

# Downtown Weaverville Pedestrian Count

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

**Location:** Outside Artisan on Main Street at the corner of Main and Merrimon Ave.



(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 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 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

<b>Total Users</b>	<b>1,343</b>
<b>Users/Hour</b>	<b>8.0</b>
<b>Peak 24-Hour Usage</b>	<b>301</b>
<b>Peak Day</b>	<b>Saturday, February 14<sup>th</sup></b>
<b>Peak 2-Hour Period</b>	<b>92</b>
<b>Peak 2-Hour Day &amp; Time</b>	<b>11:00 A.M. – 1:00 P.M. Sunday, February 15<sup>th</sup></b>

### Main St. at Merrimon Ave.

<b>Total Users</b>	<b>4,706</b>
<b>Users/Hour</b>	<b>28.0</b>
<b>Peak 24-Hour Usage</b>	<b>2,962</b>
<b>Peak Day</b>	<b>Friday December 8, 2023</b>
<b>Peak 2-Hour Usage Period</b>	<b>1,758</b>
<b>Peak 2-Hour Date and Time</b>	<b>December 8, 2023 - 6 PM to 8 PM</b>

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.

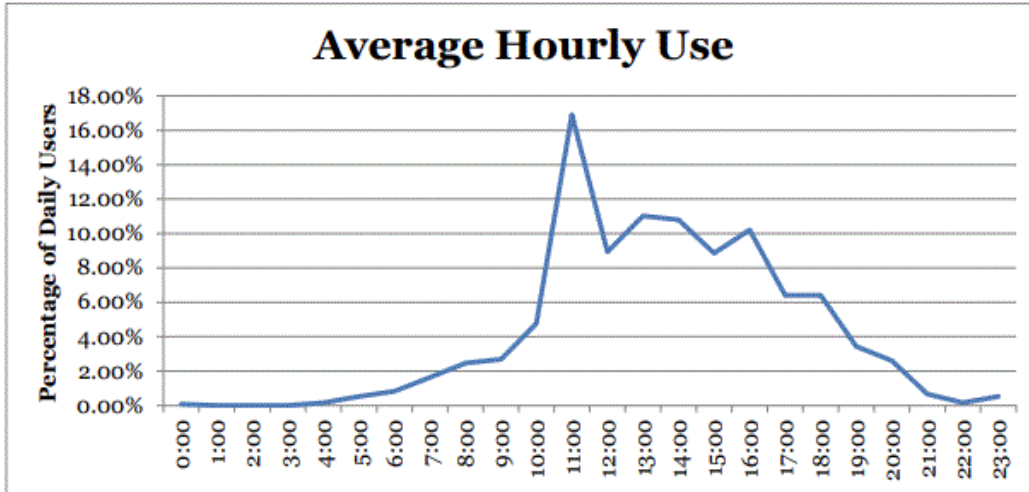
The data from 2015 was collected during the week of Valentine’s Day 2015. There were minor snow events on Thursday and Saturday that may have deterred some people from venturing out downtown (per the prior report.)

This year the data was collected during the week of the Candlelight Stroll. The activity on Friday night skewed the data for the day and the week. During 2015 the daily traffic ranged from 50 to 301 per day. Excluding the “Stroll” the activity ranged from 121 to 428 per day. During the 6-9 PM period on Friday there were 876, 882, and 555 pedestrians per hour. There were 196 pedestrians during the 5 o’clock hour.

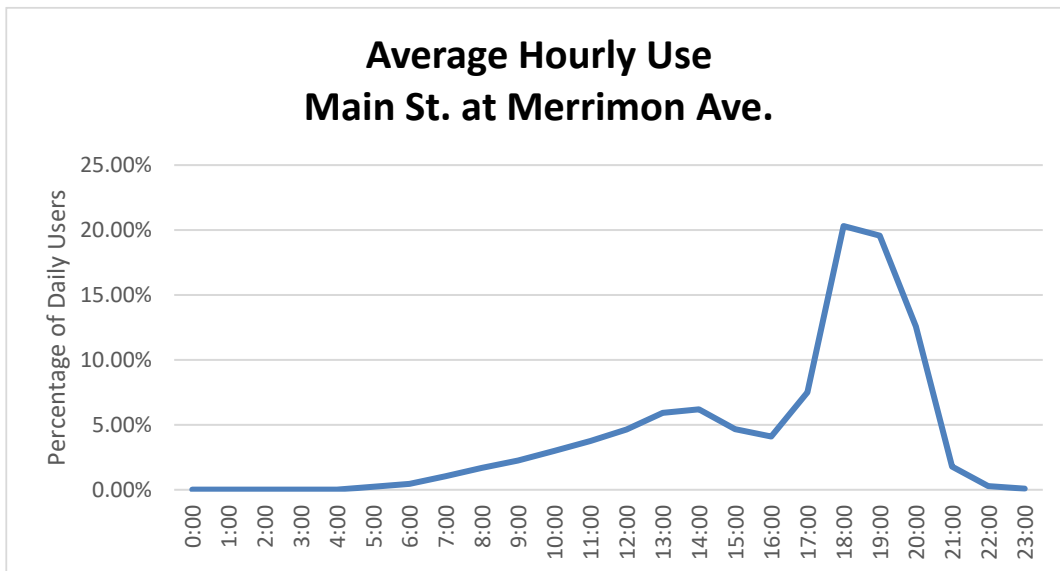
## Patterns of Use

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 Friday Candlelight stroll skewed the weekly data later in the day.

2015

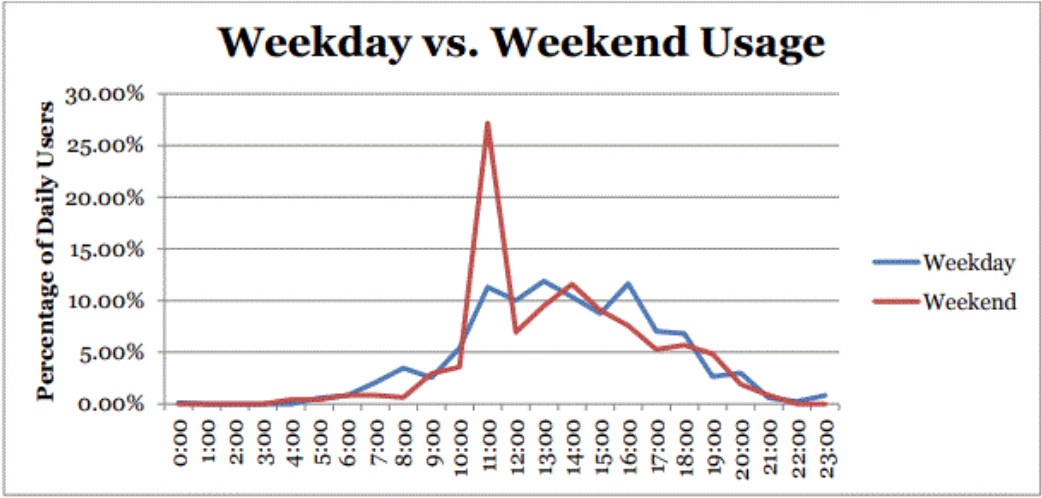


2023

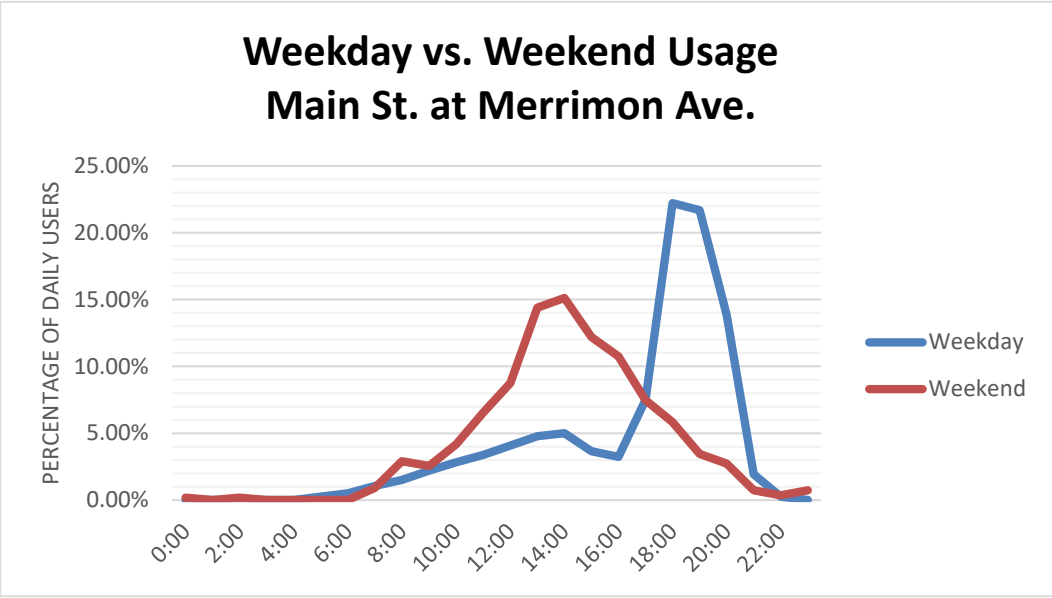


The second chart illustrates the different pattern of usage between the weekday and weekend. It is difficult to compare the two graphs, other than to note that the weekend data for 2023 is smoother than it was during 2015, and skews more to midday.

2015

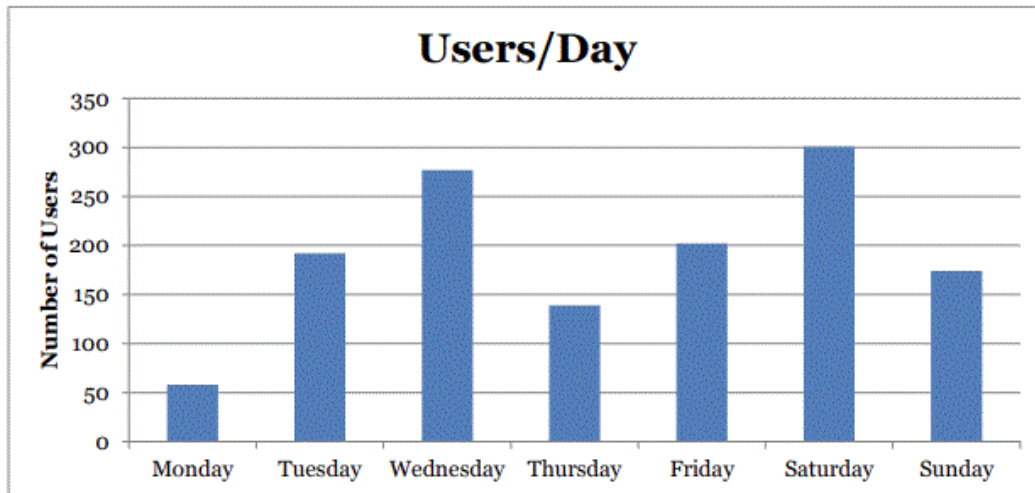


2023

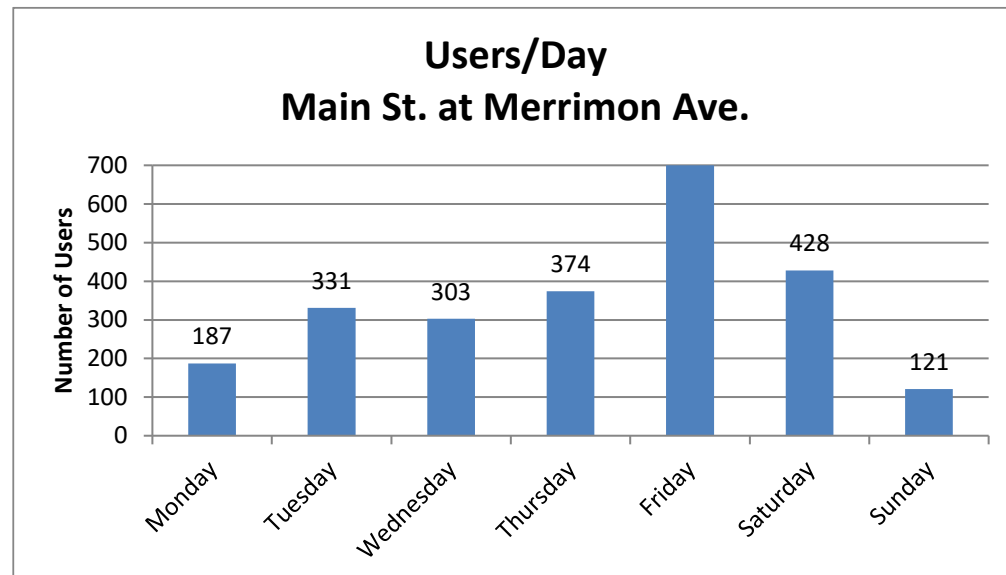


The third chart shows users/day. The Candlelight Stroll obviously blew the limits off the chart compared to 2015. The least active day during 2023 was more than twice as active as the least active day during 2015. The busiest day during 2015 was 301 pedestrians. Five of the seven days this week exceeded 300 pedestrians, and one, other than the Candlelight Walk, had more than 400 pedestrians. Friday there were 2962 pedestrians that passed in front of the counter. Not that the scale during 2015 was zero to 350 while during 2023 it was zero to 700.

2015



2023



## Notes:

This is the second time that this location has been surveyed. The first time this site was surveyed, the pedestrian counters were placed outside of the Artisans on Main shop. A second pedestrian counter was set out during this same period, placed just outside of Well Bread Bakery. 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. Saturday and Sunday are highlighted in red.

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>