Smart Cities - People Counters

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

Placemaking & Revitalisation Team

Total footfall this month

61,526

Footfall previous month

59,599

Change

Up 3.3 %

Average daily footfall, by day of the week
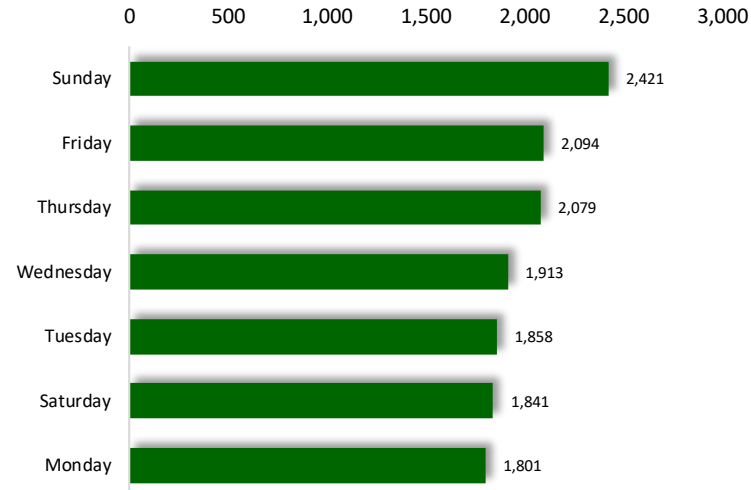
Day	Footfall
Sunday	2,421
Friday	2,094
Thursday	2,079
Wednesday	1,913
Tuesday	1,858
Saturday	1,841
Monday	1,801

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
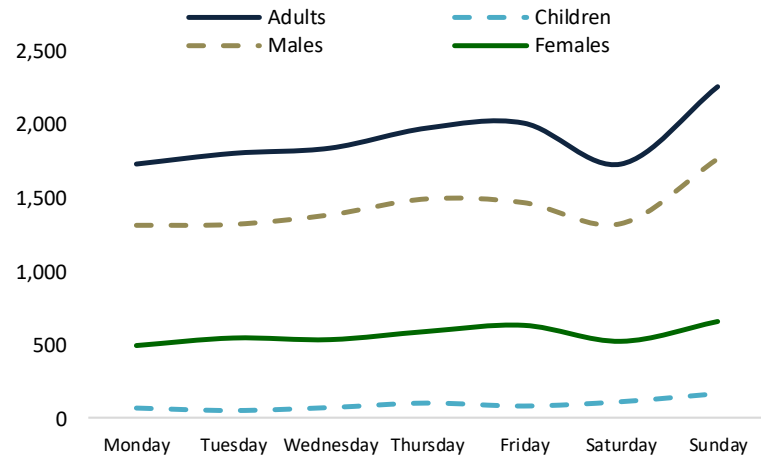
Average is for the each day for the entire month

Average daily footfall

2,051

Average daily footfall, by sex
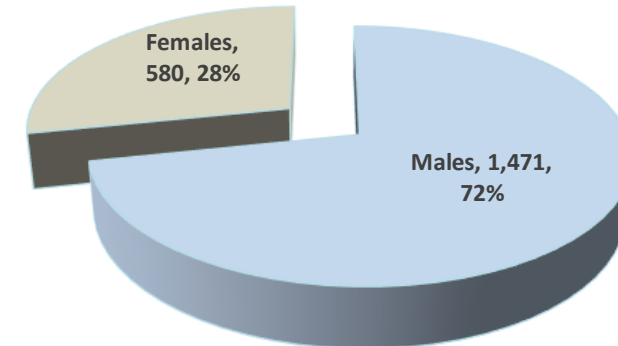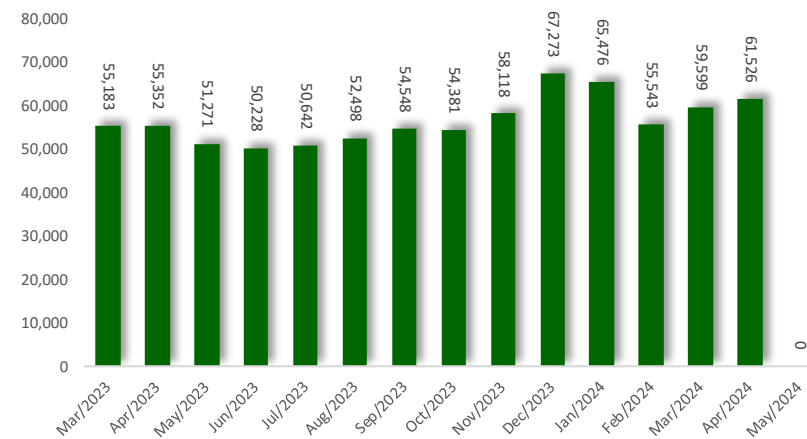
Females, 580, 28%
Males, 1,471, 72%

Monthly footfall

Month	Footfall
Mar/2023	55,183
Apr/2023	55,352
May/2023	51,271
Jun/2023	50,228
Jul/2023	50,642
Aug/2023	52,498
Sep/2023	54,548
Oct/2023	54,381
Nov/2023	58,118
Dec/2023	67,273
Jan/2024	65,476
Feb/2024	55,543
Mar/2024	59,599
Apr/2024	61,526
May/2024	0

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Total footfall this month

32,870

Footfall previous month

30,475

Change

Up 7.9 %

Average daily footfall, by day of the week
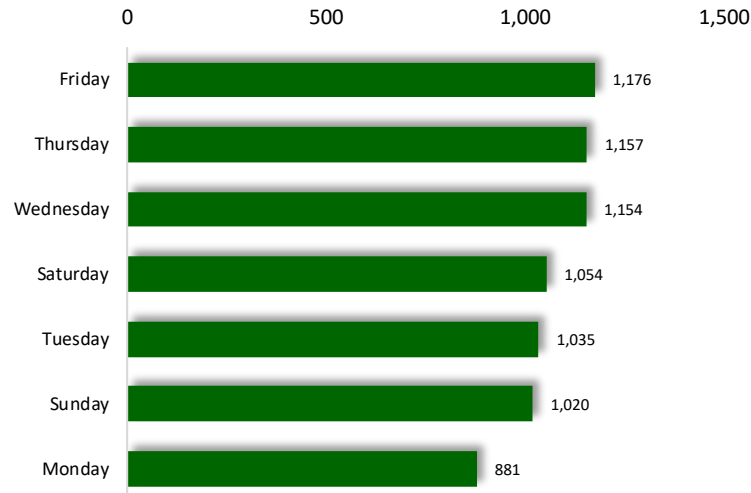
Day	Footfall
Friday	1,176
Thursday	1,157
Wednesday	1,154
Saturday	1,054
Tuesday	1,035
Sunday	1,020
Monday	881

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
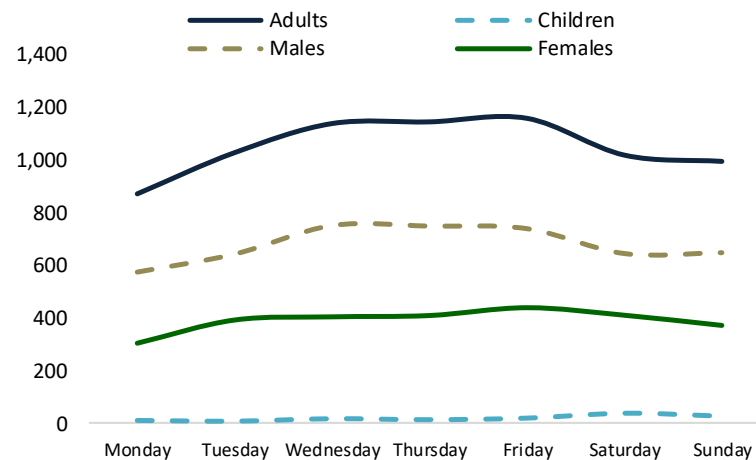
Average daily footfall

1,096

Average daily footfall, by sex
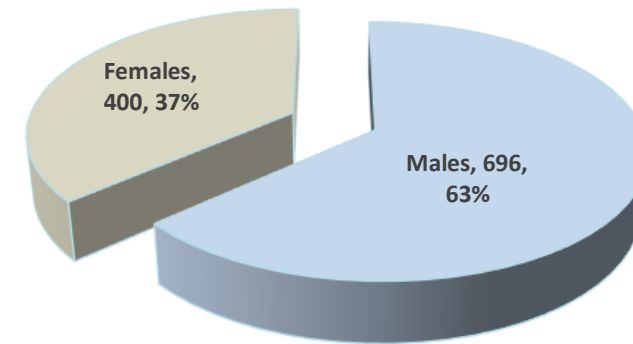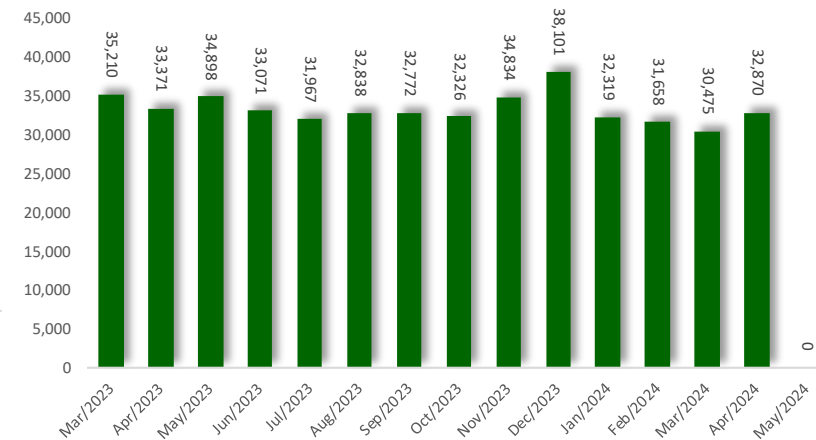
Females, 400, 37%
Males, 696, 63%

Monthly footfall

Month	Footfall
Mar/2023	35,210
Apr/2023	33,371
May/2023	34,898
Jun/2023	33,071
Jul/2023	31,967
Aug/2023	32,838
Sep/2023	32,772
Oct/2023	32,326
Nov/2023	34,834
Dec/2023	38,101
Jan/2024	32,319
Feb/2024	31,658
Mar/2024	30,475
Apr/2024	32,870
May/2024	0

* Average is for the each day for the entire month

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

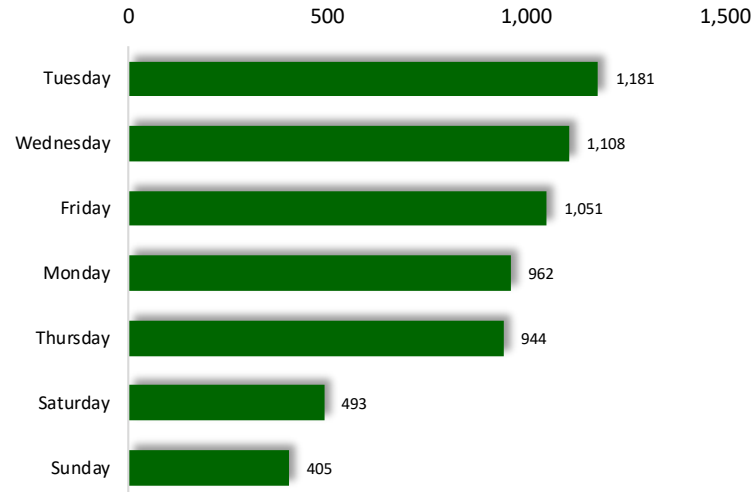## Total footfall this month

27,212

Footfall previous month

29,309

Change

Down -7.2 %

Average daily footfall, by day of the week

Day	Footfall
Tuesday	1,181
Wednesday	1,108
Friday	1,051
Monday	962
Thursday	944
Saturday	493
Sunday	405

Average* daily footfall, by population segment

Adults — Children --- Males ---- Females

Average daily footfall

907

Average daily footfall, by sex
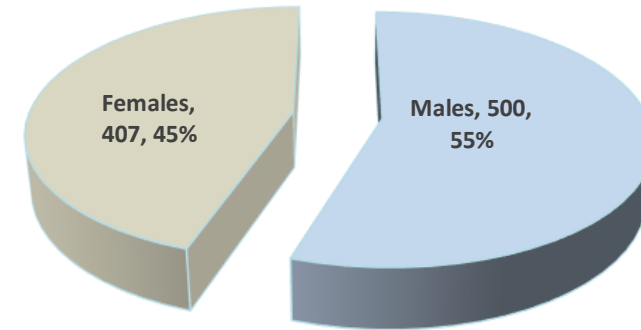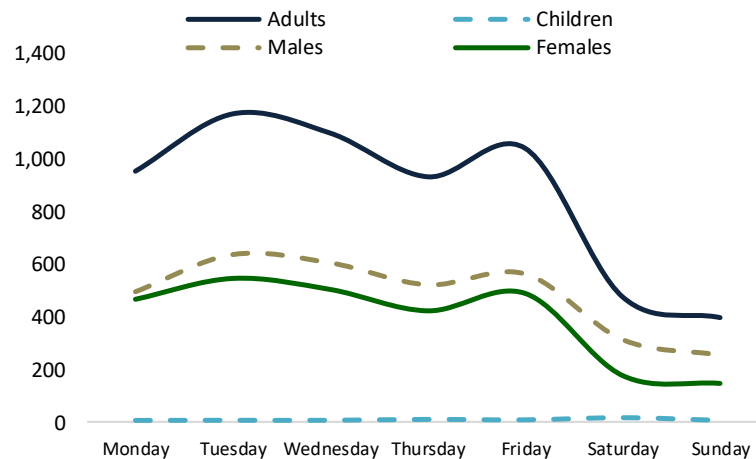
Females, 407, 45%

Males, 500, 55%

Monthly footfall

Month	Footfall
Mar/2023	28,797
Apr/2023	28,255
May/2023	29,312
Jun/2023	27,841
Jul/2023	27,199
Aug/2023	29,610
Sep/2023	29,043
Oct/2023	27,761
Nov/2023	29,493
Dec/2023	26,976
Jan/2024	27,149
Feb/2024	29,527
Mar/2024	29,309
Apr/2024	27,212
May/2024	0
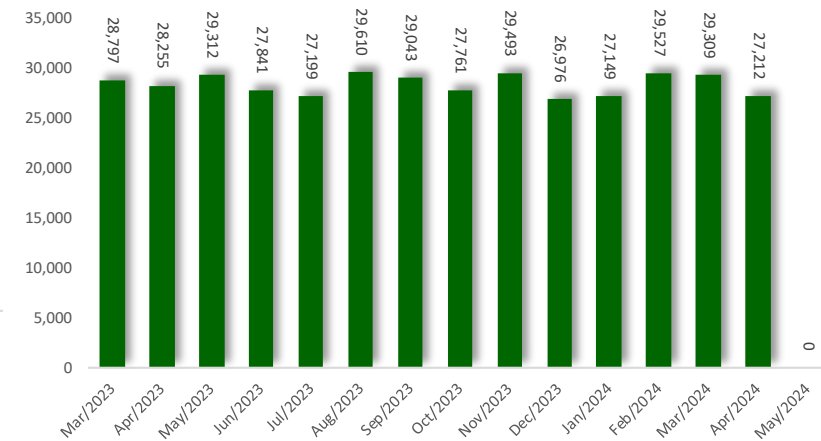
* Average is for the each day for the entire month

DANDENONG ACTIVITY CENTRE

Total footfall this month

34,849

Footfall previous month

34,869

Change

Down -0.1 %

Average daily footfall, by day of the week
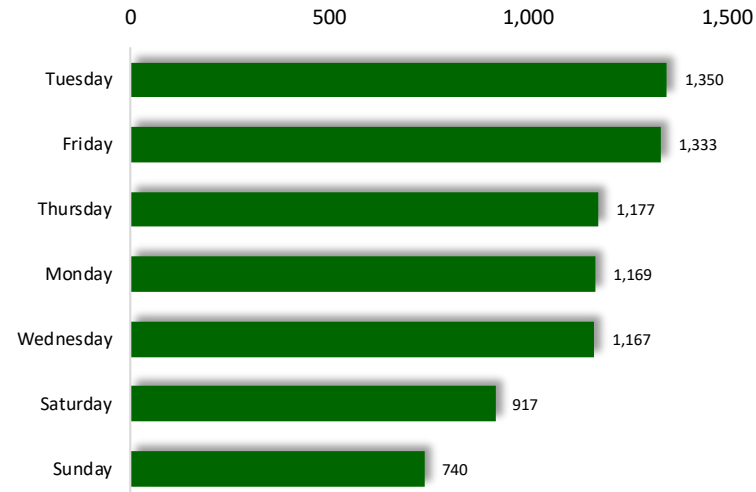
Day	Footfall
Tuesday	1,350
Friday	1,333
Thursday	1,177
Monday	1,169
Wednesday	1,167
Saturday	917
Sunday	740

Average* daily footfall, by population segment

Adults — Children — Males — Females
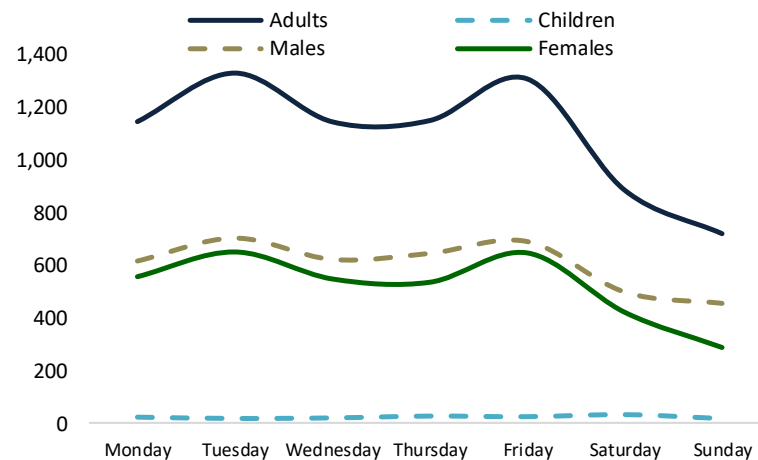
Average is for the each day for the entire month

Average daily footfall

1,162

Average daily footfall, by sex

Females, 539, 46%   Males, 623, 54%

Monthly footfall

Month	Footfall
Mar/2023	36,378
Apr/2023	33,117
May/2023	36,345
Jun/2023	39,327
Jul/2023	33,125
Aug/2023	38,054
Sep/2023	36,547
Oct/2023	35,824
Nov/2023	42,884
Dec/2023	35,683
Jan/2024	31,395
Feb/2024	33,638
Mar/2024	34,869
Apr/2024	34,849
May/2024	0

Smart Cities - People Counters

Placemaking & Revitalisation Team
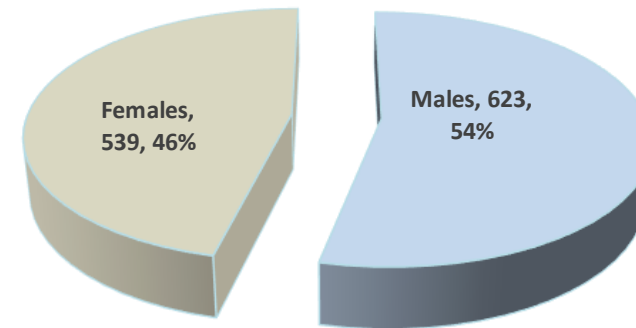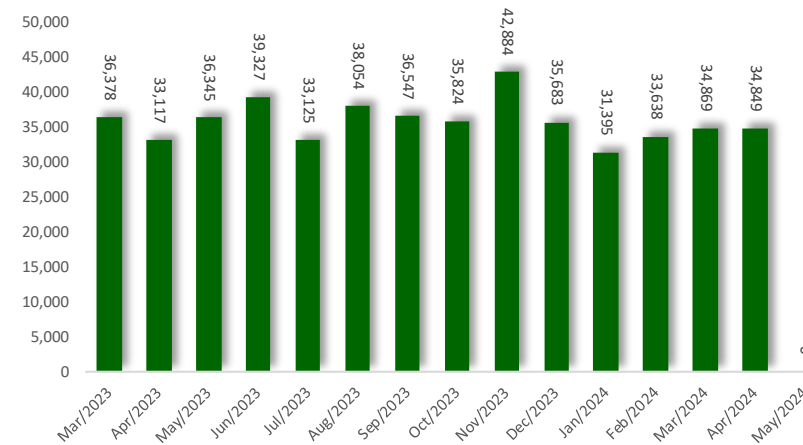
Methodology

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.

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People Counter Locations

Buckingham Ave - Located at Multicultural Place
(installed July 2021)

Balmoral / Buckingham Corner
(installed October 2021)

People Counter - Buckingham Ave (Multicultural Place) – April 2024

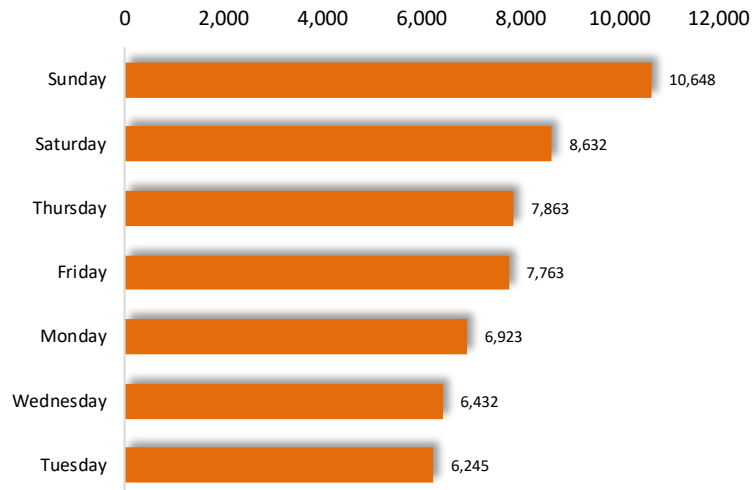Placemaking & Revitalisation Team

Total footfall this month

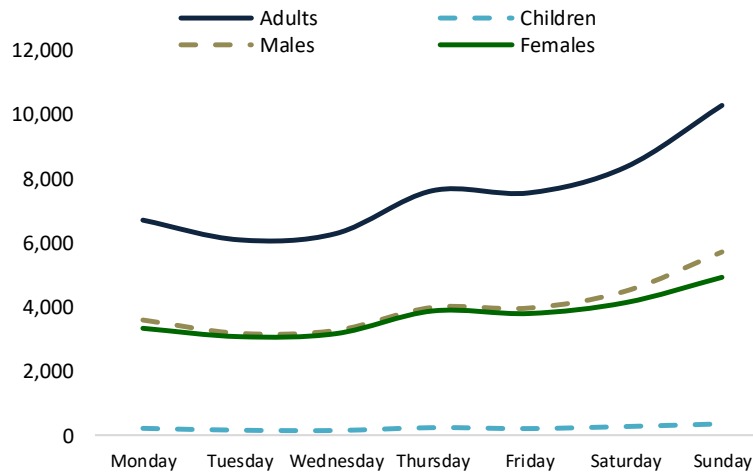**239,821**

Footfall previous month

256,974

Change

Down -6.7 %

Average daily footfall, by day of the week

Day	Footfall
Sunday	10,648
Saturday	8,632
Thursday	7,863
Friday	7,763
Monday	6,923
Wednesday	6,432
Tuesday	6,245

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

* Average is for the each day for the entire month

Average daily footfall

7,994

Average daily footfall, by sex

Females, 3,854, 48%
Males, 4,140, 52%

Monthly footfall

Month	Footfall
Mar/2023	222,187
Apr/2023	250,758
May/2023	211,466
Jun/2023	211,001
Jul/2023	240,857
Aug/2023	219,818
Sep/2023	243,038
Oct/2023	243,843
Nov/2023	250,566
Dec/2023	263,750
Jan/2024	253,324
Feb/2024	247,808
Mar/2024	256,974
Apr/2024	239,821
May/2024	0
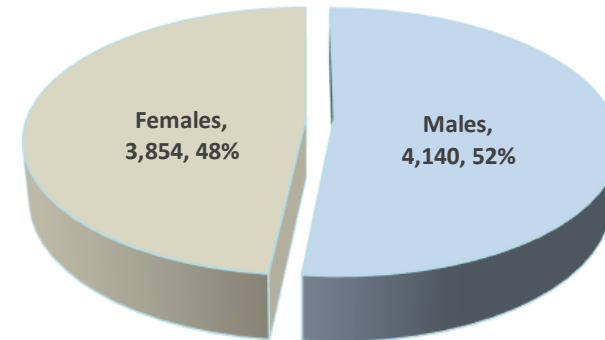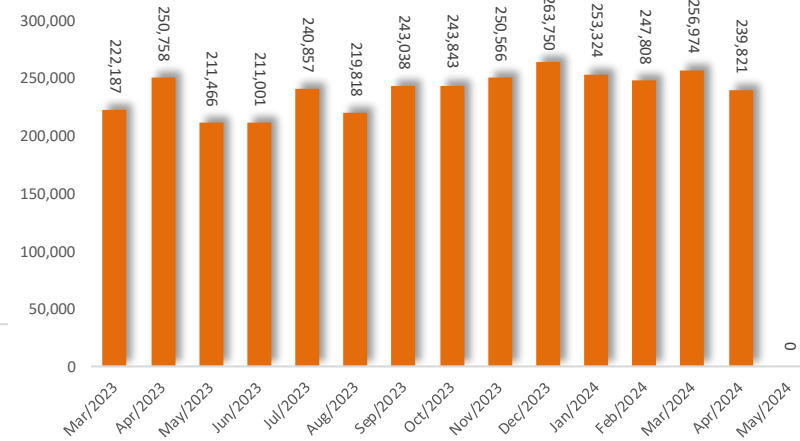
SPRINGVALE ACTIVITY CENTRE

People Counter - Cnr Balmoral Ave / Buckingham Ave – April 2024
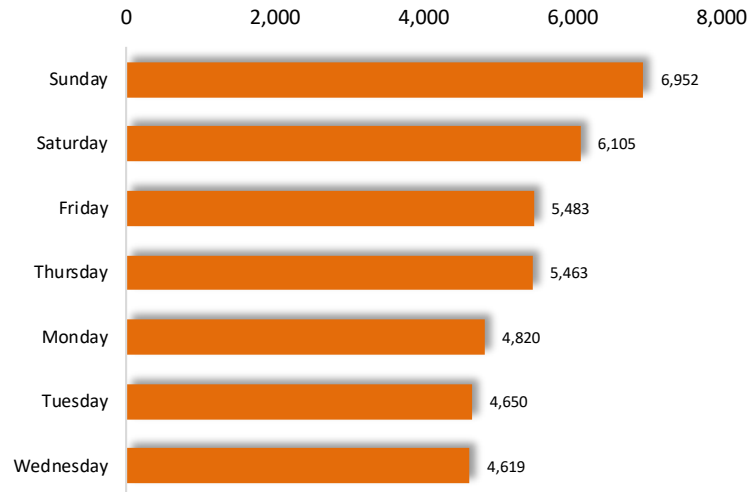
Total footfall this month

167,944

Footfall previous month

174,524

Change

Down -3.8 %

Average daily footfall, by day of the week

Day	Footfall
Sunday	6,952
Saturday	6,105
Friday	5,483
Thursday	5,463
Monday	4,820
Tuesday	4,650
Wednesday	4,619

Average* daily footfall, by population segment

Adults — Children
Males — Females
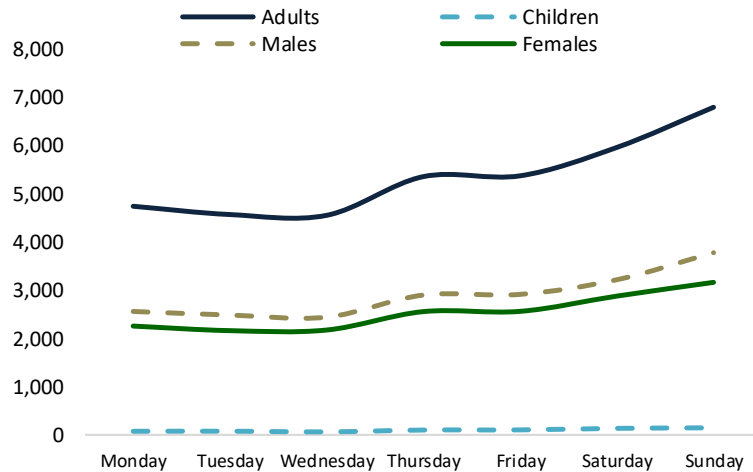
* Average is for the each day for the entire month

Average daily footfall

5,598

Average daily footfall, by sex
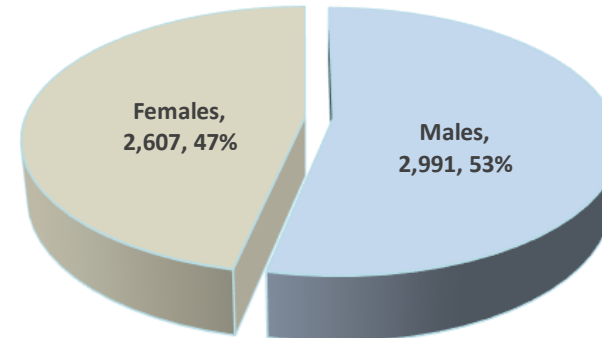
Females, 2,607, 47%
Males, 2,991, 53%

Monthly footfall

Month	Footfall
Mar/2023	153,294
Apr/2023	169,741
May/2023	145,205
Jun/2023	53,184
Jul/2023	169,100
Aug/2023	153,524
Sep/2023	163,911
Oct/2023	162,527
Nov/2023	168,777
Dec/2023	176,010
Jan/2024	169,764
Feb/2024	172,337
Mar/2024	174,524
Apr/2024	167,944
May/2024	0
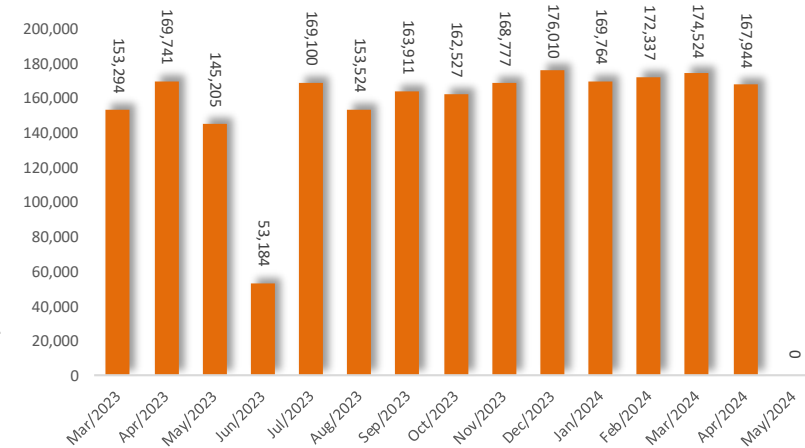
Methodology

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;

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- Day of week
- Gender
- Child / adult

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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

Total footfall this month

3,538

Average daily footfall, by day of the week

Day	Value
Thursday	133
Tuesday	118
Saturday	118
Friday	111
Monday	108
Sunday	107
Wednesday	105
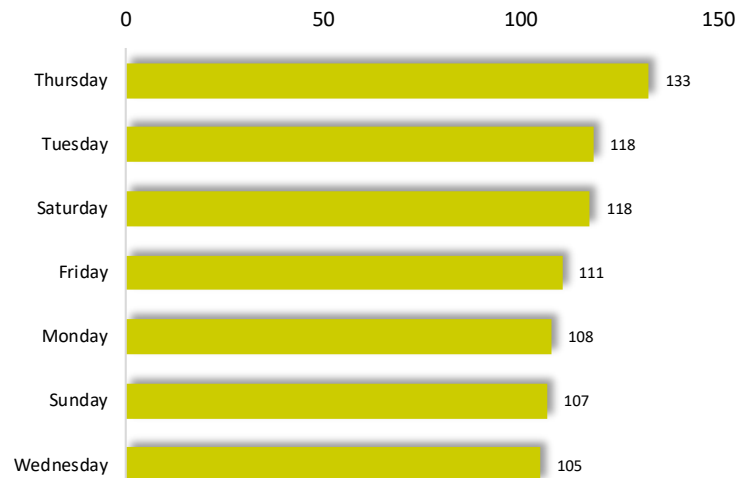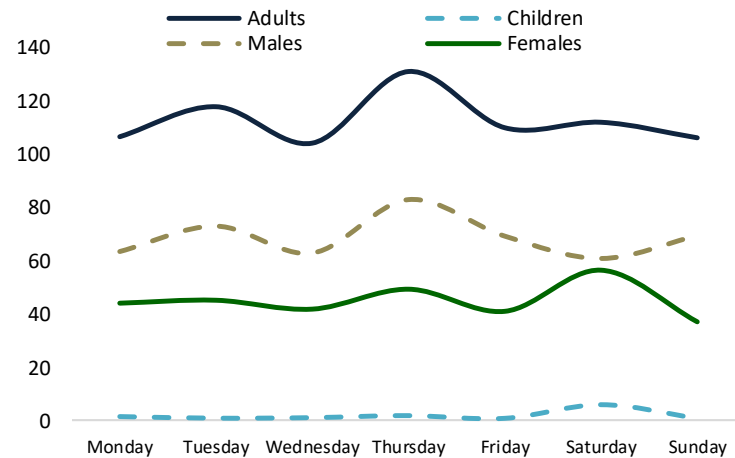
Average daily footfall

118

Average daily footfall, by sex

Females, 47, 40%

Males, 71, 60%

Footfall previous month

4,050

Average* daily footfall, by population segment

Adults — Children — Males — Females

Change

Down -12.7 %

Monthly footfall

Month	Value
Mar/2023	2,909
Apr/2023	2,591
May/2023	1,758
Jun/2023	1,661
Jul/2023	1,910
Aug/2023	2,009
Sep/2023	2,582
Oct/2023	3,286
Nov/2023	3,483
Dec/2023	3,997
Jan/2024	4,175
Feb/2024	3,977
Mar/2024	4,050
Apr/2024	3,538
May/2024	0

* Average is for the each day for the entire month
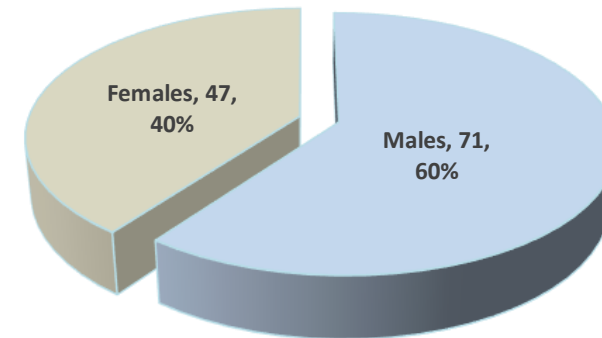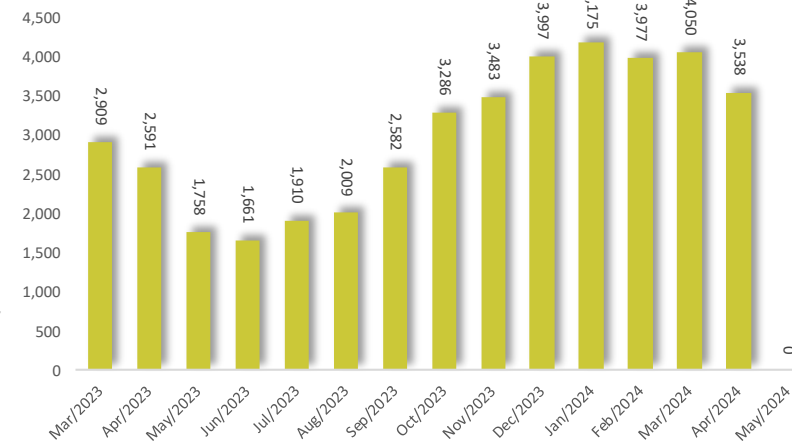
NOBLE PARK ACTIVITY CENTRE

People Counter - Buckley Street – April 2024

Placemaking & Revitalisation Team

Total footfall this month

19,675

Footfall previous month

21,315

Change

Down -7.7 %

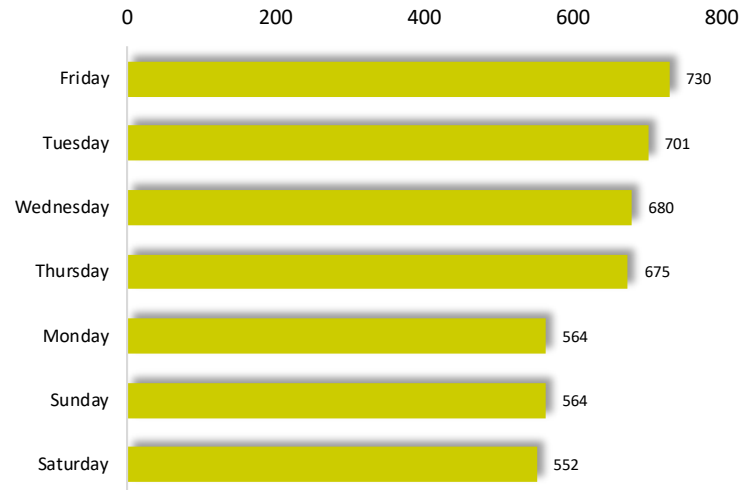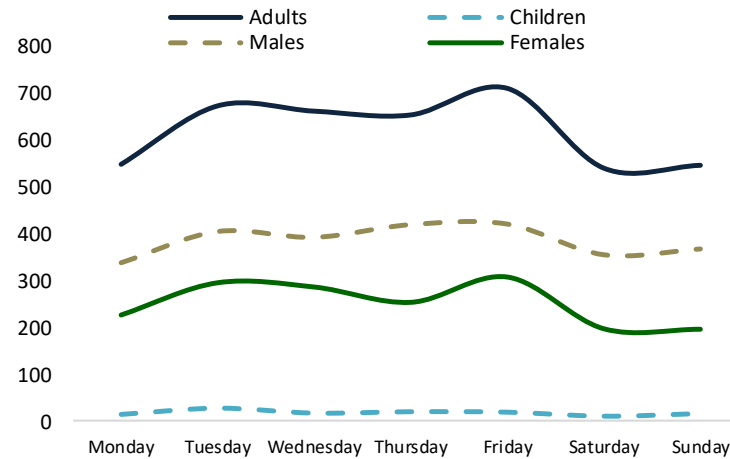### Average daily footfall, by day of the week

Day	Footfall
Friday	730
Tuesday	701
Wednesday	680
Thursday	675
Monday	564
Sunday	564
Saturday	552

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

* Average is for the each day for the entire month

Average daily footfall

656

Average daily footfall, by sex

Females, 259, 39%
Males, 397, 61%

Monthly footfall

Month	Footfall
Mar/2023	22,346
Apr/2023	21,233
May/2023	17,911
Jun/2023	17,037
Jul/2023	18,133
Aug/2023	19,045
Sep/2023	19,616
Oct/2023	21,682
Nov/2023	26,391
Dec/2023	20,729
Jan/2024	19,574
Feb/2024	20,437
Mar/2024	21,315
Apr/2024	19,675
May/2024	0
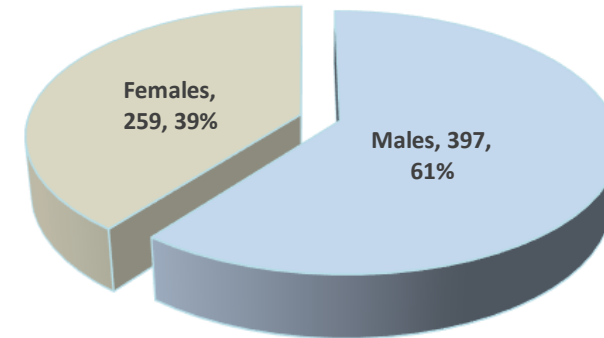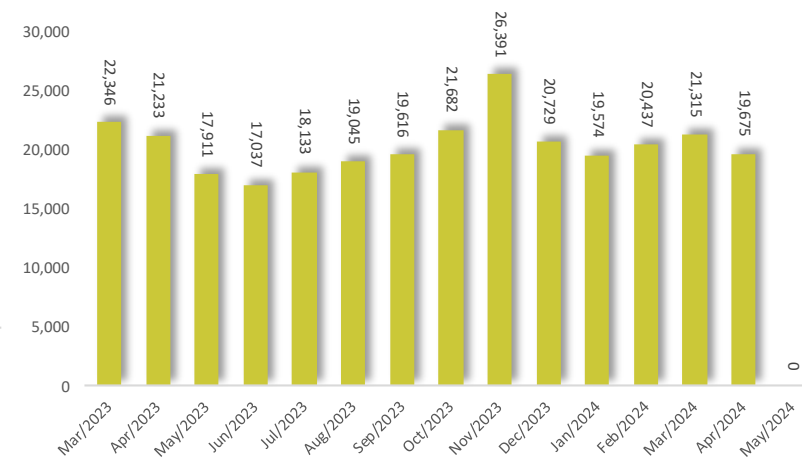
NOBLE PARK ACTIVITY CENTRE
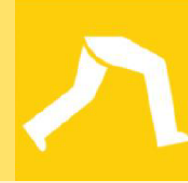
People Counter - Douglas Street – April 2024

Total footfall this month

91,123

Footfall previous month

96,427

Change

Down -5.6 %

Average daily footfall, by day of the week
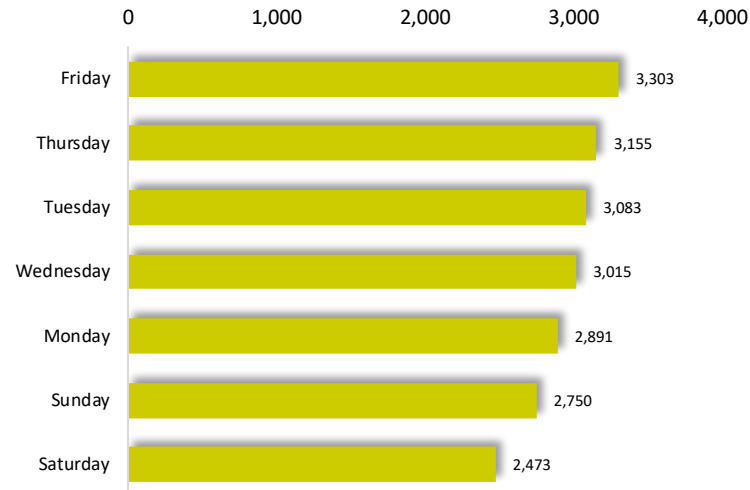
Day	Footfall
Friday	3,303
Thursday	3,155
Tuesday	3,083
Wednesday	3,015
Monday	2,891
Sunday	2,750
Saturday	2,473

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
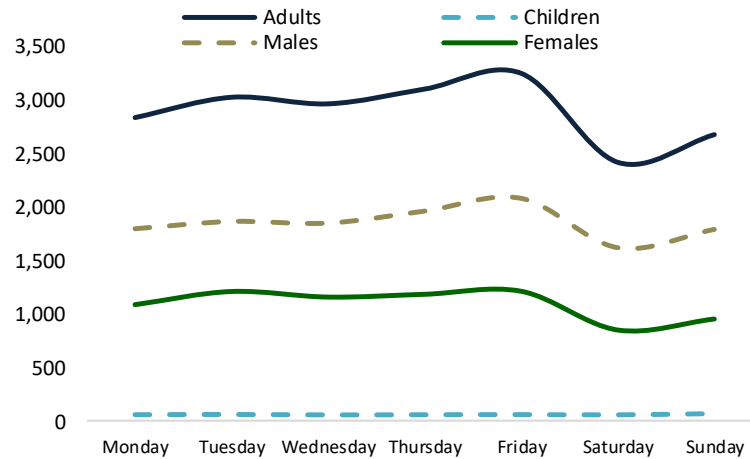
Average daily footfall

3,037

Average daily footfall, by sex

Females, 1,130, 37%
Males, 1,908, 63%

Monthly footfall

Month	Footfall
Mar/2023	83,659
Apr/2023	85,150
May/2023	81,704
Jun/2023	79,756
Jul/2023	84,049
Aug/2023	85,822
Sep/2023	89,098
Oct/2023	90,491
Nov/2023	95,464
Dec/2023	95,192
Jan/2024	93,006
Feb/2024	91,842
Mar/2024	96,427
Apr/2024	91,123
May/2024	0

* Average is for the each day for the entire month
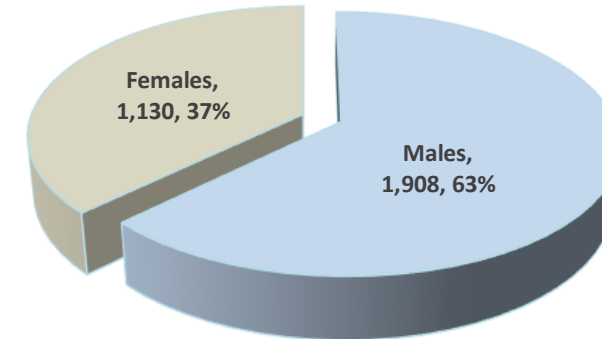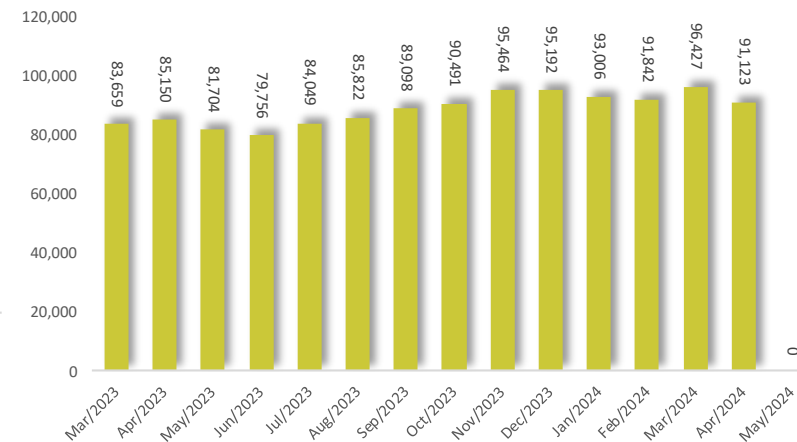
NOBLE PARK ACTIVITY CENTRE
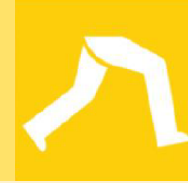
People Counter - Douglas Street (toilet block) – April 2024
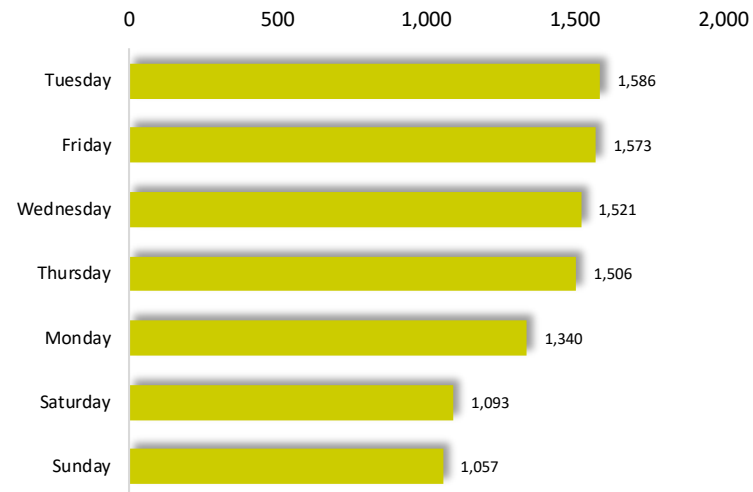
Total footfall this month

42,721

Footfall previous month

46,300

Change

Down -7.8 %

Average daily footfall, by day of the week

Day	Footfall
Tuesday	1,586
Friday	1,573
Wednesday	1,521
Thursday	1,506
Monday	1,340
Saturday	1,093
Sunday	1,057

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
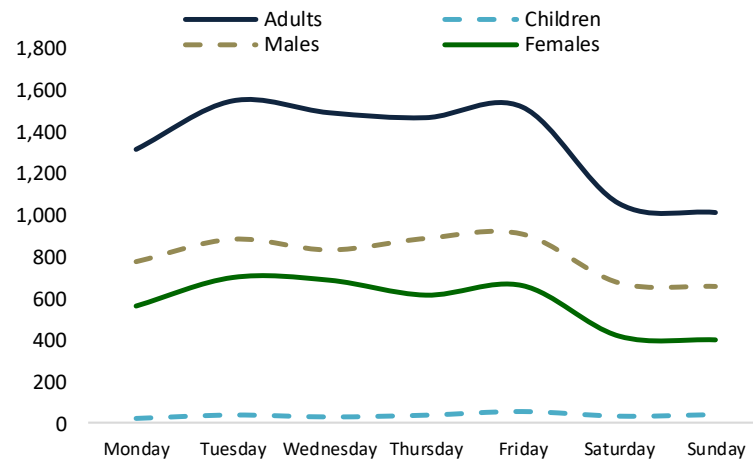
Average daily footfall

1,424

Average daily footfall, by sex
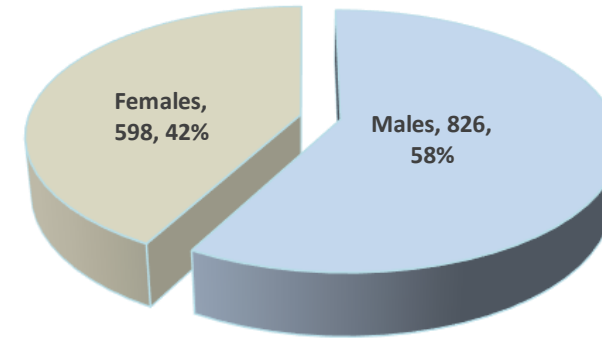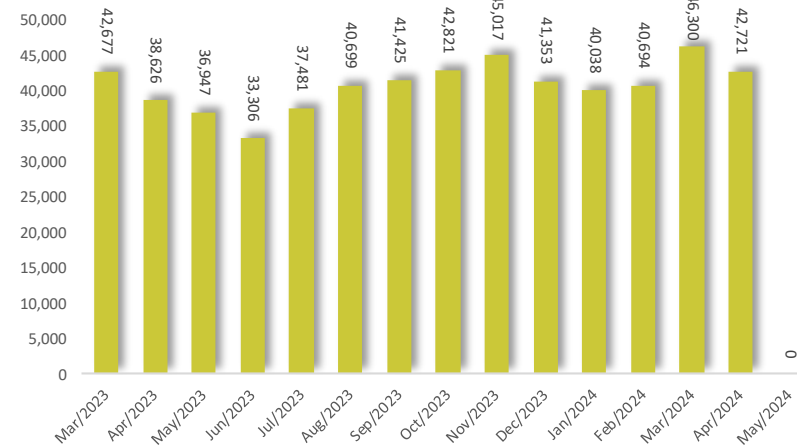
Females, 598, 42%
Males, 826, 58%

Monthly footfall

Month	Footfall
Mar/2023	42,677
Apr/2023	38,626
May/2023	36,947
Jun/2023	33,306
Jul/2023	37,481
Aug/2023	40,699
Sep/2023	41,425
Oct/2023	42,821
Nov/2023	45,017
Dec/2023	41,353
Jan/2024	40,038
Feb/2024	40,694
Mar/2024	46,300
Apr/2024	42,721
May/2024	0

* Average is for the each day for the entire month

NOBLE PARK ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Total footfall this month

6,976

Footfall previous month

8,930

Change

Down -21.9 %

Average daily footfall, by day of the week
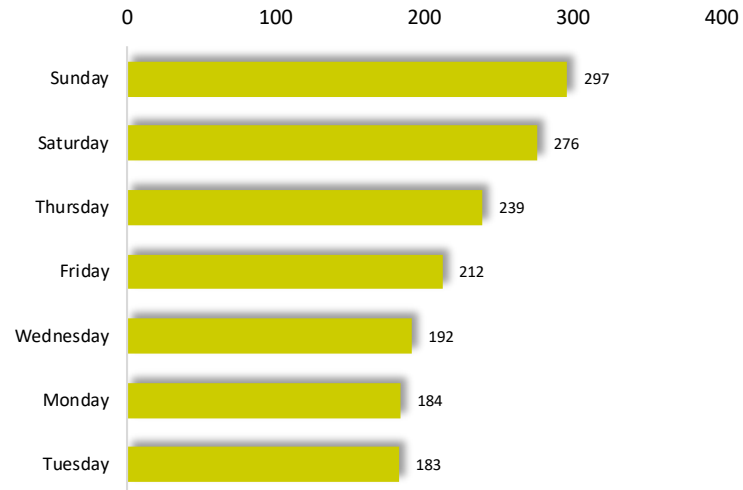
Day	Footfall
Sunday	297
Saturday	276
Thursday	239
Friday	212
Wednesday	192
Monday	184
Tuesday	183

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
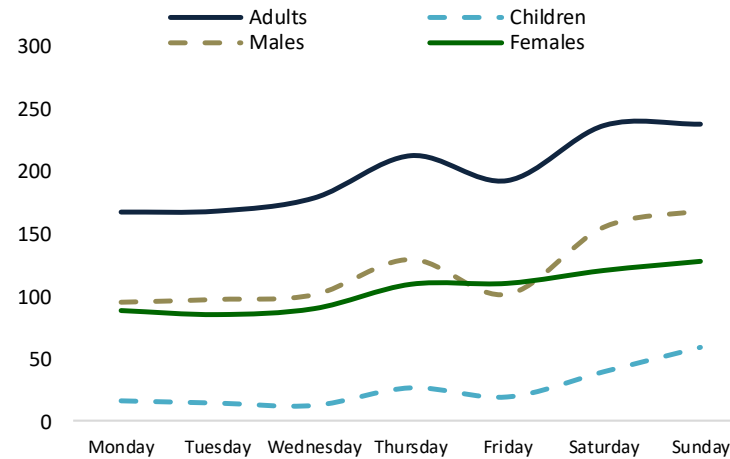
Average daily footfall

233

Average daily footfall, by sex

Females, 108, 46%
Males, 125, 54%

Monthly footfall

Month	Footfall
Mar/2023	5,264
Apr/2023	4,563
May/2023	3,420
Jun/2023	4,055
Jul/2023	4,122
Aug/2023	5,018
Sep/2023	6,494
Oct/2023	5,634
Nov/2023	6,605
Dec/2023	6,842
Jan/2024	9,323
Feb/2024	7,970
Mar/2024	8,930
Apr/2024	6,976
May/2024	0

* Average is for the each day for the entire month