



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)



Total footfall this month

50,461

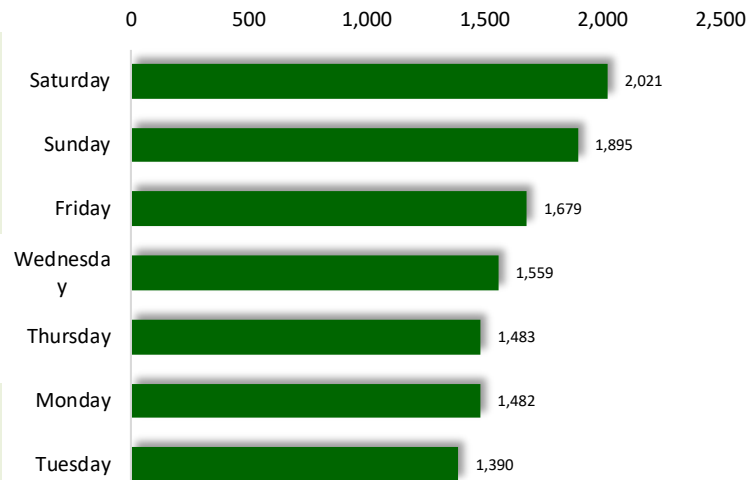
Footfall previous month

54,172

Change

Down -6.9 %

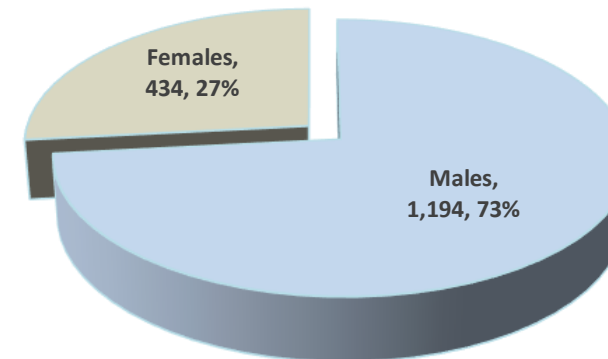
Average daily footfall, by day of the week



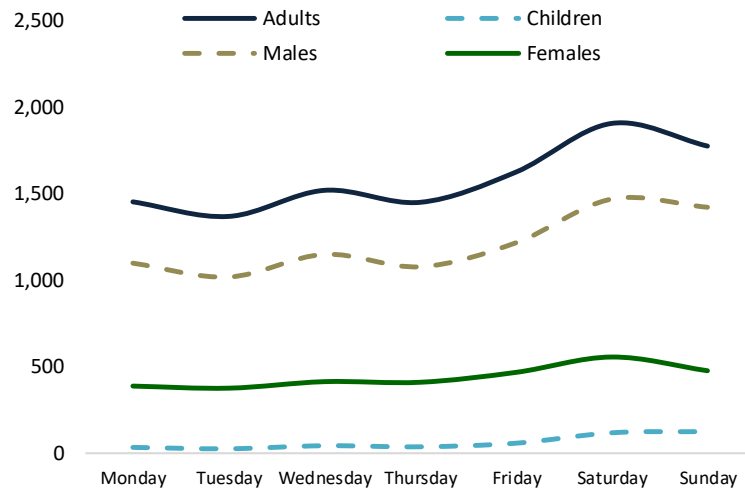
Average daily footfall

1,628

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 – August 2022

Placemaking & Revitalisation Team

Total footfall this month

34,188

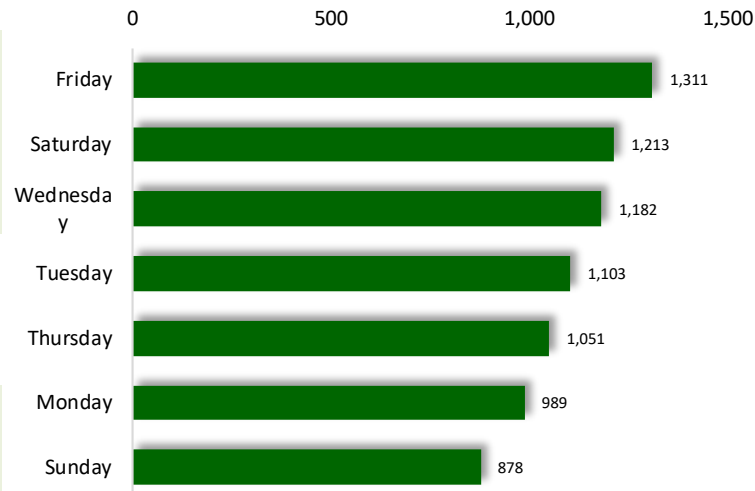
Footfall previous month

34,331

Change

Down -0.5 %

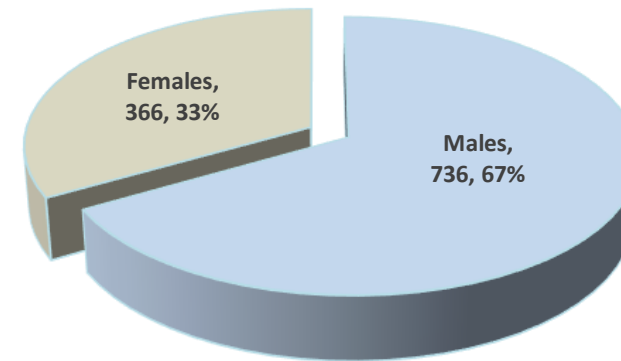
Average daily footfall, by day of the week



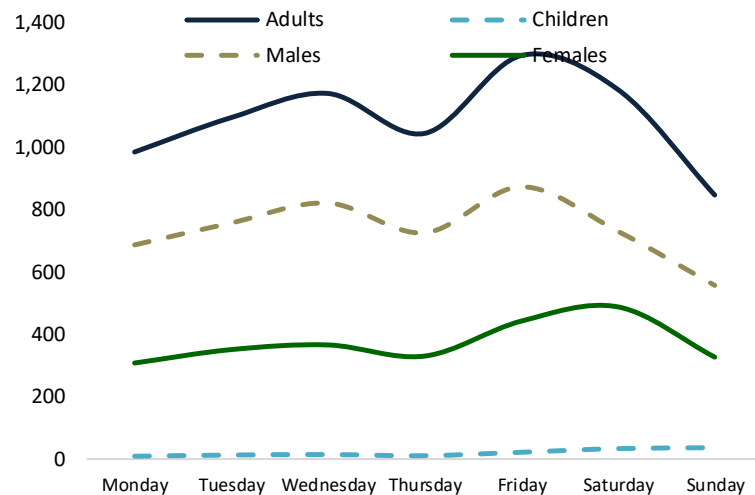
Average daily footfall

1,103

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) – August 2022

Placemaking & Revitalisation Team

Total footfall this month

26,899

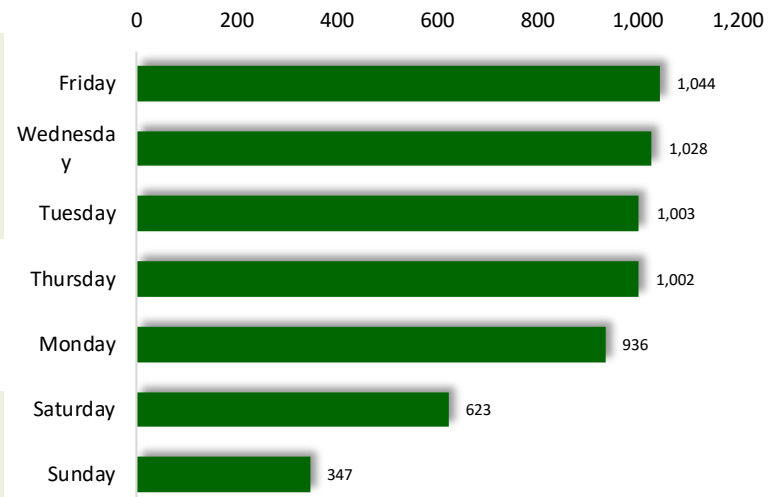
Footfall previous month

25,506

Change

Up 5.5 %

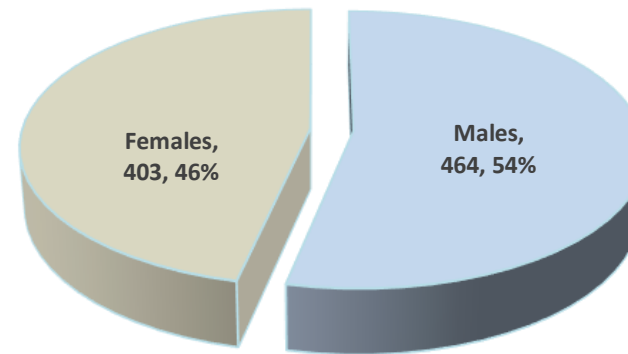
Average daily footfall, by day of the week



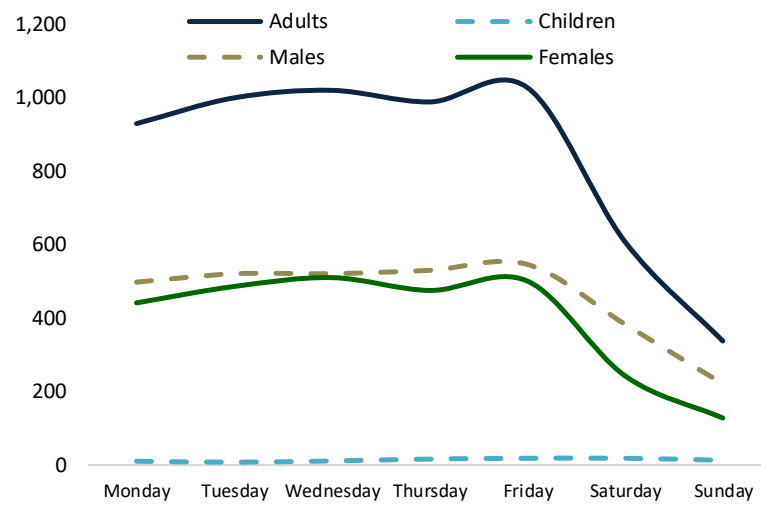
Average daily footfall

868

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) – August 2022

Placemaking & Revitalisation Team

Total footfall this month

34,956

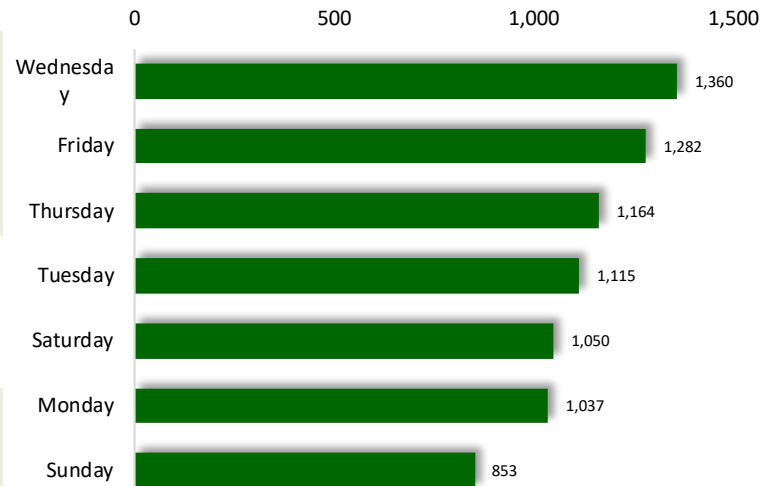
Footfall previous month

33,681

Change

Up 3.8 %

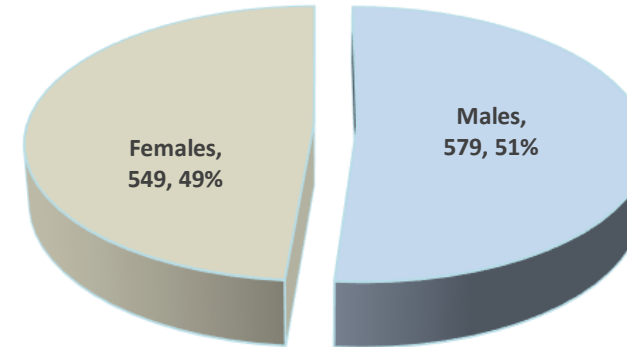
Average daily footfall, by day of the week



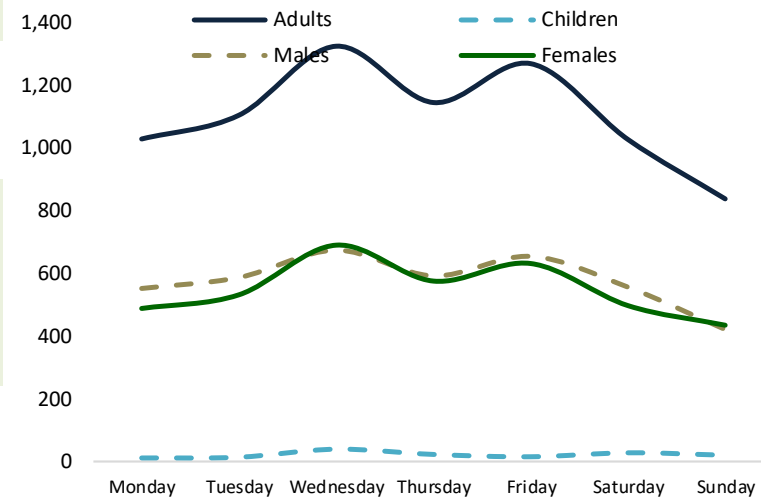
Average daily footfall

1,128

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) - August 2022

Placemaking & Revitalisation Team

Total footfall this month

197,671

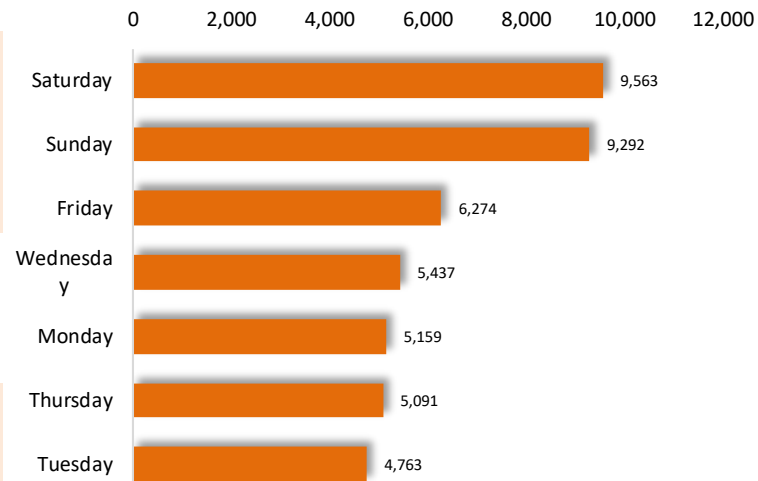
Footfall previous month

222,061

Change

Down -11 %

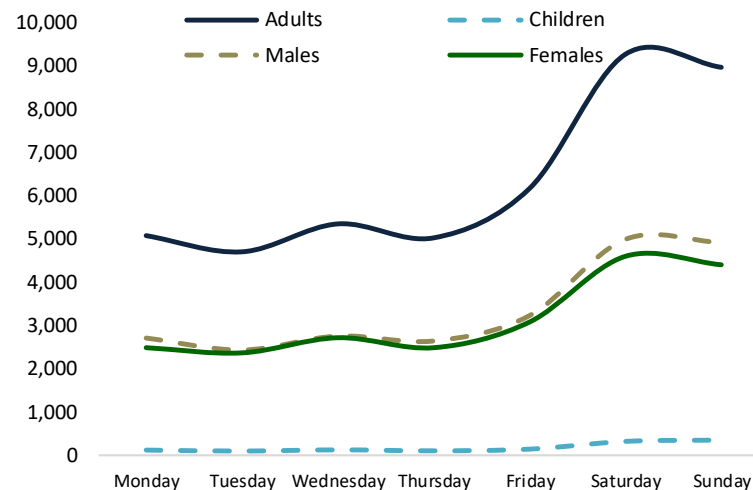
Average daily footfall, by day of the week



Average daily footfall

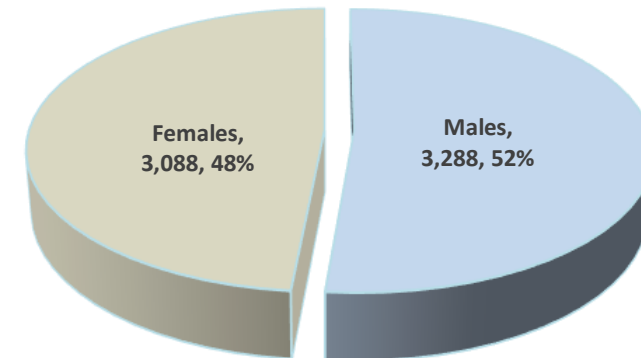
6,376

Average* daily footfall, by population segment



* Average is for the each day for the entire month

Average daily footfall, by sex



SPRINGVALE ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

Total footfall this month

132,286

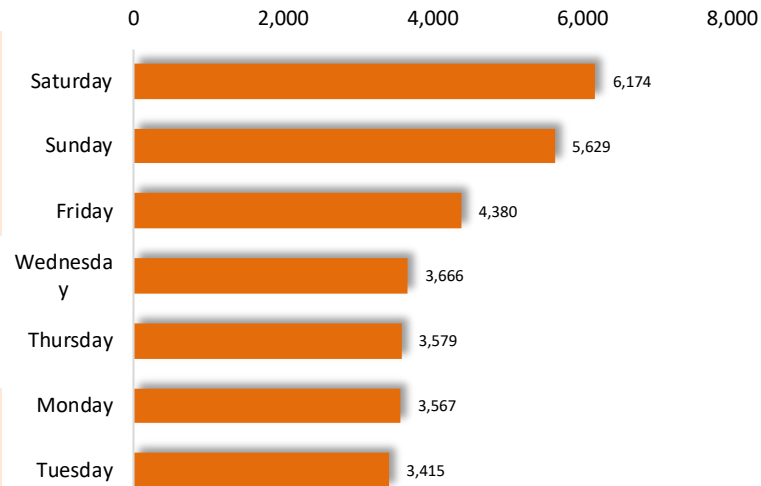
Footfall previous month

156,921

Change

Down -15.7 %

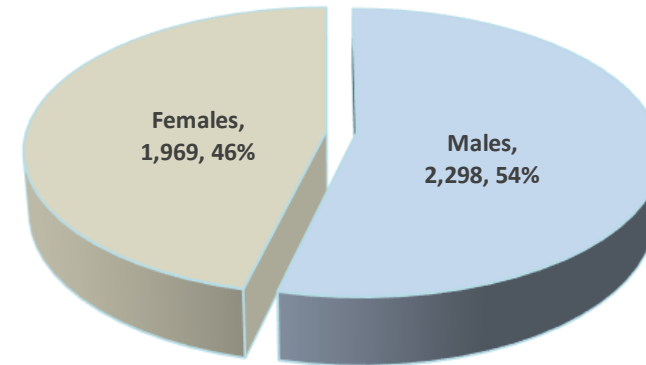
Average daily footfall, by day of the week



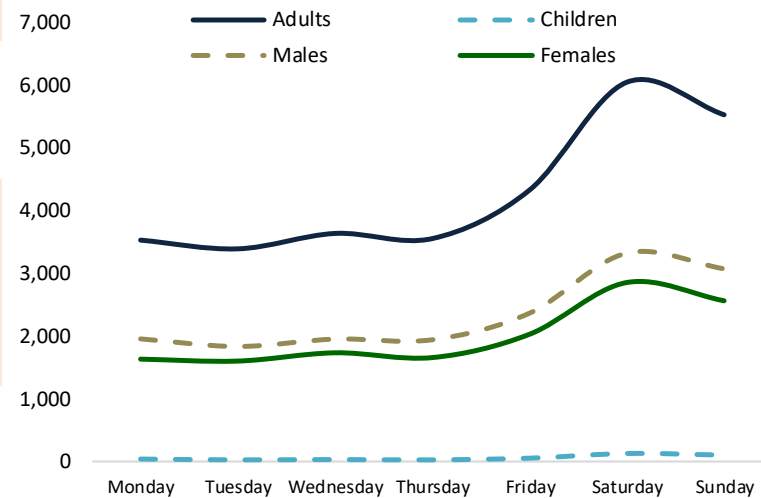
Average daily footfall

4,267

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) – August 2022

Placemaking & Revitalisation Team

Total footfall this month

35,596

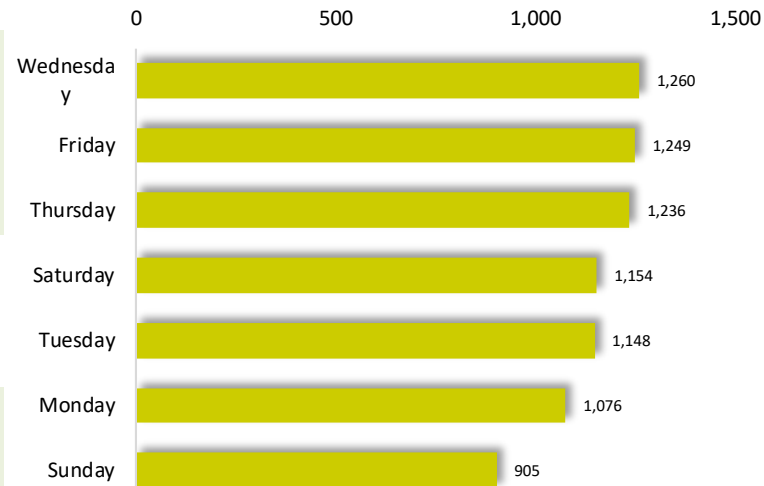
Footfall previous month

34,341

Change

Up 3.7 %

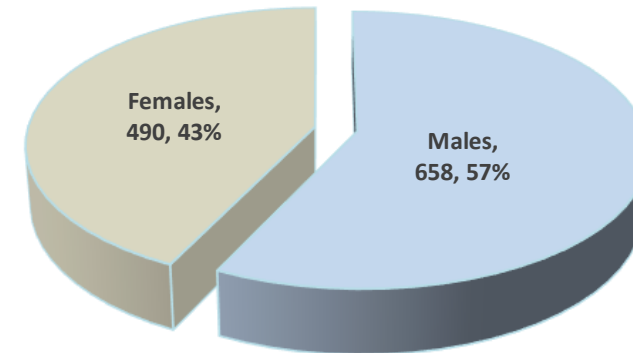
Average daily footfall, by day of the week



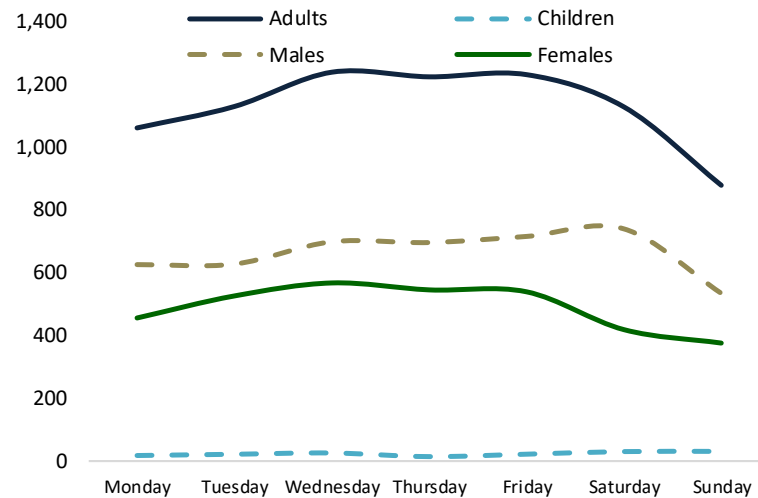
Average daily footfall

1,148

Average daily footfall, by sex

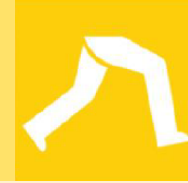


Average* daily footfall, by population segment



* Average is for the each day for the entire month

NOBLE PARK ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

Total footfall this month

4,457

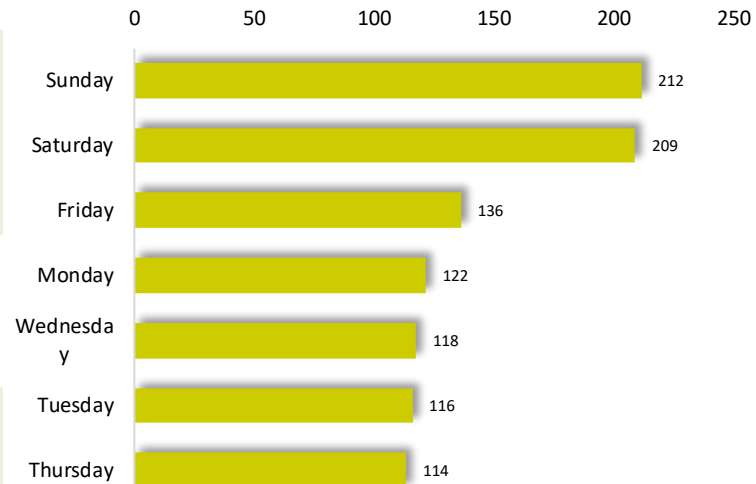
Footfall previous month

4,660

Change

Down -4.4 %

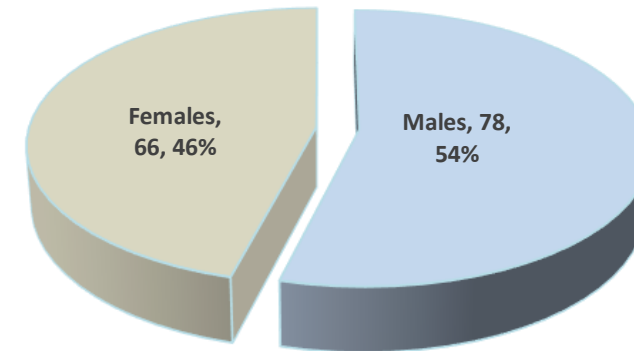
Average daily footfall, by day of the week



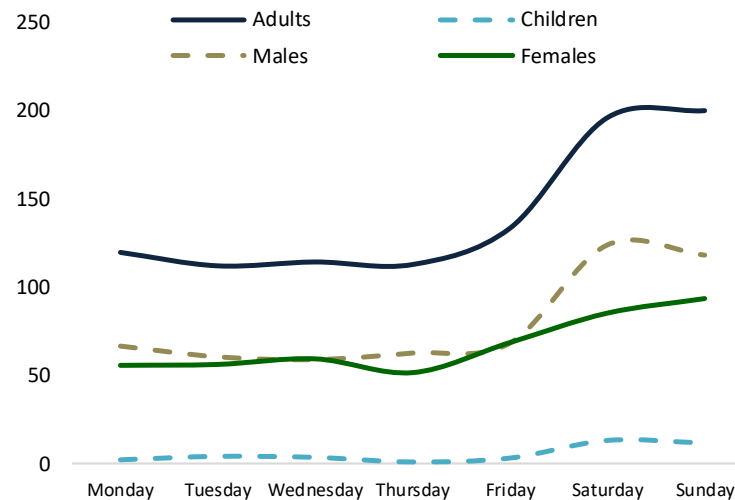
Average daily footfall

144

Average daily footfall, by sex



Average* daily footfall, by population segment



* Average is for the each day for the entire month