

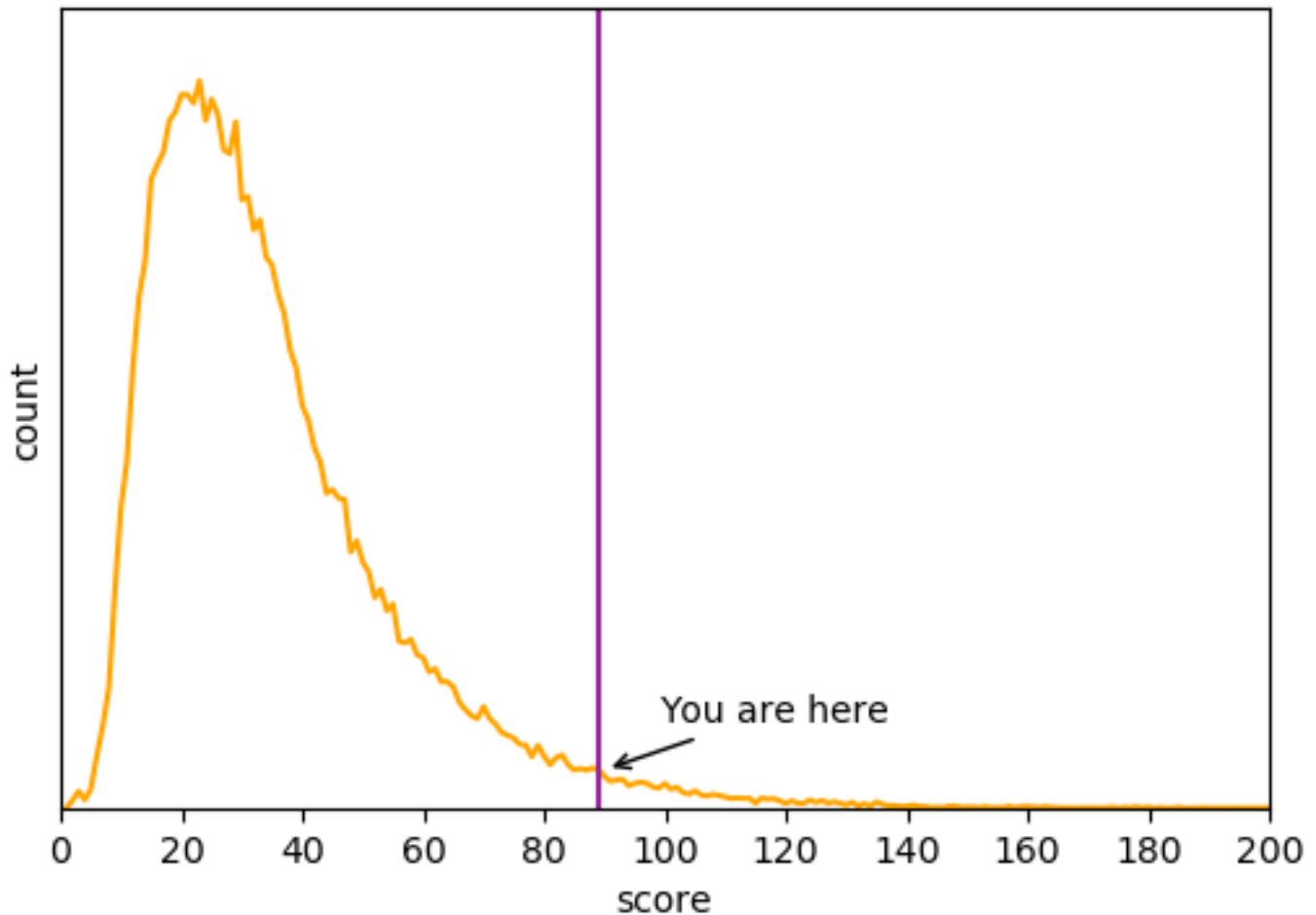


SEPTEMBER 2017 REPORT

Daily Average Pedestrian Scores



Pedestrian scores are based on street-level observations from CARMERA's city-wide, vehicular sensor network. Scores are derived using statistical normalization and adjustment factors to reflect empirically measured foot traffic patterns under a uniform methodology, allowing for historical trend analysis and site-by-site comparison across the city.



CARMERA Pedestrian Scores are generated from videos of New York City streets, which are taken from delivery vans throughout the day, every day the week. CARMERA uses factors like the number of pedestrians identified in the video, the amount of time spent on a specific block, and the time of day the block was observed in a proprietary algorithm to generate a score that can be compared all across the city. These scores have been verified against available ground truth information such as the data provided by the Times Square Alliance and hand counts provided by beta customers.

Above is a histogram of CARMERA Pedestrian Scores from over all of New York City for the past year. Most scores fall between 10 and 100, with the median score being 30. There are a handful of blocks in the city with scores above 150 (places like Times Square or 34th Street next to the Empire State Building).

5th Ave, from W 56th to W 57th has a score of 89 in September. This puts it in the 97 percentile for New York, and an average score of 89 over the past year.