



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)



People Counter - Thomas Street – November 2023

Placemaking & Revitalisation Team

Total footfall this month

58,118

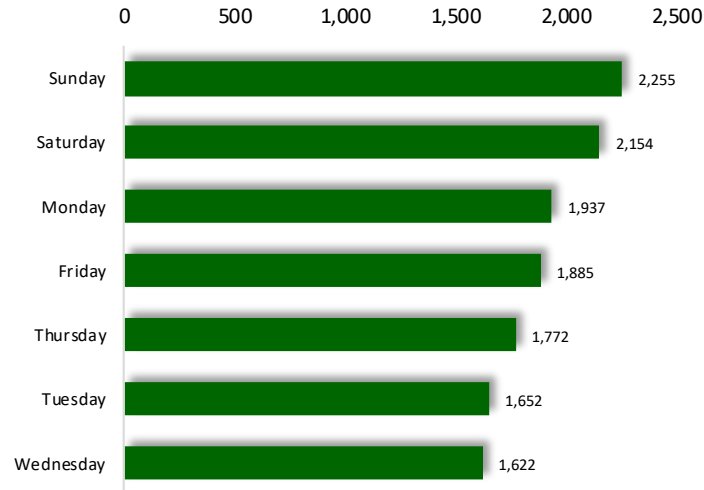
Footfall previous month

54,381

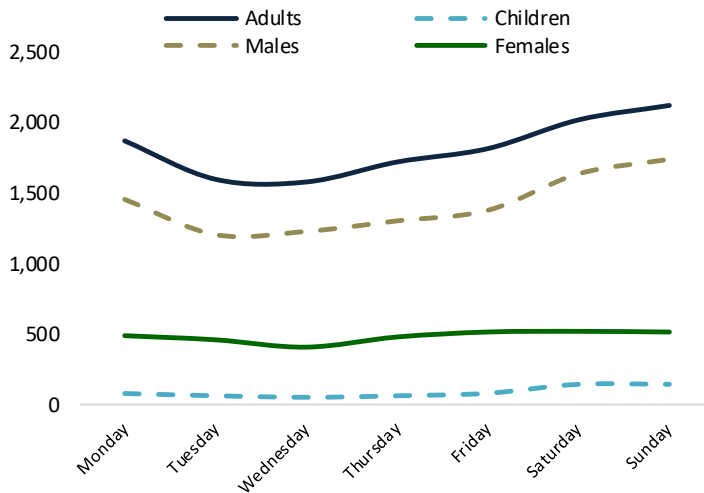
Change

Up 6.9 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

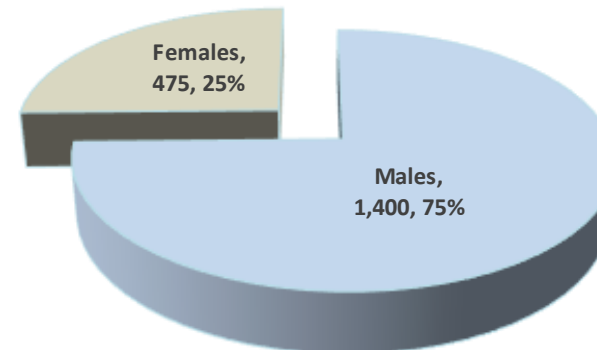


* Average is for the each day for the entire month

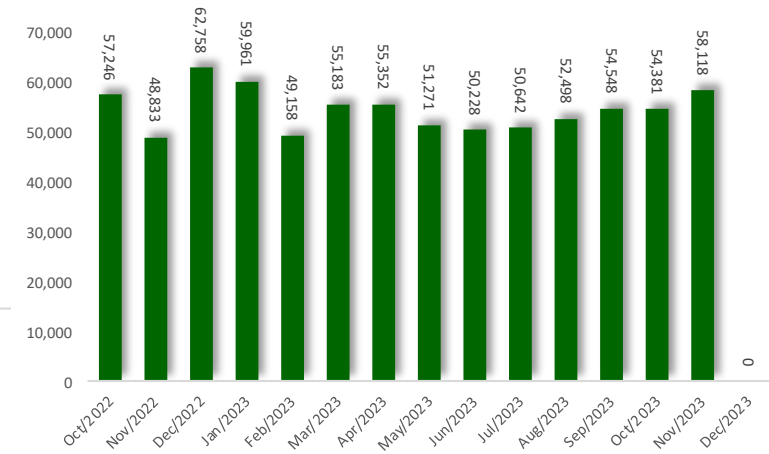
Average daily footfall

1,875

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Lonsdale Street – November 2023

Placemaking & Revitalisation Team

Total footfall this month

34,834

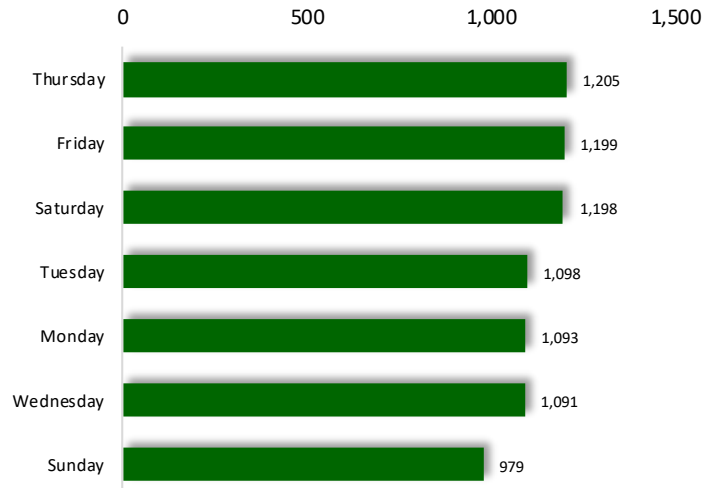
Footfall previous month

32,326

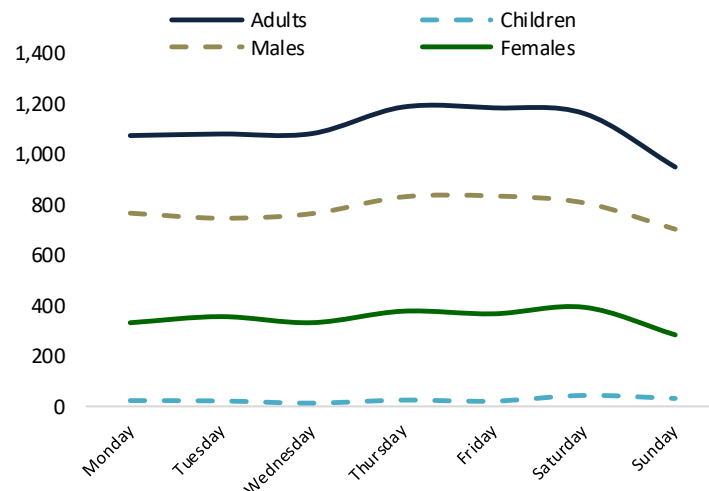
Change

Up 7.8 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

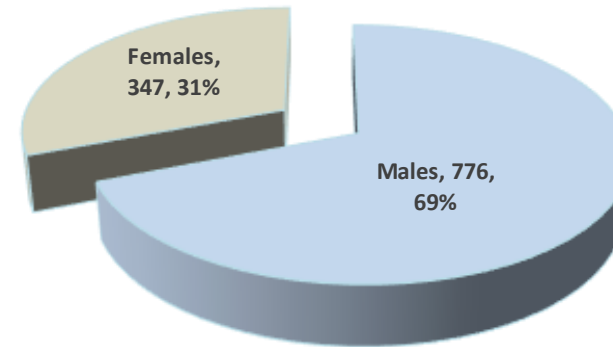


* Average is for the each day for the entire month

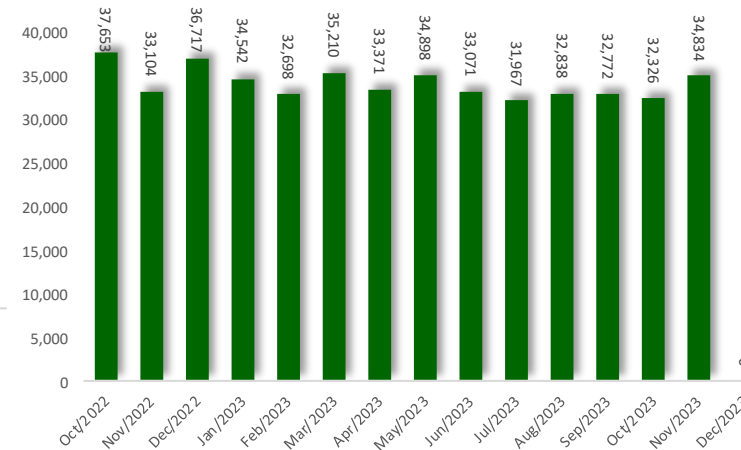
Average daily footfall

1,124

Average daily footfall, by sex



Monthly footfall





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

Placemaking & Revitalisation Team

Total footfall this month

29,493

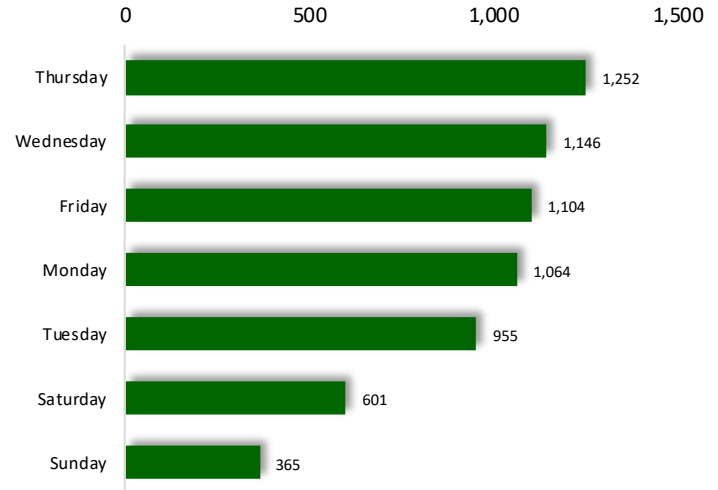
Footfall previous month

27,762

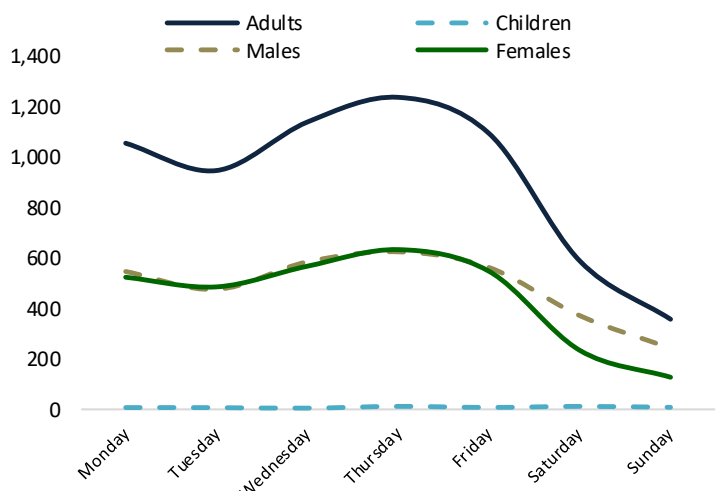
Change

Up 6.3 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

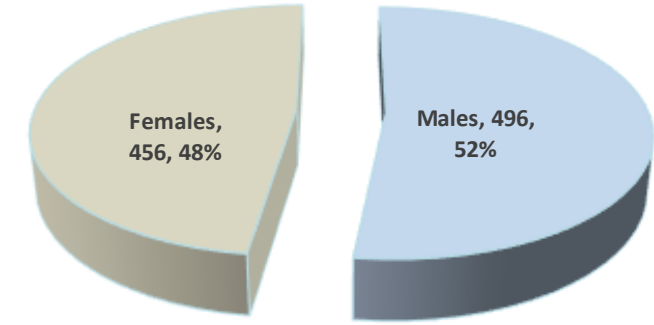


* Average is for the each day for the entire month

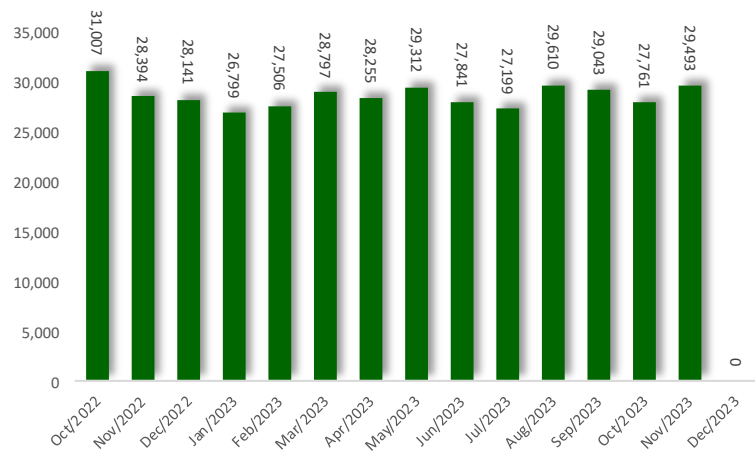
Average daily footfall

951

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

Total footfall this month

42,884

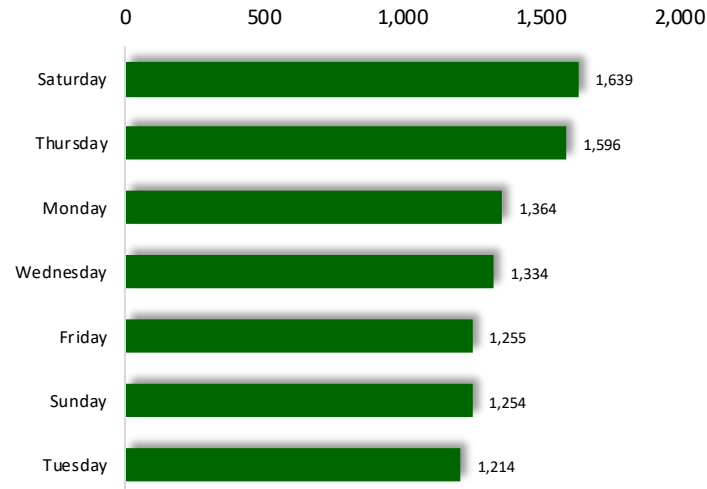
Footfall previous month

35,824

Change

Up 19.8 %

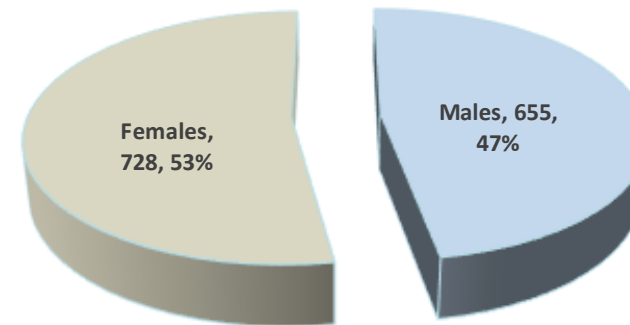
Average daily footfall, by day of the week



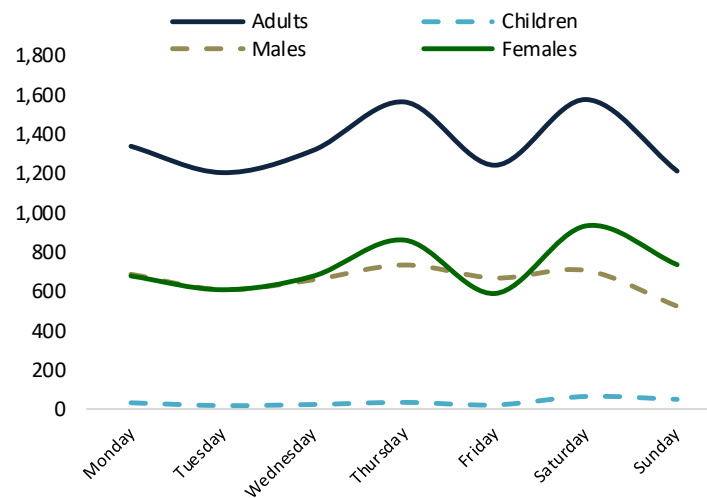
Average daily footfall

1,383

Average daily footfall, by sex

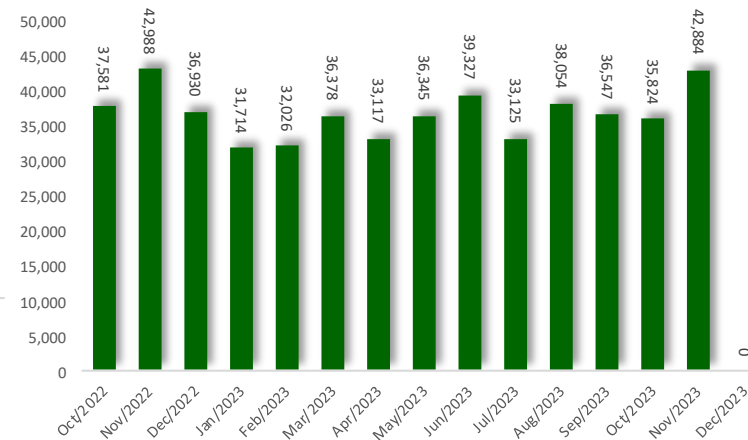


Average* daily footfall, by population segment



* Average is for the each day for the entire month

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;

- Making evidence based decisions
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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) – November 2023

Placemaking & Revitalisation Team

Total footfall this month

250,566

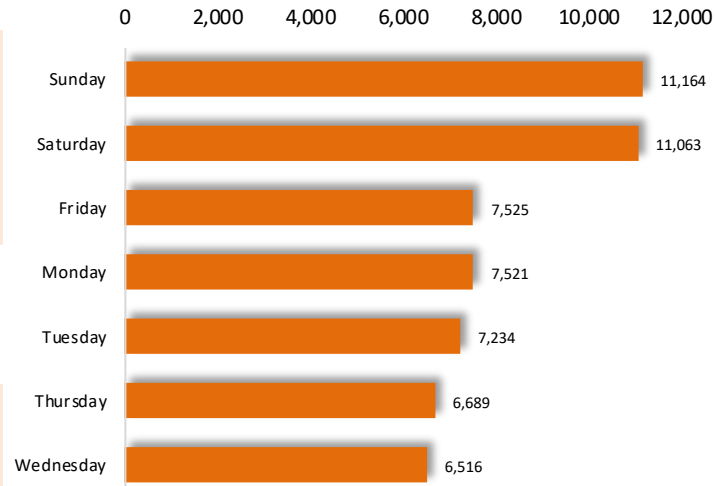
Footfall previous month

243,843

Change

Up 2.8 %

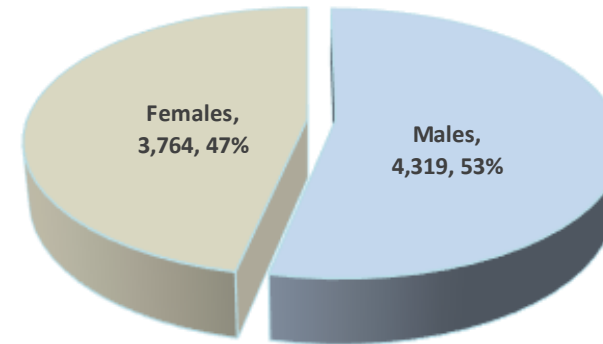
Average daily footfall, by day of the week



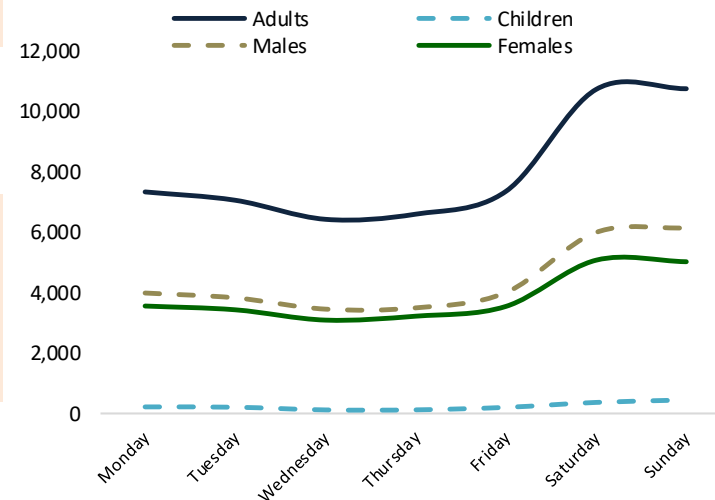
Average daily footfall

8,083

Average daily footfall, by sex

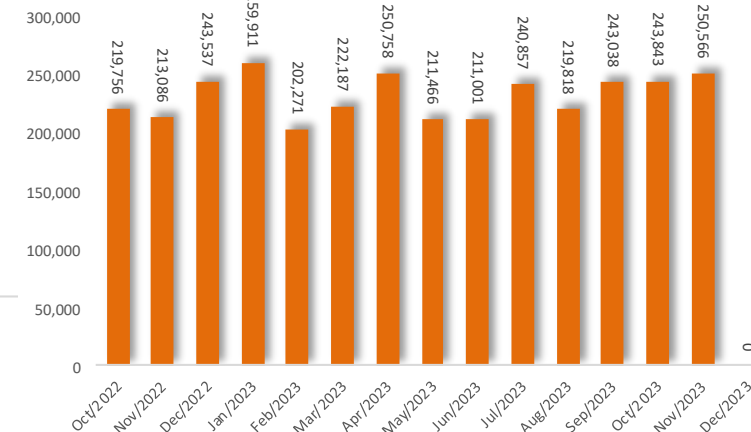


Average* daily footfall, by population segment



* Average is for the each day for the entire month

Monthly footfall



SPRINGVALE ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

Total footfall this month

168,777

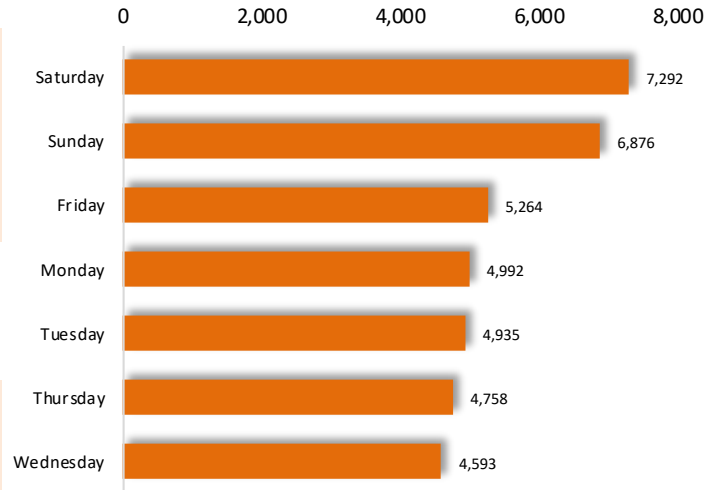
Footfall previous month

162,527

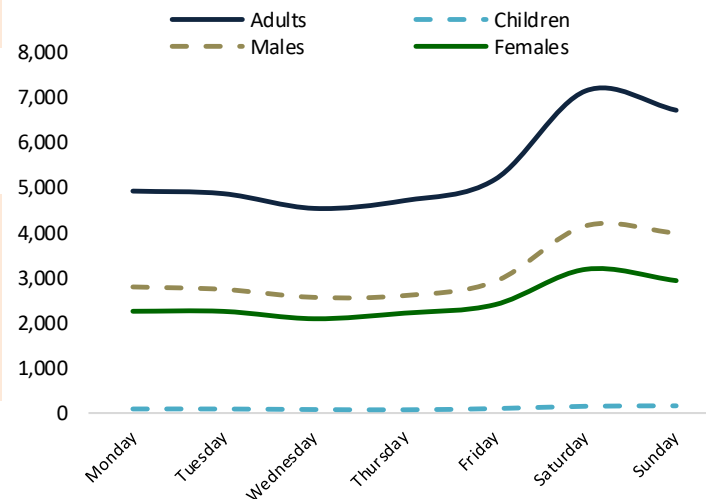
Change

Up 3.9 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

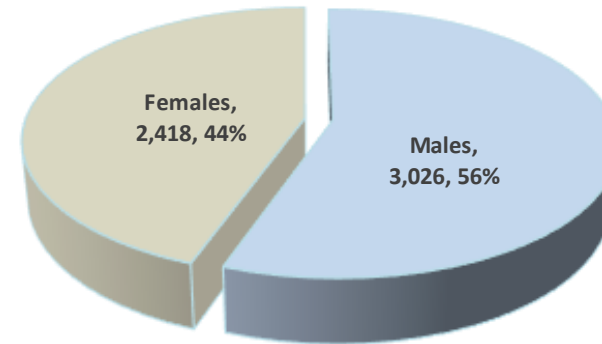


* Average is for the each day for the entire month

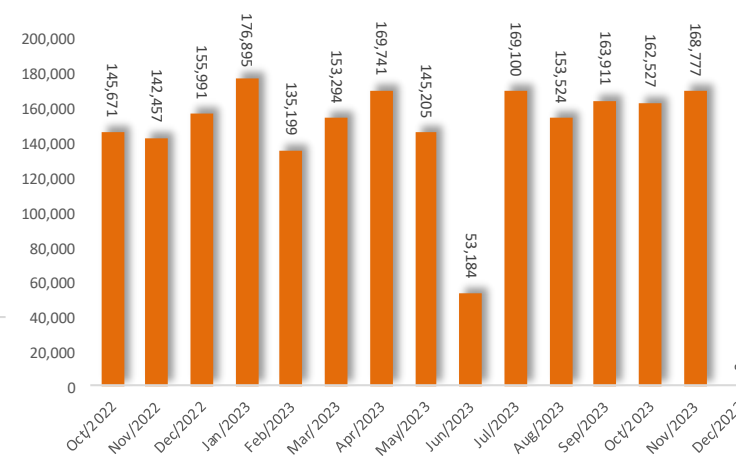
Average daily footfall

5,444

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.

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

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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)



People Counter - Aubrey Moss – November 2023

Placemaking & Revitalisation Team

Total footfall this month

3,483

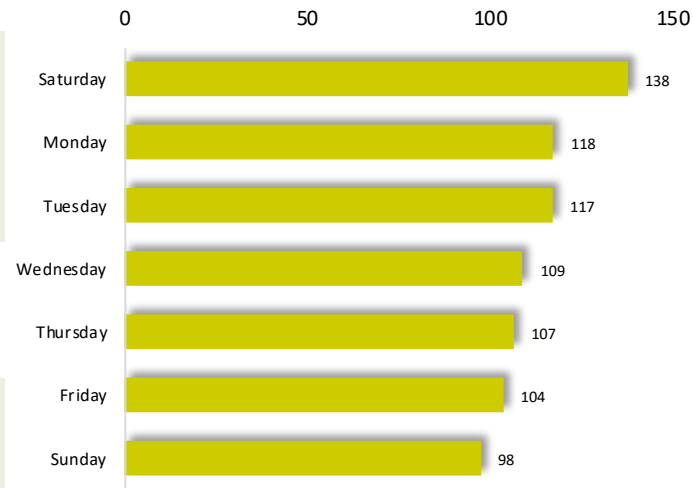
Footfall previous month

3,286

Change

Up 6%

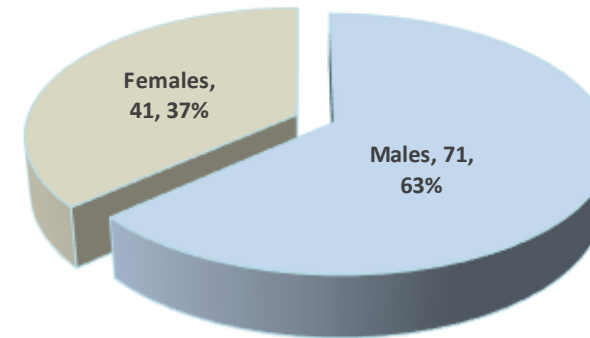
Average daily footfall, by day of the week



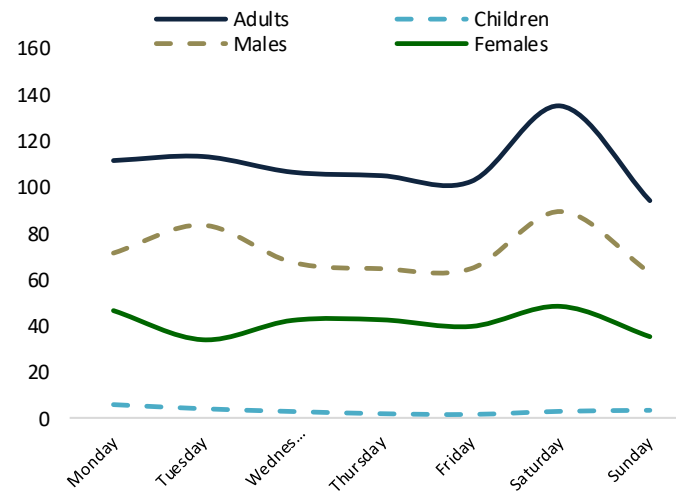
Average daily footfall

112

Average daily footfall, by sex

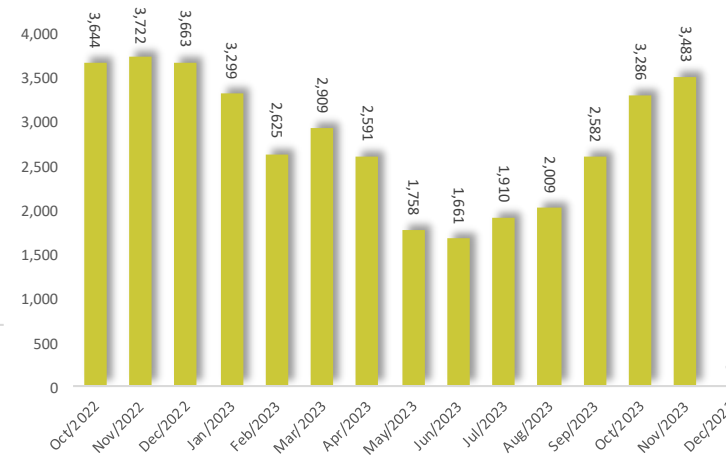


Average* daily footfall, by population segment



* Average is for the each day for the entire month

Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Buckley Street – November 2023

Placemaking & Revitalisation Team

Total footfall this month

26,391

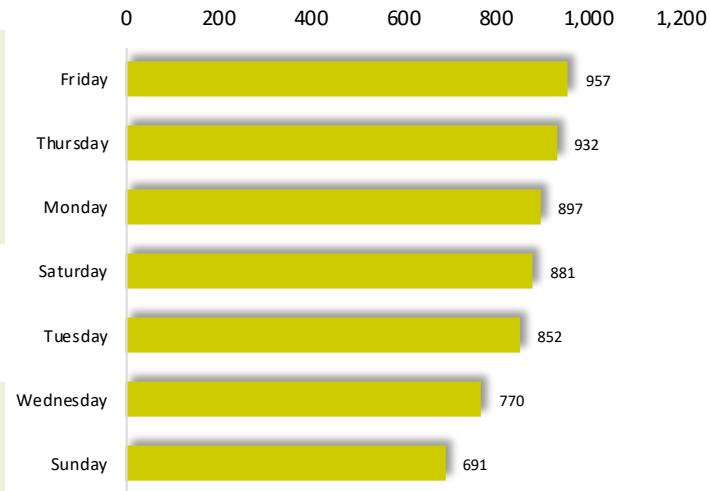
Footfall previous month

21,682

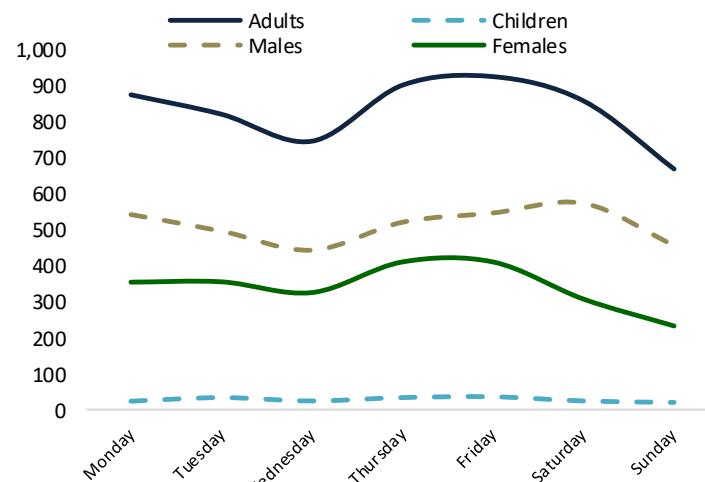
Change

Up 21.8 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

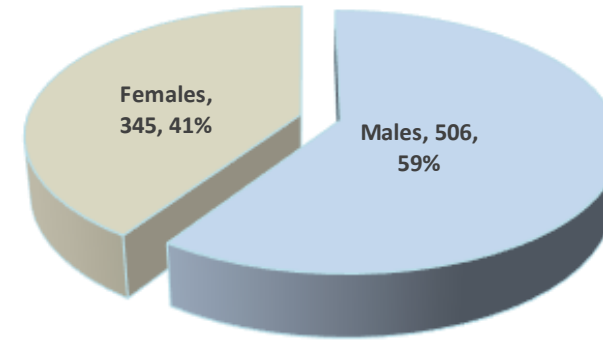


* Average is for the each day for the entire month

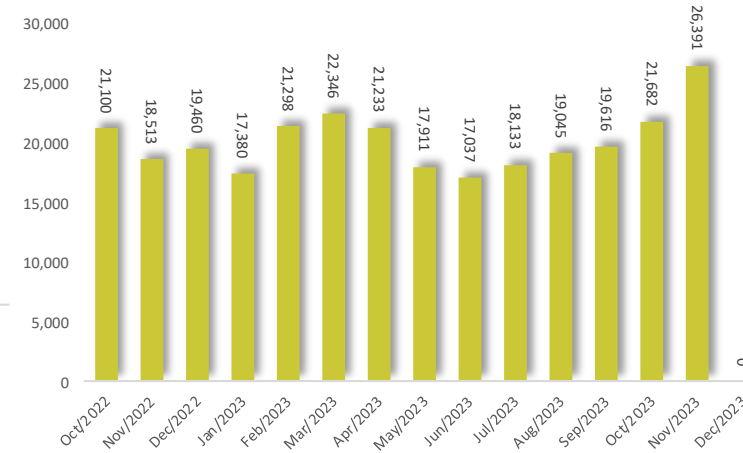
Average daily footfall

851

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Douglas Street – November 2023

Placemaking & Revitalisation Team

Total footfall this month

95,464

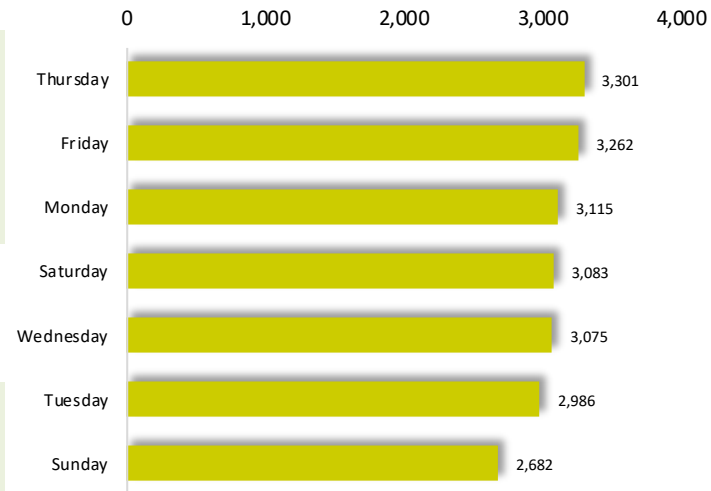
Footfall previous month

90,491

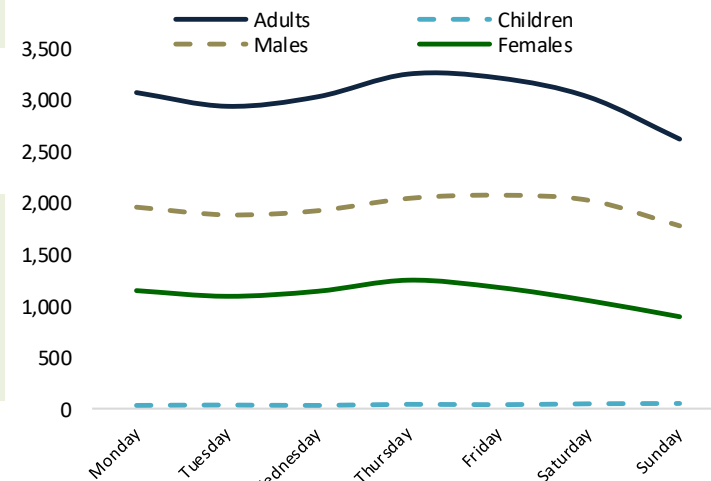
Change

Up 5.5 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

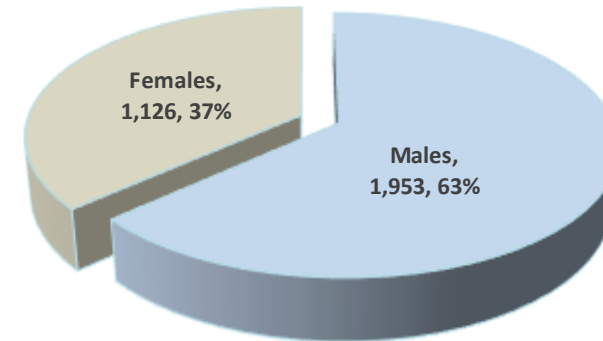


* Average is for the each day for the entire month

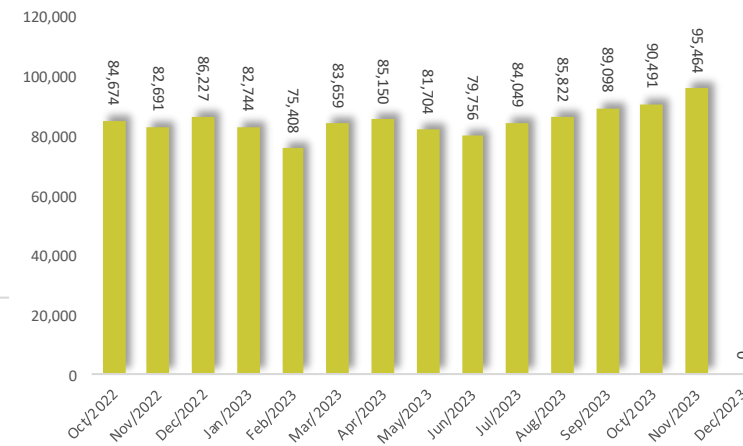
Average daily footfall

3,079

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

Total footfall this month

45,017

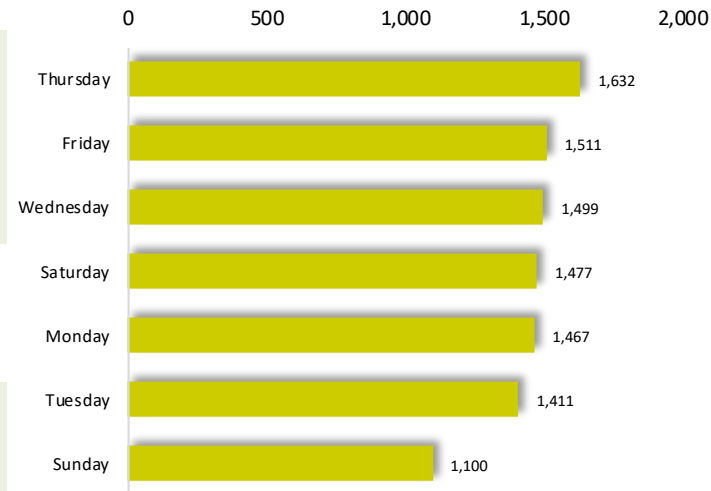
Footfall previous month

42,821

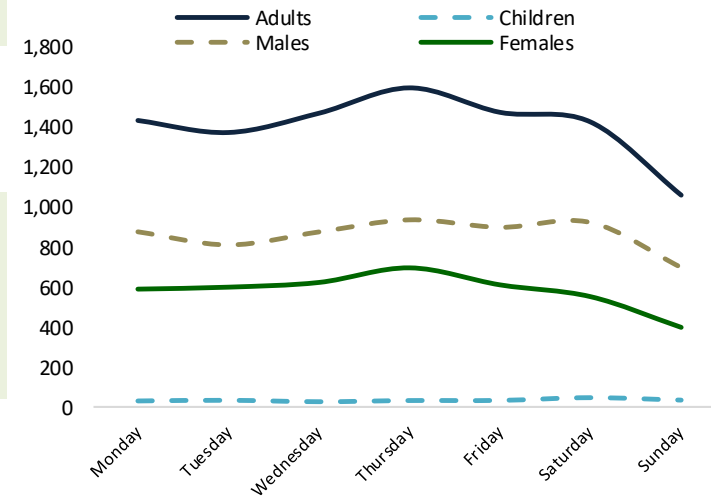
Change

Up 5.2 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

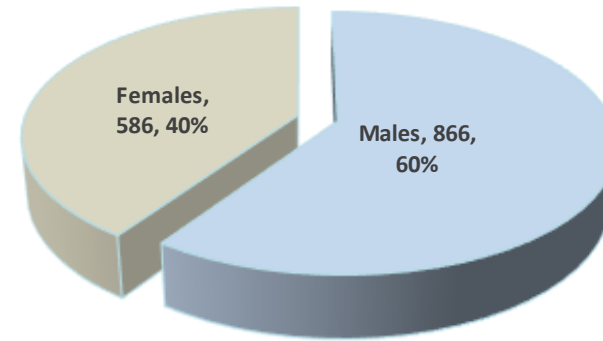


* Average is for the each day for the entire month

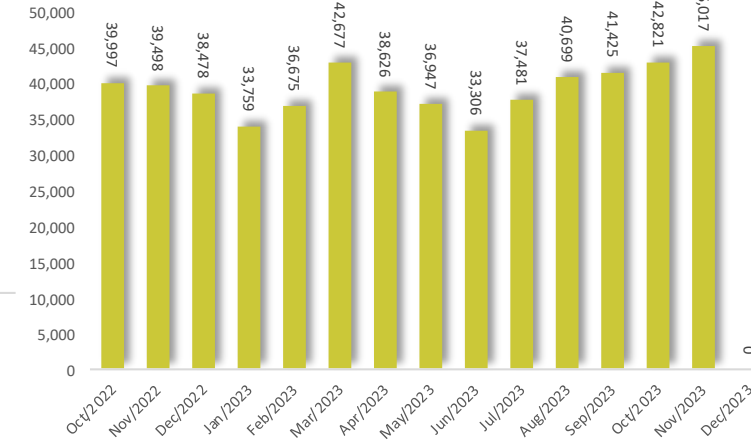
Average daily footfall

1,452

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

Total footfall this month

6,605

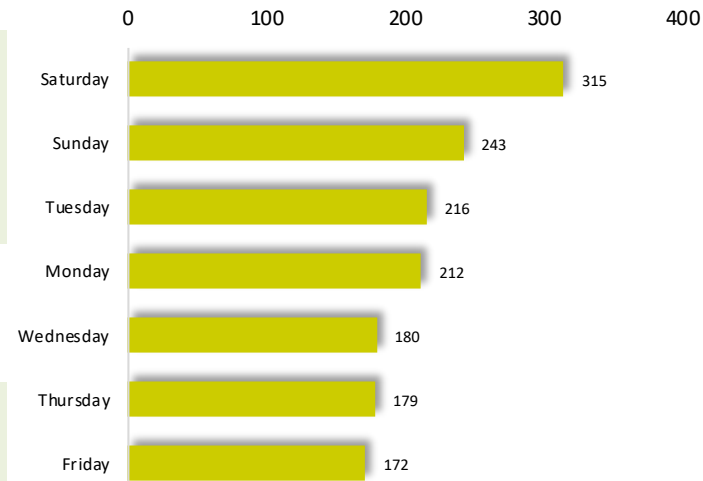
Footfall previous month

5,634

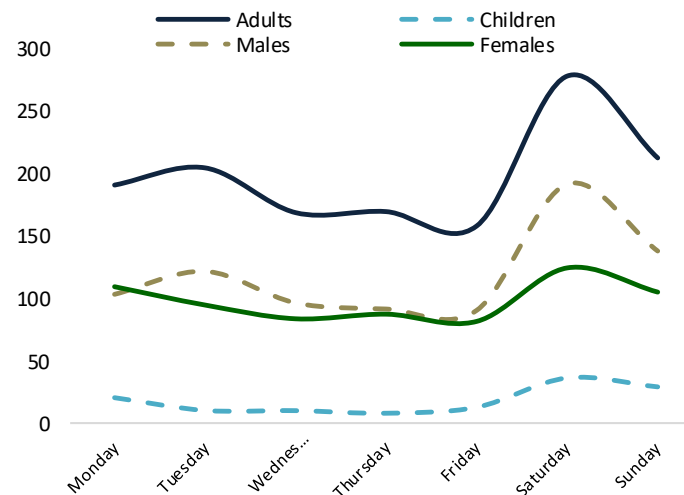
Change

Up 17.3 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

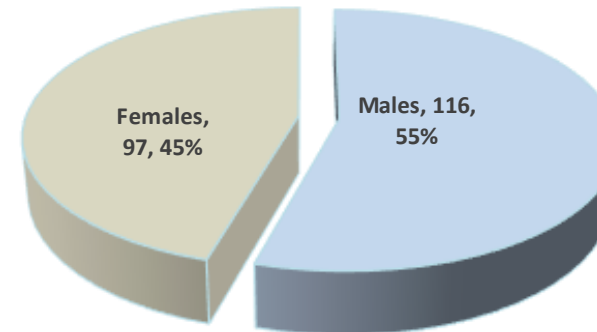


* Average is for the each day for the entire month

Average daily footfall

213

Average daily footfall, by sex



Monthly footfall

