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)

GREATER DANDENONG
City of Opportunity

Total footfall this month

58,131

Footfall previous month

50,272

Change

Up 15.7 %

Average daily footfall, by day of the week
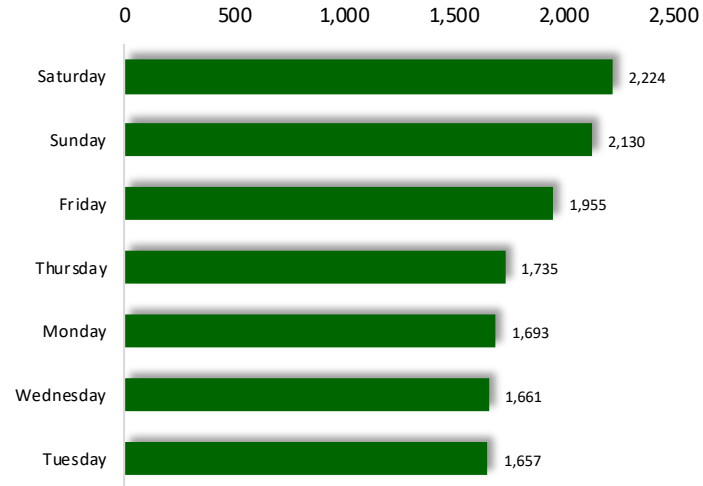
Day	Footfall
Saturday	2,224
Sunday	2,130
Friday	1,955
Thursday	1,735
Monday	1,693
Wednesday	1,661
Tuesday	1,657

Average* daily footfall, by population segment

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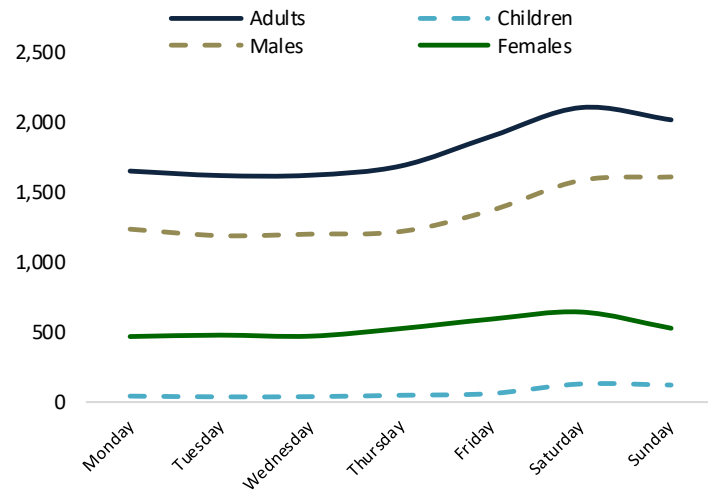
* Average is for the each day for the entire month

Average daily footfall

1,875

Average daily footfall, by sex

Females, 532, 28%

Males, 1,343, 72%

Monthly footfall

Month	Footfall
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	58,221
Jun/2024	53,697
Jul/2024	50,272
Aug/2024	58,131
Sep/2024	0

GREATER DANDENONG
City of Opportunity

People Counter - Lonsdale Street – August 2024

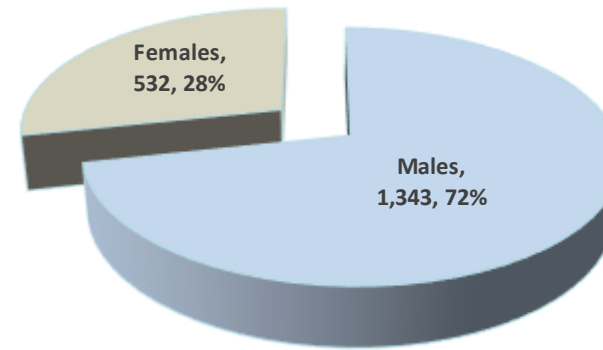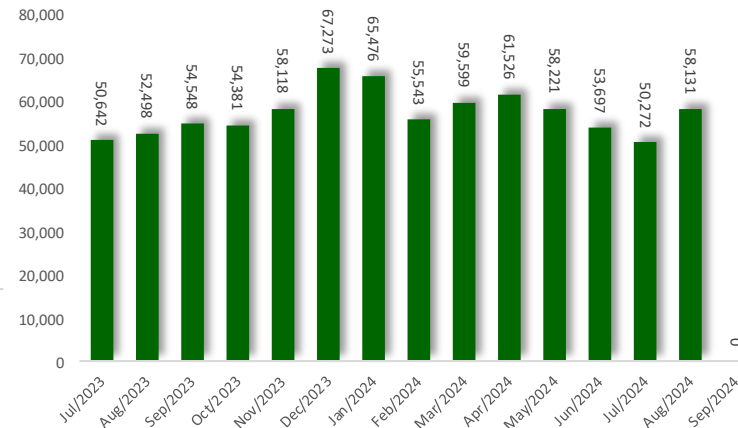## Total footfall this month

8,277

Footfall previous month

28,528

Change

Down -71 %

Average daily footfall, by day of the week
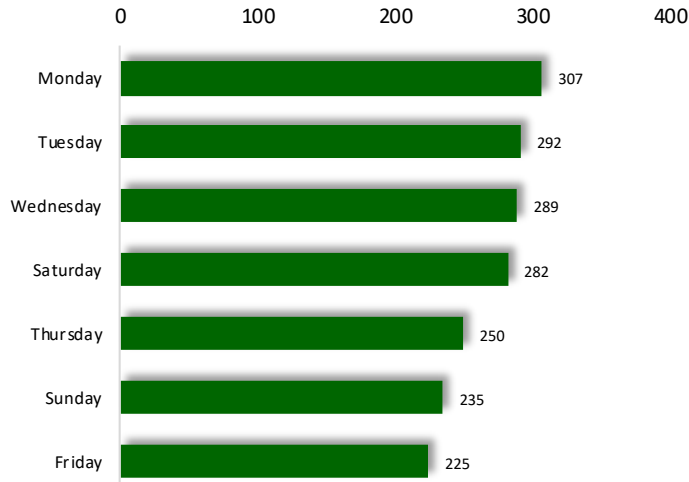
Day	Value
Monday	307
Tuesday	292
Wednesday	289
Saturday	282
Thursday	250
Sunday	235
Friday	225

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
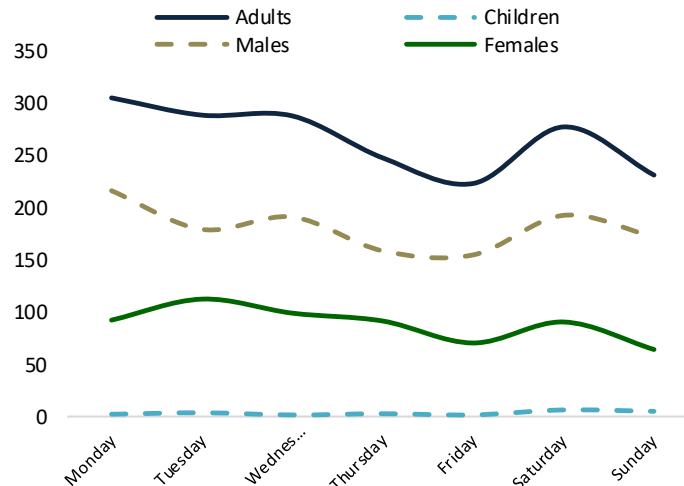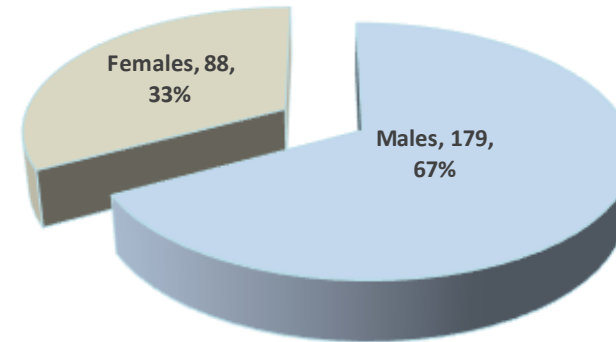

* Average is for the each day for the entire month

Average daily footfall

267

Average daily footfall, by sex

Females, 88, 33%
Males, 179, 67%

Monthly footfall

Month	Value
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	33,337
Jun/2024	29,158
Jul/2024	28,528
Aug/2024	8,277
Sep/2024	0

People Counter - Walker Street (Car park) – August 2024

Placemaking & Revitalisation Team

Total footfall this month

27,094

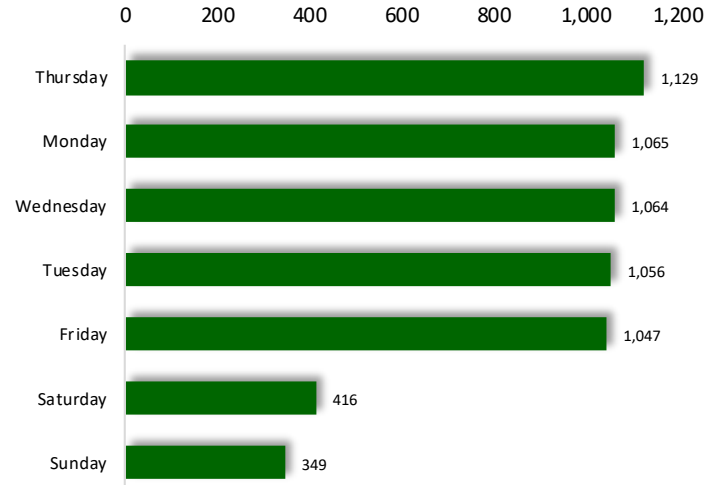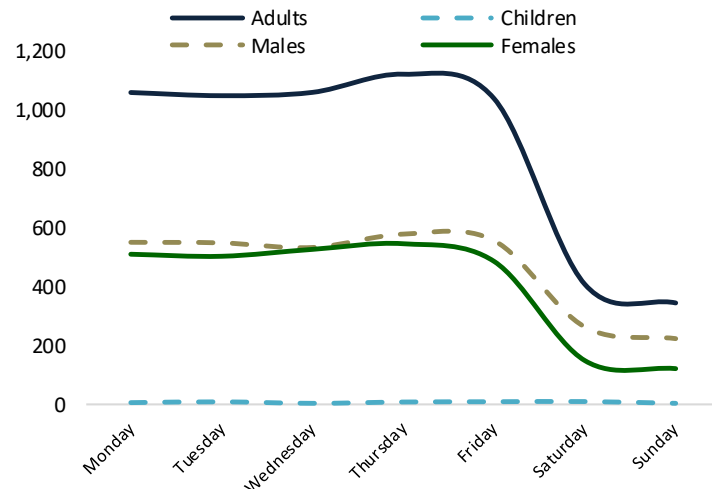### Footfall previous month

24,867

Change

Up 9 %

Average daily footfall, by day of the week

Day	Footfall
Thursday	1,129
Monday	1,065
Wednesday	1,064
Tuesday	1,056
Friday	1,047
Saturday	416
Sunday	349

Average* daily footfall, by population segment

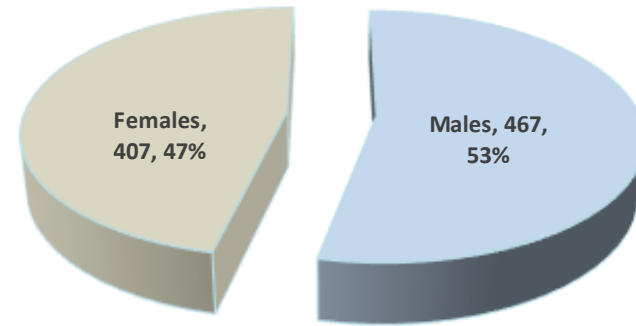Legend: Adults, Children, Males, Females

(line chart across Monday–Sunday, y-axis 0 to 1,200)

* Average is for the each day for the entire month

Average daily footfall

874

Average daily footfall, by sex

Females, 407, 47%

Males, 467, 53%

Monthly footfall

Month	Footfall
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	28,880
Jun/2024	23,332
Jul/2024	24,867
Aug/2024	27,094
Sep/2024	0
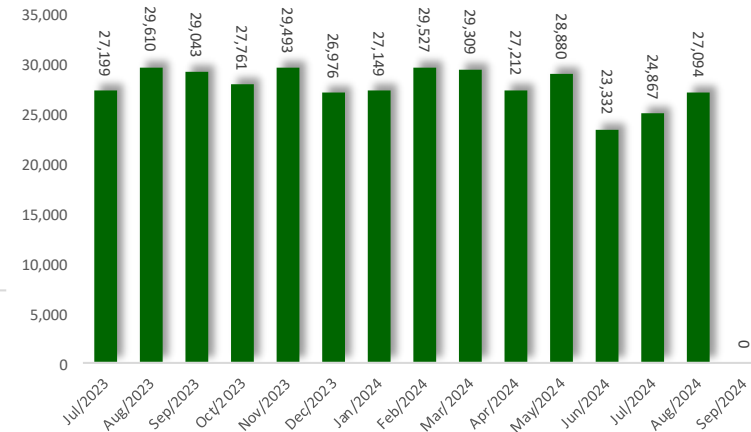
DANDENONG ACTIVITY CENTRE

Placemaking & Revitalisation Team

GREATER DANDENONG
City of Opportunity

Total footfall this month

39,075
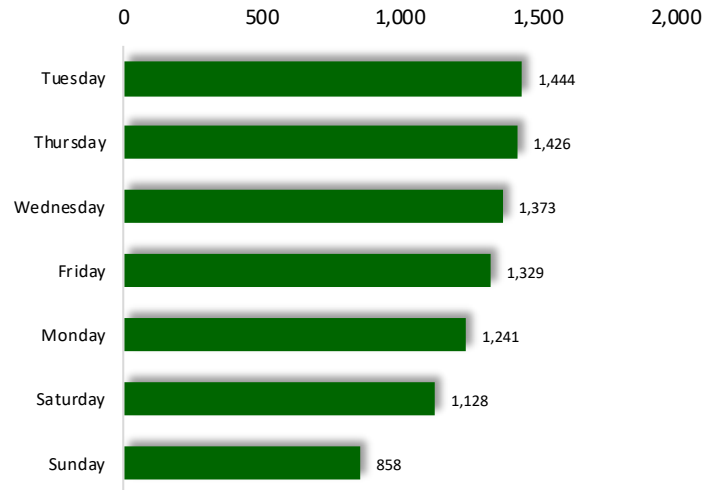
Footfall previous month

32,946

Change

Up 18.7 %

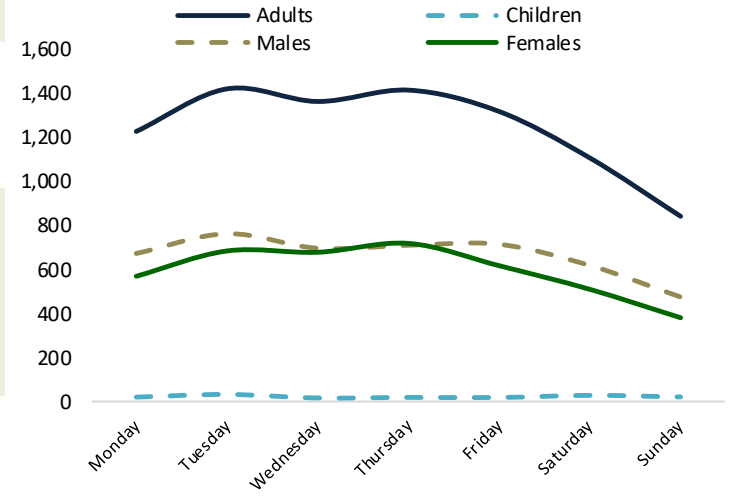## Average daily footfall, by day of the week

Day	Footfall
Tuesday	1,444
Thursday	1,426
Wednesday	1,373
Friday	1,329
Monday	1,241
Saturday	1,128
Sunday	858

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

Days: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

* Average is for the each day for the entire month

Average daily footfall

1,260

Average daily footfall, by sex
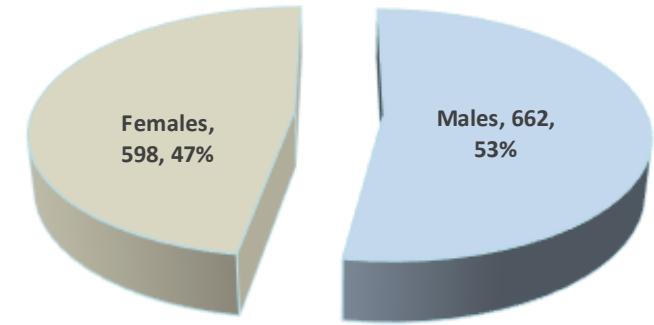
Females, 598, 47%
Males, 662, 53%

Monthly footfall

Month	Footfall
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	37,980
Jun/2024	35,328
Jul/2024	32,946
Aug/2024	39,075
Sep/2024	0
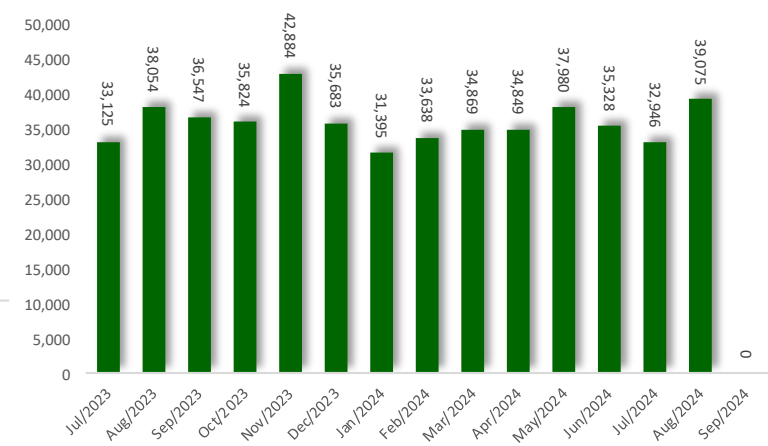
Methodology

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.

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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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- 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) – August 2024

Placemaking & Revitalisation Team

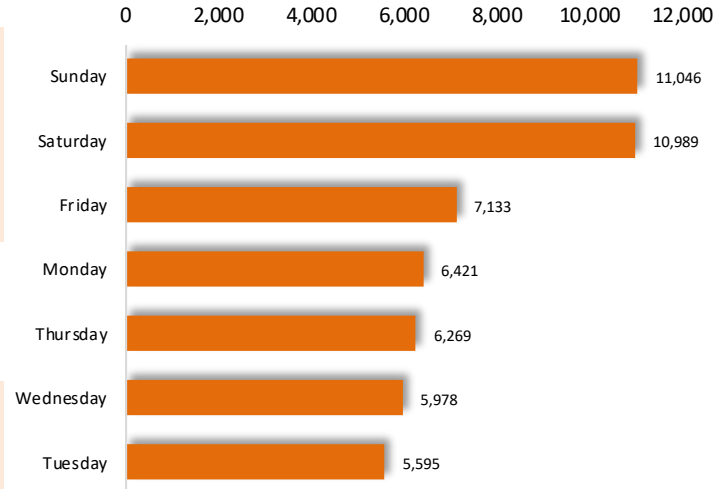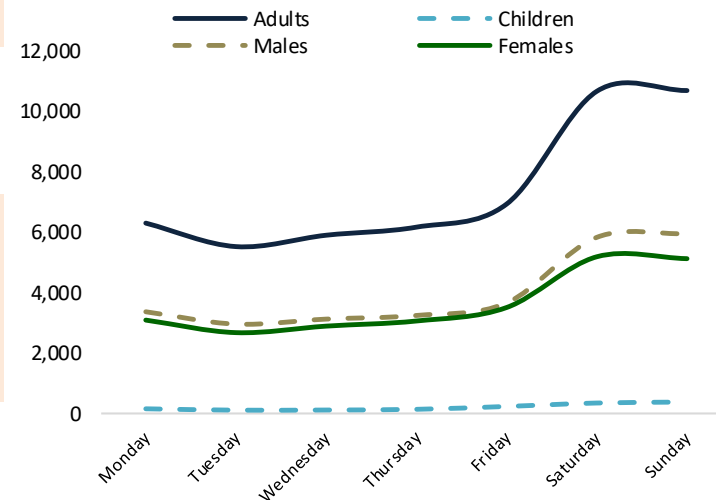**Total footfall this month**

238,113

Footfall previous month

228,049

Change

Up 4.5 %

Average daily footfall, by day of the week

Day	Footfall
Sunday	11,046
Saturday	10,989
Friday	7,133
Monday	6,421
Thursday	6,269
Wednesday	5,978
Tuesday	5,595

Average* daily footfall, by population segment

Adults — Children — Males — Females

* Average is for the each day for the entire month

Average daily footfall

7,681

Average daily footfall, by sex

Females, 3,666, 48%

Males, 4,015, 52%

Monthly footfall

Month	Footfall
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	240,458
Jun/2024	231,658
Jul/2024	228,049
Aug/2024	238,113
Sep/2024	0

SPRINGVALE ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity
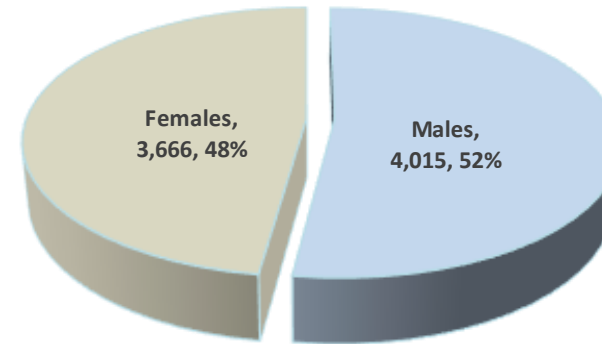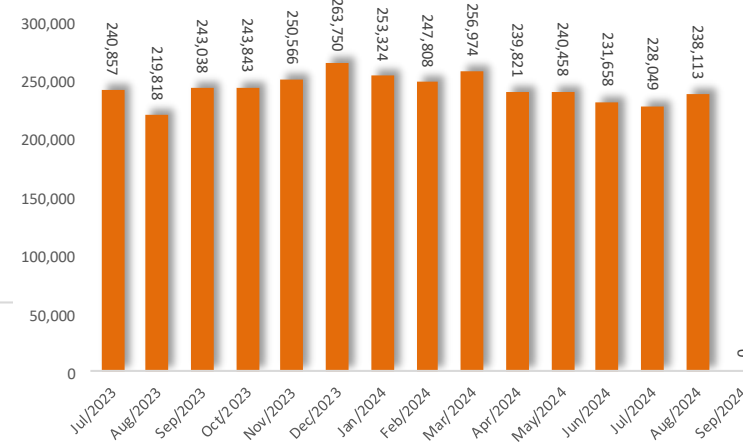
People Counter - Cnr Balmoral Ave / Buckingham Ave – August 2024

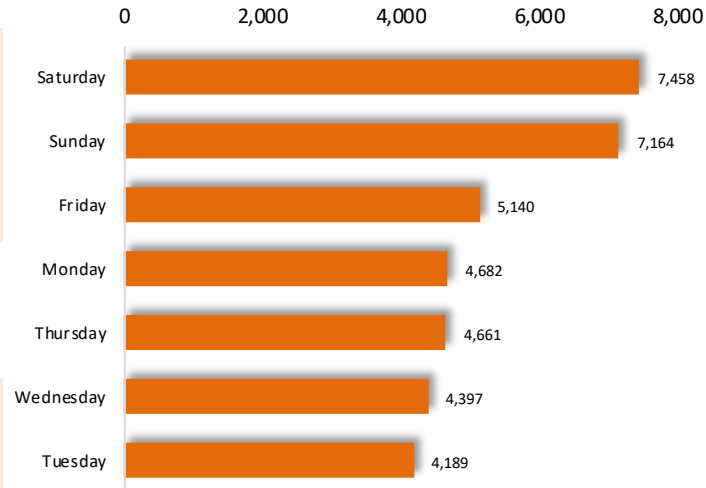Placemaking & Revitalisation Team

Total footfall this month

168,021

Footfall previous month

167,095

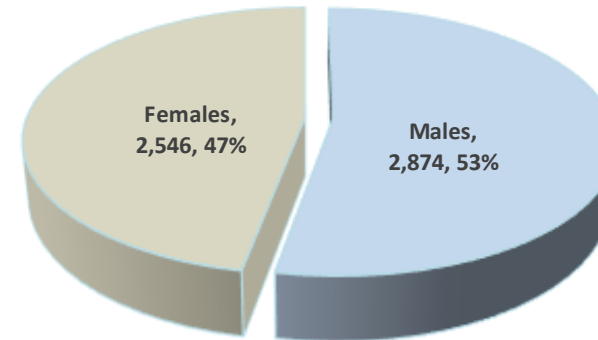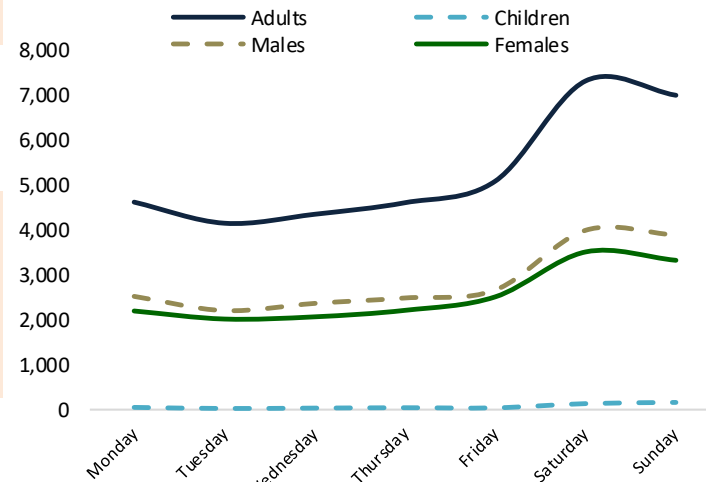**Change**

Up 0.6 %

Average daily footfall, by day of the week

Day	Footfall
Saturday	7,458
Sunday	7,164
Friday	5,140
Monday	4,682
Thursday	4,661
Wednesday	4,397
Tuesday	4,189

Average* daily footfall, by population segment

Adults — Children --- Males --- Females

* Average is for the each day for the entire month

Average daily footfall

5,420

Average daily footfall, by sex

Females, 2,546, 47%
Males, 2,874, 53%

Monthly footfall

Month	Footfall
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	169,387
Jun/2024	163,352
Jul/2024	167,095
Aug/2024	168,021
Sep/2024	0

GREATER DANDENONG
City of Opportunity
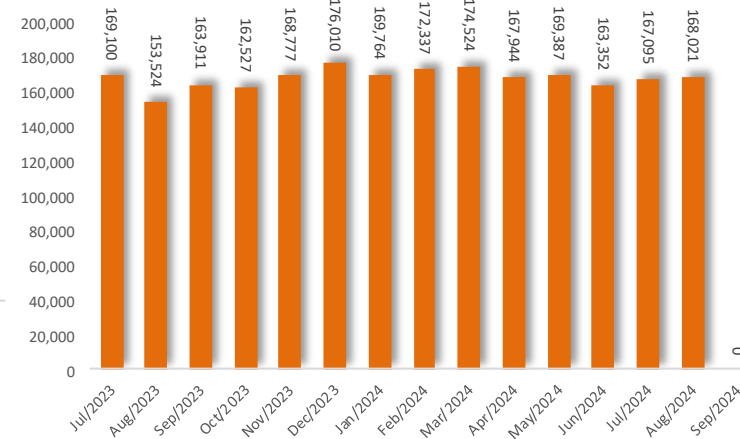
Smart Cities - People Counters

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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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

Placemaking & Revitalisation Team

Total footfall this month

3,215

Footfall previous month

2,526

Change

Up 27.3 %

Average daily footfall, by day of the week
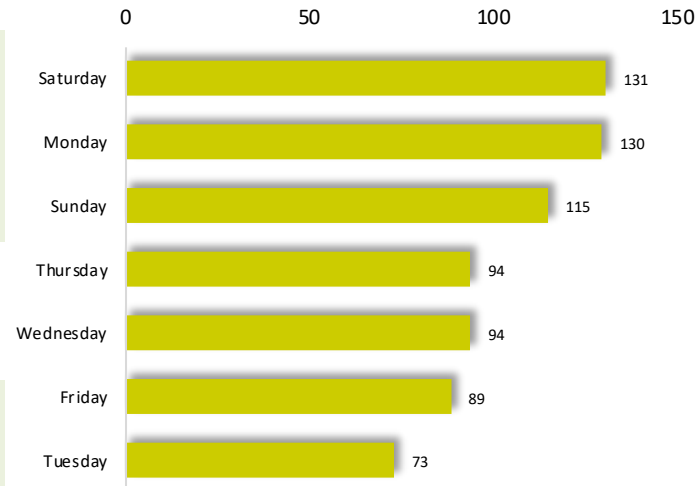
Day	Value
Saturday	131
Monday	130
Sunday	115
Thursday	94
Wednesday	94
Friday	89
Tuesday	73

Average* daily footfall, by population segment

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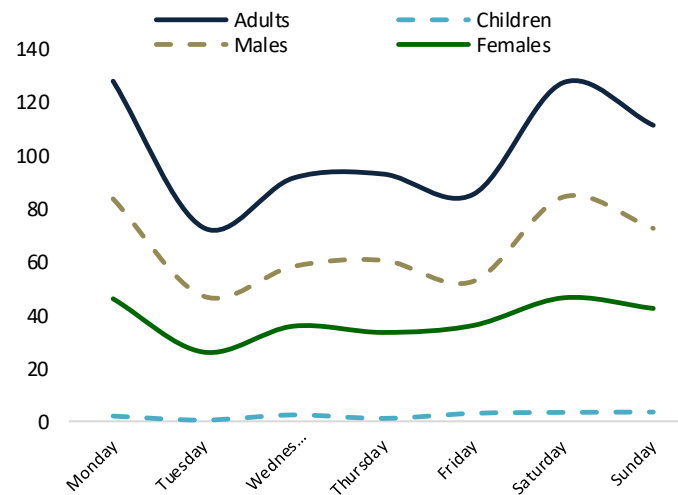
* Average is for the each day for the entire month

Average daily footfall

104

Average daily footfall, by sex

Females, 38, 37%

Males, 66, 63%

Monthly footfall

Month	Value
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	2,933
Jun/2024	2,531
Jul/2024	2,526
Aug/2024	3,215
Sep/2024	0

GREATER DANDENONG
City of Opportunity
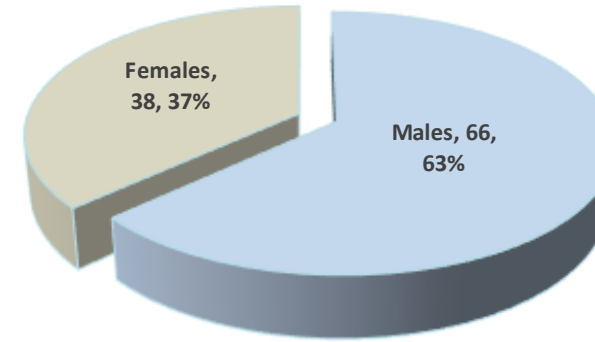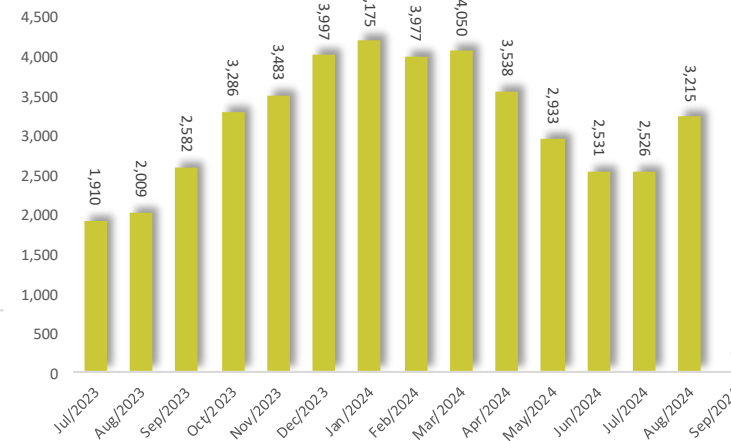
NOBLE PARK ACTIVITY CENTRE

People Counter - Buckley Street – August 2024
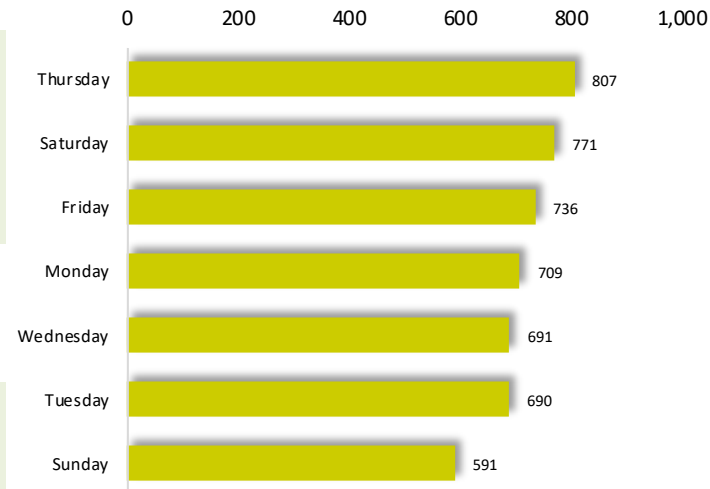
Total footfall this month
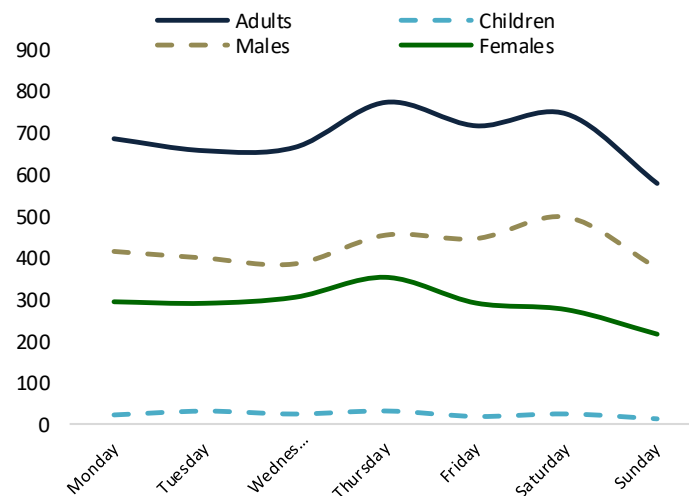
22,293

Footfall previous month

17,743

Change

Up 25.7 %

Average daily footfall, by day of the week

Day	Footfall
Thursday	807
Saturday	771
Friday	736
Monday	709
Wednesday	691
Tuesday	690
Sunday	591

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

(Line chart across Monday, Tuesday, Wednes…, Thursday, Friday, Saturday, Sunday; y-axis 0–900)
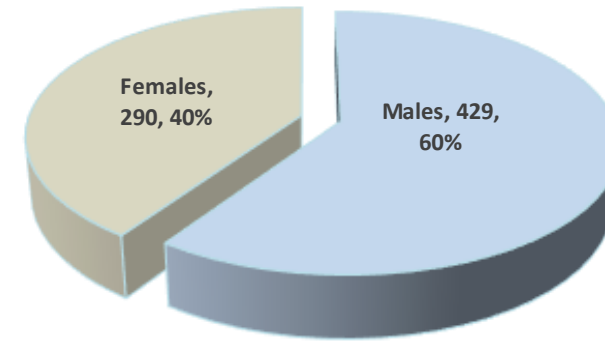
* Average is for the each day for the entire month

Average daily footfall

719

Average daily footfall, by sex

Females, 290, 40%
Males, 429, 60%

Monthly footfall

Month	Footfall
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	21,882
Jun/2024	18,741
Jul/2024	17,743
Aug/2024	22,293
Sep/2024	0

GREATER DANDENONG
City of Opportunity
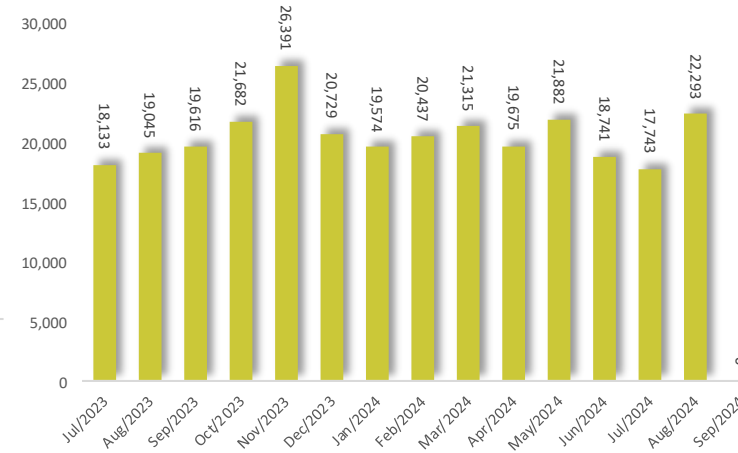
NOBLE PARK ACTIVITY CENTRE

People Counter - Douglas Street – August 2024
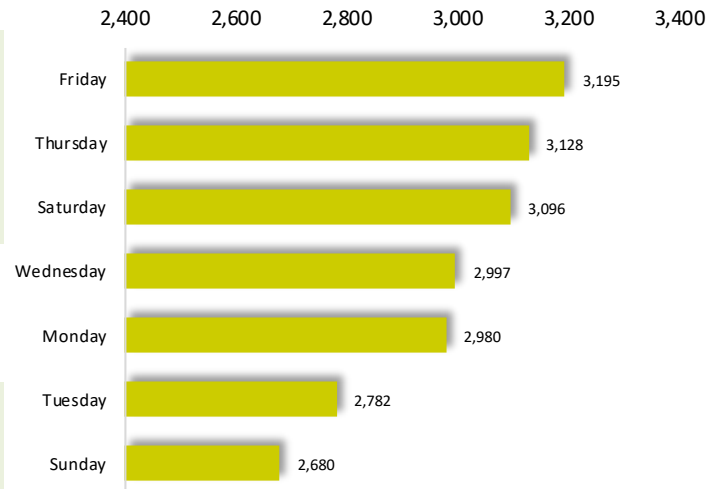
Total footfall this month
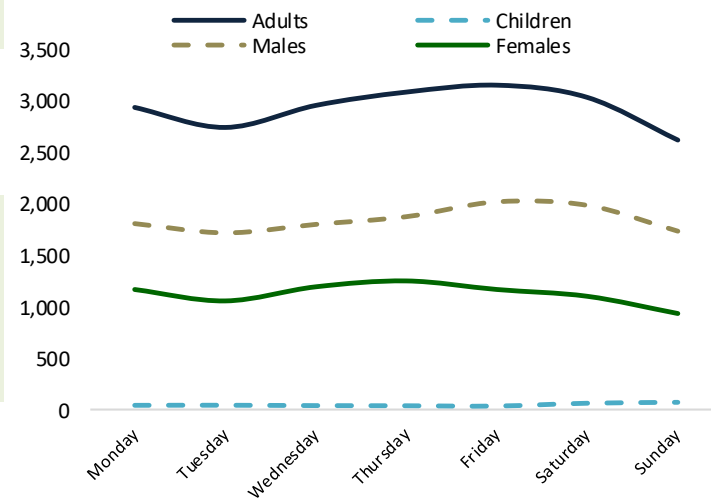
92,848

Footfall previous month

86,353

Change

Up 7.6 %

Average daily footfall, by day of the week

Day	Footfall
Friday	3,195
Thursday	3,128
Saturday	3,096
Wednesday	2,997
Monday	2,980
Tuesday	2,782
Sunday	2,680

Average* daily footfall, by population segment

Adults — Children — Males — Females

Average daily footfall

2,995

Average daily footfall, by sex

Females, 1,129, 38%
Males, 1,866, 62%

Monthly footfall

Month	Footfall
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	94,675
Jun/2024	85,334
Jul/2024	86,353
Aug/2024	92,848
Sep/2024	0

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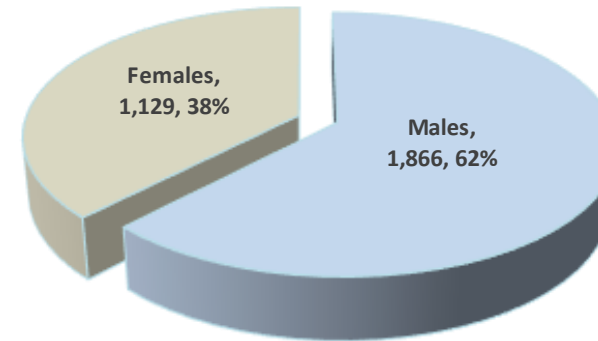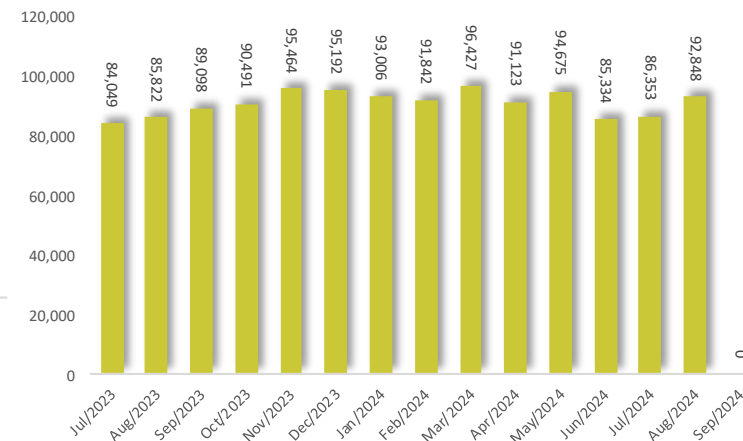
NOBLE PARK ACTIVITY CENTRE
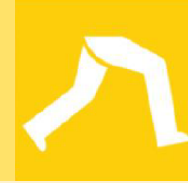
People Counter - Douglas Street (toilet block) – August 2024
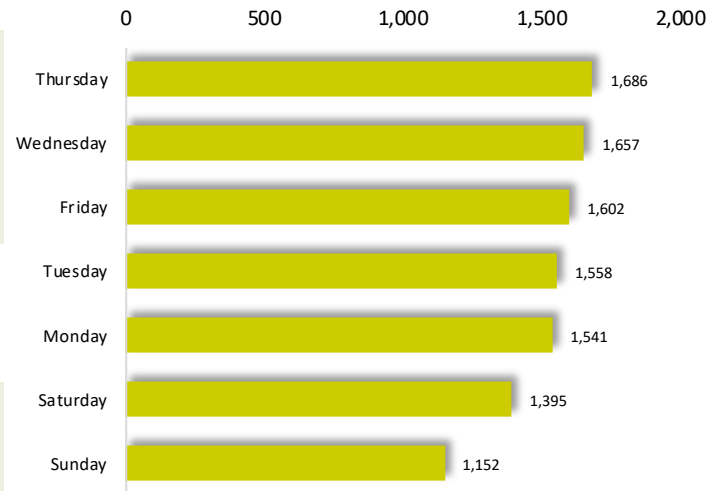
Total footfall this month

47,038

Footfall previous month

38,563

Change

Up 22 %
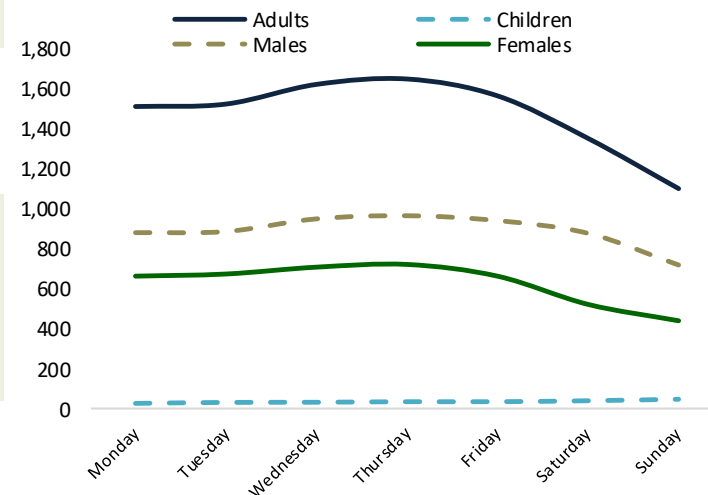
Average daily footfall, by day of the week

Day	Footfall
Thursday	1,686
Wednesday	1,657
Friday	1,602
Tuesday	1,558
Monday	1,541
Saturday	1,395
Sunday	1,152

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

Average daily footfall

1,517

Average daily footfall, by sex

Females, 626, 41%
Males, 891, 59%

Monthly footfall

Month	Footfall
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	43,021
Jun/2024	38,369
Jul/2024	38,563
Aug/2024	47,038
Sep/2024	0

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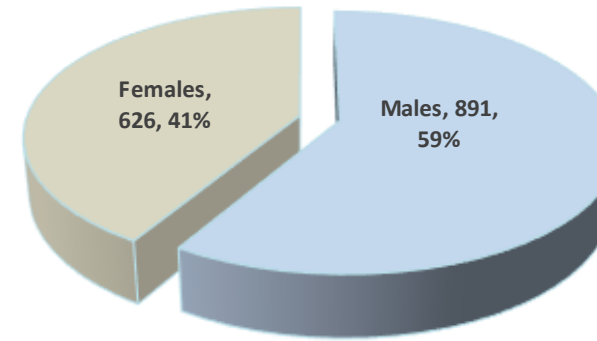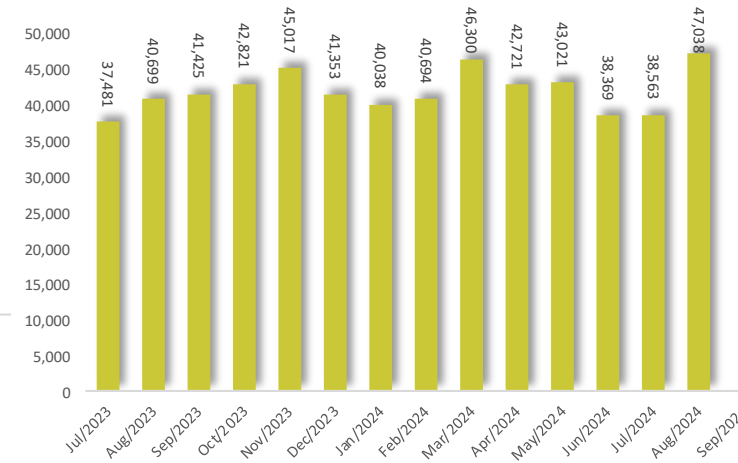
NOBLE PARK ACTIVITY CENTRE

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

Total footfall this month

8,377

Footfall previous month

5,734

Change

Up 46.1 %

Average daily footfall, by day of the week
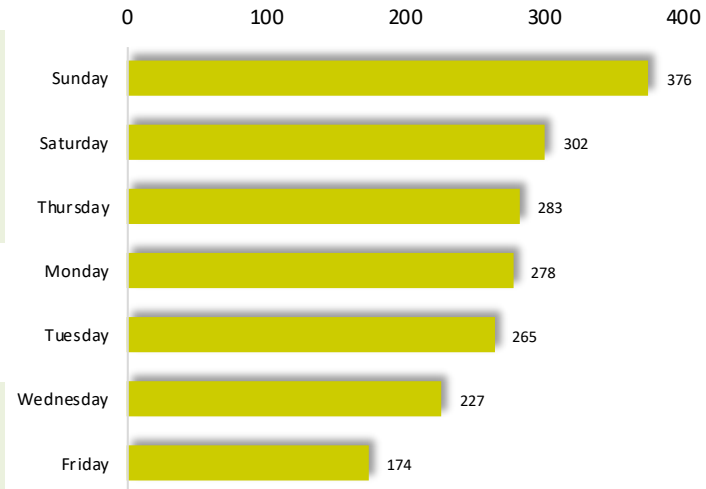
Day	Footfall
Sunday	376
Saturday	302
Thursday	283
Monday	278
Tuesday	265
Wednesday	227
Friday	174

Average* daily footfall, by population segment
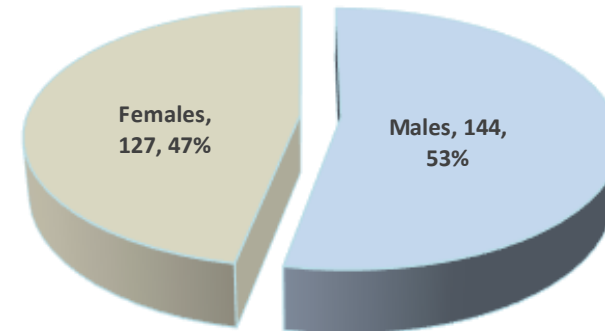

Legend: Adults, Children, Males, Females
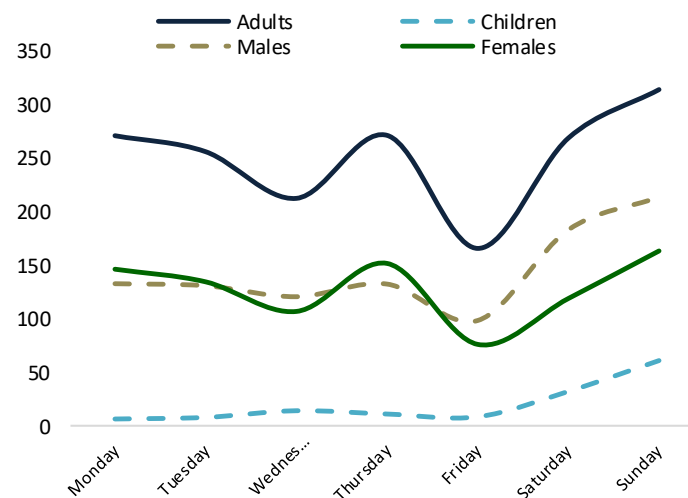
Average is for the each day for the entire month

Average daily footfall

270

Average daily footfall, by sex

Females, 127, 47%
Males, 144, 53%

Monthly footfall

Month	Footfall
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	6,569
Jun/2024	5,424
Jul/2024	5,734
Aug/2024	8,377
Sep/2024	0