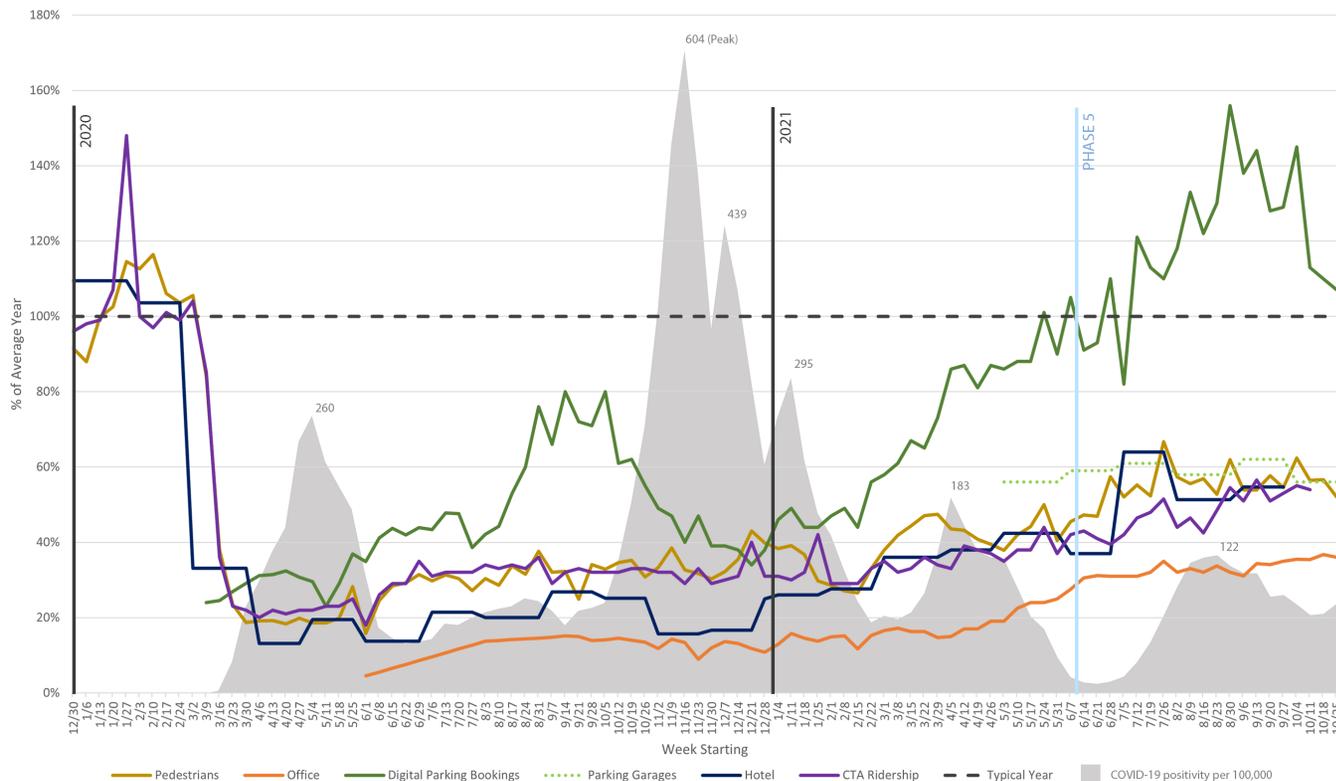


# OCTOBER BY THE NUMBERS

To help you better understand the recovery status of the Loop neighborhood, Chicago Loop Alliance (CLA) has compiled data from multiple sources.

In October, pedestrian impressions on State Street reached their second-highest level yet—at 62.4% of 2019 numbers. This is likely due to major downtown events like the Chicago Marathon, Columbus Day Parade, and Arts in the Dark Halloween Parade; during Arts in the Dark, pedestrian counts were 9% higher than the same timeframe in 2019. Chicagoland’s office human occupancy reached 37%, its highest rate since the pandemic began. Chicago is exceeding occupancy levels in New York and San Francisco, and is on par with the Los Angeles and Washington, D.C., metros. This is likely due to students returning to the classroom and growing confidence in the safety of in-person work. Citywide, the number of COVID-19 cases per 100,000 people declined from recent peaks in August but began to tick up at the end of the month. With vaccine approval for children 5 and older, we may see COVID-19 rates decline and office human occupancy rates continue to increase.

Digital parking bookings have been over 100% for an entire quarter. In October, bookings posted their second-highest weekly rate, but trended downward in later weeks, possibly due to some inclement weather. Downtown parking garages also saw a slight decline compared to September and were at 56% of 2019 this month. CTA ridership stayed steady at 54% of 2019. Hotel occupancy in September rose to 55%, the second-highest rate since March 2020. This hotel data is always provided one month behind.



# YEAR OVER YEAR

**Pedestrian Data:** Chicago Loop Alliance's pedestrian counters track pedestrian activity on State Street. Eighteen counters are located on the east and west sides of State Street from Wacker to Ida B. Wells and count each time a person enters onto State Street. These pedestrians could be employees, visitors, shoppers, residents, students, etc.

**Office Human Occupancy:** Occupancy data is for all of Chicagoland and comes from Kastle Systems International. It is calculated as the percentage of people physically in office buildings compared to the same week in 2019.

**Digital Parking Bookings:** Digital Parking Bookings identifies on-demand reservation services and is calculated as the percentage of parking spots occupied in the Loop compared to the same week in 2019. The data is aggregated based on all Loop parking spots from two anonymous Loop-wide parking operators.

**Parking Garages:** Parking Garages are the aggregation of self-reported occupancy rates from at least two anonymous Loop-wide parking operators. The figure averages the most recently available occupancy rates for the last week of every month, as compared to occupancy rates at the same time in 2019.

**Hotel:** Numbers are based on hotel room occupancy of 15 Loop hotels, provided by STR, Inc.

**CTA Ridership:** Ridership is calculated as the percentage of rides on both trains and buses each week compared to the same week in 2019. Source: Chicago Transit Authority and/or Regional Transit Authority.