



Methodology

There are four people counters in Dandenong to provide real time people movement data at key locations. The data is collected by a fixed camera that covers an area approximately 3 x 3 metres and can differentiate;

- Time of day
- Day of week
- Gender
- Child / adult

The camera counts all movements as opposed to unique visits, therefore if the same person passes a location twice a day the Camera would register each passing.

This data provides insights into the daily, weekly and monthly patterns associated with pedestrian footfall in Activity Centres.

Using the Results

The data collected helps to understand how a place is performing such as when the activity peaks / troughs, how balanced the gender distribution is and to what extent children form part of the footfall mix.

This knowledge assists everyone to improve places so they attract and retain people by;

- Making evidence based decisions
- Implementing changes that are self sustaining
- Responding to the unique character of the place
- Measuring the impact of investment and intervention

People Counter Locations

Thomas Street- Located at the multideck car park (installed 6/2020)

Lonsdale Street - Located near Garnar Lane (installed 10/2020)

Langhorne & Walker Streets - Located near Drum (installed 10/2021)

Walker Street – Located at multideck car park (installed 10/2021)

DANDENONG ACTIVITY CENTRE



People Counter - Thomas Street – July 2023

Placemaking & Revitalisation Team

Total footfall this month

50,642

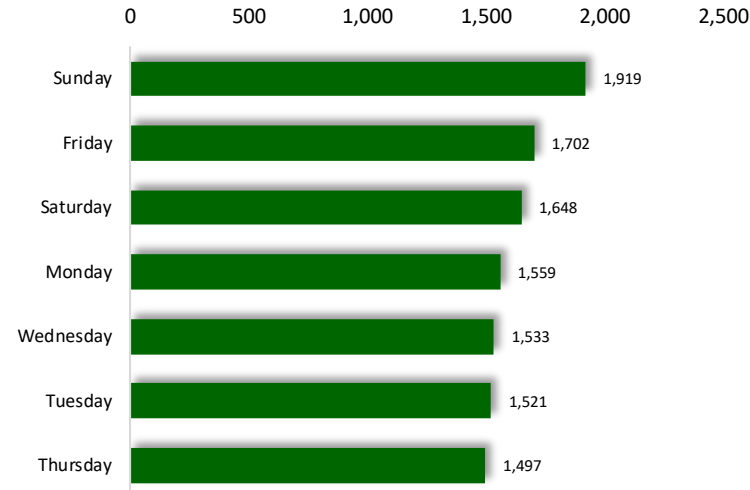
Footfall previous month

50,228

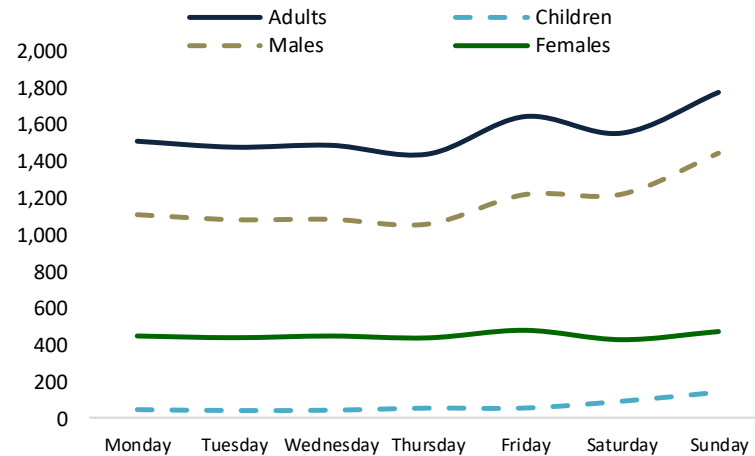
Change

Up 0.9 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

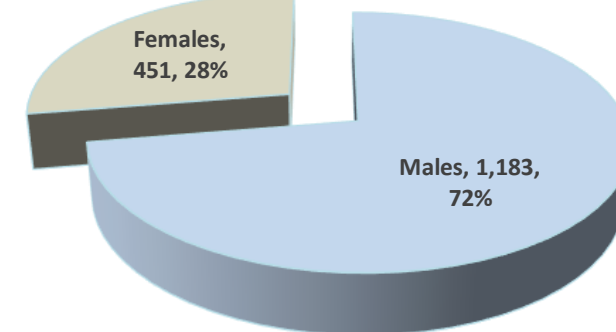


* Average is for the each day for the entire month

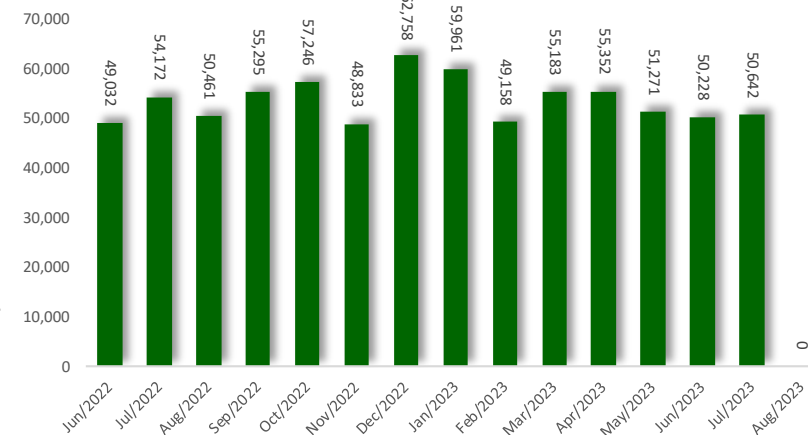
Average daily footfall

1,634

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Lonsdale Street – July 2023

Placemaking & Revitalisation Team

Total footfall this month

31,967

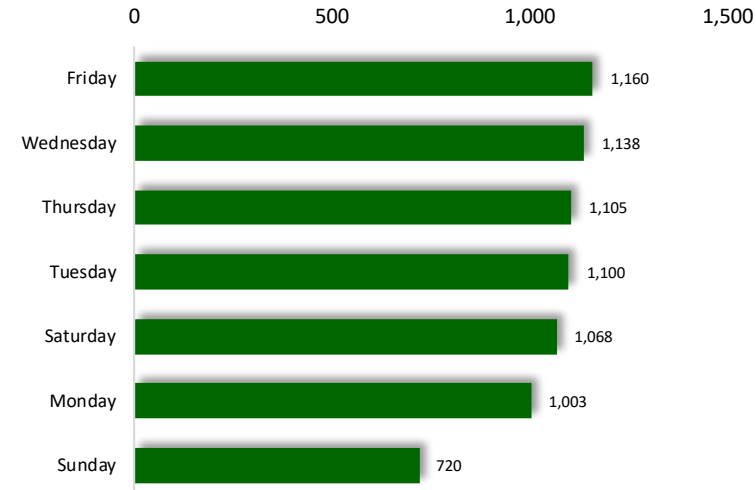
Footfall previous month

33,071

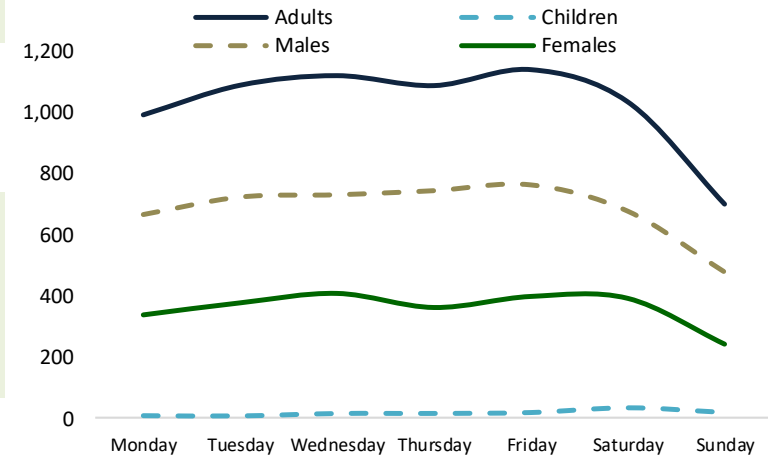
Change

Down -3.4 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

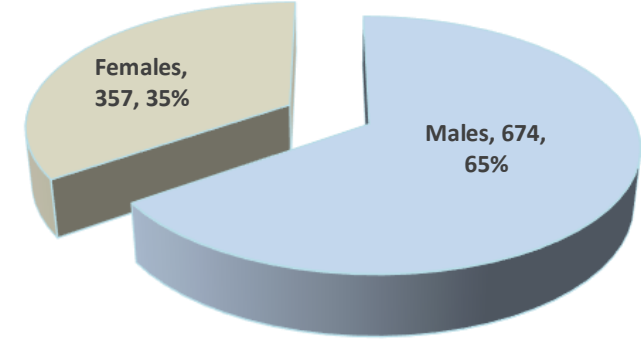


* Average is for the each day for the entire month

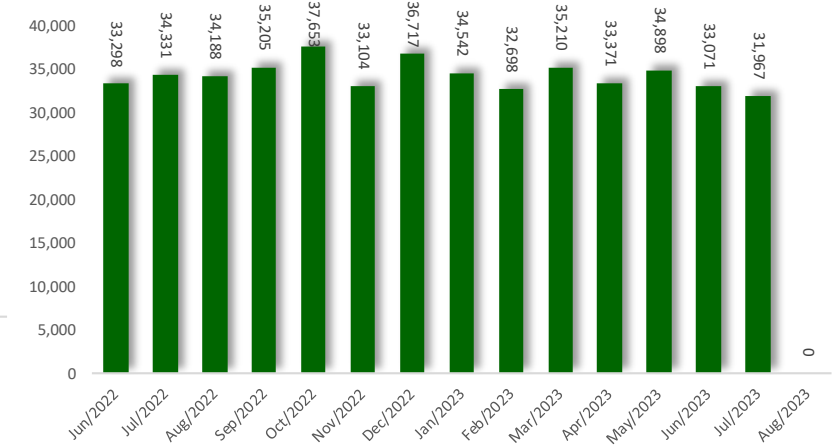
Average daily footfall

1,031

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Walker Street (Car park) – July 2023

Placemaking & Revitalisation Team

Total footfall this month

27,199

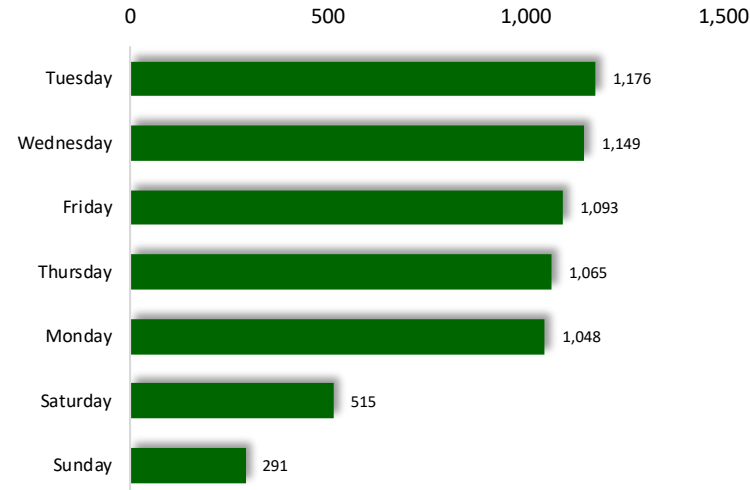
Footfall previous month

27,841

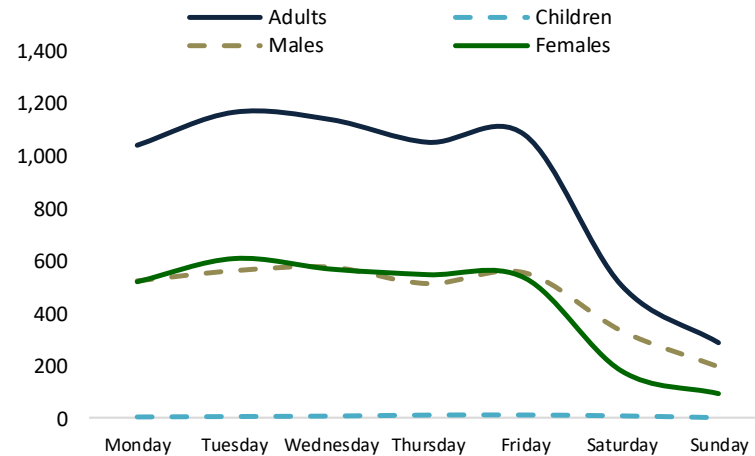
Change

Down -2.4 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

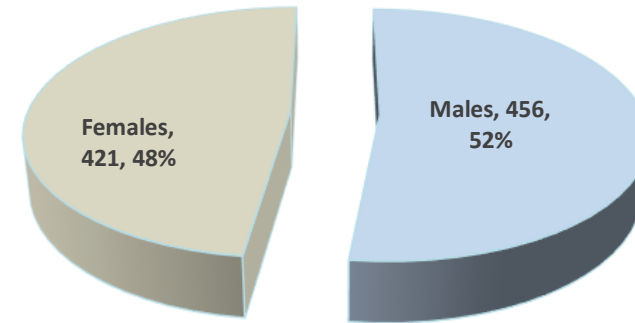


* Average is for the each day for the entire month

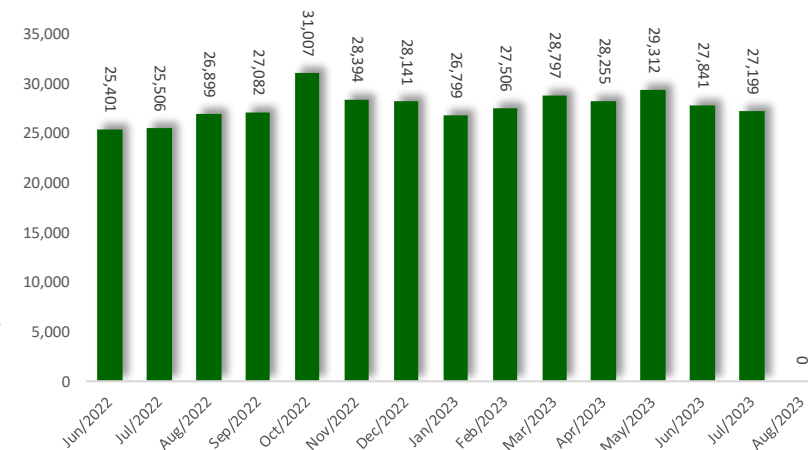
Average daily footfall

877

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Langhorne & Walker Street (Drum Theatre) – July 2023

Placemaking & Revitalisation Team

Total footfall this month

33,125

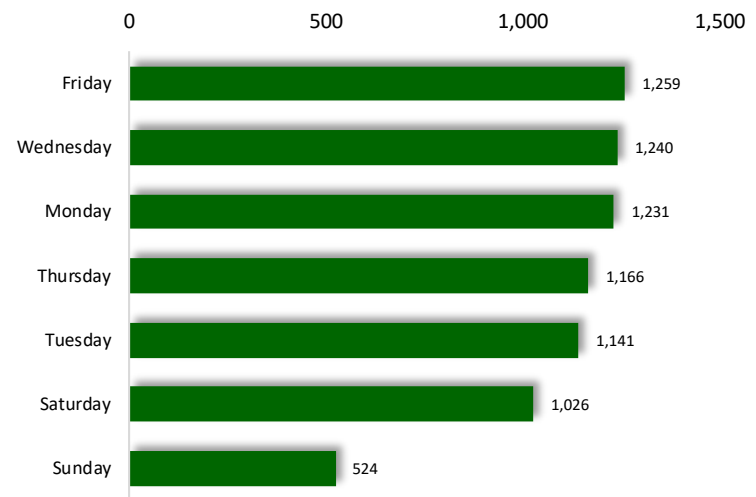
Footfall previous month

39,327

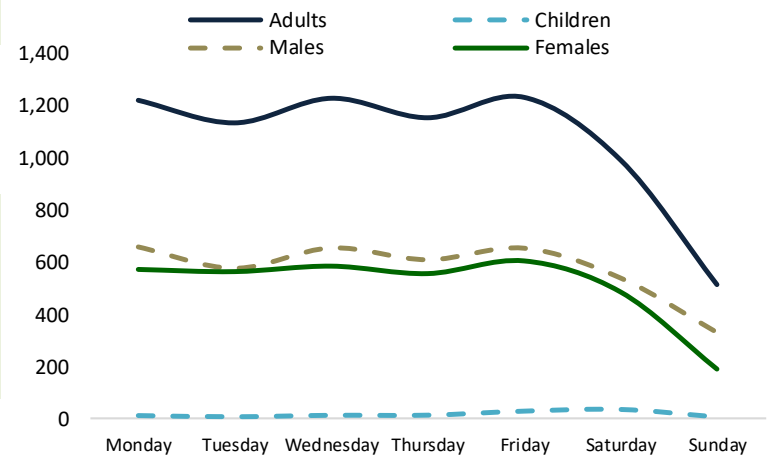
Change

Down -15.8 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

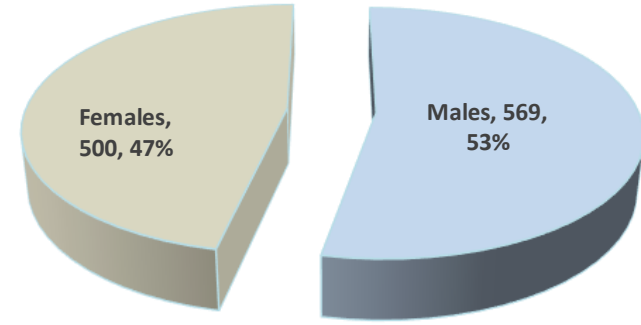


* Average is for the each day for the entire month

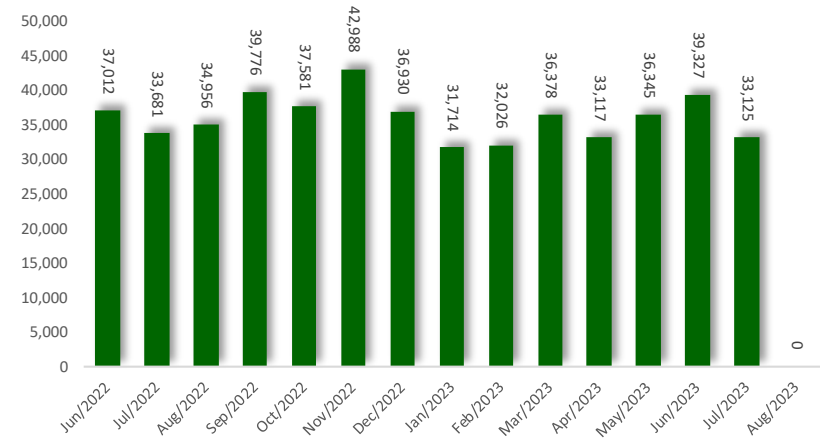
Average daily footfall

1,069

Average daily footfall, by sex



Monthly footfall





Smart Cities - People Counters

Placemaking & Revitalisation Team

Methodology

There are two people counters in Springvale to provide real time people movement data at key locations. The data is collected by a fixed camera that covers an area approximately 3 x 3 metres and can differentiate;

- Time of day
- Day of week
- Gender
- Child / adult

The camera counts all movements as opposed to unique visits, therefore if the same person passes the counter multiple times the Camera will register each passing.

This data provides insights into the daily, weekly and monthly patterns associated with pedestrian footfall in Activity Centres.

Using the Results

The data collected helps to understand how a place is performing such as when the activity peaks / troughs, how balanced the gender distribution is and to what extent children form part of the footfall mix.

This knowledge assists everyone to improve places so they attract and retain people by;

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People Counter Locations

Buckingham Ave - Located at Multicultural Place

(installed July 2021)

Balmoral / Buckingham Corner

(installed October 2021)

SPRINGVALE ACTIVITY CENTRE



People Counter - Buckingham Ave (Multicultural Place) – July 2023

Placemaking & Revitalisation Team

Total footfall this month

240,857

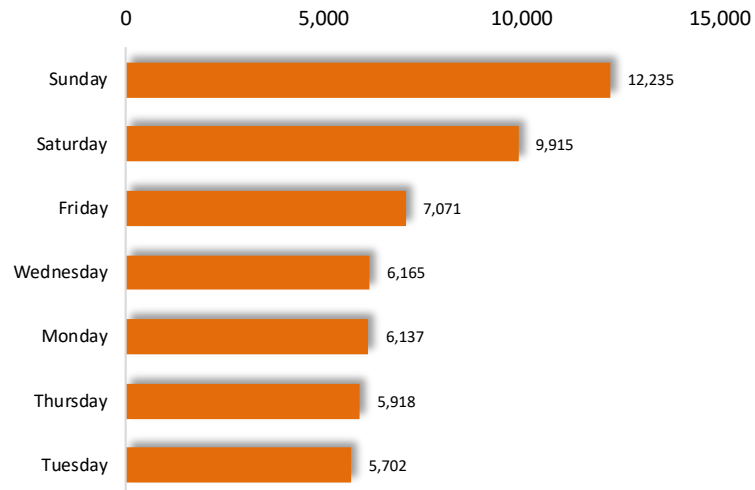
Footfall previous month

211,001

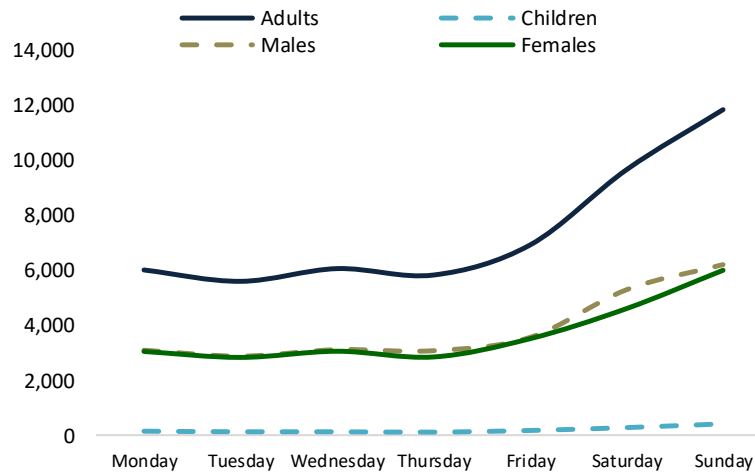
Change

Up 14.2 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

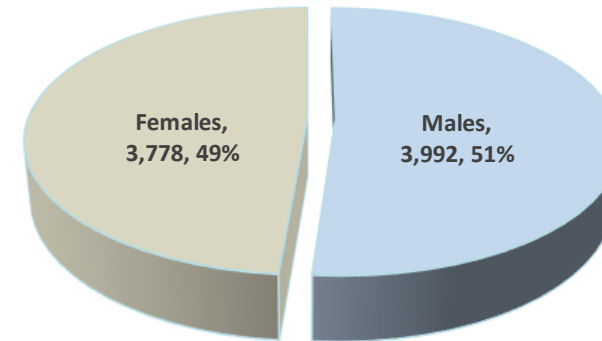


* Average is for the each day for the entire month

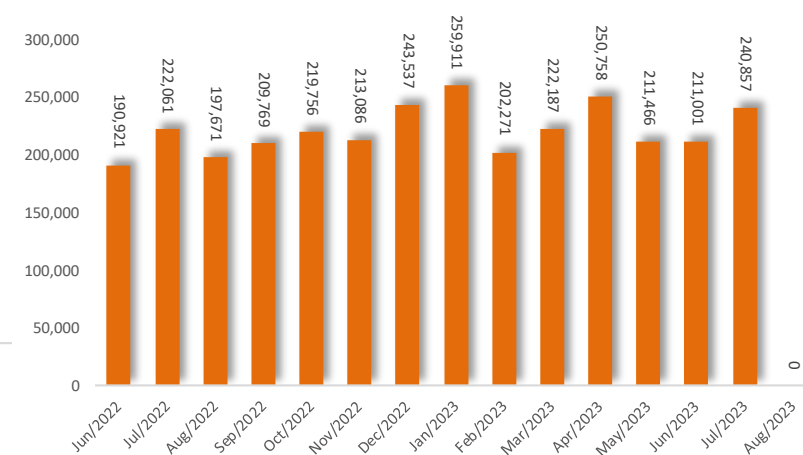
Average daily footfall

7,770

Average daily footfall, by sex



Monthly footfall



SPRINGVALE ACTIVITY CENTRE



People Counter - Cnr Balmoral Ave / Buckingham Ave – July 2023

Placemaking & Revitalisation Team

Total footfall this month

169,100

Footfall previous month

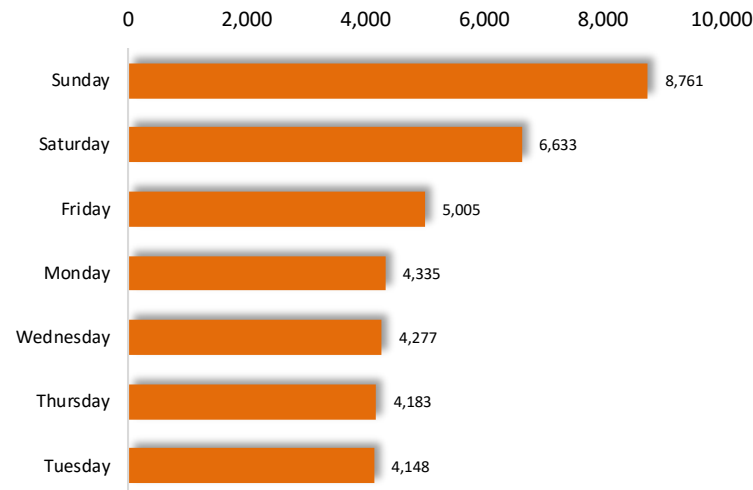
53,184

Change

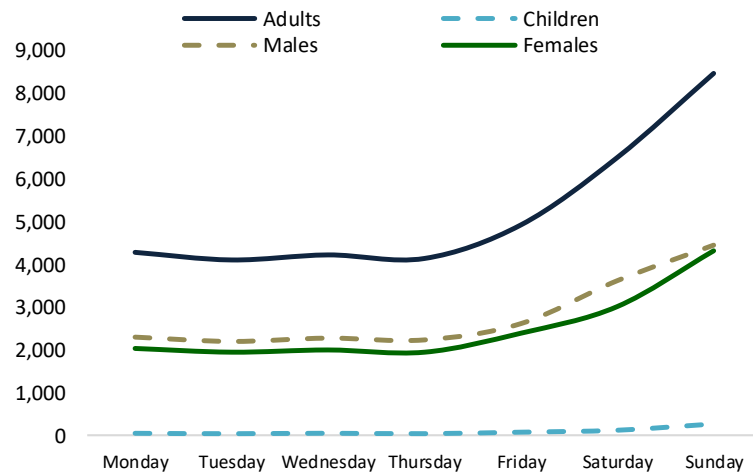
Up 218 %

Malfunction of the people counter from 3 – 18 June has returned an abnormal result this month.

Average daily footfall, by day of the week



Average* daily footfall, by population segment

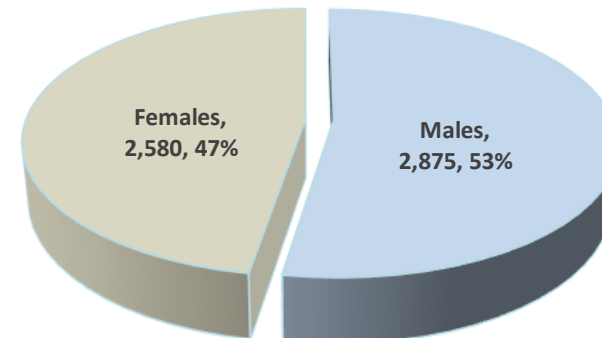


* Average is for the each day for the entire month

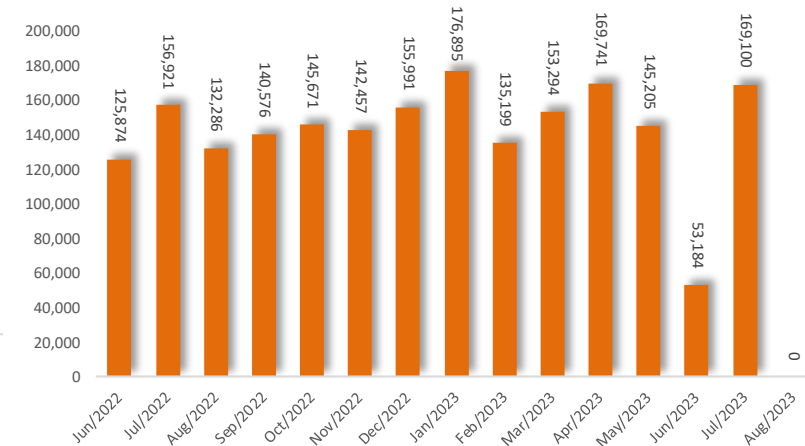
Average daily footfall

5,455

Average daily footfall, by sex



Monthly footfall





Smart Cities - People Counters

Placemaking & Revitalisation Team

Methodology

There are five people counters in Noble Park to provide real time people movement data at key locations. The data is collected by a fixed camera that covers an area approximately 3 x 3 metres and can differentiate;

- Time of day
- Day of week
- Gender
- Child / adult

The camera counts all movements as opposed to unique visits, therefore if the same person passes a location twice a day the Camera would register each passing.

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People Counter Locations

Douglas Street – Located at the Toilet Block - (installed 11/2021)

Skate Park - Located near skyrail - (installed 11/2021)

Douglas Street - Located Commonwealth Bank - (installed 9/2022)

Aubrey Moss Gardens - Located opposite Coles - (installed 9/2022)

Buckley Street - Located near the Public Hall - (installed 9/2022)

NOBLE PARK ACTIVITY CENTRE



People Counter - Aubrey Moss – July 2023

Placemaking & Revitalisation Team

Total footfall this month

1,910

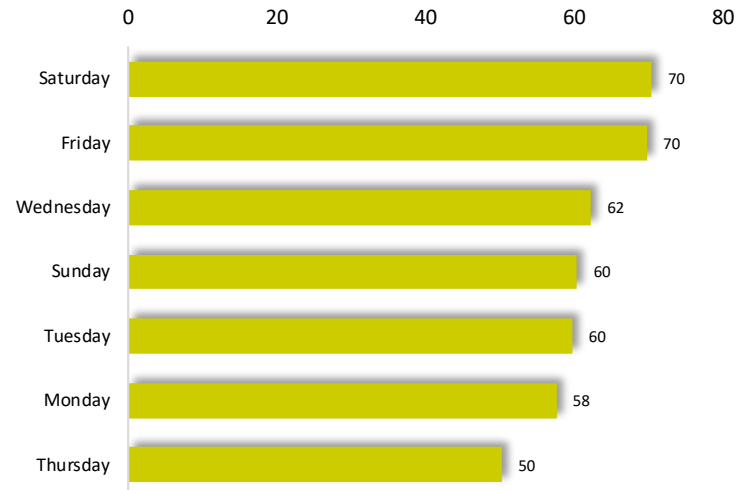
Footfall previous month

1,661

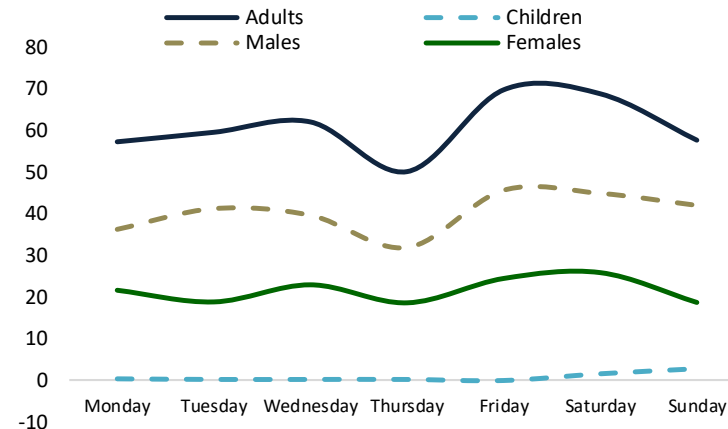
Change

Up 15 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

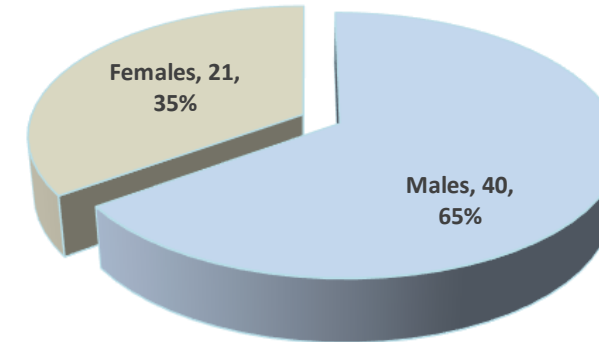


* Average is for the each day for the entire month

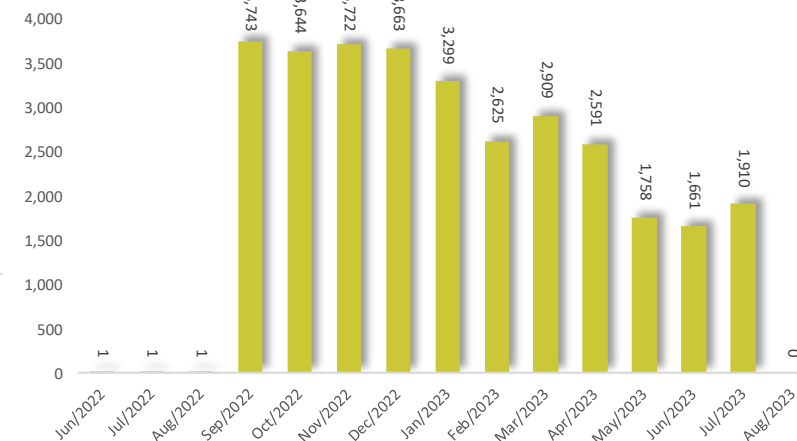
Average daily footfall

62

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Buckley Street – July 2023

Placemaking & Revitalisation Team

Total footfall this month

18,133

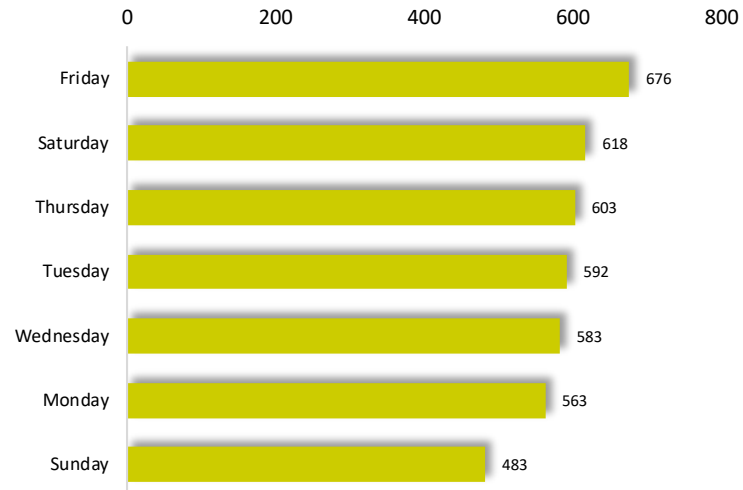
Footfall previous month

17,037

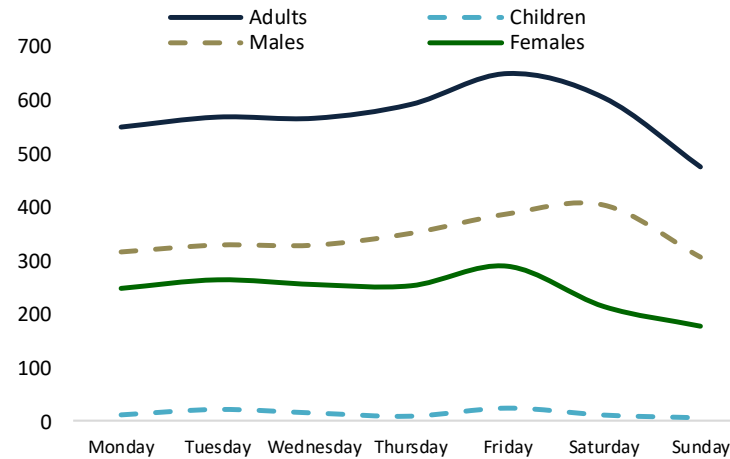
Change

Up 6.5 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

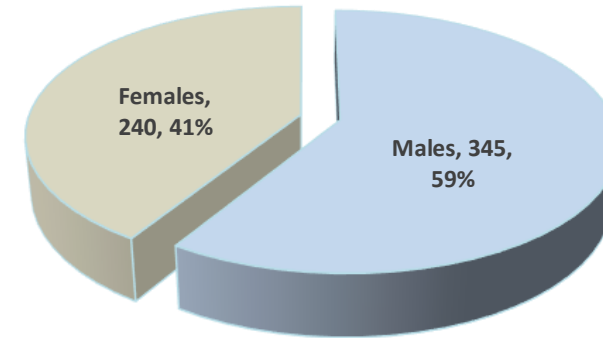


* Average is for the each day for the entire month

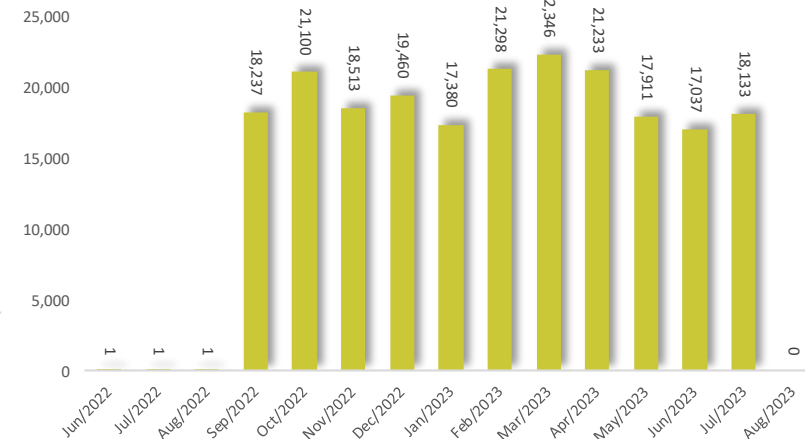
Average daily footfall

585

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Douglas Street – July 2023

Placemaking & Revitalisation Team

Total footfall this month

84,049

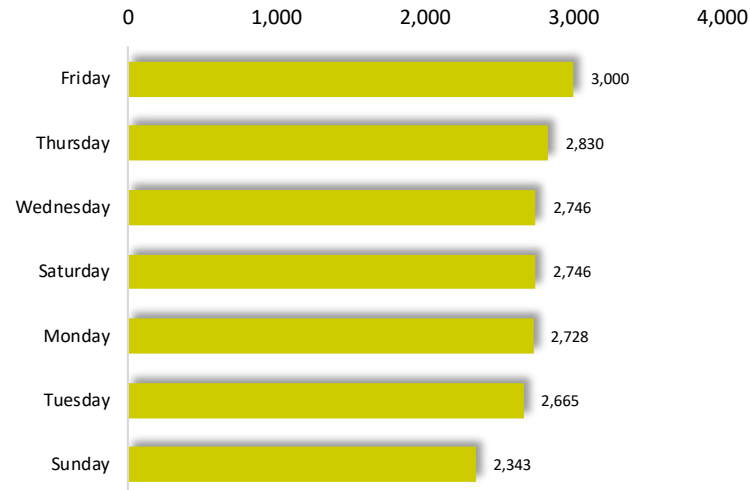
Footfall previous month

79,756

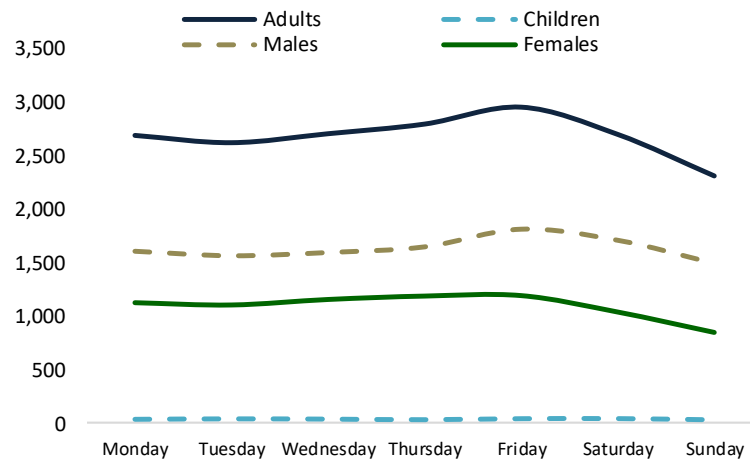
Change

Up 5.4 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

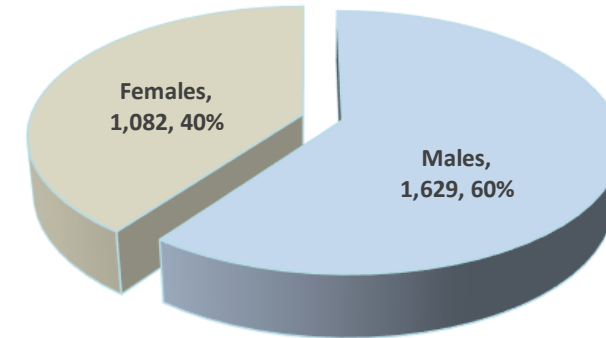


* Average is for the each day for the entire month

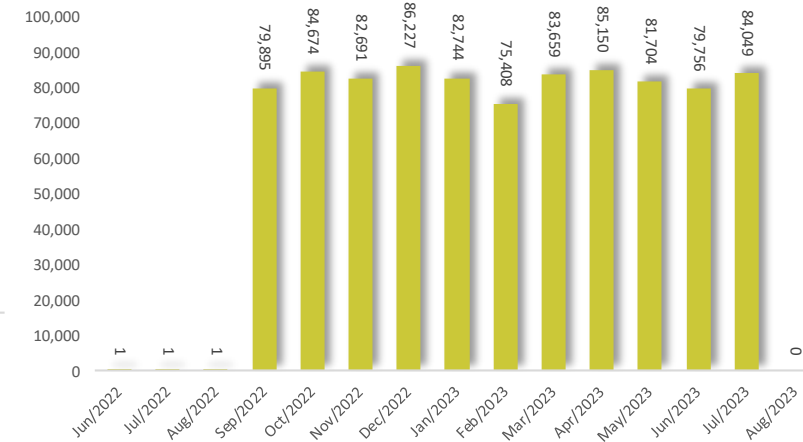
Average daily footfall

2,711

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Douglas Street (toilet block) – July 2023

Placemaking & Revitalisation Team

Total footfall this month

37,481

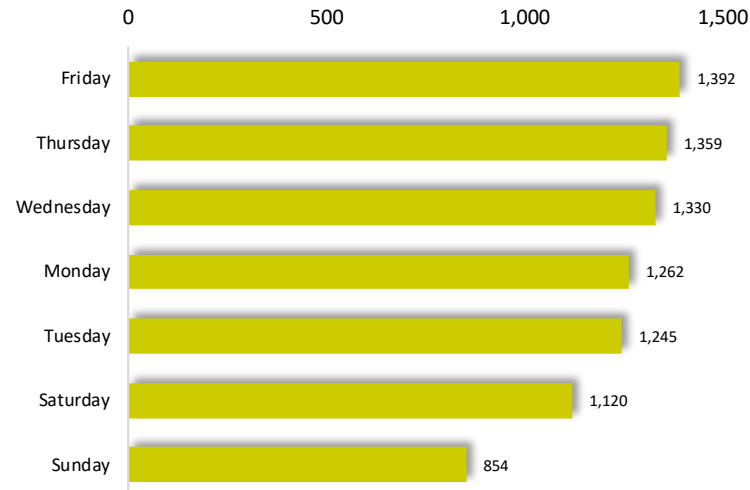
Footfall previous month

33,306

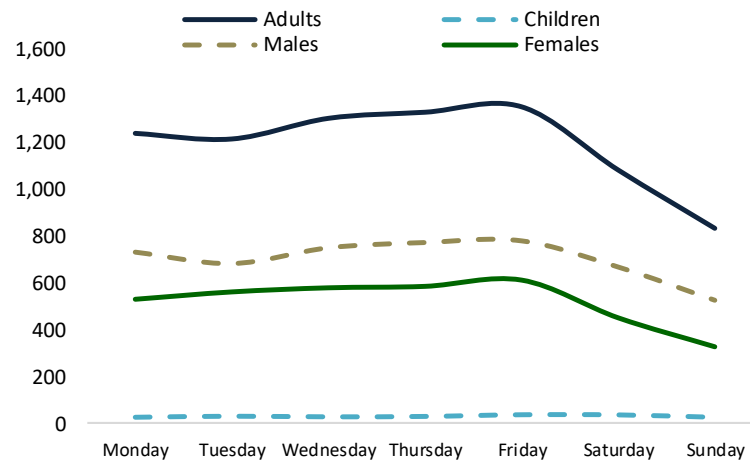
Change

Up 12.6 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

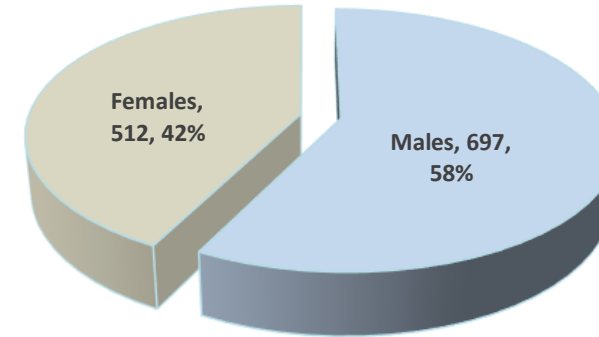


* Average is for the each day for the entire month

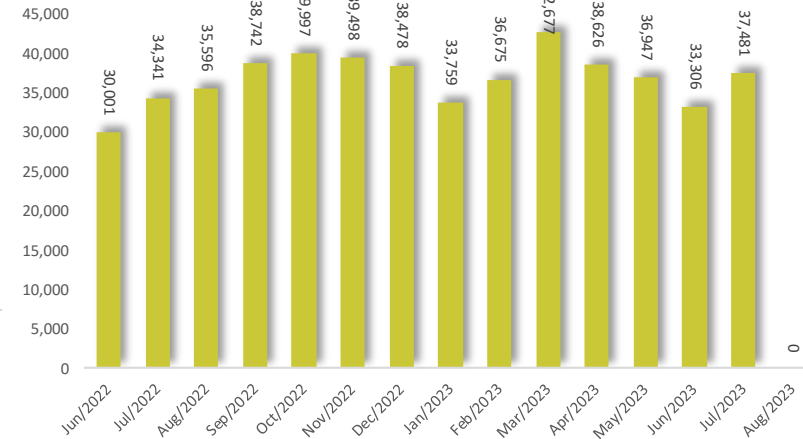
Average daily footfall

1,209

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Noble Park Skate Park (skyrail) – July 2023

Placemaking & Revitalisation Team

Total footfall this month

4,122

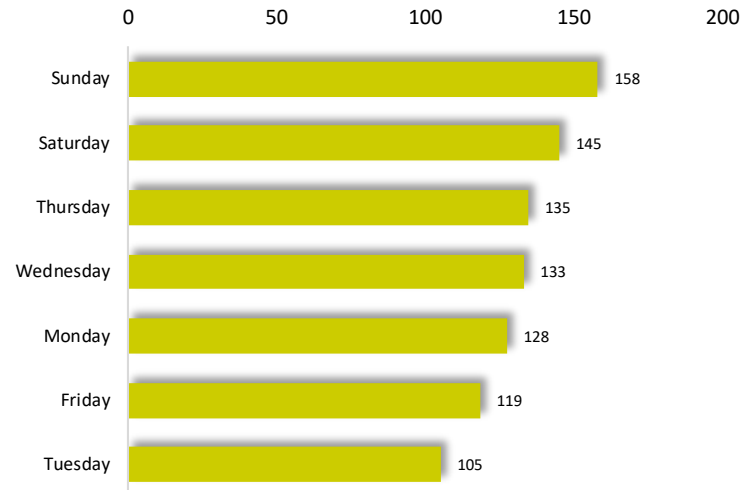
Footfall previous month

4,055

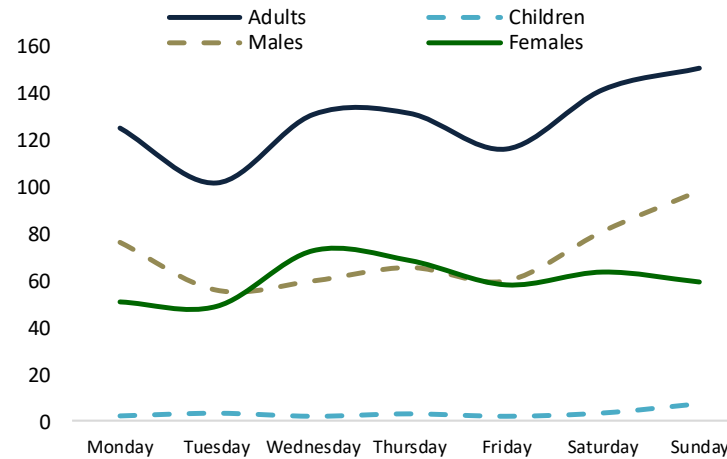
Change

Up 1.7 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

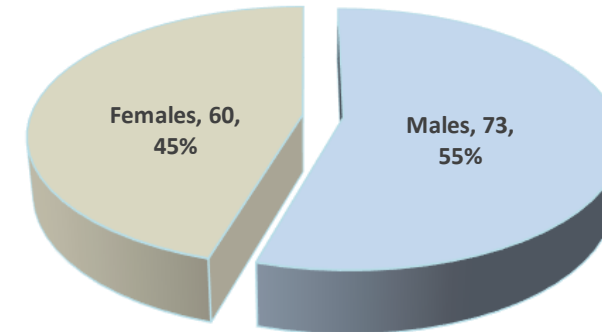


* Average is for the each day for the entire month

Average daily footfall

133

Average daily footfall, by sex



Monthly footfall

