



### Methodology

Two people counters were installed in Dandenong in 2020 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 – May 2022

Placemaking & Revitalisation Team

### Total footfall this month

55,785

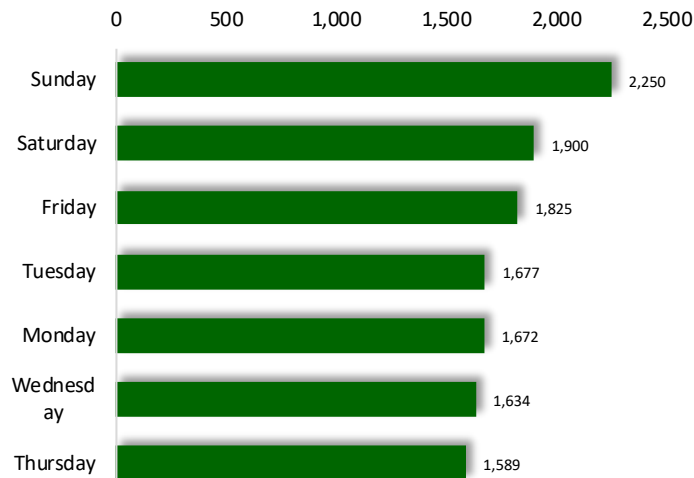
### Footfall previous month

52,887

### Change

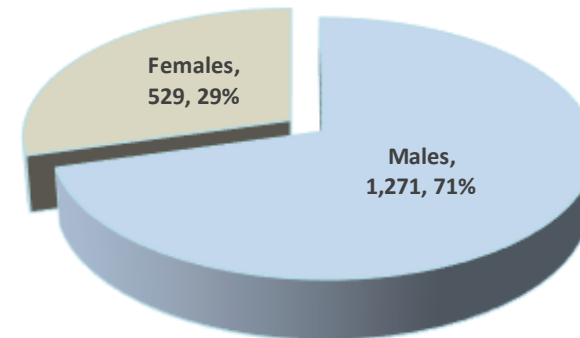
Up 5.5 %

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

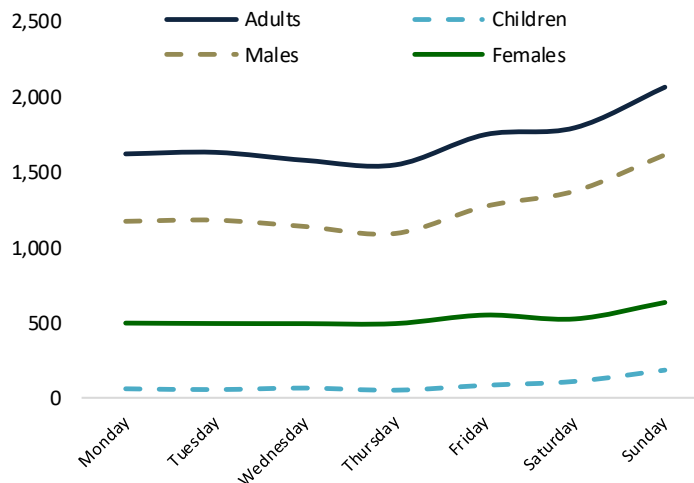


1,800

### Average daily footfall, by sex



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



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

# DANDENONG ACTIVITY CENTRE



## People Counter - Lonsdale Street – May 2022

Placemaking & Revitalisation Team

### Total footfall this month

35,020

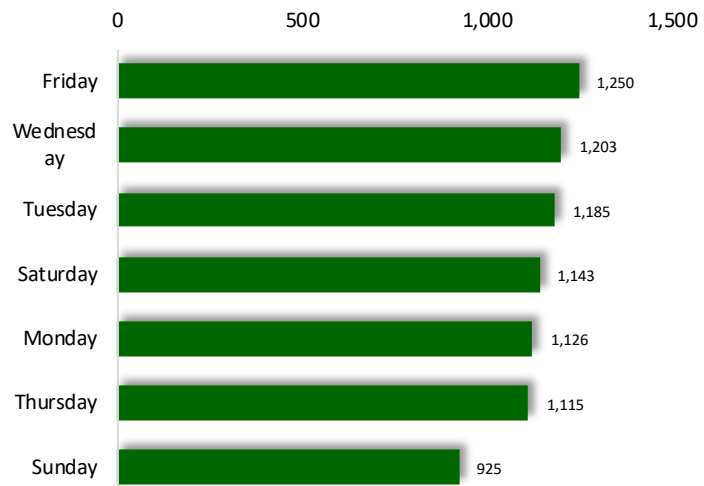
### Footfall previous month

32,929

### Change

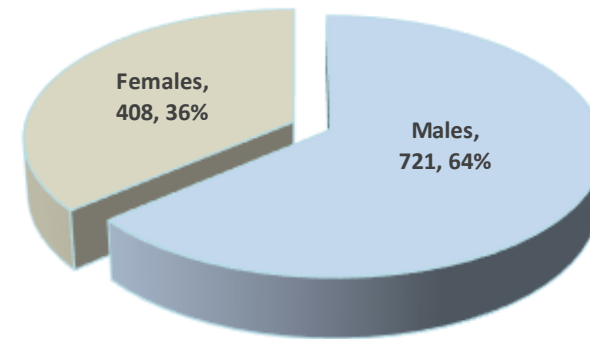
Up 6.4 %

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

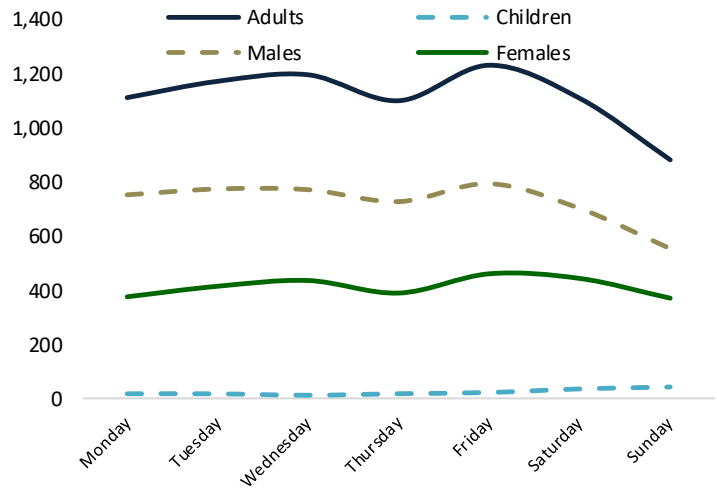


1,130

### Average daily footfall, by sex



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



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

# DANDENONG ACTIVITY CENTRE



## People Counter - Walker Street (Car park) – May 2022

Placemaking & Revitalisation Team

### Total footfall this month

28,003

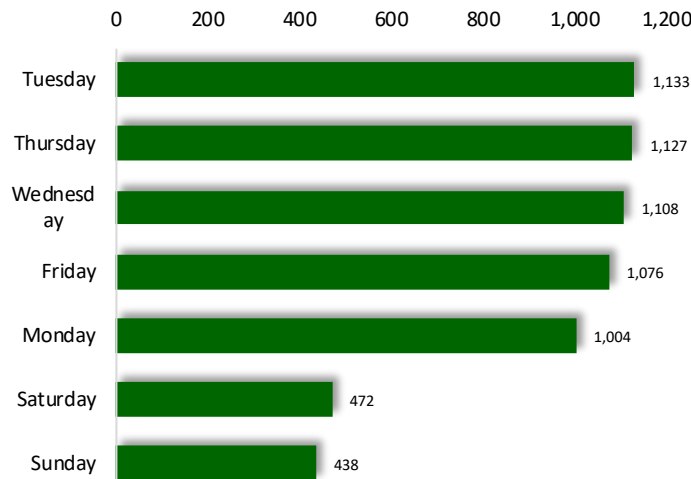
### Footfall previous month

25,685

### Change

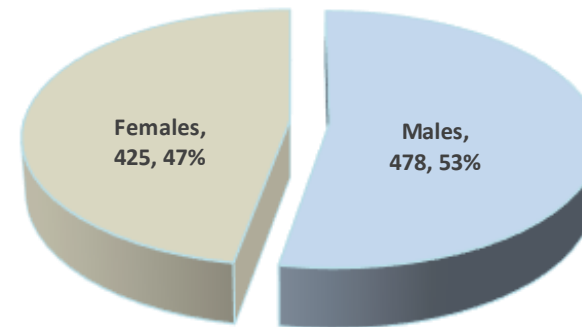
Up 9.1 %

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

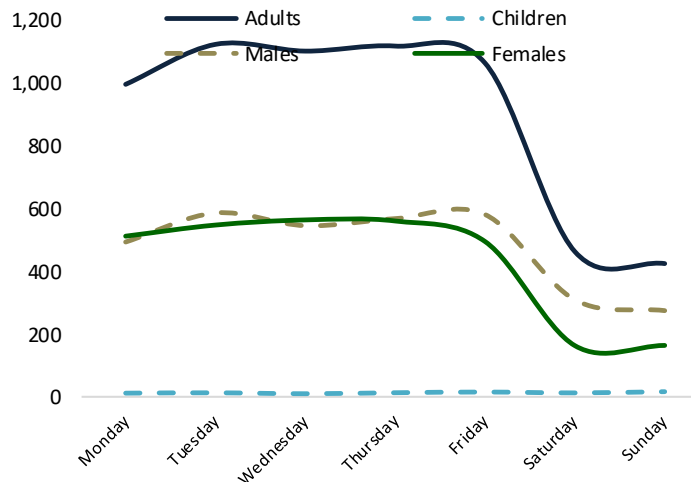


903

### Average daily footfall, by sex



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



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

# DANDENONG ACTIVITY CENTRE



People Counter - Langhorne & Walker Street (Drum Theatre) – May 2022

Placemaking & Revitalisation Team

Total footfall this month

36,783

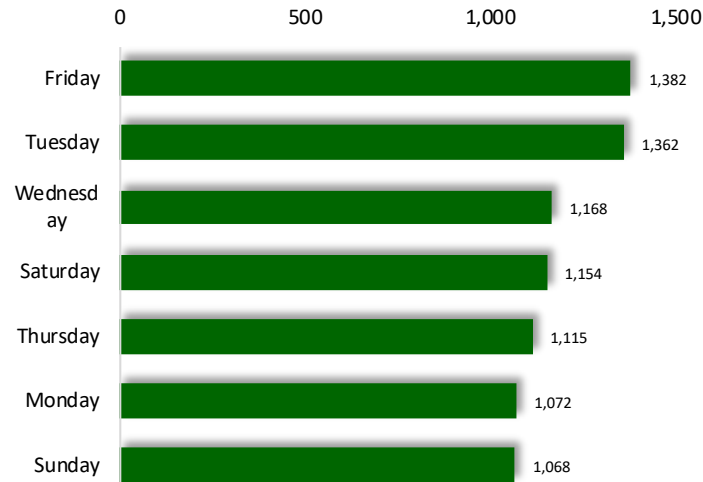
Footfall previous month

32,717

Change

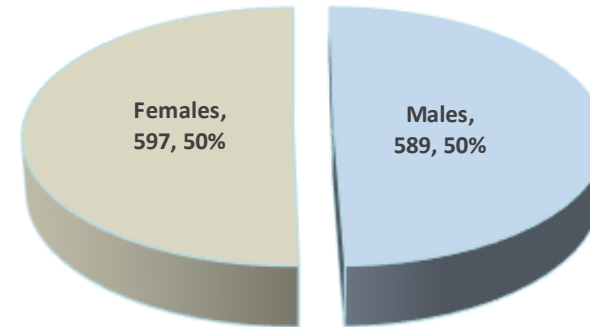
Up 12.5 %

Average daily footfall, by day of the week

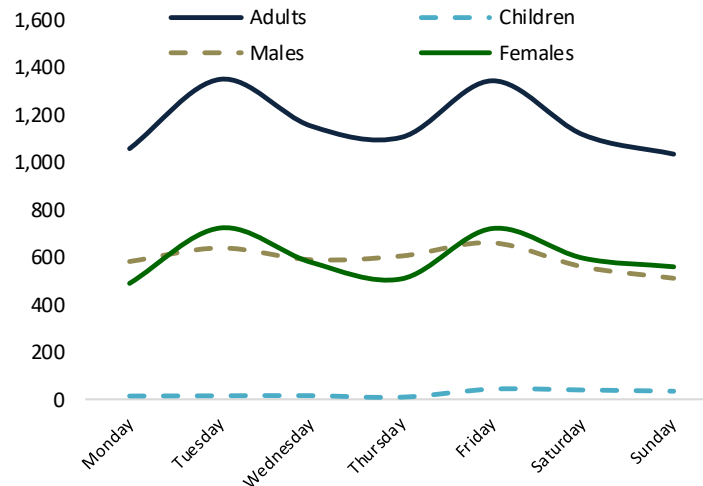


1,187

Average daily footfall, by sex



Average\* daily footfall, by population segment



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



## Smart Cities - People Counters

Placemaking & Revitalisation Team

### Methodology

One people counter was installed in Springvale in 2021 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;

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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) - May 2022

Placemaking & Revitalisation Team

Total footfall this month

205,631

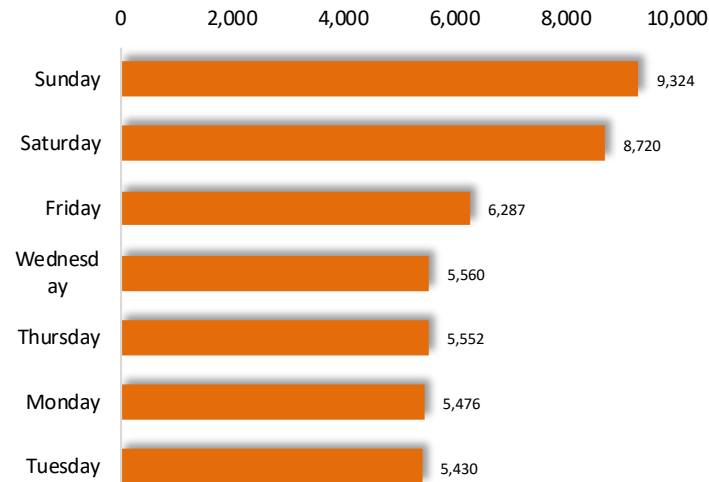
Footfall previous month

220,704

Change

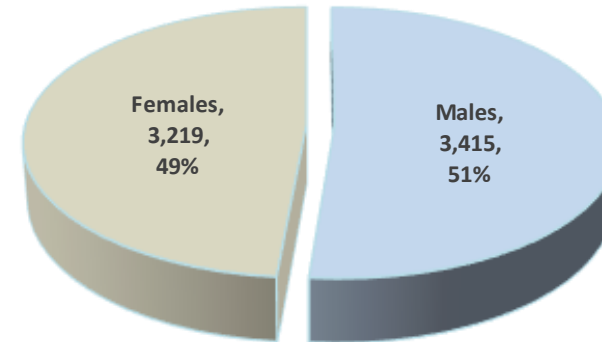
Down -6.9 %

Average daily footfall, by day of the week

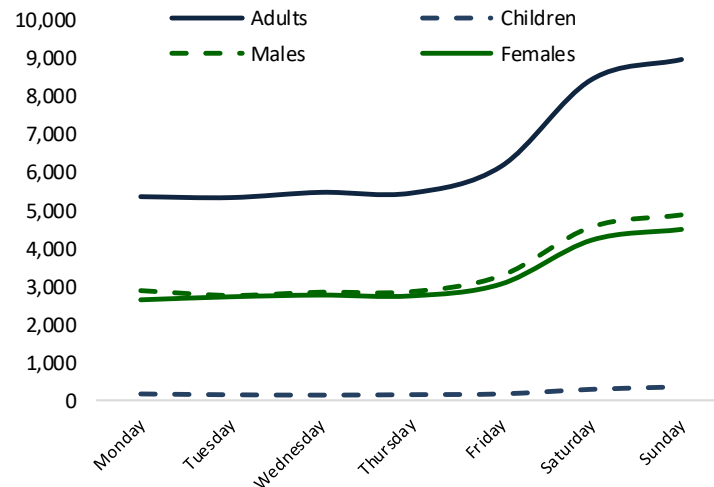


6,633

Average daily footfall, by sex



Average\* daily footfall, by population segment



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

# SPRINGVALE ACTIVITY CENTRE



People Counter - Cnr Balmoral Ave / Buckingham Ave – May 2022

Placemaking & Revitalisation Team

## Total footfall this month

136,332

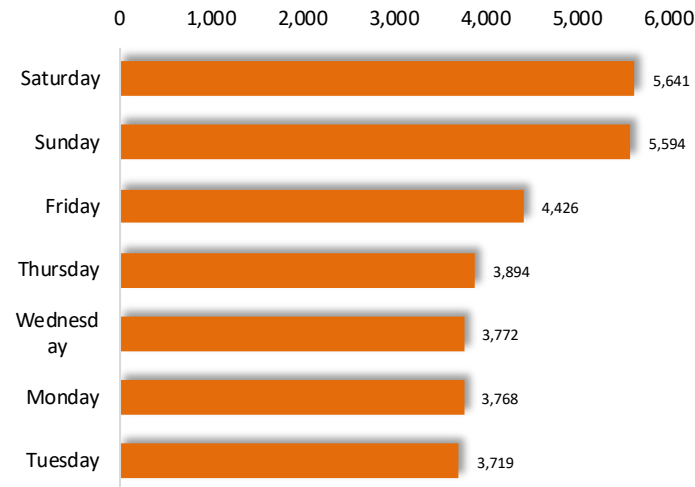
## Footfall previous month

146,347

## Change

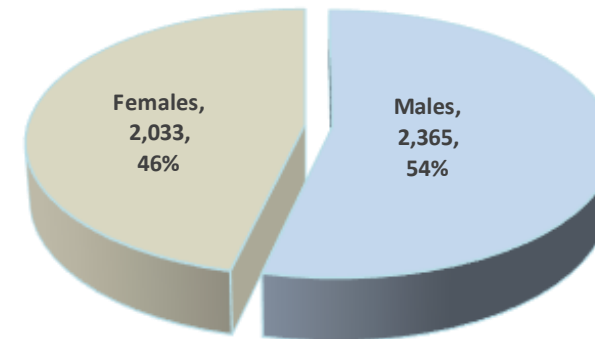
Down -6.9 %

## Average daily footfall, by day of the week

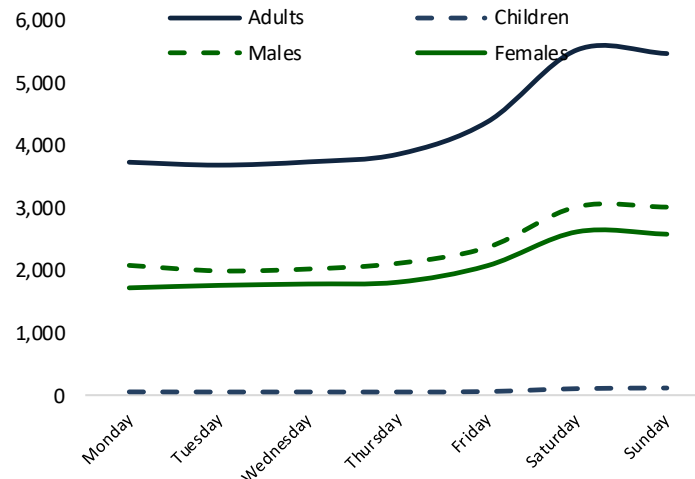


4,398

## Average daily footfall, by sex



## Average\* daily footfall, by population segment



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





## Smart Cities - People Counters

Placemaking & Revitalisation Team

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### People Counter Locations

#### Douglas Street - Located near Toilet Block

(installed 11/2021)

#### Noble Park Skate Park - Located near skyrail

(installed 11/2021)

# NOBLE PARK ACTIVITY CENTRE



## People Counter - Douglas Street (toilet block) – May 2022

Placemaking & Revitalisation Team

### Total footfall this month

33,693

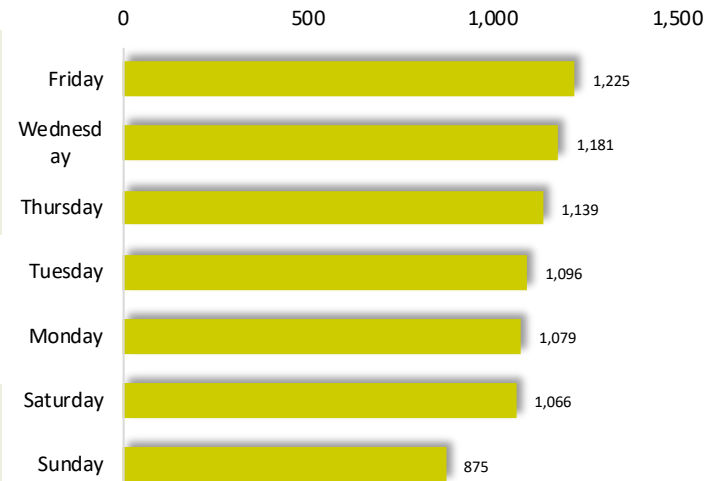
### Footfall previous month

33,906

### Change

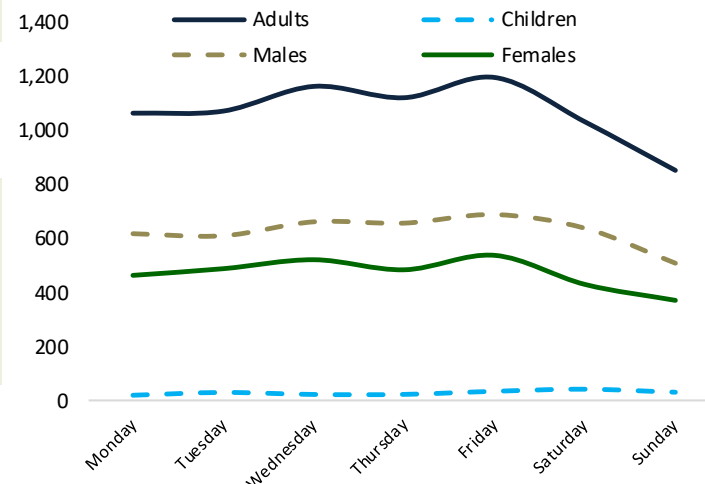
Down -0.7 %

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



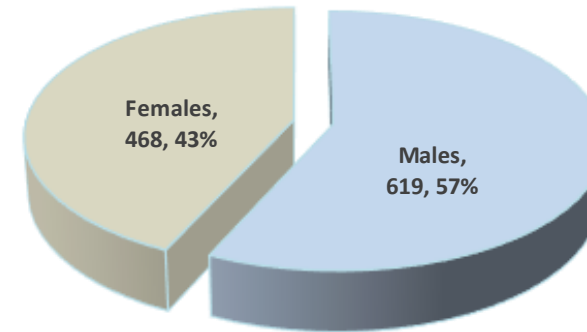
1,087

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

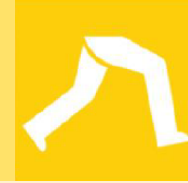


\* Average is for the each day for the entire month

### Average daily footfall, by sex



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Noble Park Skate Park (skyrail) – May 2022

Placemaking & Revitalisation Team

### Total footfall this month

5,612

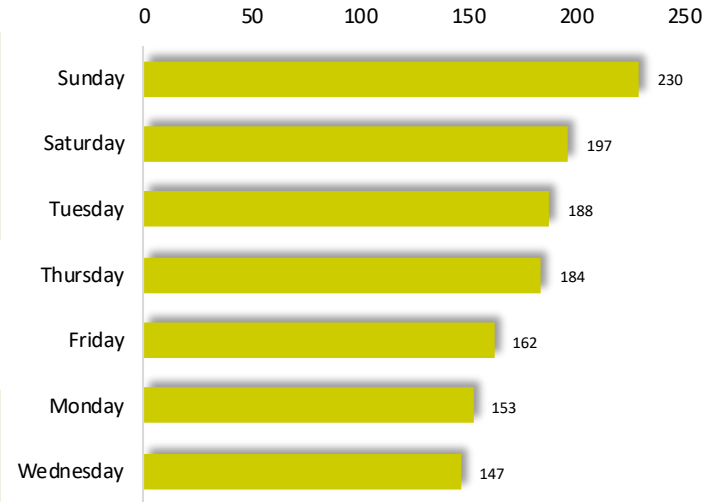
### Footfall previous month

6,918

### Change

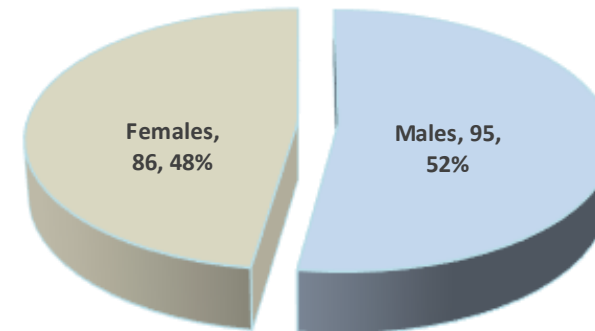
Down -18.9 %

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

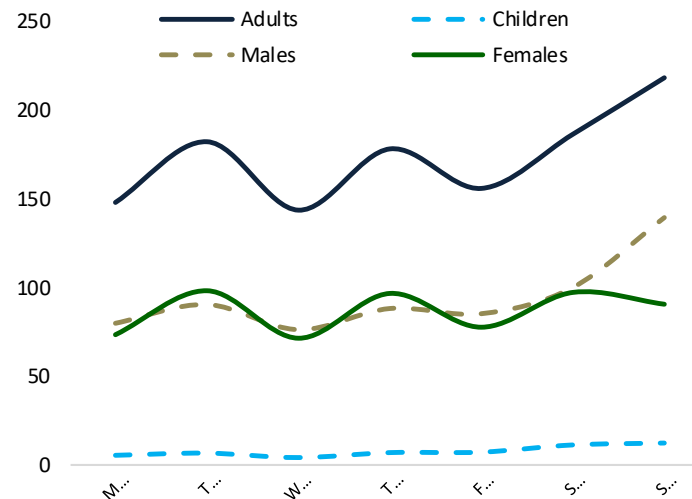


181

### Average daily footfall, by sex



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



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