

Downtown Weaverville Pedestrian Count

Time Period: Wednesday, December 6, 2023 – Tuesday, December 12, 2023

Location: Outside Well Bread Bakery on Main Street at the corner of Main and Florida.



(Image: Google Maps)

Equipment: EcoCounter Pyro Counter. Placed 12/5/2023 and retrieved 12/13/2023. RPO 1 Counter set at Main St. and Merrimon. RPO Ped Counter 2 placed at Main St. and Florida

The Pyro Counter is able to 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 how many users are likely to have been missed due to these circumstances and there has been no effort to make up for this discrepancy.

Results

Main St. at Florida Ave.

2023	Total Users	7,021
	Users/Hour	41.8
	Peak 24-Hour Usage	4,309
	Peak Day	Friday December 8, 2023
	Peak 2-Hour Usage Period	2,541
	Peak 2-Hour Date and Time	December 8, 2023 - 6 PM to 8 PM

2021	Total Users	3272
	Users/Hour	19.48
	Peak 24-Hour Usage	635
	Peak Day	Saturday, November 22nd
	Peak 2-Hour Period	179
	Peak 2-Hour Day & Time	11:00-1:00 P.M. Saturday, November 22nd

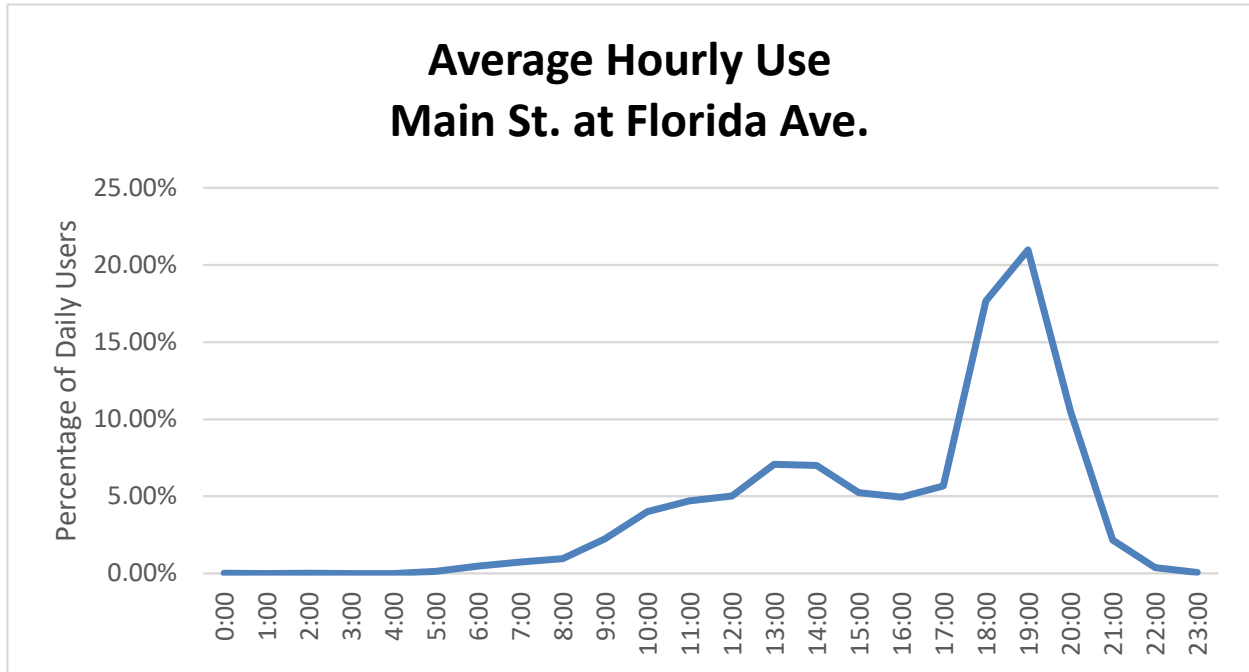
2015	Total Users	5,311
	Users/Hour	31.6
	Peak 24-Hour Usage	1,023
	Peak Day	Friday, May 15th
	Peak 2-Hour Period	221
	Peak 2-Hour Day & Time	12:00 A.M. – 10:00 P.M. Friday, May 15th

2014	Total Users	5714
	Users/Hour	34
	Peak 24-Hour Usage	1700
	Peak Day	Saturday, November 6th, 2021
	Peak 2-Hour Period	568
	Peak 2-Hour Day & Time	Saturday, November 6th, 1:00pm – 2:00pm

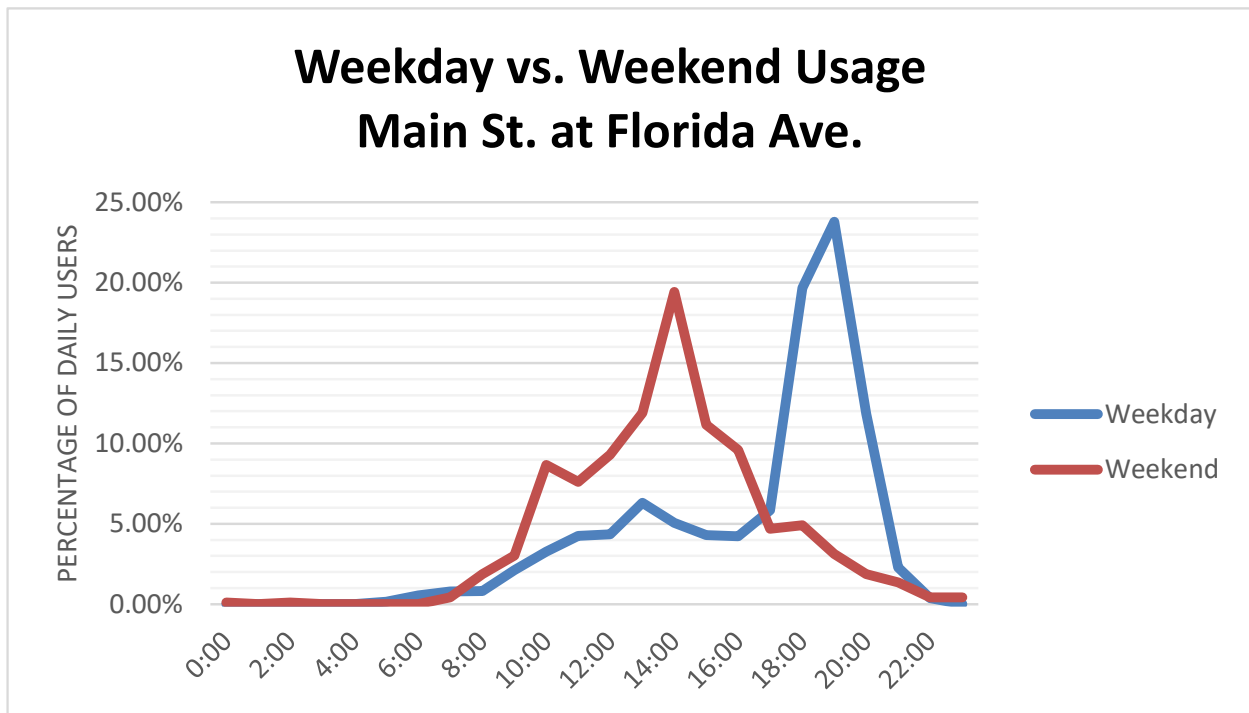
This study revealed that there is a difference between the activity at Main Street and Merrimon and Main Street and Florida. It also revealed that when special events comparable to the Candlelight Stroll occur there can be massive spikes in foot traffic.

Patterns of Use

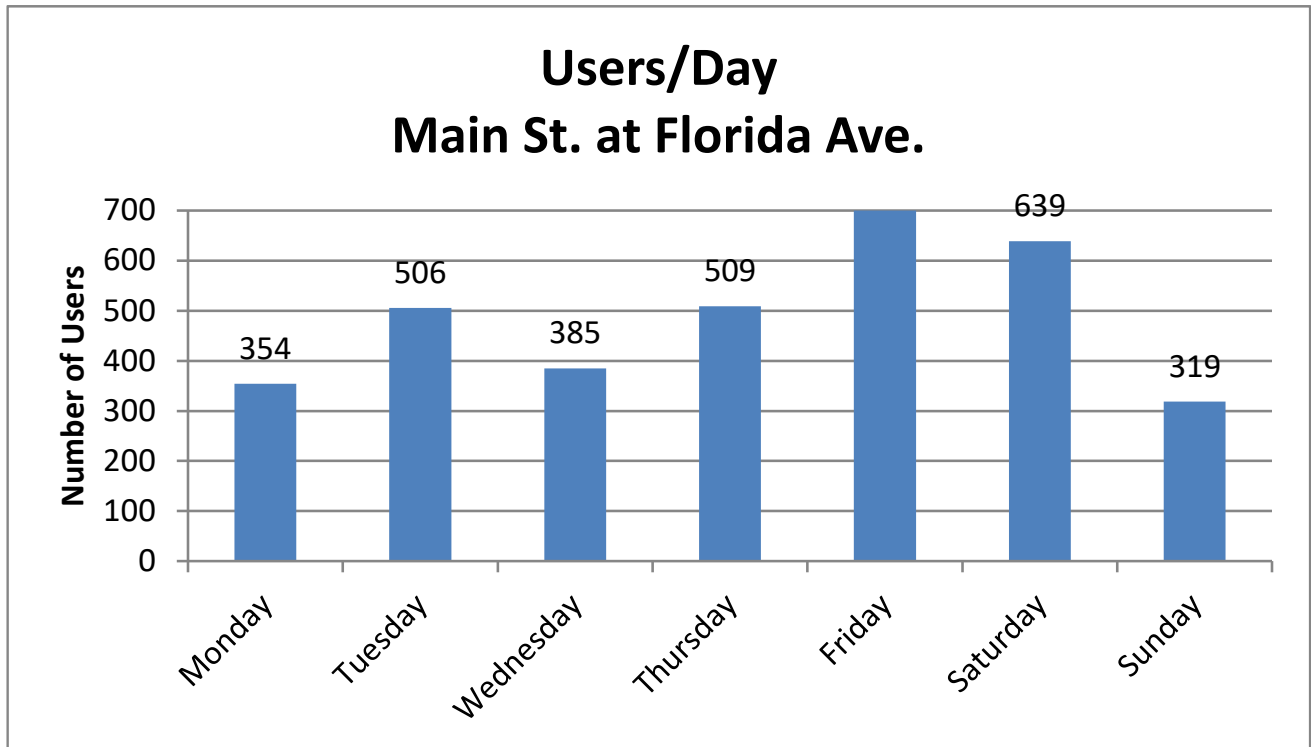
The following chart illustrates the average use of the sidewalk at the count location. This includes both weekday and weekend data and has greater weekday representation. The Candlelight Stroll on Friday night skewed the hourly usage data to 7 PM.



The second chart illustrates the different pattern of usage between the weekday and weekend. The weekday data was skewed by the incredible activity on Friday night.



The third chart shows users/day. There were 4,309 pedestrians counted on Friday. There were 3229 passersby between 6 PM and 9 PM during the Candlelight Stroll. The number of passersby that were counted using these counters during a 2-hour period was 1700 on November 6, 2021.



Notes:

This is the fourth time that this location has been surveyed. The first two times that this location was surveyed, November 25th 2014 and May 19th 2015, the pedestrian counters were placed outside of the Well Bread Bakey. The third time this site was surveyed it was a few feet south of Well Bread Bakery, in front of Curtis Wright Outfitters. The overall trend is upward for users, users per hour, peak day, and peak two-hour totals. There were massive spikes in foot traffic on Friday night, at both pedestrian counter locations, due to the annual Candlelight Stroll that took place between 6 PM and 9 PM. This was a wet weekend with rain starting on Saturday and washing out a good portion of Sunday with 1.62” of rain on Sunday.

- During November 2014 there were 3,272 pedestrians during the week of 11/17/14-11/24/14. The verage users per hour was 19.5, the peak 24-hour usage was 635 on November 22, with a peak two-hour period of 179 users. The peak days were Saturday, Friday, and Monday.

- During May 2015 there were 5311 pedestrians. During the week of May 13-May 20 there were 31.6 users per hour, with peak activity of 1023 on Friday May 15, 2015. The peak two-hour period was Friday May 15 with 221 pedestrians. The three busiest days were Friday, Saturday, and Thursday.
- During 2021 there were 5714 pedestrians during the week of November 4 – November 11. The average hourly users was 34.0 with 1700 pedestrians being counted on the peak day of Saturday November 6, The peak two-hour count was on Saturday the 6th between 1 PM and 3 PM when 568 people passed the counter.
- During 2015 there were 7021 pedestrians. The average hourly users number was 41.8, with 4309 people passing the counter on the Friday of the Candlelight Stroll.

This time, in addition to the pedestrian counter outside of Well Bread Bakery a second counter was placed at the intersection of Merrimon and Main, outside of Artisans on Main.

Date	Minimum Temperature	Maximum Temperature	Average Temperature	Precipitation	Ave. Wind Speed
12/6/2023	30.6 °F	42.4 °F	36.5 °F	0.07 in	0.1 mph
12/7/2023	23.0 °F	61.3 °F	28.9 °F	0.00 in	0.1 mph
12/8/2023	26.3 °F	65.2 °F	32.6 °F	0.00 in	0.3 mph
12/9/2023	38.7 °F	62.4 °F	57.3 °F	0.24 in	0.3 mph
12/10/2023	32.9 °F	59.4 °F	55.4 °F	1.62 in	0.2 mph
12/11/2023	23.2 °F	45.0 °F	31.5 °F	0.00 in	0.2 mph
12/12/2023	17.2 °F	56.8 °F	27.5 °F	0.00 in	0.1 mph

<https://www.wunderground.com/dashboard/pws/KNCWEAVE161/table/2023-12-13/2023-12-13/monthly>