



## **TECHNICAL MEMORANDUM**

**TO:** Greater Jamaica Development Corporation

**FROM:** Philip Habib & Associates

**DATE:** November 5, 2008

**PROJECT:** Downtown Jamaica Pedestrian Counts (PHA No. 0888)

**RE:** Summary of Pedestrian Count Data

This memorandum summarizes the data collected during a pedestrian count program conducted by Philip Habib & Associates at three intersections along Jamaica Avenue in Downtown Jamaica, Queens on behalf of the Greater Jamaica Development Corporation.

### **COUNT LOCATIONS**

Pedestrian counts were conducted at three intersections along Jamaica Avenue in Downtown Jamaica in the Borough of Queens. These locations, shown in Figure 1, include:

1. Jamaica Avenue at Sutphin Boulevard
2. Jamaica Avenue at Parsons Boulevard
3. Jamaica Avenue at 165<sup>th</sup> Street

The counts were conducted on Friday, October 24, 2008 and Saturday, November 1, 2008 from 10 AM to 7 PM.

### **METHODOLOGY**

At each of the three count locations, pedestrians entering the intersection from each of the eight adjoining sidewalks were counted in 15-minute increments continuously from 10 AM to 7 PM on the two survey days. (Figure A-1 in the appendix illustrates the pedestrian movements counted.) The weather on both days was cloudy and cool, with no precipitation. No unusual events were observed occurring at any location during the counts.



## SUMMARY OF RESULTS

Table 1 presents a summary of the data collected during the pedestrian count program. The table shows the total numbers of pedestrians per hour entering each intersection on Friday and on Saturday. These data are also presented graphically in Figures 2 and 3. (Tables showing the count volumes by movement in 15-minute increments are provided in the appendix.) The data in Table 1 and Figures 2 and 3 indicate that:

- The total number of pedestrians counted at the three survey locations along the Jamaica Avenue corridor was higher on Friday than on Saturday. A total of 84,945 persons were counted on Friday compared to 80,937 on Saturday.
- The highest pedestrian volumes on Friday were counted at the intersection of Jamaica Avenue and Parsons Boulevard (35,624) followed by 165<sup>th</sup> Street (33,916) and Sutphin Boulevard (15,405).
- The highest pedestrian volumes on Saturday were counted at the intersection of Jamaica Avenue and 165<sup>th</sup> Street (38,695) followed by Parsons Boulevard (28,307) and Sutphin Boulevard (13,935).
- On Friday, there appears to be two distinct peaks in pedestrian demand along the Jamaica Avenue corridor – a midday peak from 12 Noon to 2 PM when a total of up to 10,778 pedestrians per hour were counted at the three locations combined, and a second early evening peak from 4 PM to 5 PM when a combined total of 10,288 pedestrians per hour were counted. These peaks generally coincide with the typical weekday lunchtime peak period and the evening commuter peak period, respectively.
- During the Saturday counts, pedestrian volumes peaked between 2 PM and 3 PM when a combined total of 10,955 persons were counted at the three locations. This is consistent with a typical weekend mid-afternoon retail (shopping) peak.

**TABLE 1  
HOURLY PEDESTRIAN VOLUMES AT SURVEYED INTERSECTIONS**

**Jamaica Ave & Sutphin Blvd**

<u>Hour Ending</u>	<u>Friday</u>	<u>Saturday</u>
11:00 AM	1,518	1,171
12:00 PM	1,848	1,434
1:00 PM	1,843	1,785
2:00 PM	1,927	1,876
3:00 PM	1,669	1,899
4:00 PM	1,949	1,677
5:00 PM	1,702	1,407
6:00 PM	1,534	1,463
7:00 PM	1,415	1,223
8-Hours	15,405	13,935

**Jamaica Ave & Parsons Blvd**

<u>Hour Ending</u>	<u>Friday</u>	<u>Saturday</u>
11:00 AM	2,654	2,141
12:00 PM	4,524	2,772
1:00 PM	4,864	3,159
2:00 PM	4,494	3,047
3:00 PM	3,348	3,753
4:00 PM	3,548	3,099
5:00 PM	4,205	3,777
6:00 PM	4,154	3,767
7:00 PM	3,833	2,792
8-Hours	35,624	28,307

**Jamaica Ave & 165th Street**

<u>Hour Ending</u>	<u>Friday</u>	<u>Saturday</u>
11:00 AM	2,538	2,335
12:00 PM	3,713	3,081
1:00 PM	4,071	4,071
2:00 PM	4,335	4,563
3:00 PM	4,017	5,303
4:00 PM	3,841	5,550
5:00 PM	4,381	5,155
6:00 PM	3,810	5,188
7:00 PM	3,210	3,449
8-Hours	33,916	38,695

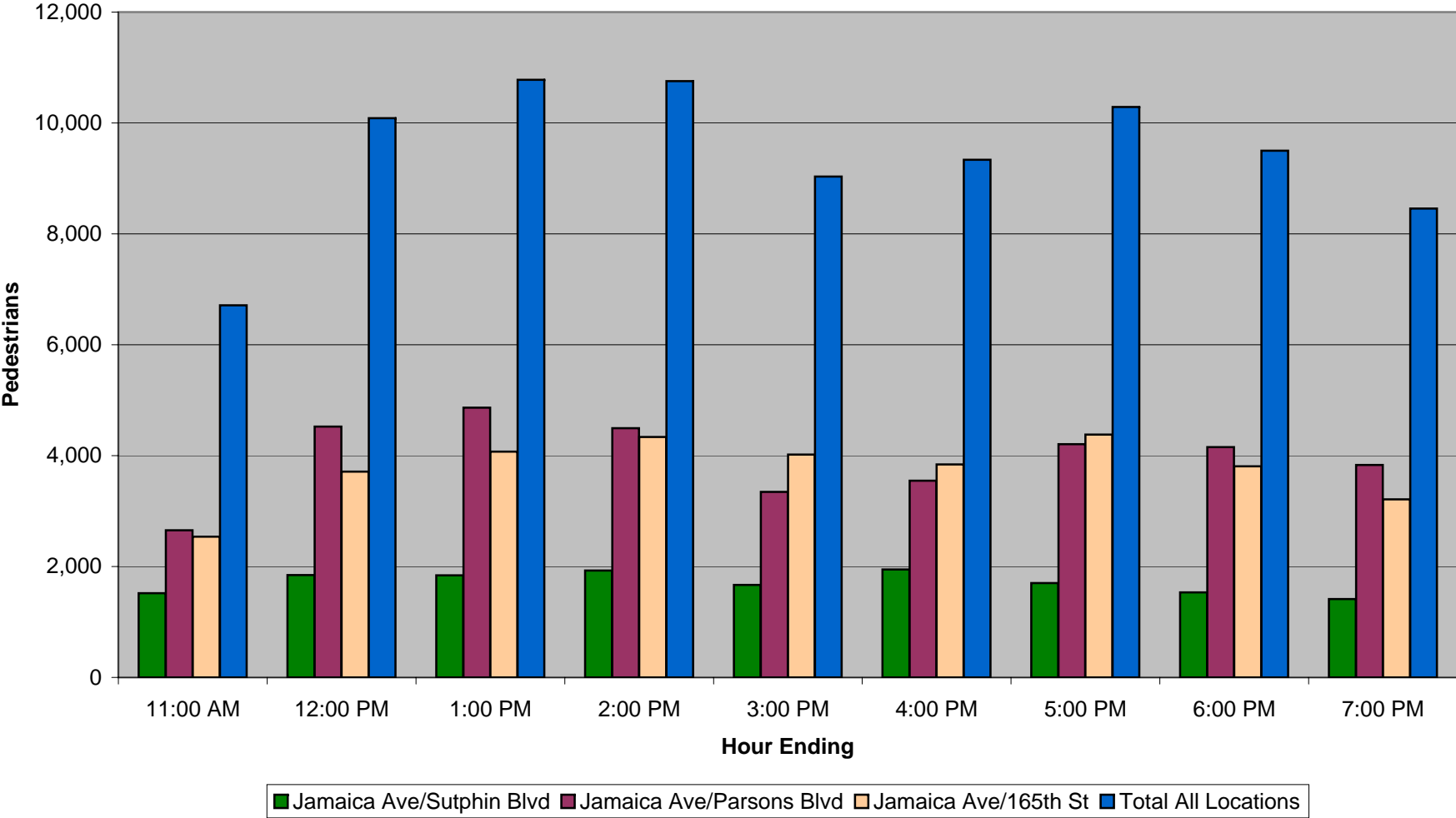
**Total for All Locations**

<u>Hour Ending</u>	<u>Friday</u>	<u>Saturday</u>
11:00 AM	6,710	5,647
12:00 PM	10,085	7,287
1:00 PM	10,778	9,015
2:00 PM	10,756	9,486
3:00 PM	9,034	10,955
4:00 PM	9,338	10,326
5:00 PM	10,288	10,339
6:00 PM	9,498	10,418
7:00 PM	8,458	7,464
8-Hours	84,945	80,937

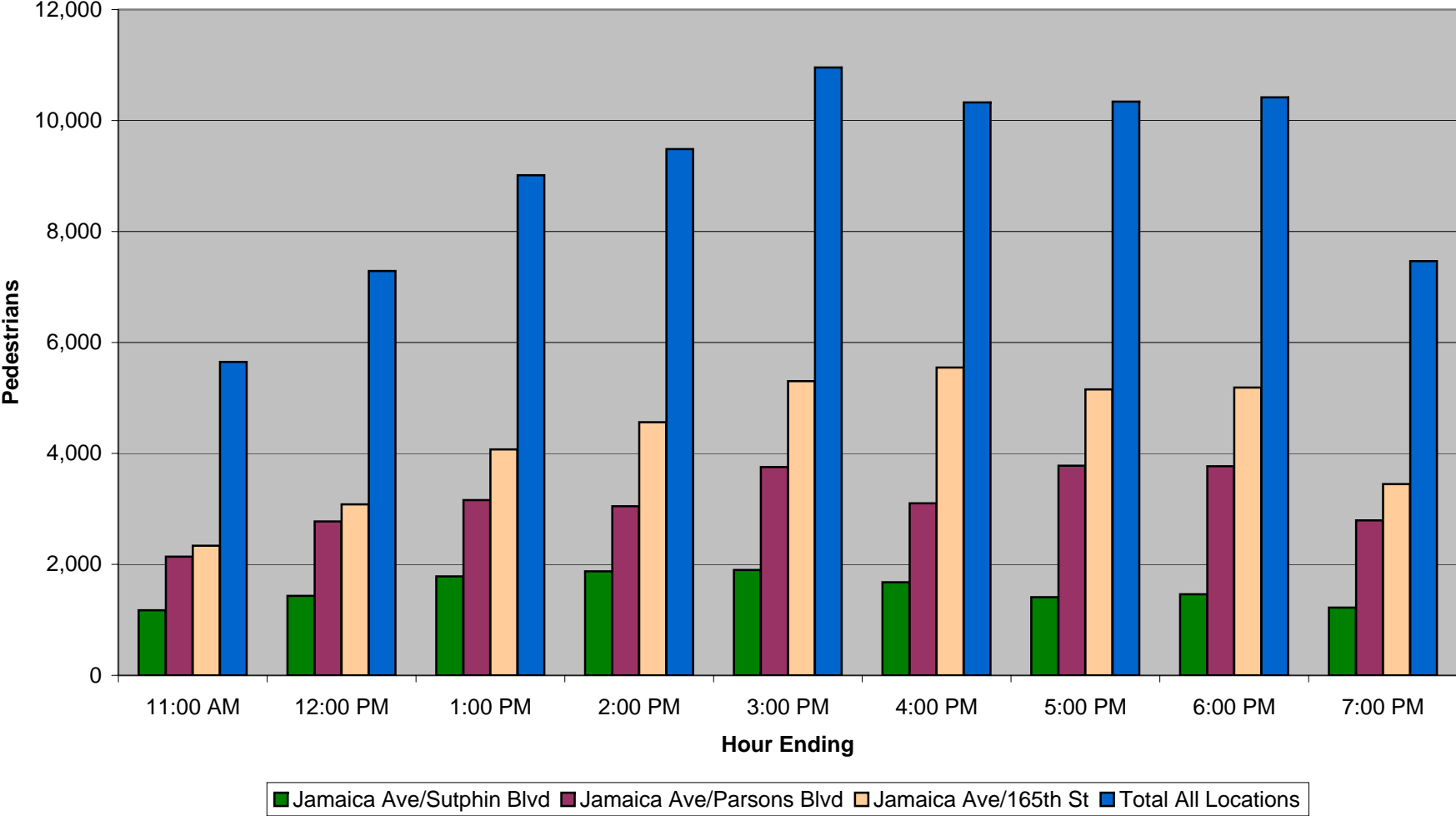
Notes:

Source: PHA field counts Friday, October 24, 2008 and Saturday, November 1, 2008.

**Figure 2**  
**Hourly Pedestrian Volumes**  
**on Friday 10/24/08**

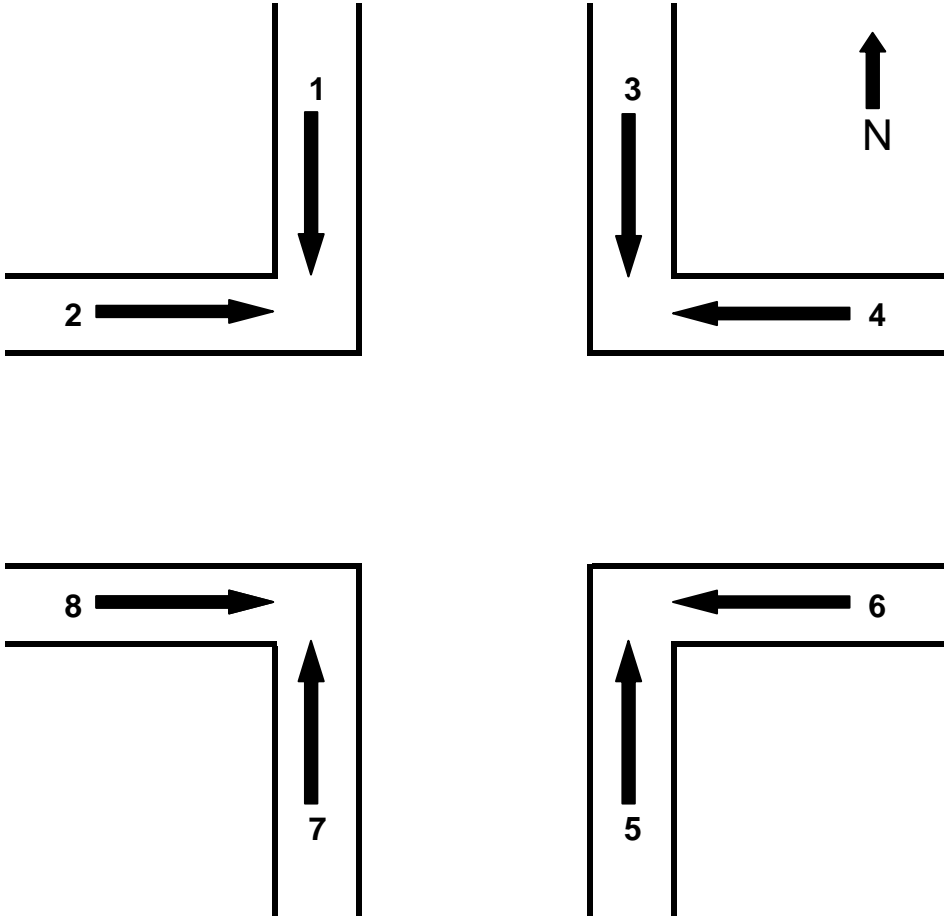


**Figure 3**  
**Hourly Pedestrian Volumes**  
**on Saturday 11/1/08**



# APPENDIX

**Figure A-1**  
**Pedestrian Movements Counted at Each Intersection**



**TABLE A-1**  
**15-MINUTE PEDESTRIAN VOLUMES BY MOVEMENT**  
**JAMAICA AVENUE & SUTPHIN BOULEVARD**  
**Friday October 24, 2008**

	Movement								15-minute Total	Hourly Total
	1	2	3	4	5	6	7	8		
10:15	76	36	34	43	62	43	75	20	389	
10:30	69	60	28	38	57	38	39	17	346	
10:45	101	54	30	46	85	22	54	21	413	
11:00	77	40	20	38	64	30	70	31	370	<b>1,518</b>
11:15	97	43	26	39	70	35	92	29	431	
11:30	114	64	44	44	50	26	82	67	491	
11:45	124	50	48	46	41	35	101	45	490	
12:00	76	41	51	63	65	40	63	37	436	<b>1,848</b>
12:15	112	62	37	45	40	24	85	49	454	
12:30	82	56	45	51	50	30	110	62	486	
12:45	78	61	29	36	68	38	81	50	441	
1:00	67	44	34	57	85	58	73	44	462	<b>1,843</b>
1:15	117	32	54	85	71	52	78	71	560	
1:30	83	26	36	78	62	50	67	52	454	
1:45	96	32	38	50	60	40	82	50	448	
2:00	102	37	38	46	66	44	85	47	465	<b>1,927</b>
2:15	91	55	29	45	70	46	82	42	460	
2:30	55	17	31	50	51	33	66	38	341	
2:45	71	34	28	55	74	31	80	35	408	
3:00	87	48	24	51	70	46	88	46	460	<b>1,669</b>
3:15	67	21	52	63	66	55	77	51	452	
3:30	69	28	43	57	108	49	121	87	562	
3:45	89	53	41	48	81	63	97	46	518	
4:00	67	31	26	41	65	48	85	54	417	<b>1,949</b>
4:15	108	27	36	60	45	35	70	50	431	
4:30	107	67	24	50	58	47	65	43	461	
4:45	87	29	17	41	82	40	69	57	422	
5:00	93	18	13	45	65	23	80	51	388	<b>1,702</b>
5:15	95	39	22	48	67	42	108	34	455	
5:30	58	21	6	41	55	35	100	63	379	
5:45	54	20	11	37	52	20	73	41	308	
6:00	78	18	13	32	72	31	84	64	392	<b>1,534</b>
6:15	56	27	11	34	63	33	103	52	379	
6:30	34	19	6	29	72	34	79	51	324	
6:45	35	16	3	20	104	40	63	43	324	
7:00	79	20	1	30	86	50	74	48	388	<b>1,415</b>
8-hours:	2,951	1,346	1,029	1,682	2,402	1,406	2,901	1,688	15,405	<b>15,405</b>

**TABLE A-2**  
**15-MINUTE PEDESTRIAN VOLUMES BY MOVEMENT**  
**JAMAICA AVENUE & PARSONS BOULEVARD**  
**Friday October 24, 2008**

	Movement								15-minute	Hourly
	1	2	3	4	5	6	7	8	Total	Total
10:15	65	26	23	39	204	73	22	39	491	
10:30	55	57	34	67	187	114	12	38	564	
10:45	96	80	42	93	312	121	22	38	804	
11:00	78	84	153	125	198	96	17	44	795	<b>2,654</b>
11:15	85	87	197	176	202	130	14	51	942	
11:30	91	42	119	140	306	261	18	47	1,024	
11:45	142	106	133	162	339	286	19	65	1,252	
12:00	173	122	121	182	351	256	14	87	1,306	<b>4,524</b>
12:15	174	159	113	168	418	347	24	79	1,482	
12:30	135	109	97	181	281	193	31	88	1,115	
12:45	121	132	105	169	285	255	23	95	1,185	
1:00	130	130	123	171	237	191	14	86	1,082	<b>4,864</b>
1:15	77	136	144	152	356	254	20	128	1,267	
1:30	166	145	111	150	284	141	14	93	1,104	
1:45	106	107	92	132	379	239	15	89	1,159	
2:00	98	111	84	115	263	242	4	47	964	<b>4,494</b>
2:15	101	97	55	98	209	176	9	51	796	
2:30	91	95	49	101	196	161	11	65	769	
2:45	143	105	42	88	246	161	13	41	839	
3:00	112	136	46	97	272	216	12	53	944	<b>3,348</b>
3:15	74	135	39	79	280	207	11	43	868	
3:30	161	148	41	92	262	191	12	40	947	
3:45	155	145	39	76	226	178	13	35	867	
4:00	138	123	38	83	241	182	10	51	866	<b>3,548</b>
4:15	146	149	49	94	344	185	14	60	1,041	
4:30	115	123	60	91	287	230	15	55	976	
4:45	115	93	73	123	361	213	17	48	1,043	
5:00	121	101	69	99	396	302	18	39	1,145	<b>4,205</b>
5:15	93	92	45	115	361	248	15	41	1,010	
5:30	90	103	61	128	336	262	16	52	1,048	
5:45	84	72	72	130	348	281	25	69	1,081	
6:00	76	94	53	94	381	242	21	54	1,015	<b>4,154</b>
6:15	100	111	41	67	362	270	17	43	1,011	
6:30	120	120	51	94	327	221	7	32	972	
6:45	95	99	49	74	412	258	14	34	1,035	
7:00	98	79	34	63	264	236	10	31	815	<b>3,833</b>
8-hours:	4,020	3,853	2,697	4,108	10,713	7,619	563	2,051	35,624	<b>35,624</b>

**TABLE A-3**  
**15-MINUTE PEDESTRIAN VOLUMES BY MOVEMENT**  
**JAMAICA AVENUE & 165TH STREET**  
**Friday October 24, 2008**

	Movement								15-minute Total	Hourly Total
	1	2	3	4	5	6	7	8		
10:15	85	109	41	94	51	55	35	64	534	
10:30	97	88	55	101	48	61	43	96	589	
10:45	111	152	21	110	57	88	46	104	689	
11:00	98	163	47	100	68	71	52	127	726	<b>2,538</b>
11:15	102	236	57	147	56	98	47	112	855	
11:30	165	215	42	135	67	91	33	114	862	
11:45	166	239	51	214	49	107	40	142	1,008	
12:00	175	222	64	201	63	95	23	145	988	<b>3,713</b>
12:15	160	209	55	223	41	101	41	202	1,032	
12:30	122	224	61	176	71	143	32	149	978	
12:45	146	223	69	184	62	104	39	234	1,061	
1:00	123	231	72	217	91	116	19	131	1,000	<b>4,071</b>
1:15	155	269	77	233	73	103	38	169	1,117	
1:30	99	203	54	227	69	111	47	203	1,013	
1:45	119	216	68	214	58	119	49	197	1,040	
2:00	156	266	74	196	61	137	51	224	1,165	<b>4,335</b>
2:15	134	254	56	231	59	126	43	199	1,102	
2:30	86	238	69	218	52	131	40	187	1,021	
2:45	158	213	45	188	47	139	33	157	980	
3:00	137	244	56	148	56	109	27	137	914	<b>4,017</b>
3:15	144	245	50	176	52	101	48	175	991	
3:30	139	148	35	151	57	99	67	229	925	
3:45	112	219	49	206	77	91	47	232	1,033	
4:00	110	208	62	195	59	81	32	145	892	<b>3,841</b>
4:15	171	238	53	204	72	113	64	186	1,101	
4:30	146	235	72	225	63	127	51	205	1,124	
4:45	123	205	63	207	108	98	65	200	1,069	
5:00	131	224	57	224	78	108	33	232	1,087	<b>4,381</b>
5:15	106	217	71	186	36	87	61	204	968	
5:30	81	223	79	182	61	89	47	162	924	
5:45	171	242	74	206	74	105	38	151	1,061	
6:00	92	174	63	185	56	111	21	155	857	<b>3,810</b>
6:15	130	192	34	170	48	113	29	118	834	
6:30	125	147	47	159	61	92	25	155	811	
6:45	116	151	56	141	36	64	22	128	714	
7:00	104	191	112	167	45	97	18	117	851	<b>3,210</b>
8-hours:	4,595	7,473	2,111	6,541	2,182	3,681	1,446	5,887	33,916	<b>33,916</b>

**TABLE A-4**  
**15-MINUTE PEDESTRIAN VOLUMES BY MOVEMENT**  
**JAMAICA AVENUE & SUTPHIN BOULEVARD**  
**Saturday November 1, 2008**

	Movement								15-minute Total	Hourly Total
	1	2	3	4	5	6	7	8		
10:15	31	34	18	49	29	23	33	34	251	
10:30	42	45	21	53	45	33	34	32	305	
10:45	66	55	23	33	54	31	51	29	342	
11:00	44	44	20	46	46	24	23	26	273	<b>1,171</b>
11:15	50	19	25	63	40	36	42	36	311	
11:30	59	47	9	39	50	27	39	41	311	
11:45	62	42	38	47	83	61	36	29	398	
12:00	41	42	24	41	112	67	42	45	414	<b>1,434</b>
12:15	29	28	29	42	75	41	46	42	332	
12:30	89	46	26	39	93	64	43	73	473	
12:45	66	53	27	66	102	58	38	63	473	
1:00	69	36	38	65	105	82	69	43	507	<b>1,785</b>
1:15	38	53	30	48	115	68	66	47	465	
1:30	72	78	33	63	103	77	36	40	502	
1:45	55	36	16	69	107	66	82	29	460	
2:00	42	32	28	49	96	71	60	71	449	<b>1,876</b>
2:15	81	36	26	54	84	58	67	45	451	
2:30	96	52	20	61	91	54	68	66	508	
2:45	51	41	41	74	69	46	60	38	420	
3:00	87	62	45	54	91	68	58	55	520	<b>1,899</b>
3:15	41	48	36	75	76	60	61	37	434	
3:30	67	41	34	69	58	43	59	42	413	
3:45	89	56	47	68	60	42	60	25	447	
4:00	49	48	25	57	64	33	62	45	383	<b>1,677</b>
4:15	46	20	28	92	67	51	40	40	384	
4:30	56	32	24	52	48	60	53	26	351	
4:45	25	31	14	59	54	47	36	15	281	
5:00	54	29	31	91	68	51	41	26	391	<b>1,407</b>
5:15	45	54	36	80	49	40	60	38	402	
5:30	55	54	33	81	43	36	62	38	402	
5:45	23	31	46	70	51	38	48	35	342	
6:00	36	32	33	65	45	32	50	24	317	<b>1,463</b>
6:15	47	19	23	87	60	40	50	34	360	
6:30	50	30	28	77	44	35	55	54	373	
6:45	26	22	16	63	47	30	41	37	282	
7:00	24	19	16	25	41	28	25	30	208	<b>1,223</b>
8-hours:	1,903	1,447	1,007	2,166	2,465	1,721	1,796	1,430	13,935	<b>13,935</b>

**TABLE A-5**  
**15-MINUTE PEDESTRIAN VOLUMES BY MOVEMENT**  
**JAMAICA AVENUE & PARSONS BOULEVARD**  
**Saturday November 1, 2008**

	Movement								15-minute Total	Hourly Total
	1	2	3	4	5	6	7	8		
10:15	36	91	31	99	141	56	15	81	550	
10:30	53	64	48	90	132	102	29	42	560	
10:45	45	91	35	103	144	73	6	53	550	
11:00	27	72	46	110	107	76	5	38	481	<b>2,141</b>
11:15	24	87	45	126	110	102	12	56	562	
11:30	59	78	43	120	172	98	16	42	628	
11:45	29	121	64	142	217	149	14	75	811	
12:00	45	127	81	154	154	132	9	69	771	<b>2,772</b>
12:15	56	115	61	170	138	110	15	63	728	
12:30	65	97	59	179	192	126	13	55	786	
12:45	36	108	54	200	125	103	62	50	738	
1:00	89	145	78	169	145	176	15	90	907	<b>3,159</b>
1:15	52	113	55	173	118	164	14	61	750	
1:30	25	58	37	148	161	177	15	56	677	
1:45	52	103	49	186	154	158	17	58	777	
2:00	37	104	57	193	195	199	3	55	843	<b>3,047</b>
2:15	44	121	82	191	278	192	10	67	985	
2:30	47	118	70	174	244	201	14	73	941	
2:45	64	144	55	209	235	188	9	48	952	
3:00	48	149	60	186	205	165	9	53	875	<b>3,753</b>
3:15	29	69	53	217	168	151	11	29	727	
3:30	34	98	48	197	157	122	8	49	713	
3:45	80	125	51	203	149	128	13	49	798	
4:00	25	140	52	191	191	209	22	31	861	<b>3,099</b>
4:15	65	94	46	198	216	195	25	45	884	
4:30	44	103	43	196	274	221	19	53	953	
4:45	90	123	41	208	230	192	22	40	946	
5:00	65	93	36	213	269	254	12	52	994	<b>3,777</b>
5:15	38	124	27	152	276	282	12	28	939	
5:30	35	90	47	199	314	276	11	26	998	
5:45	43	84	45	227	264	303	4	20	990	
6:00	38	125	63	179	182	204	11	38	840	<b>3,767</b>
6:15	53	82	31	154	156	257	5	26	764	
6:30	51	56	28	177	178	149	14	17	670	
6:45	33	65	42	149	201	191	13	34	728	
7:00	57	31	31	138	182	164	10	17	630	<b>2,792</b>
8-hours:	1,713	3,608	1,794	6,120	6,774	6,045	514	1,739	28,307	<b>28,307</b>

**TABLE A-6**  
**15-MINUTE PEDESTRIAN VOLUMES BY MOVEMENT**  
**JAMAICA AVENUE & 165TH STREET**  
**Saturday November 1, 2008**

	Movement								15-minute Total	Hourly Total
	1	2	3	4	5	6	7	8		
10:15	142	172	36	46	54	33	60	59	602	
10:30	55	93	46	77	40	43	47	66	467	
10:45	46	119	48	107	49	86	68	132	655	
11:00	46	91	39	129	55	78	54	119	611	<b>2,335</b>
11:15	73	142	45	96	78	101	92	104	731	
11:30	85	121	49	102	45	66	84	104	656	
11:45	71	74	46	129	64	104	57	128	673	
12:00	104	196	67	159	77	125	106	187	1,021	<b>3,081</b>
12:15	79	154	91	172	53	105	90	181	925	
12:30	68	208	103	195	72	122	69	199	1,036	
12:45	78	176	80	193	81	140	93	197	1,038	
1:00	118	204	77	108	112	146	108	199	1,072	<b>4,071</b>
1:15	121	243	78	162	96	134	61	191	1,086	
1:30	128	223	80	198	119	126	92	196	1,162	
1:45	115	212	77	148	92	138	83	203	1,068	
2:00	177	263	111	208	88	145	76	179	1,247	<b>4,563</b>
2:15	154	271	119	231	76	161	119	171	1,302	
2:30	229	283	89	192	84	139	94	255	1,365	
2:45	170	287	92	201	74	131	100	252	1,307	
3:00	195	239	101	198	70	158	113	255	1,329	<b>5,303</b>
3:15	198	226	109	200	101	186	118	272	1,410	
3:30	180	286	123	224	117	225	75	259	1,489	
3:45	141	224	103	192	92	176	73	231	1,232	
4:00	175	259	127	258	96	154	94	256	1,419	<b>5,550</b>
4:15	136	255	125	170	89	187	96	273	1,331	
4:30	128	241	119	200	83	168	98	254	1,291	
4:45	128	196	95	229	68	176	120	228	1,240	
5:00	114	201	130	221	96	184	87	260	1,293	<b>5,155</b>
5:15	131	199	130	210	154	164	97	274	1,359	
5:30	117	206	144	292	91	159	81	263	1,353	
5:45	167	208	139	264	76	155	63	217	1,289	
6:00	161	282	117	169	77	124	71	186	1,187	<b>5,188</b>
6:15	120	195	87	149	95	115	53	151	965	
6:30	134	198	89	153	66	75	81	143	939	
6:45	116	184	88	102	23	84	80	152	829	
7:00	123	181	82	96	21	53	47	113	716	<b>3,449</b>
8-hours:	4,523	7,312	3,281	6,180	2,824	4,666	3,000	6,909	38,695	<b>38,695</b>