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Chicago Loop Alliance announces new pedestrian and vehicular counting system for SSA #1 at 2015 Annual Meeting

**Real-time data will provide first update to State Street numbers
since City of Chicago's manual calculation in 2007**

**CLA to expand innovative Loop Placemaking Initiative to drive
growth and economic development downtown**

CHICAGO (March 20, 2015)—**Chicago Loop Alliance** (CLA), the sole service provider for Special Service Area (SSA) #1, announced today at its **2015 Annual Meeting** plans to install new pedestrian and vehicular counters along State Street from Wacker Drive to Congress Parkway in June 2015. Working under a three-year contract with UK-based Springboard, CLA will use the automated system to provide the first update to State Street numbers since the City of Chicago's manual calculation in 2007.

Springboard's critical real-time information on pedestrian and vehicular activity will highlight the value of State Street investments to retail brokers, building owners and store managers. Under CLA's management, the State Street district will be the first in Illinois to use this advanced counting technology, joining other robust business districts like Times Square in New York.

In his keynote presentation, incoming CLA Board Chairman **David Broz** also revealed CLA plans to grow its **Loop Placemaking Initiative**—an expansive series of innovative public space activations that continue the organization's commitment to create, manage and promote high-performing urban experiences in downtown Chicago. Programming for 2015 will include the reopening of **The Gateway to the Loop**, ongoing programming in **Pritzker Park** and the return of **ACTIVATE**, CLA's popular monthly urban celebrations in alleys. This year, attendees will be encouraged to "Linger Longer" by taking part in special offers from Loop businesses before and after each **ACTIVATE** event.

"By focusing on street-level areas where visitors, workers, residents and investors experience Chicago, we support the city's efforts to attract 55 million visitors per year, as well as encouraging investment to the downtown area," said CLA President and CEO **Michael Edwards**. "Our new pedestrian and vehicular counting system along State Street will provide further data to support the impact we're making through the SSA and provide timely and accurate data critical to attract new commercial development."

In cooperation with State Street property owners, CLA will install up to 18 Springboard counters to capture north/south and east/west traffic along the street. The system will provide real-time data on an hourly, daily and weekly basis, and properties hosting a counter will receive proprietary information on the pedestrian and vehicular counts for State Street and their individual buildings. Three additional counters will be installed in strategic Loop locations for the purpose of comparison, to be determined at a later date. CLA will also analyze the flows of pedestrian and vehicular traffic to focus its Clean Team's beautification services in the district, improve the deployment of its Street Team Ambassadors, and study the impact of downtown events such as the annual Thanksgiving Parade.

Last year CLA's **Clean Team** collected nearly 25 tons of litter and shoveled over 80 inches of snow from State Street's sidewalks; CLA's **Street Team Ambassadors** interacted more than 4,600 times with the homeless and 7,700 times with panhandlers, and provided assistance to nearly 16,500 visitors along State Street; and CLA's **ACTIVATE** series generated nearly \$400,000 in economic impact to Loop businesses. [A full copy of CLA's 2014 Annual Report is available online here.](#)

Chicago Loop Alliance (CLA), the sole service provider for Special Service Area (SSA) #1, creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop. For more information, please visit www.LoopChicago.com.

The **Chicago Loop Alliance Foundation** develops and promotes artistic, cultural, and public events within the service area of the Chicago Loop Alliance. These initiatives enhance the character of the Loop, contribute to its competitive position as a mixed-use destination, and promote economic development and tourism in the area.

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