

**MEDIA RELEASE**  
**For Immediate Release**

**New Pedestrian Count Information in the Downtown Core**

**October 22, 2014, Halifax, NS** – Since January 2014, Downtown Halifax Business Commission (DHBC), Spring Garden Area Business Association, and Waterfront Development have been collecting pedestrian count information at 10 locations, through 10 Eco-Counter electronic pedestrian devices. Today, the three organizations have launched the public website to coincide with BDC Small Business Week, October 19-25, 2014. The public website can be accessed at [www.downtownhalifax.ca](http://www.downtownhalifax.ca), [www.springgardenarea.com](http://www.springgardenarea.com), [www.my-waterfront.ca](http://www.my-waterfront.ca).

"The information on foot traffic is invaluable," said Paul MacKinnon, Executive Director of DHBC. "We frequently get inquiries from potential new businesses – especially from small, independent businesses – wanting to locate downtown and this is kind of data they are looking for. Now that we have several months of data collected, it makes sense to release it to the public to coincide with Small Business Week."

The Eco-Counter pedestrian counters are placed in areas to capture more accurate foot traffic data 24 hours per day including during events, festivals, and specific seasons such as tourist and holidays. The counters work with sensors, not images, and are approximate counts.

"As development increases in the Downtown core, many organizations, including ours, will be interested to how this will affect pedestrian traffic patterns," said Sandra Conrad, Spring Garden Area Business Association Marketing & Operations Manager. "Up until now, we really didn't have accurate numbers available. Now with these 10 pedestrian counters, everyone can see how vibrant our streets are and how much more alive they will be in the coming years."

The counters provide general information such as daily, weekly, and monthly counts as well as averages. This information is especially useful for those that are considering locating a new business in the downtown core or for existing businesses to predict seasonal foot traffic or foot traffic during major events.

"We know hundreds of thousands of people live, work, play and visit in and around our city and the waterfront every year," said Colin MacLean, President and CEO, Waterfront Development. "This is a living snapshot of activity and a great tool to help us, and our partners, in our planning around events, projects and experiences."

If more detailed data or comparisons are required over and above what the public website shows, contact the following and the information can be provided:

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