



*Final Report on the Broadway Corridor  
for Oakland Business Development Corporation*  
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- 5 Zones of the Corridor**
- The map illustrates the five zones of the corridor in Oakland, CA, each highlighted in a different color. The zones are:
- Auto Row** (Blue): Located in the northern part of the corridor, bounded by Broadway to the west, MacArthur Blvd to the east, and 40th St to the south.
  - Uptown** (Light Blue): Located south of Auto Row, bounded by Broadway to the west, MacArthur Blvd to the east, and 27th St to the south.
  - Downtown** (Dark Blue): Located south of Uptown, bounded by Broadway to the west, MacArthur Blvd to the east, and 7th St to the south.
  - Jack London Square** (Light Green): Located in the southern part of the corridor, bounded by Broadway to the west, MacArthur Blvd to the east, and 7th St to the south.
  - Temescal** (Light Yellow): Located in the eastern part of the corridor, bounded by Broadway to the west, MacArthur Blvd to the east, and 40th St to the south.
- The map also shows major highways (I-580, I-880, I-680), local streets (Broadway, Market St, Grand Ave, etc.), and landmarks (Lake Merritt, Oakland Airport, etc.).



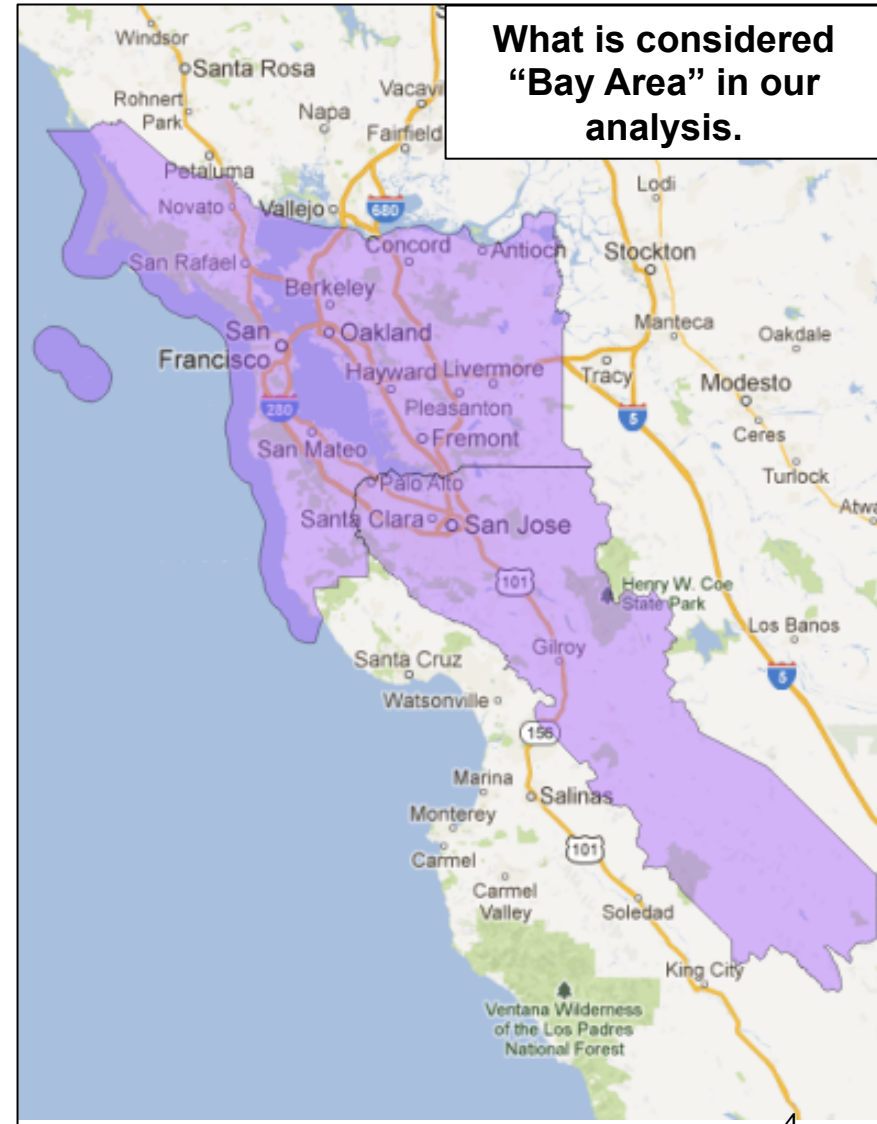
# Top Findings

- The people who live and work within the corridor do not dominate usage.
  - Only ~7% of activities in the Corridor are performed by people who live in the Corridor.
  - Workers represent a higher percentage of users than residents.
  - Over the month, 50% of individual users lived at least 20km away from the corridor, and 25% lived outside the Bay Area.
  - Thus, the corridor is a cross roads for the Bay Area and beyond.
- Travel to the corridor is dominated by very short (<2.5mi) and very long (>15mi) trips. Each contribute about 25% of trips to the Corridor.
  - Thus, we can identify distinct behavioral cohorts, which implies that different combinations of retail/services may appeal to different distance-from-home cohorts.
- First Friday/Art Murmur in November coincided with a ~35% increase in users in the corridor in the evening compared to average Friday evenings.
- **INCOME**
  - The zones do not differ widely from each other demographically (with the exception of Temescal) probably because many users travel through and use the entire corridor. Uptown and Downtown do have a significantly higher percentage of people who work in the Corridor.



# Glossary

- **“Corridor”** = the area shown in purple on the previous slide.
- **“Zone”** = one of the five sub-areas shown on the previous slide.
- **“Users”** = the group of individuals who stop for at least five minutes in the zone or corridor.
- **“Bay Area”** = San Francisco and San Jose CBSAs, as shown on the map to the right.
- **“Monthly” users:** the set of individuals who visited at least once during the month. A individual who was in the corridor every day is counted 1 time.
- **“Daily” or “Weekday” users:** the mix of individuals in the corridor at any given moment on a weekday. Thus, if someone visits the corridor each day of the month, they are counted 30 times.



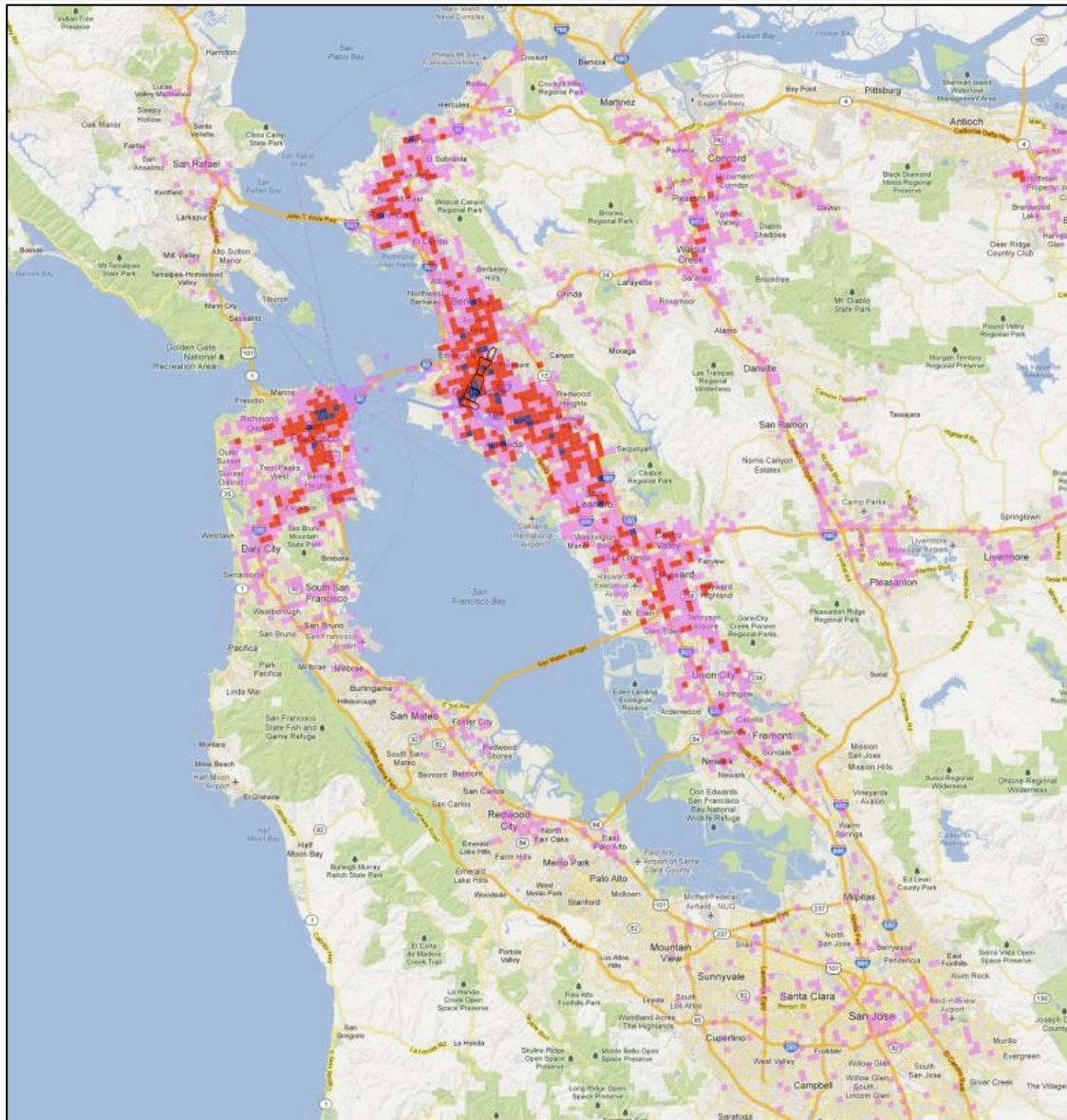




# The Corridor Is a Cross Roads for the Bay Area (Home Locations for Each Monthly User)

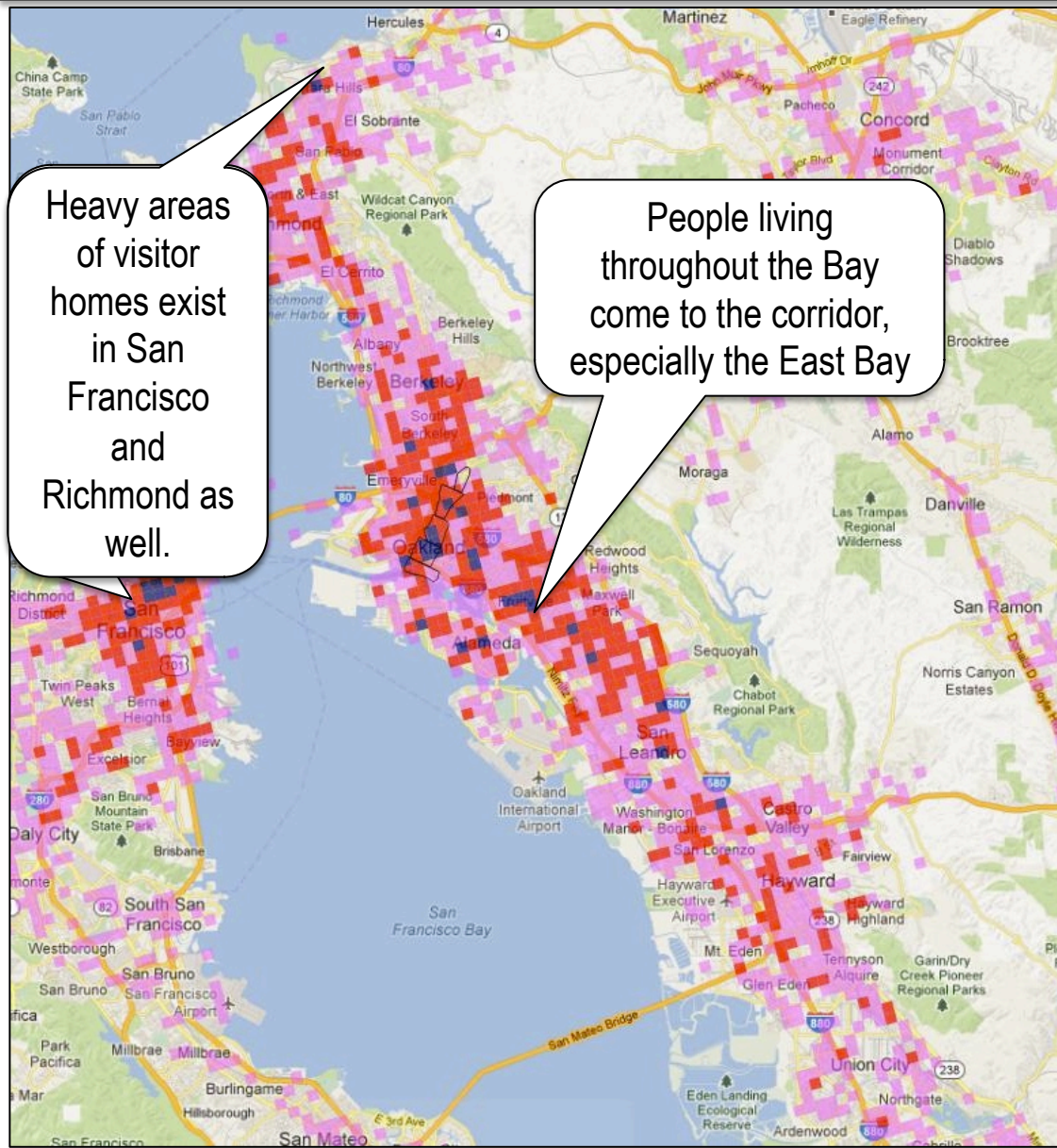
## Home Locations of Corridor Users

Each colored square (about 0.25sq km) indicates that at least 50 people who live in the square visit the Broadway Corridor at least once during the month.





# The Corridor Is a Cross Roads for the Bay Area (Home Locations for Each Monthly User)



## Home Locations of Corridor Users (Zoomed In)

Each colored square (about 0.25sq km) indicates that at least 50 individuals who live in the square visit the Broadway Corridor at least once a month.

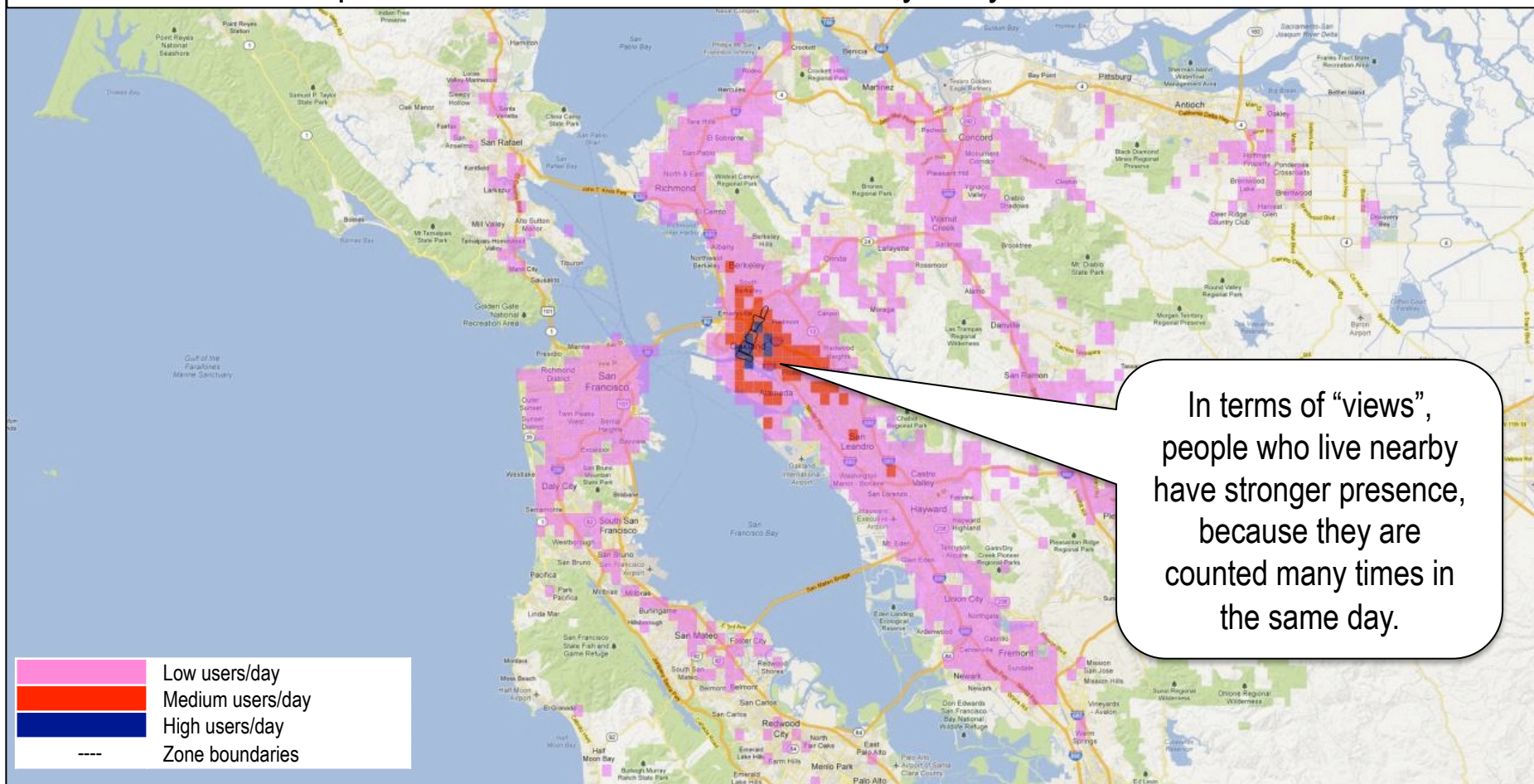






# The Corridor is a Cross Roads for the Bay Area (Home Locations for Average Weekday Users)

Home locations of people who use the corridor on an average weekday. In this map, if a the same person uses the corridor twice a day, they are counted twice.

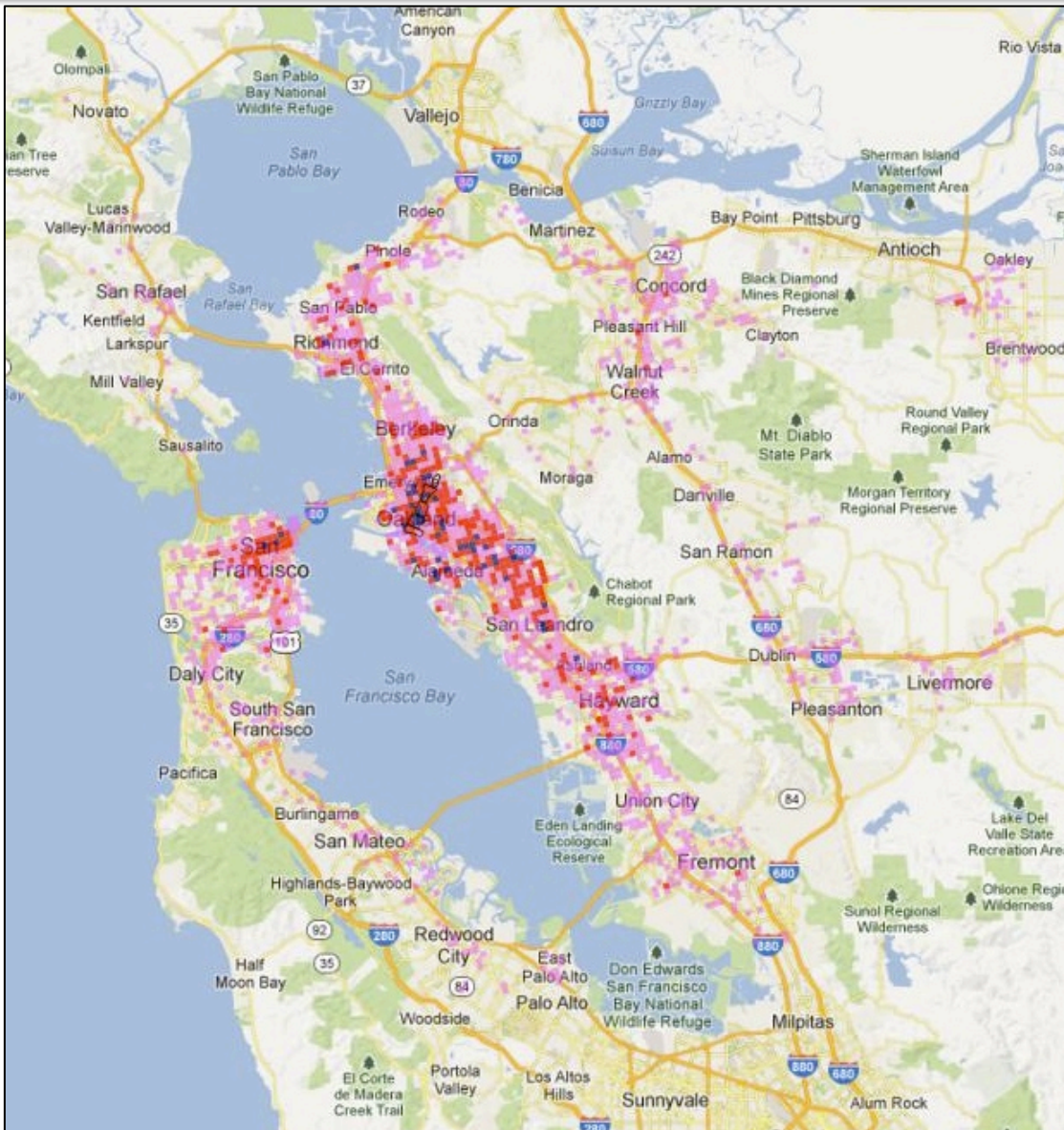




# Work Locations: More Highly Concentrated than Home Locations

## Work Locations of Corridor Users (Zoomed In)

Each colored square (about 0.25sq km) indicates that at least 50 individuals who work in the square visit the Broadway Corridor at least once a month.

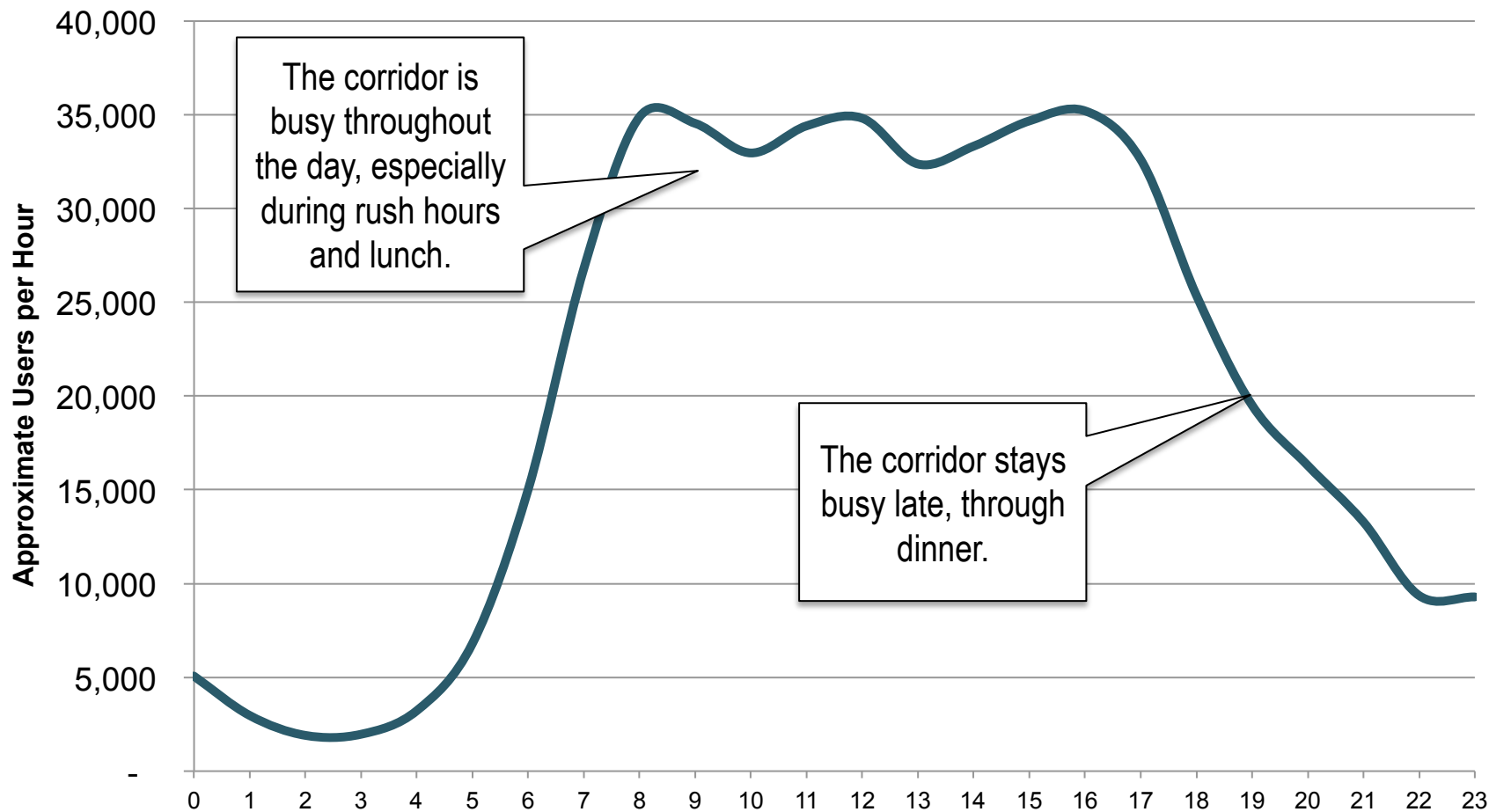






# Usage is High Throughout the Weekday

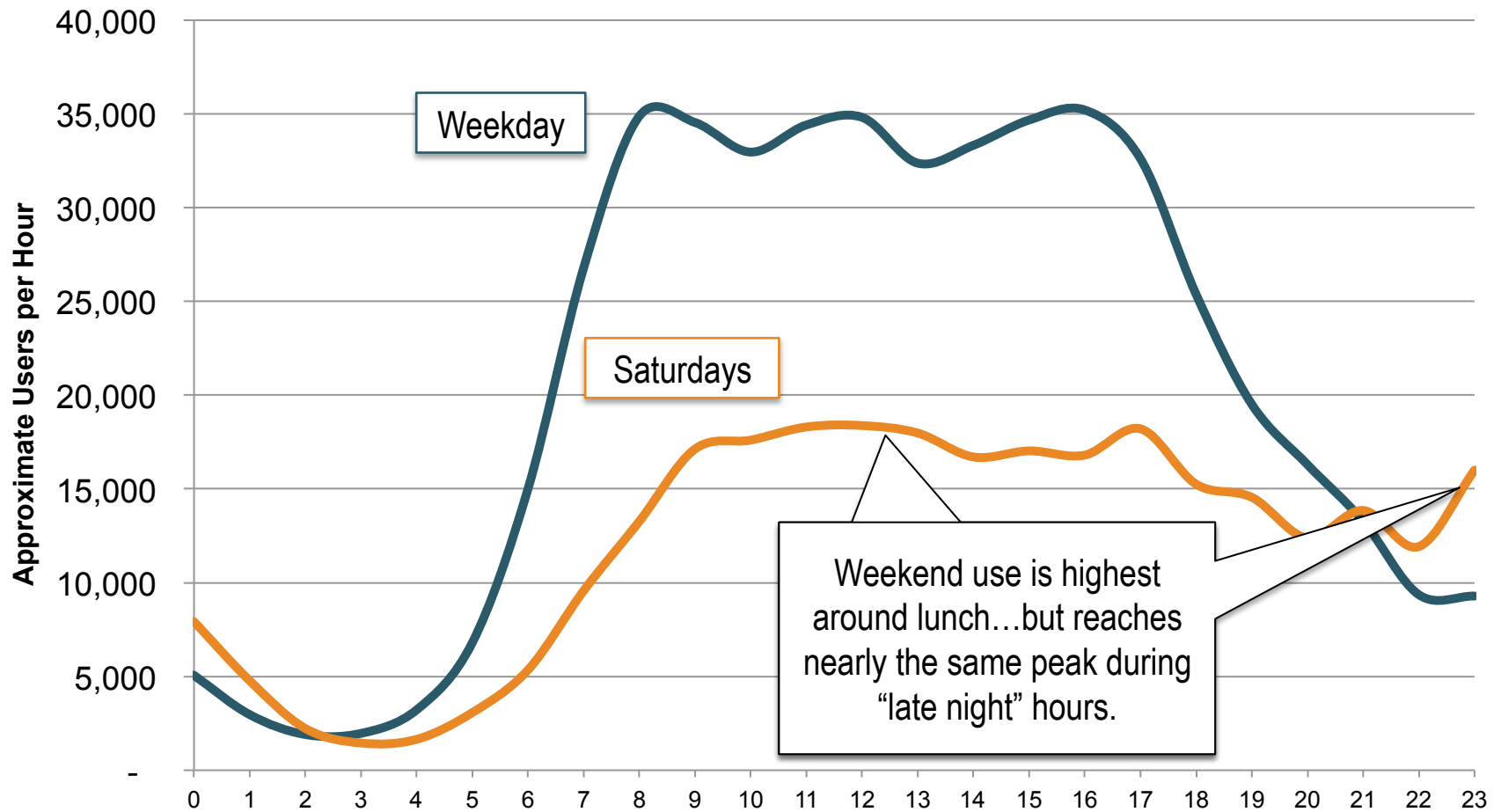
## Average Weekday Individual Users who Stop in the Corridor Per Hour





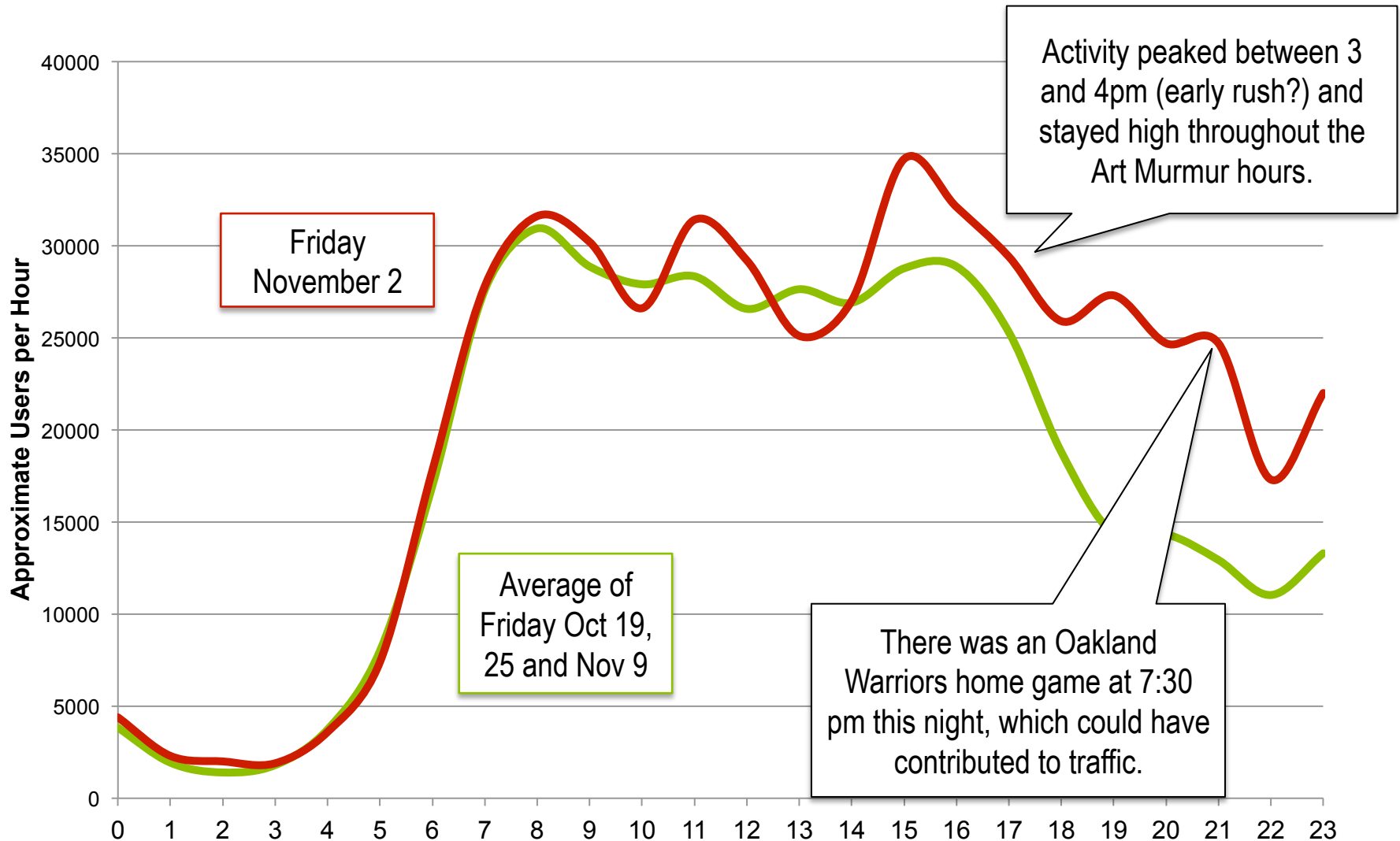
# Saturdays: Activity is Concentrated around Midday and Late Night

**Average Weekday Individual Users who Stop in the Corridor  
Per Hour: Weekday Versus Saturday**





# “First Friday” + Warriors: Coincided with a ~35% Bump Compared to Avg. Friday PM Activity

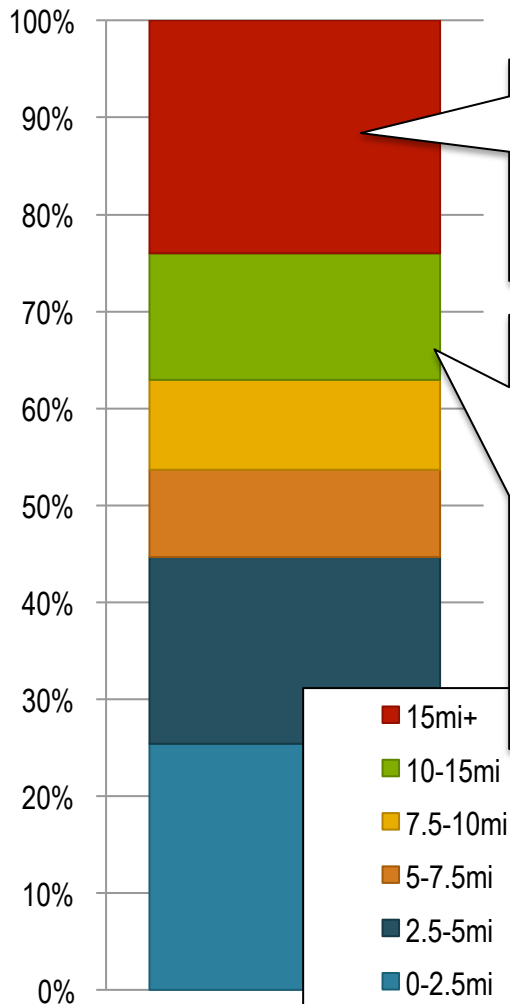






# Travel to the Corridor: People Come from Very Near or Very Far

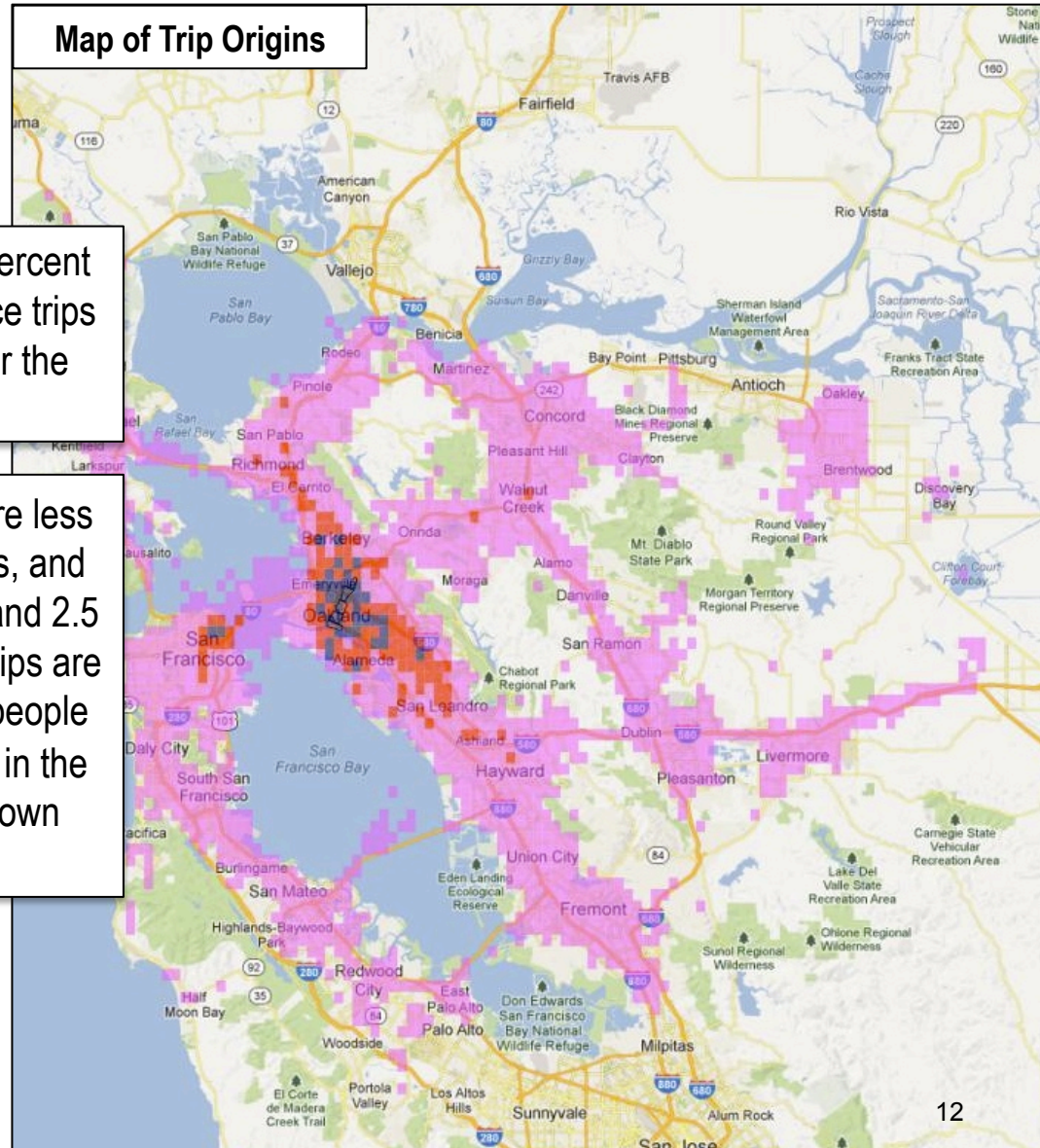
Distance Travelled TO the Corridor as Percent of All Trips



Such a high percent of long-distance trips is unusual for the U.S.

45% of trips are less than five miles, and 25% are less and 2.5 miles. These trips are probably the people who live/work in the corridor, shown below.

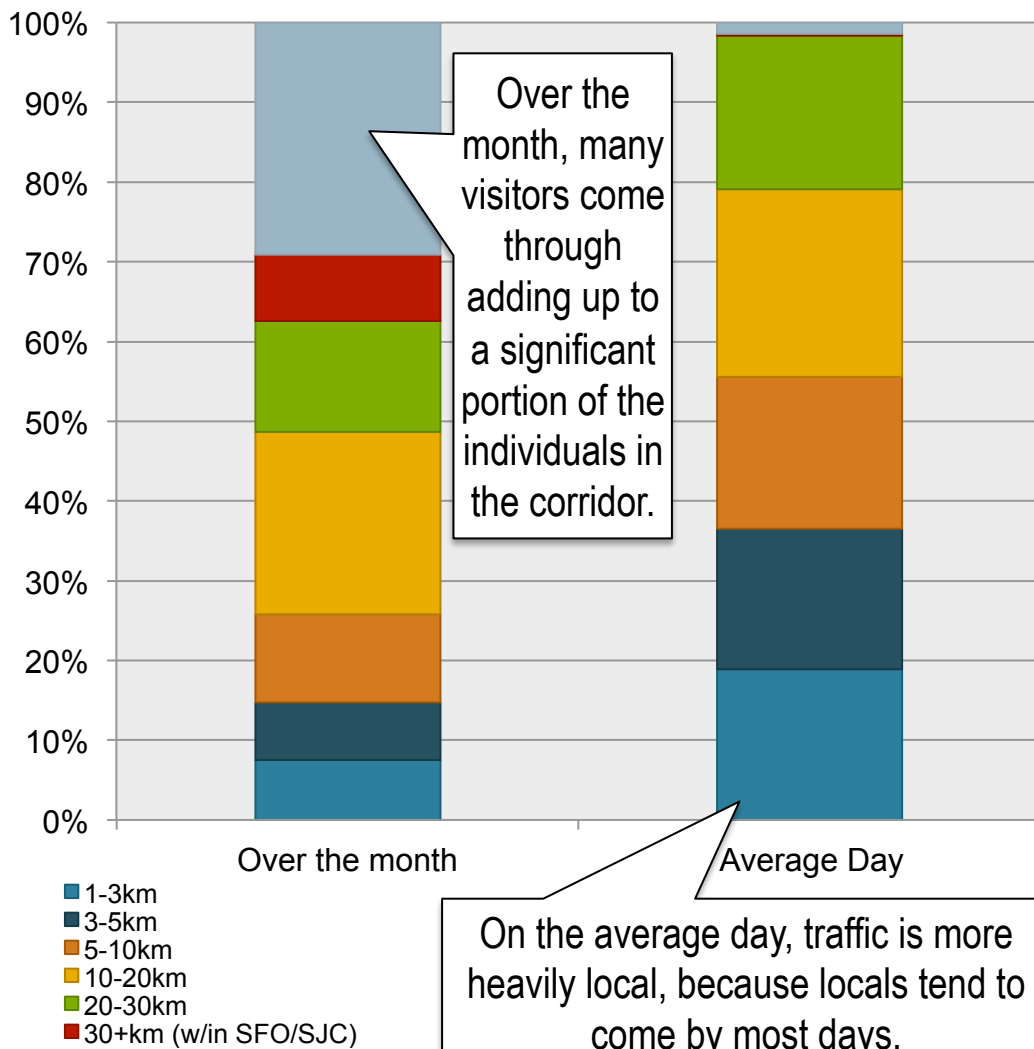
Map of Trip Origins





# Home Proximity: Over the Month, Many Out-of-Towners Visit

## Home proximity over the month, and on an average day



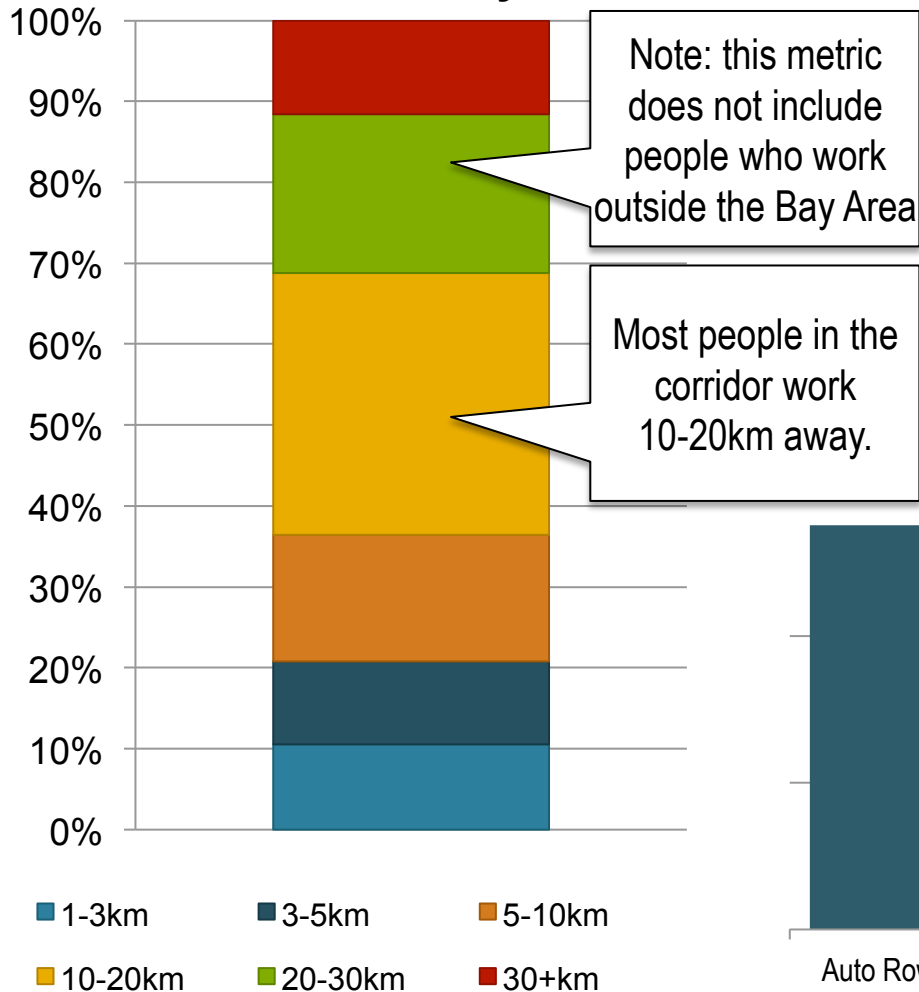
## Top 20 Visitor Home Regions, in Order of Frequency

1. Sacramento--Arden-Arcade--Roseville, CA
2. Stockton, CA
3. Los Angeles-Long Beach-Santa Ana, CA
4. Vallejo-Fairfield, CA
5. Santa Cruz-Watsonville, CA
6. New York-Northern New Jersey-Long Island, NY
7. Washington-Arlington-Alexandria, VA
8. San Diego-Carlsbad-San Marcos, CA
9. Gardnerville Ranchos, NV
10. Riverside-San Bernardino-Ontario, CA
11. Chicago-Joliet-Naperville, IL-IN-WI
12. Denver-Aurora-Broomfield, CO
13. Seattle-Tacoma-Bellevue, WA
14. Boston-Cambridge-Quincy, MA-NH
15. Salinas, CA
16. Madera-Chowchilla, CA
17. Phoenix-Mesa-Glendale, AZ
18. Portland-Vancouver-Hillsboro, OR-WA
19. Red Bluff, CA
20. Modesto, CA

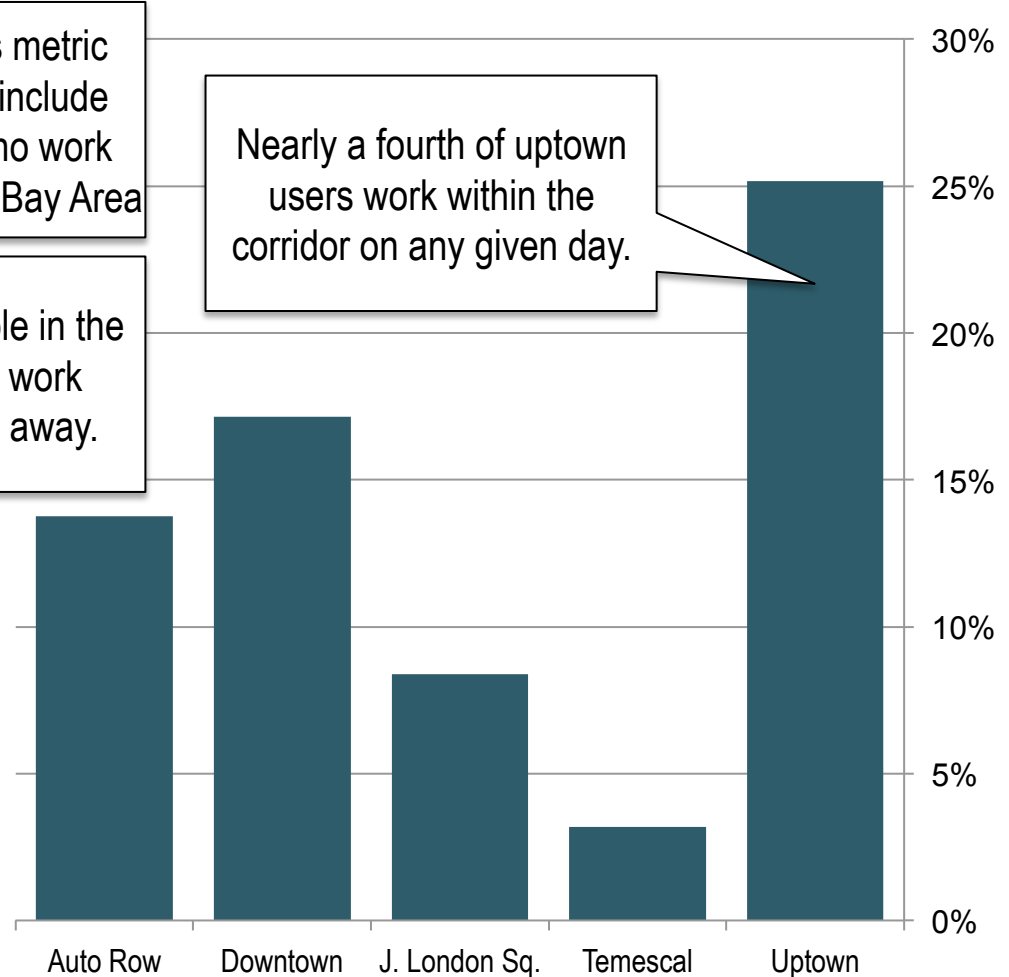


# Differences Between Zones: Work Proximity Varies Between Zones

## Work Proximity for Users who Work in the Bay Area



## Percent of Users who Work In the Corridor Itself on a Typical Weekday







# Differences Between the Zones: Race Does not Vary Much Between Zones, Days

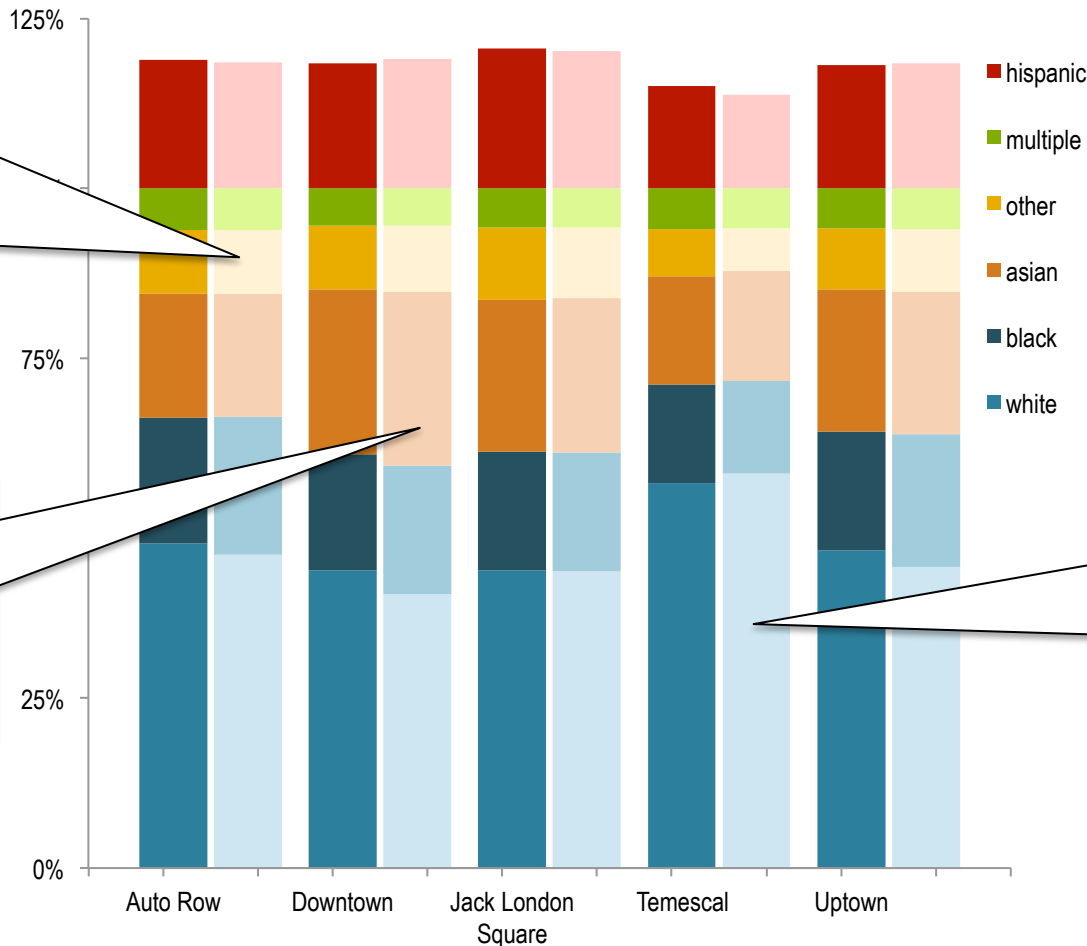
**Racial Mix on Weekdays (bold) and Saturdays (pastel)**

Racial mix does not change much between portions of the corridor, or between Weekdays and Saturdays.

Downtown is the most heavily Asian zone, by a small margin.

Because in the U.S. census, "hispanic" is a race in addition to being white, etc, percentages add to more than 100%.

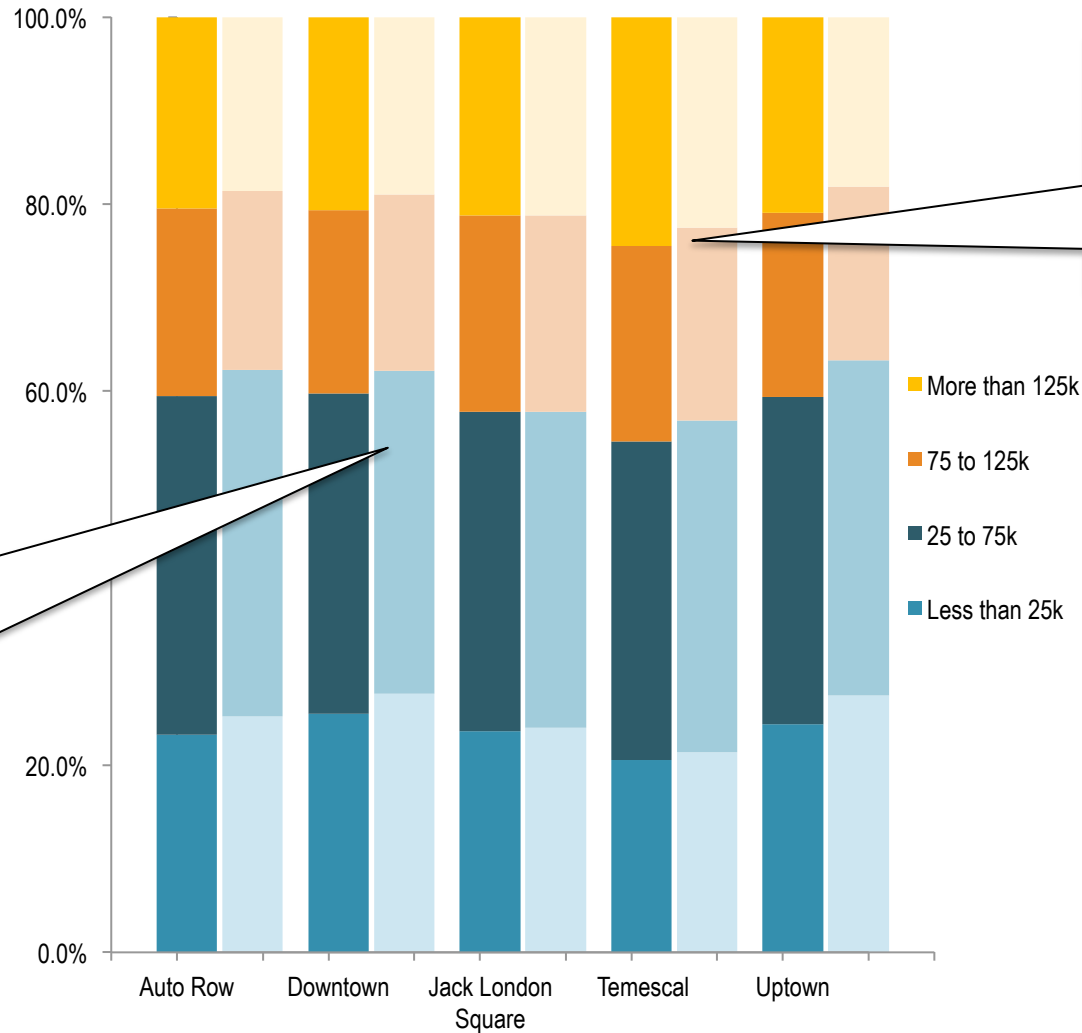
Temescal has more white people than other portions of the corridor.





# Differences Between the Zones: Income Does not Vary Much Between Zones, Days

Income on Weekdays (bold) and Saturdays (pastel)



Lower-income people have a higher portion of population on Saturdays for all the zones, but the shift is small.

Temescal has a higher-income population than other zones.