

Mitigating Economic Leakage in Downtown Cochrane

Prepared by: TWIN VECTORS — Zoya Malik & Talha Mahr

EXECUTIVE SUMMARY

This submission examines why downtown Cochrane underperforms as a destination by quantifying when activity is weakest, who is present, and what economic activity leaks to surrounding areas. Using anonymized mobility data, we analyze hourly activity patterns, weekday versus weekend behaviour, dwell-time proxies, spatial density, and location affinity to understand not just how much activity occurs downtown, but how residents actually use the area. The results show that downtown functions primarily as a weekday utility hub: weekdays dominate total activity intensity, while weekends account for a larger share of unique visitors with shorter, lighter trips, indicating limited destination appeal. Affinity analysis further reveals consistent leakage to external fitness, casual dining, grocery, and apparel destinations, highlighting the absence of anchor uses that drive repeat leisure visits. Together, these findings demonstrate that downtown Cochrane's challenge is not lack of awareness or access, but a misalignment between existing foot traffic and the types of experiences needed to sustain engagement. The submission concludes with targeted, data-backed recommendations that leverage existing visitation patterns to increase dwell time, strengthen weekend activity, and reduce economic leakage.