

Marshall – Main Street at Hill Street Pedestrian Count

Time Period: Friday February 16, 2024, through Thursday February 22, 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 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.

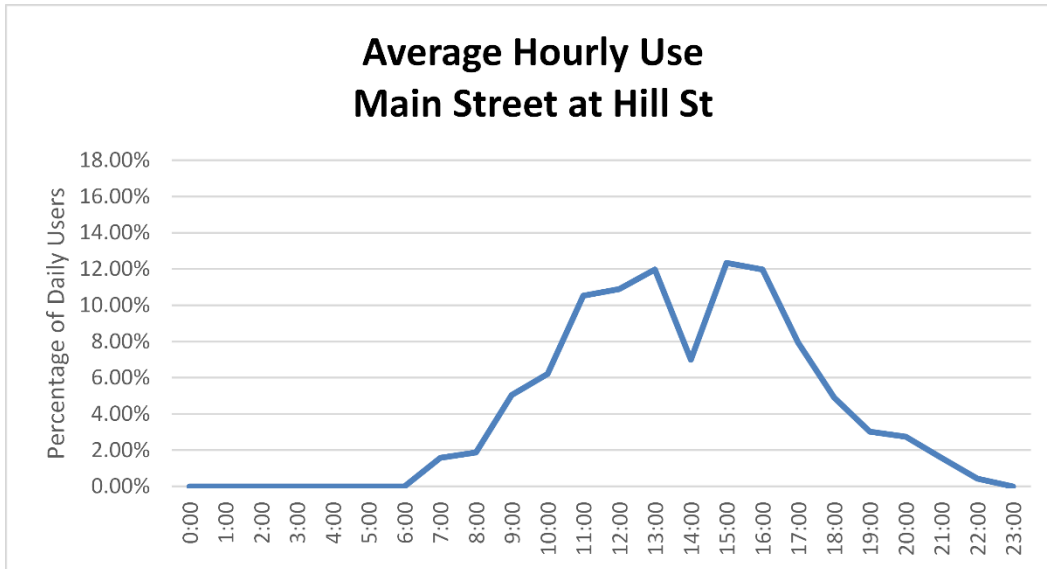
This week was comparable to the week from 2015. The overall numbers dropped, the two-hour total was higher than during 2015, as was the peak twenty-four-hour count. Tuesday, Friday, and Thursday were the busiest days of the week during this study period. Tuesday, Thursday, and Saturday were the busiest days during the 2015 study.

Main Street at Hill St

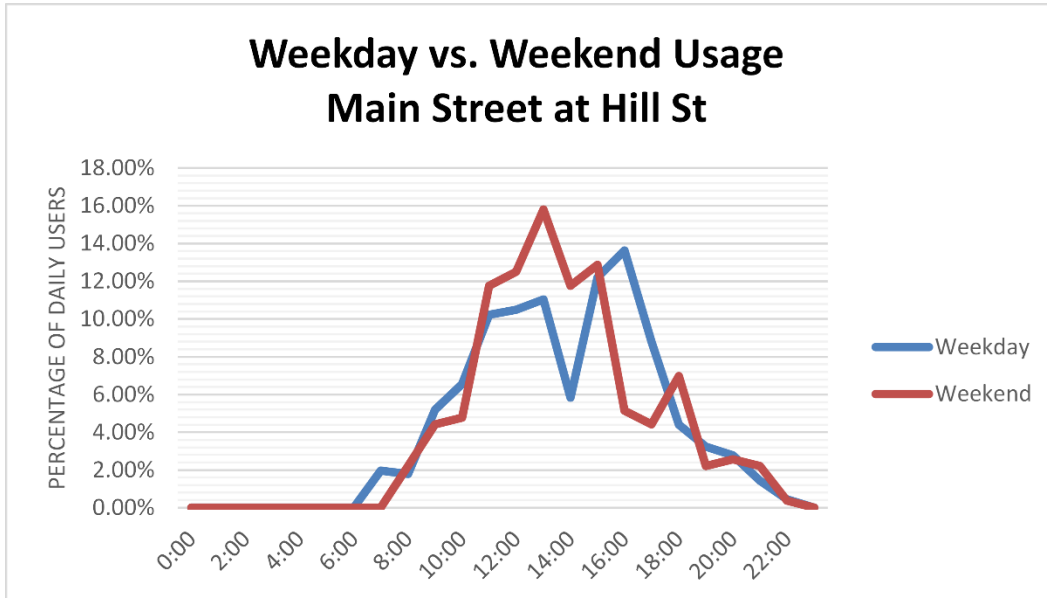
| | |
|----------------------------------|---------------------------------------|
| Total Users | 1,387 |
| Users/Hour | 8.3 |
| Peak 24-Hour Usage | 308 |
| Peak Day | Tuesday, February 20, 2024 |
| Peak 2-Hour Usage Period | 94 |
| Peak 2-Hour Date and Time | February 20, 2024 -- 4 to 6 PM |

Patterns of Use

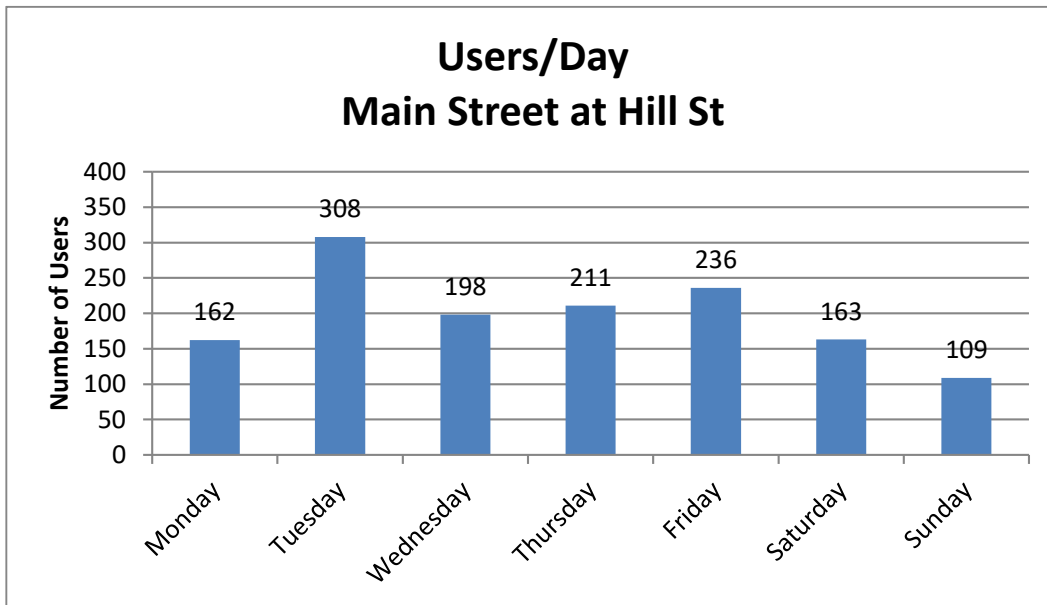
The first chart shows users per hour:



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 |
|-----------|---------------------|---------------------|---------------------|---------------|-----------------|
| 2/16/2024 | 38 | 60 | 51.4 | 0 | 5.4 |
| 2/17/2024 | 28 | 54 | 36.8 | 0 | 14.1 |
| 2/18/2024 | 26 | 49 | 34.8 | 0 | 10.5 |
| 2/19/2024 | 30 | 58 | 41.4 | 0 | 5.2 |
| 2/20/2024 | 24 | 57 | 40.1 | 0 | 3.1 |
| 2/21/2024 | 26 | 57 | 41.6 | 0 | 4.1 |
| 2/22/2024 | 33 | 64 | 50.2 | 0 | 7.2 |

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