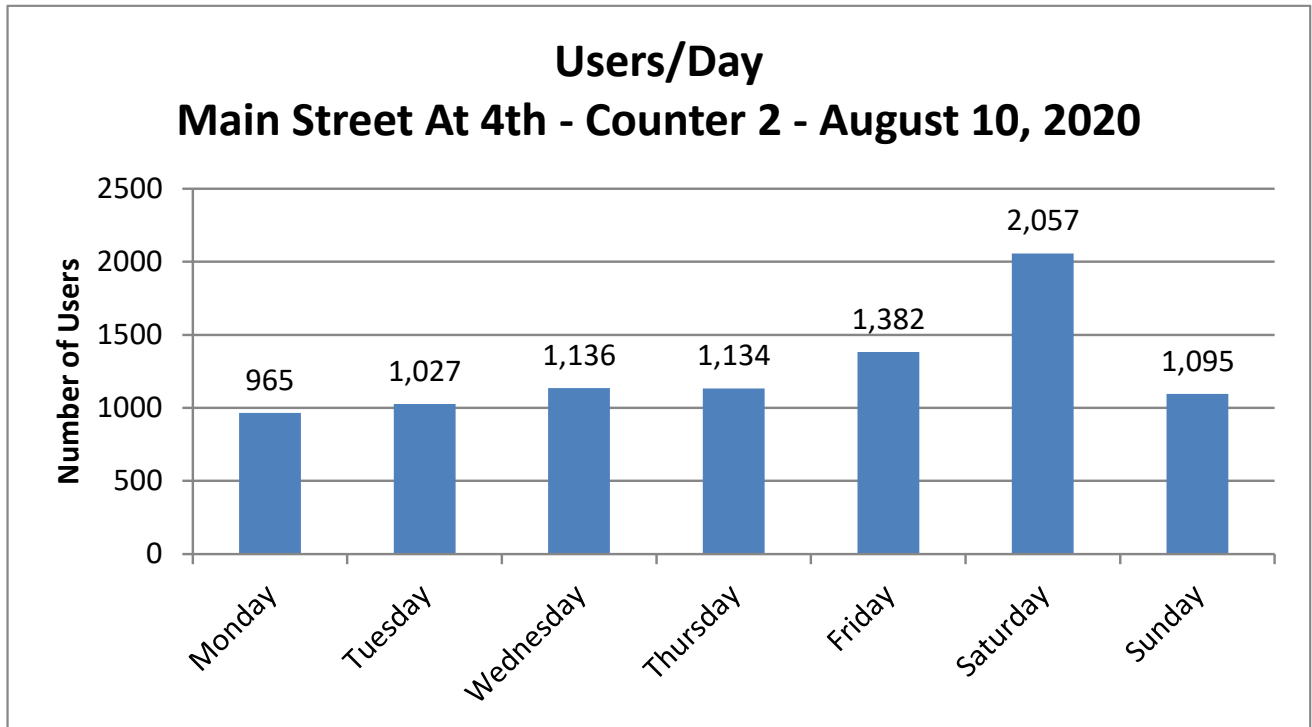
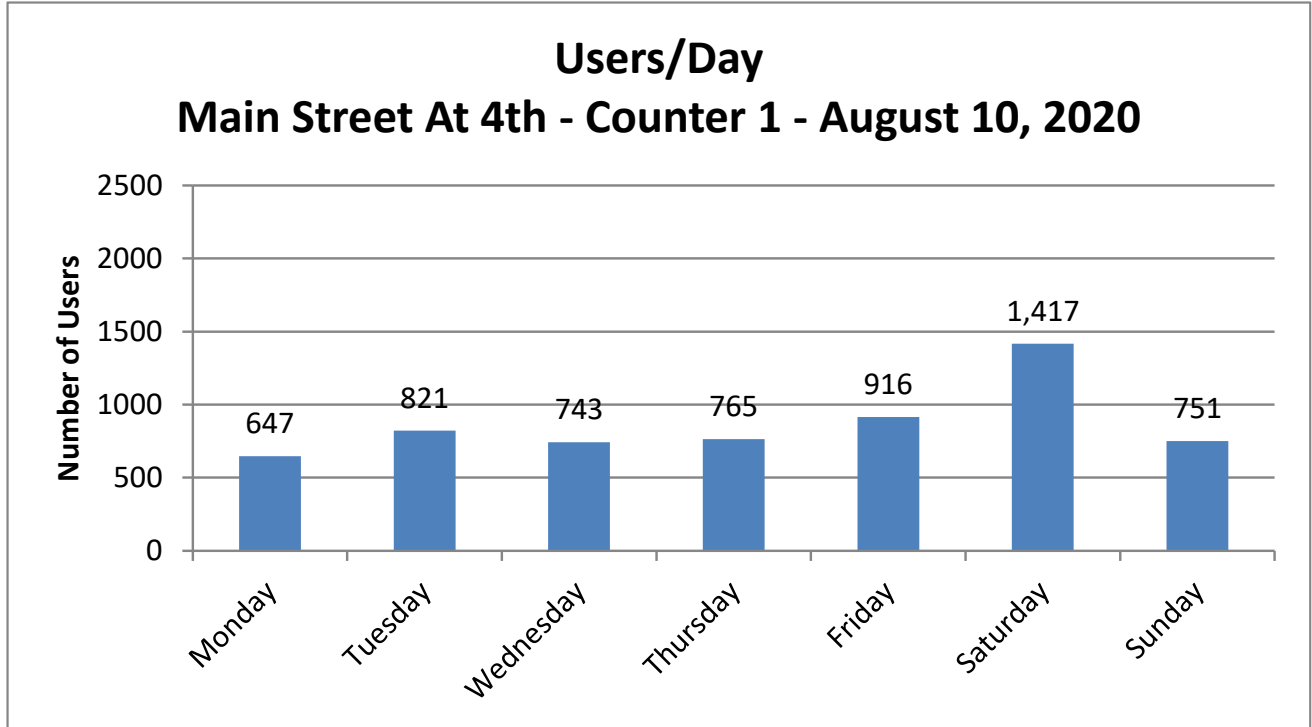
The following chart illustrates the average use of the sidewalk at the count location. This includes both weekday and weekend data and has greater weekday representation.



The second chart illustrates the different pattern of usage between the weekday and weekend.



The third chart shows users/day.



Results

Main Street At 4th - Counter 1 - August 17, 2020

Total Users	5,215
Users/Hour	31.0
Peak 24-Hour Usage	1,059
Peak Day	Saturday August 15, 2020
Peak 2-Hour Usage Period	274
Peak 2-Hour Date and Time	Wednesday August 11, 2020 Noon to 2 PM

Main Street At 4th - Counter 2 - August 17, 2020

Total Users	7,908
Users/Hour	47.1
Peak 24-Hour Usage	1,603
Peak Day	Saturday August 15, 2020
Peak 2-Hour Usage Period	365
Peak 2-Hour Date and Time	Saturday August 15, 2020 - Noon to 2 PM

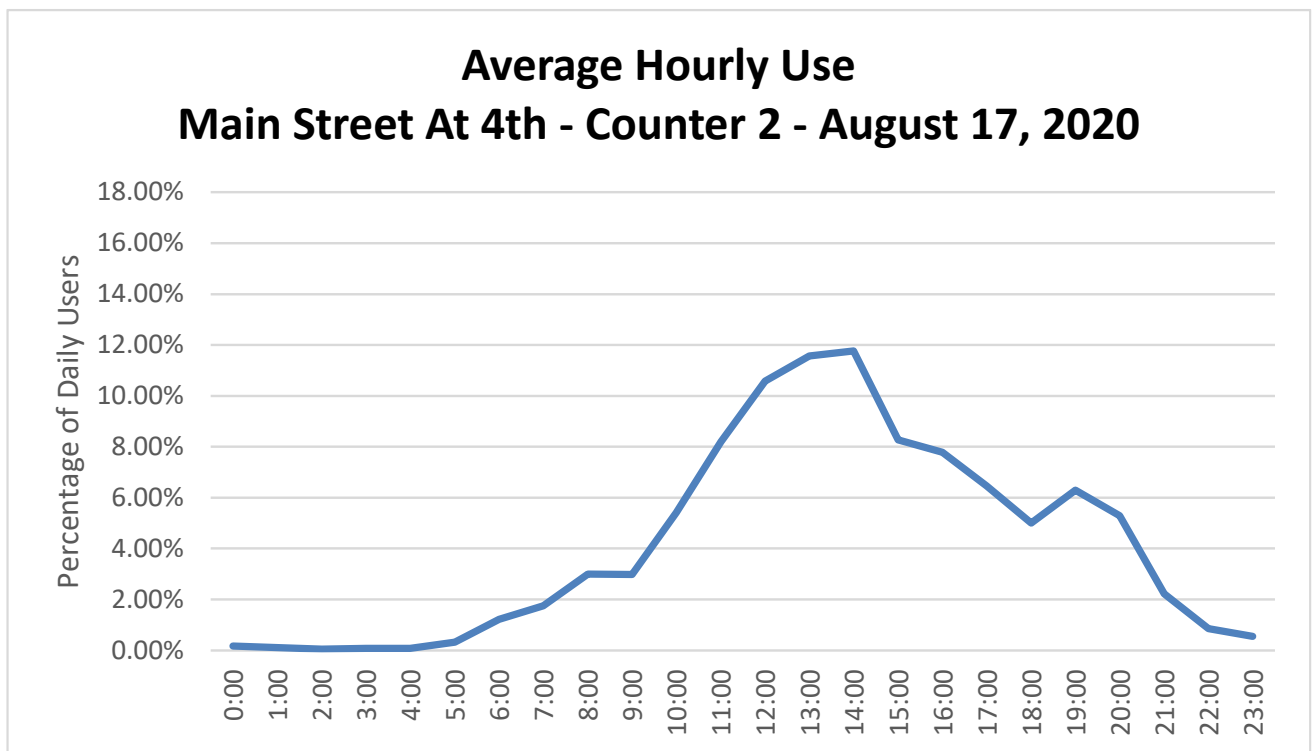
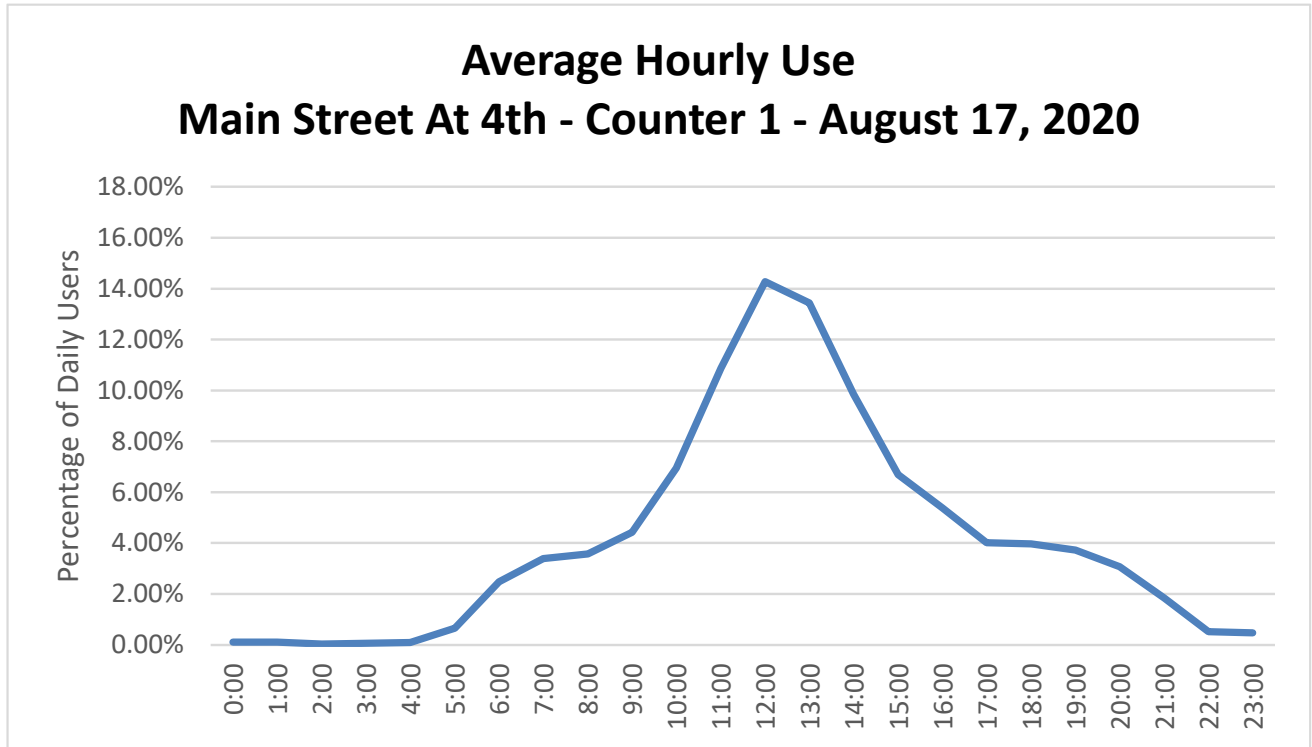
	Minimum Temperature	Maximum Temperature	Average Temperature	Wind	Precipitation
8/11/2020	67	86	77	4.4	0
8/12/2020	68	86	74.4	5	0
8/13/2020	67	85	72.2	2.2	1.53
8/14/2020	68	81	73	3.3	0.03
8/15/2020	69	78	72.3	3.9	0.5
8/16/2020	67	83	72.7	6.8	0.56
8/17/2020	64	84	71.9	4.9	0

<https://www.wunderground.com/history/monthly/us/nc/hendersonville/KNCHENDE412/date/2020-8>

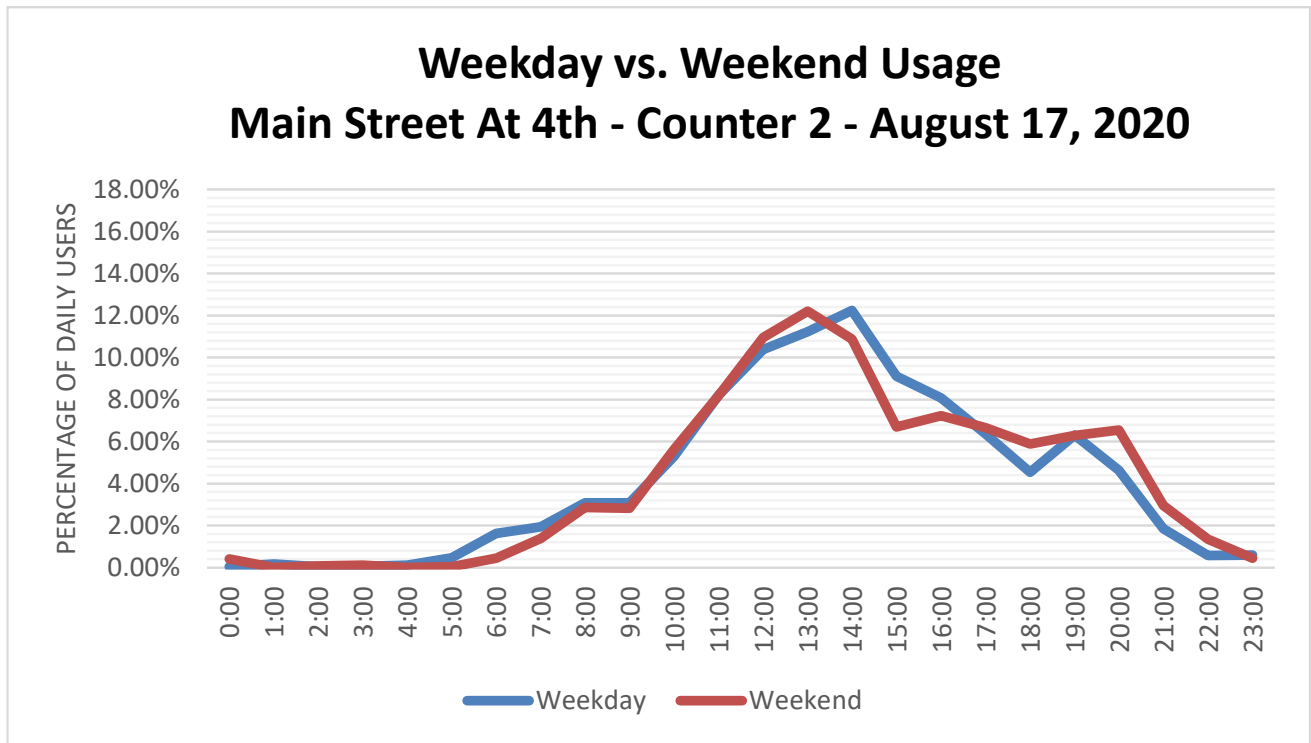
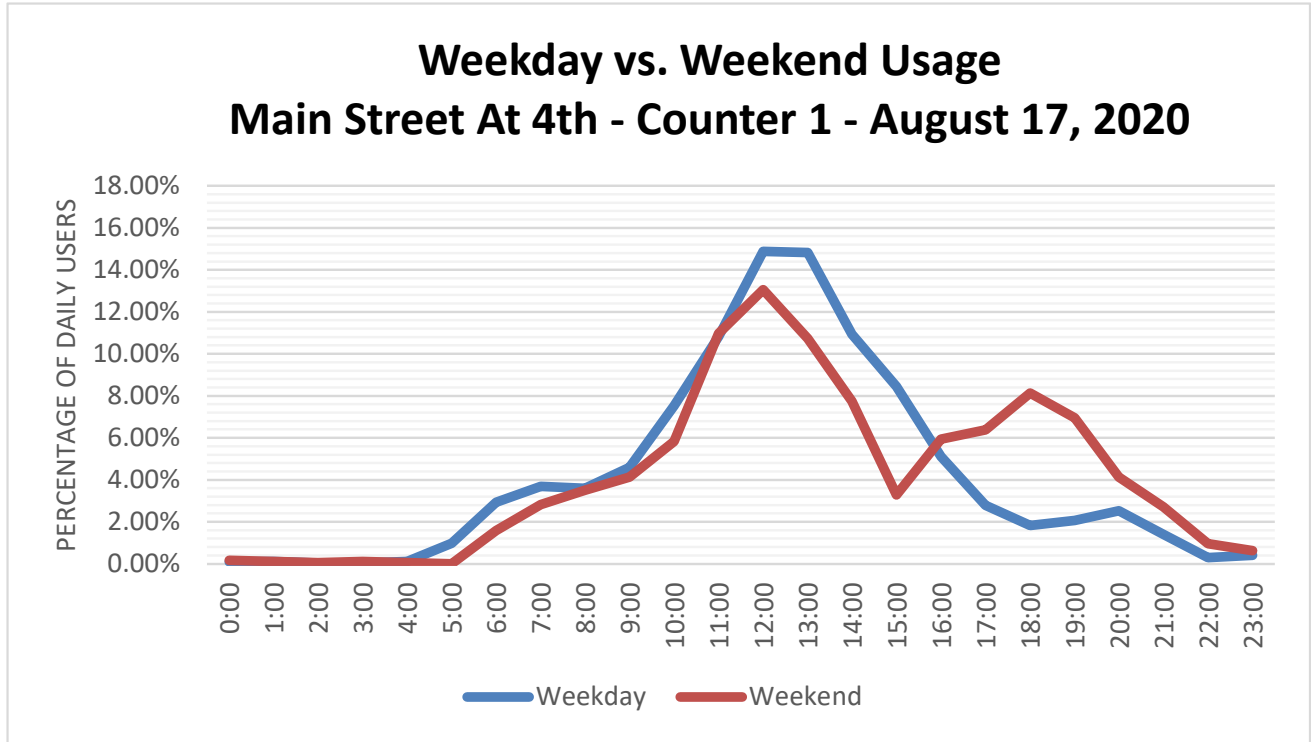
Week Five (August 11th - August 17th, 2020) (Not an Open Street Week:) Even a rainy weekend could not dampen the normal busiest pedestrian day of the week – Saturday. Saturday, Noon to two was the busiest two-hour period for Counter Two. The interesting thing this week is the busiest two-hour interval for Counter One was Noon to 2 PM on Wednesday. Counter Two recorded more foot traffic every day of the week compared to Counter One. (The weekend is highlighted in pink on the weather table.)

Patterns of Use

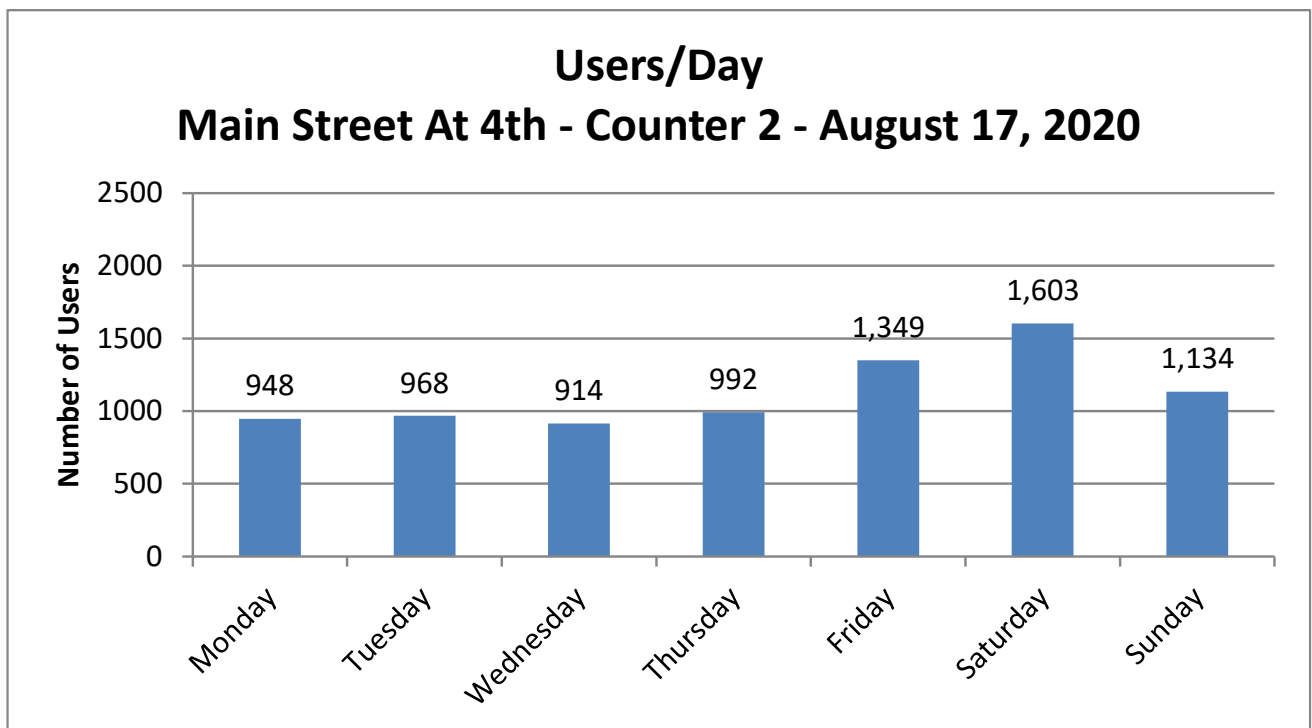
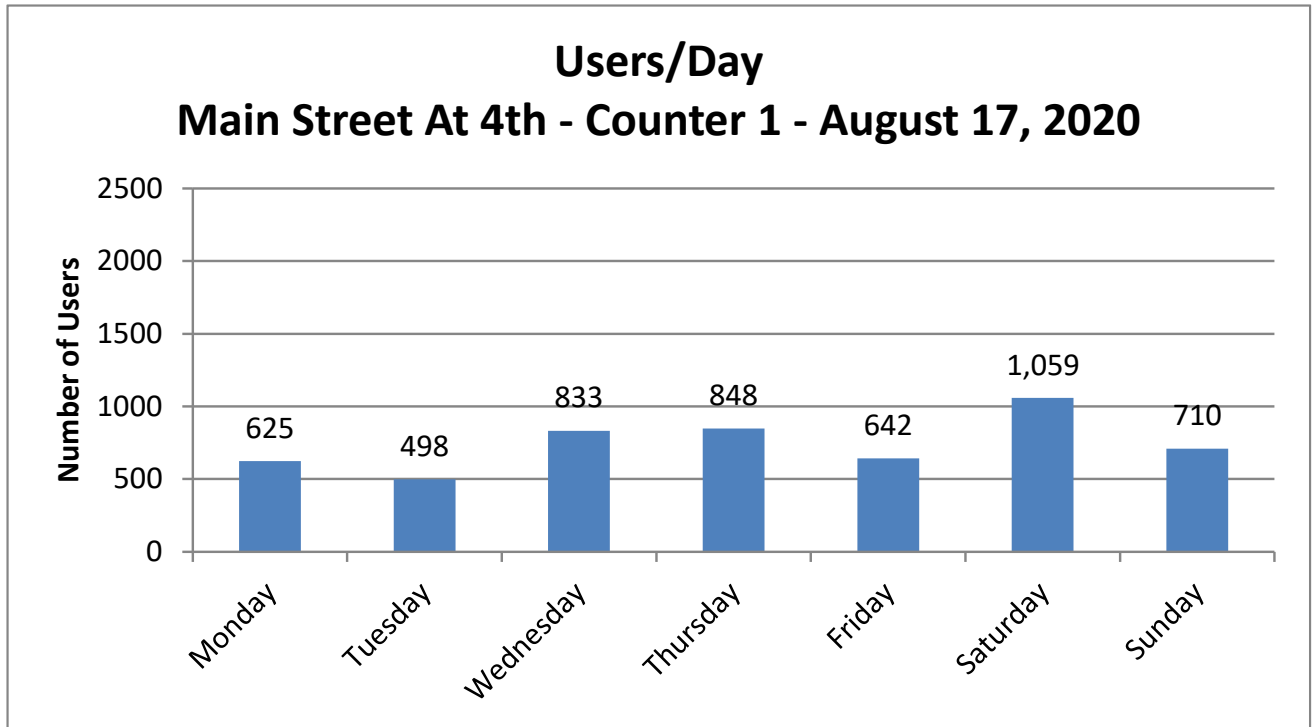
The following chart illustrates the average use of the sidewalk at the count location. This includes both weekday and weekend data and has greater weekday representation.



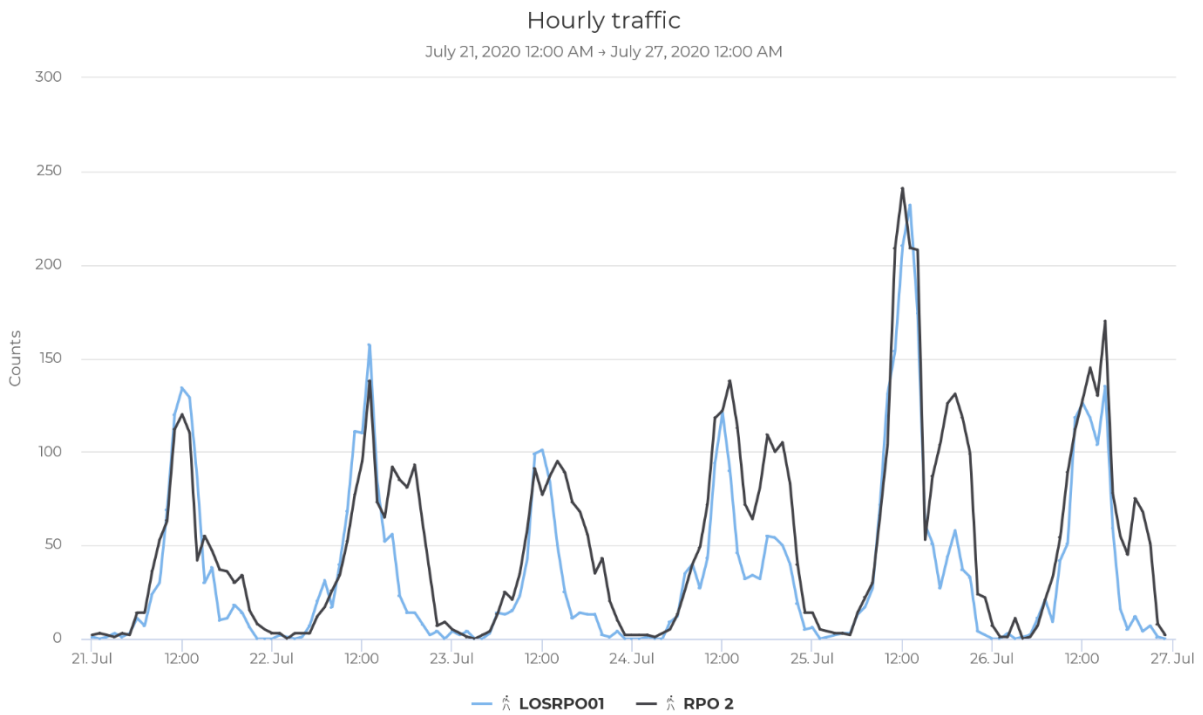
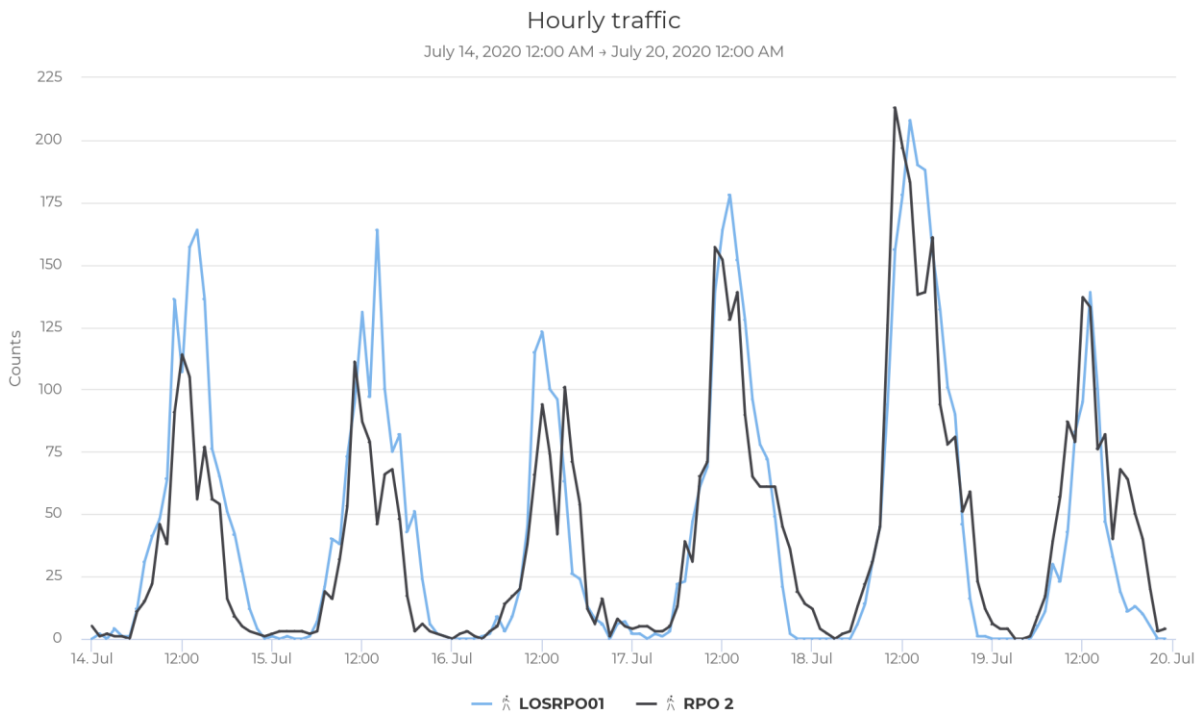
The second chart illustrates the different pattern of usage between the weekday and weekend.

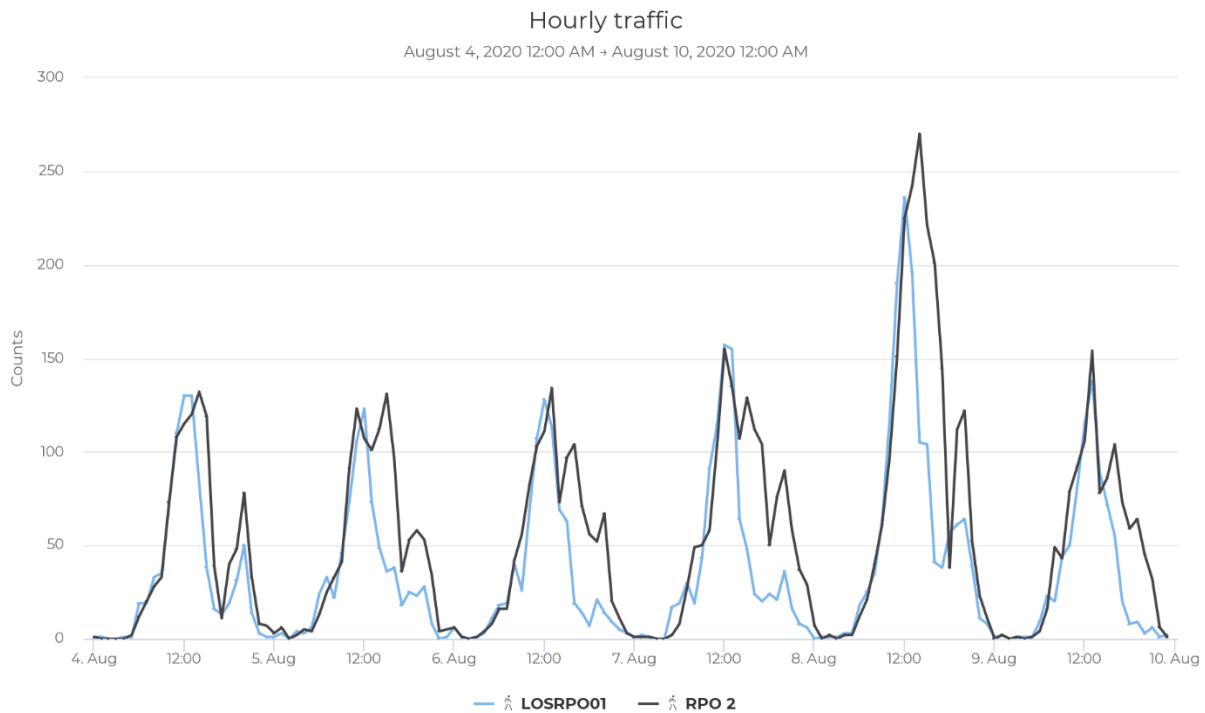
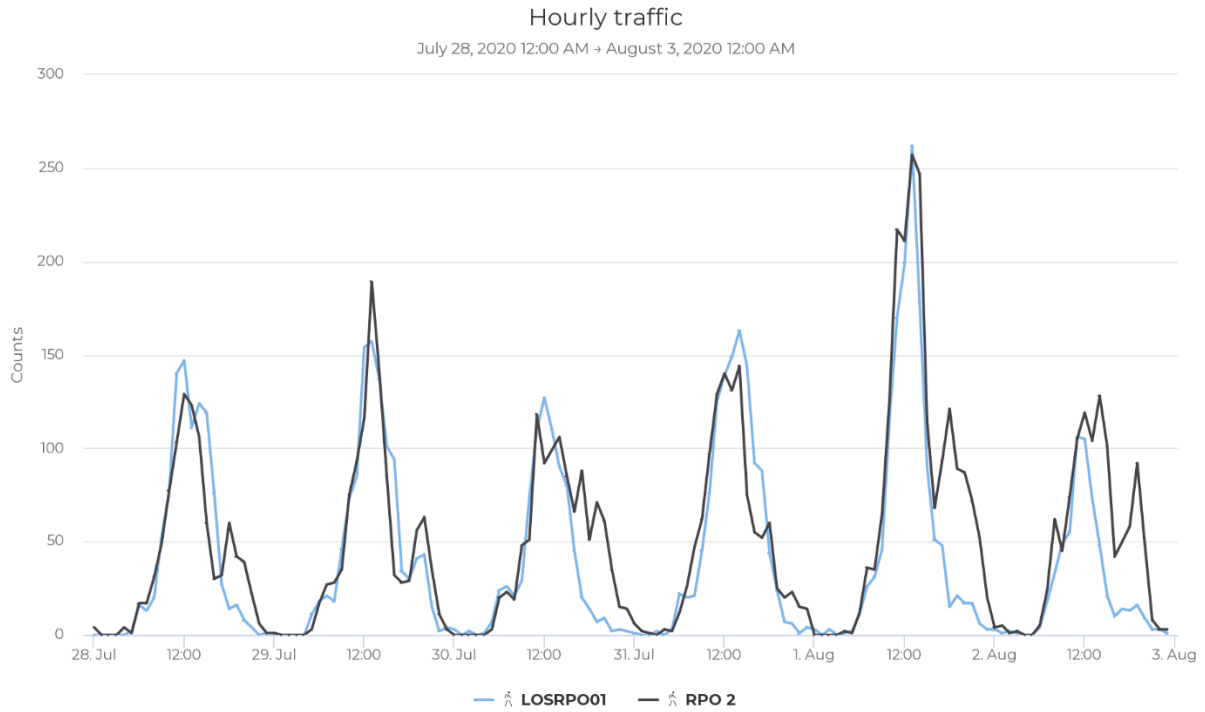


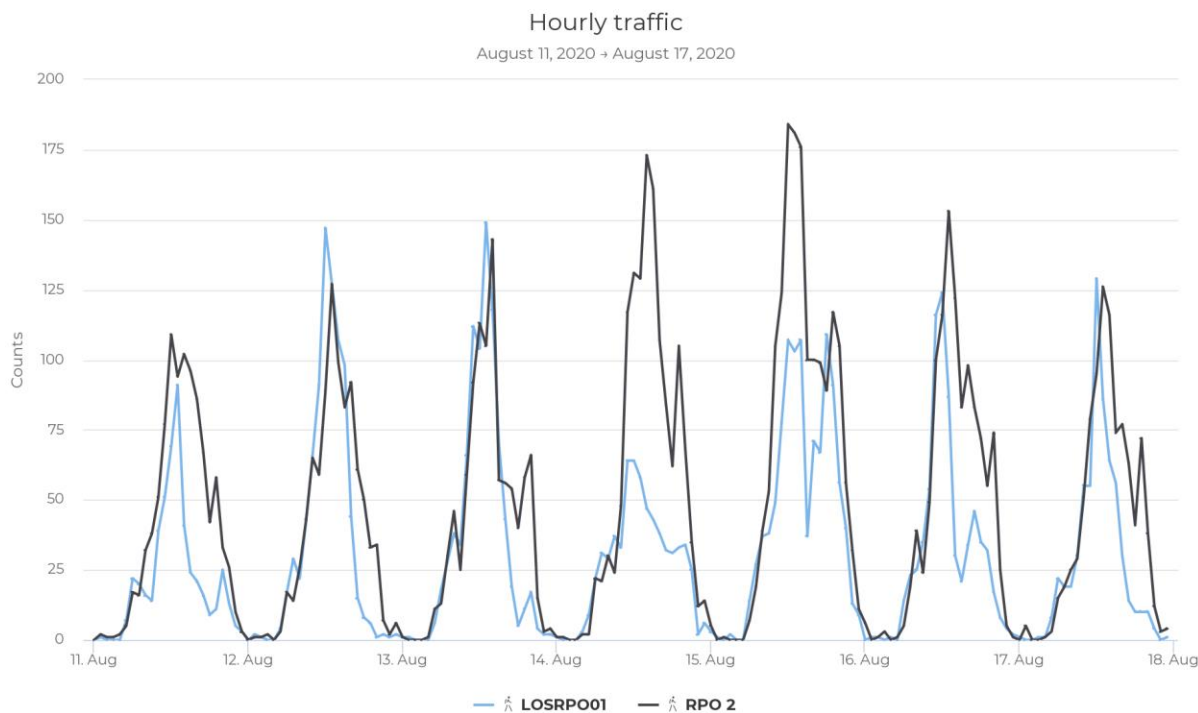
The third chart shows users/day.



The following graphs were generated by the Eco-Counter software on the <https://www.eco-visio.net> website using the Time Series Analysis function







Summary: The Open Streets data for week one and week three were higher than the non-open street week number, the earliest week in the survey. The foot traffic during week four, a non-open streets week, was the busiest week for foot traffic, even with the wettest day during the five-week span occurring during week four. The Open Streets weeks were the busiest two weeks for Counter One. Counter Two was the busiest counter during non-open street weeks. Week number five was the lowest pedestrian count week for Counter One, and the third best for Counter Two. During the five-week period an estimated 30,901 passed in front of Counter One while 39,872 were recorded passing in front of Counter Two.

Saturday was consistently the busiest day of the week, with 12 Noon to 2 PM being the busiest time for Counter One, three of the four weeks. Counter Number Two was busiest during weeks one and two between 11 AM and 1 PM. During weeks three and four Counter Two recorded the most activity between 1 PM and 3PM. Counter One recorded the most foot traffic during week one, while Counter Two recorded the most foot traffic during weeks two, three, and four, and five. Normally 3200 to 3400 pedestrians would pass in front of the counters on a Saturday during the first four weeks of the survey. That number dropped to 2662 during week five.

The west side of the street has three restaurants: Champa (Open seven days a week from 11:30 Am to 8:30 PM,) D9 Brewing (Open Seven days a week, closing at 9PM M-Th, 10 PM Fri, Sat, 6 PM Sunday,) Postero (Open for lunch and dinner, closed midday.) The Dugout is located on the east side of the street and is open 11 AM to Midnight, except Sunday when it closes at 11 PM

The final graphs are generated by the software associated with the program used to count pedestrians and bicyclists. Note that the vertical axis is the same for the first and last graph (0-225 and 0-200,) and it is 0-300 for graphs 2, 3, and 4.

Notes: COVID-19 was the story of 2020. COVID restrictions were in place through a good part of the year.

- Phase One Reopening started May 22, 2020
- Phase Two Reopening started May 22nd to September 3rd.
- Phase 2.5 Reopening Started September 4th.

The Pedestrian Counters were set out during 2020. There are no notes that indicate which counter was on which side of the street. There are currently more restaurants on the west side of the street, so an assumption is being made that more restaurants were on the west side of the street during 2020. The data is going to be divided that way, with Counter One receiving the lower tallies and Counter Two receiving the Higher Tallies.

The Florist is Narnia Studios. The Tobacconist is Casablanca Cigar Bar. Postero is a restaurant on the west side of the street that is closed on Sundays and Mondays. Champa is a restaurant on the west side of the street that is open from 11:30 AM to 8:30 PM. This could lead to steady foot traffic between those hours. D9 is a brewery restaurant that is open seven days a week and is also on the west side of the street. The Village Green Antique mall was on the east side of Main Street. (November 2023)

