



### 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

48,833

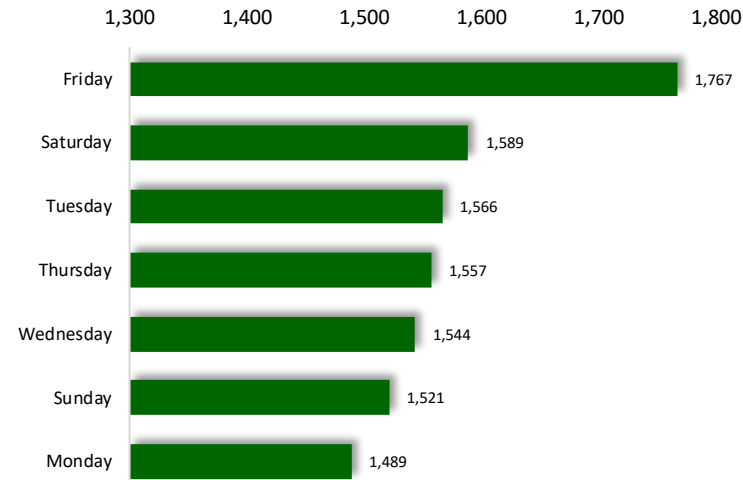
### Footfall previous month

57,246

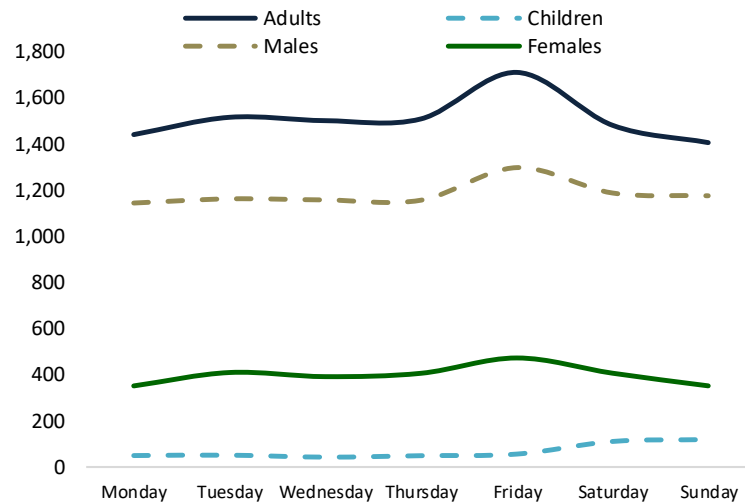
### Change

Down -14.7 %

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



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

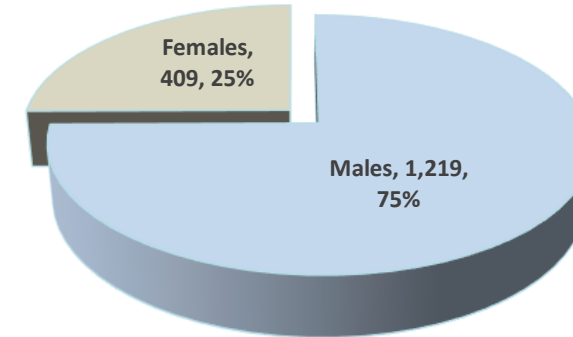


\* Average is for the each day for the entire month

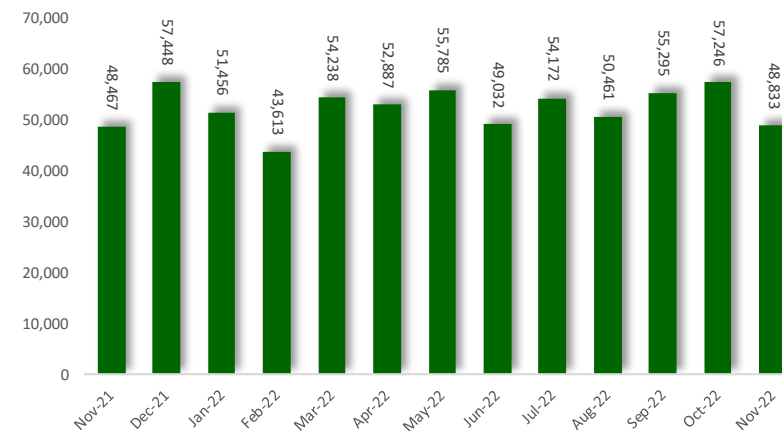
### Average daily footfall

1,628

### Average daily footfall, by sex



### Monthly footfall





### Total footfall this month

33,104

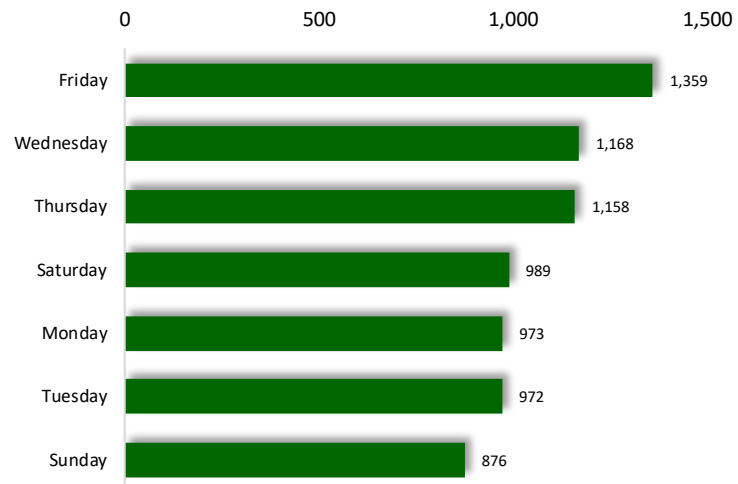
### Footfall previous month

37,653

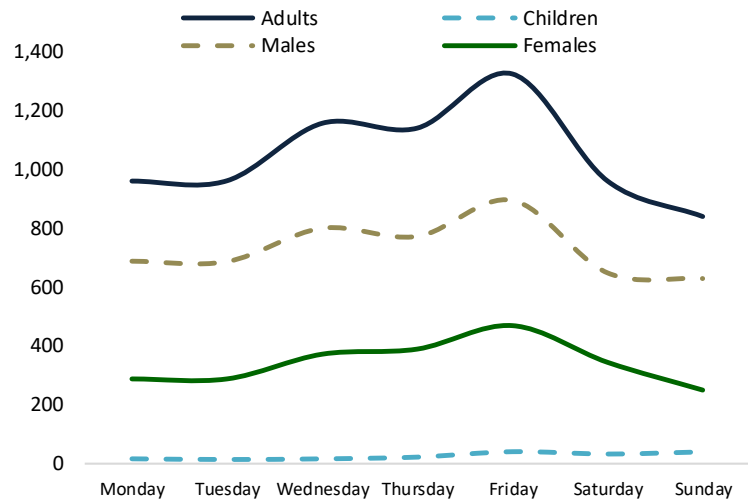
### Change

Down -12.1 %

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



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

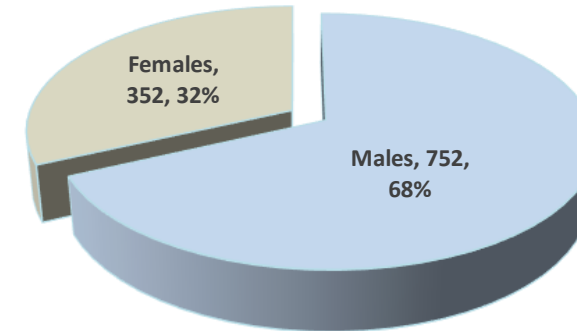


\* Average is for the each day for the entire month

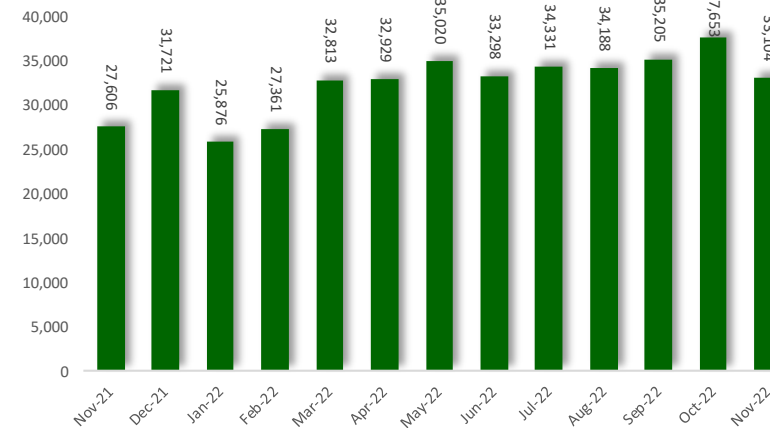
### Average daily footfall

1,103

### Average daily footfall, by sex



### Monthly footfall





## People Counter - Walker Street (Car park) – November 2022

Placemaking & Revitalisation Team

### Total footfall this month

28,394

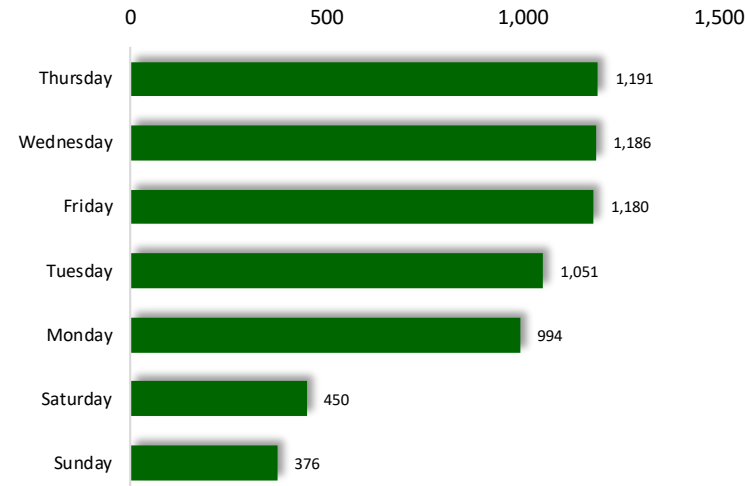
### Footfall previous month

31,007

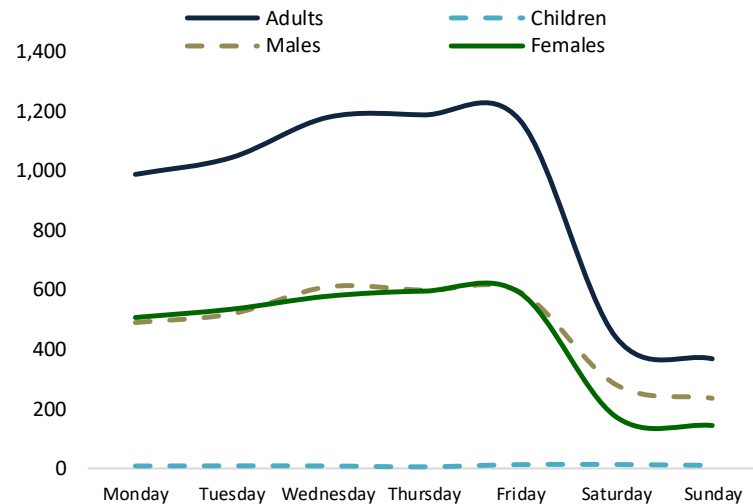
### Change

Down -8.5 %

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



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

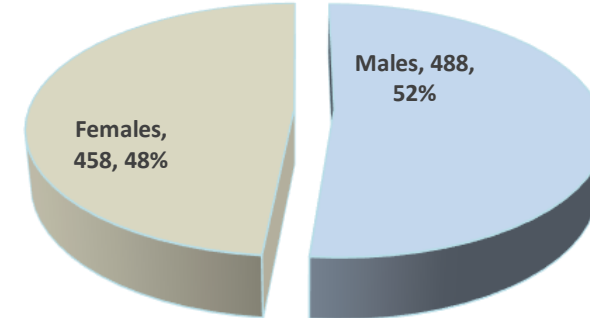


\* Average is for the each day for the entire month

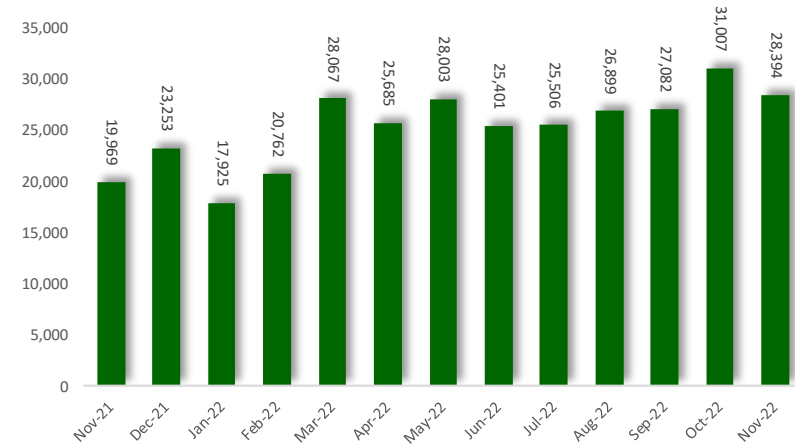
### Average daily footfall

946

### Average daily footfall, by sex



### Monthly footfall



# DANDENONG ACTIVITY CENTRE



## People Counter - Langhorne & Walker Street (Drum Theatre) – November 2022

Placemaking & Revitalisation Team

### Total footfall this month

42,988

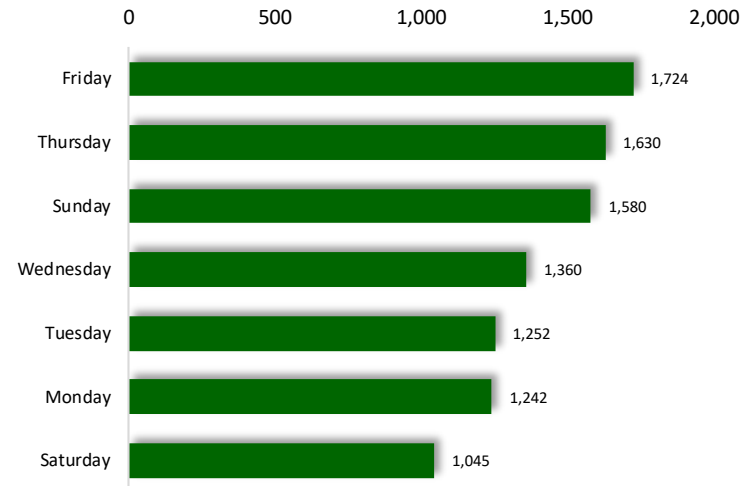
### Footfall previous month

37,581

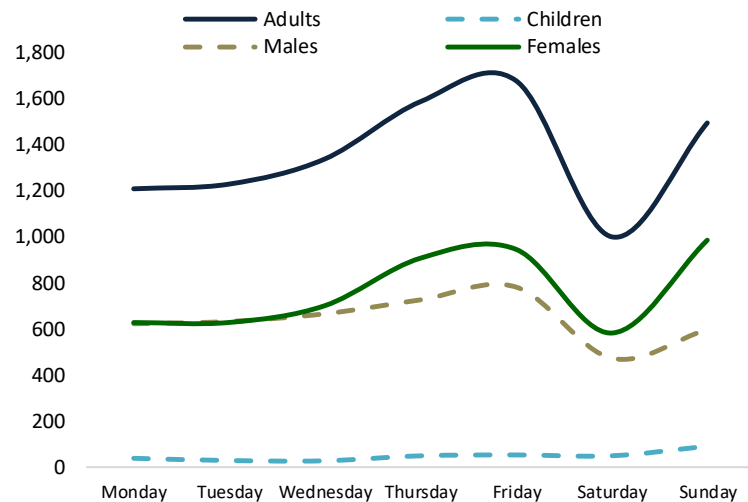
### Change

Up 14.4 %

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



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

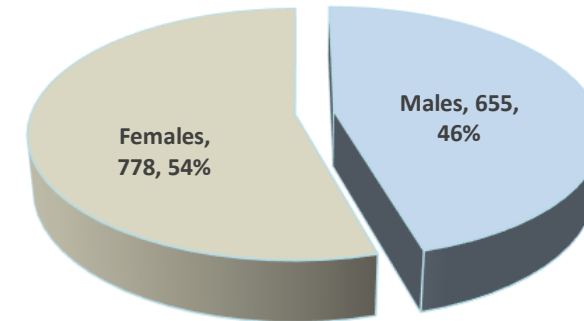


\* Average is for the each day for the entire month

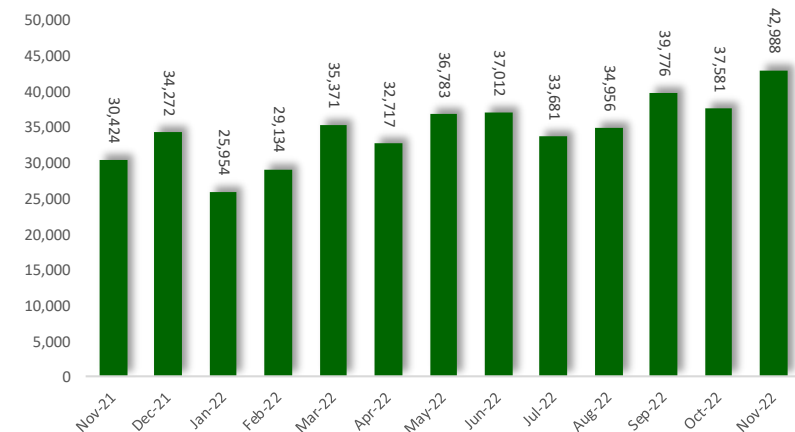
### Average daily footfall

1,433

### Average daily footfall, by sex



### Monthly footfall





## 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.

This knowledge assists everyone to improve places so they attract and retain people by;

- Making evidence based decisions
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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) - November 2022

Placemaking & Revitalisation Team

## Total footfall this month

213,086

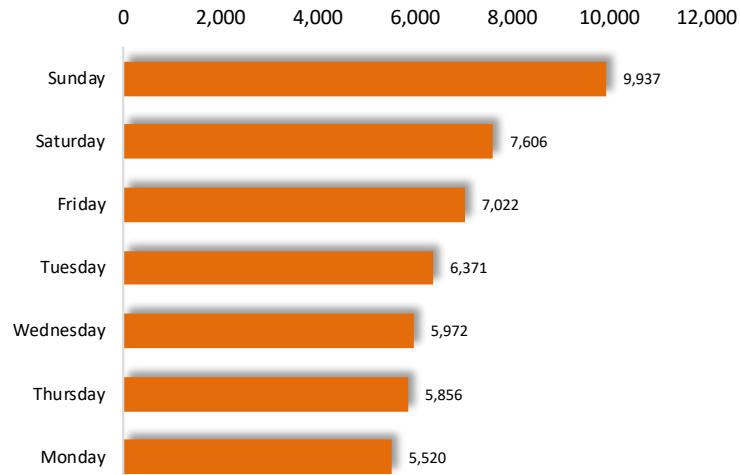
## Footfall previous month

219,756

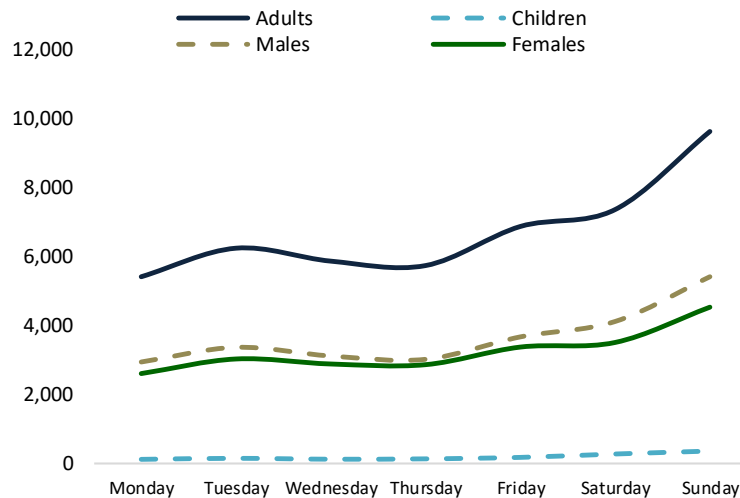
## Change

Down -3.1 %

## Average daily footfall, by day of the week



## Average\* daily footfall, by population segment

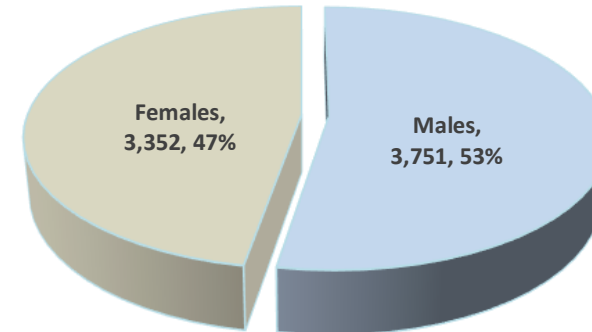


\* Average is for the each day for the entire month

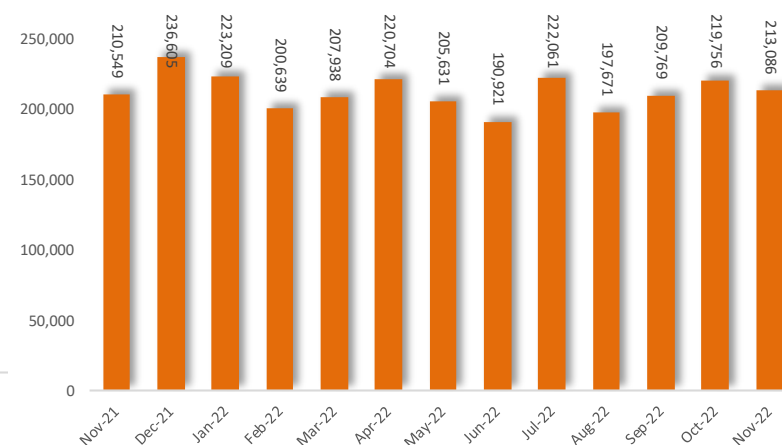
## Average daily footfall

7,103

## Average daily footfall, by sex



## Monthly footfall



# SPRINGVALE ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

## Total footfall this month

142,457

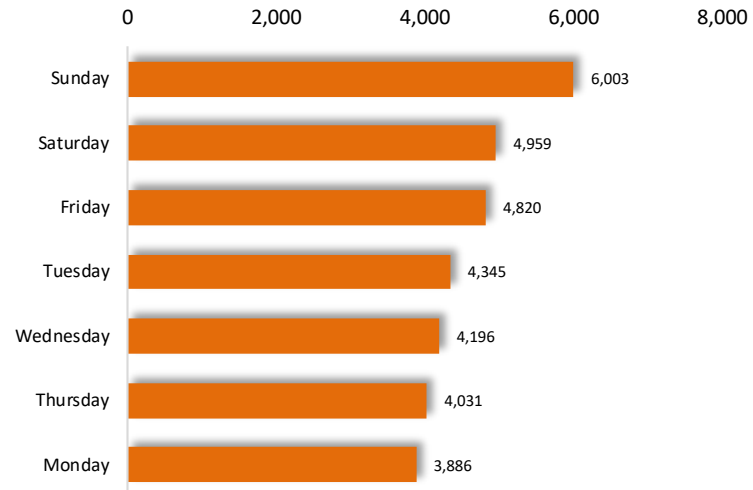
## Footfall previous month

145,671

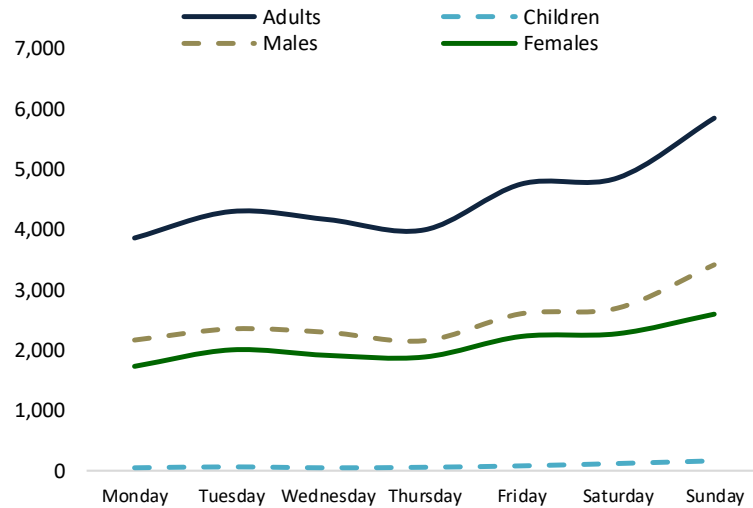
## Change

Down -2.3 %

## Average daily footfall, by day of the week



## Average\* daily footfall, by population segment

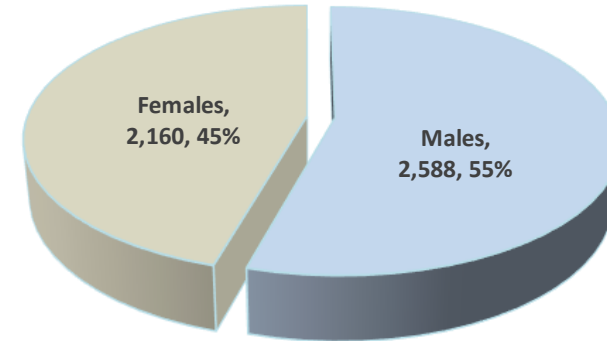


\* Average is for the each day for the entire month

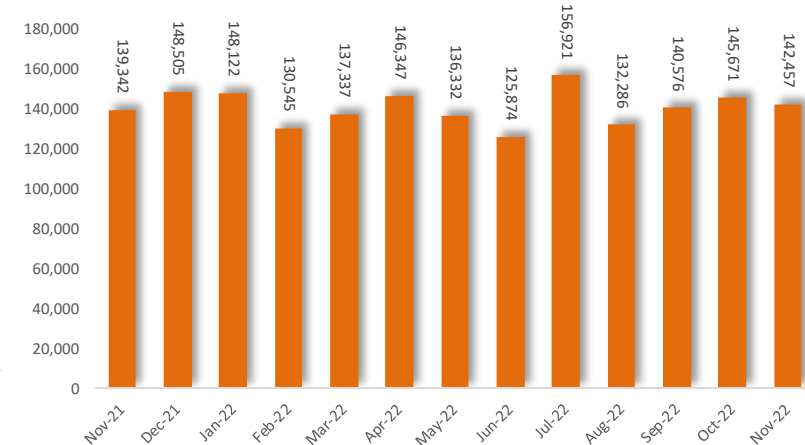
## Average daily footfall

4,749

## Average daily footfall, by sex



## Monthly footfall







## Smart Cities - People Counters

Placemaking & Revitalisation Team

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### People Counter Locations

**Douglas Street – Located at the Toilet Block** - (installed 11/2021)

**Skate Park - Located near skyrail** - (installed 11/2021)

**Douglas Street - Located Commonwealth Bank** - (installed 9/2022)

**Aubrey Moss Gardens - Located opposite Coles** - (installed 9/2022)

**Buckley Street - Located near the Public Hall** - (installed 9/2022)

# NOBLE PARK ACTIVITY CENTRE



## People Counter - Aubrey Moss – November 2022

Placemaking & Revitalisation Team

### Total footfall this month

3,722

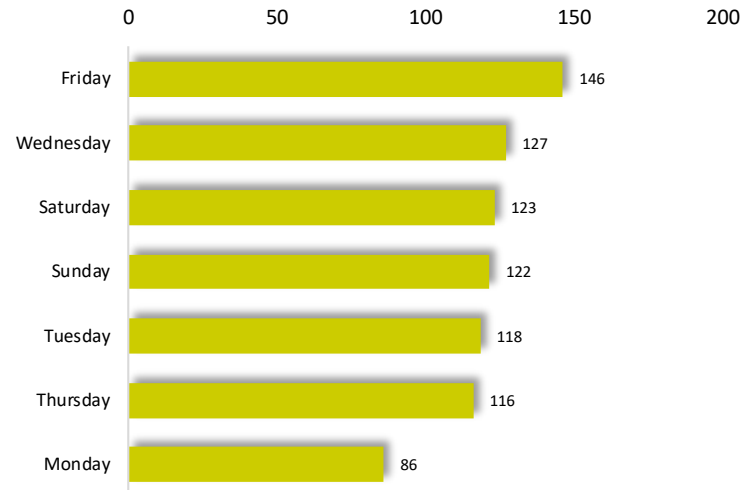
### Footfall previous month

3,644

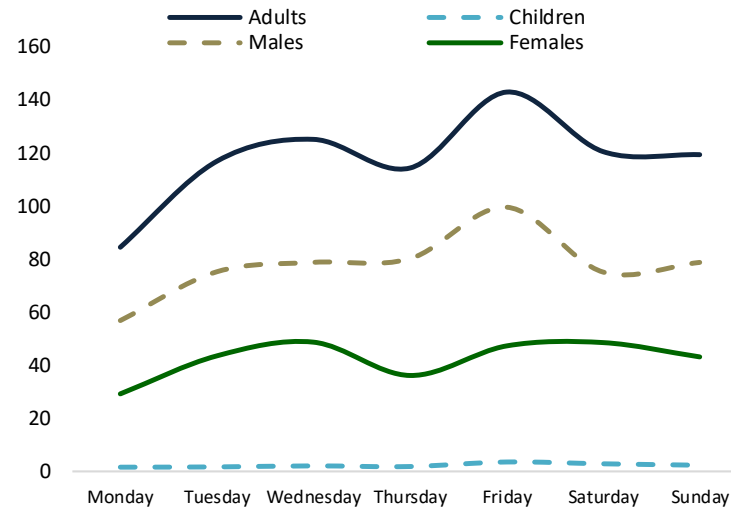
### Change

Up 2.2 %

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



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

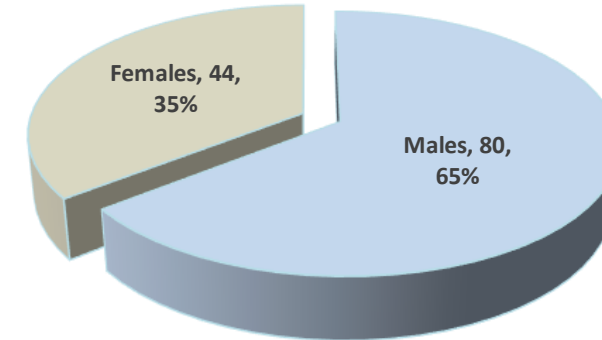


\* Average is for the each day for the entire month

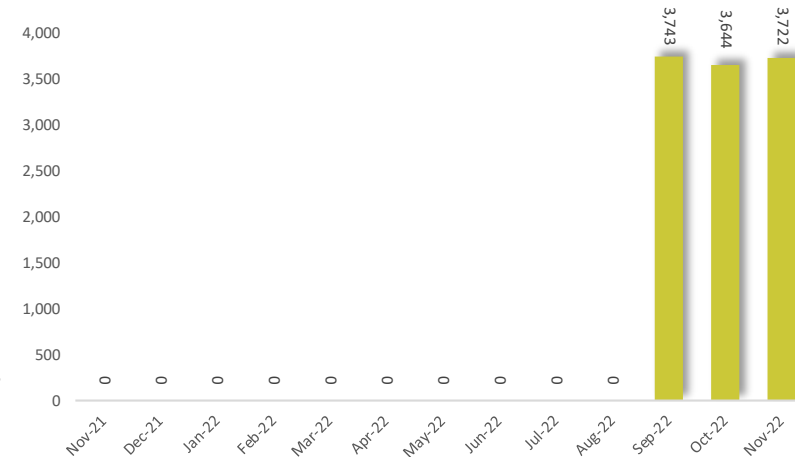
### Average daily footfall

124

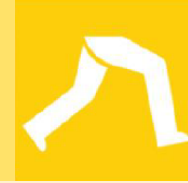
### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Buckley Street – November 2022

Placemaking & Revitalisation Team

### Total footfall this month

18,513

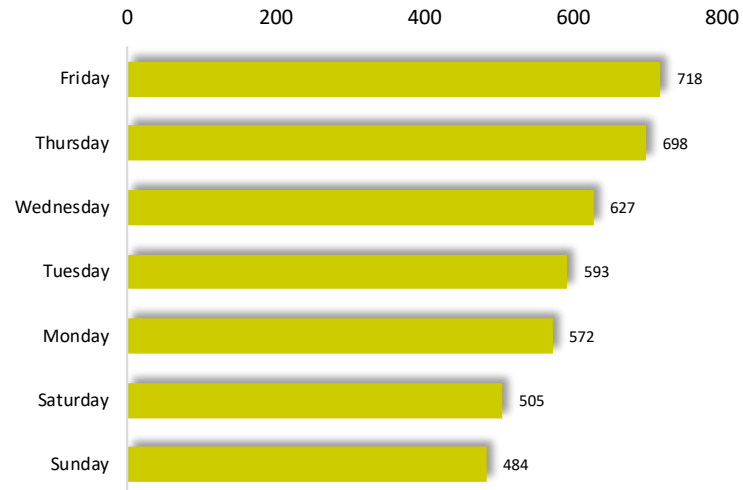
### Footfall previous month

21,100

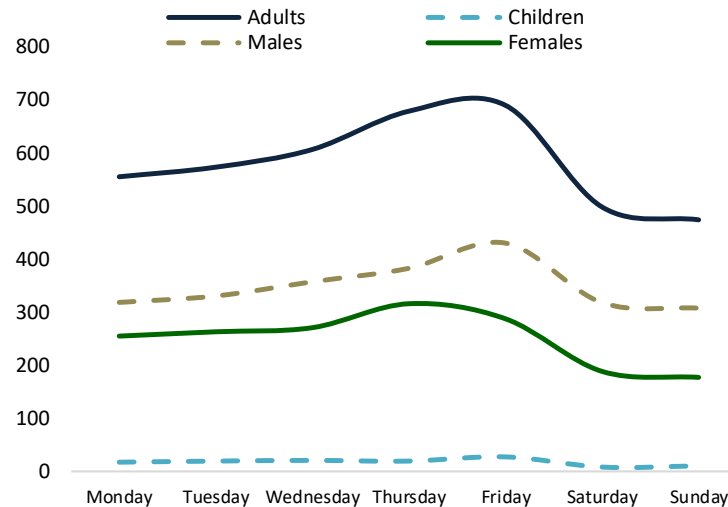
### Change

Down -12.3 %

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



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

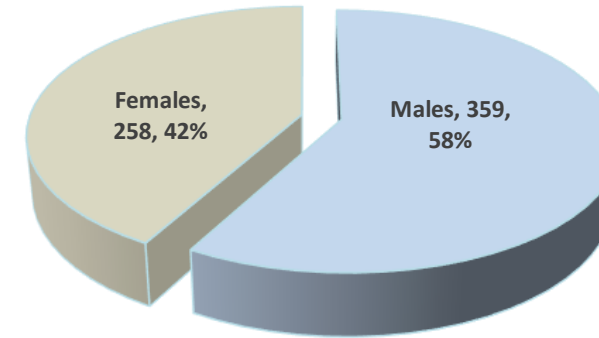


\* Average is for the each day for the entire month

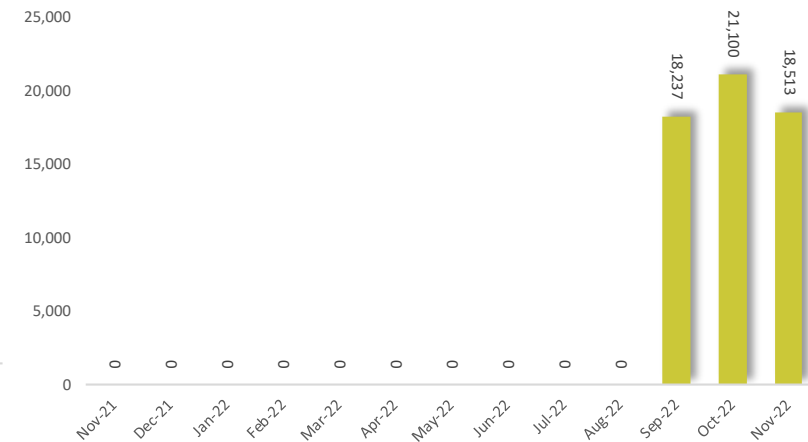
### Average daily footfall

617

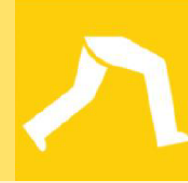
### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Douglas Street – November 2022

Placemaking & Revitalisation Team

### Total footfall this month

82,691

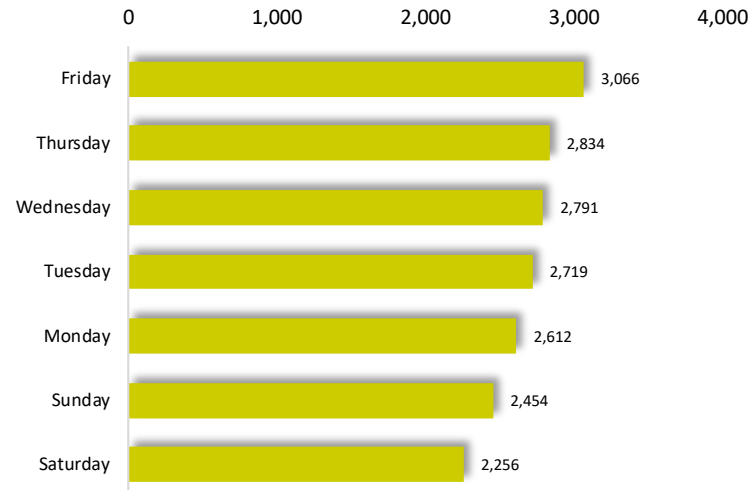
### Footfall previous month

84,674

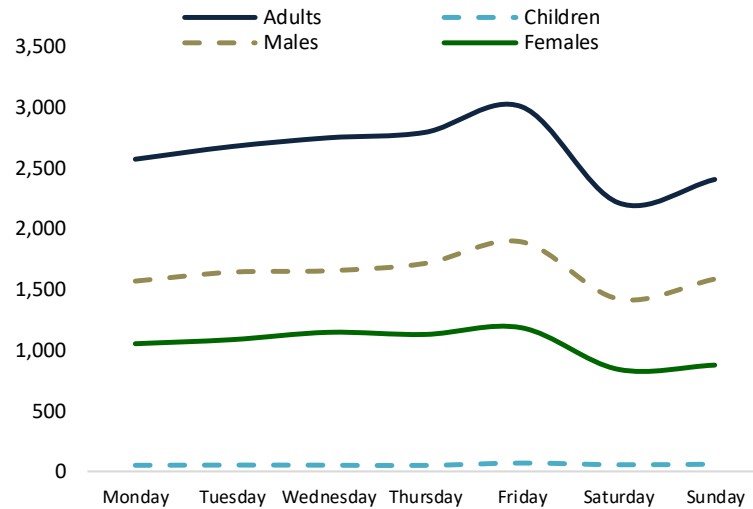
### Change

Down -2.4 %

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



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

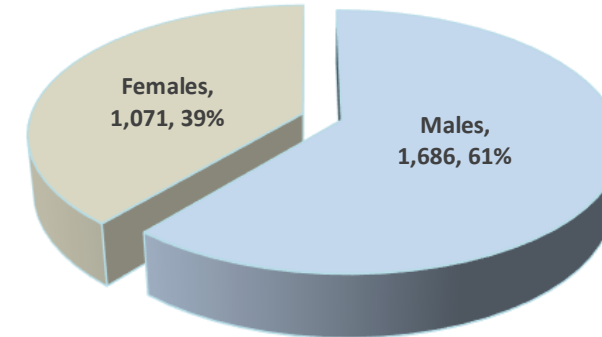


\* Average is for the each day for the entire month

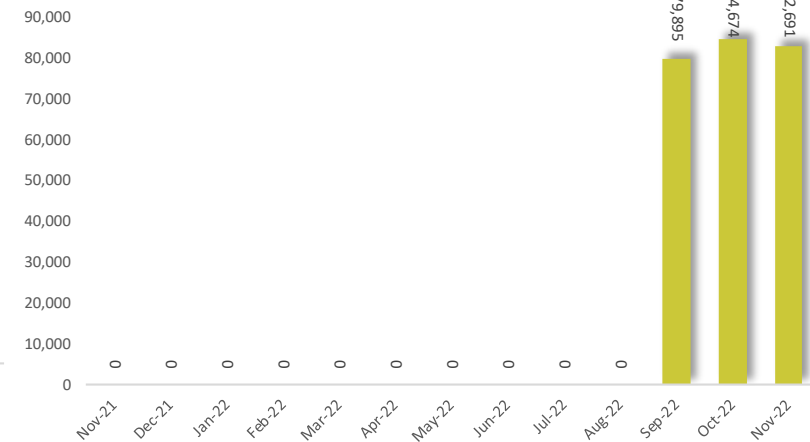
### Average daily footfall

2,756

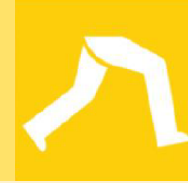
### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Douglas Street (toilet block) – November 2022

Placemaking & Revitalisation Team

### Total footfall this month

39,498

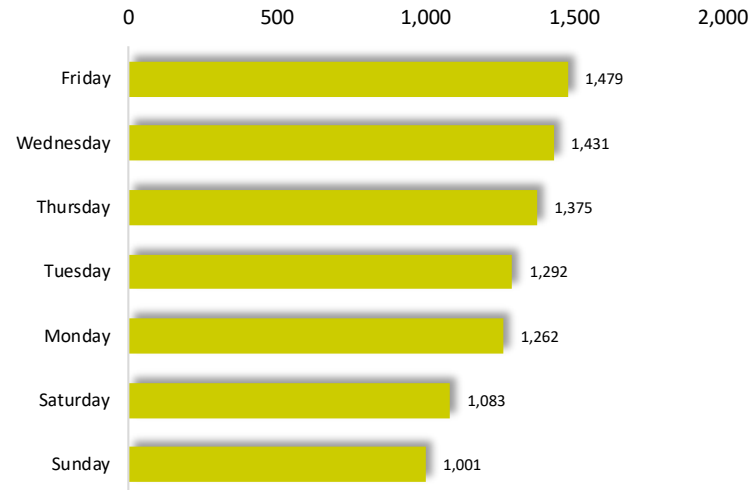
### Footfall previous month

39,997

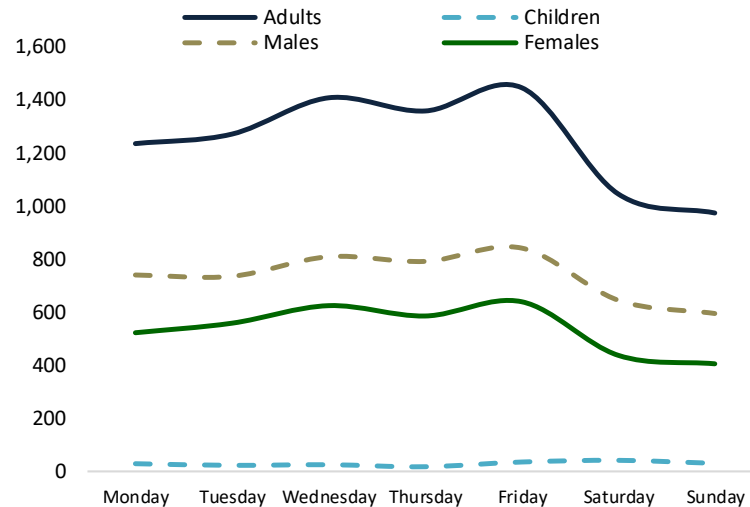
### Change

Down -1.3 %

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



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

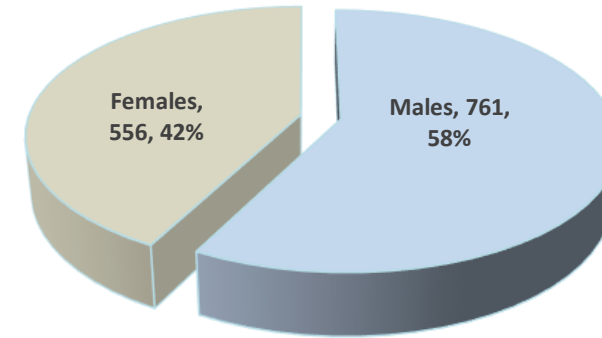


\* Average is for the each day for the entire month

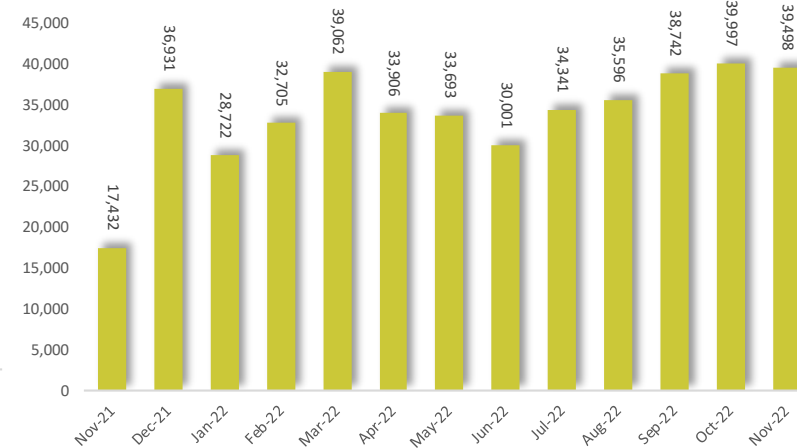
### Average daily footfall

1,317

### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

### Total footfall this month

5,750

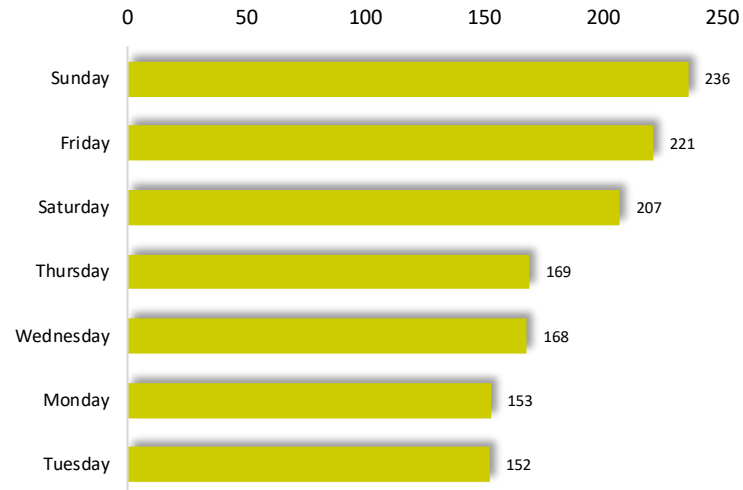
### Footfall previous month

5,315

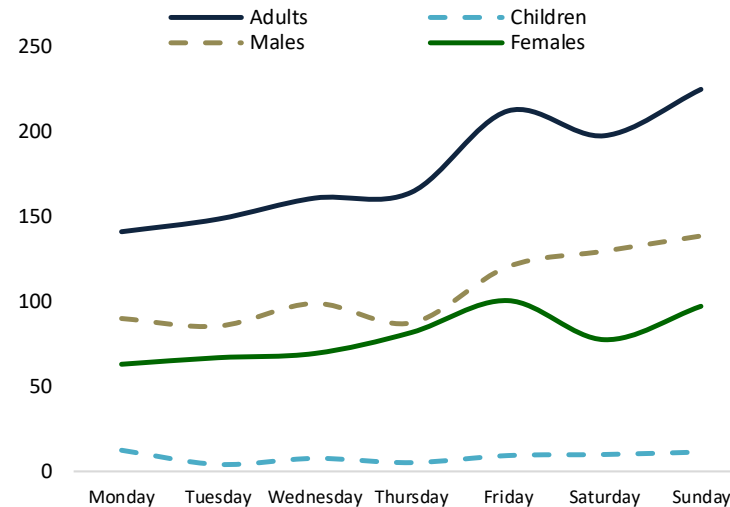
### Change

Up 8.2 %

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



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

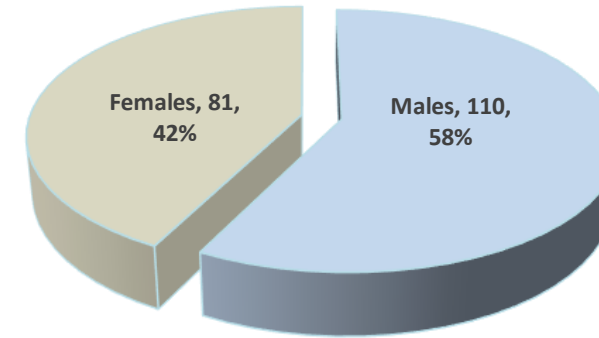


\* Average is for the each day for the entire month

### Average daily footfall

192

### Average daily footfall, by sex



### Monthly footfall

