

Marshall – Main Street at Hill Street Pedestrian Count

Time Period: Friday February 9, 2024, through Thursday February 15, 2024

Location: The South side of Main Street at Hill Street between Carolina Flowers and Modern Off-the-Grid Store



Image: Google Maps

Equipment: *Eco-Counter 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. The counter is bi-directional and accounts for users in both directions.

Sources of error include facility-users walking side-by-side or 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 users who may have been missed due to these circumstances.

The equipment was mounted on a fence where the river trail and the disc golf course trails meet. The counter was set out on Thursday February 1, 2024 and retrieved Thursday March 8, 2024. This allowed for four one-week studies to be done.

Results

Overview. This is the second time that this site has had a pedestrian count performed. The first time that data was collected at this location was [February 9, 2015](#). The data was collected this year to update the data at a comparable time of the year. During 2015 there were only 1453 pedestrians who passed in front of the counter, or 8.6 per hour. The peak twenty-four-hour count was 304 people on Friday February 6th with a peak 2-hour period on Friday with ninety passers-by between 3 PM and 5 PM. This year, the weekly data ranged from 8.3 Pedestrians per hour to 9.0 per hour. The weekly total ranged between 1387 pedestrians and 1510 pedestrians.

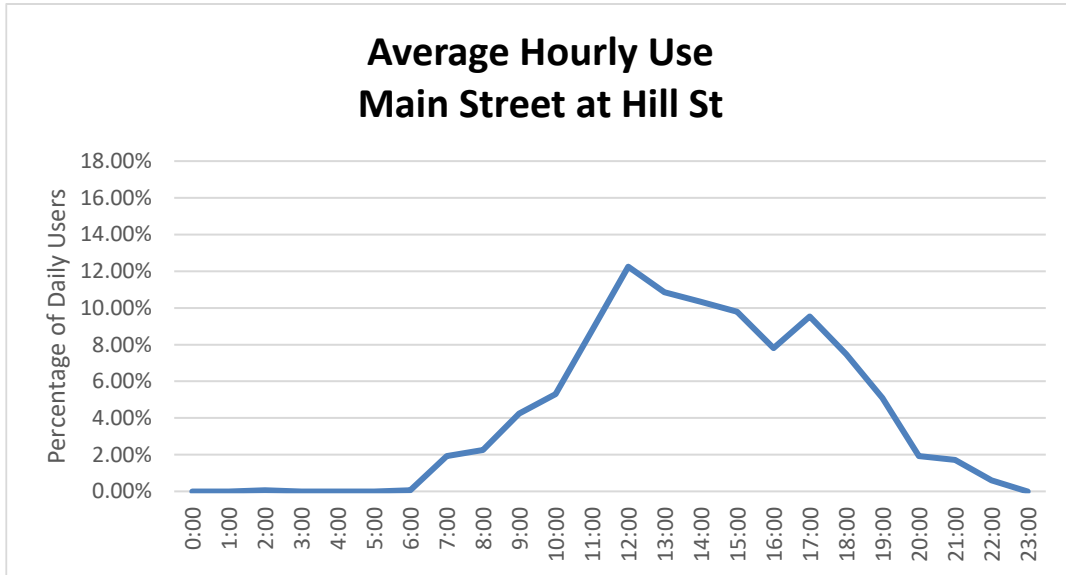
Peak activity was the evening before Valentine’s Day, despite the rain. There was a small amount of rain on Sunday and Monday. There was 0.62 inches of rain on February 13th. This was the busiest week of the four-week period. Tuesday, Thursday, and Saturday were the three busiest days during this study period. The same was true during the 2015 study period.

Main Street at Hill St

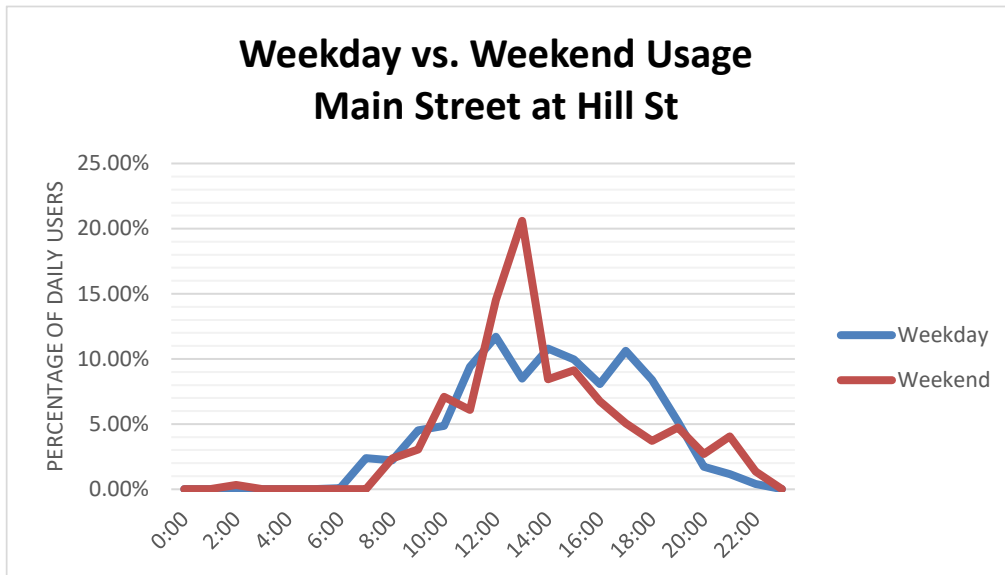
Total Users	1,510
Users/Hour	9.0
Peak 24-Hour Usage	372
Peak Day	Tuesday February 13, 2024
Peak 2-Hour Usage	150
Peak 2-Hour Date and Time	February 13, 2024 -- 5 to 7 PM

Patterns of Use

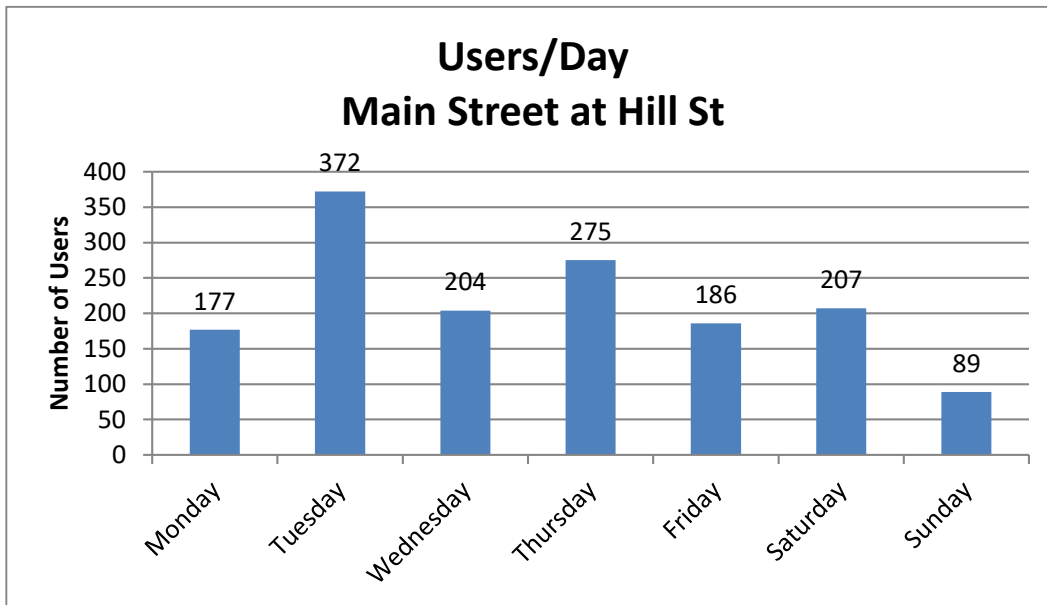
The first chart shows users per hour:



The second chart illustrates the difference between the weekday usage and weekend usage.



The third chart shows the usage per day:



Weather and Notes



Marshall - Main Street at Hill St.

Date	Minimum Temperature	Maximum Temperature	Average Temperature	Precipitation	Ave. Wind Speed
2/9/2024	41	58	49	0	3.2
2/10/2024	44	70	55.6	0	5
2/11/2024	52	59	55.1	0.2	5.5
2/12/2024	51	57	53.8	0.09	5.5
2/13/2024	37	50	42.9	0.62	14
2/14/2024	31	59	44.4	0	5.5
2/15/2024	29	65	48.6	0	5.1

<https://www.wunderground.com/history/monthly/us/nc/marshall/KNCMARSH145/date/2024-2>