



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 – July 2022

Placemaking & Revitalisation Team

Total footfall this month

54,172

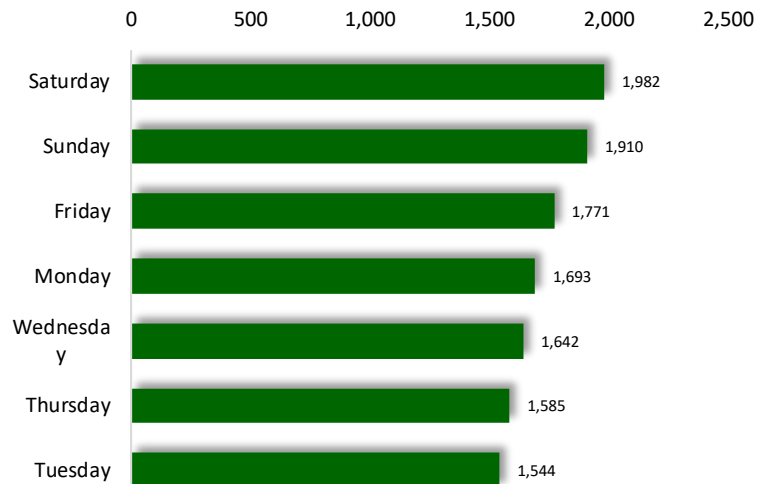
Footfall previous month

49,032

Change

Up 10.5 %

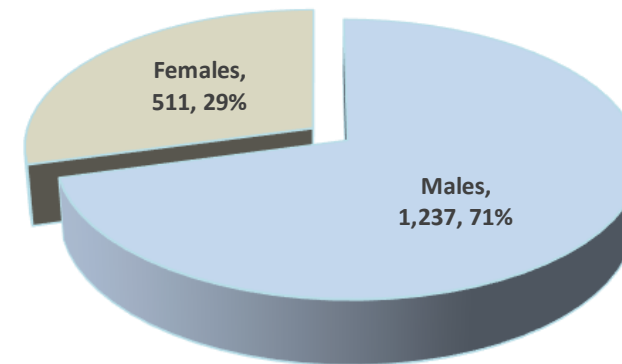
Average daily footfall, by day of the week



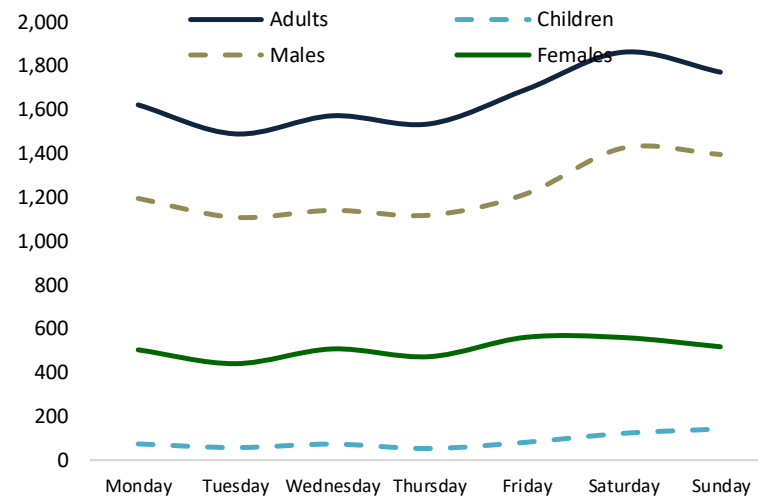
Average daily footfall

1,747

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 – July 2022

Placemaking & Revitalisation Team

Total footfall this month

34,331

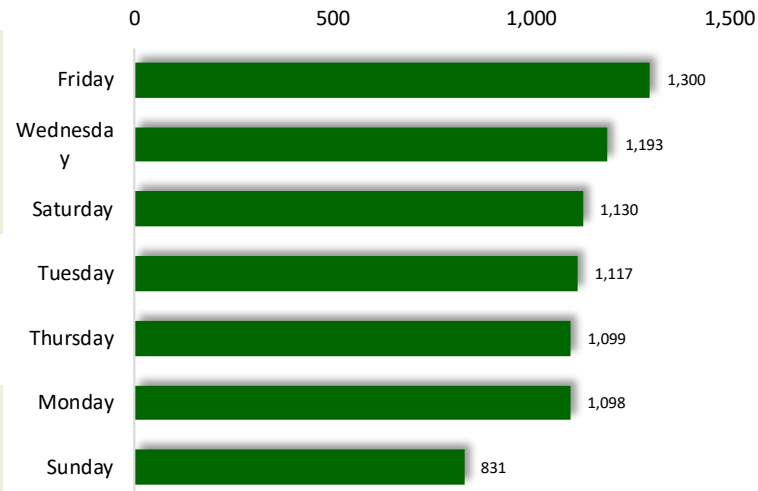
Footfall previous month

33,298

Change

Up 3.2 %

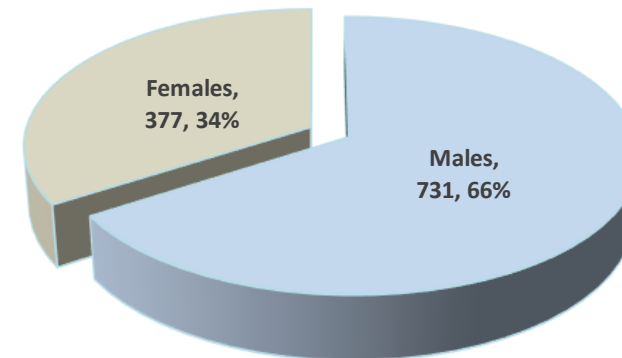
Average daily footfall, by day of the week



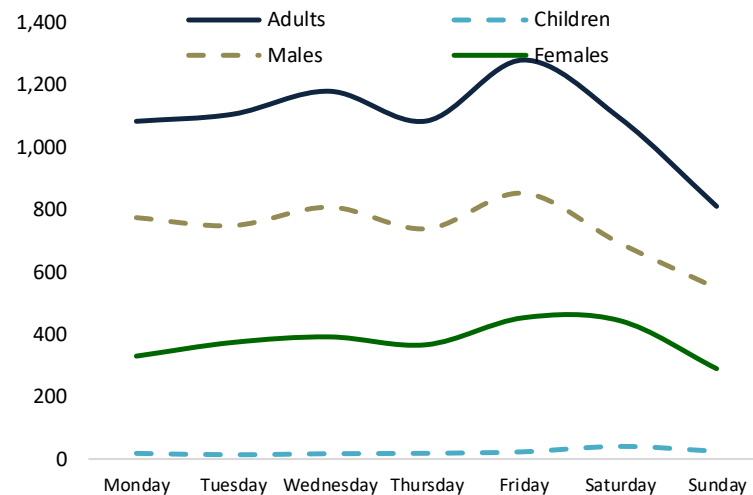
Average daily footfall

1,107

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) – July 2022

Placemaking & Revitalisation Team

Total footfall this month

25,506

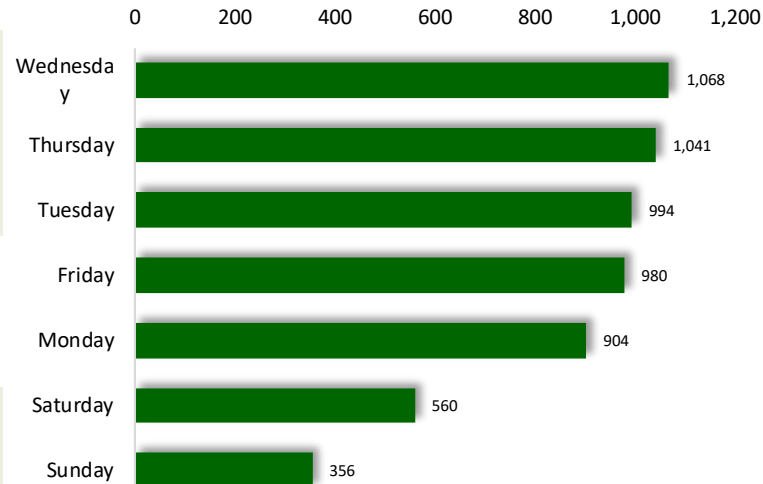
Footfall previous month

25,401

Change

Up 0.5 %

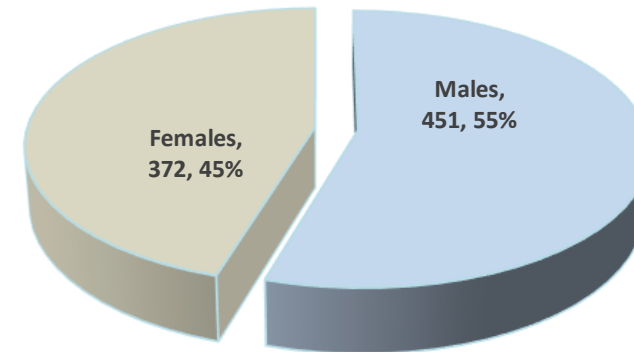
Average daily footfall, by day of the week



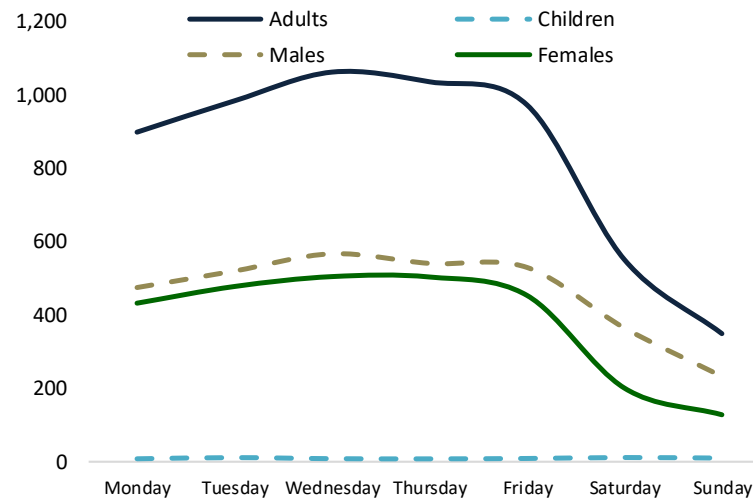
Average daily footfall

823

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) – July 2022

Placemaking & Revitalisation Team

Total footfall this month

33,681

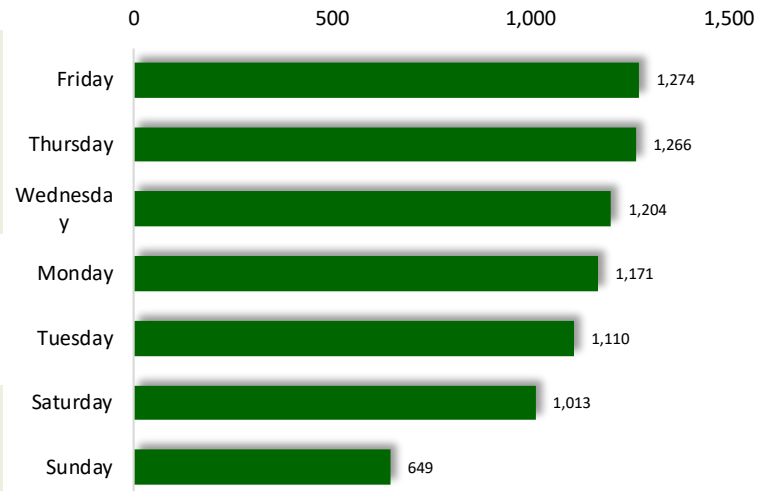
Footfall previous month

37,012

Change

Down -9 %

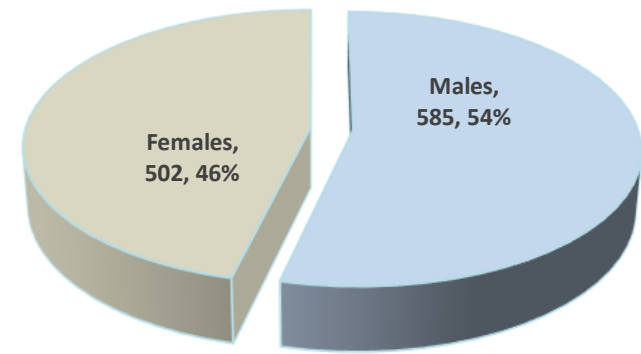
Average daily footfall, by day of the week



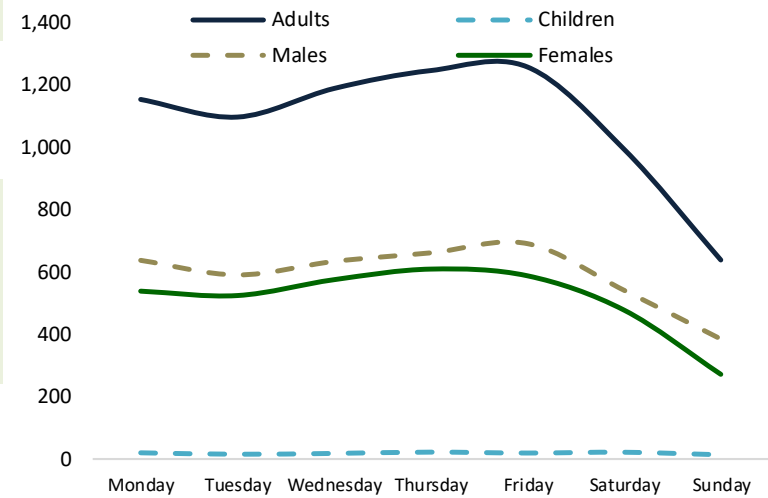
Average daily footfall

1,086

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.

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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) - July 2022

Placemaking & Revitalisation Team

Total footfall this month

222,061

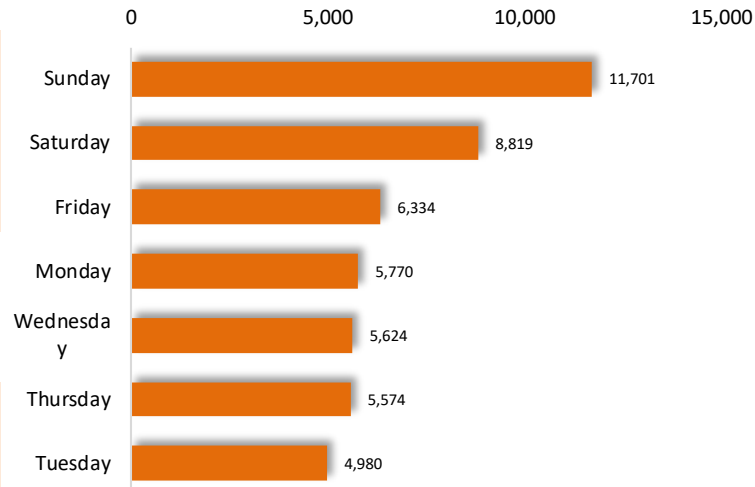
Footfall previous month

190,921

Change

Up 16.4 %

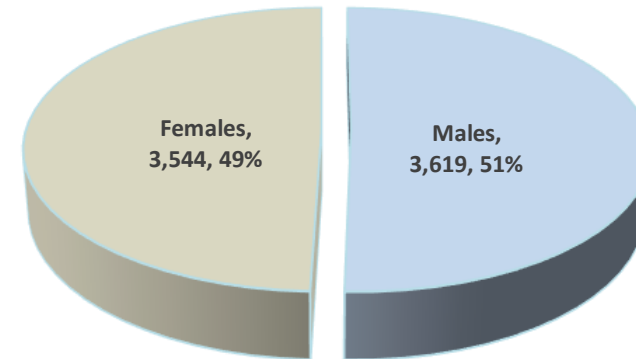
Average daily footfall, by day of the week



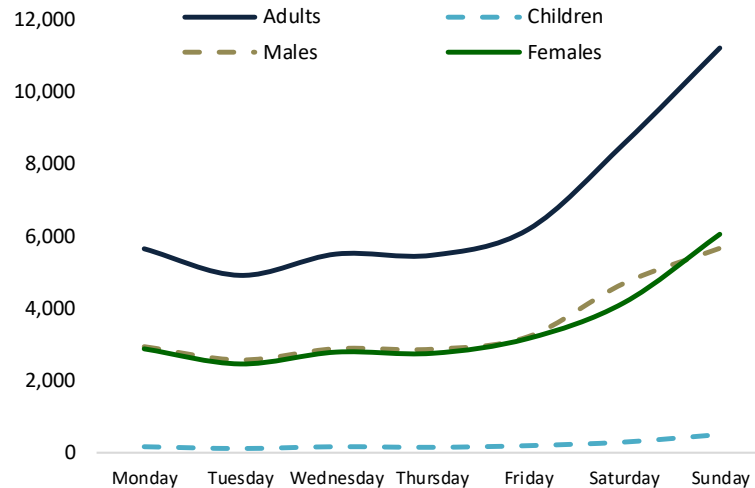
Average daily footfall

7,163

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 – July 2022

Placemaking & Revitalisation Team

Total footfall this month

156,921

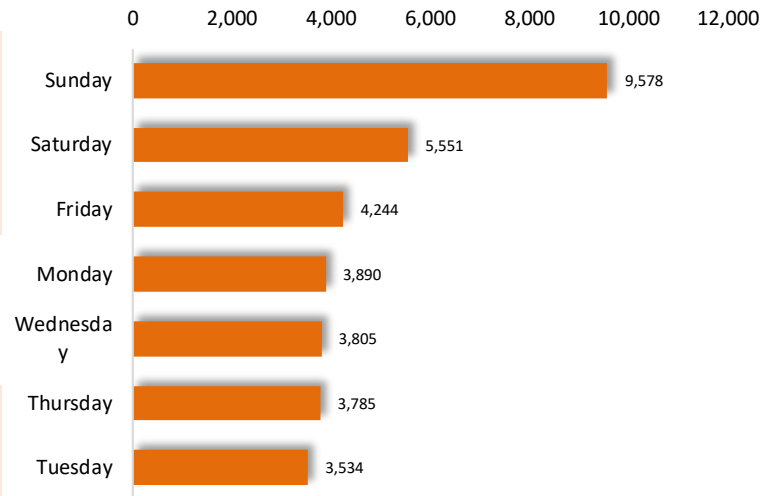
Footfall previous month

125,874

Change

Up 24.7 %

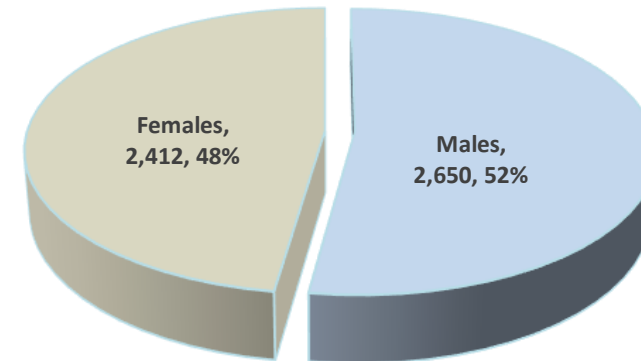
Average daily footfall, by day of the week



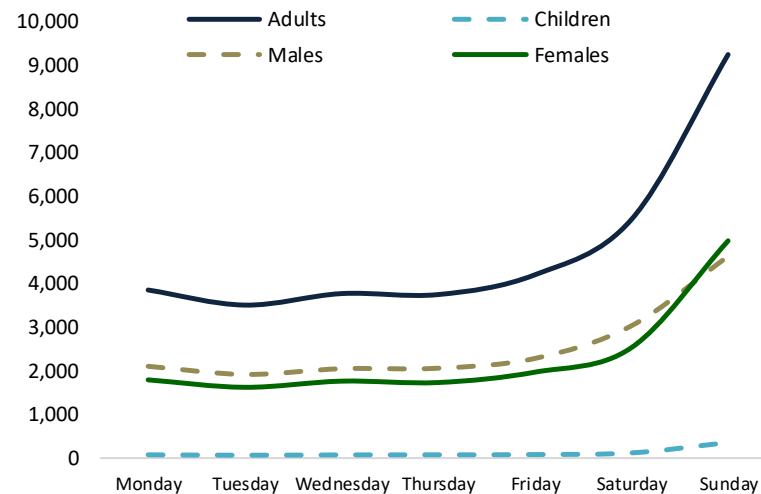
Average daily footfall

5,062

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

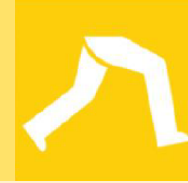
Douglas Street - Located near Toilet Block

(installed 11/2021)

Noble Park Skate Park - Located near skyrail

(installed 11/2021)

NOBLE PARK ACTIVITY CENTRE



People Counter - Douglas Street (toilet block) – July 2022

Placemaking & Revitalisation Team

Total footfall this month

34,341

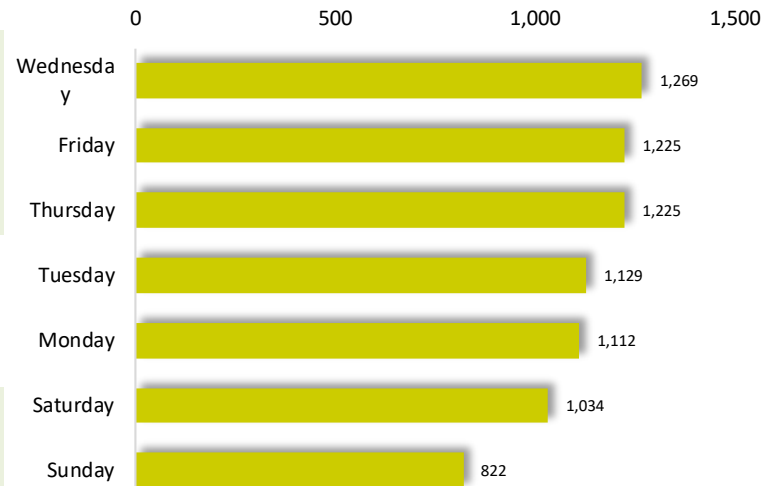
Footfall previous month

30,001

Change

Up 14.5 %

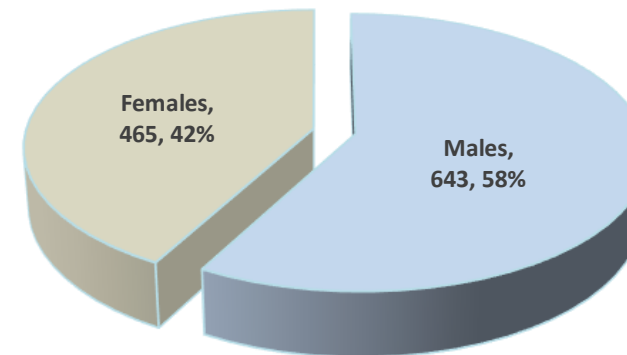
Average daily footfall, by day of the week



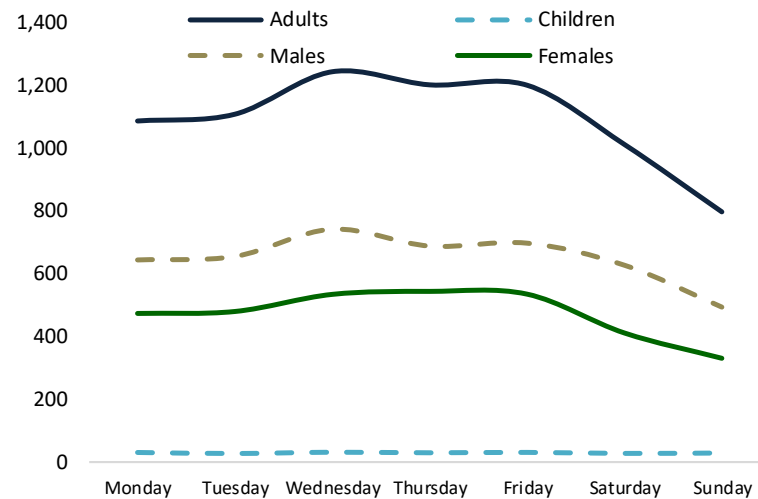
Average daily footfall

1,108

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) – July 2022

Placemaking & Revitalisation Team

Total footfall this month

4,660

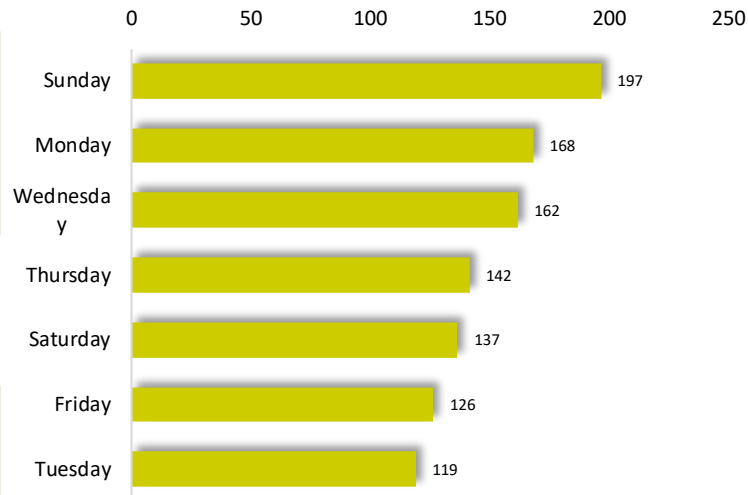
Footfall previous month

4,240

Change

Up 10 %

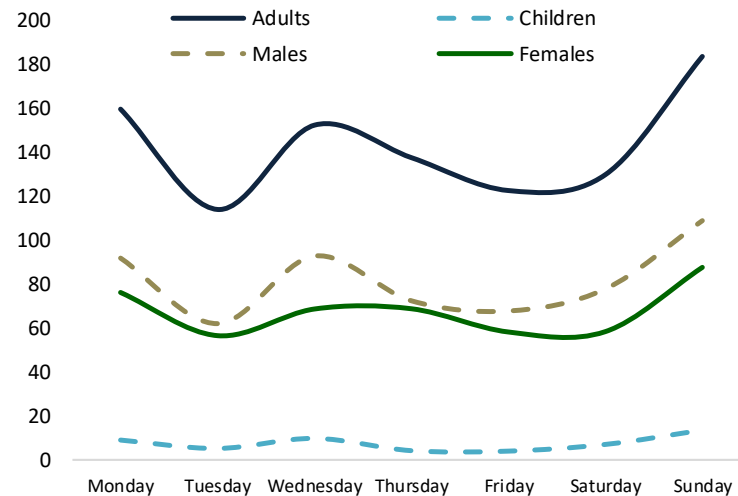
Average daily footfall, by day of the week



Average daily footfall

150

Average* daily footfall, by population segment



* Average is for the each day for the entire month

Average daily footfall, by sex

