

PEDESTRIAN STUDIES

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What clients are saying about us...

We needed reliable data for marketing efforts for an improved retail mix. The Pedestrian Study established a base line for pedestrian traffic on our streets as well as provided real-time data for our marketing efforts. **As a result of the study we developed a retail marketing brochure** and shared data with retail real estate prospects.

MICHAEL WEISS, EXECUTIVE DIRECTOR
FULTON MALL IMPROVEMENT ASSOCIATION BROOKLYN NY
CHAIRMAN, IDA BOARD OF DIRECTORS, 2005 - 2006

The Intercept Study provided us with valuable facts and figures to attract businesses that compliment theatres, such as coffee shops, and cafes, to the district. We really needed to gauge the awareness and attitudes of the theatre-goers, about the surrounding BID, as well as the general public's awareness of Theatre Row. The Pedestrian Study was a valuable insight in to this dichotomy.

DEVIN TAIT STRECKER, OPERATIONS COORDINATOR
HOLLYWOOD MEDIA DISTRICT BID, CALIFORNIA

Peter Bruce has provided targeted recommendations for ways to modify our methodology in order to gain more information from the data.

He created super ideas for creating visual presentations that helped us successfully communicate the data to a wide range of audiences from stakeholders and granting resources.

LYNN MYERS, MANAGING DIRECTOR
LA FASHION BID CALIFORNIA

We get regular requests from developers, who are building retail stores, for pedestrian counts, and those requests prompted us to get help from Pedestrian Studies. Securing a pedestrian count gives us baseline numbers to measure the effectiveness of our work. Pedestrian traffic counts are an important measure of downtown vitality.

CLEVE RICKSECKER, DIRECTOR
CAPITAL CROSSROADS SPECIAL IMPROVEMENT DISTRICT
COLUMBUS, OHIO

Executing a pedestrian study has allowed our organization to more thoroughly **understand the importance of foot traffic patterns** in our district. We plan to use the results to plan streetscape improvements, lease commercial property and secure special event sponsorships. Peter Bruce and Pedestrian Studies have provided us with a **solid baseline to begin to make strategic decisions based upon data versus anecdotal information.**

GERARD COTE, DIRECTOR OF COMMUNICATIONS
DOWNTOWN BOULDER BID COLORADO