



### 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 – September 2024

Placemaking & Revitalisation Team

### Total footfall this month

56,087

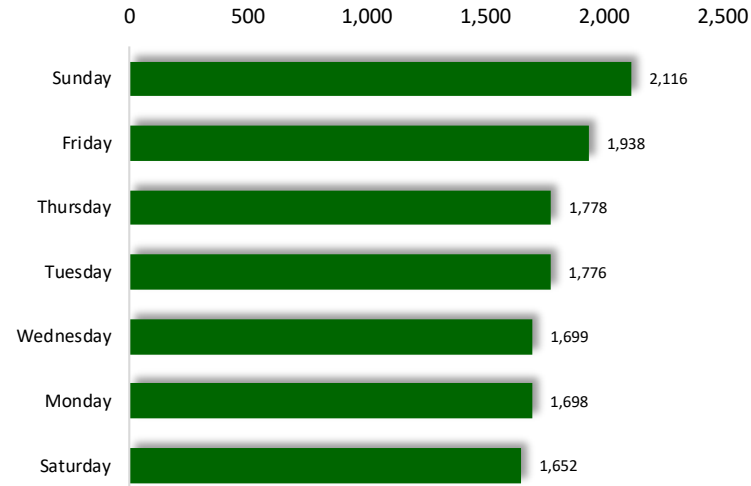
### Footfall previous month

58,131

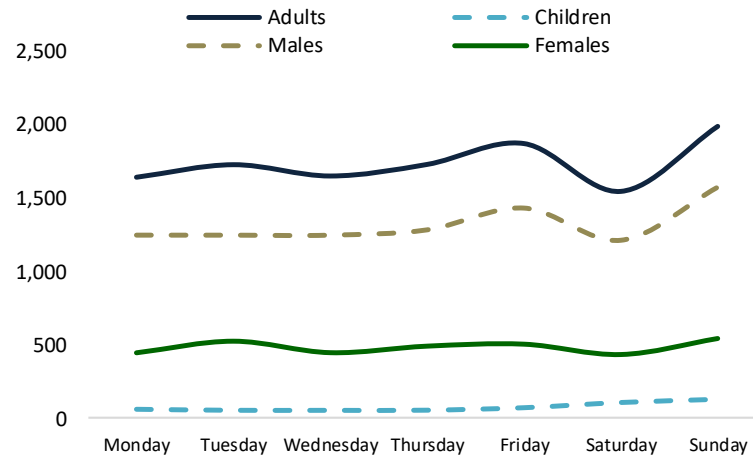
### Change

Down -3.6 %

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



### Average\* daily footfall, by population segment

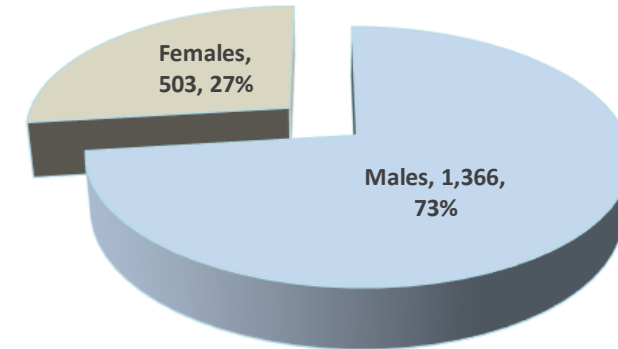


\* Average is for the each day for the entire month

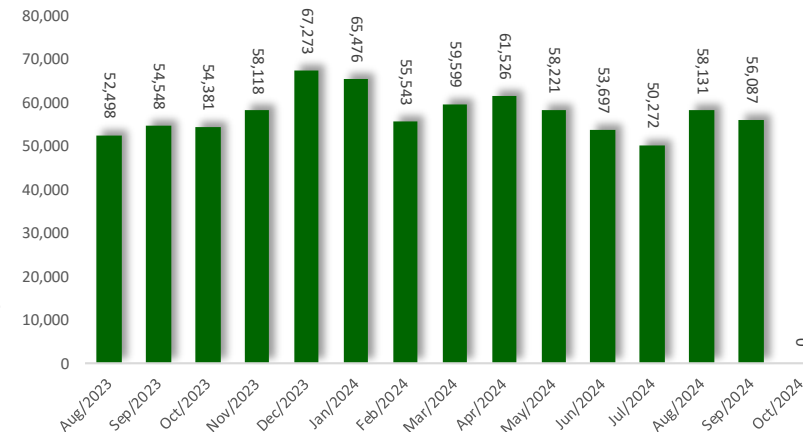
### Average daily footfall

1,870

### Average daily footfall, by sex



### Monthly footfall



# DANDENONG ACTIVITY CENTRE



## People Counter - Lonsdale Street – September 2024

Placemaking & Revitalisation Team

### Total footfall this month

0

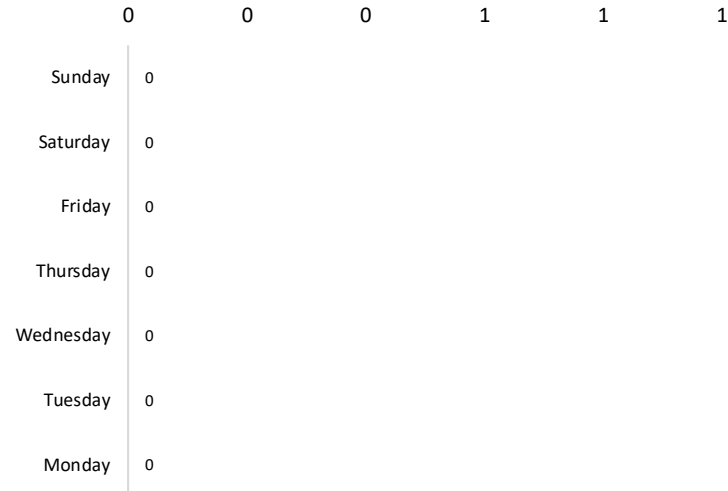
### Footfall previous month

8,277

### Change

Down -100 %

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



### Average daily footfall

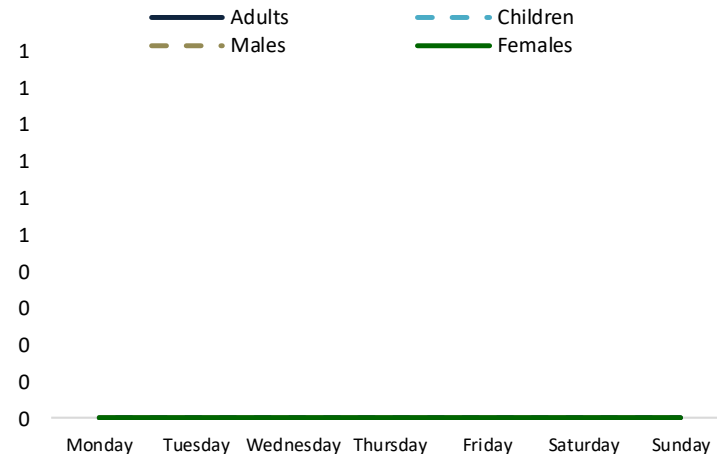
0

### Average daily footfall, by sex

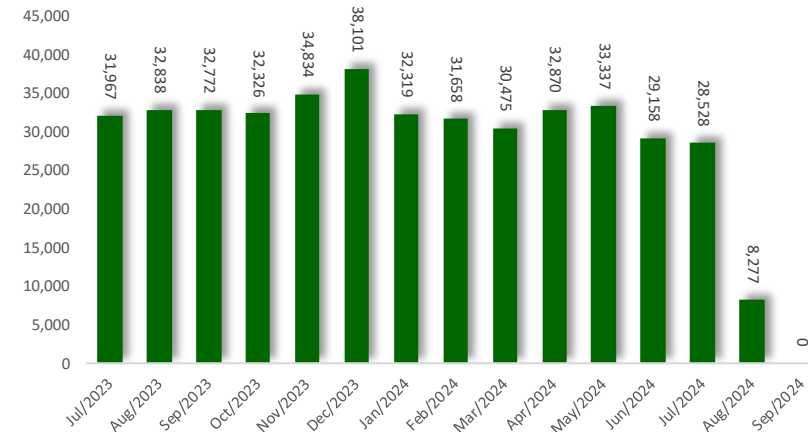
Males, 0, 0%

Females, 0, 0%

### Average\* daily footfall, by population segment



### Monthly footfall



\* Average is for the each day for the entire month

# DANDENONG ACTIVITY CENTRE



## People Counter - Walker Street (Car park) – September 2024

Placemaking & Revitalisation Team

### Total footfall this month

26,521

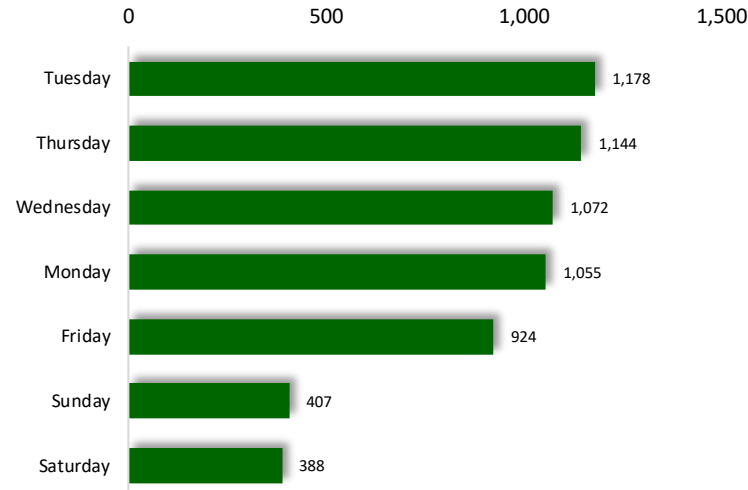
### Footfall previous month

27,094

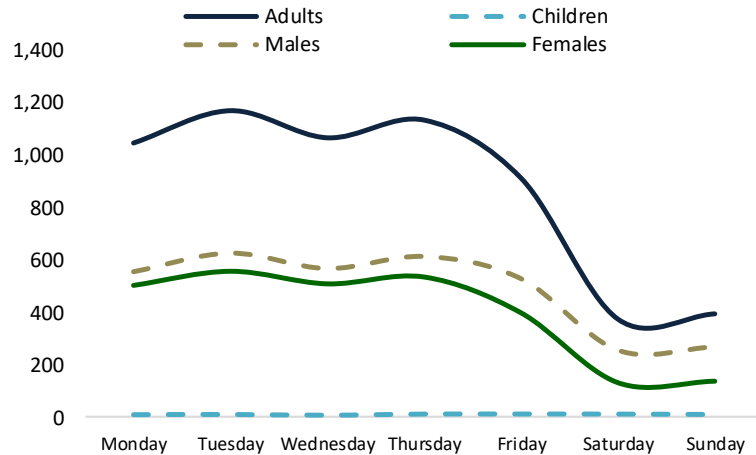
### Change

Down -2.2 %

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



### Average\* daily footfall, by population segment

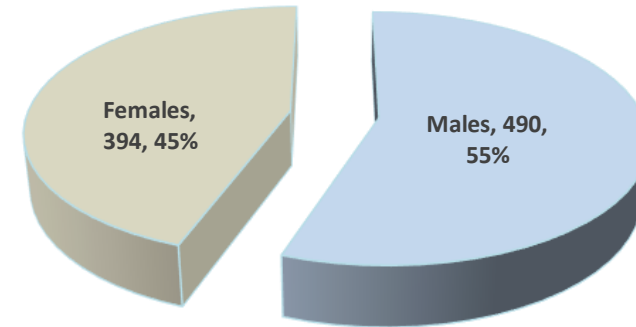


\* Average is for the each day for the entire month

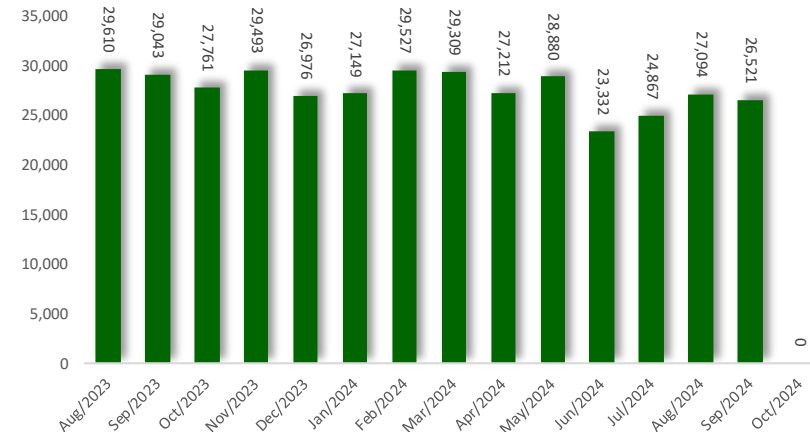
### Average daily footfall

884

### Average daily footfall, by sex



### Monthly footfall



# DANDENONG ACTIVITY CENTRE



## People Counter - Langhorne & Walker Street (Drum Theatre) – September 2024

Placemaking & Revitalisation Team

### Total footfall this month

40,900

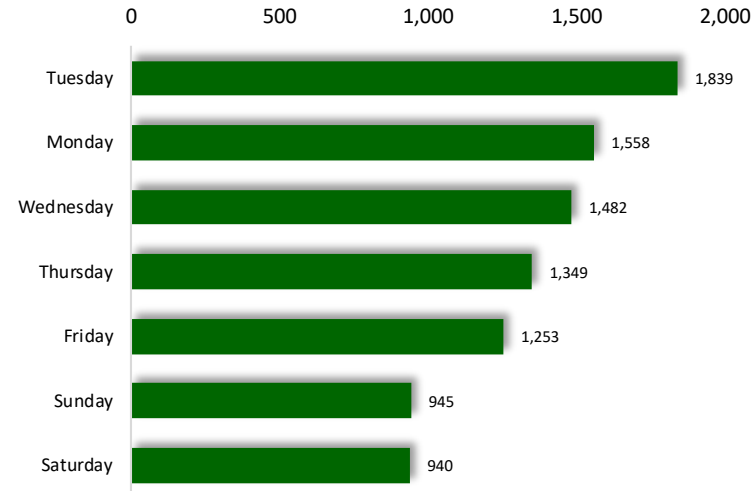
### Footfall previous month

39,075

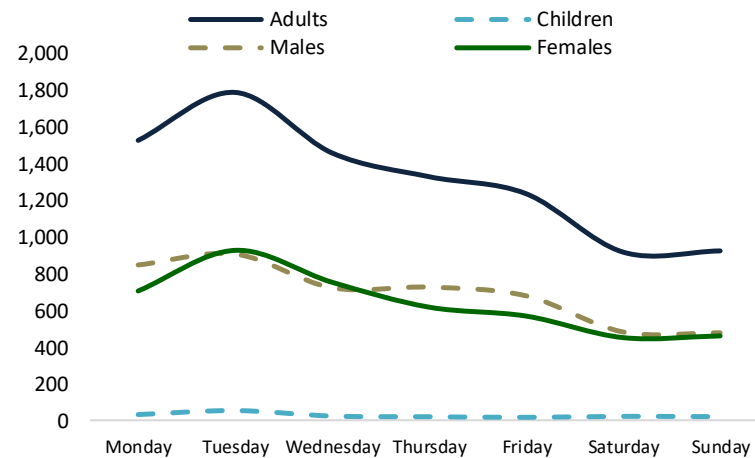
### Change

Up 4.7 %

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



### Average\* daily footfall, by population segment

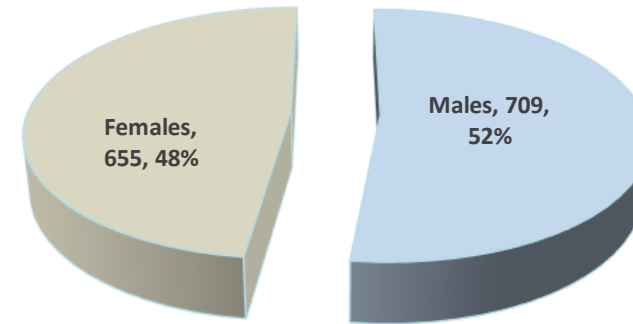


\* Average is for the each day for the entire month

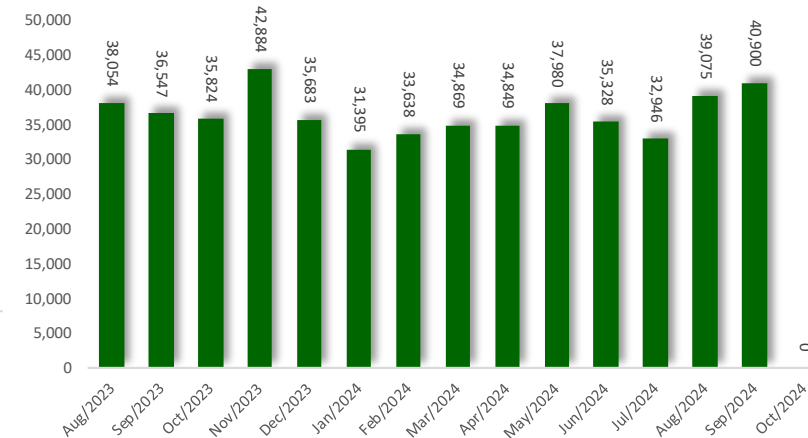
### Average daily footfall

1,363

### 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;

- Making evidence based decisions
- Implementing changes that are self sustaining
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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) – September 2024

Placemaking & Revitalisation Team

## Total footfall this month

232,894

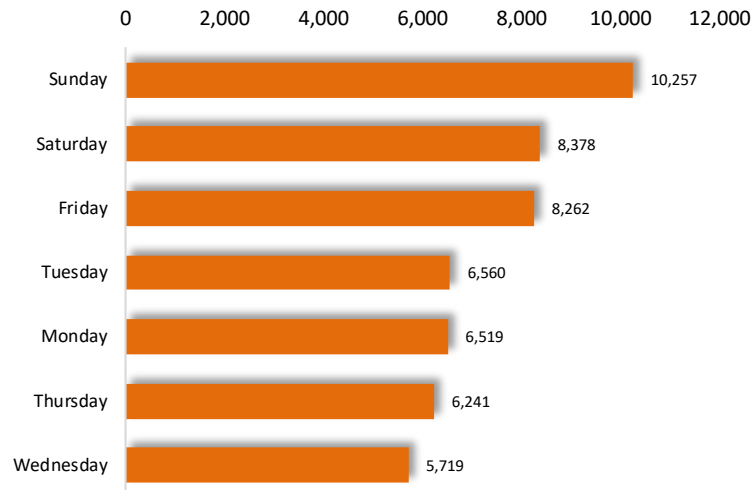
## Footfall previous month

238,113

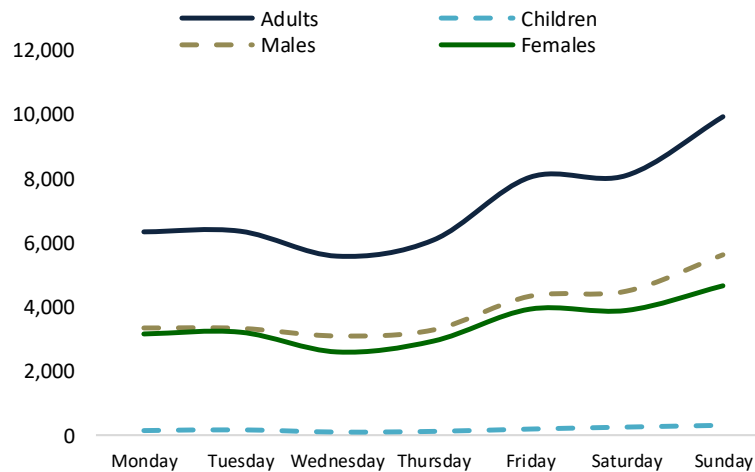
## Change

Down -2.2 %

## Average daily footfall, by day of the week



## Average\* daily footfall, by population segment

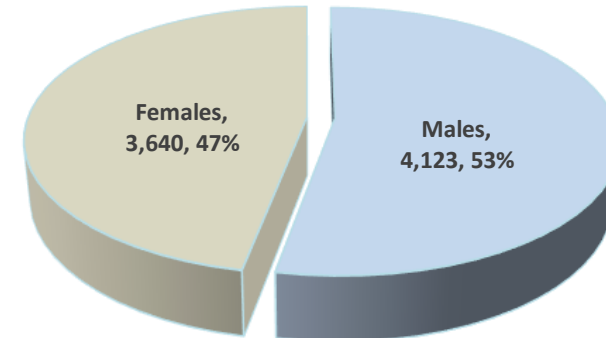


\* Average is for the each day for the entire month

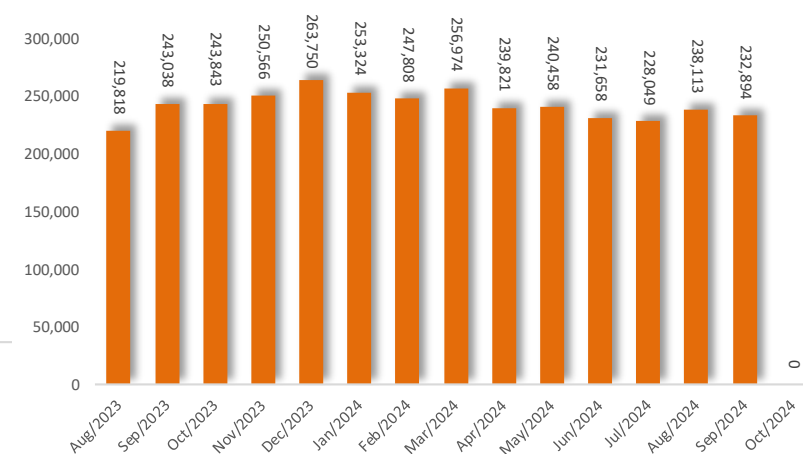
## Average daily footfall

7,763

## Average daily footfall, by sex



## Monthly footfall



# SPRINGVALE ACTIVITY CENTRE



People Counter - Cnr Balmoral Ave / Buckingham Ave – September 2024

Placemaking & Revitalisation Team

## Total footfall this month

159,668

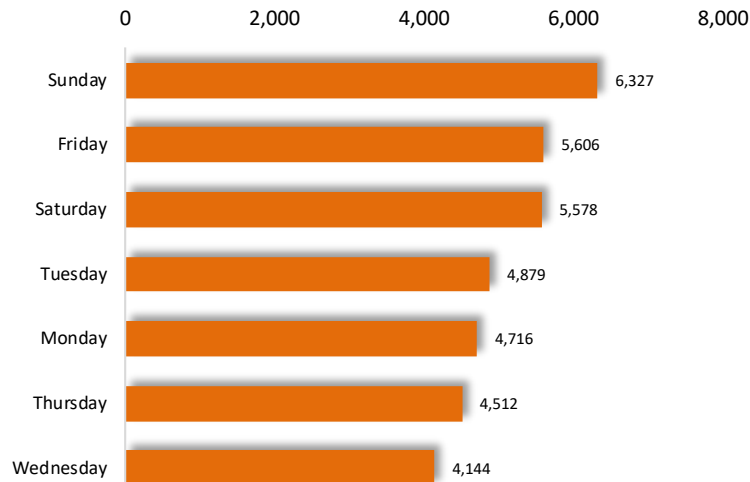
## Footfall previous month

168,021

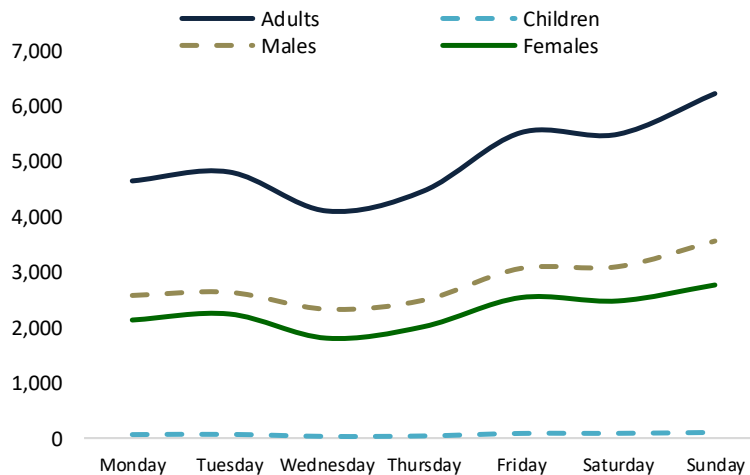
## Change

Down -5 %

## Average daily footfall, by day of the week



## Average\* daily footfall, by population segment

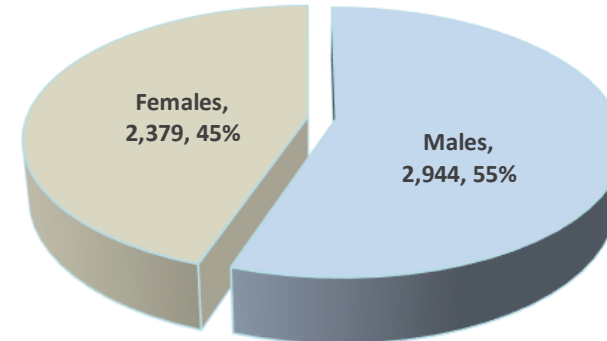


\* Average is for the each day for the entire month

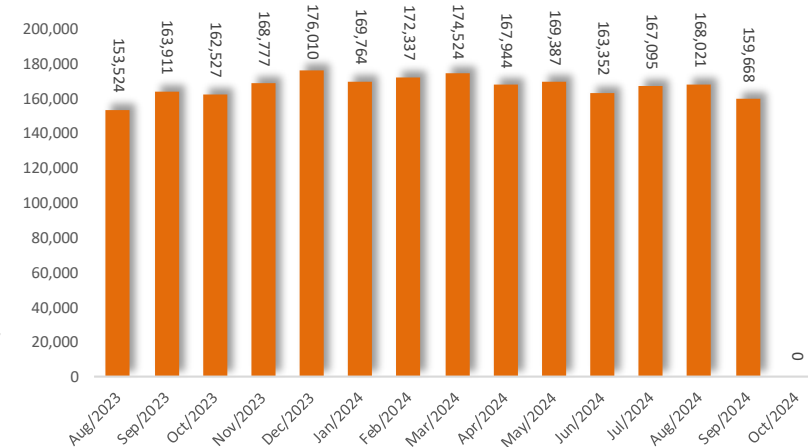
## Average daily footfall

5,322

## 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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### 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

**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 – September 2024

Placemaking & Revitalisation Team

### Total footfall this month

2,927

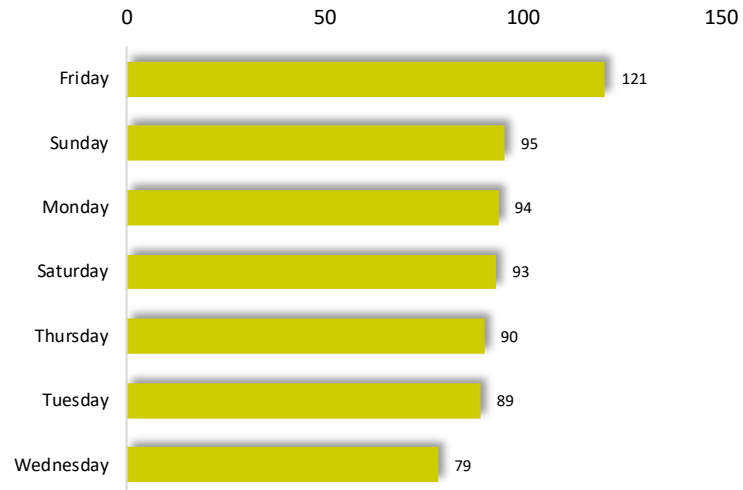
### Footfall previous month

3,215

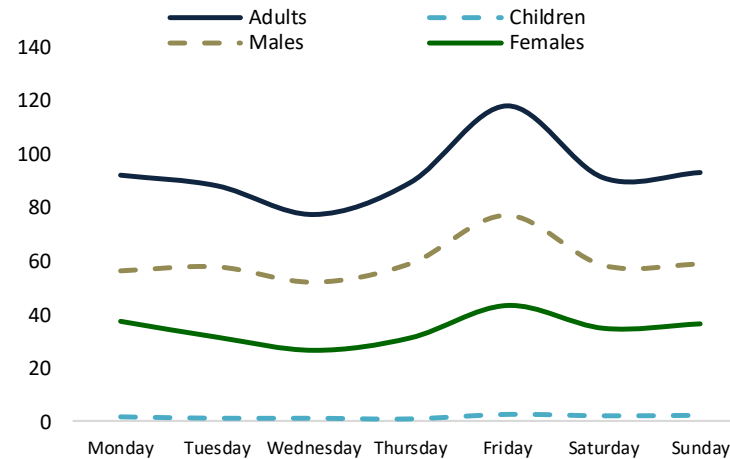
### Change

Down -9 %

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



### Average\* daily footfall, by population segment

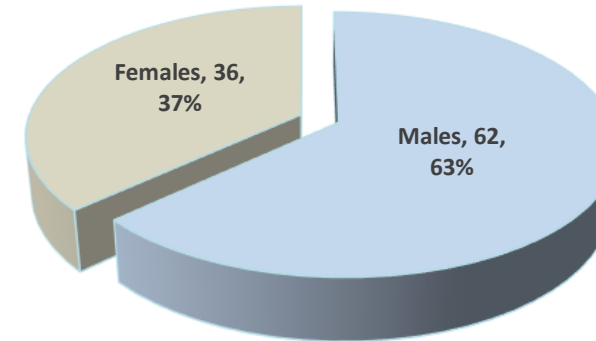


\* Average is for the each day for the entire month

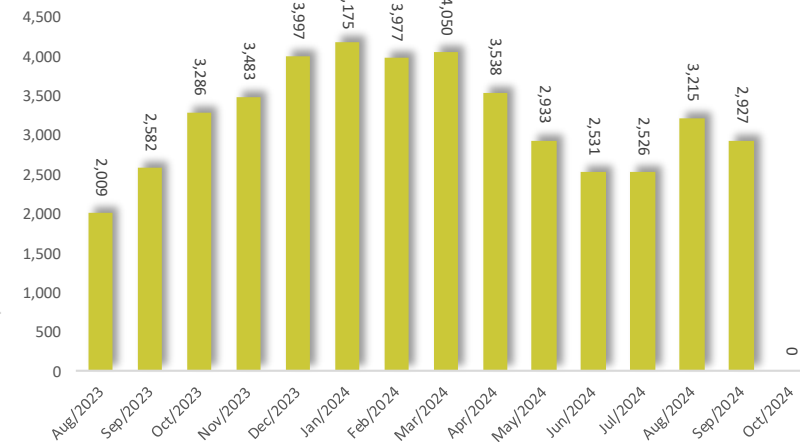
### Average daily footfall

98

### Average daily footfall, by sex



### Monthly footfall





## People Counter - Buckley Street – September 2024

Placemaking & Revitalisation Team

### Total footfall this month

20,510

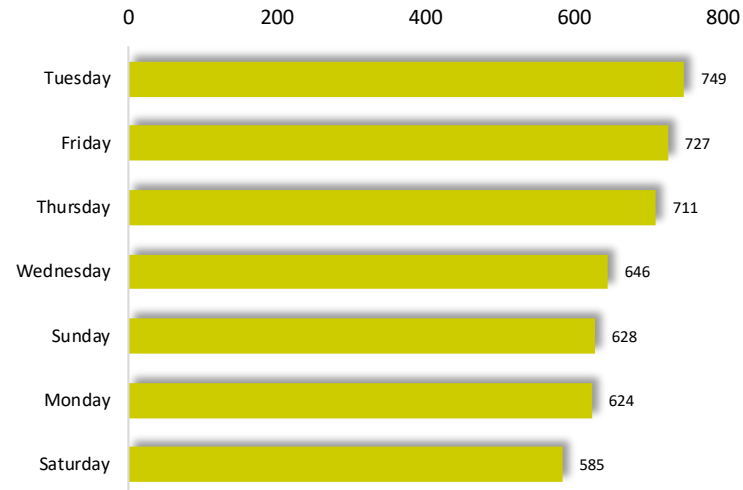
### Footfall previous month

22,293

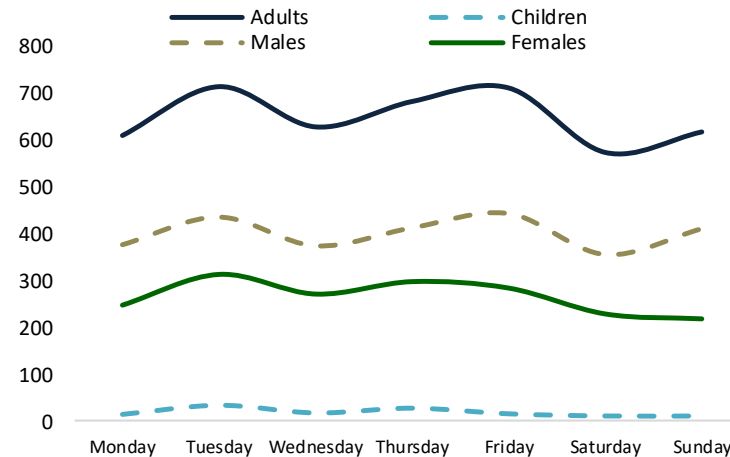
### Change

Down -8 %

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



### Average\* daily footfall, by population segment

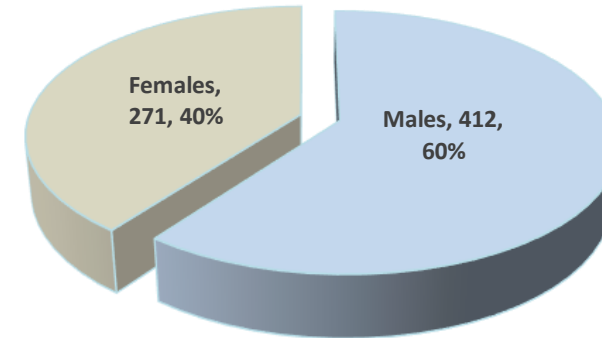


\* Average is for the each day for the entire month

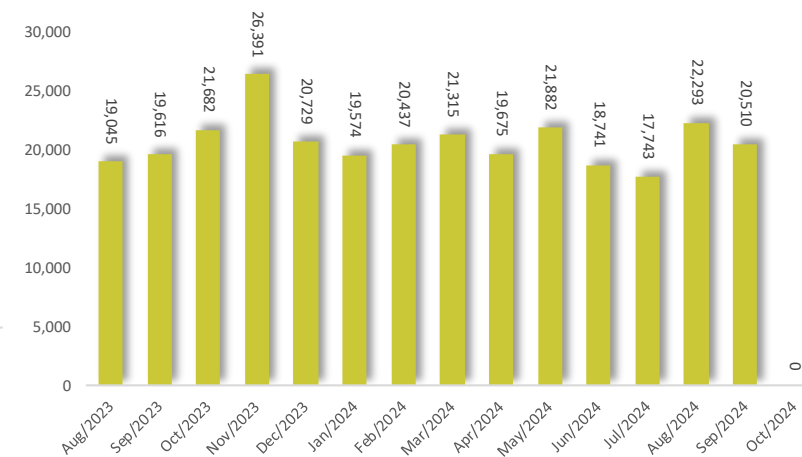
### Average daily footfall

684

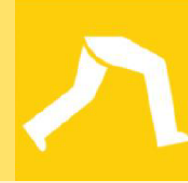
### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Douglas Street – September 2024

Placemaking & Revitalisation Team

### Total footfall this month

87,310

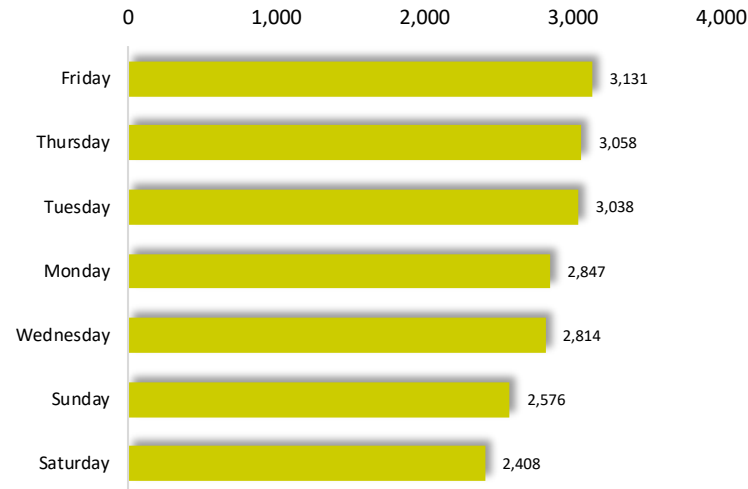
### Footfall previous month

92,848

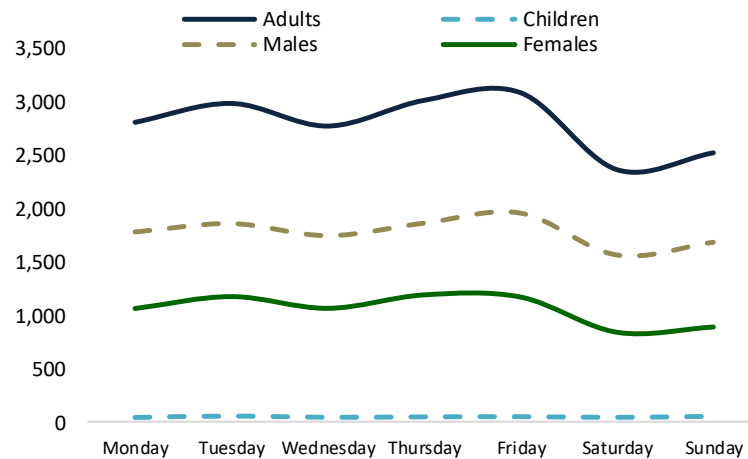
### Change

Down -6 %

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



### Average\* daily footfall, by population segment

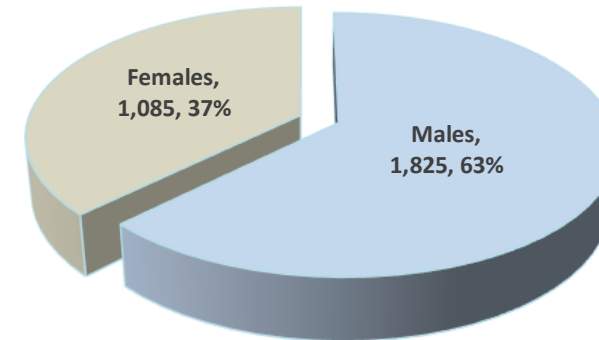


\* Average is for the each day for the entire month

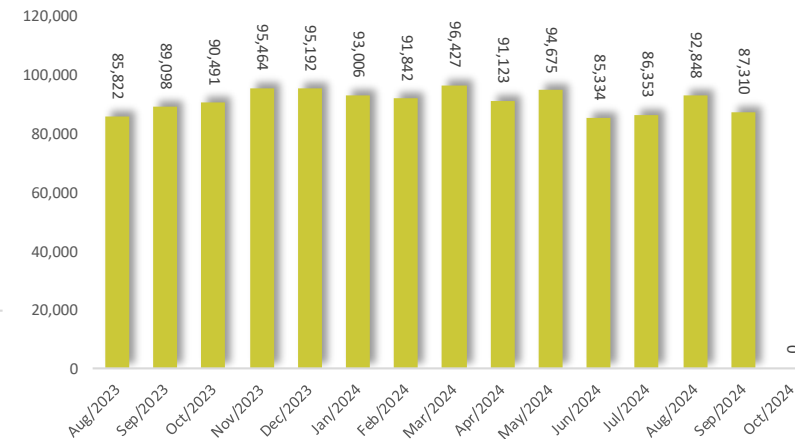
### Average daily footfall

2,910

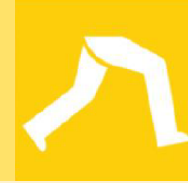
### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Douglas Street (toilet block) – September 2024

Placemaking & Revitalisation Team

### Total footfall this month

43,035

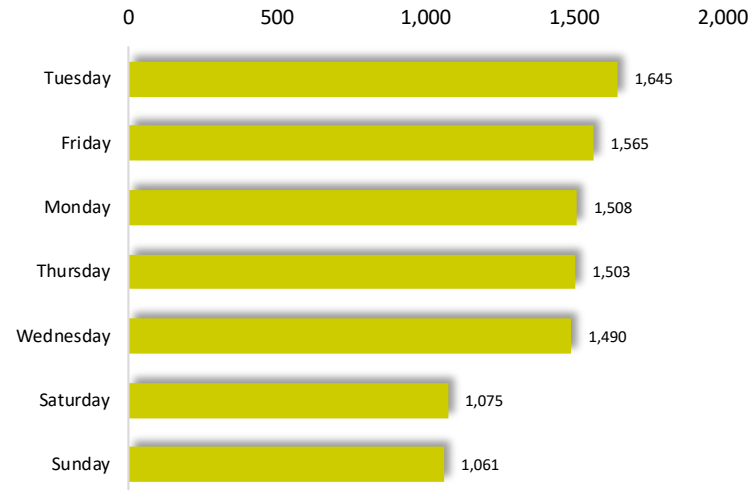
### Footfall previous month

47,038

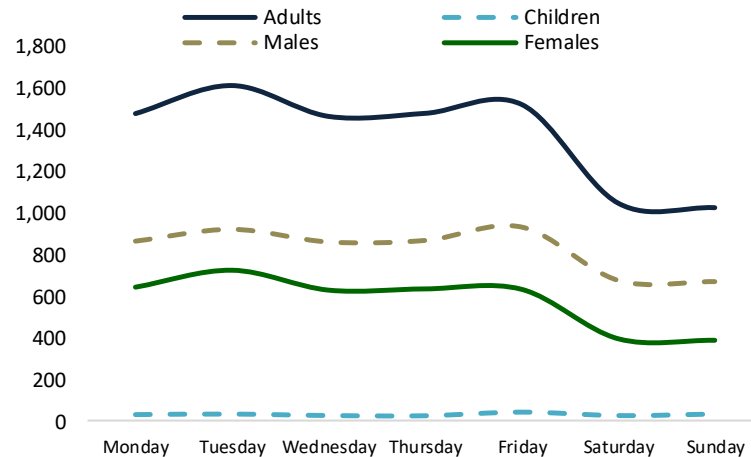
### Change

Down -8.6 %

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



### Average\* daily footfall, by population segment

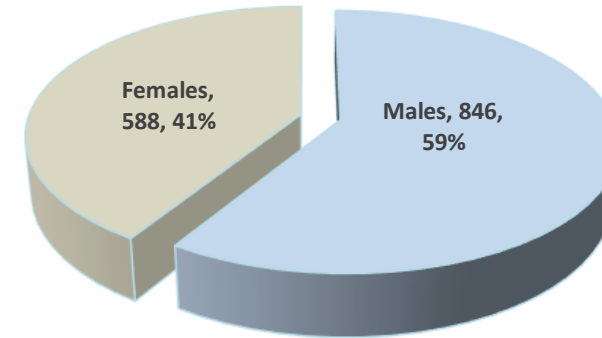


\* Average is for the each day for the entire month

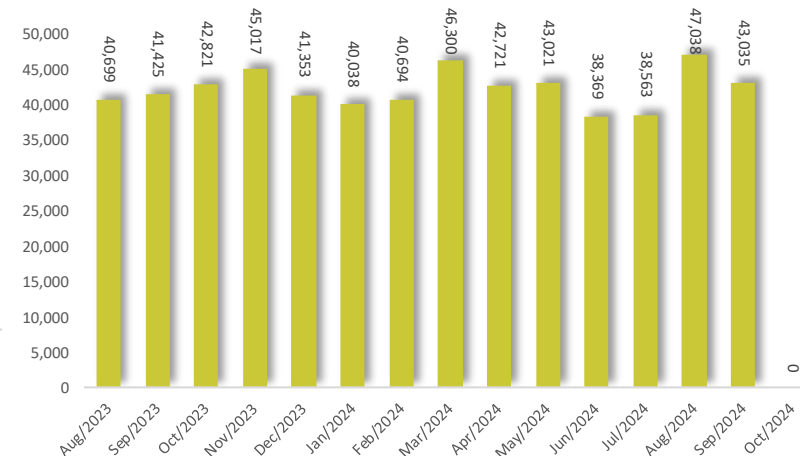
### Average daily footfall

1,435

### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Noble Park Skate Park (skyrail) – September 2024

Placemaking & Revitalisation Team

### Total footfall this month

7,870

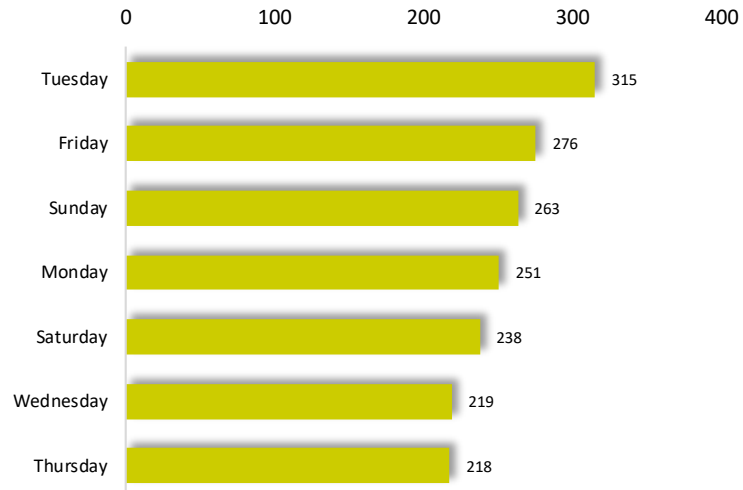
### Footfall previous month

8,377

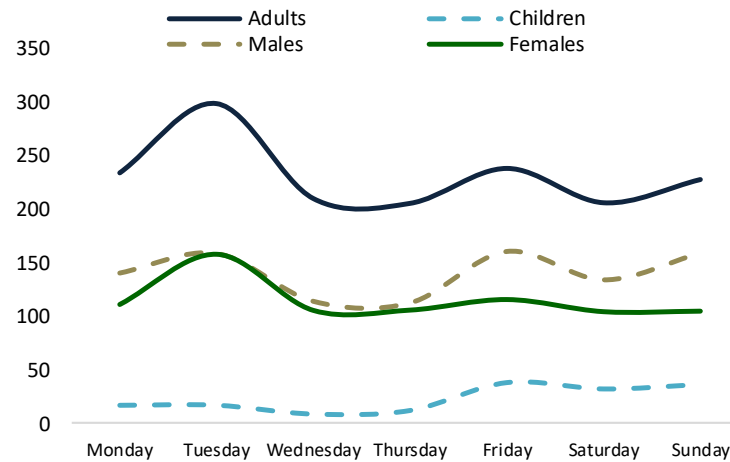
### Change

Down -6.1 %

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



### Average\* daily footfall, by population segment

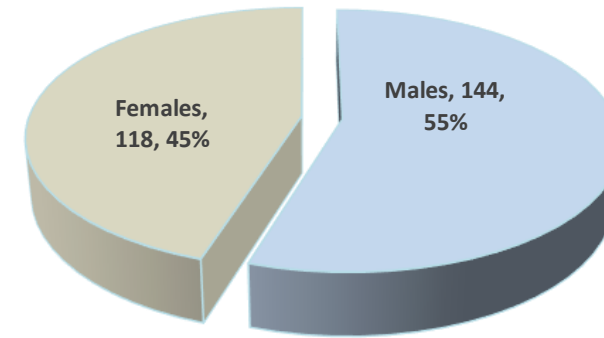


\* Average is for the each day for the entire month

### Average daily footfall

262

### Average daily footfall, by sex



### Monthly footfall

