



Hudson Square Mobility Report

Q4 2024



Hudson Square
Business Improvement
District

Counting Locations

As part of our mission to make Hudson Square a place for people, the Hudson Square BID measures pedestrian movement, subway ridership, and Citi Bike usage throughout our neighborhood to better understand how people travel to and within Hudson Square. Based on our [2023 Workforce Survey](#), over three-fourths of Hudson Square workers commute to the neighborhood by subway, and with HSBID's new Quarterly Mobility Report featuring district-wide data, we continue to track how our neighborhood moves. Additionally, we have started tracking pedestrian movement at two critical intersections in the district and conducted an analysis of our open spaces in the warm season, to understand the pulse of our neighborhood. Our counting locations are mapped below.

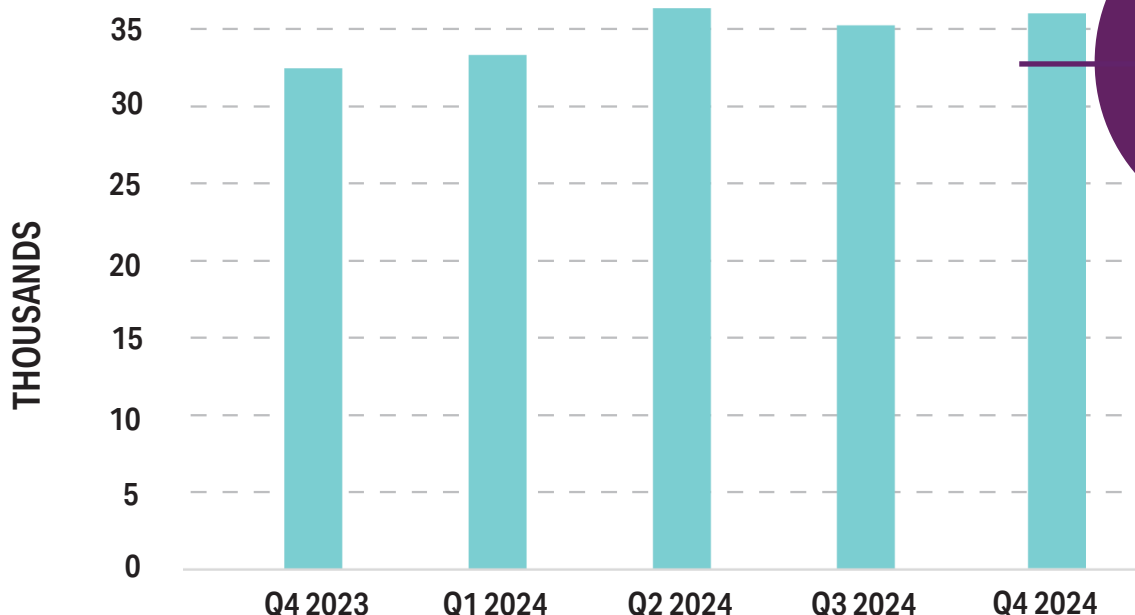
Count methodology for each location varies. [Placer.ai](#); [MRI onLocation](#); [MTA Open Data](#); [Citi Bike System Data](#);



Pedestrian Activity

AVERAGE DAILY FOOT TRAFFIC

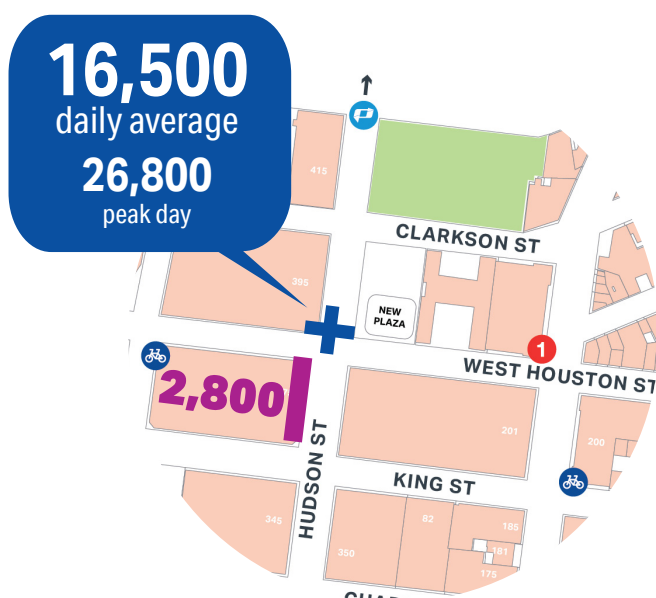
Placer.ai



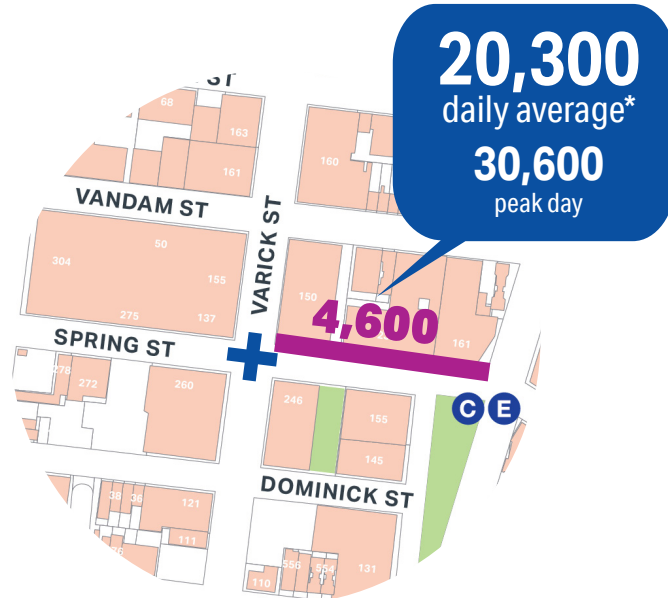
PEDESTRIAN MOVEMENT AT INTERSECTIONS

MRI onLocation

Daily average
Peak Blockface



Hudson & Houston



Spring & Varick

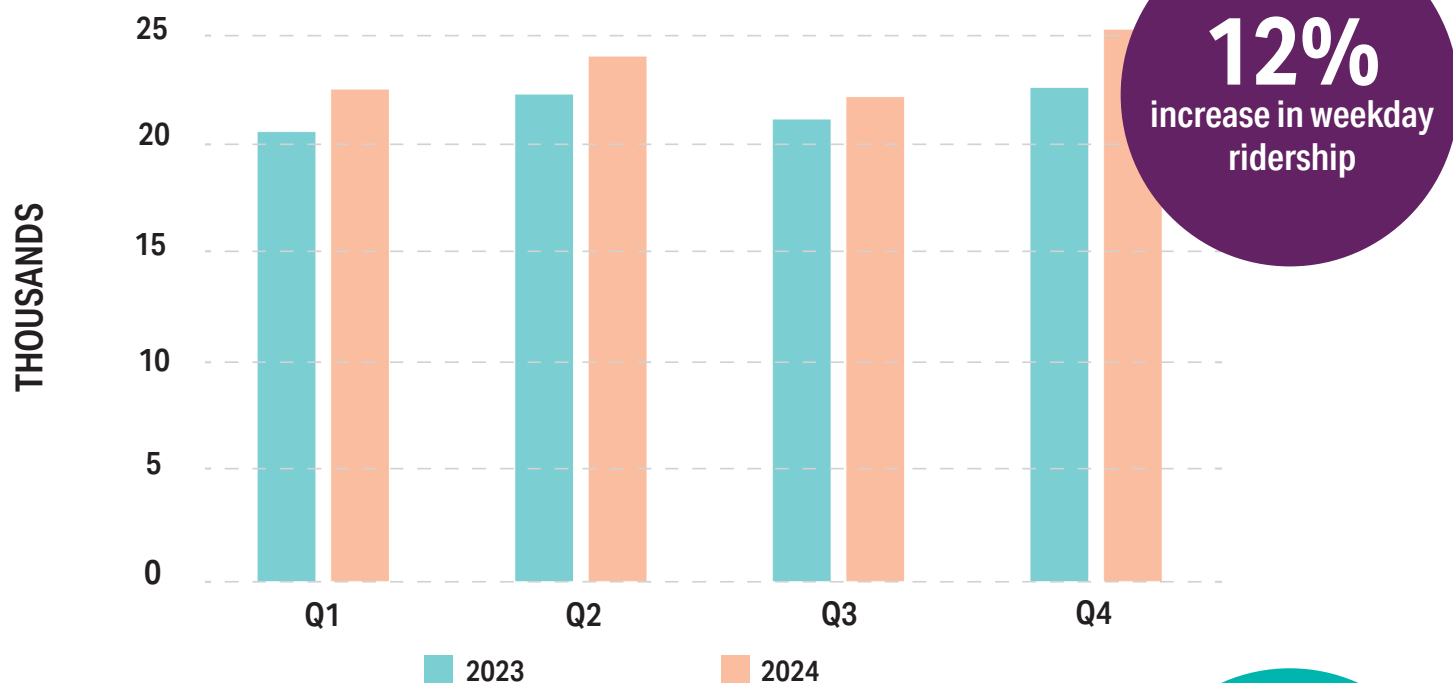
Spring & Varick has shown a 5% growth YoY.

*Based on estimate of northwest corner due to construction

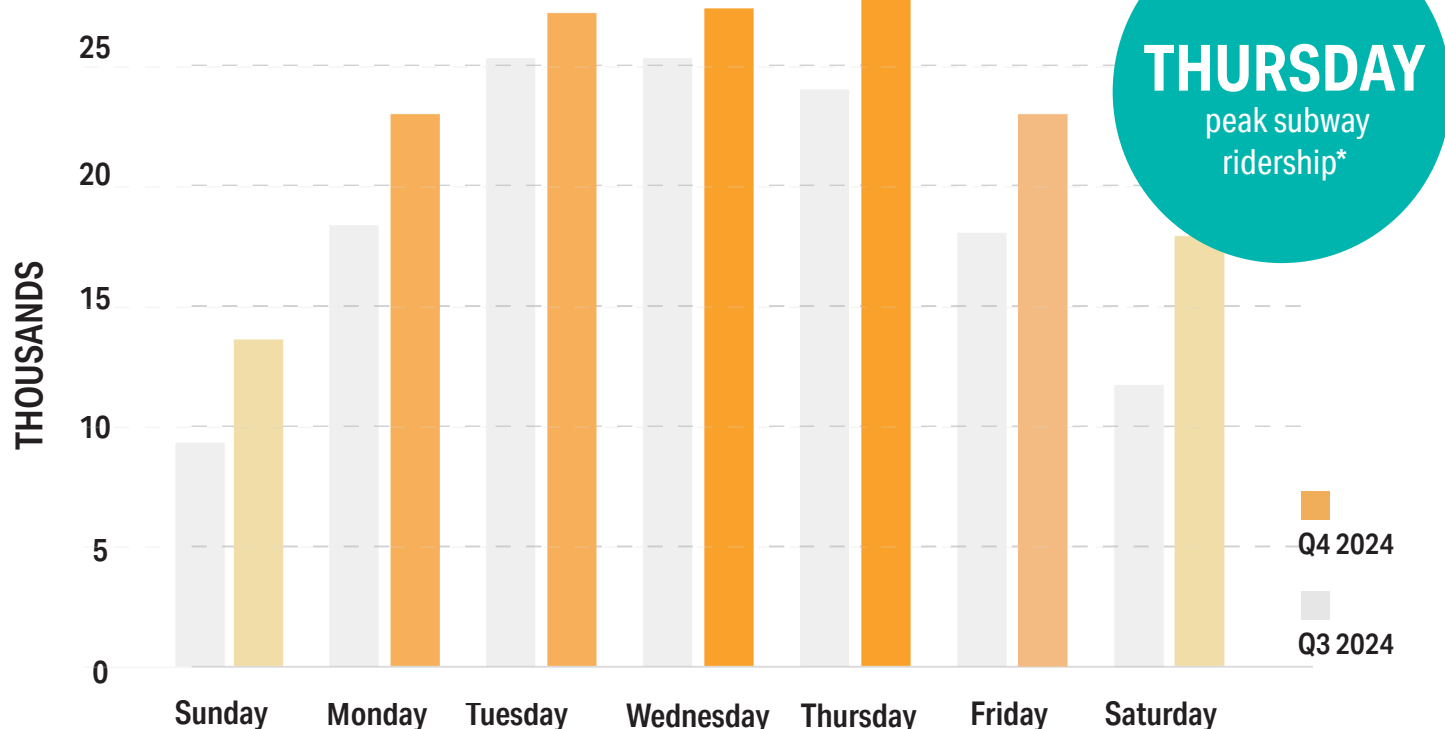
Subway Ridership

AVERAGE WEEKDAY RIDERSHIP

MTA Open Data



DAY-OF-WEEK



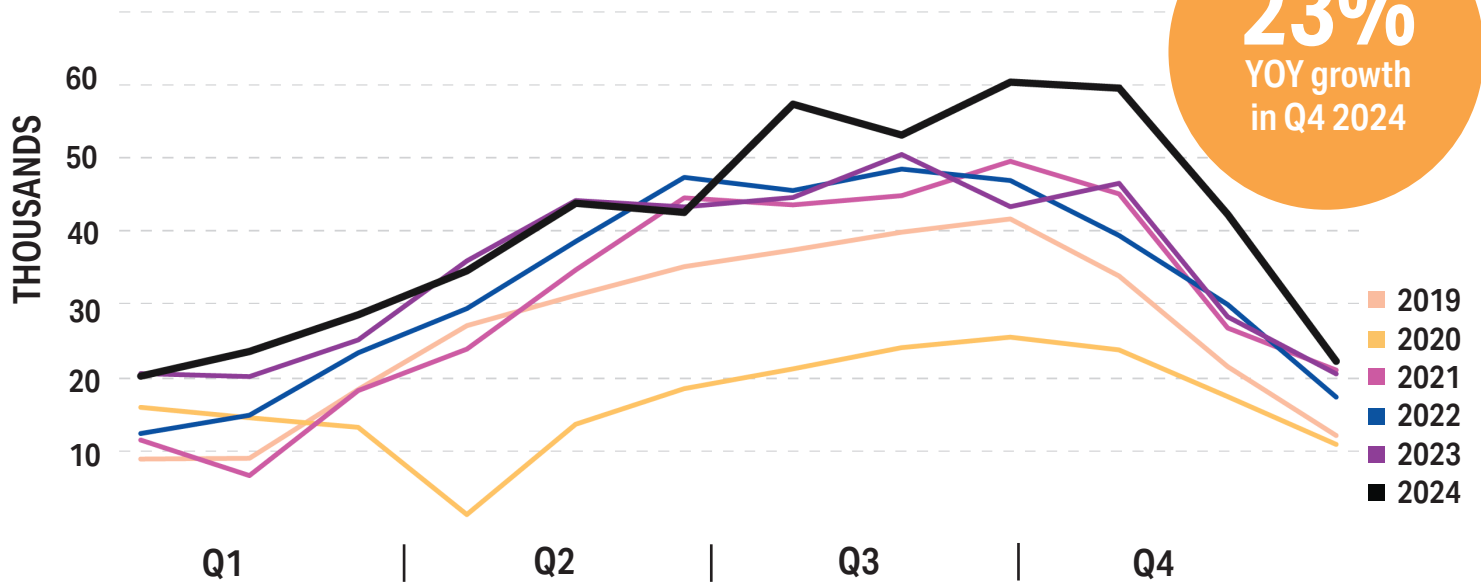
Subway ridership has been rising over the past year. This quarter, Monday and Friday commutes have increased, flattening the work-week curve. Q4 data also shows a 26% year-over-year increase in weekend ridership.

*Note: Ridership on Thursday exceeds that of Wednesday by a margin of 250 individuals.

Bike Share Usage

CITI BIKE MONTHLY RIDERSHIP 2019-2024

Citi Bike System Data



Citi Bike ridership in Hudson Square has been growing continuously through the year of 2024. October of Q4 saw similar numbers to September with over 60,000 total monthly rides across our five stations.





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**HUDSON
SQUARE**

Madhumitha Vasu
Planning & Capital Projects Associate
mvasu@hudsonsquarebid.org

Hudson Square BID
180 Varick Street, Suite 422
(212) 463-9160