ACKNOWLEDGMENTS

The Downtown San Jose Property-Based Improvement District (PBID) would like to thank the many individuals that helped make this plan possible.

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Special Thanks
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Yenel Constantino
EXECUTIVE SUMMARY

San Jose Downtown Association (SJDA) has conducted pedestrian counts as a means to measure the success of downtown’s economic development growth and street life investment. Pedestrian counts were conducted in August 2017, December 2017, and April 2018. This schedule allowed us to chart seasonal differences in downtown San Jose such as San Jose State University students during the academic year, summertime events and festivals, conventions, sports and concert seasons and Christmas in the Park, among others. The information derived from these counts furthers SJDA’s advocacy, business development, street life and downtown activation goals.

Across downtown, pedestrian volumes have decreased two percent from the previous year. August saw the greatest volume decrease of 15 percent from 2016-2017 to 2017-2018. April saw a 10 percent decrease in the same interval. December saw an increase of 19 percent pedestrian volumes in the same interval, lifting the overall counts. In 2017-2018, the highest counts were in December, April, and then August.

The three locations with the highest standard deviation are Paseo de San Antonio between Market and First Streets, San Fernando Street between Second and Third Streets, and First Street between San Carlos and San Salvador Streets. These indicate the three locations that show the greatest pedestrian volume variability throughout the year. Conversely, the three locations with the lowest seasonal variability are First Street between Santa Clara and San Fernando Streets, San Pedro Street between St. John and Santa Clara Streets, and Santa Clara Street between Second and Third Streets. These locations have the most consistent pedestrian volumes throughout the year.

Over the last three pedestrian counts, trends continue to be confirmed - locations by employment centers like San Jose City Hall and San Jose State University, as well as locations along the path between employers and Diridon Station, see most of its activity on weekdays from 12-2 p.m. The holiday festivities (Downtown Ice, Christmas in the Park, and Winter Wonderland) show the largest increase in pedestrian activity downtown. Locations around the historic core and SoFA see consistently more activity on weekend evenings (after 5 p.m.).

The gender breakdown skews more male with the exception of locations along Paseo de San Antonio, which are more equal. In the majority of locations, 22-38 percent of pedestrians were between 15-30 years of age; and 56-67 percent were 31-64 and 2-5 percent fell in the 0-14 and 65+ age groups. The one exception to the years of age trend is at Paseo de San Antonio between Third and Fourth Streets, closest to San Jose State University. Half of all pedestrians observed were between the ages of 15-30.

ABOUT PBID

The Property Based Improvement District (PBID), managed by the San Jose Downtown Association, was established in August 2007 and renewed in June 2012. The PBID is an assessment district (District) that conveys special benefits to the properties located within the District boundaries. Its aim is to improve the district environment to attract more visitors, customers, and investors to downtown San Jose through beautification, business development and street life improvements.
METHODOLOGY

Pedestrian count methodologies are based on those developed by Gehl and Svarre (How to Study Public Life, 2013), and pedestrian count methods used in Denver, Philadelphia, Salt Lake City, San Francisco and Seattle [1].

Groundwerx ambassadors collected data through observational counts. A pedestrian count sheet was used to collect data regarding weather, gender, age, use of wheelchairs or strollers and other information. Counts were collected only on days without rain or other harsh weather conditions. The pedestrian count tally sheet can be found in Appendix A-22.

The additional times gave ambassadors flexibility to adjust schedules while capturing similar weekday and weekend pedestrian volumes.

All ambassadors and pedestrian count staff underwent a one-hour training session to discuss project goals, counting methods, observation strategies and count preparation. The pedestrian count protocol sheet can be found at Appendix A-20.

Counts are conducted once per time slot on weekdays and weekends throughout the same month. In 2015, the summer count was conducted in June. In 2016, it will move to August. Pedestrian counts will be conducted every four months.

[1] Downtown Denver Partnership, Philadelphia City Center Association, Downtown Salt Lake City Alliance, San Francisco Planning Department, Downtown Seattle Association.

WEEKDAY AND WEEKEND COUNTS
SEE FIGURE A.

WEEKDAY COUNTS:
 Tuesday, Wednesday, Thursday, and Friday
7:00 a.m. to 9:00 a.m., 12:00 p.m. to 2:00 p.m., 5:00 p.m. to 7:00 p.m.
(except Friday), 9:00 p.m. to 11:00 p.m. (select locations)

From 7:00 a.m. to 9:00 a.m. and 12:00 p.m. to 2:00 p.m., Fridays were counted as weekdays

WEEKEND COUNTS:
 Friday (evening only), Saturday, and Sunday
12:00 p.m. to 2:00 p.m., 5:00 p.m. to 7:00 p.m., 9:00 p.m. to 11:00 p.m.

Fridays from 5:00 p.m. to 7:00 p.m. and 9:00 p.m. to 11:00 p.m. were included as weekends.

FIGURE A.
LOCATIONS

Eight areas downtown were selected for pedestrian counts. These locations provide an equitable spread of popular downtown destinations and locations where development and retail potential exists.

1. **San Pedro Street**
   between Santa Clara and St. John Streets

2. **Santa Clara Street**
   between Almaden Ave and San Pedro Street

3. **Santa Clara Street**
   between Second and Third streets

4. **Paseo de San Antonio**
   between Market and First Streets

5. **Paseo de San Antonio**
   between Third and Fourth Streets

6. **First Street**
   between Santa Clara and San Fernando Streets

7. **First Street**
   between San Carlos and San Salvador Streets

8. **San Fernando Street**
   between Second and Third Streets
In 2017-2018, the highest pedestrian volumes occurred in December (4,589) and April (4,385). Growth is observed in December, and decline observed in August (3,346) and April compared to 2016-2017. Majority age demographic is between 31-64, which reflects the social offerings and proximity to the employment centers this street serves. The highest pedestrian volumes are seen on weekend evenings, though the street enjoys weekday lunchtime patronage.

- Highest pedestrian volumes on weeknight evenings (after 5pm).
- Pedestrian volume growth in December, but decline overall.
Pedestrian volumes continue to be highest on weekdays between 12-2 p.m., which was also reflected in the last few years. High volumes were also recorded following 5 p.m. on weekday evenings, reflecting its position between Diridon Station and employment centers, as well as between the parking garage and the SAP Arena, where Santa Clara Street acts as a primary pedestrian corridor between the two. This corridor saw pedestrian volume growth in April (5,872) and December (5,029) and a decline in August (3,249).

- Overall pedestrian volume growth with rising counts in December and April.
- Generally, more pedestrian activity on weekdays.
The greatest pedestrian volumes are seen on weekdays between 12-2 p.m. This may be due to being between San Jose City Hall and a number of downtown restaurants. Weekend volumes are consistent throughout the day. Pedestrian volumes grew in August (3,700), but declined in April (2,692) and December (3,001).

- Significant weekday luncheon activity compared to the rest of the week.
- Over the past three years, pedestrian volumes tend to remain steady.
- Two-thirds of recorded pedestrians are between the ages of 31-64.
The count data continues to show December as the highest performing month for Paseo de San Antonio between Market and First Streets, likely due in large part to the holiday activities (Downtown Ice, Christmas in the Park, Winter Wonderland) hosted around Plaza de Cesar Chavez. The counts trend higher on weekends, which may also be attributed to the concentration of hotels and convention centers in the area. Average counts are 3,131 for August, 8,689 for December, and 3,364 for April.

- 15 percent of pedestrians are between ages 0-14, likely influenced by its proximity to holiday events and museums.
- Count trends show higher volumes over weekend times.
This segment of Paseo de San Antonio between Third and Fourth Streets have consistently higher than average pedestrian count averages for April, which coincides with when San Jose State University is in session. December figures rose higher, which is an overall downtown trend during this 2017-2018 count period. Approximately half of all pedestrians are between the ages of 15-30, which reflect the significant student presence.

- The high pedestrian volumes during weekdays from 12-2 p.m. are likely associated with San Jose State University students.
- Pedestrian volumes are higher in this segment when SJSU is in session.
First Street
between Santa Clara and San Fernando St

Trends show that First Street between Santa Clara and San Fernando Streets remain one of the street segments with the highest foot-traffic downtown. Additionally, pedestrian activity increases during the evenings on both weekdays and weekends. Compared with the rest of the study locations, First Street holds relatively steady throughout the year. The proximity to restaurants, bars, nightlife, and transit explain the recorded activity of this segment. The counts were 5,565 in August, 5,291 in December, and 4,598 in April.

- This segment is the only location part of the pedestrian count study that saw pedestrian volumes rise in August.
- There is greater weekend and evening activity in this section.

<table>
<thead>
<tr>
<th>Average volumes during week</th>
<th>Pedestrian volumes between 2015-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday</td>
<td></td>
</tr>
<tr>
<td>7AM - 9AM</td>
<td>242</td>
</tr>
<tr>
<td>12PM - 2PM</td>
<td>619</td>
</tr>
<tr>
<td>5PM - 7PM</td>
<td>527</td>
</tr>
<tr>
<td>9PM - 11PM</td>
<td>783</td>
</tr>
<tr>
<td>Weekend</td>
<td></td>
</tr>
<tr>
<td>12PM - 2PM</td>
<td>739</td>
</tr>
<tr>
<td>5PM - 7PM</td>
<td>853</td>
</tr>
<tr>
<td>9PM - 11PM</td>
<td>1,389</td>
</tr>
</tbody>
</table>

Gender proportion: 58% Female, 42% Male

Age proportion: 56% 0-14, 38% 15-30, 3% 31-64, 3% 65+
Data shows that First Street between San Carlos and San Salvador, within downtown's SoFA Arts District, sees more pedestrian activity on the weekend evenings than during the weekday. The 2017-2018 volumes throughout the year were consistent in August (3,593) and December (3,557), but fell in April (2,867).

- Nearly two-thirds of recorded pedestrians are between the ages of 31-64.
- The greatest pedestrian volumes were recorded on weekends between 9-11 p.m.
San Fernando Street between Second and Third Streets sees the highest volumes on weekdays from 12-2 p.m. and weekends from 9-11 p.m. This may likely be due to its proximity to restaurants and bars. The age distribution of pedestrians is consistent with the rest of downtown. Pedestrian volumes declined in August (3,168) and April (2,517), and rose sharply in December (5,298).

- Other than December, pedestrian volumes declined.
- Most activity is seen during weekdays from 12-2 p.m. and weekends from 9-11 p.m.