



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 – March 2022

Placemaking & Revitalisation Team

Total footfall this month

54,238

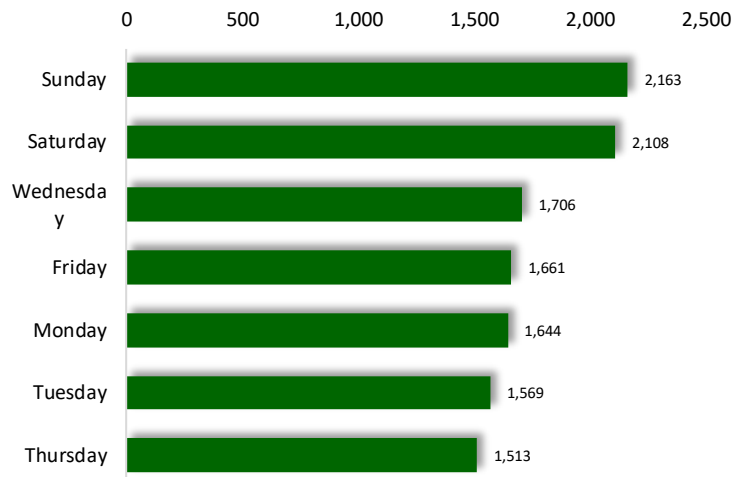
Footfall previous month

43,613

Change

Up 24.4 %

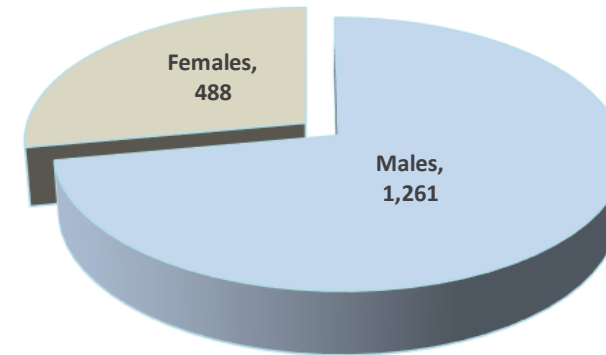
Average daily footfall, by day of the week



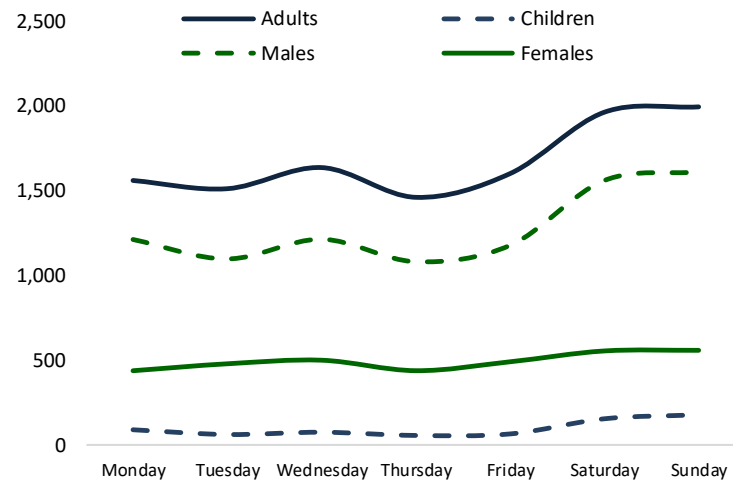
Average daily footfall

1,750

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 – March 2022

Placemaking & Revitalisation Team

Total footfall this month

32,813

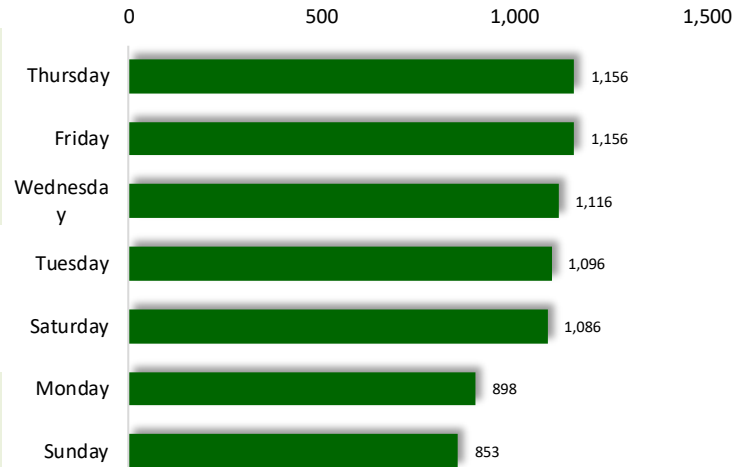
Footfall previous month

27,361

Change

Up 20 %

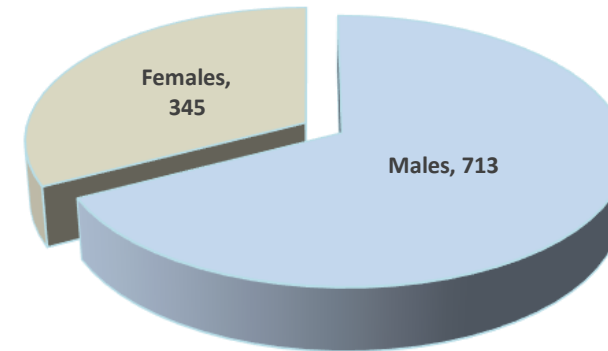
Average daily footfall, by day of the week



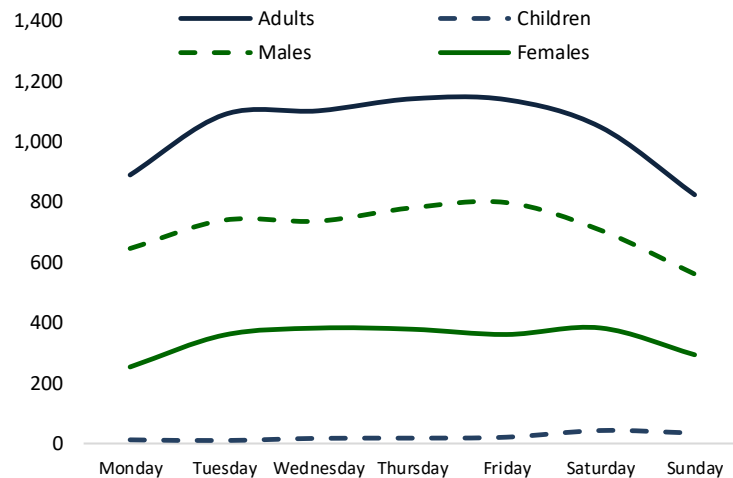
Average daily footfall

1,058

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) – March 2022

Placemaking & Revitalisation Team

Total footfall this month

28,067

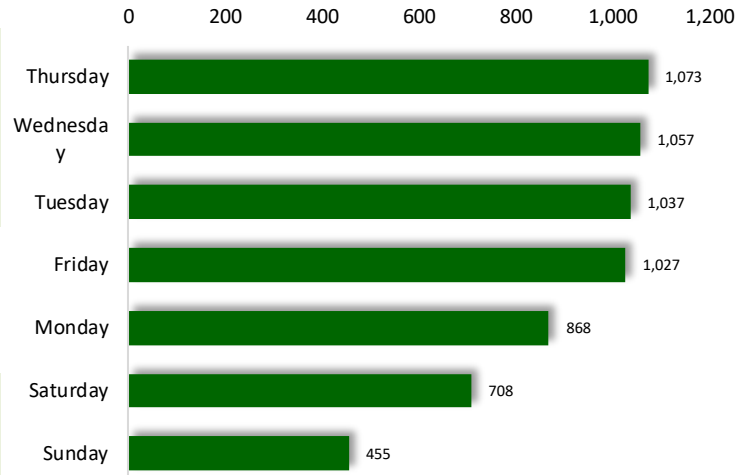
Footfall previous month

20,762

Change

Up 35.2 %

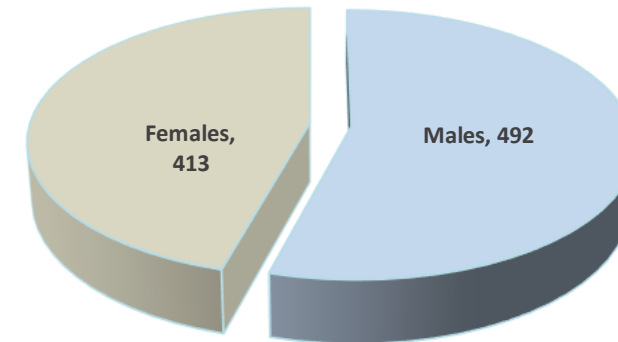
Average daily footfall, by day of the week



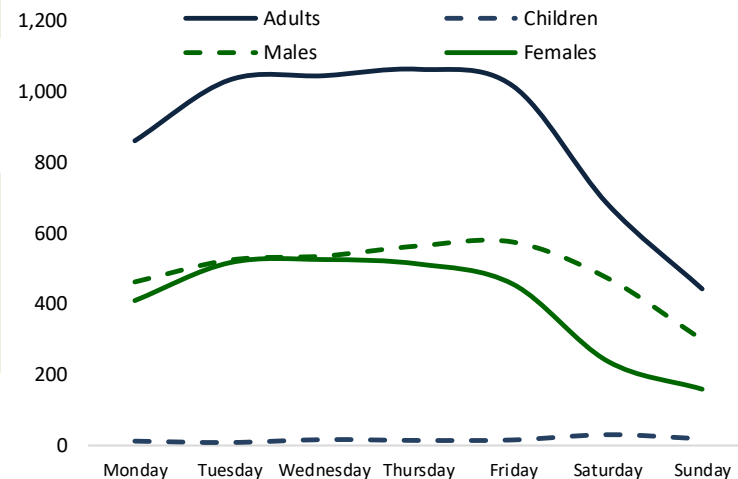
Average daily footfall

905

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 and Walker Street (Drum Theatre) – March 2022

Placemaking & Revitalisation Team

Total footfall this month

35,371

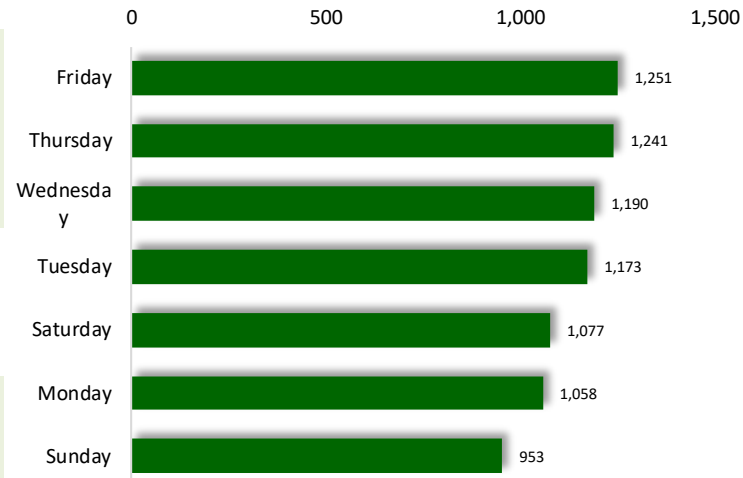
Footfall previous month

29,134

Change

Up 21.5 %

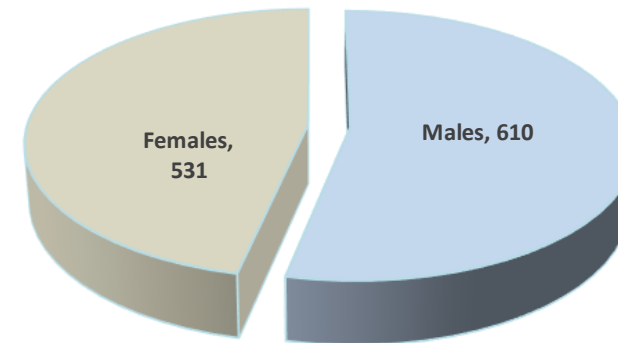
Average daily footfall, by day of the week



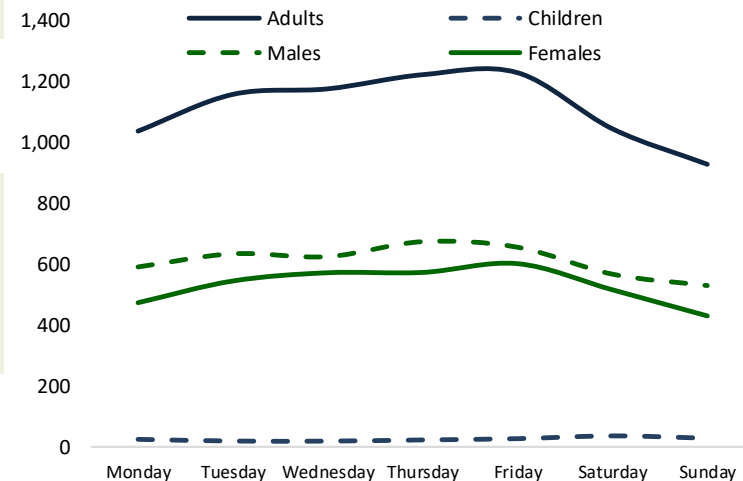
Average daily footfall

1,141

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;

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- Child / adult

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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) - March 2022

Placemaking & Revitalisation Team

Total footfall this month

207,938

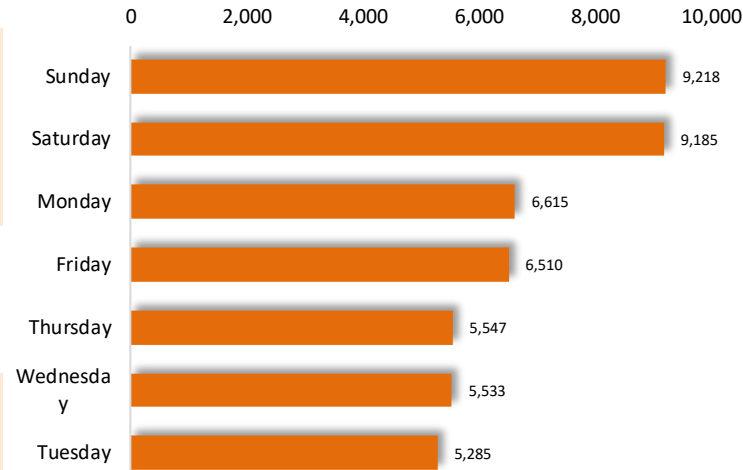
Footfall previous month

200,639

Change

Up 3.7 %

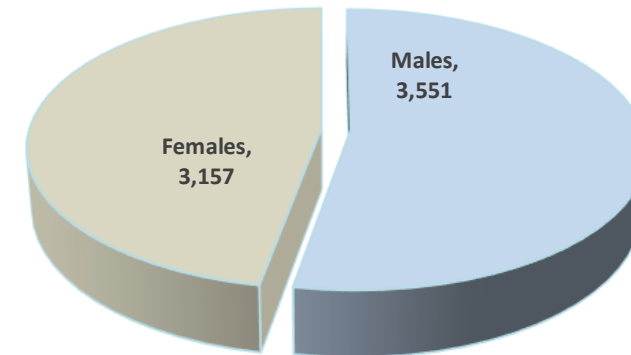
Average daily footfall, by day of the week



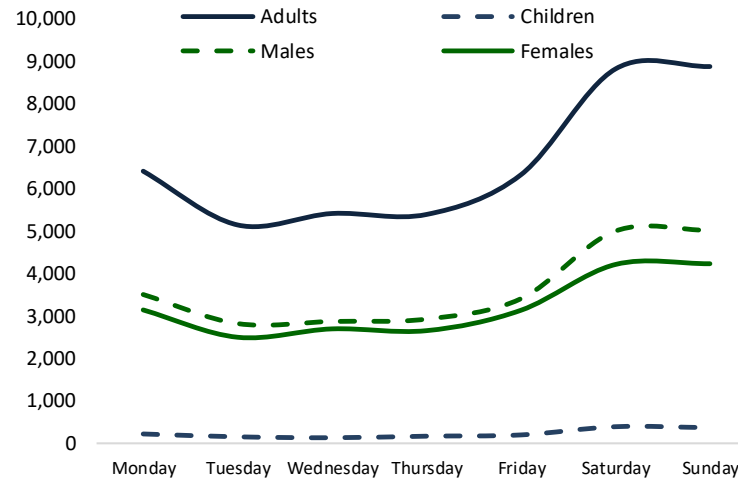
Average daily footfall

6,708

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 – March 2022

Placemaking & Revitalisation Team

Total footfall this month

137,337

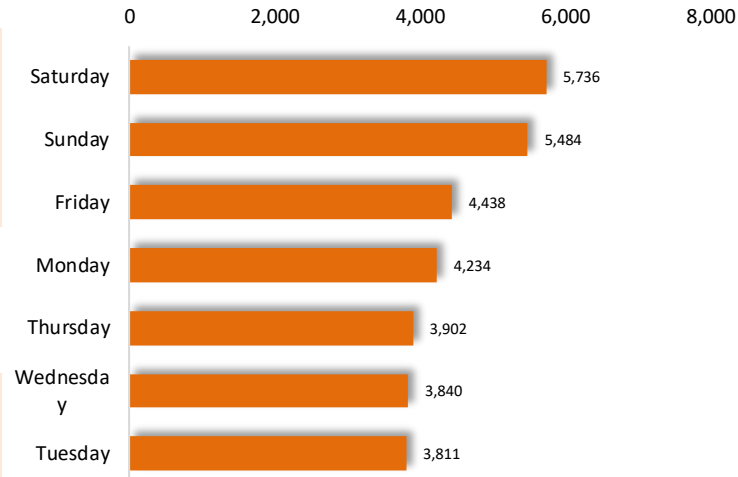
Footfall previous month

130,545

Change

Up 5.3 %

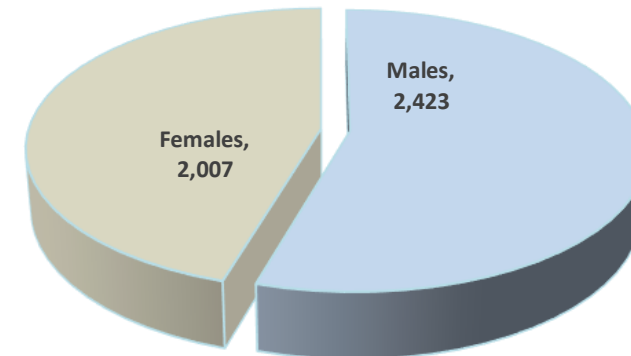
Average daily footfall, by day of the week



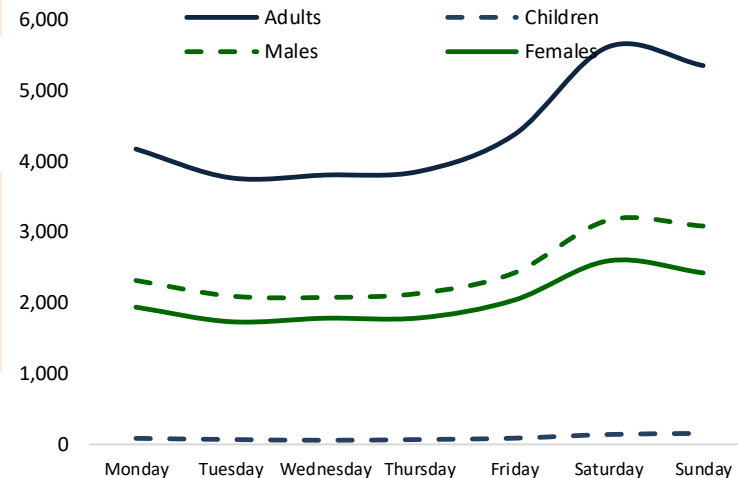
Average daily footfall

4,430

Average daily footfall, by sex



Average* daily footfall, by population segment



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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) – March 2022

Placemaking & Revitalisation Team

Total footfall this month

39,062

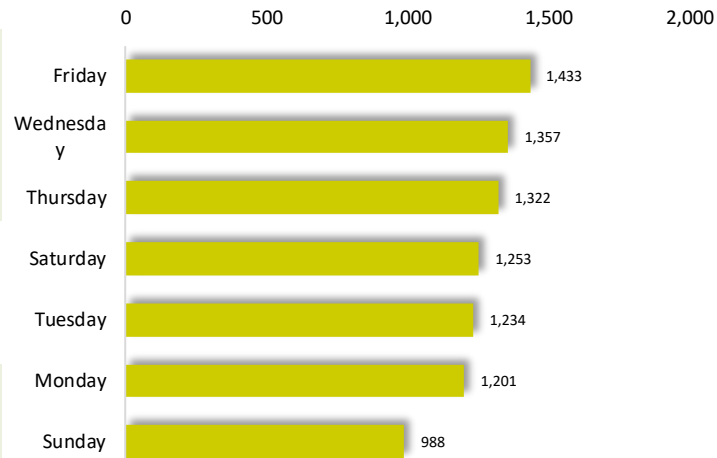
Footfall previous month

32,705

Change

Up 19.5 %

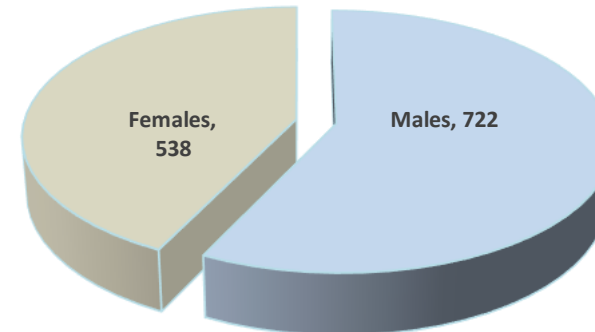
Average daily footfall, by day of the week



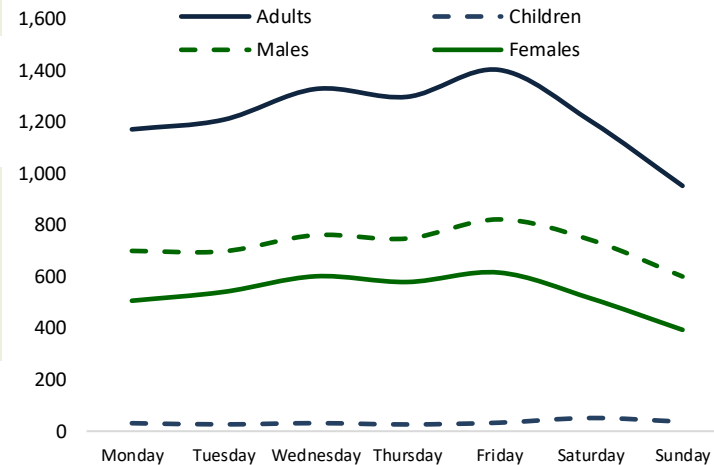
Average daily footfall

1,260

Average daily footfall, by sex

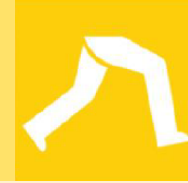


Average* daily footfall, by population segment



* Average is for the each day for the entire month

NOBLE PARK ACTIVITY CENTRE



People Counter - Noble Park Skate Park (skyrail) – March 2022

Placemaking & Revitalisation Team

Total footfall this month

8,304

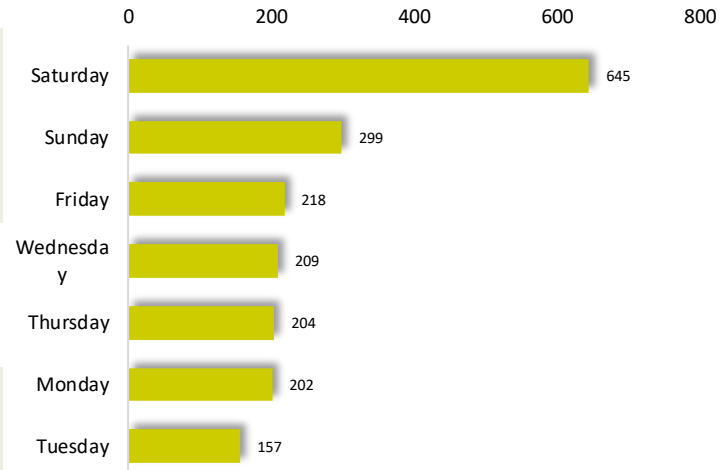
Footfall previous month

6,708

Change

Up 23.8 %

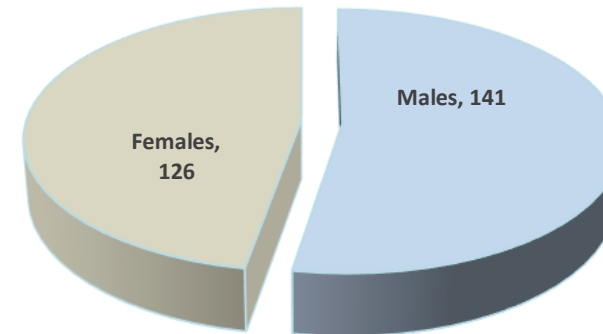
Average daily footfall, by day of the week



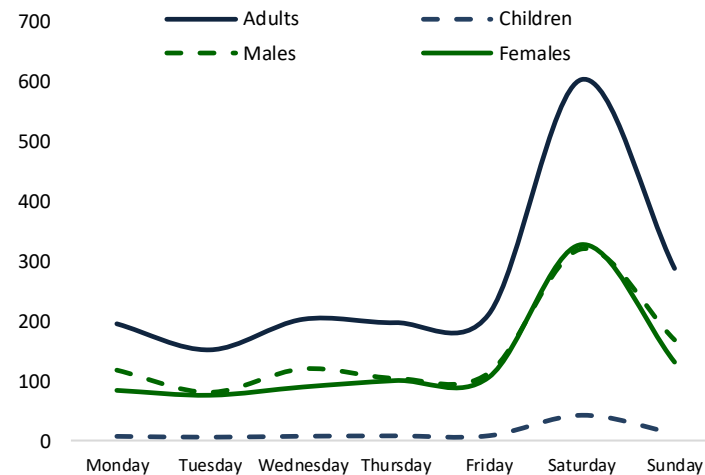
Average daily footfall

268

Average daily footfall, by sex



Average* daily footfall, by population segment



* Average is for the each day for the entire month