DANDENONG ACTIVITY CENTRE

Smart Cities - People Counters

Placemaking & Revitalisation Team

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 – April 2022

Placemaking & Revitalisation Team

Total footfall this month

52,887

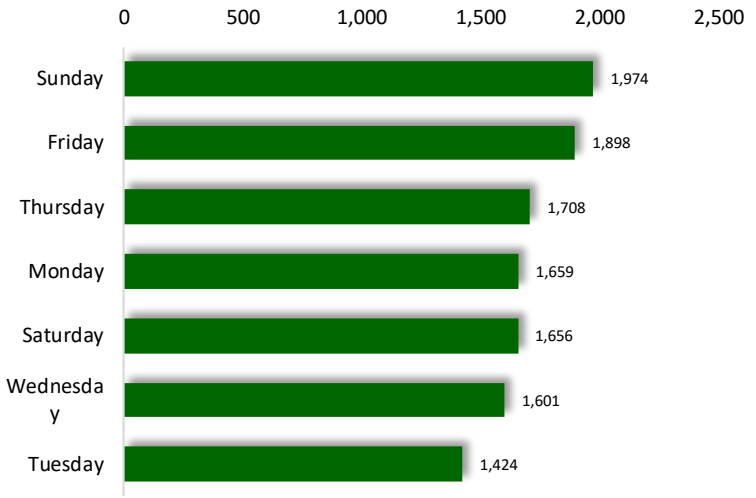
Footfall previous month

54,238

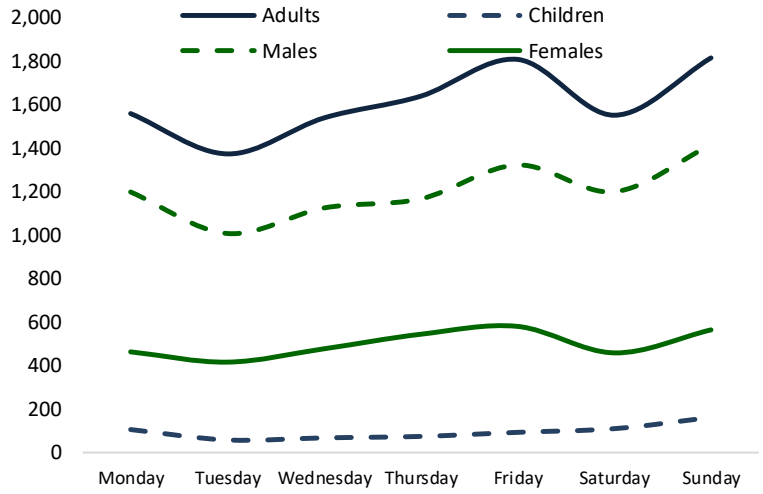
Change

Down -2.5 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

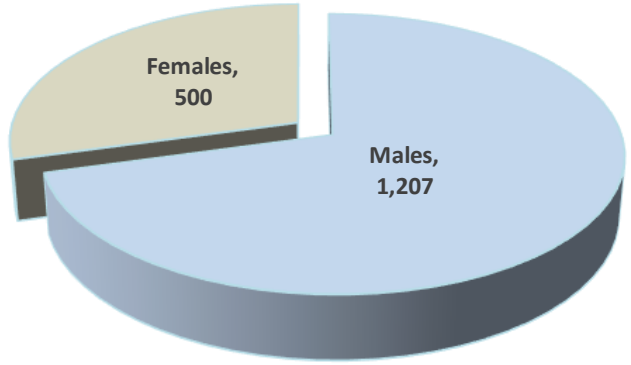


* Average is for the each day for the entire month

Average daily footfall

1,706

Average daily footfall, by sex



DANDENONG ACTIVITY CENTRE

People Counter - Lonsdale Street – April 2022

Placemaking & Revitalisation Team

Total footfall this month

32,929

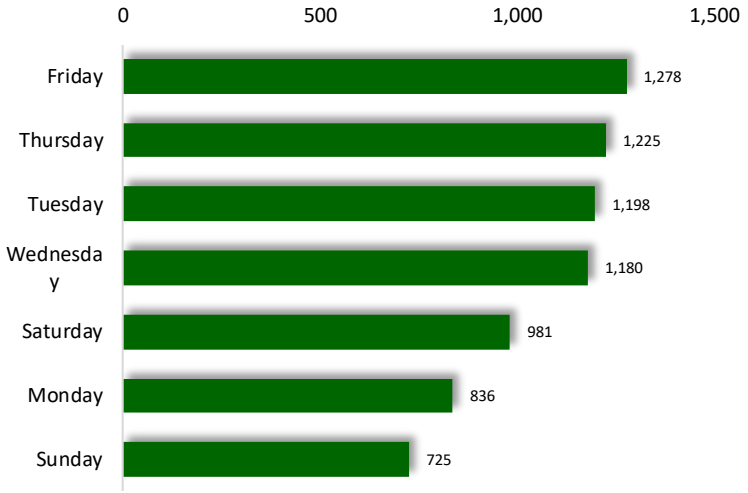
Footfall previous month

32,813

Change

Up 0.4 %

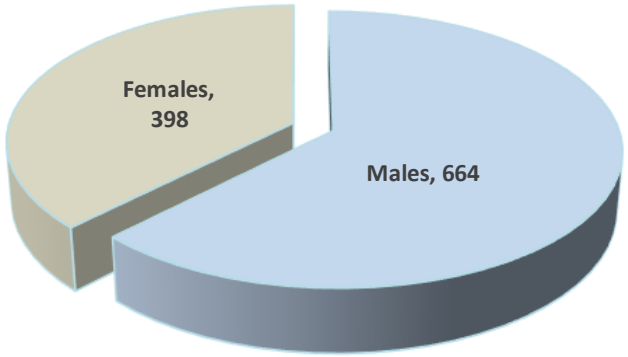
Average daily footfall, by day of the week



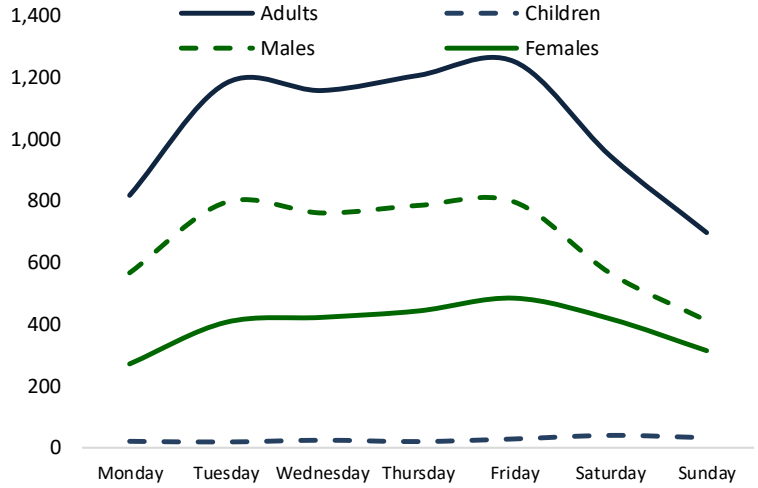
Average daily footfall

1,062

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) – April 2022

Placemaking & Revitalisation Team

Total footfall this month

25,685

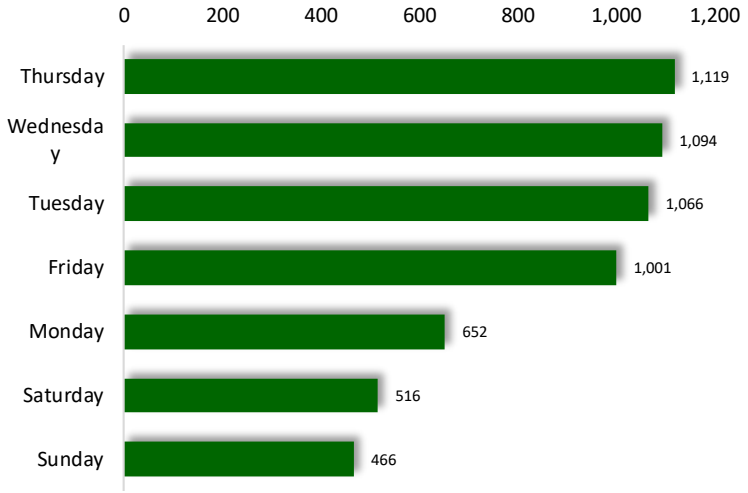
Footfall previous month

28,067

Change

Down -8.5 %

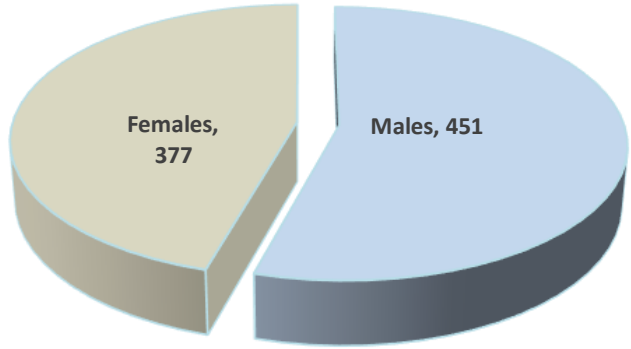
Average daily footfall, by day of the week



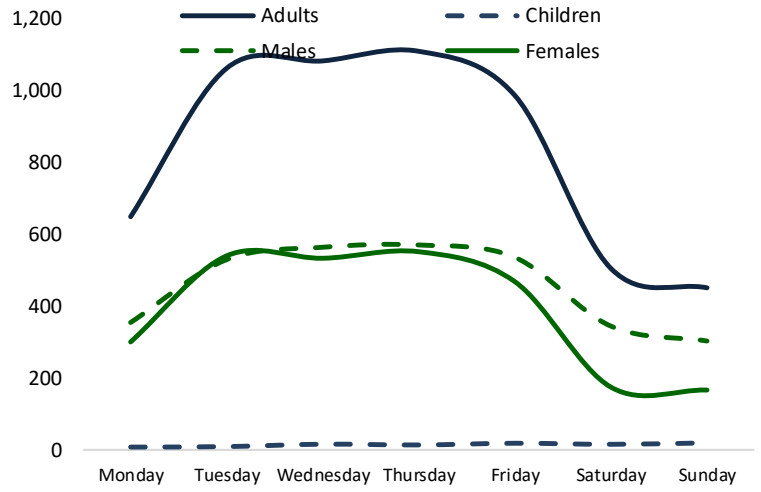
Average daily footfall

829

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) – April 2022

Placemaking & Revitalisation Team

Total footfall this month

32,717

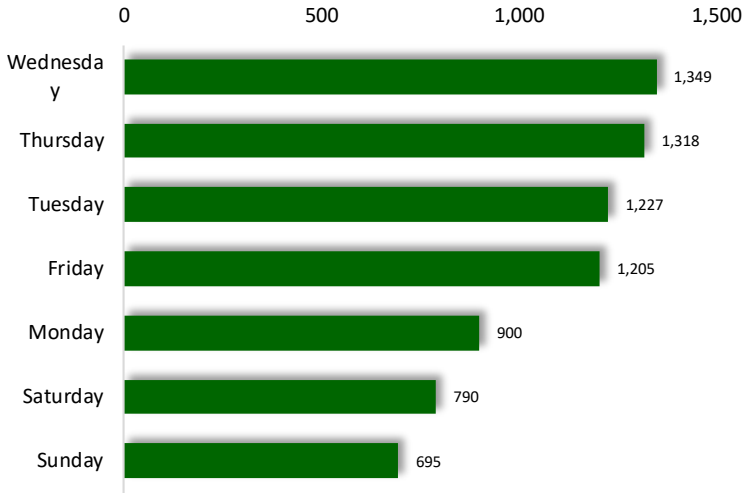
Footfall previous month

35,371

Change

Down -7.6 %

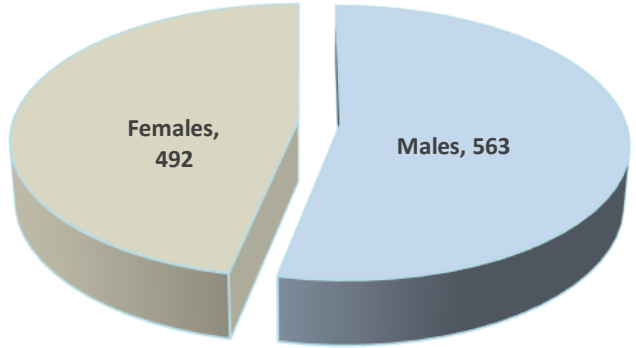
Average daily footfall, by day of the week



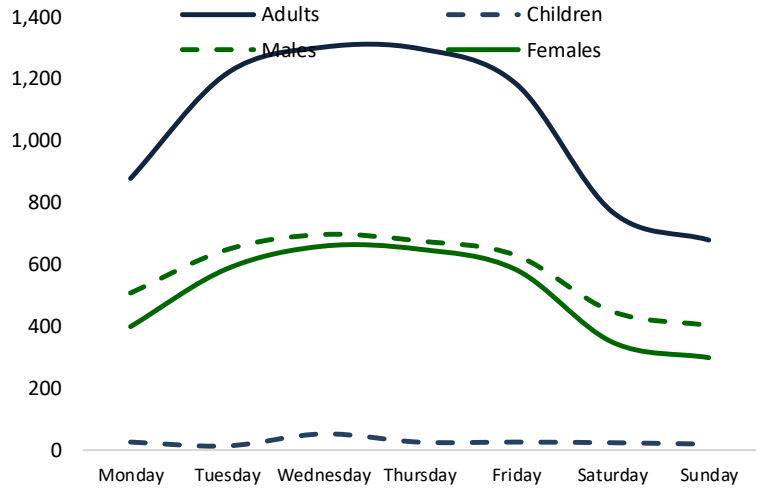
Average daily footfall

1,055

Average daily footfall, by sex



Average* daily footfall, by population segment



* Average is for the each day for the entire month

SPRINGVALE ACTIVITY CENTRE

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.

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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) - April 2022

Placemaking & Revitalisation Team

Total footfall this month

220,704

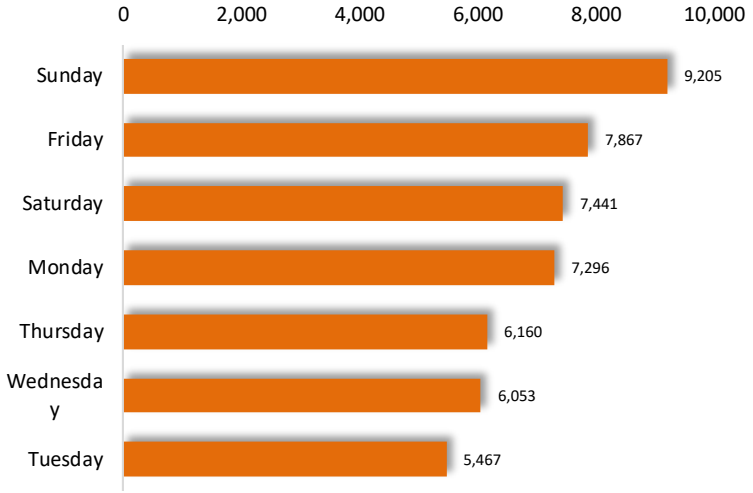
Footfall previous month

207,938

Change

Up 6.2 %

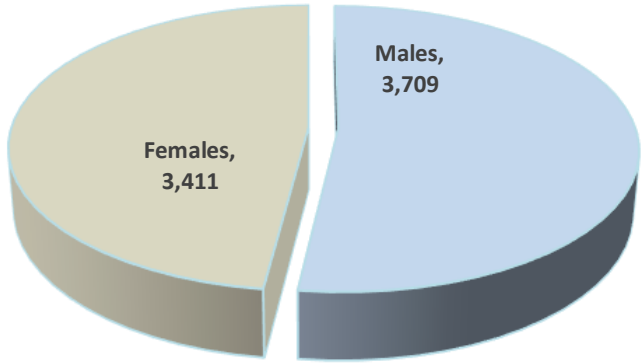
Average daily footfall, by day of the week



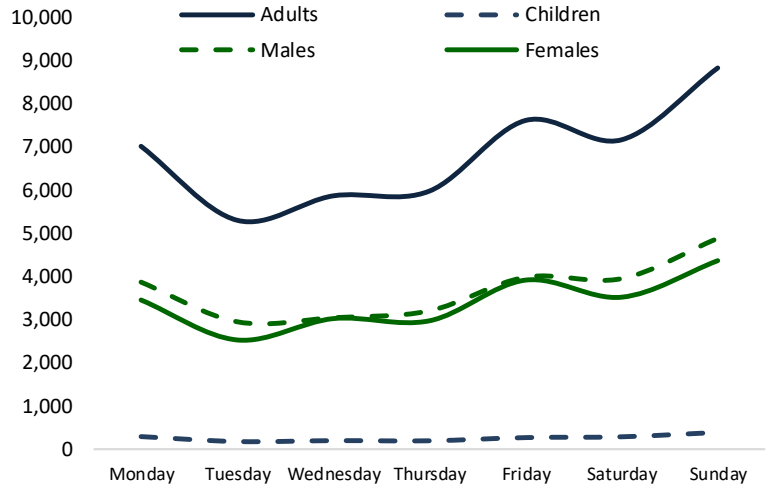
Average daily footfall

7,119

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 – April 2022

Placemaking & Revitalisation Team

Total footfall this month

146,347

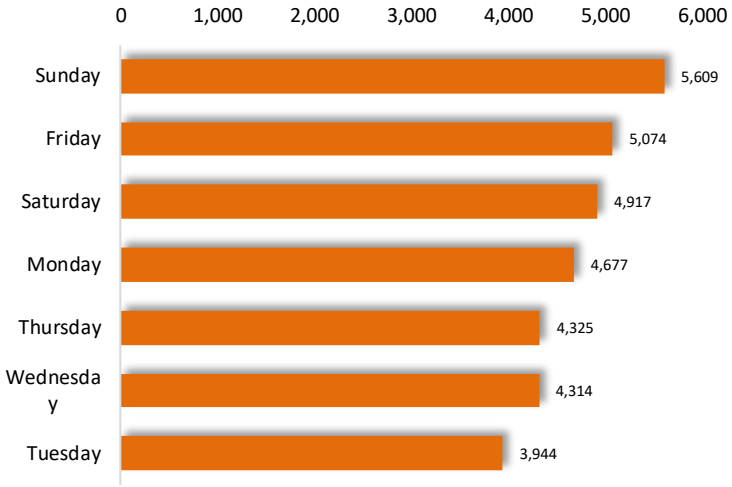
Footfall previous month

137,337

Change

Up 6.6 %

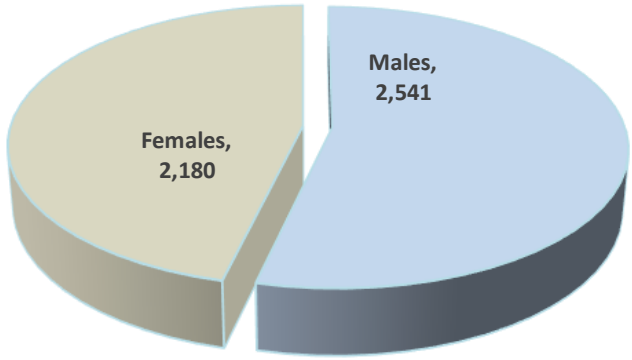
Average daily footfall, by day of the week



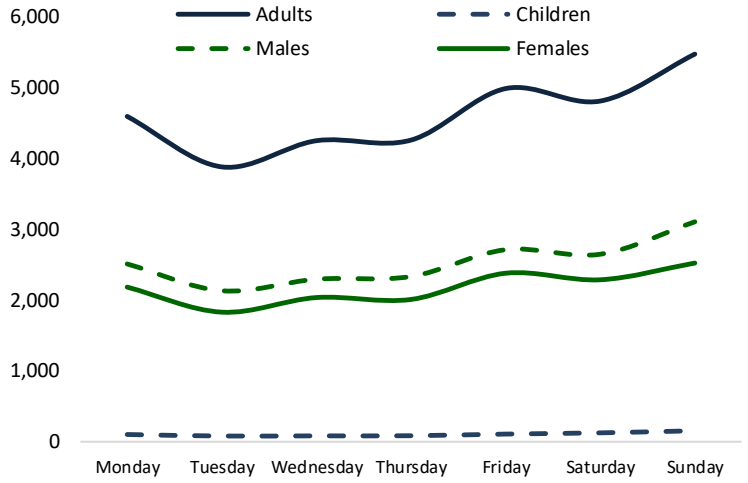
Average daily footfall

4,721

Average daily footfall, by sex



Average* daily footfall, by population segment



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NOBLE PARK ACTIVITY CENTRE

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) – April 2022

Placemaking & Revitalisation Team

Total footfall this month

33,906

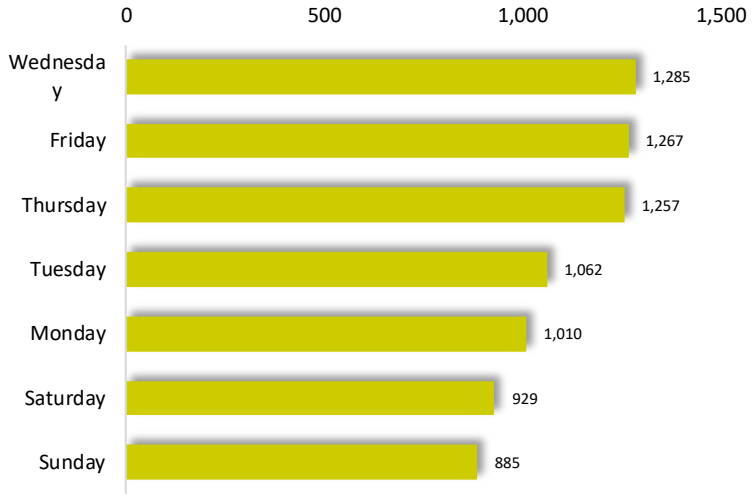
Footfall previous month

39,062

Change

Down -13.2 %

Average daily footfall, by day of the week

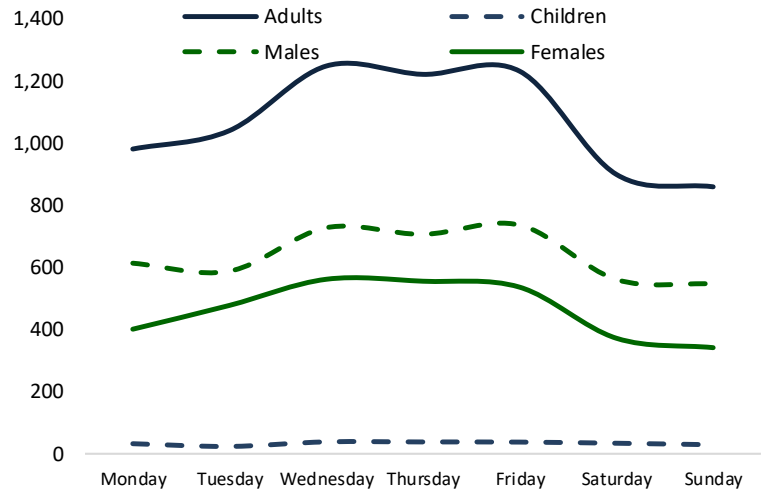


Average daily footfall

1,094

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) – April 2022

Placemaking & Revitalisation Team

Total footfall this month

6,918

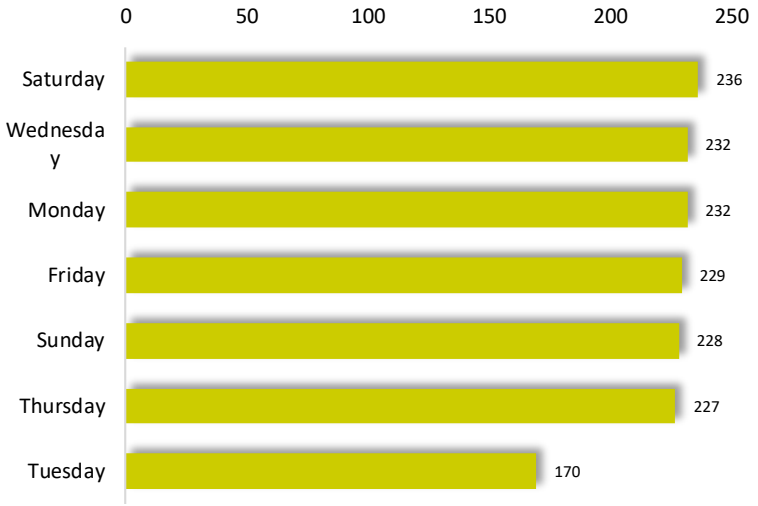
Footfall previous month

8,304

Change

Down -16.7 %

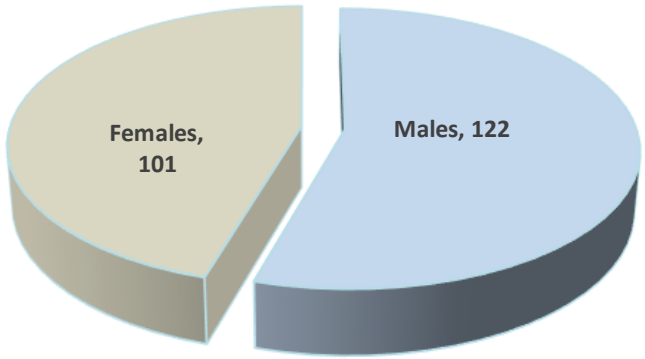
Average daily footfall, by day of the week



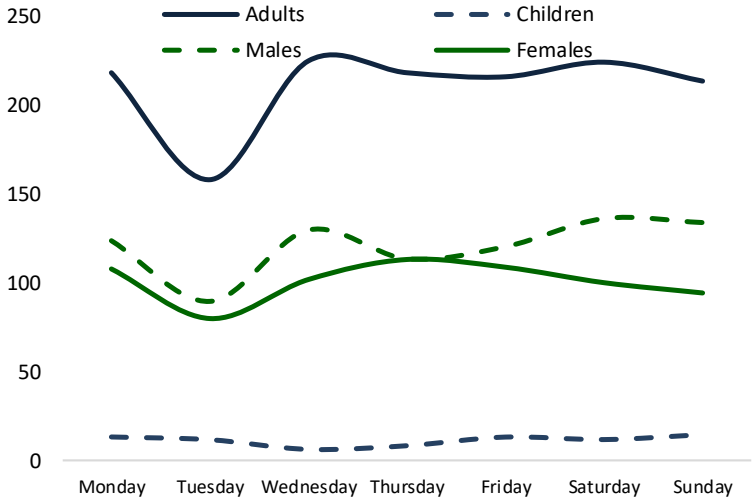
Average daily footfall

223

Average daily footfall, by sex



Average* daily footfall, by population segment



* Average is for the each day for the entire month