



### 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 – June 2022

Placemaking & Revitalisation Team

### Total footfall this month

49,032

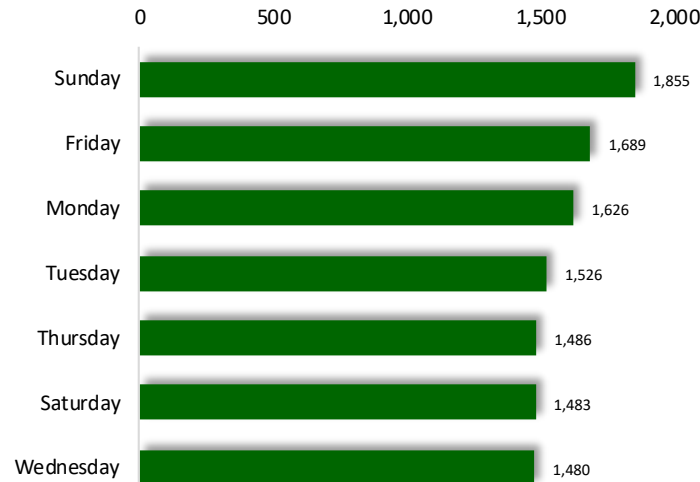
### Footfall previous month

55,785

### Change

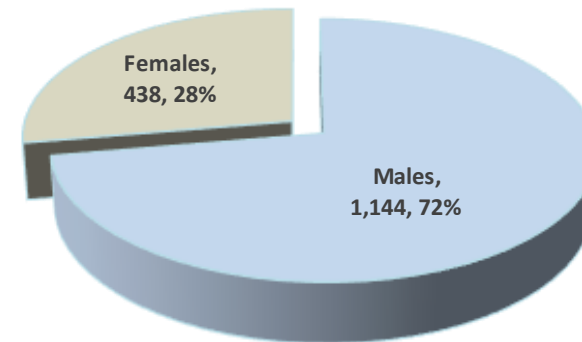
Down -12.2 %

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

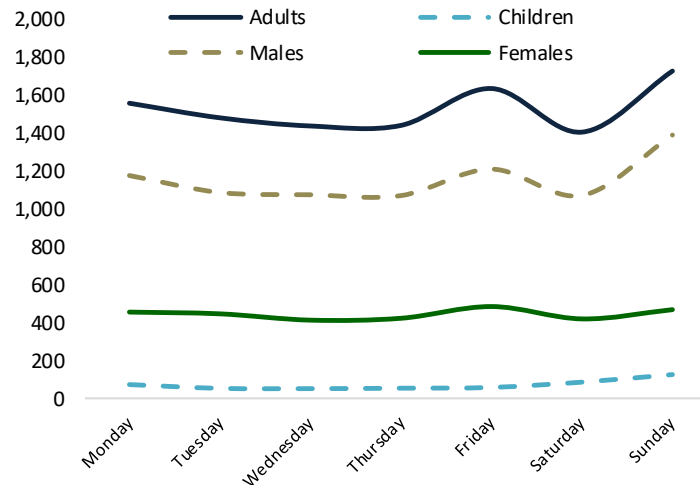


1,582

### 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 – June 2022

Placemaking & Revitalisation Team

Total footfall this month

33,298

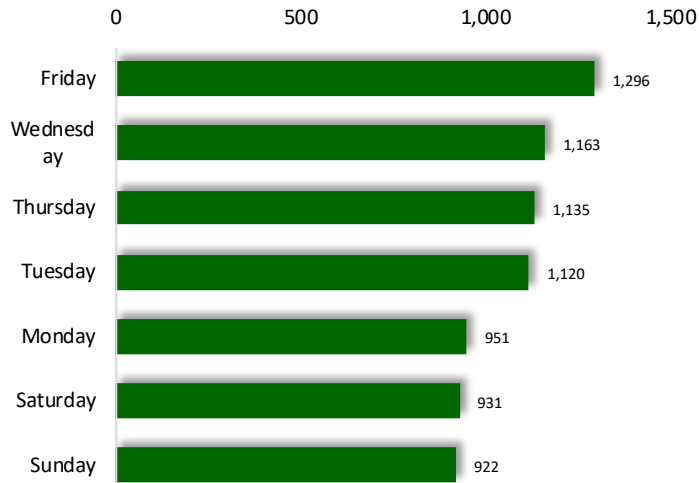
Footfall previous month

35,020

Change

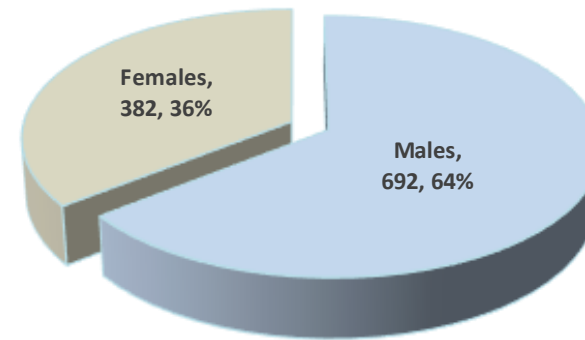
Down -5 %

Average daily footfall, by day of the week

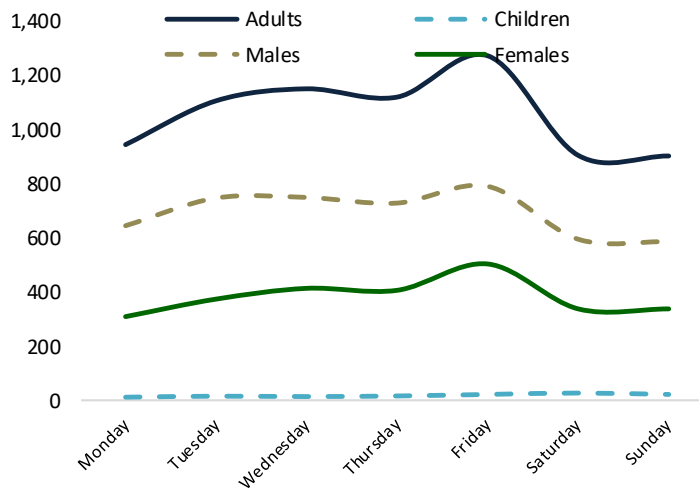


1,074

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) – June 2022

Placemaking & Revitalisation Team

### Total footfall this month

25,401

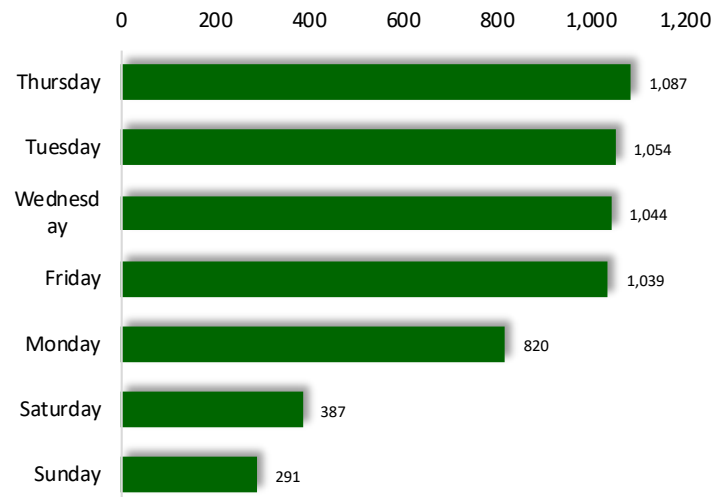
### Footfall previous month

28,003

### Change

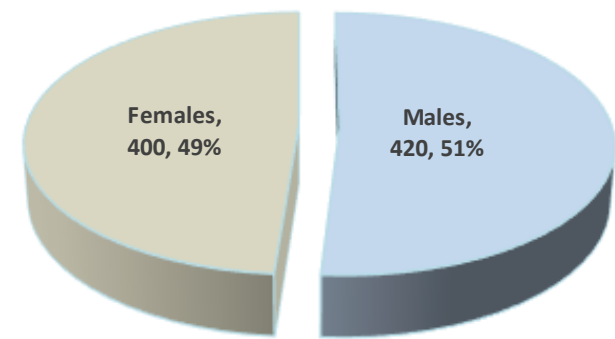
Down -9.3 %

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

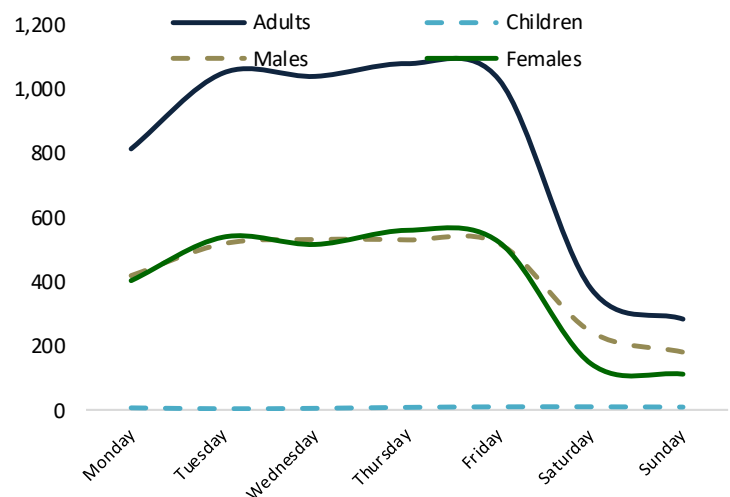


819

### 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) – June 2022

Placemaking & Revitalisation Team

### Total footfall this month

37,012

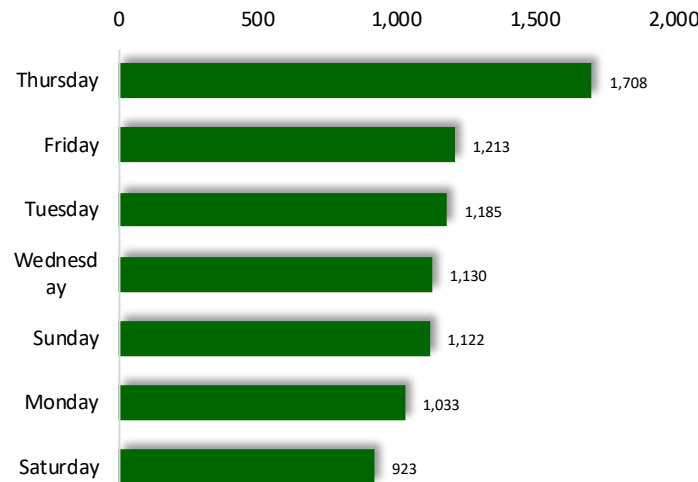
### Footfall previous month

36,783

### Change

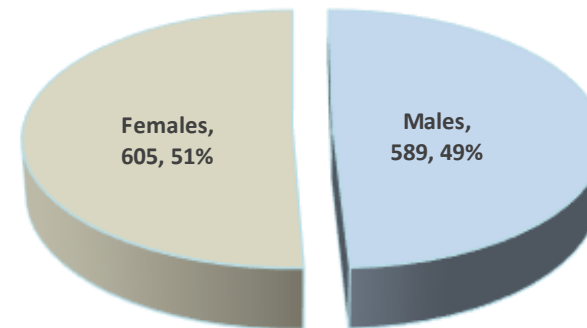
Up 0.7 %

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

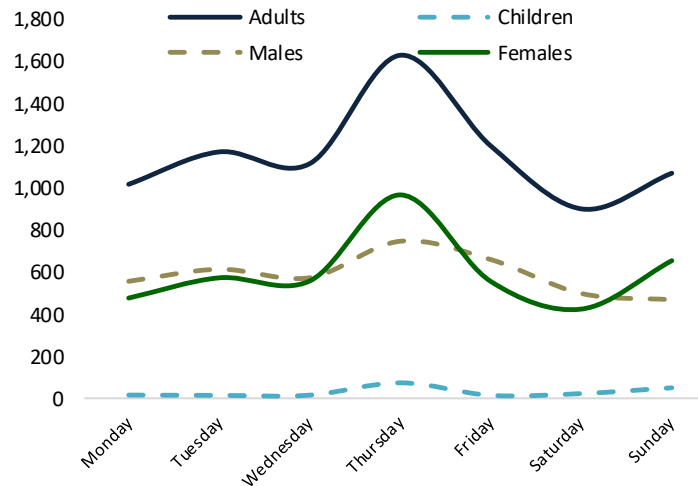


1,194

### 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.

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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

#### Buckingham Ave - Located at Multicultural Place

(installed July 2021)

#### Balmoral / Buckingham Corner

(installed October 2021)

# SPRINGVALE ACTIVITY CENTRE



People Counter - Buckingham Ave (Multicultural Place) - June 2022

Placemaking & Revitalisation Team

Total footfall this month

190,921

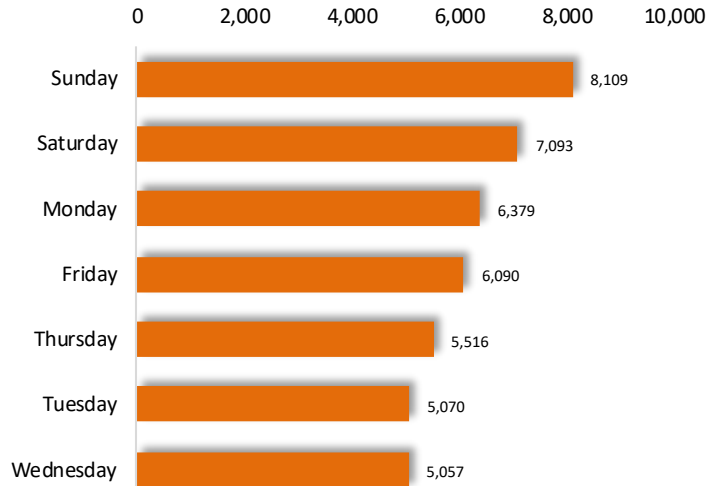
Footfall previous month

205,631

Change

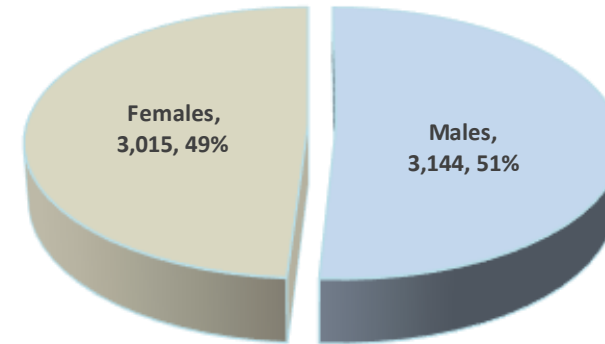
Down -7.2 %

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

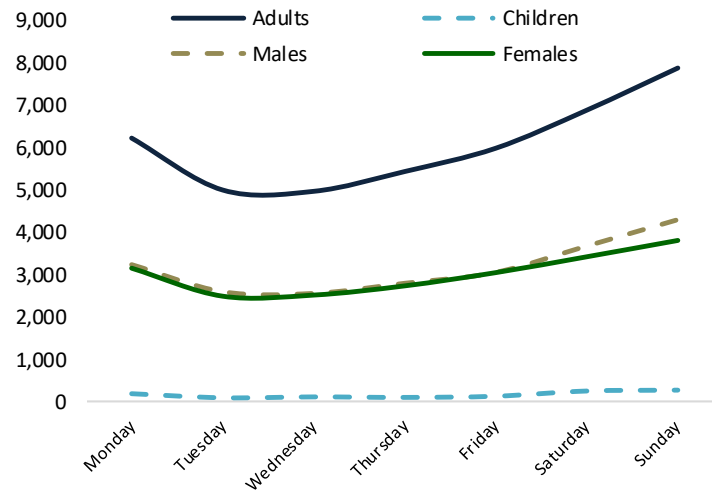


6,159

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 – June 2022

Placemaking & Revitalisation Team

Total footfall this month

125,874

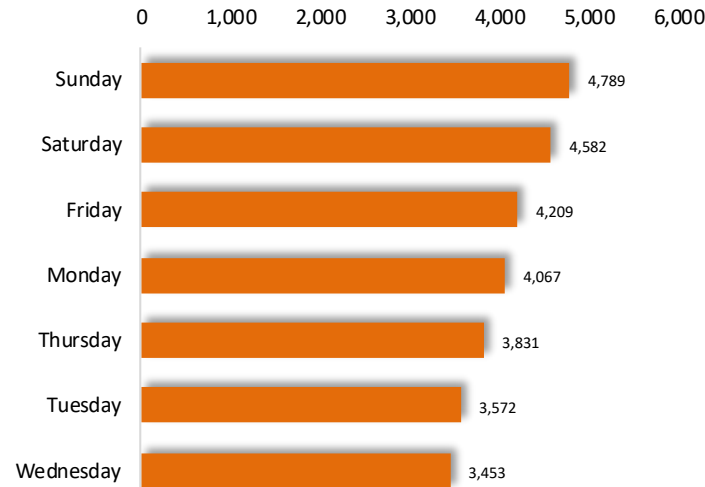
Footfall previous month

136,332

Change

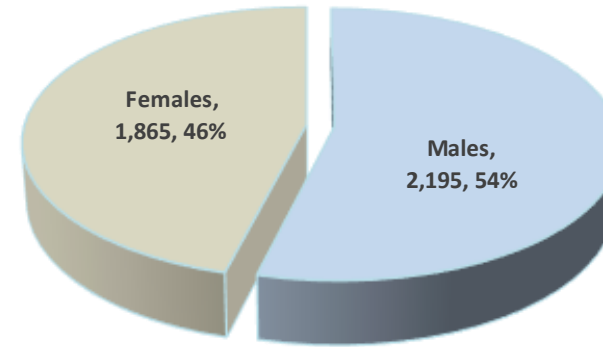
Down -7.7 %

Average daily footfall, by day of the week

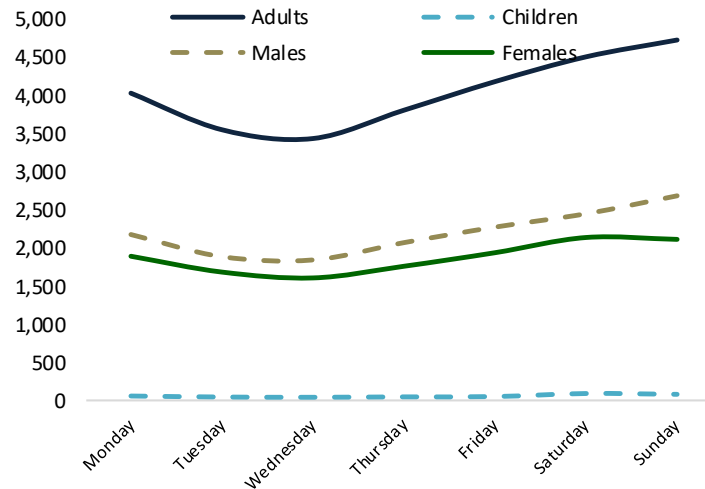


4,060

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) – June 2022

Placemaking & Revitalisation Team

### Total footfall this month

30,001

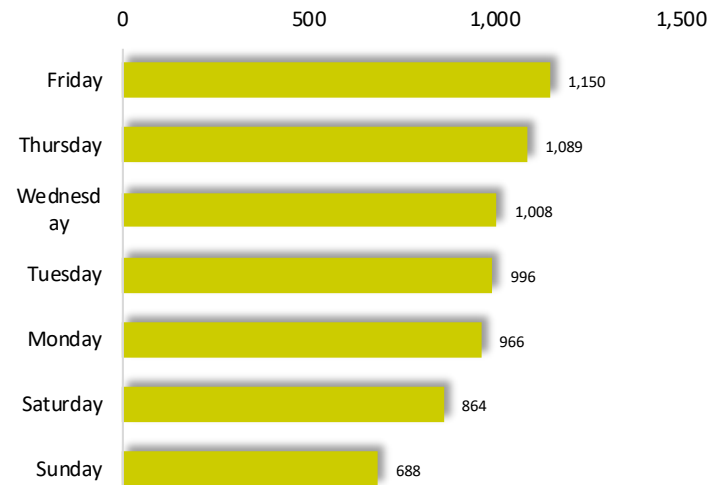
### Footfall previous month

33,693

### Change

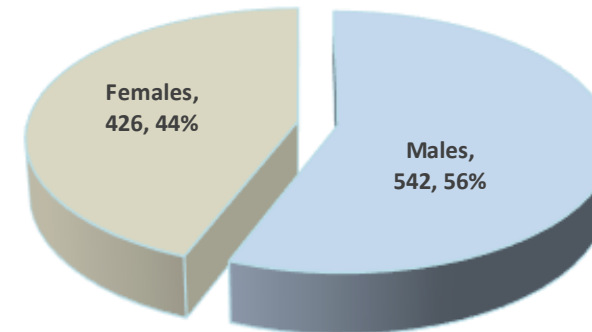
Down -11 %

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

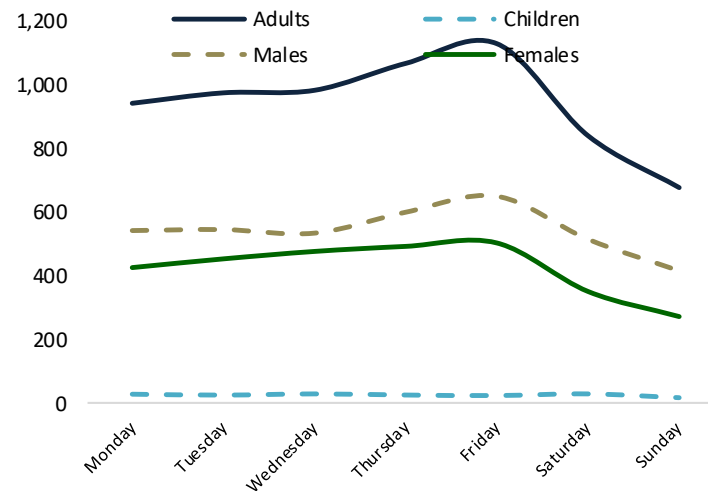


968

### Average daily footfall, by sex

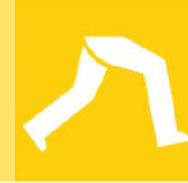


### Average\* daily footfall, by population segment



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

# NOBLE PARK ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

### Total footfall this month

4,240

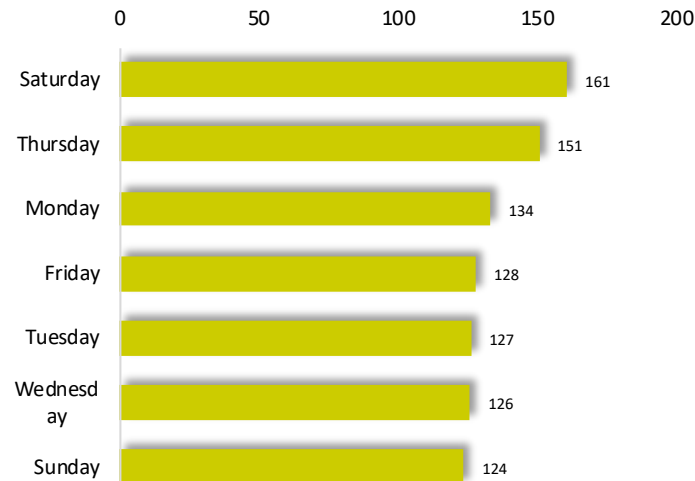
### Footfall previous month

5,612

### Change

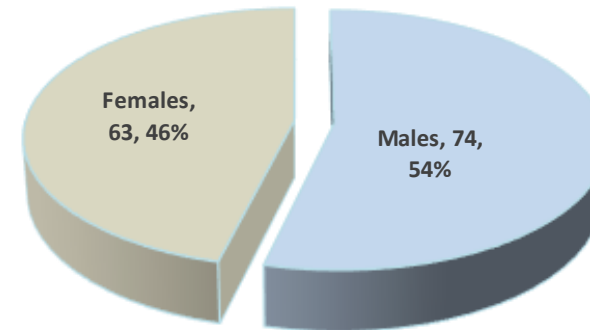
Down -24.5 %

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

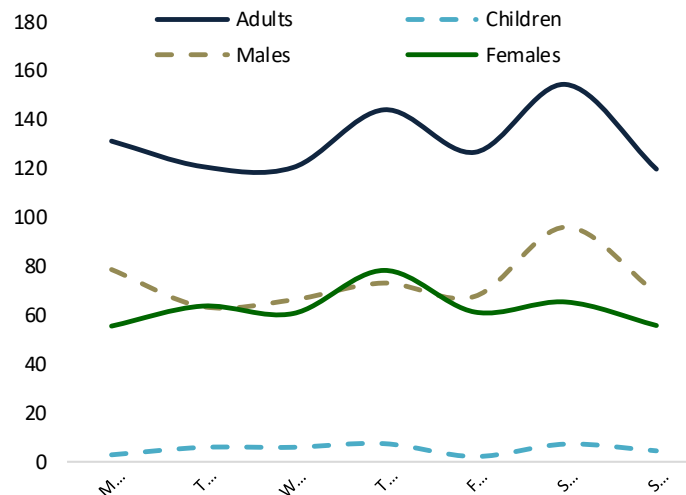


137

### Average daily footfall, by sex



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



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