Smart Cities - People Counters

Placemaking & Revitalisation Team

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

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

58,989

Footfall previous month

65,476

Change

Down -10 %

Average daily footfall, by day of the week
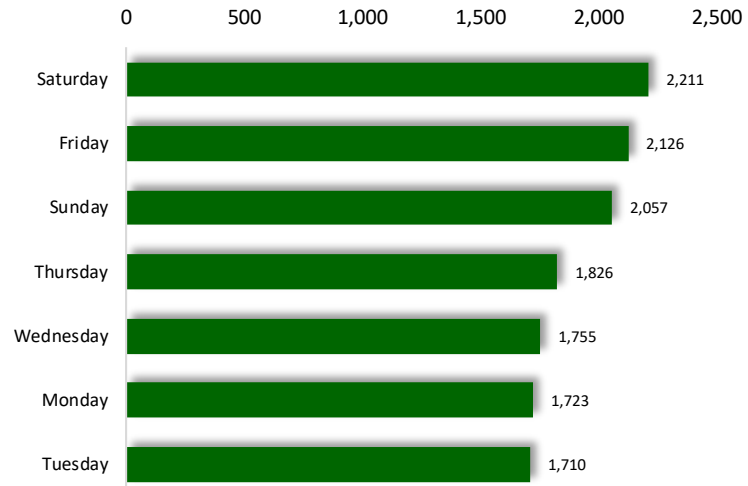
Day	Footfall
Saturday	2,211
Friday	2,126
Sunday	2,057
Thursday	1,826
Wednesday	1,755
Monday	1,723
Tuesday	1,710

Average* daily footfall, by population segment

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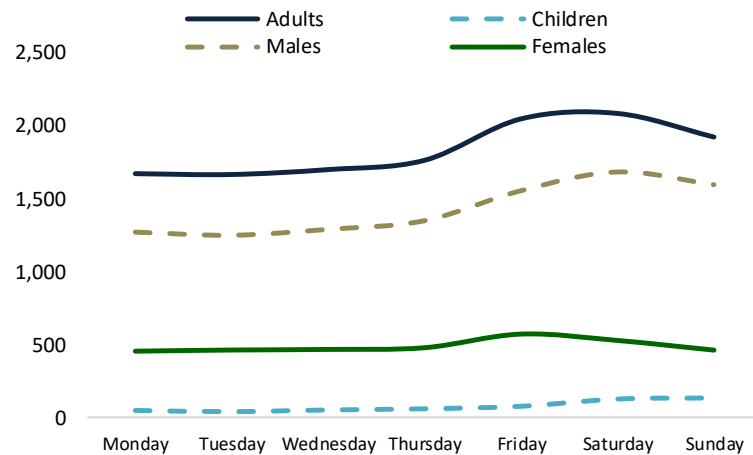
* Average is for the each day for the entire month

Average daily footfall

1,903

Average daily footfall, by sex
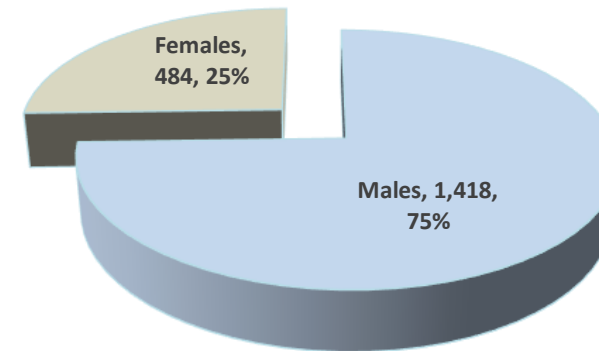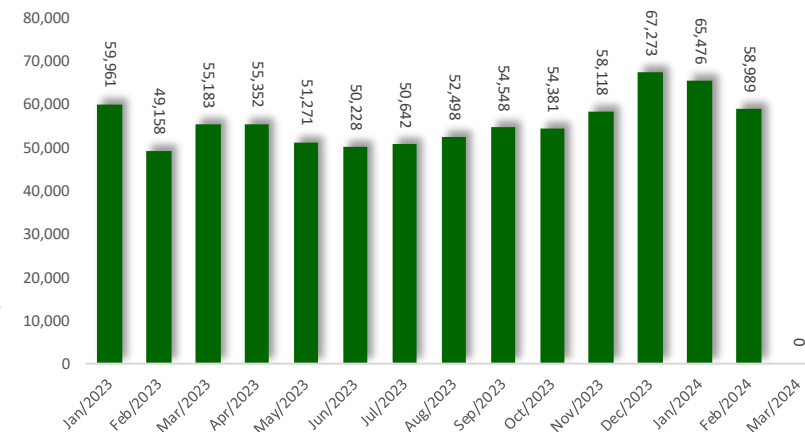
Females, 484, 25%

Males, 1,418, 75%

Monthly footfall

Month	Footfall
Jan/2023	59,961
Feb/2023	49,158
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	58,989
Mar/2024	0

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Total footfall this month

33,947

Footfall previous month

32,319

Change

Up 5.1 %

Average daily footfall, by day of the week
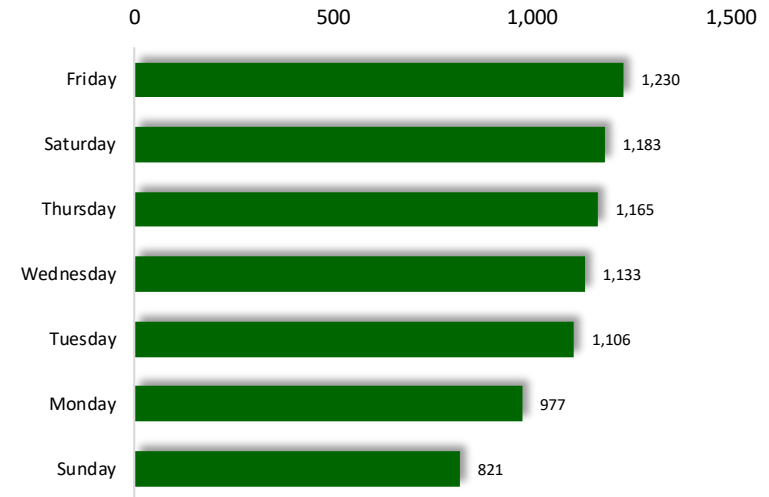
Day	Footfall
Friday	1,230
Saturday	1,183
Thursday	1,165
Wednesday	1,133
Tuesday	1,106
Monday	977
Sunday	821

Average* daily footfall, by population segment

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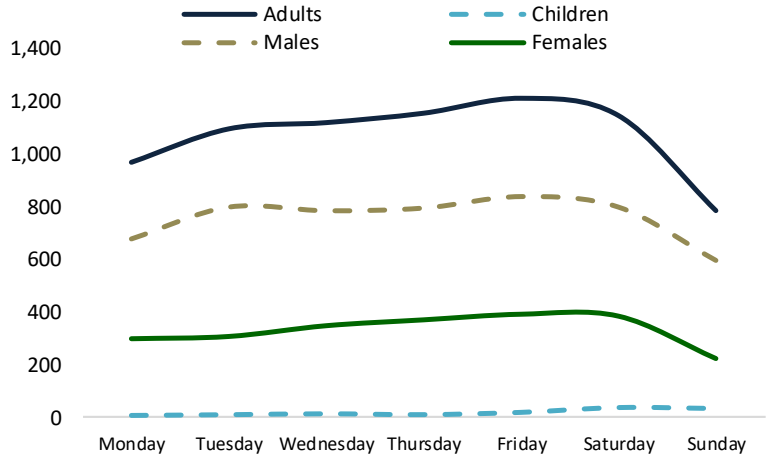
* Average is for the each day for the entire month

Average daily footfall

1,095

Average daily footfall, by sex
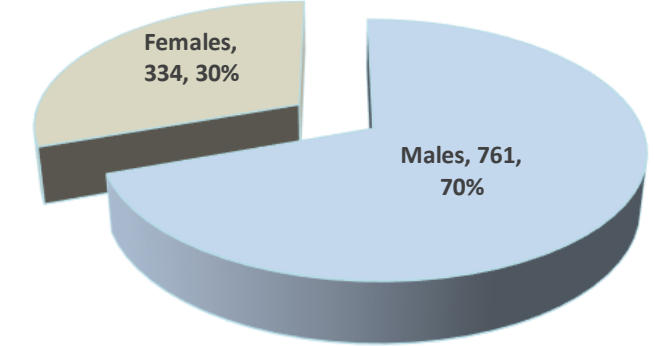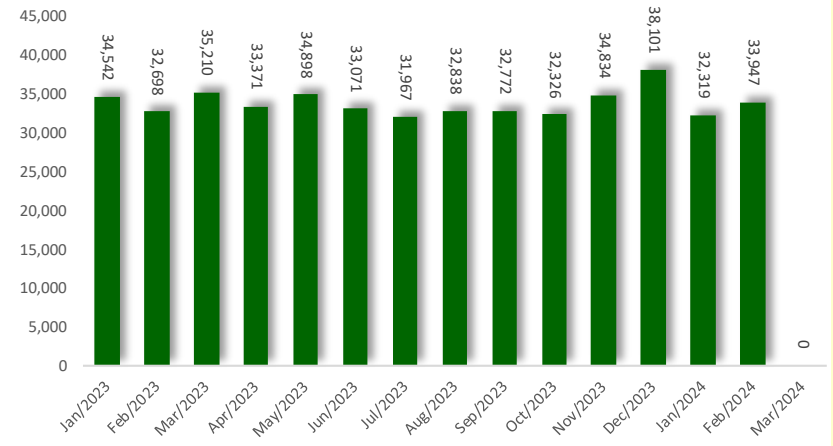
Females, 334, 30%
Males, 761, 70%

Monthly footfall

Month	Footfall
Jan/2023	34,542
Feb/2023	32,698
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	33,947
Mar/2024	0

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

32,020

Footfall previous month

27,149

Change

Up 18 %

Average daily footfall, by day of the week
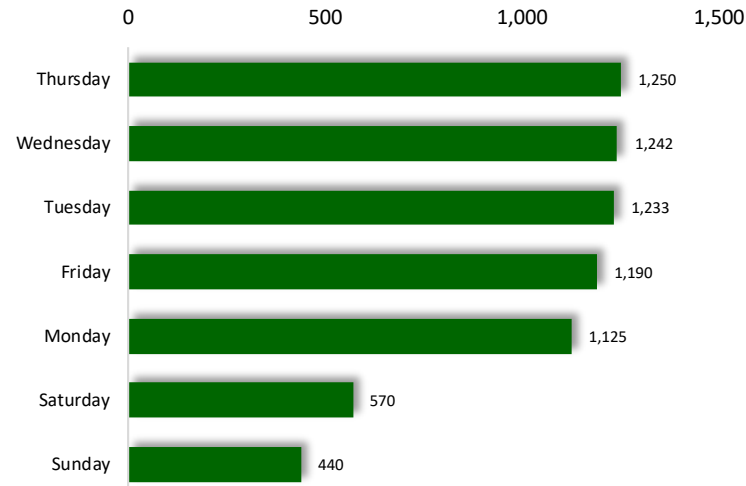
Day	Footfall
Thursday	1,250
Wednesday	1,242
Tuesday	1,233
Friday	1,190
Monday	1,125
Saturday	570
Sunday	440

Average* daily footfall, by population segment

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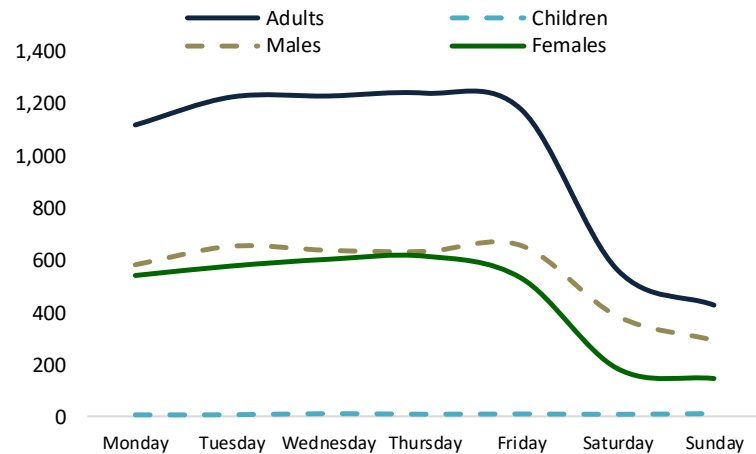
* Average is for the each day for the entire month

Average daily footfall

1,033

Average daily footfall, by sex

Females, 474, 46%
Males, 559, 54%

Monthly footfall

Month	Footfall
Jan/2023	26,799
Feb/2023	27,506
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	32,020
Mar/2024	0

GREATER DANDENONG
City of Opportunity
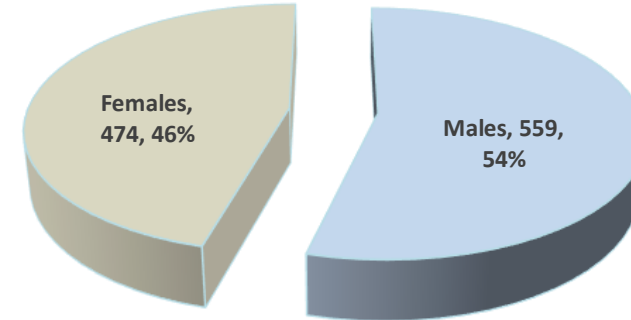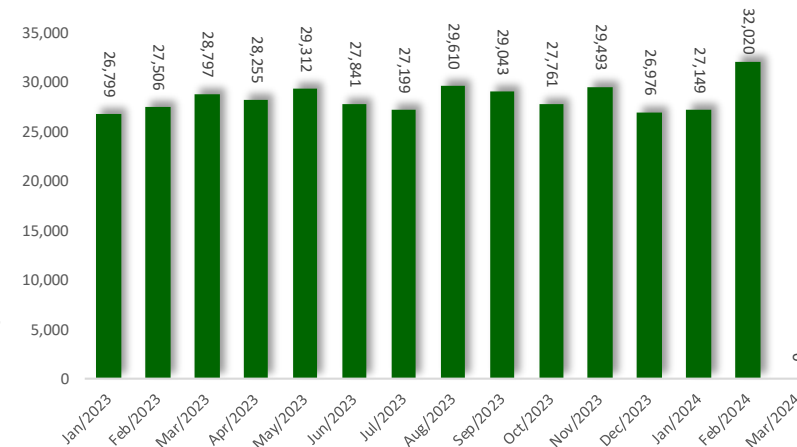
People Counter - Langhorne & Walker Street (Drum Theatre) – February 2024

Placemaking & Revitalisation Team

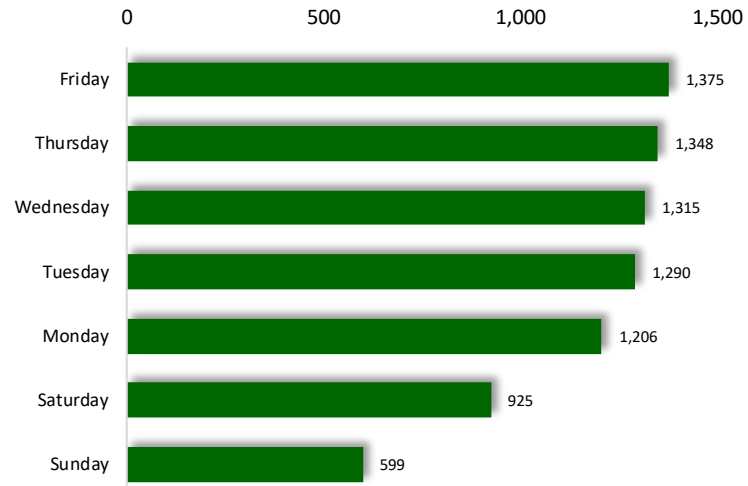## Total footfall this month
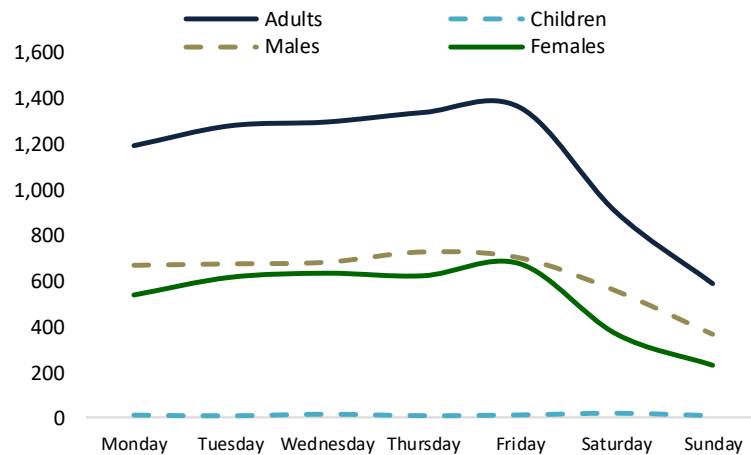
36,256

Footfall previous month

31,395

Change

Up 15.5 %

Average daily footfall, by day of the week

Day	Footfall
Friday	1,375
Thursday	1,348
Wednesday	1,315
Tuesday	1,290
Monday	1,206
Saturday	925
Sunday	599

Average* daily footfall, by population segment

Adults — Children — Males — Females

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

* Average is for the each day for the entire month

Average daily footfall

1,170

Average daily footfall, by sex

Females, 534, 46%

Males, 636, 54%

Monthly footfall

Month	Footfall
Jan/2023	31,714
Feb/2023	32,026
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	36,256
Mar/2024	0

SPRINGVALE ACTIVITY CENTRE
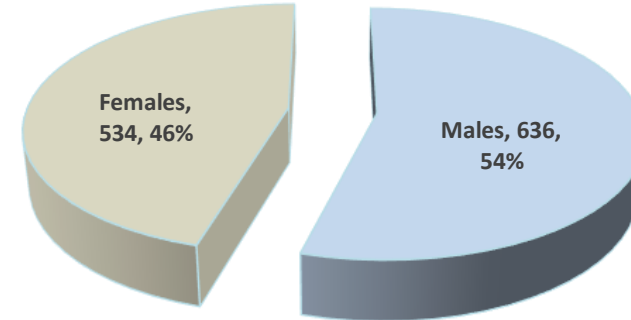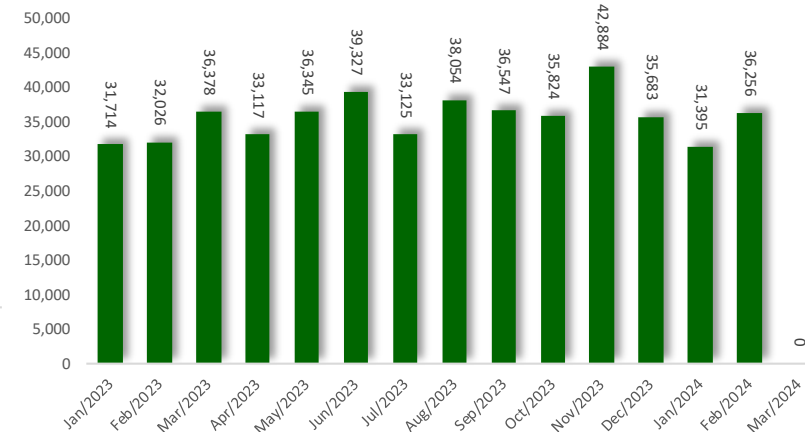
Methodology

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

People Counter Locations

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

Balmoral / Buckingham Corner
(installed October 2021)

SPRINGVALE ACTIVITY CENTRE

Placemaking & Revitalisation Team

GREATER DANDENONG
City of Opportunity

Total footfall this month

261,463

Footfall previous month

253,324

Change

Up 3.3 %

Average daily footfall, by day of the week
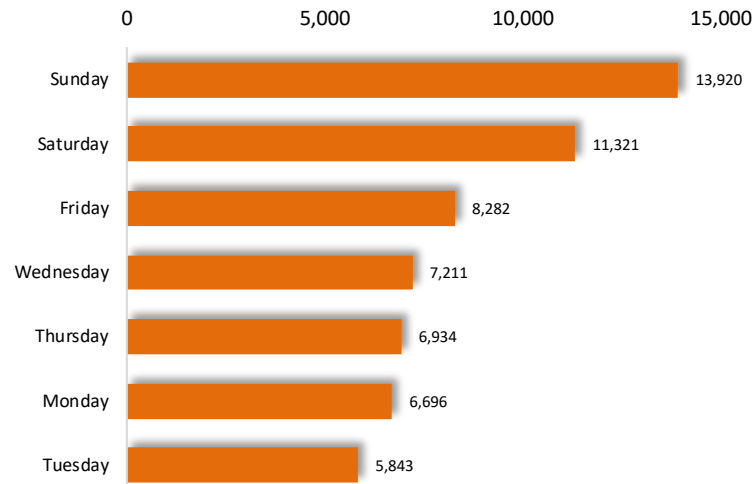
Day	Footfall
Sunday	13,920
Saturday	11,321
Friday	8,282
Wednesday	7,211
Thursday	6,934
Monday	6,696
Tuesday	5,843

Average* daily footfall, by population segment

Legend: Adults — Children - - - Males - - - Females —
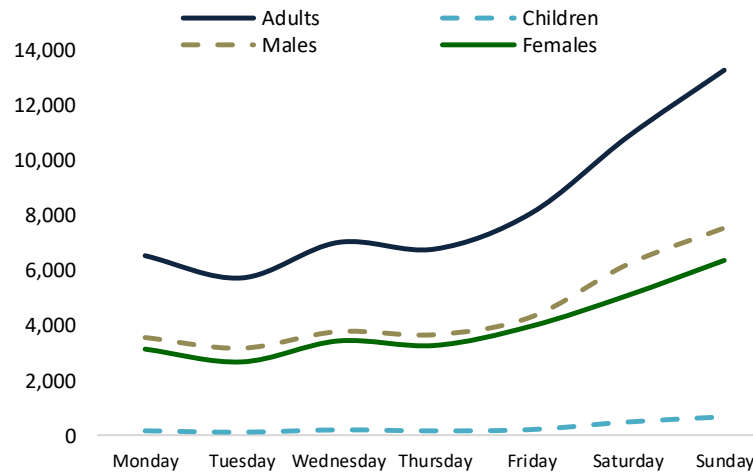
Average daily footfall

8,434

Average daily footfall, by sex
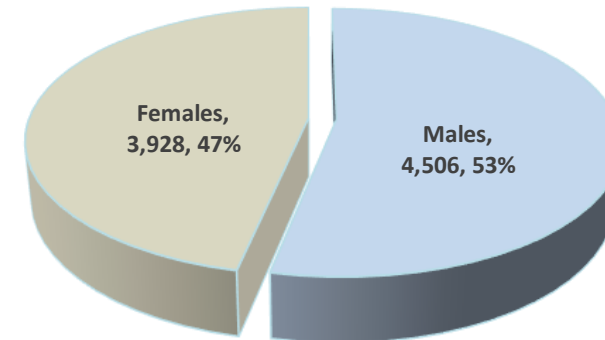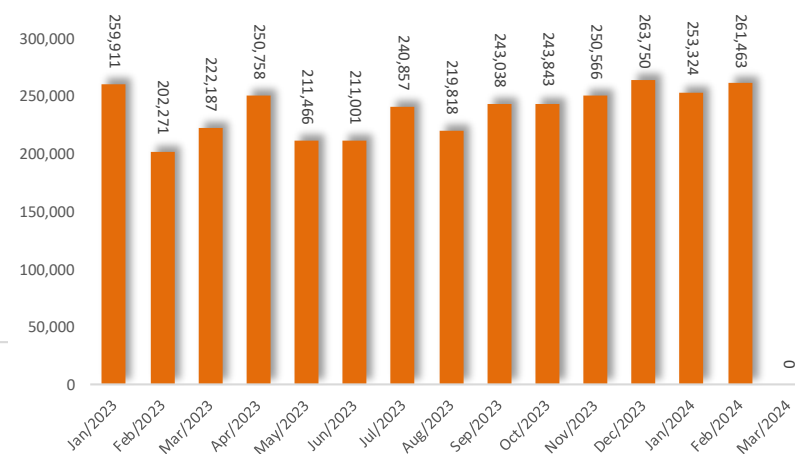
Females, 3,928, 47%
Males, 4,506, 53%

Monthly footfall

Month	Footfall
Jan/2023	259,911
Feb/2023	202,271
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	261,463
Mar/2024	0

* Average is for the each day for the entire month

SPRINGVALE ACTIVITY CENTRE

Total footfall this month

182,329

Footfall previous month

169,764

Change

Up 7.5 %

Average daily footfall, by day of the week
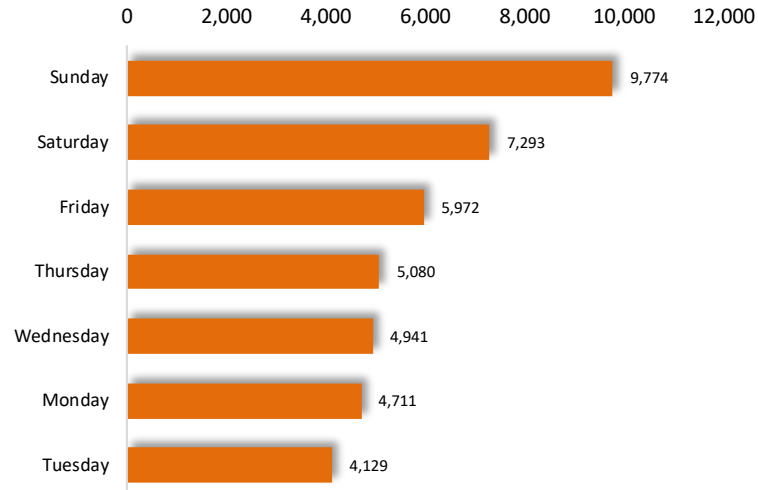
Day	Footfall
Sunday	9,774
Saturday	7,293
Friday	5,972
Thursday	5,080
Wednesday	4,941
Monday	4,711
Tuesday	4,129

Average* daily footfall, by population segment

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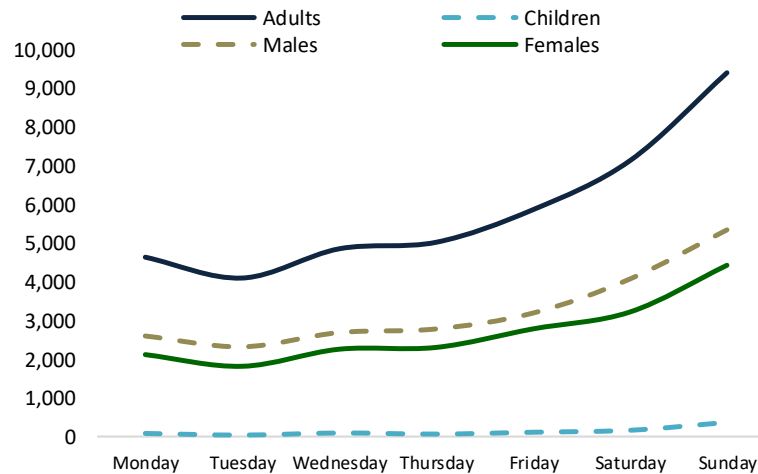
* Average is for the each day for the entire month

Average daily footfall

5,882

Average daily footfall, by sex
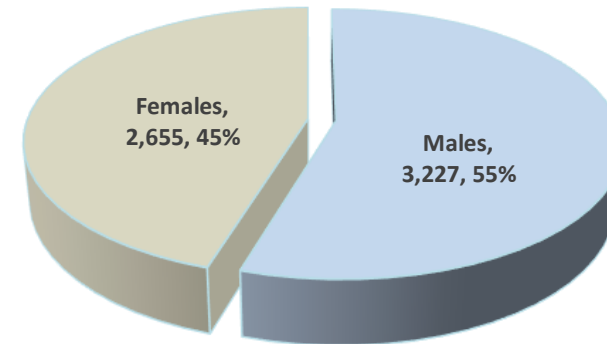
Females, 2,655, 45%
Males, 3,227, 55%

Monthly footfall

Month	Footfall
Jan/2023	176,895
Feb/2023	135,199
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	182,329
Mar/2024	0
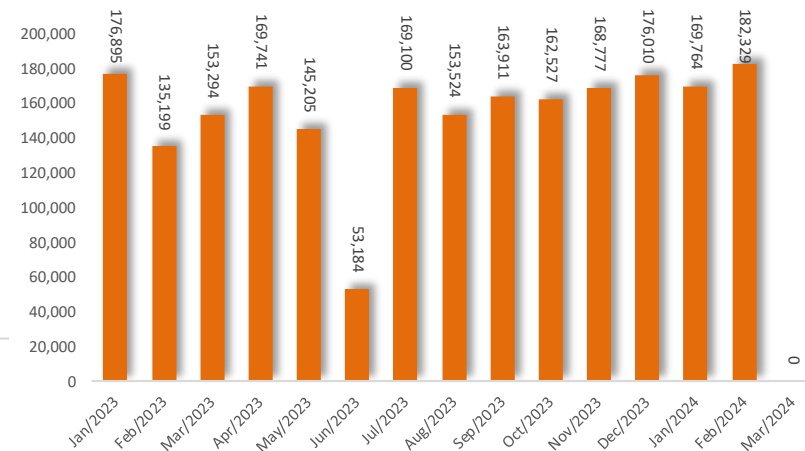
Methodology

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;

- 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

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 – February 2024

Placemaking & Revitalisation Team

Total footfall this month
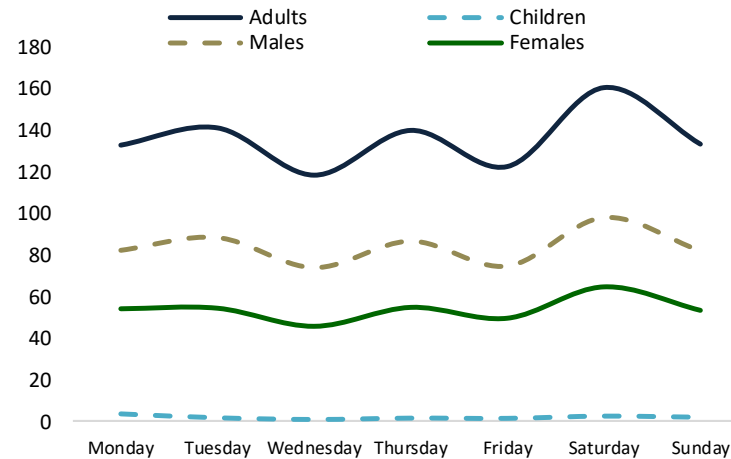
4,238

Footfall previous month

4,175

Change

Up 1.6 %

Average daily footfall, by day of the week
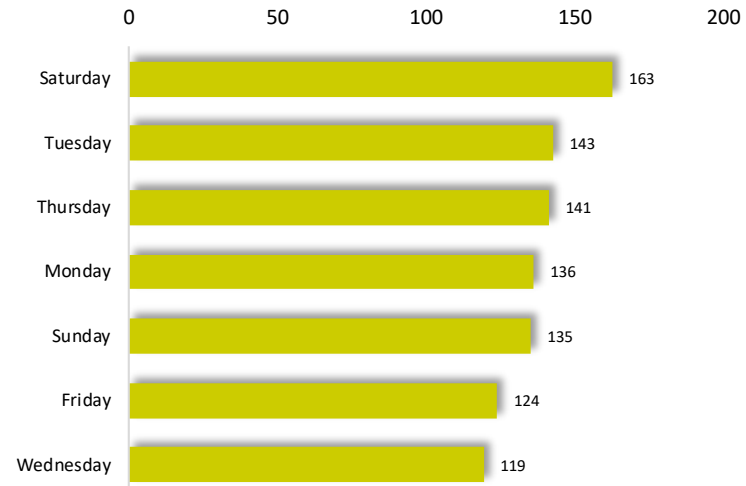
Day	Footfall
Saturday	163
Tuesday	143
Thursday	141
Monday	136
Sunday	135
Friday	124
Wednesday	119

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

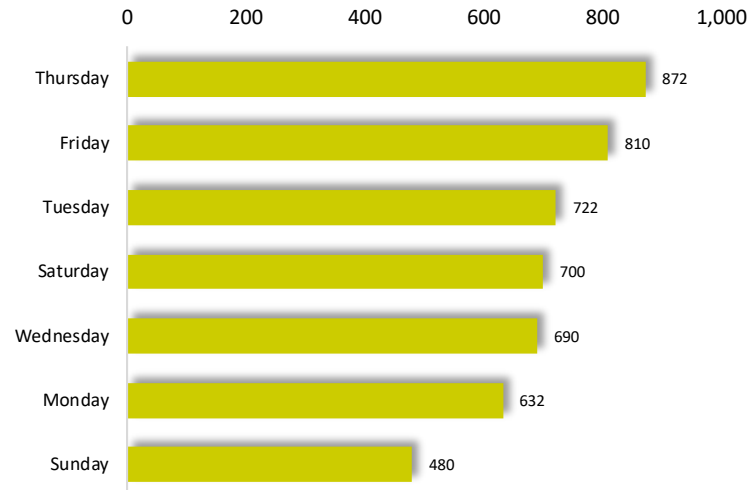* Average is for the each day for the entire month

Average daily footfall

137

Average daily footfall, by sex
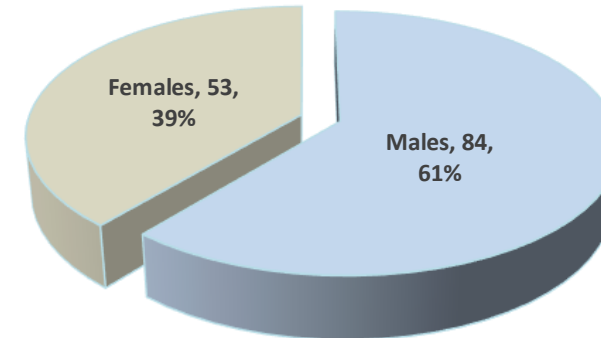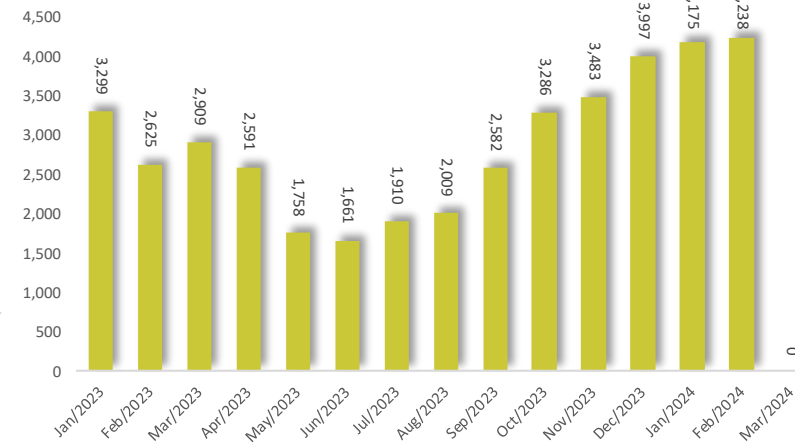
Females, 53, 39%

Males, 84, 61%

Monthly footfall

Month	Footfall
Jan/2023	3,299
Feb/2023	2,625
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	4,238
Mar/2024	0

NOBLE PARK ACTIVITY CENTRE

Total footfall this month

22,026

Footfall previous month

19,574

Change

Up 12.6 %

Average daily footfall, by day of the week

Day	Footfall
Thursday	872
Friday	810
Tuesday	722
Saturday	700
Wednesday	690
Monday	632
Sunday	480

Average* daily footfall, by population segment

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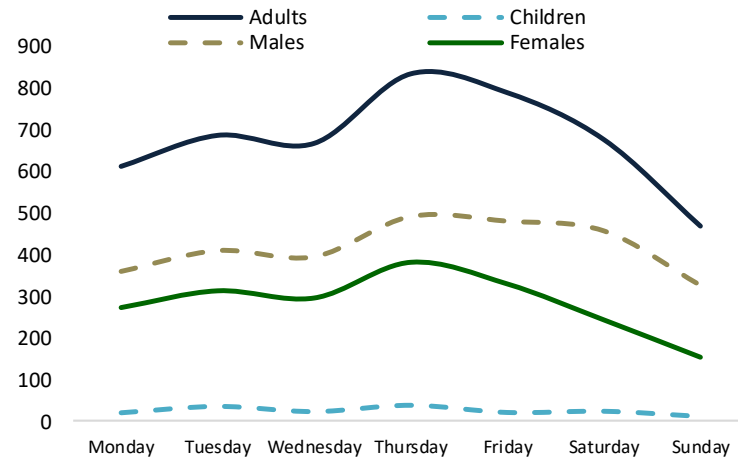
Average daily footfall

711

Average daily footfall, by sex

Females, 290, 41%
Males, 420, 59%

Monthly footfall

Month	Footfall
Jan/2023	17,380
Feb/2023	21,298
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	22,026
Mar/2024	0

* Average is for the each day for the entire month
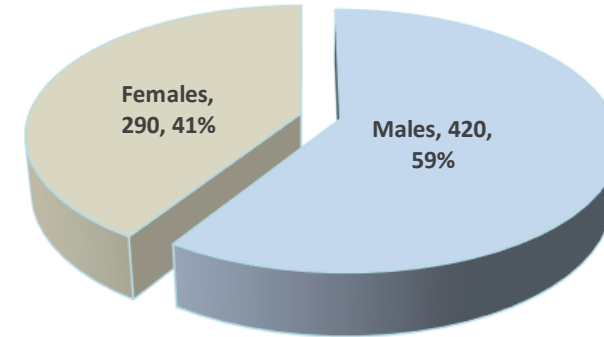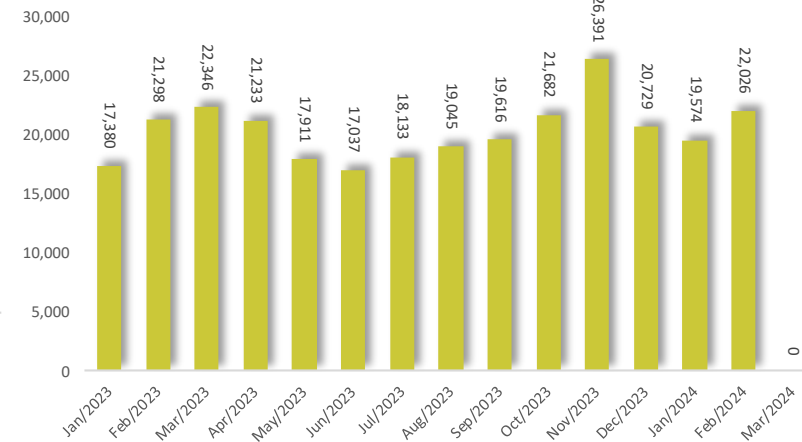
NOBLE PARK ACTIVITY CENTRE
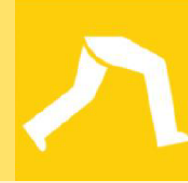
People Counter - Douglas Street – February 2024

Total footfall this month

98,387

Footfall previous month

93,006

Change

Up 5.8 %

Average daily footfall, by day of the week
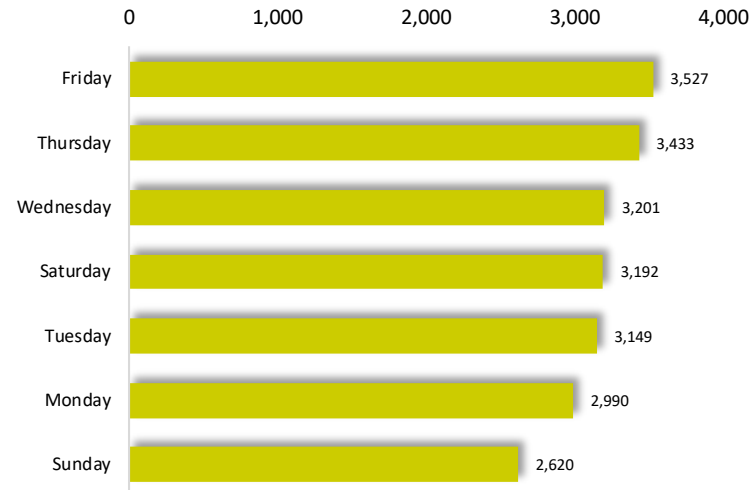
Day	Footfall
Friday	3,527
Thursday	3,433
Wednesday	3,201
Saturday	3,192
Tuesday	3,149
Monday	2,990
Sunday	2,620

Average* daily footfall, by population segment

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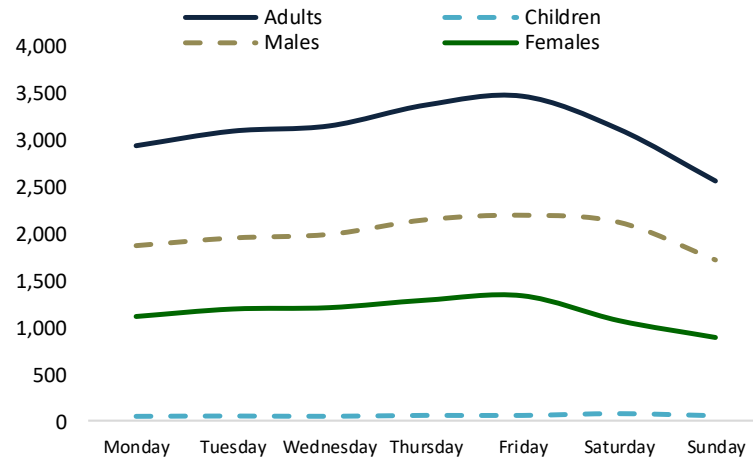
* Average is for the each day for the entire month

Average daily footfall

3,174

Average daily footfall, by sex

Females, 1,167, 37%
Males, 2,006, 63%

Monthly footfall

Month	Footfall
Jan/2023	82,744
Feb/2023	75,408
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	98,387
Mar/2024	0

NOBLE PARK ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

43,906

Footfall previous month

40,038

Change

Up 9.7 %

Average daily footfall, by day of the week
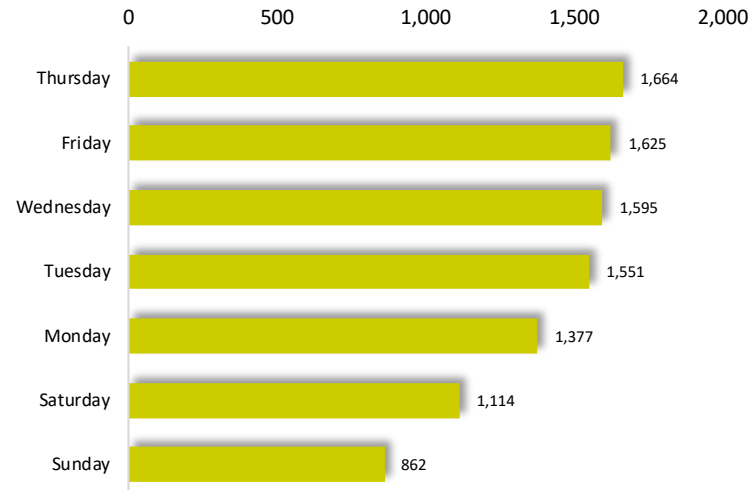
Day	Footfall
Thursday	1,664
Friday	1,625
Wednesday	1,595
Tuesday	1,551
Monday	1,377
Saturday	1,114
Sunday	862

Average* daily footfall, by population segment

Adults — Children
Males — Females
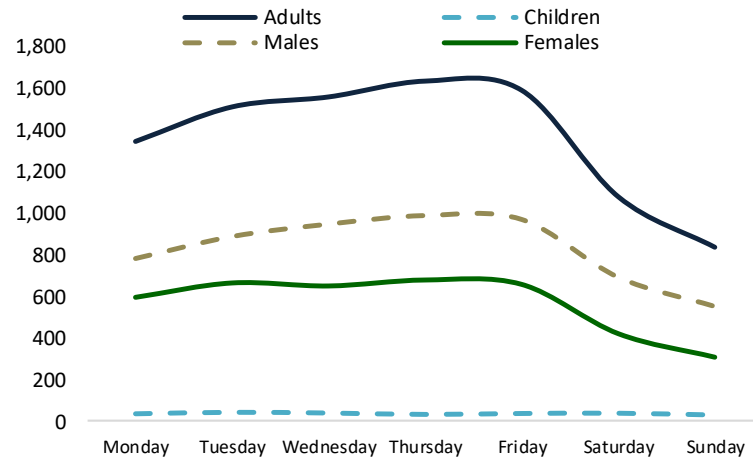
Average daily footfall

1,416

Average daily footfall, by sex

Females, 575, 41%
Males, 841, 59%

Monthly footfall

Month	Footfall
Jan/2023	33,759
Feb/2023	36,675
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	43,906
Mar/2024	0

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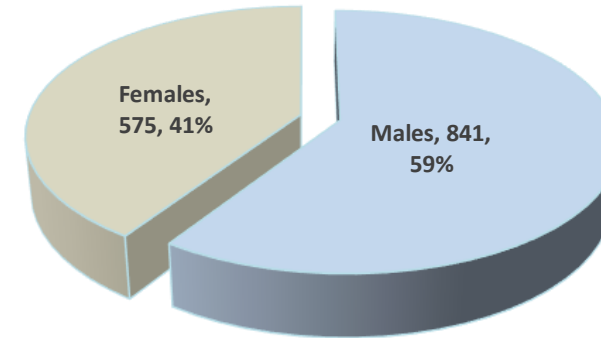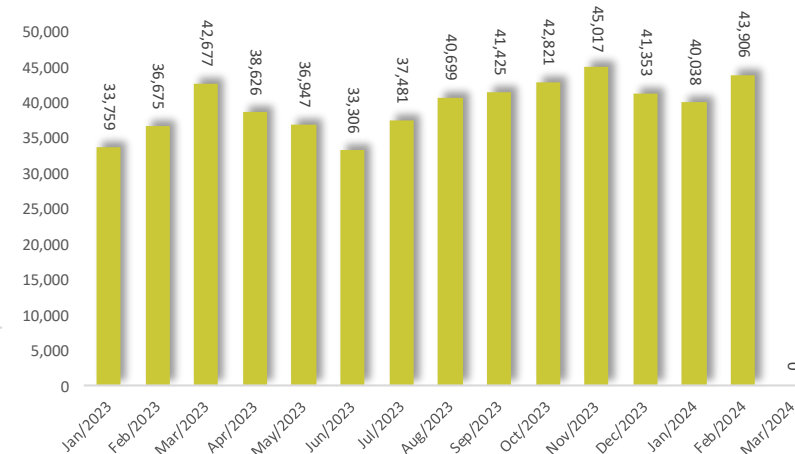
NOBLE PARK ACTIVITY CENTRE

People Counter - Noble Park Skate Park (skyrail) – February 2024

Total footfall this month

8,587

Footfall previous month

9,323

Change

Down -7.9 %

Average daily footfall, by day of the week
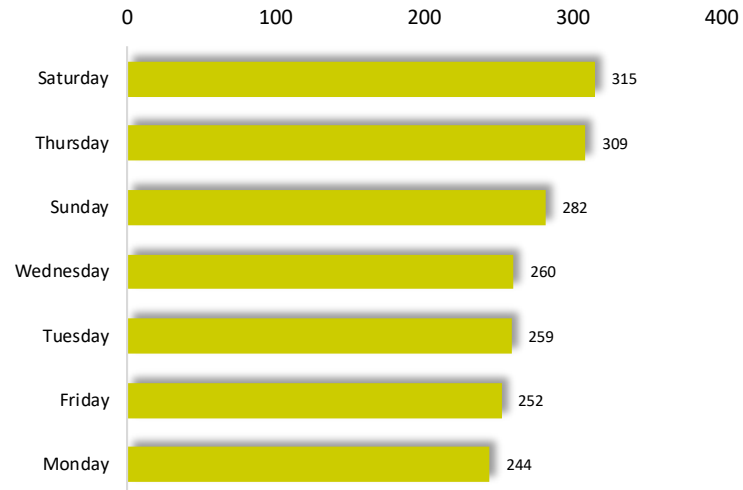
Day	Value
Saturday	315
Thursday	309
Sunday	282
Wednesday	260
Tuesday	259
Friday	252
Monday	244

Average* daily footfall, by population segment

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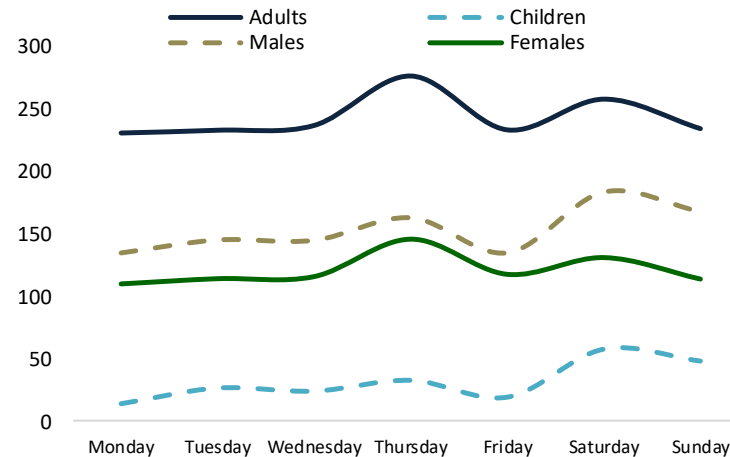
Average daily footfall

277

Average daily footfall, by sex

Females, 122, 44%
Males, 155, 56%

Monthly footfall

Month	Value
Jan/2023	6,406
Feb/2023	5,116
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	8,587
Mar/2024	0

* Average is for the each day for the entire month

GREATER DANDENONG
City of Opportunity