

# Salinas City Center Improvement Association



How busy is Salinas City Center?

Sep 8, 2023

## Table of Contents

<a href="#">Pedestrian Statistics</a>	<a href="#">3</a>
<a href="#">2023 Pedestrian Count</a>	<a href="#">3</a>
<a href="#">2023 Graphs</a>	<a href="#">4</a>
<a href="#">2023 Events</a>	<a href="#">5</a>
<a href="#">2023 Event Attendance</a>	<a href="#">8</a>
<a href="#">Event Breakdown</a>	<a href="#">9</a>
<a href="#">Parking Statistics</a>	<a href="#">13</a>
<a href="#">Usage by Week</a>	<a href="#">13</a>
<a href="#">Usage by Month</a>	<a href="#">13</a>
<a href="#">Average Parking Used</a>	<a href="#">15</a>
<a href="#">Total Average by Time and Day of the Week</a>	<a href="#">15</a>
<a href="#">Average by Location and Time of Day</a>	<a href="#">16</a>
<a href="#">Average by Location and Day of Week</a>	<a href="#">18</a>

# Pedestrian Statistics

## 2023 Pedestrian Count

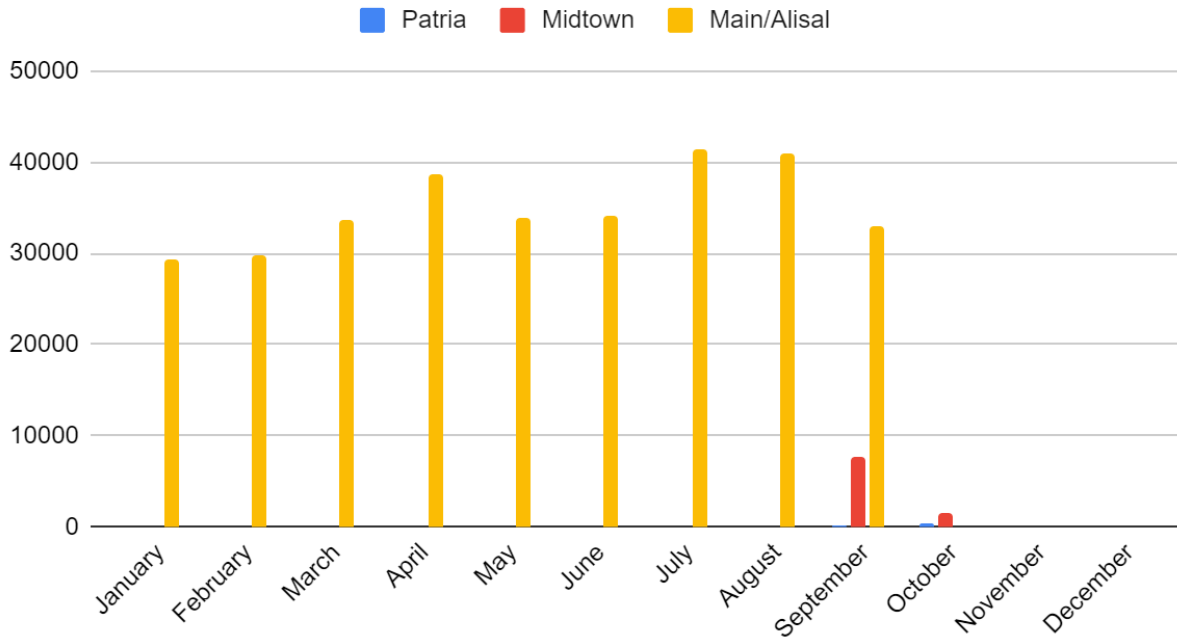
The results below are the sum of northbound, southbound, eastbound, and westbound pedestrian traffic on the intersection of Alisal St and Main St. They are automatically generated and there is a certain margin of error, so do not use this statistic as an exact figure.

	Patria	Midtown	Main/Alisal
Total Pedestrians	598	9,025	314,683
Ave Monthly Pedestrians	50	752	34,965

		Patria	Midtown	Main/Alisal
1	January	0	0	29,328
2	February	0	0	29,831
3	March	0	0	33,685
4	April	0	0	38,660
5	May	0	0	33,924
6	June	0	0	34,108
7	July	0	0	41,410
8	August	0	0	40,872
9	September	151	7600	32,865
10	October	447	1425	
11	November	0	0	
12	December	0	0	

## 2023 Graphs

### Salinas City Center Pedestrian Traffic



# 2023 Events

Salinas City Center is host to many events. Some events are unique and only happen once while others are continuous and draw large crowds every year. Where possible, the event is linked to the event organizers website.

<b>Total Events</b>	140
<b>Unique Events</b>	45

<b>Name</b>	<b>Date Start</b>	<b>Date End</b>
District Events - Artists Ink - First Friday Artist Alley	1/6/2023	1/6/2023
District Events - Oldtown Salinas Foundation - Salinas Farmers Market	1/7/2023	1/7/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	1/14/2023	1/14/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	1/21/2023	1/21/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	1/28/2023	1/28/2023
<a href="#">District Events - Artists Ink - First Friday Artist Alley</a>	2/3/2023	2/3/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	2/4/2023	2/4/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	2/11/2023	2/11/2023
<a href="#">District Events - Ariel Theater - Ugly Duckling</a>	2/17/2023	2/18/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	2/18/2023	2/18/2023
District Events - Oldtown Salinas Foundation - Salinas Farmers Market	2/25/2023	2/25/2023
<a href="#">District Events - Artists Ink - First Friday Artist Alley</a>	3/3/2023	3/3/2023
District Events - Oldtown Salinas Foundation - Salinas Farmers Market	3/4/2023	3/4/2023
<a href="#">District Events - Ariel Theater - SEUSSICAL</a>	3/10/2023	3/11/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	3/11/2023	3/11/2023
<a href="#">District Events - Ariel Theater - SEUSSICAL</a>	3/16/2023	3/18/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	3/18/2023	3/18/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	3/25/2023	3/25/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	4/1/2023	4/1/2023
District Events - Artists Ink - First Friday Artist Alley	4/7/2023	4/7/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	4/8/2023	4/8/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	4/15/2023	4/15/2023
District Events - Oldtown Salinas Foundation - Salinas Farmers Market	4/22/2023	4/22/2023

<a href="#">District Events - Ariel Theater - THE PLAY'S THE THING SPRING SESSION</a>	4/28/2023	4/28/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	4/29/2023	4/29/2023
<a href="#">District Events - Ariel Theater - THE FABULOUS FABLE FACTORY</a>	5/5/2023	5/6/2023
<a href="#">District Events - Artists Ink - First Friday Artist Alley</a>	5/5/2023	5/5/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	5/6/2023	5/6/2023
<a href="#">District Events - Ariel Theater - THE FABULOUS FABLE FACTORY</a>	5/12/2023	5/13/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	5/13/2023	5/13/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	5/20/2023	5/20/2023
<a href="#">District Events - Ariel Theater - STONE SOUP</a>	5/26/2023	5/27/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	5/27/2023	5/27/2023
<a href="#">District Events - Artists Ink - First Friday Artist Alley</a>	6/2/2023	6/2/2023
<a href="#">District Events - First Mayor's House - Giant Yard Sale</a>	6/3/2023	6/3/2023
<a href="#">District Events - Friends of the Salinas Public Library - Big Book Sales</a>	6/3/2023	6/3/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	6/3/2023	6/3/2023
<a href="#">District Events - Hometown Heroes - Hometown Hero Banner Inauguration</a>	6/4/2023	6/4/2023
<a href="#">District Events - San Francisco AIDS Foundation - AIDS/Lifecycle</a>	6/5/2023	6/5/2023
<a href="#">District Events - Ariel Theater - Kids on Stage</a>	6/9/2023	6/9/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	6/10/2023	6/10/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	6/17/2023	6/17/2023
<a href="#">District Events - Western Growers - Salinas Biological Summit</a>	6/19/2023	6/21/2023
<a href="#">District Events - Special Olympics Northern California - Law Enforcement Torch Run</a>	6/21/2023	6/21/2023
District Events - Ariel Theater - Lion King Kids	6/23/2023	6/25/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	6/24/2023	6/24/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	7/1/2023	7/1/2023
<a href="#">District Events - WeatherTech Raceway - MotoAmerica Superbike Bike Night</a>	7/6/2023	7/6/2023
<a href="#">District Events - Artists Ink - First Friday Artist Alley</a>	7/7/2023	7/7/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	7/8/2023	7/8/2023
District Events - Santa Lucia Rotary - Festa Italia	7/8/2023	7/8/2023
<a href="#">District Events - Ariel Theater - Wizard of Oz</a>	7/14/2023	7/15/2023
District Events - Oldtown Salinas Foundation - Salinas Farmers Market	7/15/2023	7/15/2023
<a href="#">District Events - Salinas Rodeo - Kiddie Kapers Parade</a>	7/16/2023	7/16/23
<a href="#">District Events - Ariel Theater - Wizard of Oz</a>	7/20/2023	7/22/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	7/22/2023	7/22/2023

<a href="#">District Events - Salinas Rodeo - Horse Parade</a>	7/22/2023	7/23/23
<a href="#">District Events - Salinas Valley Food and Wine - Salinas Valley Food and Wine Opening Mixer</a>	7/27/2023	7/27/2023
<a href="#">District Events - Ariel Theater - Kids on Stage</a>	7/28/2023	7/28/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	7/29/2023	7/29/2023
<a href="#">District Events - Vida Latin Fest - Vida Latin Fest</a>	7/29/2023	7/29/2023
<a href="#">District Events - Ariel Theater - Fiddler On The Roof</a>	8/4/2023	8/5/2023
District Events - Artists Ink - First Friday Artist Alley	8/4/2023	8/4/2023
<a href="#">District Events - Friends of the Salinas Public Library - Big Book Sales</a>	8/5/2023	8/5/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	8/5/2023	8/5/2023
<a href="#">District Events - Salinas Valley Food and Wine - Salinas Valley Food and Wine Festival</a>	8/5/2023	8/5/23
District Events - Ariel Theater - Fiddler On The Roof	8/10/2023	8/12/2023
District Events - Oldtown Salinas Foundation - Salinas Farmers Market	8/12/2023	8/12/2023
District Events - Salinas Premiere Sneaker Convention - Salinas Premiere Sneaker Convention	8/12/2023	8/12/2023
<a href="#">District Events - Fox Theater - Who's Live Anyway?</a>	8/18/2023	8/18/2023
District Events - Oldtown Salinas Foundation - Salinas Farmers Market	8/19/2023	8/19/2023
District Events - American Cancer Society - Paint the Town Purple	8/24/2023	8/24/2023
<a href="#">District Events - Fox Theater - LA APUESTA</a>	8/25/2023	8/25/2023
District Events - Oldtown Salinas Foundation - Salinas Farmers Market	8/26/2023	8/26/2023
District Events - Salinas PAL - Salinas PAL Car Show	8/26/2023	8/26/2023
District Events - Artists Ink - First Friday Artist Alley	9/1/2023	9/1/2023
<a href="#">District Events - Fox Theater - Corridos Arremangados</a>	9/1/2023	9/1/2023
District Events - Oldtown Salinas Foundation - Salinas Farmers Market	9/2/2023	9/2/2023
District Events - Weathertech Laguna Seca Raceway - Indy Street Car Party	9/6/2023	9/6/2023
<a href="#">District Events - Fox Theater - Soy Callo de Sinaloa</a>	9/8/2023	9/8/2023
District Events - Oldtown Salinas Foundation - Salinas Farmers Market	9/9/2023	9/9/2023
<a href="#">District Events - Fox Theater - Sorry Papi</a>	9/9/2023	9/9/2023
<a href="#">District Events - Ariel Theater - Jack and the Beanstalk</a>	9/15/2023	9/16/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	9/16/2023	9/16/2023
<a href="#">District Events - Ariel Theater - Jack and the Beanstalk</a>	9/22/2023	9/23/2023
District Events - American Cancer Society - Relay for Life	9/23/2023	9/23/23
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	9/23/2023	9/23/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	9/30/2023	9/30/2023

District Events - The National Steinbeck Center - 42nd Annual Steinbeck Festival	9/30/2023	9/30/23
District Events - Steinbeck District - Trick or Treat	10/28/2023	10/28/2023
District Events - Salinas High School - Salinas High Homecoming Parade	10/5/2023	10/5/2023
<a href="#">District Events - Artists Ink - First Friday Artist Alley</a>	10/6/2023	10/6/2023
<a href="#">District Events - Friends of the Salinas Public Library - Big Book Sales</a>	10/7/2023	10/7/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	10/7/2023	10/7/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	10/14/2023	10/14/2023
<a href="#">District Events - Fox Theater - WILLIE BARCENA</a>	10/14/2023	10/14/2023
<a href="#">District Events - Ciclovía Salinas - Ciclovía Salinas</a>	10/15/2023	10/15/2023
<a href="#">District Events - Ariel Theater - Charlotte's Web</a>	10/20/2023	10/21/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	10/21/2023	10/21/2023
<a href="#">District Events - Ariel Theater - Charlotte's Web</a>	10/27/2023	10/28/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	10/28/2023	10/28/2023
<a href="#">District Events - Artists Ink - First Friday Artist Alley</a>	11/3/2023	11/3/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	11/4/2023	11/4/2023
<a href="#">District Events - Monterey County Veterans - Veteran Day Parade</a>	11/11/2023	11/11/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	11/11/2023	11/11/2023
<a href="#">District Events - Salinas PAL - Salinas Valley Toy Show</a>	11/11/2023	11/12/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	11/18/2023	11/18/2023
<a href="#">District Events - Oldtown Salinas Foundation - Salinas Farmers Market</a>	11/25/2023	11/25/2023
<a href="#">District Events - Festival of Lights - Parade of Lights</a>	11/26/2023	11/26/2023



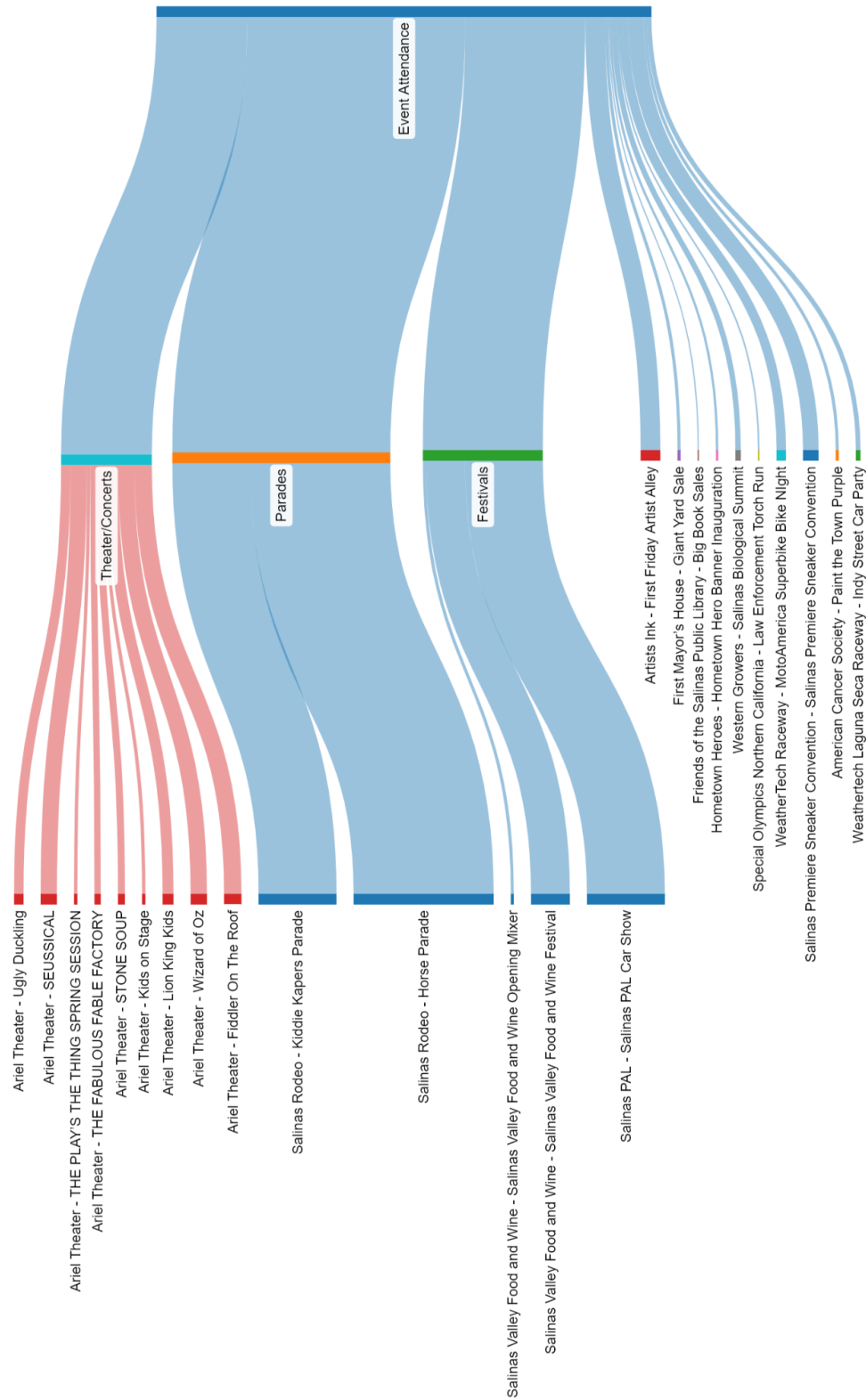
## 2023 Event Attendance

All events are drawn from the SCCIA Master Calendar. Best effort is made to contact the event organizer to get attendance statistics, but data is not always received.

<b>Events Counted</b>	30
<b>Total Attendance</b>	36780

Events with multiple dates are averaged by the number of statistics received. For example, First Friday Artist Alley happens every month, and 4 statistics have been received. Oldtown Salinas Foundation Farmers Market occurs weekly, but at this time no statistics are provided. When more events are added, they will be reflected in the Count column. Attendance is the sum of all statistics. Average attendance is  $\text{Attendance/Count}$ .

2023 Event Sankey Graph



Made with SankeyMATIC

## Event Breakdown

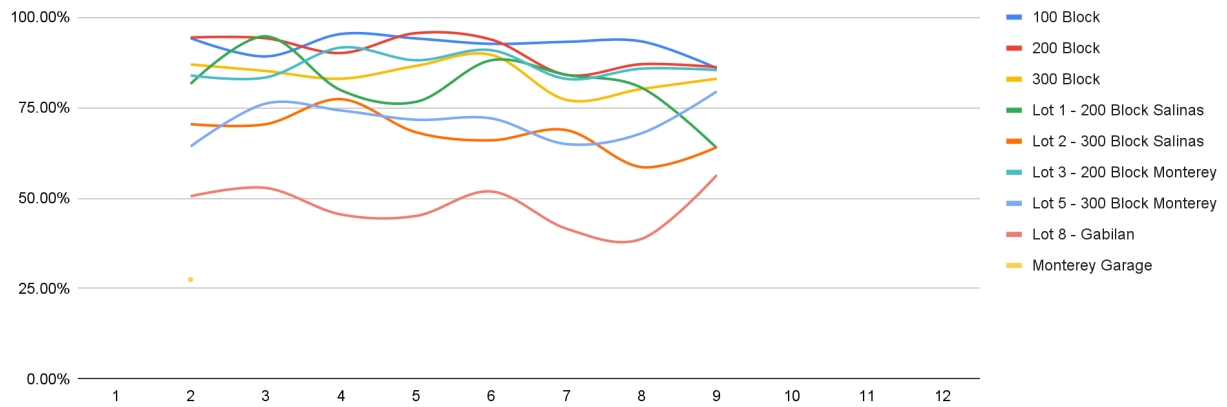
<b>District Events</b>	<b>Count</b>	<b>Attendance</b>	<b>Average Attendance</b>
Artists Ink - First Friday Artist Alley	4	1270	318
Oldtown Salinas Foundation - Salinas Farmers Market	0	0	
Ariel Theater - Ugly Duckling	1	611	611
Ariel Theater - SEUSSICAL	1	1043	1043
Ariel Theater - THE PLAY'S THE THING SPRING SESSION	1	217	217
Ariel Theater - THE FABULOUS FABLE FACTORY	1	409	409
Ariel Theater - STONE SOUP	1	452	452
First Mayor's House - Giant Yard Sale	1	200	200
Friends of the Salinas Public Library - Big Book Sales	1	80	80
Hometown Heroes - Hometown Hero Banner Inauguration	1	150	150
San Francisco AIDS Foundation - AIDS/Lifecycle	0	0	
Ariel Theater - Kids on Stage	1	220	220
Western Growers - Salinas Biological Summit	1	350	350
Special Olympics Northern California - Law Enforcement Torch Run	1	100	100
Ariel Theater - Lion King Kids	1	706	706
WeatherTech Raceway - MotoAmerica Superbike Bike Night	1	600	600
Santa Lucia Rotary - Festa Italia	0	0	
Ariel Theater - Wizard of Oz	1	1050	1050
Salinas Rodeo - Kiddie Kapers Parade	1	5000	5000
Salinas Rodeo - Horse Parade	2	9000	4500
Salinas Valley Food and Wine - Salinas Valley Food and Wine Opening Mixer	1	200	200
Vida Latin Fest - Vida Latin Fest	0	0	
Ariel Theater - Fiddler On The Roof	1	1122	1122
Salinas Valley Food and Wine - Salinas Valley Food and Wine Festival	1	2500	2500
Salinas Premiere Sneaker Convention - Salinas Premiere Sneaker Convention	1	1000	1000
Fox Theater - Who's Live Anyway?	0	0	
American Cancer Society - Paint the Town Purple	1	200	200

Fox Theater - LA APUESTA	0	0	
Salinas PAL - Salinas PAL Car Show	1	5000	5000
Fox Theater - Corridos Arremangados	0	0	
Weathertech Laguna Seca Raceway - Indy Street Car Party	1	300	300
Fox Theater - Soy Callo de Sinaloa	0	0	
Fox Theater - Sorry Papi	0	0	
Ariel Theater - Jack and the Beanstalk	0	0	
American Cancer Society - Relay for Life	0	0	
The National Steinbeck Center - 42nd Annual Steinbeck Festival	1	1500	1500
Steinbeck District - Trick or Treat	0	0	
Salinas High School - Salinas High Homecoming Parade	1	3500	3500
Fox Theater - WILLIE BARCENA	0	0	
Ciclovía Salinas - Ciclovía Salinas	0	0	
Ariel Theater - Charlotte's Web	0	0	
Monterey County Veterans - Veteran Day Parade	0	0	
Salinas PAL - Salinas Valley Toy Show	0	0	
Festival of Lights - Parade of Lights	0	0	
Ariel Theater - Narnia	0	0	

# Parking Statistics

## Usage by Month

Graph visualizes total percent utilization of each parking location by month. Gaps in the graph are due to no existing records during that time period



## Average Parking Used

### Total Average by Time and Day of the Week

Average of ALL samples in ALL locations broken down by time period or day of the week.

	Available	Ave Used	Ave % Used	Sample
<b>Total Parking</b>	522	391.0	74.90%	426
Inc MSG	FALSE			
		Ave Used/Time	Ave % Used/Time	
9am to 11am		336.8	64.52%	102
11am to 2pm		405.6	77.71%	191
2pm to 5 pm		390.8	74.86%	121
5pm to 12am		200.0	38.31%	6
		Ave Used/Day	Ave % Used/Day	
Sunday				0
Monday		339.5	65.03%	79
Tuesday		398.9	76.41%	83
Wednesday		412.8	79.07%	103
Thursday		408.1	78.18%	62
Friday		397.1	76.08%	99
Saturday				0

## Average by Location and Time of Day

Parking Stalls by Block	Available	Ave Used	Ave % Used
<b>100 Block</b>	<b>23</b>	<b>21.5</b>	<b>93.39%</b>
9am to 11am		21.4	92.86%
11am to 2pm		22.3	96.98%
2pm to 5 pm		21.3	92.55%
5pm to 12am		21.0	91.30%
<b>200 Block</b>	<b>47</b>	<b>43.1</b>	<b>91.71%</b>
9am to 11am		43.1	91.67%
11am to 2pm		44.4	94.46%
2pm to 5 pm		40.9	87.12%
5pm to 12am		47.0	100.00%
<b>300 Block</b>	<b>47</b>	<b>39.6</b>	<b>84.23%</b>
9am to 11am		36.6	77.87%
11am to 2pm		41.0	87.16%
2pm to 5 pm		40.4	85.98%
5pm to 12am		46.0	97.87%
<b>Lot 1 - 200 Block Salinas</b>	<b>47</b>	<b>38.4</b>	<b>81.61%</b>
9am to 11am		28.7	60.99%
11am to 2pm		41.1	87.43%
2pm to 5 pm		38.2	81.31%
5pm to 12am			
<b>Lot 2 - 300 Block Salinas</b>	<b>71</b>	<b>49.0</b>	<b>68.98%</b>
9am to 11am		45.1	63.50%
11am to 2pm		52.7	74.25%
2pm to 5 pm		46.7	65.79%
5pm to 12am			
<b>Lot 3 - 200 Block Monterey</b>	<b>82</b>	<b>71.2</b>	<b>86.85%</b>
9am to 11am		64.0	78.05%
11am to 2pm		74.7	91.09%
2pm to 5 pm		69.1	84.22%
5pm to 12am			
<b>Lot 5 - 300 Block Monterey</b>	<b>134</b>	<b>94.6</b>	<b>70.61%</b>

9am to 11am		77.3	57.71%
11am to 2pm		92.6	69.08%
2pm to 5 pm		103.4	77.14%
5pm to 12am		86.0	64.18%
<b>Lot 8 - Gabilan</b>	<b>71</b>	<b>33.7</b>	<b>47.40%</b>
9am to 11am		20.7	29.11%
11am to 2pm		36.9	51.97%
2pm to 5 pm		30.8	43.35%
5pm to 12am			
<b>Monterey Garage</b>	<b>435</b>	<b>119.5</b>	<b>27.47%</b>
9am to 11am		106.0	24.37%
11am to 2pm		133.0	30.57%
2pm to 5 pm			
5pm to 12am			



## Average by Location and Day of Week

Parking Stalls by Block	Available	Ave Used	Ave % Used
<b>100 Block</b>	<b>23</b>	<b>21</b>	<b>93.39%</b>
Sunday			
Monday		22.0	95.65%
Tuesday		21.9	95.36%
Wednesday		21.0	91.10%
Thursday		22.1	96.05%
Friday		21.1	91.74%
Saturday			
<b>200 Block</b>	<b>47</b>	<b>43.1</b>	<b>91.71%</b>
Sunday			
Monday		41.2	87.73%
Tuesday		43.4	92.25%
Wednesday		43.3	92.08%
Thursday		44.1	93.79%
Friday		43.4	92.34%
Saturday			
<b>300 Block</b>	<b>47</b>	<b>39.6</b>	<b>84.23%</b>
Sunday			
Monday		36.0	76.60%
Tuesday		39.9	84.96%
Wednesday		40.8	86.81%
Thursday		41.2	87.71%
Friday		39.9	84.86%
Saturday			
<b>Lot 1 - 200 Block Salinas</b>	<b>47</b>	<b>38.4</b>	<b>81.61%</b>
Sunday			
Monday		30.8	65.43%
Tuesday		39.4	83.89%
Wednesday		41.9	89.10%

Thursday		42.0	89.36%
Friday		42.1	89.60%
Saturday			
<b>Lot 2 - 300 Block Salinas</b>	<b>71</b>	<b>49.0</b>	<b>68.98%</b>
Sunday			
Monday		43.3	60.92%
Tuesday		49.4	69.60%
Wednesday		54.6	76.88%
Thursday		48.5	68.31%
Friday		46.3	65.26%
Saturday			
<b>Lot 3 - 200 Block Monterey</b>	<b>82</b>	<b>71.2</b>	<b>86.85%</b>
Sunday			
Monday		63.8	77.83%
Tuesday		72.4	88.29%
Wednesday		75.8	92.46%
Thursday		68.7	83.74%
Friday		76.0	92.68%
Saturday			
<b>Lot 5 - 300 Block Monterey</b>	<b>134</b>	<b>94.6</b>	<b>70.61%</b>
Sunday			
Monday		74.8	55.85%
Tuesday		99.4	74.18%
Wednesday		98.9	73.80%
Thursday		105.8	78.92%
Friday		93.1	69.50%
Saturday			
<b>Lot 8 - Gabilan</b>	<b>71</b>	<b>33.7</b>	<b>47.40%</b>
Sunday			
Monday		27.6	38.83%
Tuesday		33.0	46.48%
Wednesday		36.6	51.49%
Thursday		35.8	50.42%

Friday		35.2	49.53%
Saturday			
<b>Monterey Garage</b>	<b>435</b>	<b>119.5</b>	<b>27.47%</b>
Sunday			
Monday			
Tuesday		139.0	31.95%
Wednesday		127.0	29.20%
Thursday		107.0	24.60%
Friday		105.0	24.14%
Saturday			