EVOLVING WORKFORCES

Downtown Portland Worker Mobility Update

CBRE RESEARCH
PACIFIC NORTHWEST

September 2023

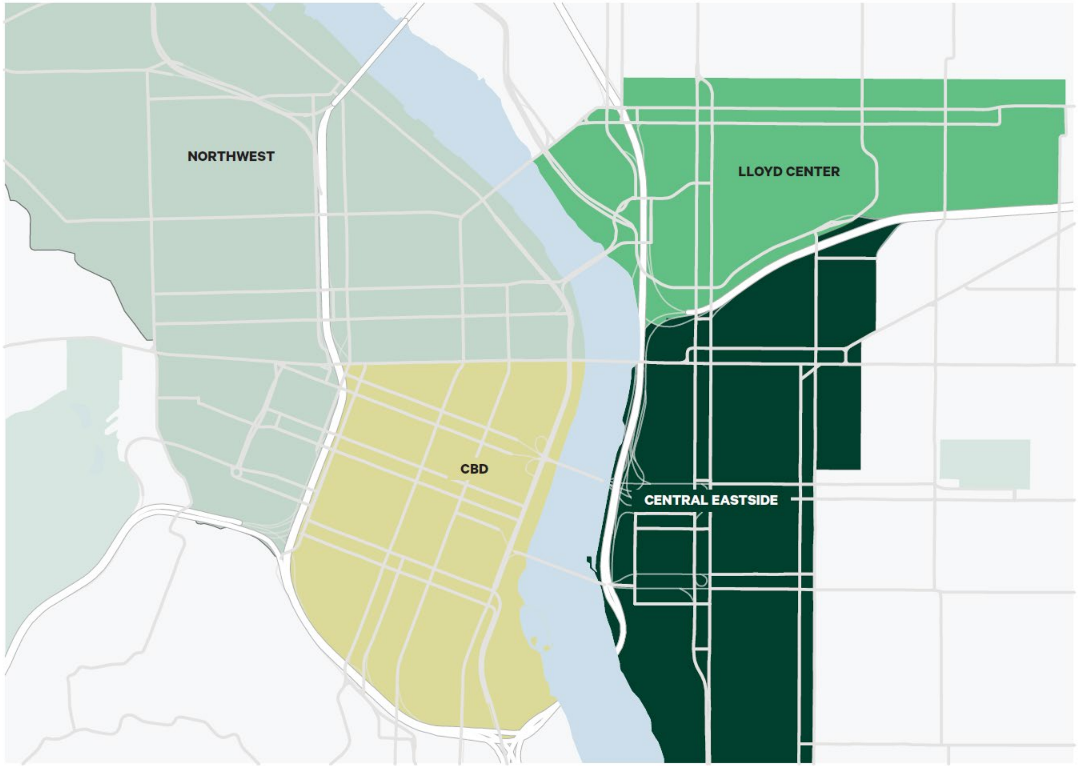
Introduction

While the COVID-19 pandemic has forever changed the office workplace, many high-profile employers in the Portland Metro market and beyond have begun to implement more stringent return-to-office policies. Some employers have even begun to consider using employee badge-swipe data to enforce workplace requirements. However, unemployment levels remain at historically very low levels and in many industries, such as tech, employees are perceived to have a great deal of leverage in negotiations over workplace expectations.

To the north, the largest employer in the Puget Sound market recently mandated its office-using employees to coordinate with their respective managers on implementing new workplace routines and physically report to work on some weekdays. This new policy was made effective May 1, 2023, and seems to have influenced many employers' workplace policies across the region. Now, four months beyond this date, this report provides updated information on Portland's foot traffic in CBRE's four most centrally located downtown office submarkets: Northwest, CBD, Lloyd Center and Central Eastside.

Specifically, this document addresses when employees are physically present and how long they typically remain downtown. Worker visits are identified in the anonymized cell phone user data as visits (i) to designated work locations with a minimum four-hour dwell time during workdays and (ii) which occurred on a consecutive basis (i.e., multiple days per week for many weeks). Visits to downtown workplaces by tourists and residents are excluded from the results presented.

Downtown Portland Office Submarkets CBRE

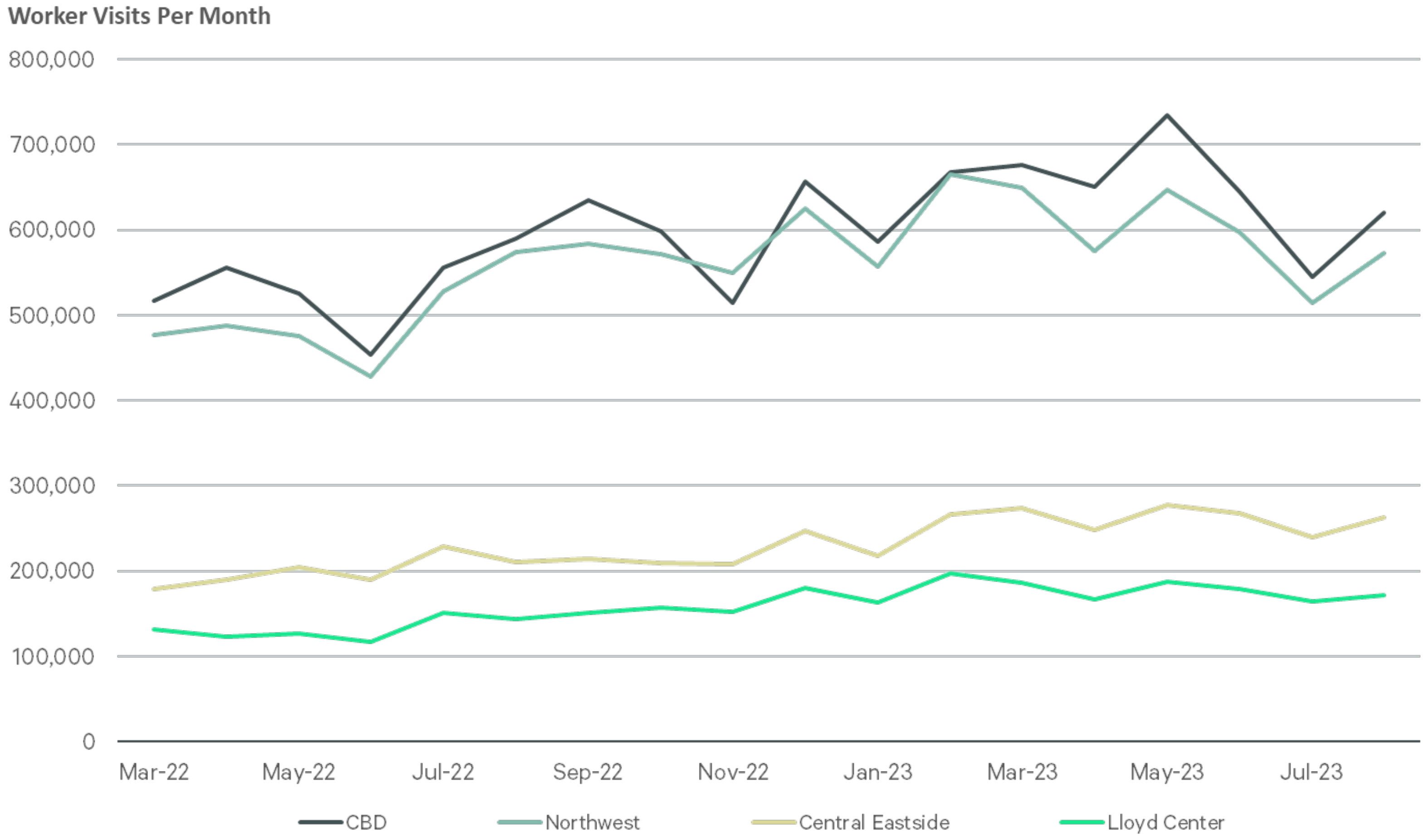


Total Weekday Worker Trips to Downtown Portland by Month

A meaningful increase in worker foot traffic in May, followed by the typical summertime lull

	Net Rentable SF
CBD	16.4 million SF
Northwest	6.1 million SF
Central Eastside	2.3 million SF
Lloyd Center	1.8 million SF

Source: CBRE Research, 2023.



Source: Placer.AI, CBRE Research, 2023.

Workers in Downtown Portland, by Day of Week

Year to date, Wednesday has remained the busiest day in all but one submarket

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Northwest	6.1 million SF
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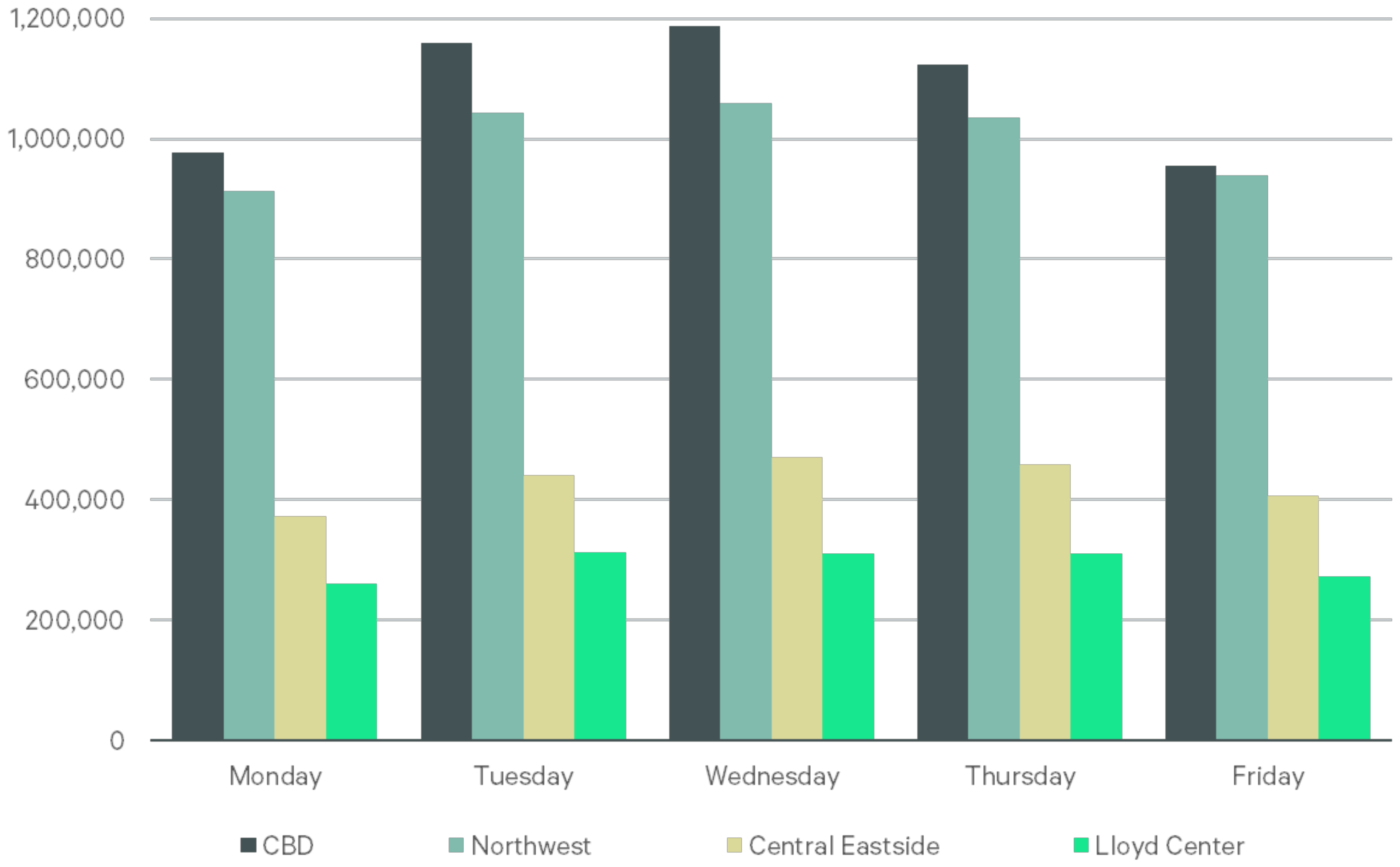
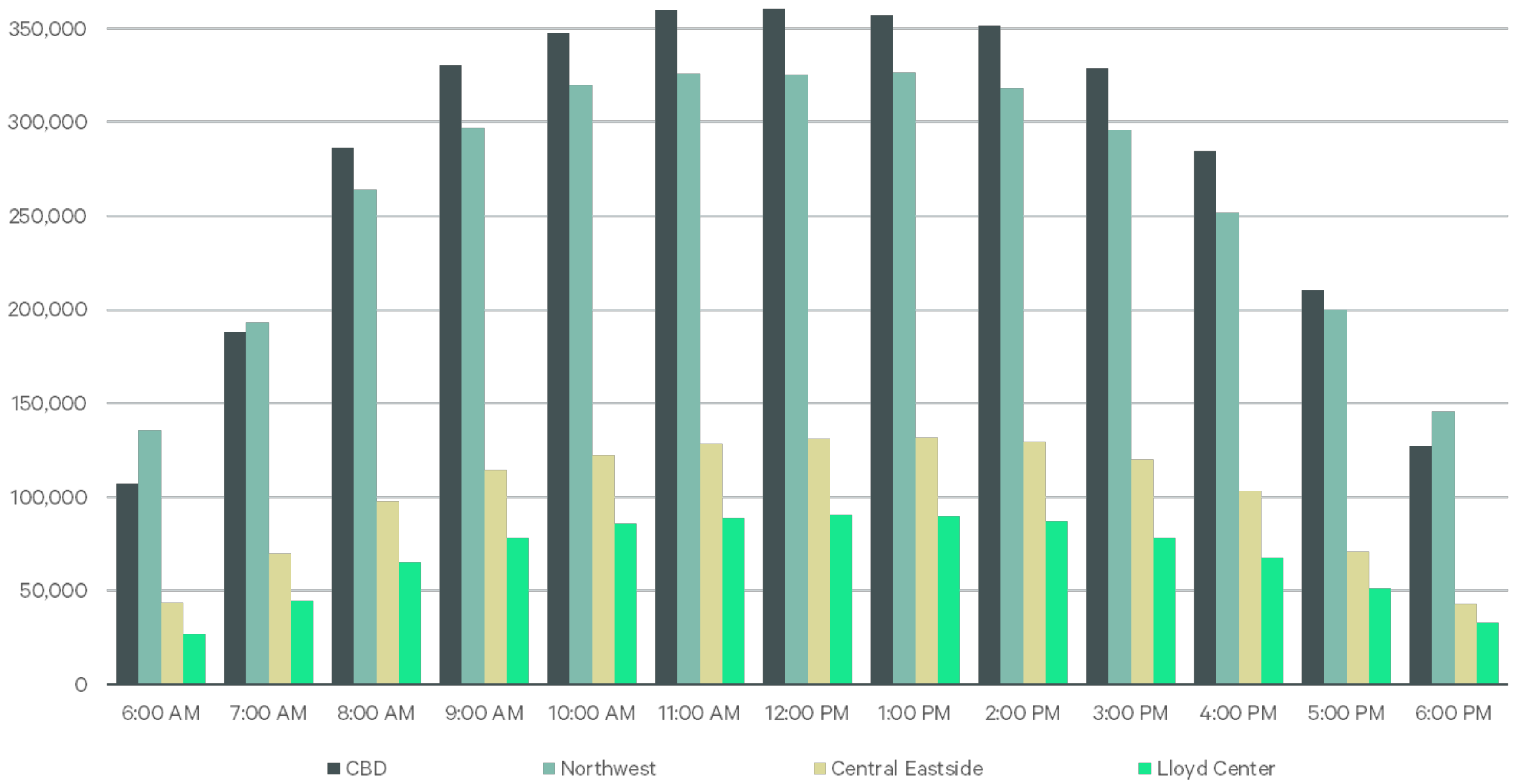
Source: CBRE Research, 2023.



Source: Placer.AI, CBRE Research, 2023.

Workers in Downtown Portland in September 2023 by Time of Day

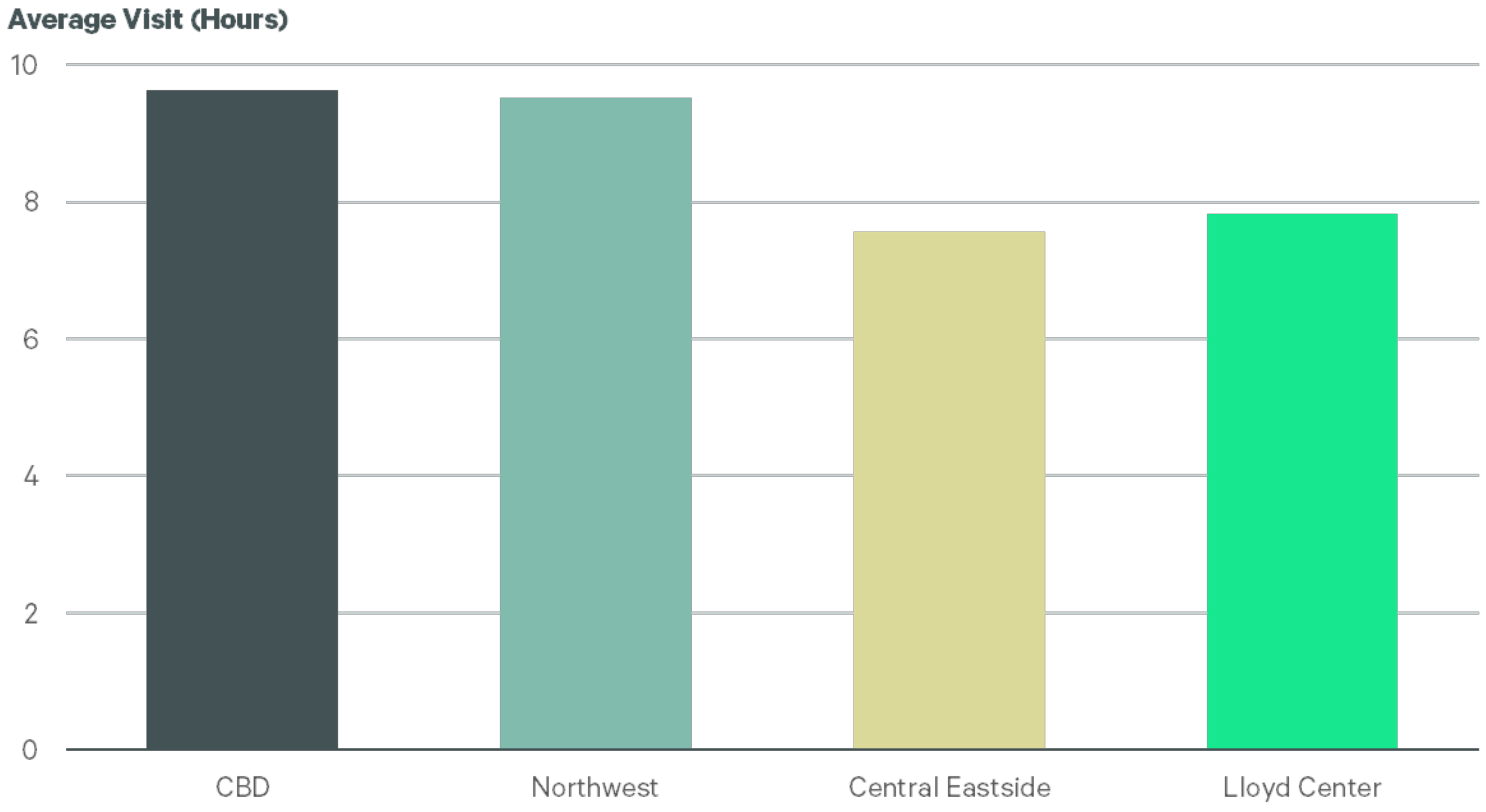
Peak worker foot traffic has shifted in recent months, from 10AM-Noon to 11AM-1PM



Source: Placer.AI, CBRE Research, 2023.

Average Length of Stay for Downtown Portland Workers in September 2023

Average visit durations increased in September 2023, relative to April 2023, across all office submarkets



Source: Placer.AI, CBRE Research, 2023.

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