

		2020	2019	YoY % Change	Springboard US Downtown	Springboard UK High Street
Total Pedestrians		35,324,140	84,181,698	-58.0%	-59.2%	-45.2%
Pre-COVID	12/30 - 3/16	14,860,683	13,501,345	0.9%	0.6%	-4.8%
Lockdown	3/17 - 5/29	3,421,553	16,654,825	-79.5%	-76.7%	-69.4%
Civil Unrest 1	5/30 - 8/9	5,343,343	18,881,231	-71.7%	-75.1%	-56.2%
Civil Unrest 2	8/10 - 9/2	2,332,058	7,226,168	-67.7%	-69.6%	-38.3%
Reopening	9/3 - 11/16	6,353,404	19,007,768	-66.6%	-65.6%	-37.2%
Lockdown 2	11/17 - 1/3	3,013,099	8,910,361	-66.2%	-65.5%	-54.8%

Key Stats

The busiest block face this year was West Side Wacker - Lake with a total of 3,101,132 visits, with East Side Vanburen - Congress seeing the lowest number of visitors (660,091).

The block face that saw the lowest amount of YoY decline this year was West Side Washington - Madison which only saw a -54.1% decrease in visits, whilst the block face with the greatest decline in visits this year was East Side Adams - Jackson with visits down -65.5% compared to the previous year.

The busiest week on State Street this year was week 5 (27 Jan - 02 Feb) with a total of 1,419,802 visits, whilst the quietest week was week 14 (30 Mar - 05 Apr) with a total of 297,220 visits.

Commentary

To use the word "unprecedented" truly underplays the impact that Covid-19 has had on global economies, and within that of course retail destinations and downtown areas. In normal pre-Covid circumstances we would review the year in terms of quarters and months, however, the various events throughout the year, ranging from lockdowns to the reopening of retail to civil unrest, means that it simply isn't relevant to evaluate the year using what are essentially arbitrary divisions of time.

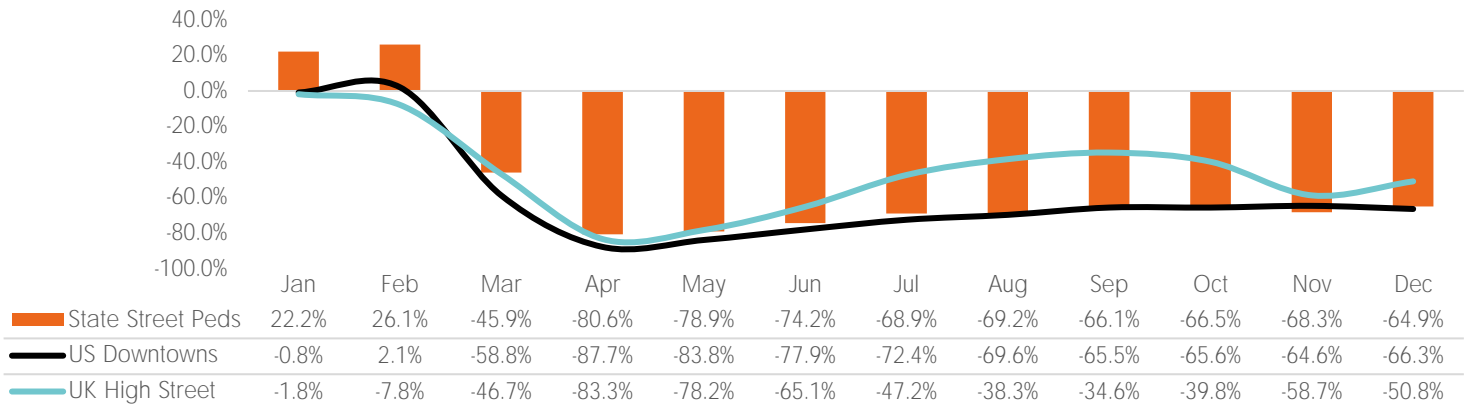
The year began with pedestrian counts on State Street essentially even to 2019. In fact, the first 10 weeks of the year saw counts +0.9% year-on-year growth. However when the COVID-19 pandemic resulted in the first lockdowns in March, footfall plummeted to a level never previously recorded, with average daily visitors nearly -80% lower than the previous year.

It wasn't until the the George Floyd protests at the end of May where pedestrian counts saw a slight lift, with footfall for the subsequent 6 weeks on average -71.7% lower than in 2019. Additional protests and looting in early August, coupled with some reopening of retail and the beginnings of Covid fatigue, resulted in pedestrian counts by the end of the summer only -67% lower than in 2019.

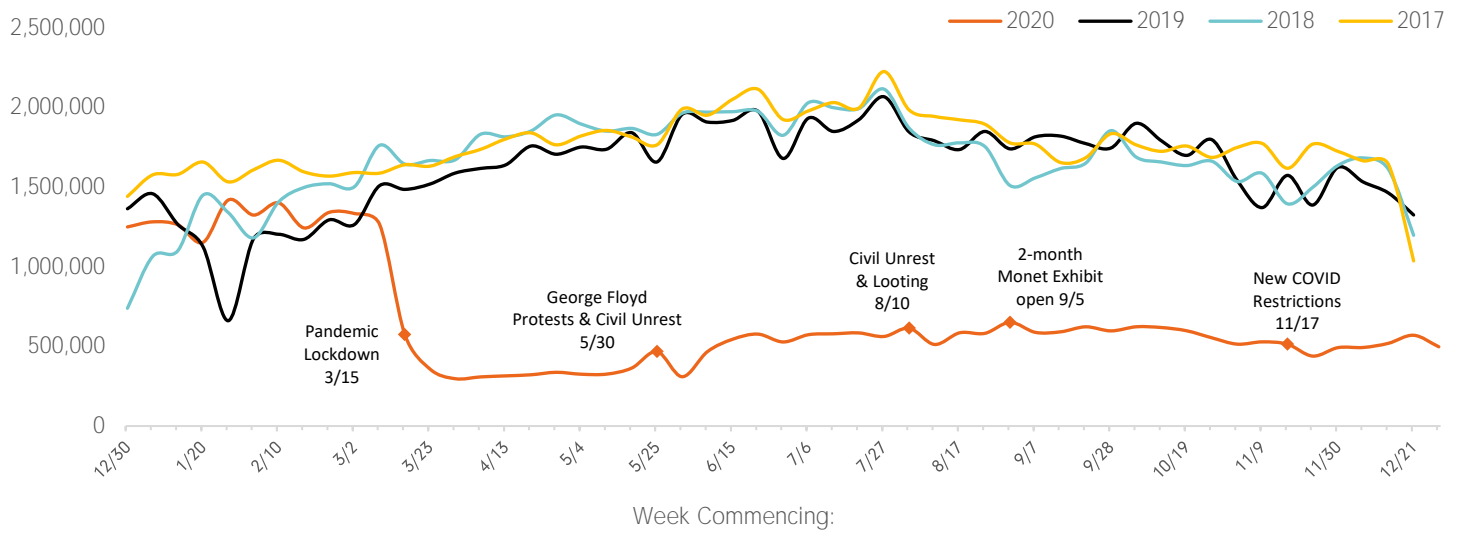
The Monet exhibit opening on September 5 was a slight visitor draw, increasing the average annual trend to -66.6%. Despite new city-wide restrictions instated mid-November, pedestrian counts remained at -66% lower than 2019 for the remainder of the year.

While still not back to the levels of 2019, pedestrian counts in the UK are recovering better than in the US. To begin with, the "Pre-COVID" metrics above include all data prior to 3/17, thus while the US was still behaving relatively "normally", the pandemic had already begun to take affect on pedestrian counts in the UK. In the following months, the UK were largely unaffected by civil unrest and protests, but pedestrian counts steadily grew, with the annual trend reaching just -34% lower than 2019, while US pedestrian counts were barely a third of the previous year's counts. It wasn't until new COVID restrictions were introduced in the UK in November when the annual trend dipped back to -59%, just a six point difference to the US trend.

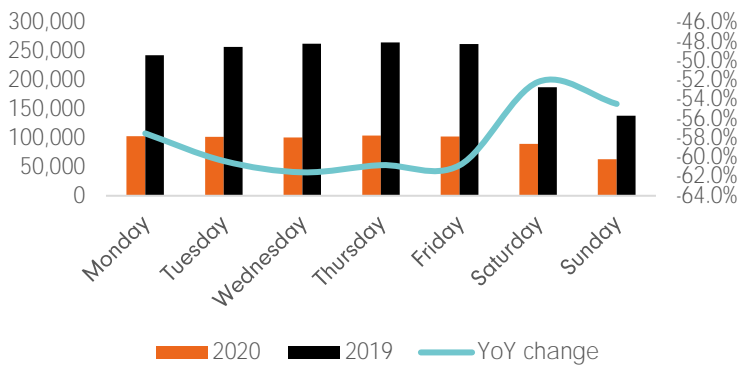
YoY Performance by Month



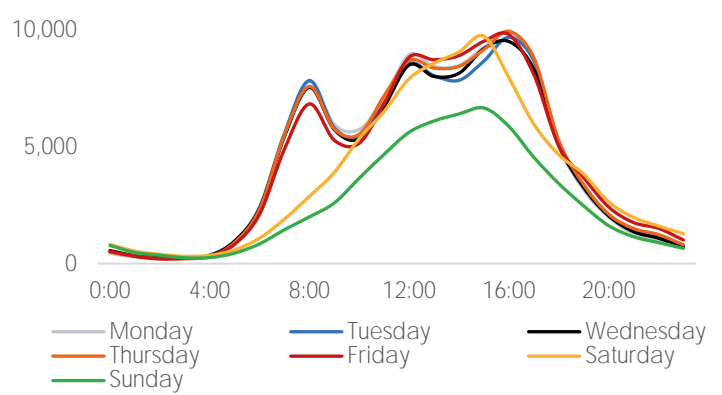
Annual Pedestrian Performance by Week



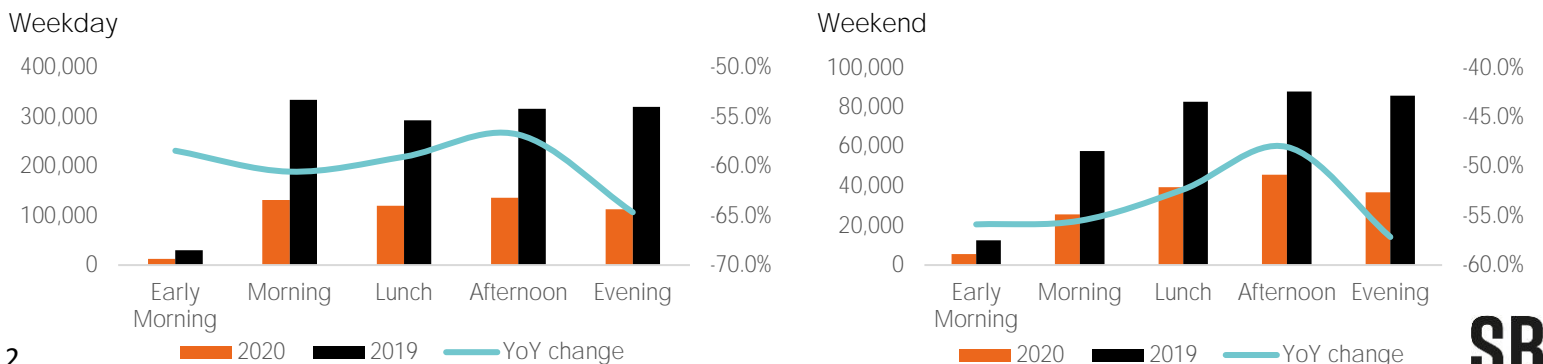
Average Visits to State Street by Day



Average Visits to State Street by Hour



Average Visits to State Street by Day Part



Total Visits by Block Face

	Total Visits	YoY % Change		Total Visits	YoY % Change
West Side Adams - Jackson	1,217,121	-56.2%	East Side Adams - Jackson	887,743	-65.5%
West Side Jackson - Vanburen	1,374,099	-57.8%	East Side Jackson - Vanburen	902,370	-62.8%
West Side Lake - Randolph	2,765,576	-55.7%	East Side Lake - Randolph	2,868,059	-57.8%
West Side Madison - Monroe	2,888,584	-56.7%	East Side Madison - Monroe	1,957,696	-63.1%
West Side Monroe - Adams	2,348,381	-56.4%	East Side Monroe - Adams	1,147,119	-62.9%
West Side Randolph - Washington	3,101,132	-54.5%	East Side Randolph - Washington	2,698,064	-56.1%
West Side Vanburen - Congress	933,240	-55.7%	East Side Vanburen - Congress	660,091	-63.3%
West Side Wacker - Lake	2,633,521	-55.3%	East Side Wacker - Lake	1,700,923	-63.7%
West Side Washington - Madison	1,843,557	-54.1%	East Side Washington - Madison	2,089,094	-55.8%

Michigan Avenue

Key Stats

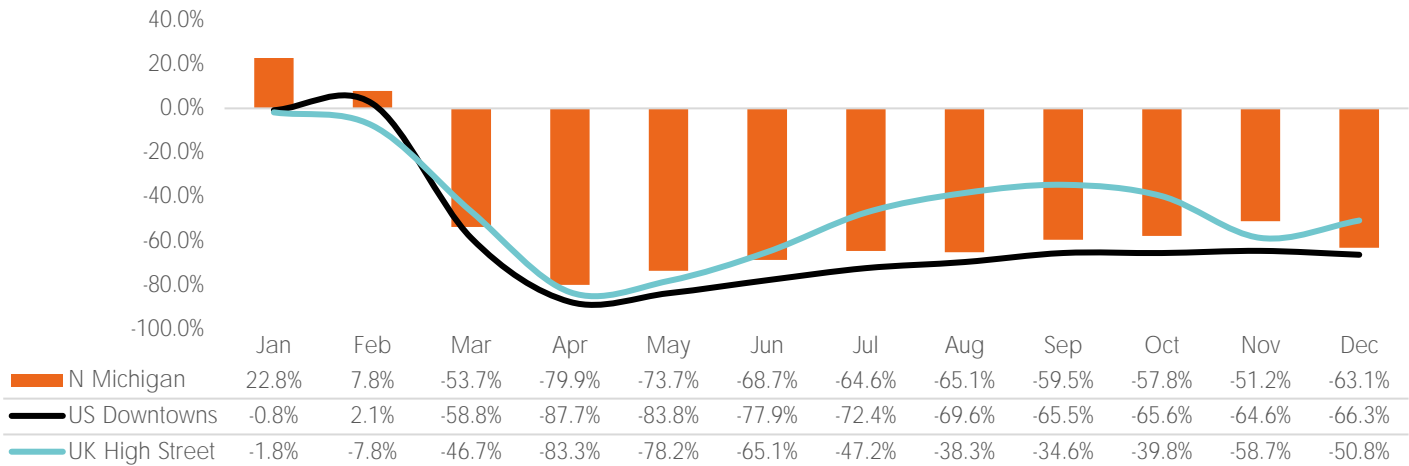
	2020	2019	YoY% Change
Wacker Intersection	6,257,453	13,752,325	-54.5%
Washington Intersection	4,357,098	11,464,896	-62.0%
Chicago Pedway	616,290	2,214,109	-72.2%

The busiest week at the Washington Intersection of N Michigan Avenue was week 1 (30 Dec - 05 Jan) with a total of 243,925 visits.

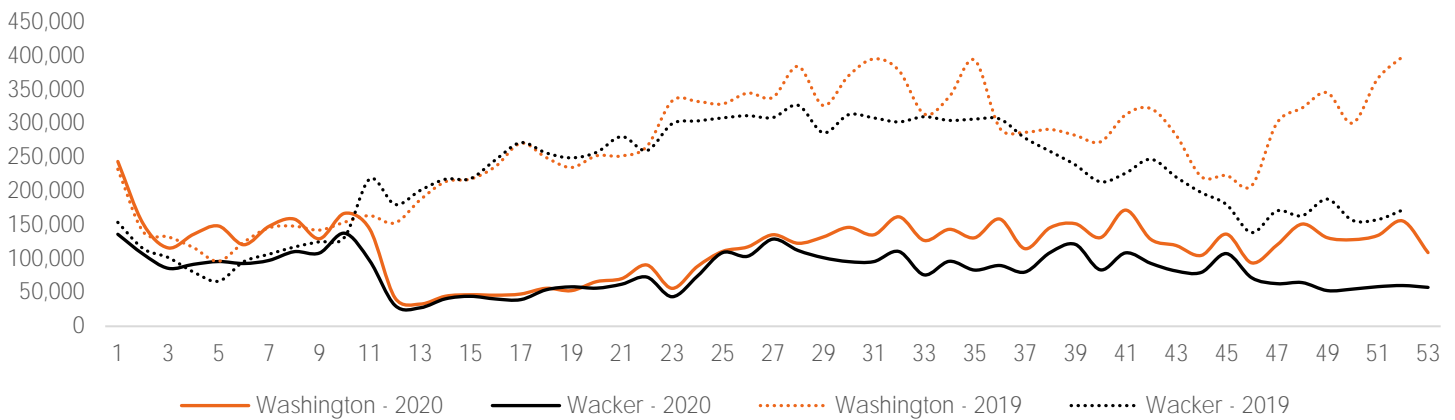
The busiest week at the Wacker Intersection of N Michigan Avenue was week 10 (02 Mar - 08 Mar) with a total of 137,767 visits.

The busiest week at the Chicago Pedway was week 7 (10 Feb - 16 Feb) with a total of 65,220 visits.

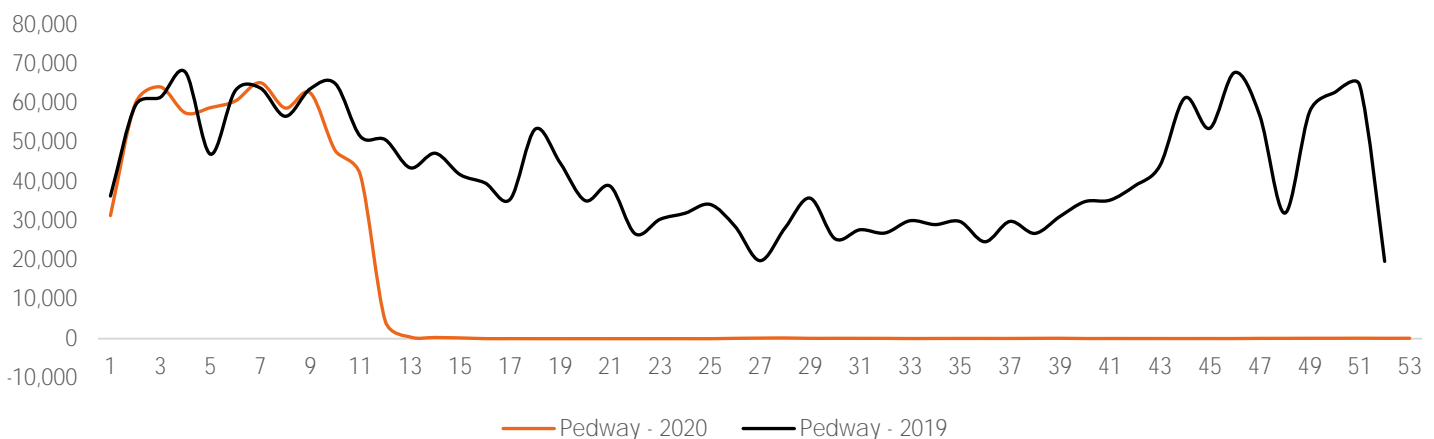
YoY Performance by Month - Michigan Ave



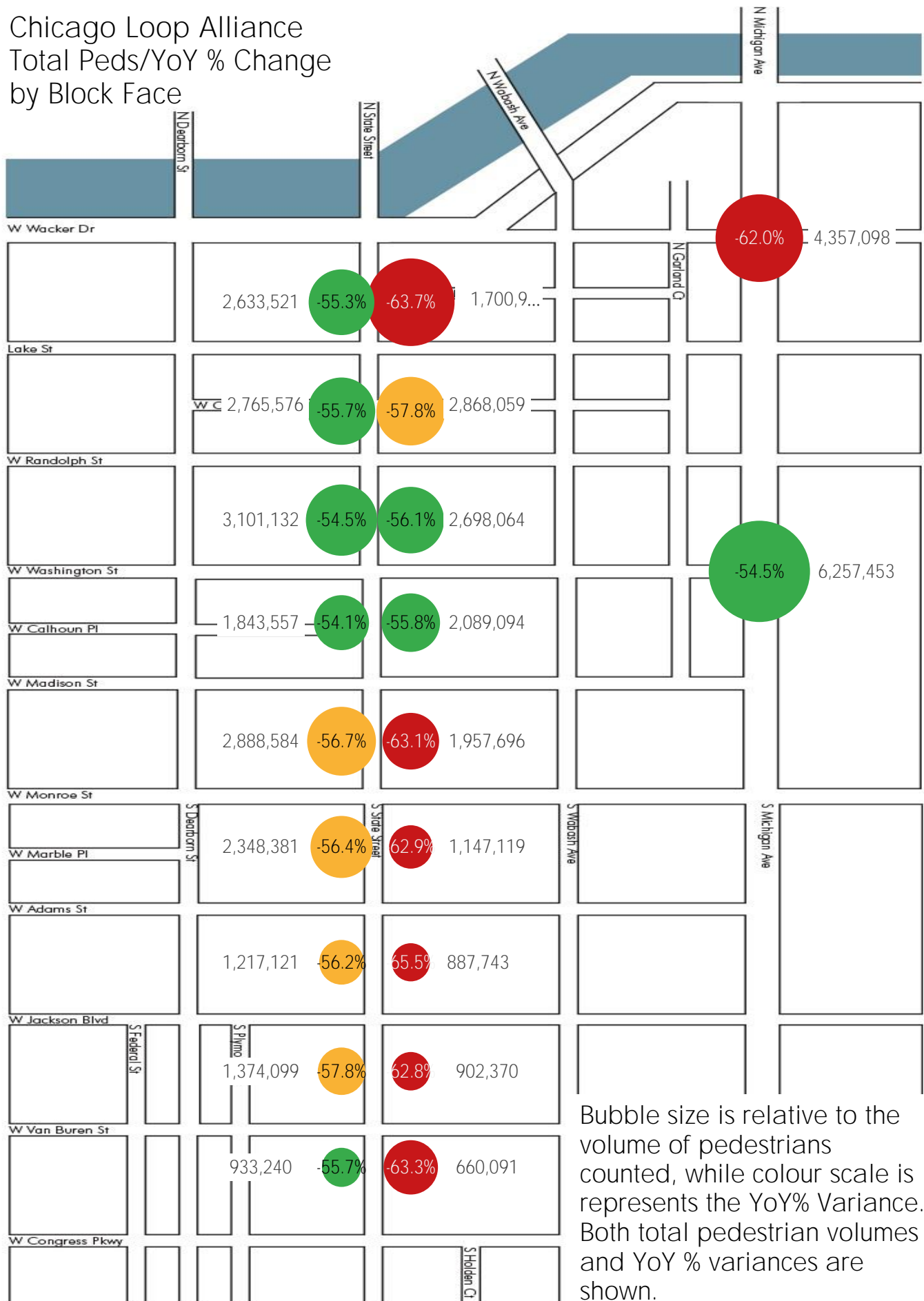
Annual Performance by Week - Michigan Avenue



Annual Performance by Week - Chicago Pedway



Chicago Loop Alliance Total Peds/YoY % Change by Block Face



Bubble size is relative to the volume of pedestrians counted, while colour scale represents the YoY% Variance. Both total pedestrian volumes and YoY % variances are shown.

Chicago Loop Alliance Vehicles

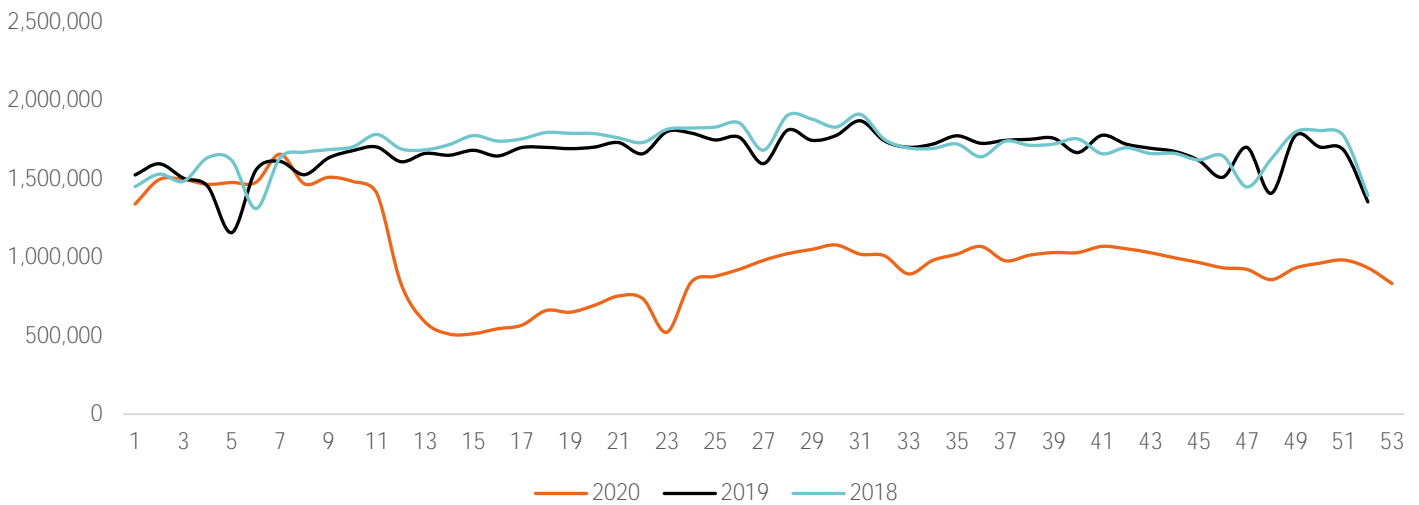
	2020	2019	YoY % Change
State Street Vehilces	53,160,514	86,536,938	-38.6%
Michigan Avenue Vehicles	49,948,073	87,643,583	-43.0%

Key Stats

The busiest week for Vehicles on State Street was week 7 (10 Feb - 16 Feb) with a total of 1,657,962 vehicles, whilst the quietest week was week 14 (30 Mar - 05 Apr) with 510,561 vehicles.

The busiest week for Vehicles on Michigan Avenue was week 7 (10 Feb - 16 Feb) with a total of 1,678,816 vehicles, whilst the quietest week was week 23 (01 Jun - 07 Jun) with 383,176 vehicles.

Annual Performance by Week - State Street Vehicles



Annual Performance by Week - Michigan Avenue Vehicles

