

28 Street  
Station

6

Downtown



Elevators across  
28 Street

Enter with or buy  
MetroCard at all  
times or see agent  
across Park Avenue South

28 Street  
Station

6



Bicycles or other property attached to these railings  
will be removed and delivered to the Lost Property Unit  
located at 34 St & 9 Av. Tel: (212) 712-4500/4501

New York City Transit

FLATIRON  
NOMAD

# Q1 2023 Mobility Report

# The District & Data

## FLATIRON NOMAD PARTNERSHIP NOW COLLECTING LOCAL TRANSIT DATA

The Partnership's new Mobility Report features district-wide foot traffic data, counts at specific neighborhood gateway locations, and ridership information from local subway, PATH, and Citi Bike stations.

### PEDESTRIAN COUNT & TRANSIT DATA LOCATIONS

Placer.ai Springboard Sensor Exteros Sensor Citi Bike



### METHODOLOGY

Placer.ai Springboard Exteros

# Pedestrian Counts

(By location)

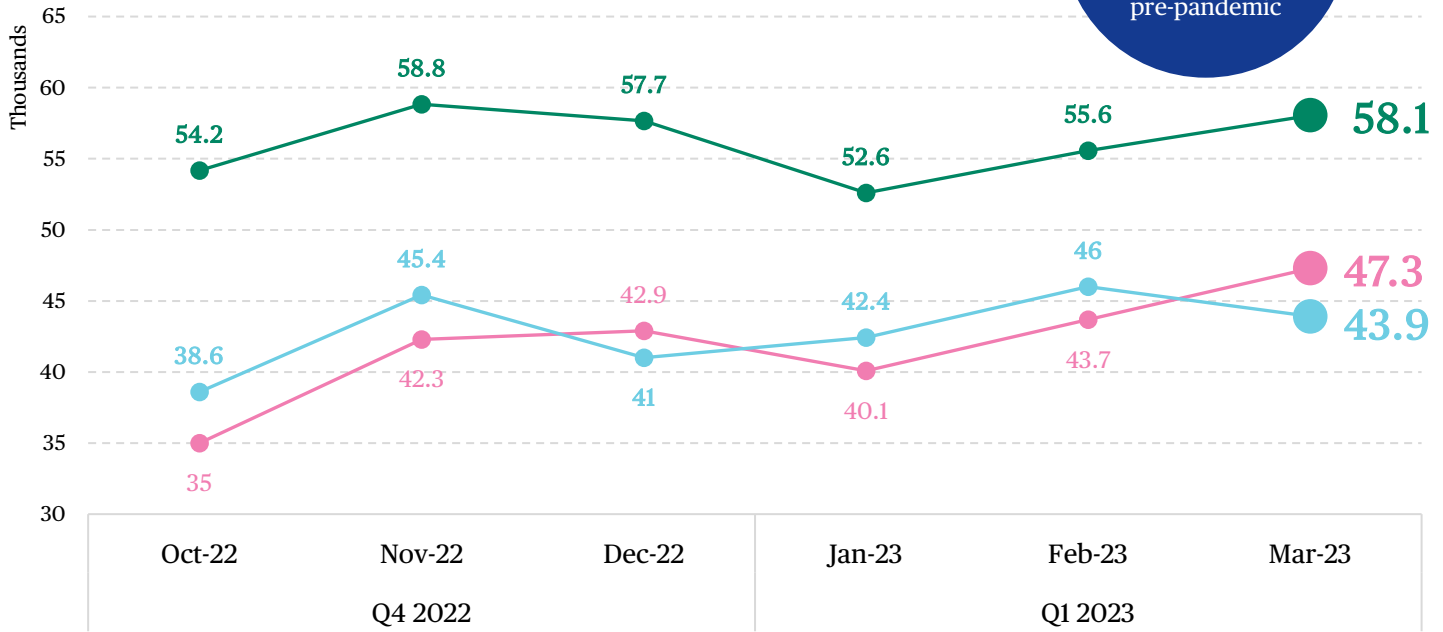
\*Source: Springboard, Exteros

## DAILY AVERAGE

Flatiron Plazas Park Avenue South/28<sup>th</sup> Street Broadway/31<sup>st</sup> Street

\*Exteros data began in October 2022

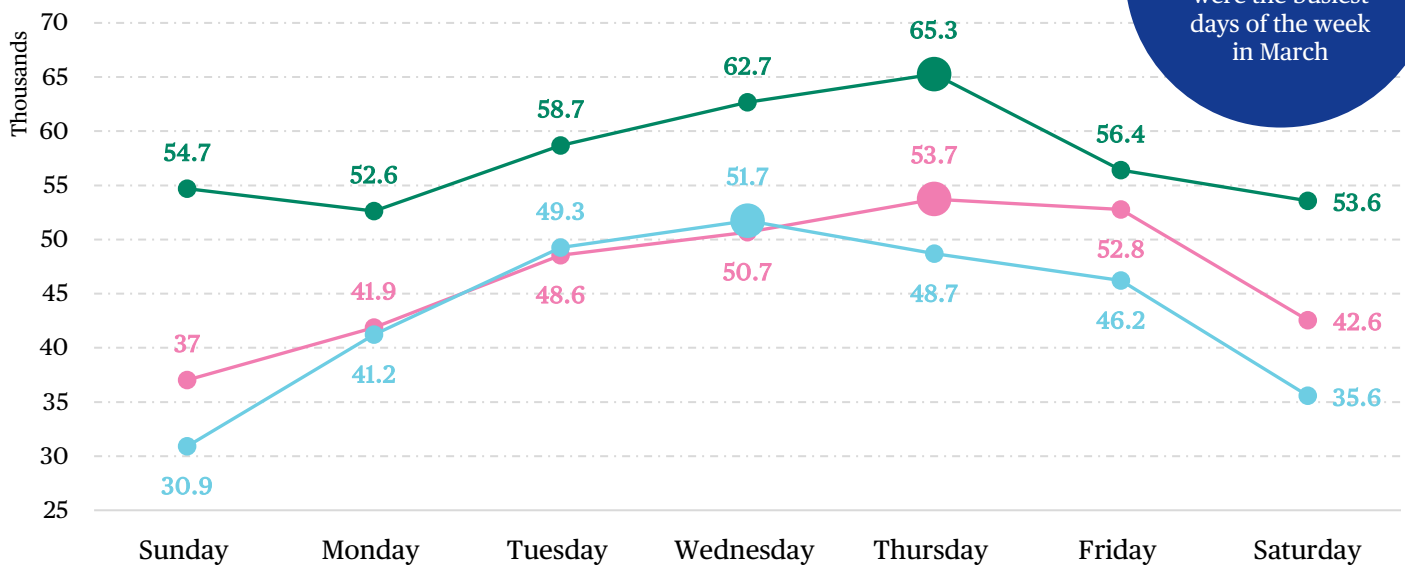
**89%**  
plaza foot traffic recovery compared to pre-pandemic



## DAY-OF-WEEK (MARCH 2023)

Flatiron Plazas Park Avenue South/28<sup>th</sup> Street Broadway/31<sup>st</sup> Street

**WEDNESDAY & THURSDAY**  
were the busiest days of the week in March



While foot traffic is busiest during the week, weekend volumes remain strong on the Plazas and Broadway. Foot traffic was busiest on Wednesdays and Thursdays in March.

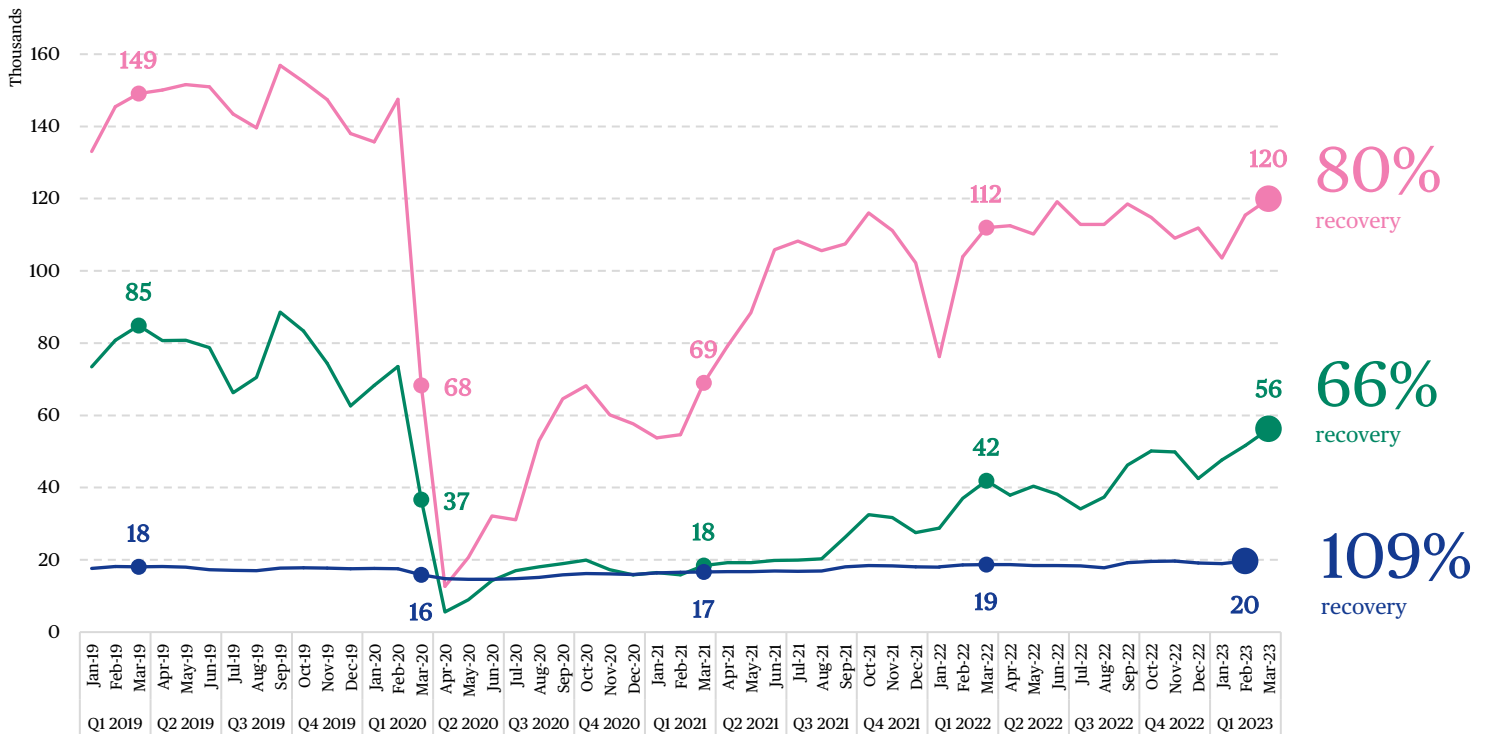
# Neighborhood Recovery

\*Source: Placer.ai

Nearly 13.9 million people visited Flatiron and NoMad in Q1, an average of 154,000+ people per day. Visitor foot traffic reached 80% recovery and employee return-to-office rates steadily increased over the quarter, reaching 66%, the highest recovery rate to date.

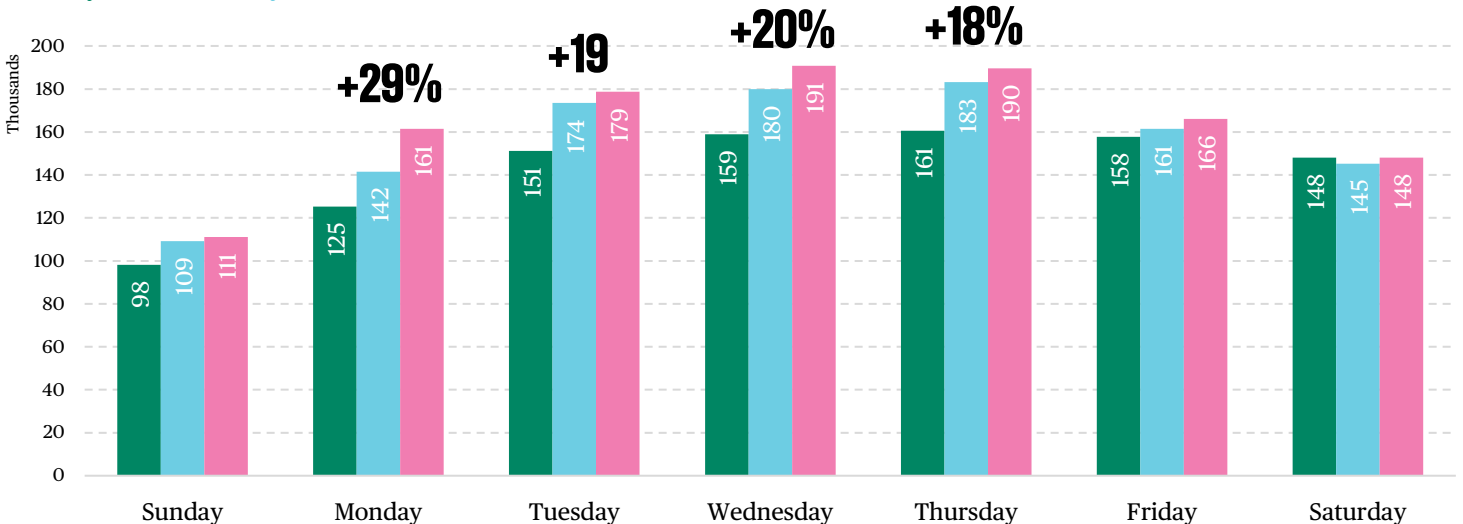
## DAILY AVERAGE

Visitors / Shoppers Full-Time Employees (weekdays) Residents



## DAY OF WEEK

January 2023 February 2023 March 2023



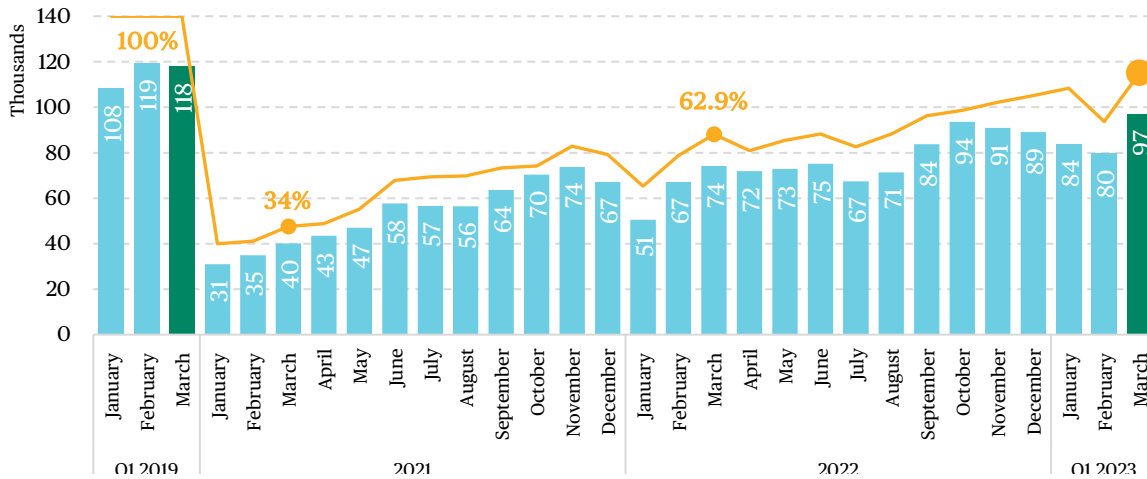
# Transportation

\*Daily Averages

In March, an average of 97,000 daily passengers exited the subway in Flatiron and NoMad, a large increase from the month prior (80,000/day) resulting in the highest volumes since the pandemic began. Also in March, PATH ridership surpassed 50% recovery for the first time (an average of 18,000 exits per day).

## SUBWAY RIDERSHIP

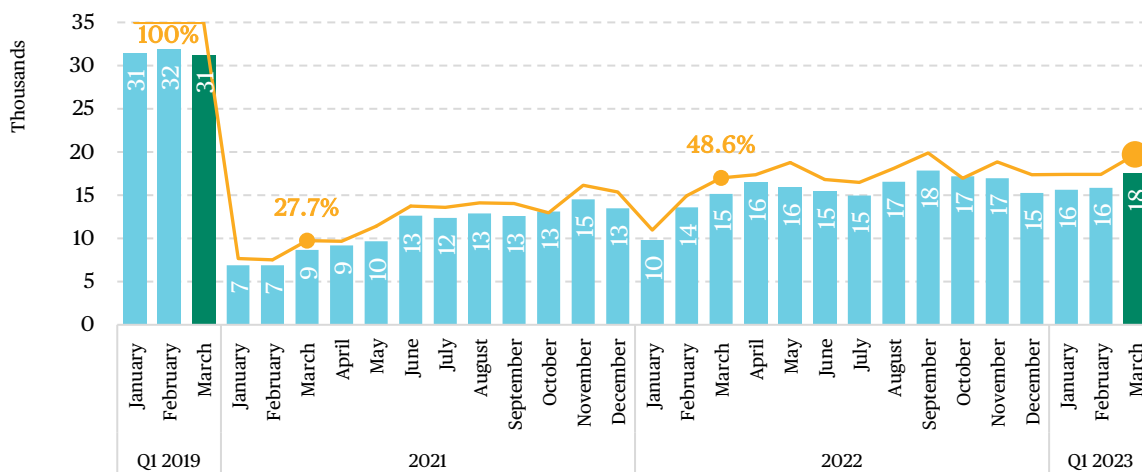
Daily Average March Highlights % recovery from 2019



**82%**  
recovery

## PATH RIDERSHIP

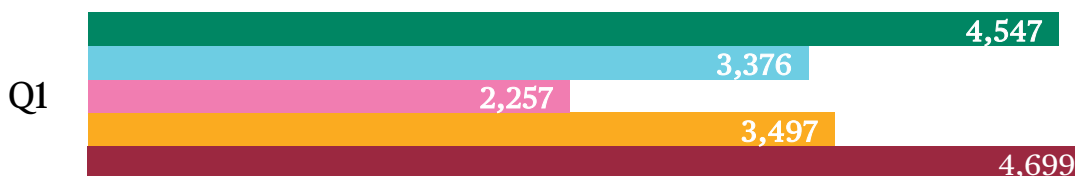
Daily Average March Highlights % recovery from 2019



**56%**  
recovery

## CITI BIKE RIDERSHIP

2019 2020 2021 2022 2023



**103%**  
recovery compared to 2019

Subway Stations, exits: 18<sup>th</sup> Street (1), 23<sup>rd</sup> Street (1), 28<sup>th</sup> Street (1), 23<sup>rd</sup> Street (F/M), 23<sup>rd</sup> Street (R/W), 28<sup>th</sup> Street (R/W), 23<sup>rd</sup> Street (6), 28<sup>th</sup> Street (6), 33<sup>rd</sup> Street (6)  
 PATH Stations, exits: 23<sup>rd</sup> Street, 33<sup>rd</sup> Street  
 Citi Bike Stations, trips beginning and ending: see locations on map, p. 2

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