



### 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 – February 2023

Placemaking & Revitalisation Team

### Total footfall this month

49,158

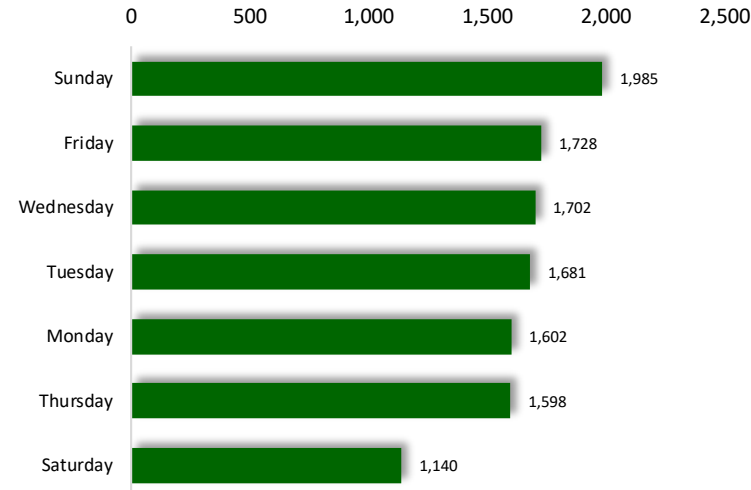
### Footfall previous month

59,961

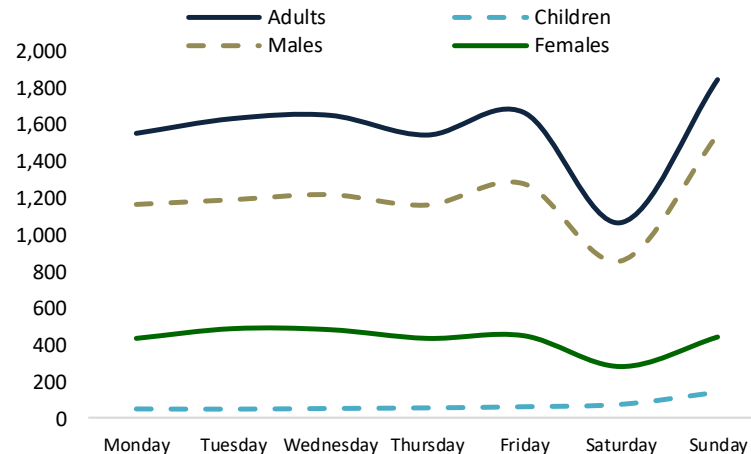
### Change

Down -18.1 %

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



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

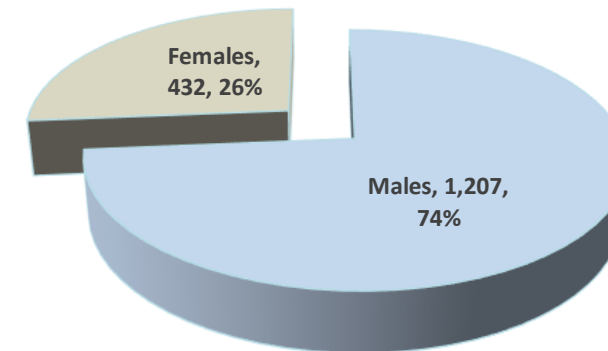


\* Average is for the each day for the entire month

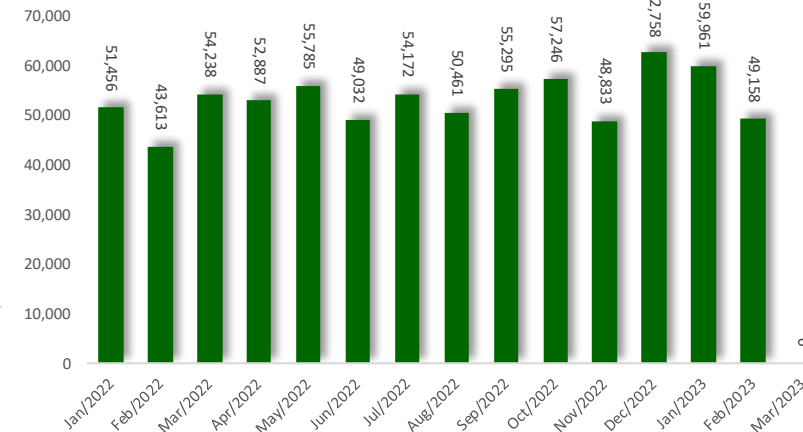
### Average daily footfall

1,639

### Average daily footfall, by sex



### Monthly footfall



# DANDENONG ACTIVITY CENTRE



## People Counter - Lonsdale Street – February 2023

Placemaking & Revitalisation Team

### Total footfall this month

**32,698**

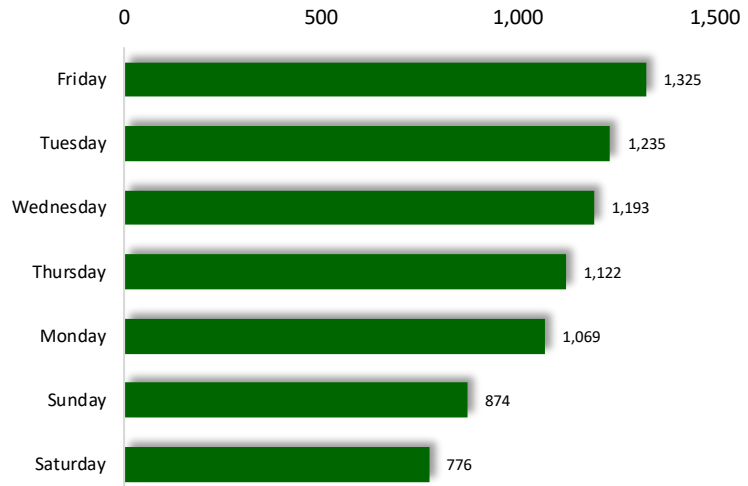
### Footfall previous month

**34,542**

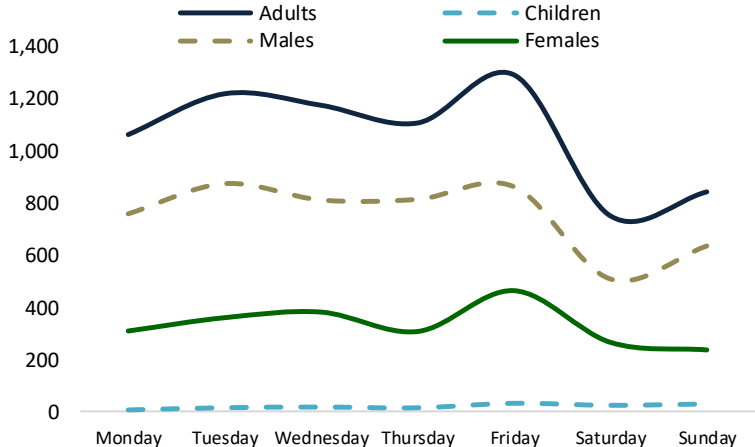
### Change

**Down -5.4 %**

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



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

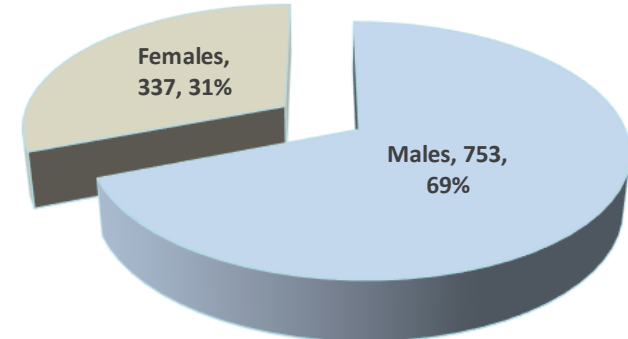


\* Average is for the each day for the entire month

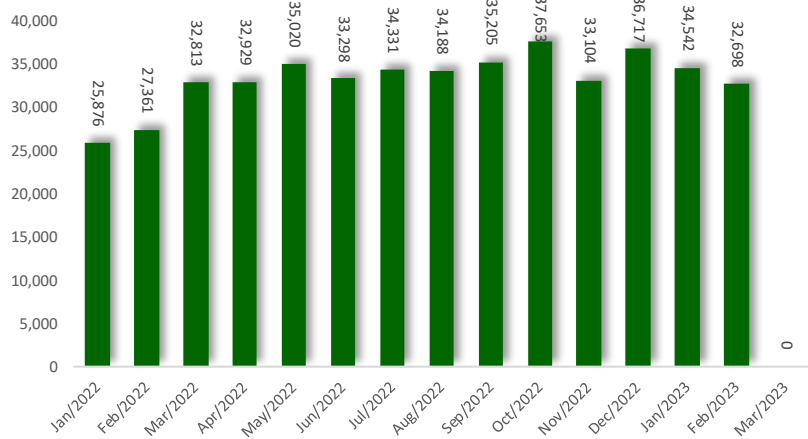
### Average daily footfall

**1,090**

### Average daily footfall, by sex



### Monthly footfall



# DANDENONG ACTIVITY CENTRE



## People Counter - Walker Street (Car park) – February 2023

Placemaking & Revitalisation Team

### Total footfall this month

27,506

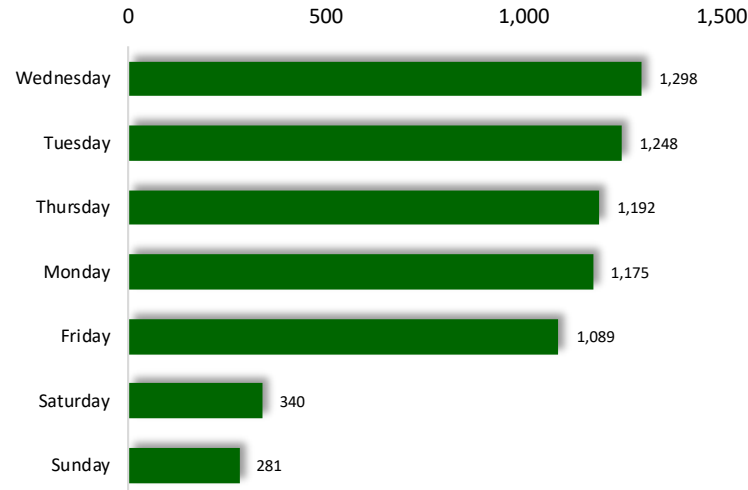
### Footfall previous month

26,799

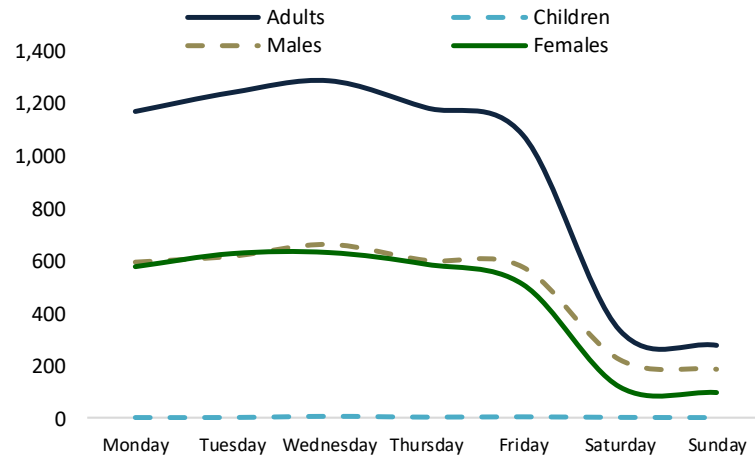
### Change

Up 2.7 %

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



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

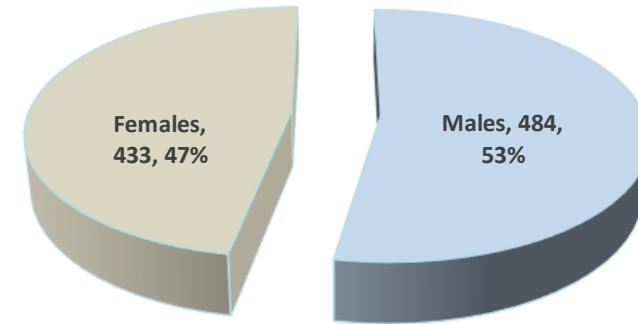


\* Average is for the each day for the entire month

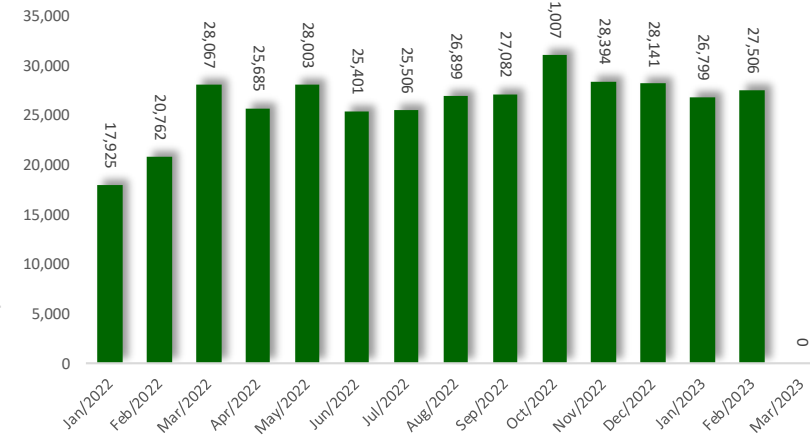
### Average daily footfall

917

### Average daily footfall, by sex



### Monthly footfall



# DANDENONG ACTIVITY CENTRE



## People Counter - Langhorne & Walker Street (Drum Theatre) – February 2023

Placemaking & Revitalisation Team

### Total footfall this month

32,026

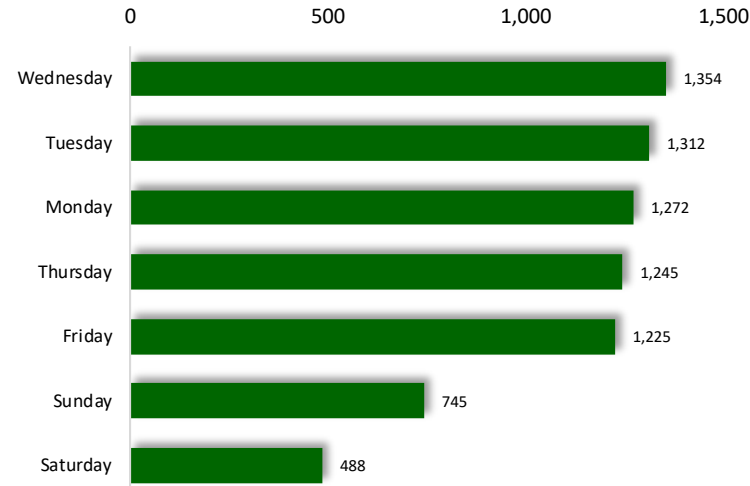
### Footfall previous month

31,714

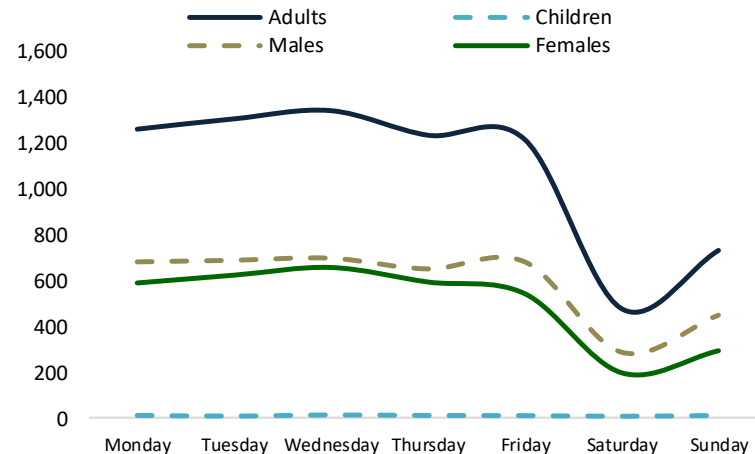
### Change

Up 1 %

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



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

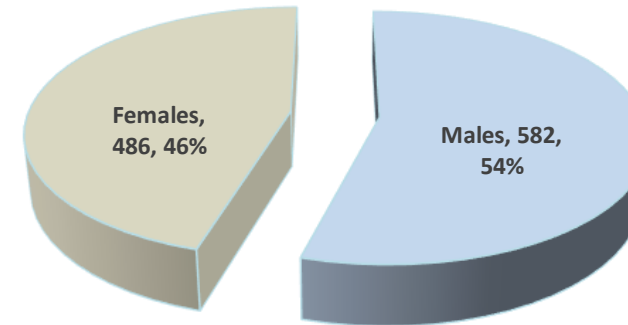


\* Average is for the each day for the entire month

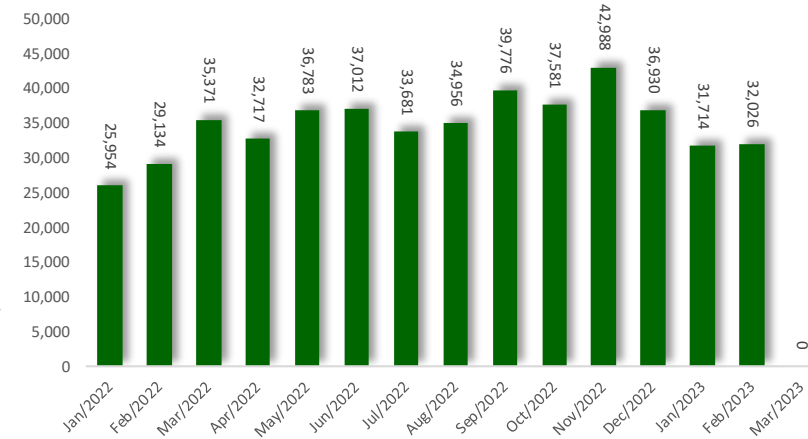
### Average daily footfall

1,068

### 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) - February 2023

Placemaking & Revitalisation Team

## Total footfall this month

202,271

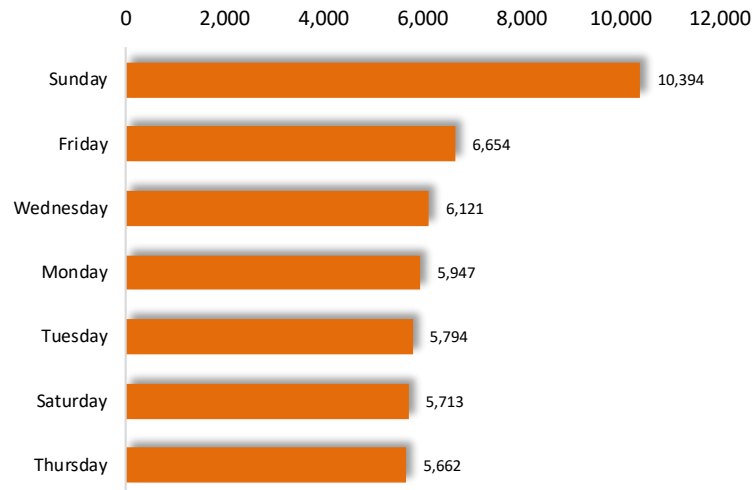
## Footfall previous month

259,911

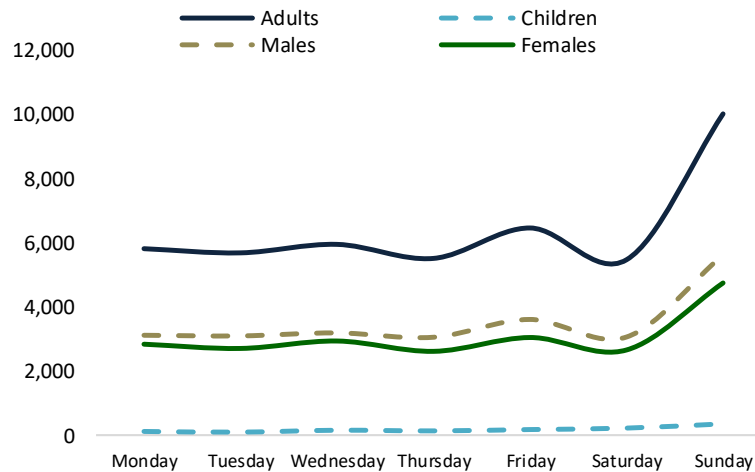
## Change

Down -22.2 %

## Average daily footfall, by day of the week



## Average\* daily footfall, by population segment

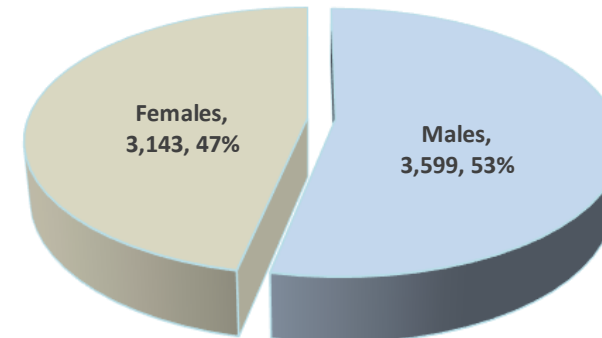


\* Average is for the each day for the entire month

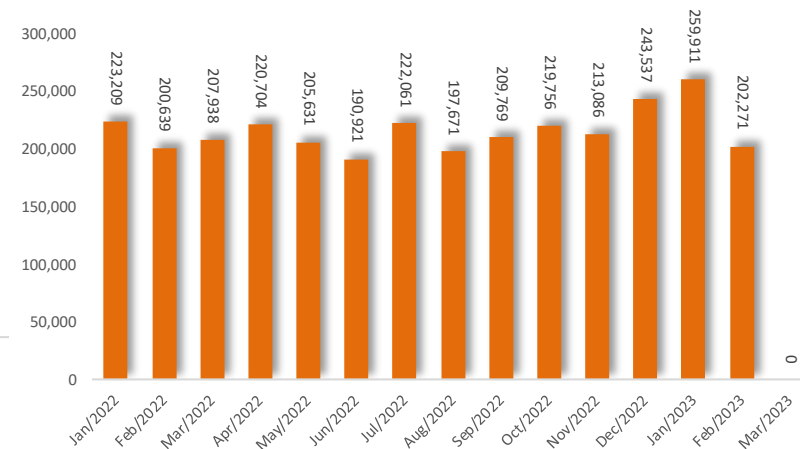
## Average daily footfall

6,742

## Average daily footfall, by sex



## Monthly footfall



# SPRINGVALE ACTIVITY CENTRE



People Counter - Cnr Balmoral Ave / Buckingham Ave – February 2023

Placemaking & Revitalisation Team

## Total footfall this month

135,199

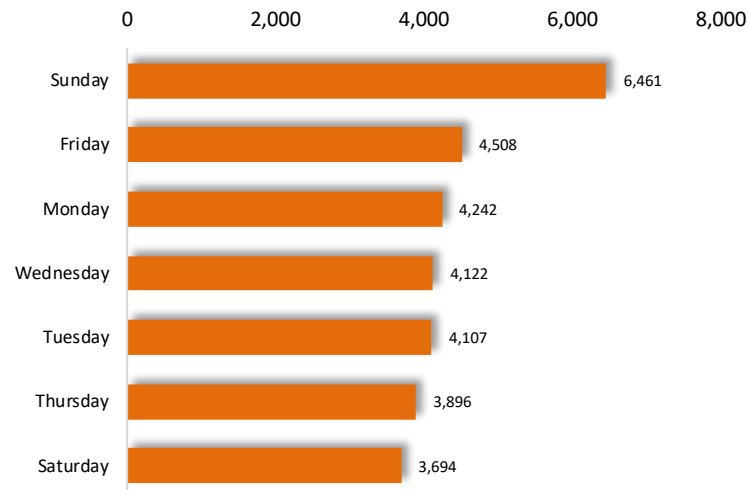
## Footfall previous month

176,895

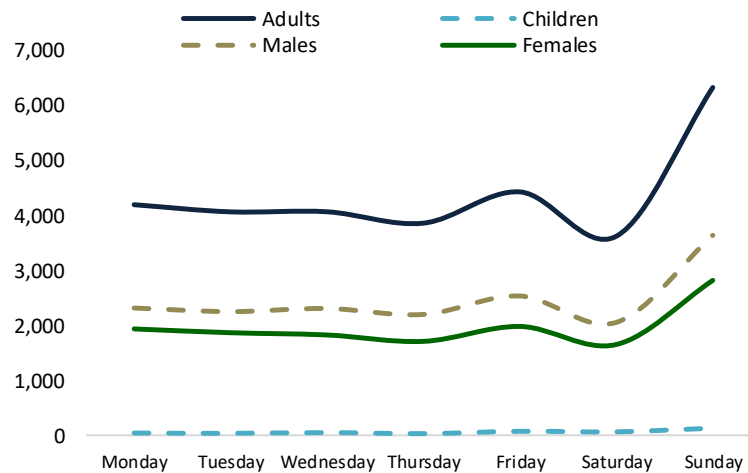
## Change

Down -23.6 %

## Average daily footfall, by day of the week



## Average\* daily footfall, by population segment

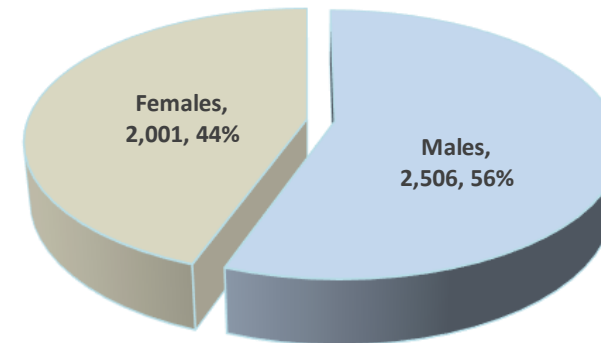


\* Average is for the each day for the entire month

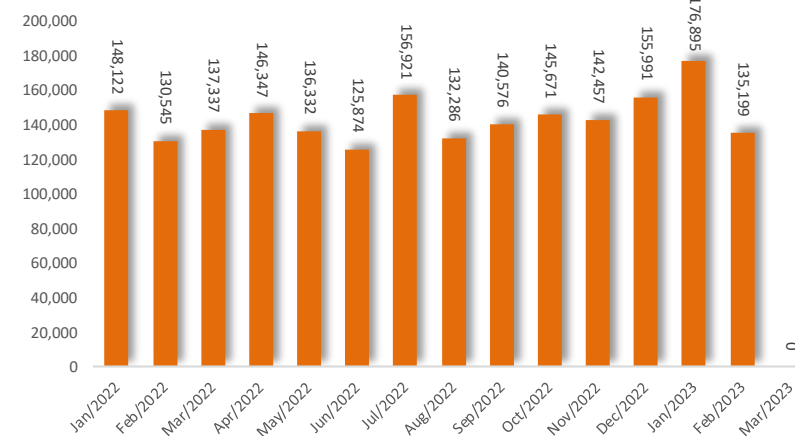
## Average daily footfall

4,507

## Average daily footfall, by sex



## Monthly footfall







## Smart Cities - People Counters

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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 – February 2023

Placemaking & Revitalisation Team

### Total footfall this month

2,625

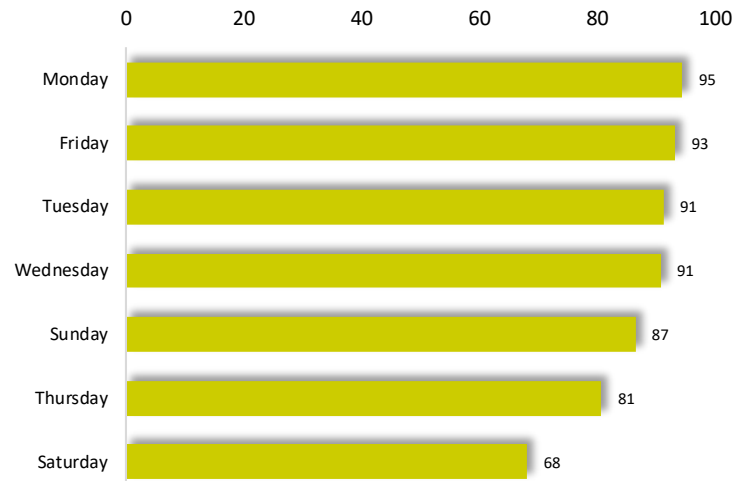
### Footfall previous month

3,299

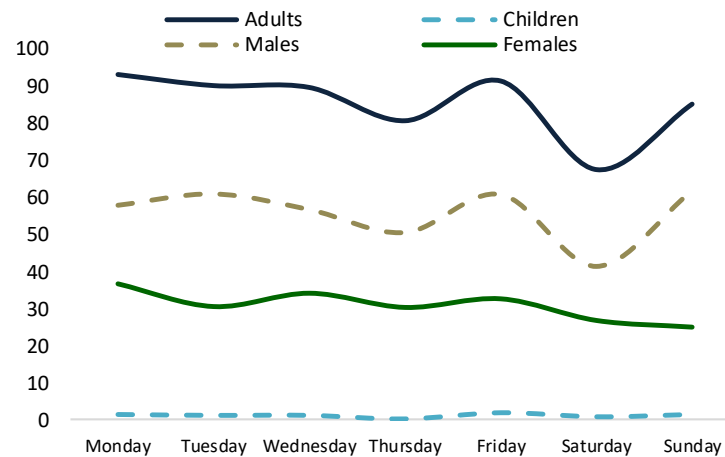
### Change

Down -20.5 %

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



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

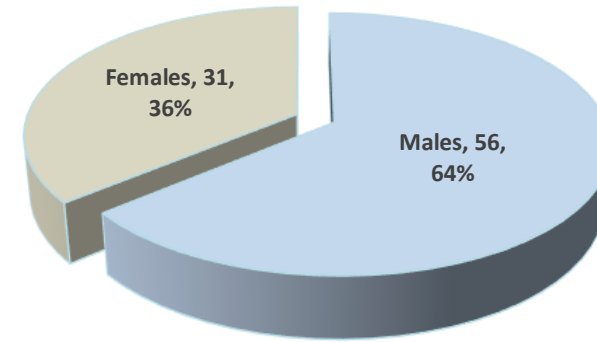


\* Average is for the each day for the entire month

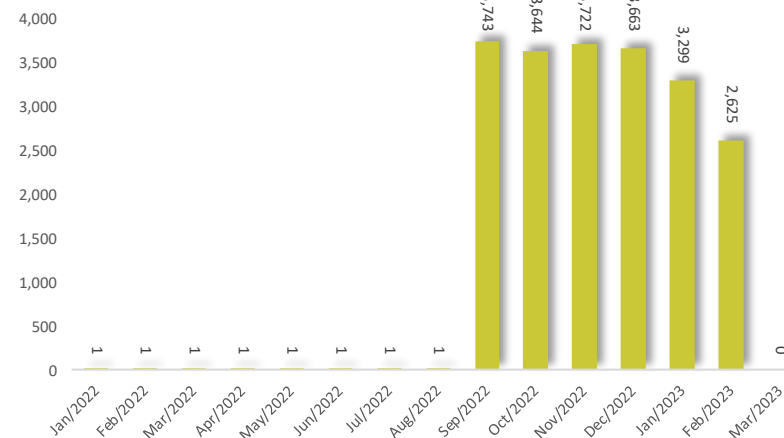
### Average daily footfall

88

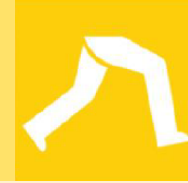
### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Buckley Street – February 2023

Placemaking & Revitalisation Team

### Total footfall this month

21,298

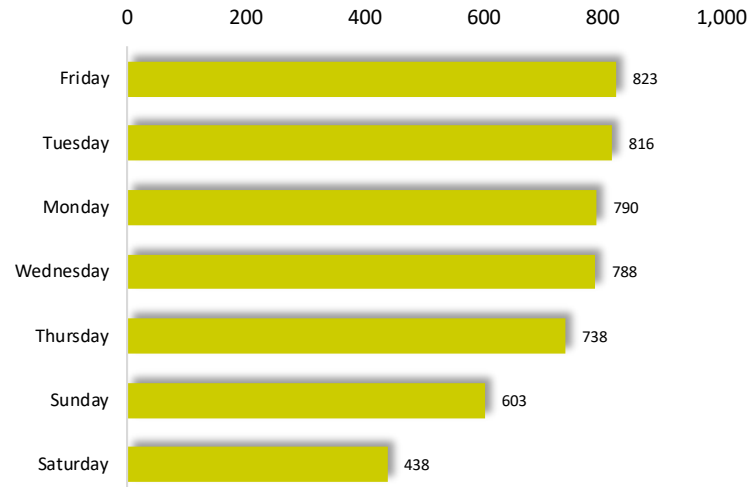
### Footfall previous month

17,380

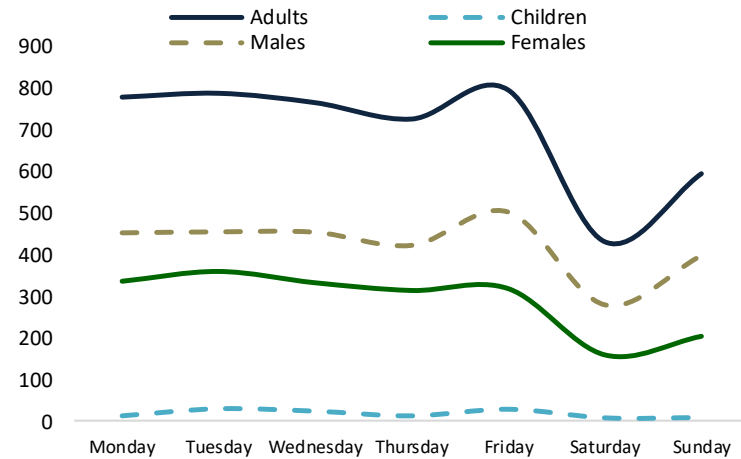
### Change

Up 22.6 %

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



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

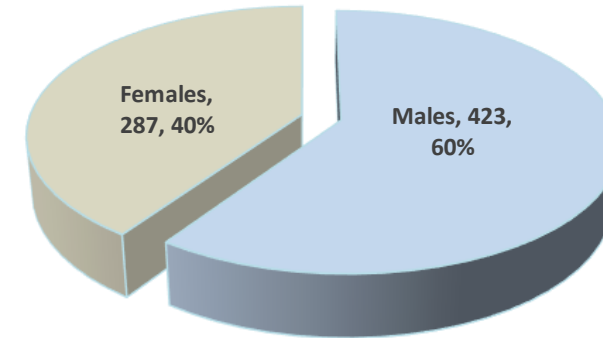


\* Average is for the each day for the entire month

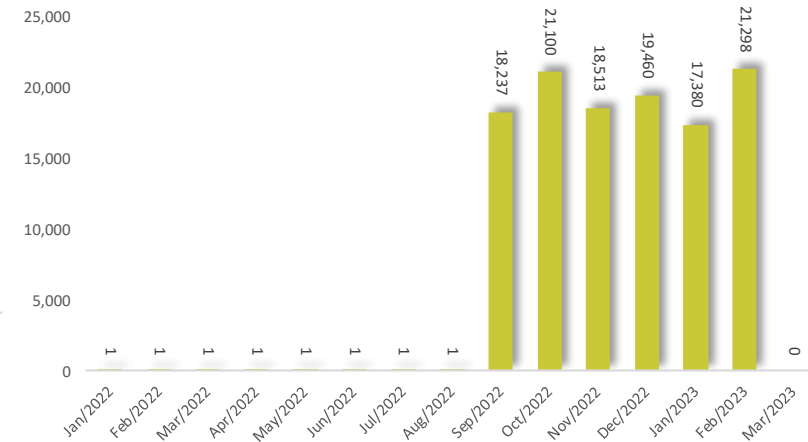
### Average daily footfall

710

### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Douglas Street – February 2023

Placemaking & Revitalisation Team

### Total footfall this month

75,408

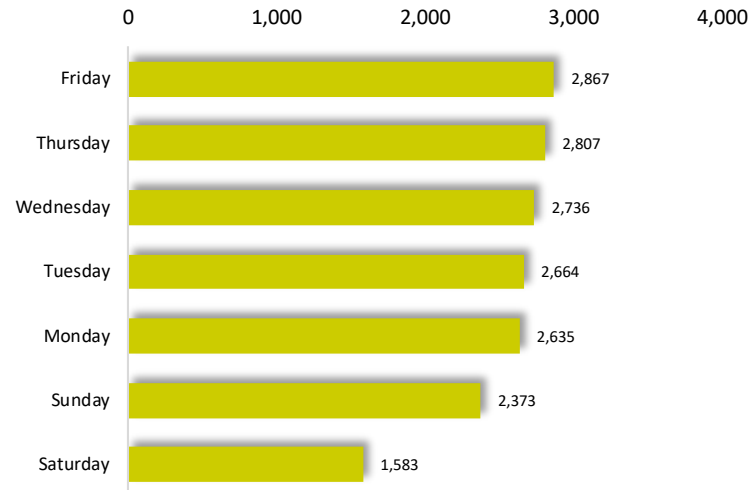
### Footfall previous month

82,744

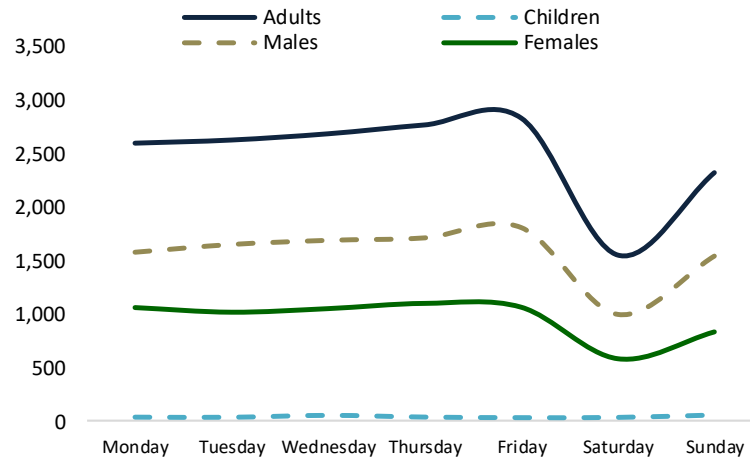
### Change

Down -8.9 %

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



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

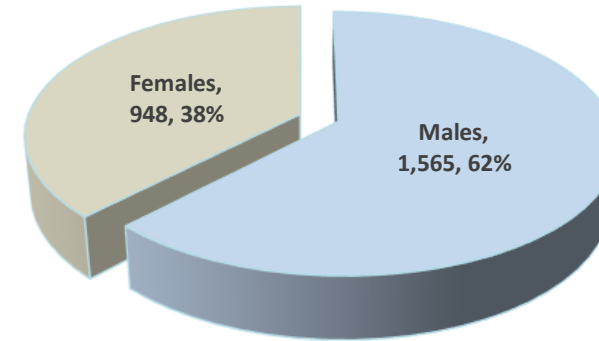


\* Average is for the each day for the entire month

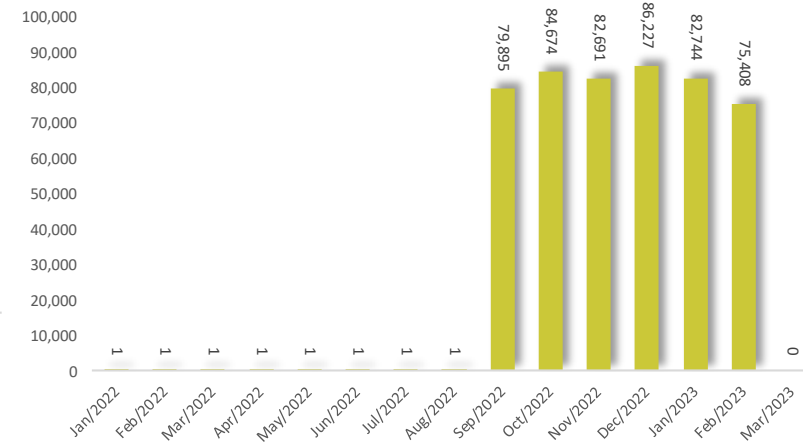
### Average daily footfall

2,514

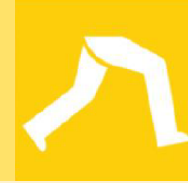
### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Douglas Street (toilet block) – February 2023

Placemaking & Revitalisation Team

### Total footfall this month

36,675

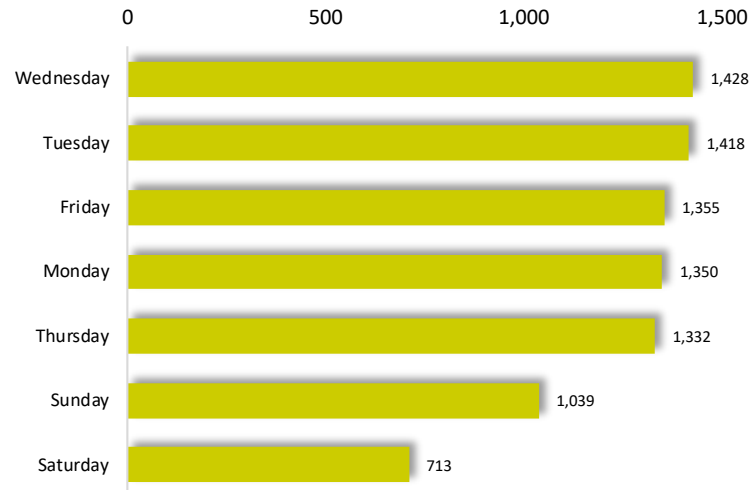
### Footfall previous month

33,759

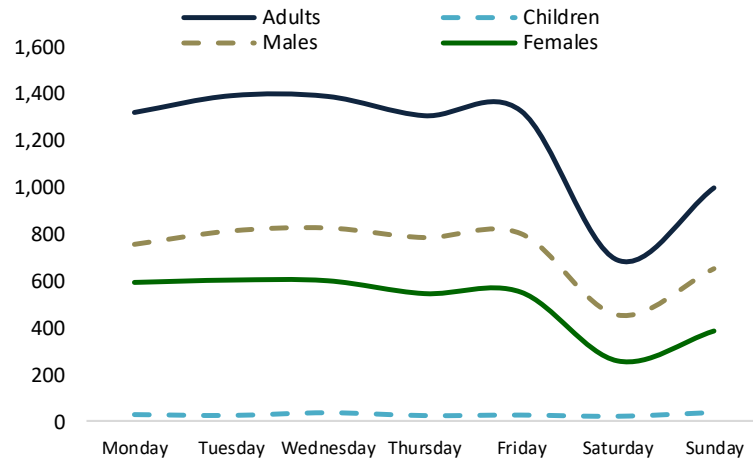
### Change

Up 8.7 %

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



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

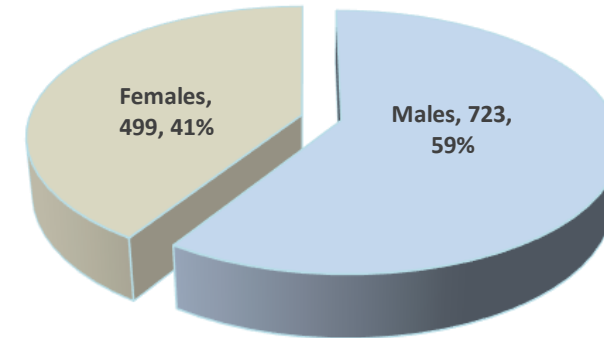


\* Average is for the each day for the entire month

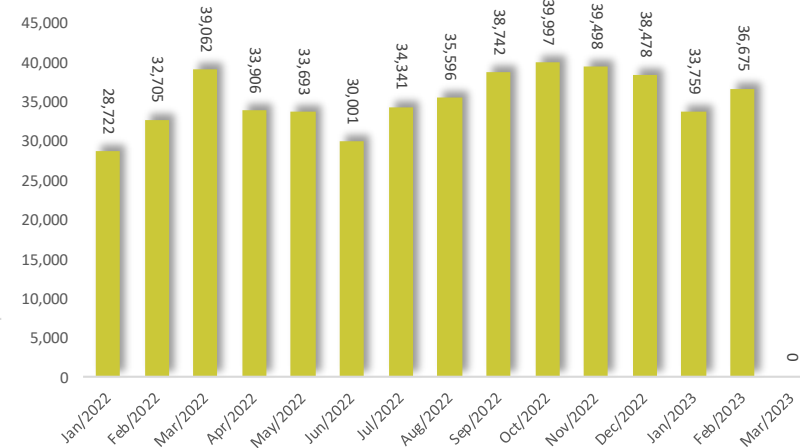
### Average daily footfall

1,223

### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Noble Park Skate Park (skyrail) – February 2023

Placemaking & Revitalisation Team

### Total footfall this month

5,116

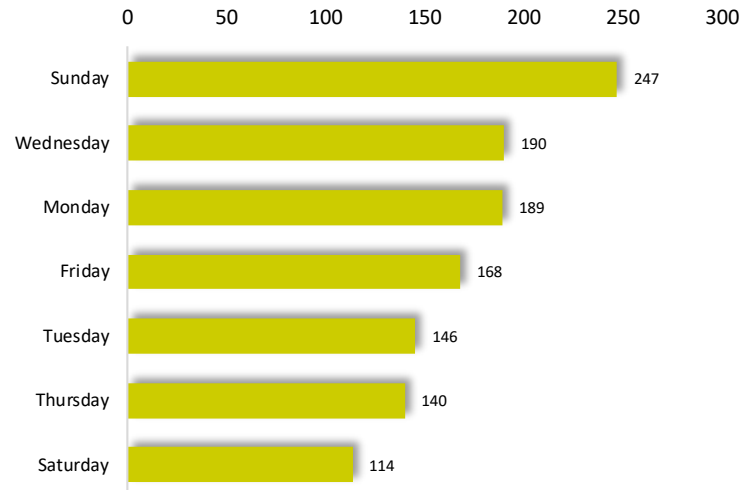
### Footfall previous month

6,406

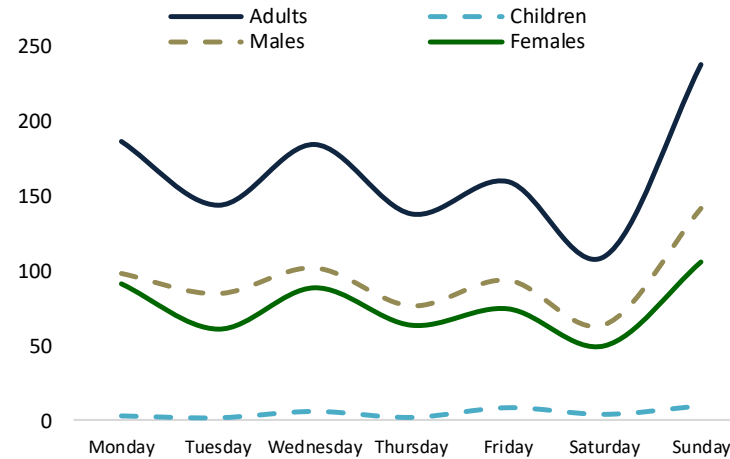
### Change

Down -20.2 %

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



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

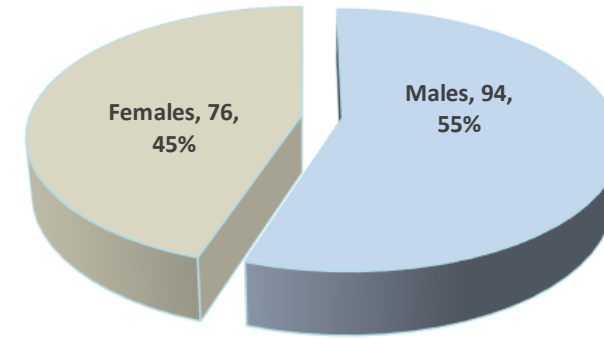


\* Average is for the each day for the entire month

### Average daily footfall

171

### Average daily footfall, by sex



### Monthly footfall

