



Using Mobile Phone Data to Understand Urban Barriers and Usage Patterns

Study of Loring Park 2024



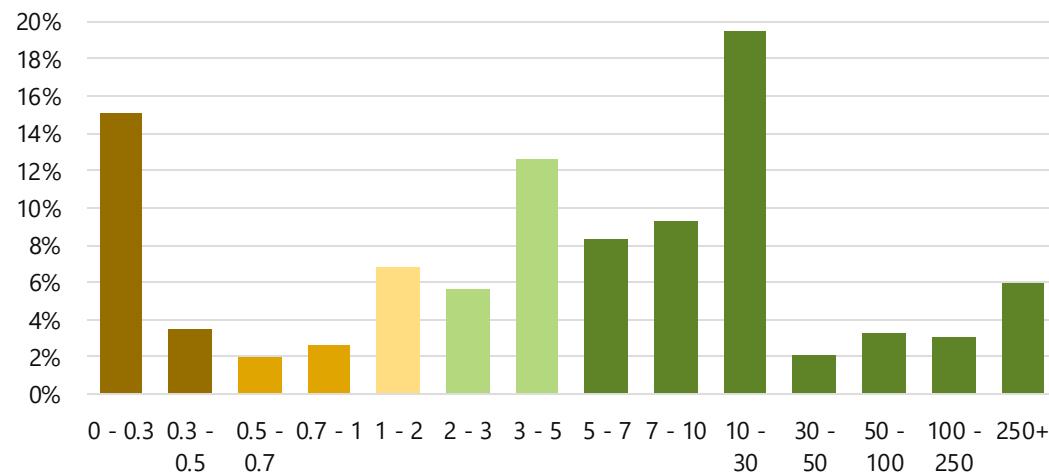
Loring Park 2024

- **507.6K** Visits from **305.5K** Visitors
- **57 Minutes** Average Dwell Time
- **210.2K** Visits during **Twin Cities Pride Festival June 29-30**



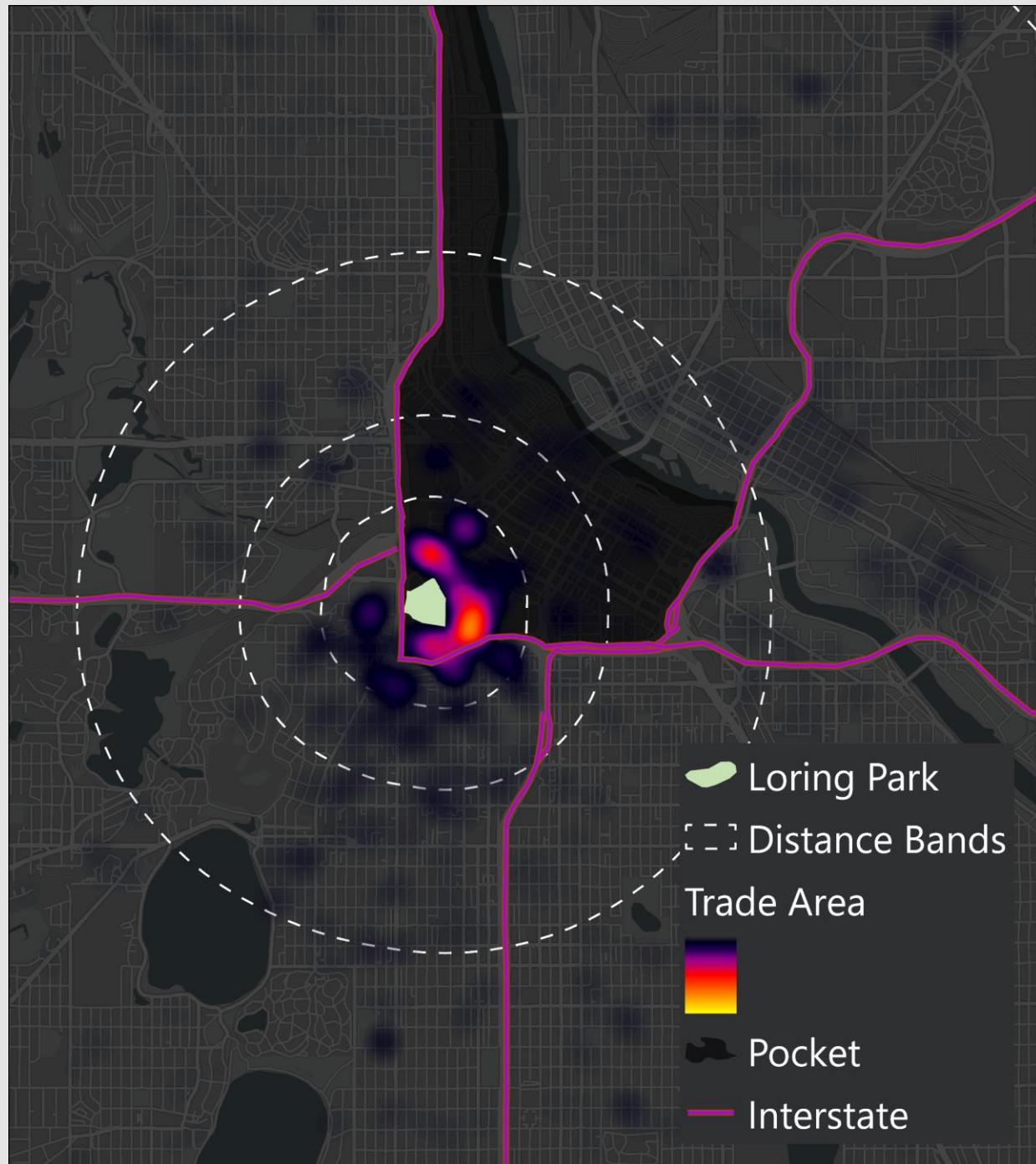
Sources: Placer, NAIP Imagery

Home Locations of Park Visitors

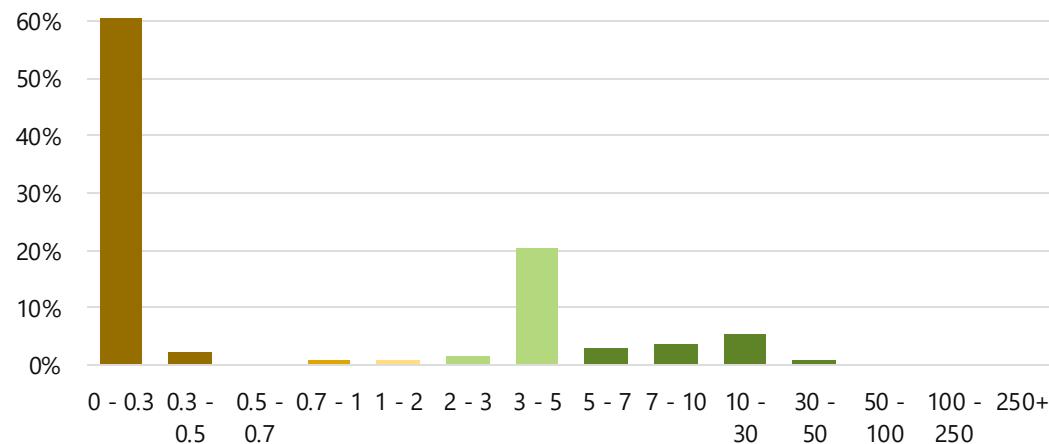


Distance	% Pop In Pocket	% Visitor Homes
0.5 miles	50.2%	76.1%
1 mile	38.1%	66.9%
2 miles	23.6%	57.1%
5 miles	7.7%	35.1%

Sources: Placer, ACS, MnDOT, Met Council, ESRI

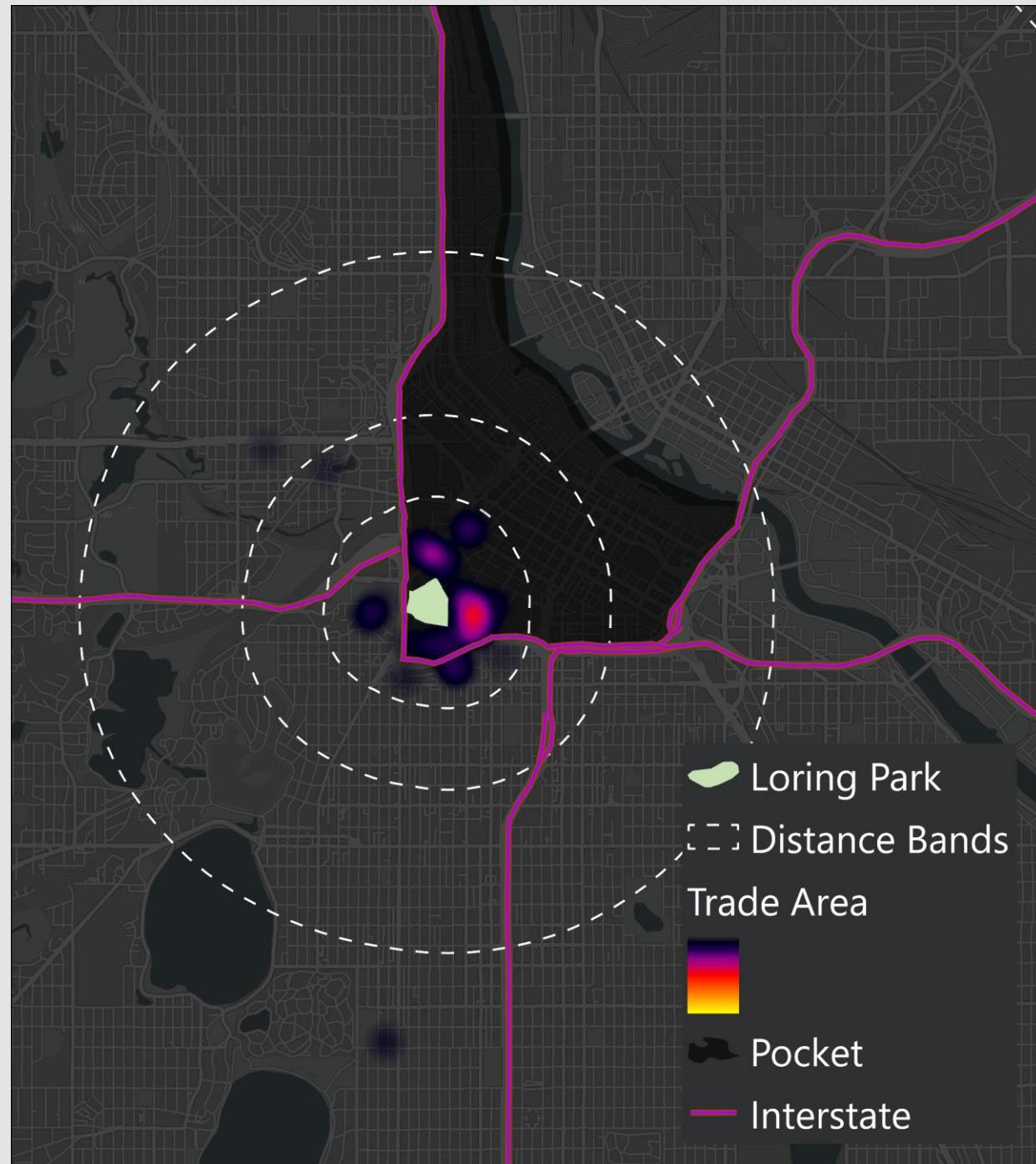


Home Locations of Frequent Park Visitors



Distance	% Pop In Pocket	% Visitor Homes
0.5 miles	50.2%	81.0%
1 mile	38.1%	79.7%
2 miles	23.6%	78.5%
5 miles	7.7%	58.6%

Sources: Placer, ACS, MnDOT, Met Council, ESRI

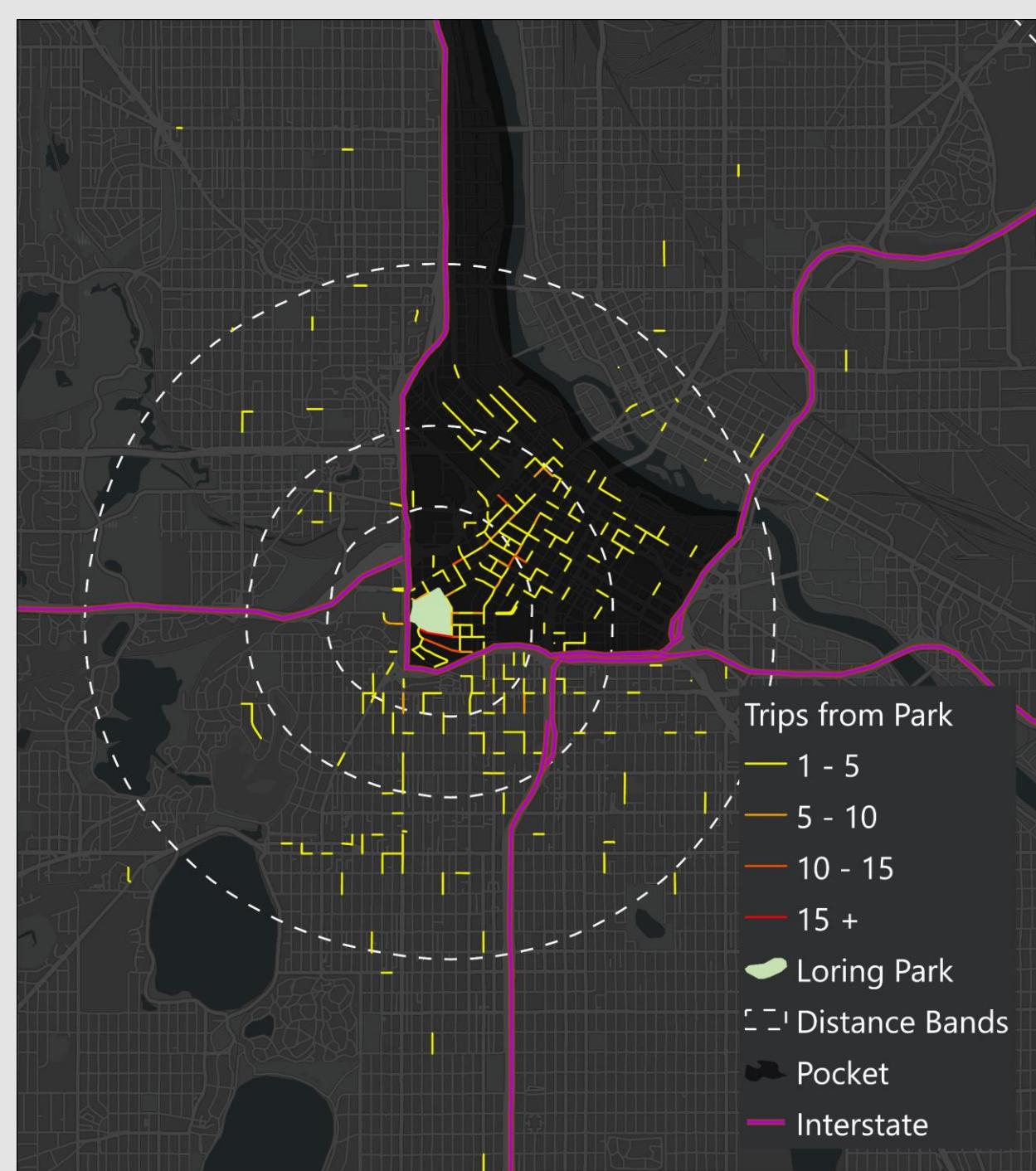


Micromobility Trips to Loring Park



Distance	% Pop In Pocket	% Roads In Pocket	% Trips to Park
0.5 miles	50.2%	44.8%	85.2%
1 mile	38.1%	37.6%	81.4%
2 miles	23.6%	21.3%	75.6%
5 miles	7.7%	7.5%	73.2%

Sources: ACS, MnDOT, Met Council, ESRI



Micromobility Trips from Loring Park

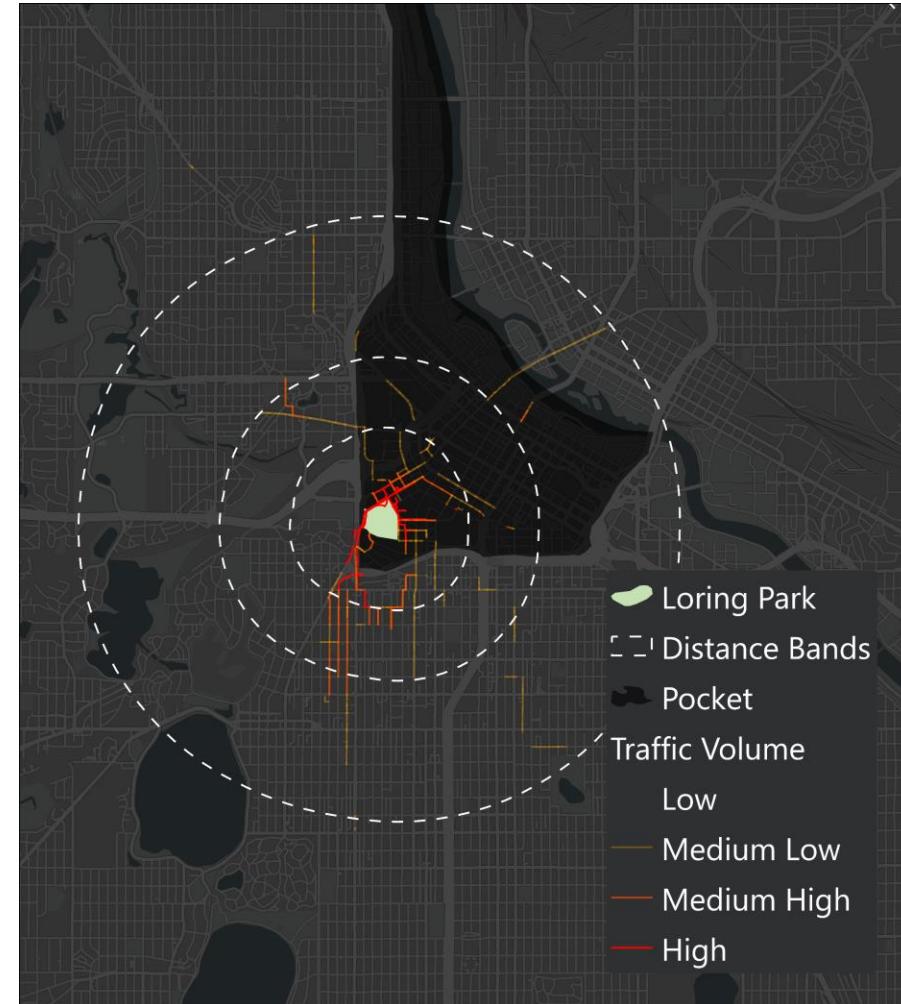
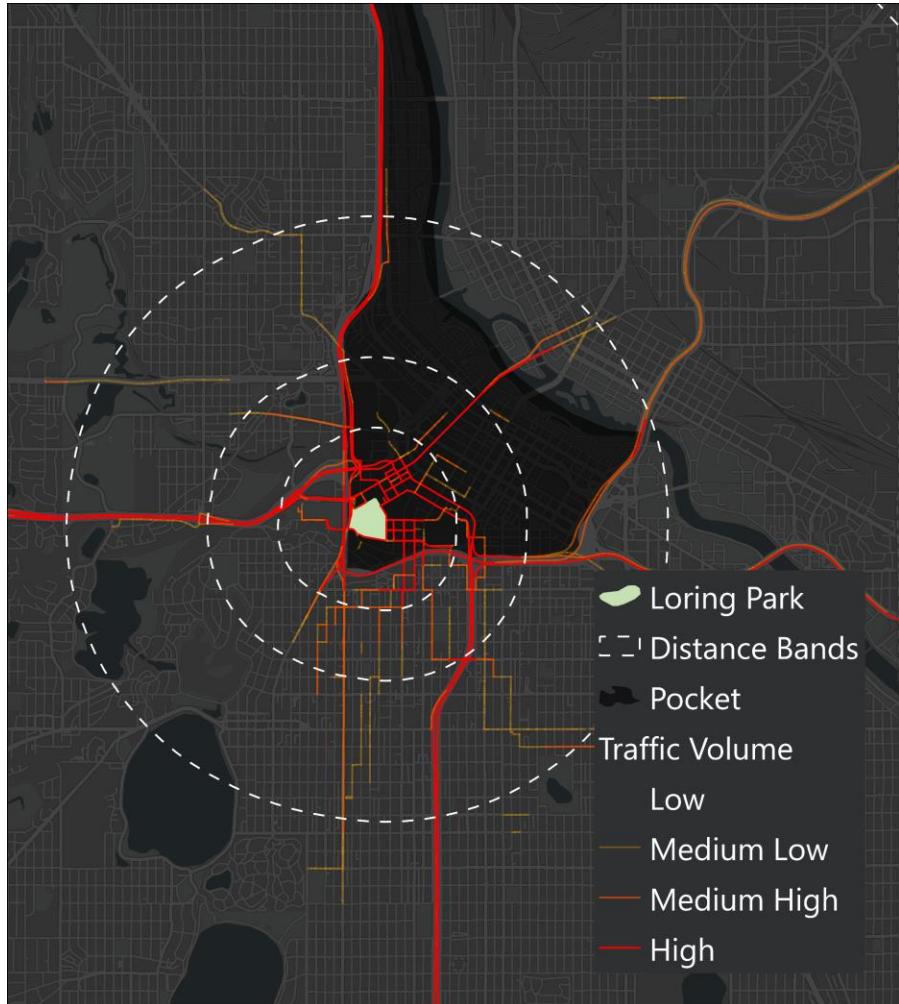
Distance	% Pop In Pocket	% Roads In Pocket	% Trips from Park
0.5 miles	50.2%	44.8%	86.9%
1 mile	38.1%	37.6%	82.3%
2 miles	23.6%	21.3%	75.1%
5 miles	7.7%	7.5%	72.8%

Sources: ACS, MnDOT, Met Council, ESRI

Traffic Volume to/from Loring Park

Motorized

Nonmotorized



Sources: Replica, ACS, MnDOT, Met Council, ESRI

Introductions



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