



Methodology

There are four people counters in Dandenong 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

55,183

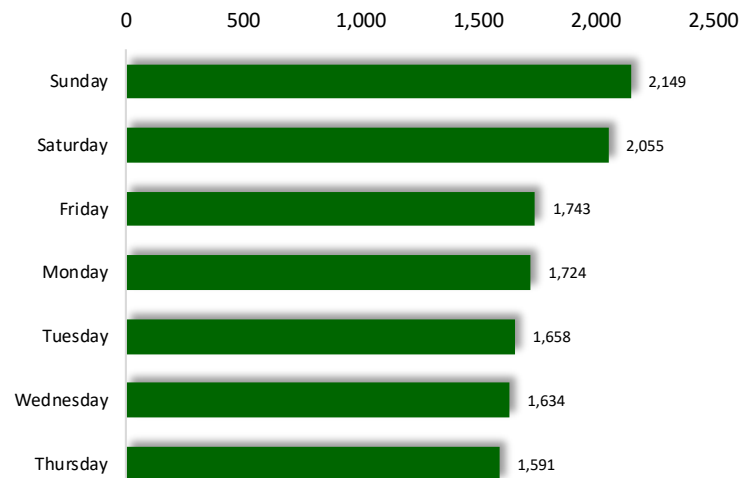
Footfall previous month

49,158

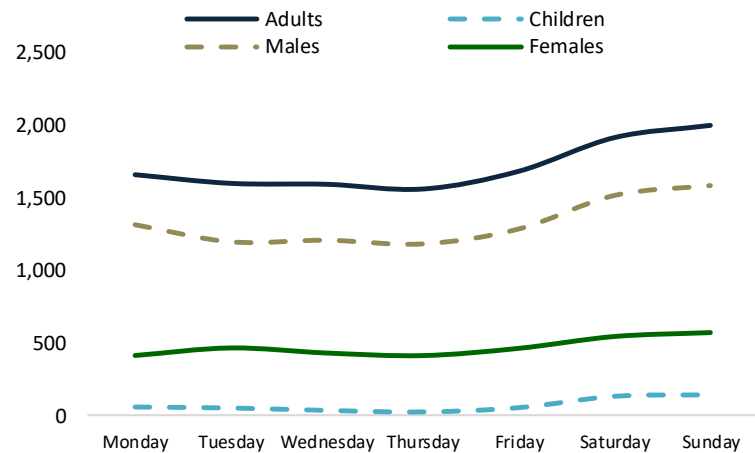
Change

Up 12.3 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

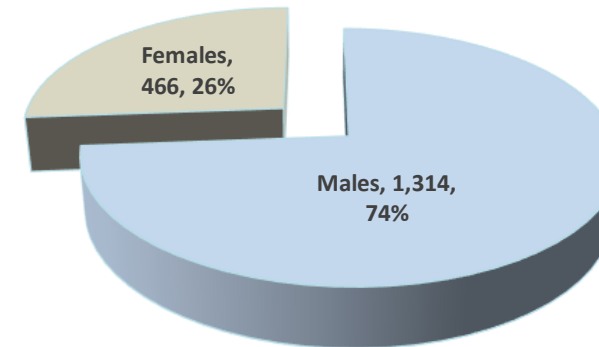


* Average is for the each day for the entire month

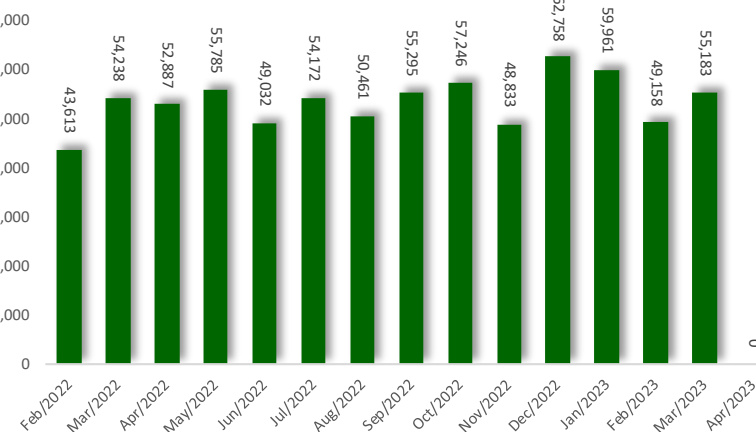
Average daily footfall

1,780

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Lonsdale Street – March 2023

Placemaking & Revitalisation Team

Total footfall this month

35,210

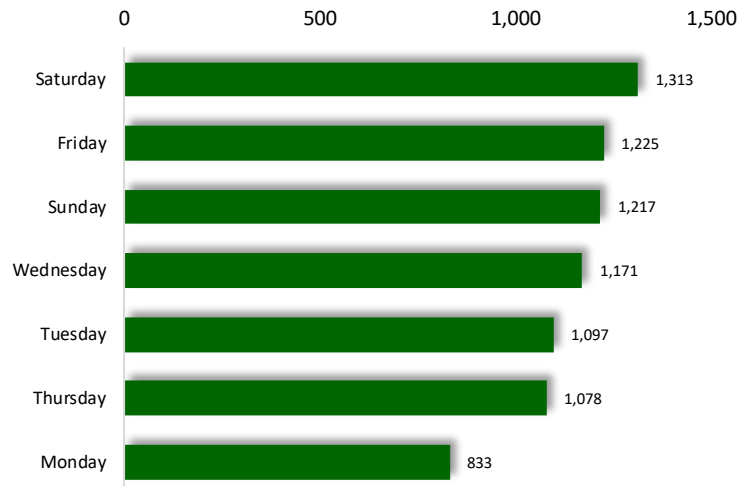
Footfall previous month

32,698

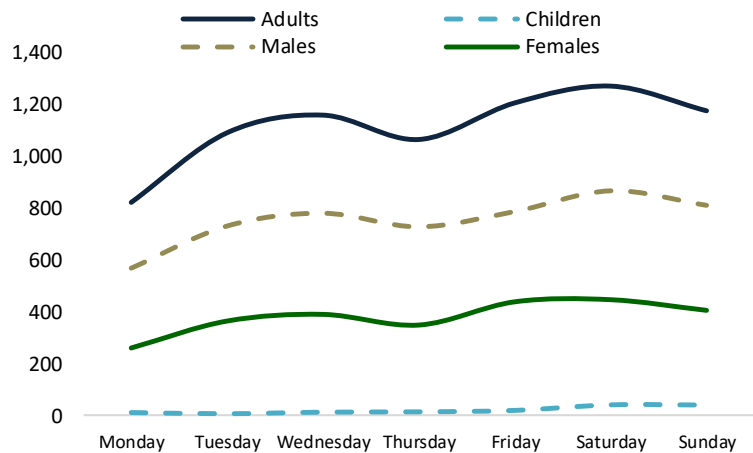
Change

Up 7.7 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

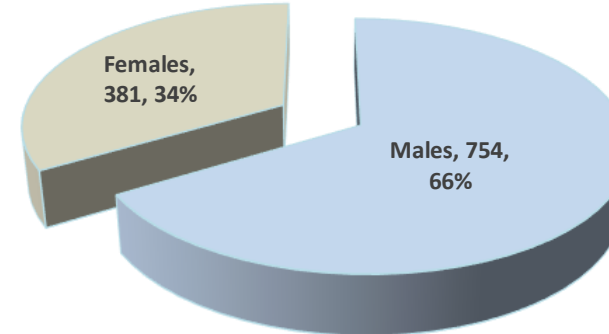


* Average is for the each day for the entire month

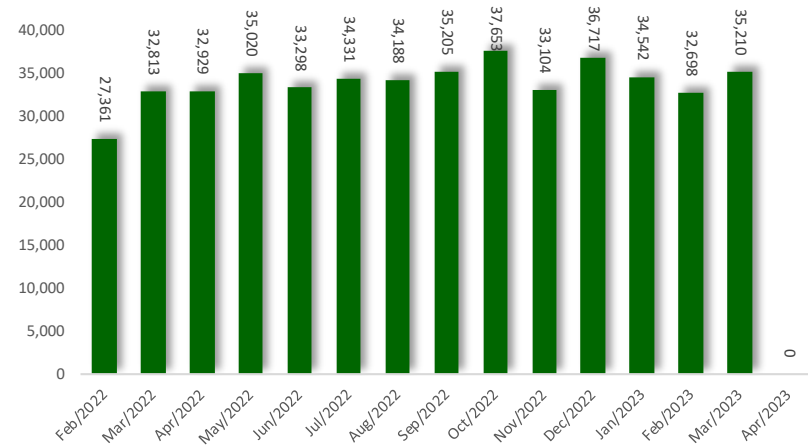
Average daily footfall

1,136

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Walker Street (Car park) – March 2023

Placemaking & Revitalisation Team

Total footfall this month

28,797

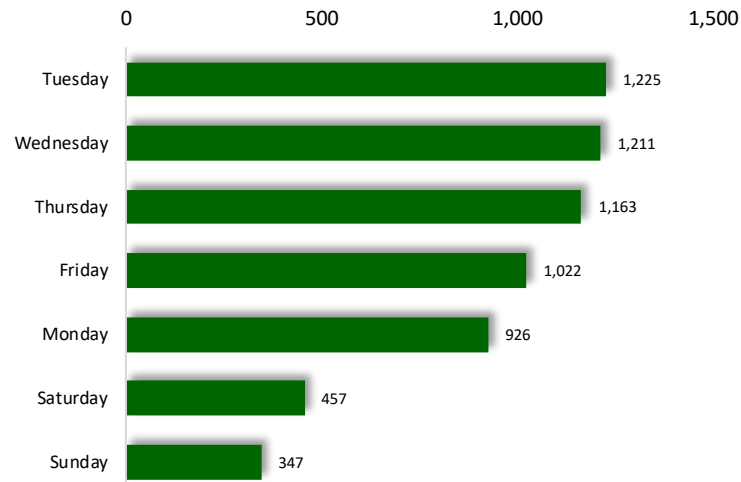
Footfall previous month

27,506

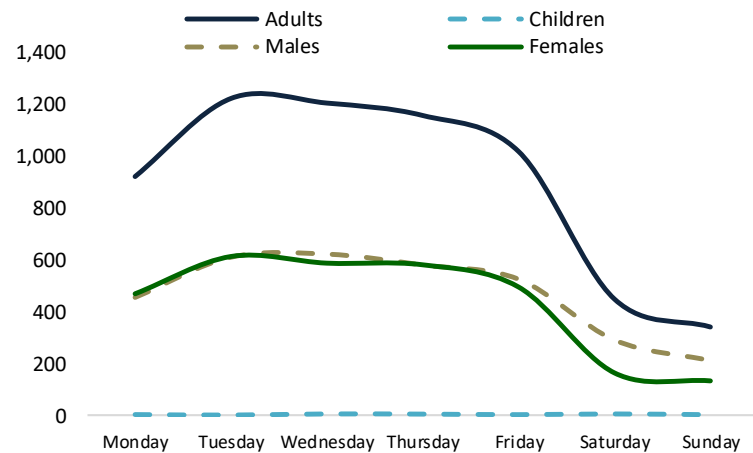
Change

Up 4.7 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

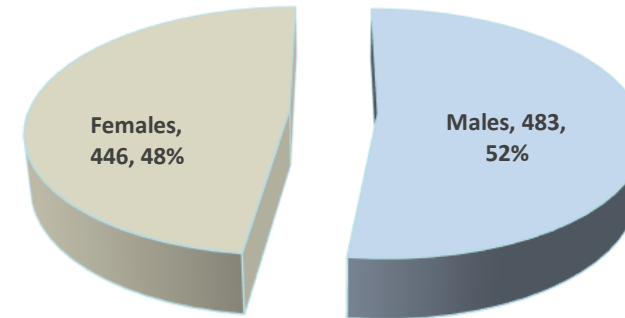


* Average is for the each day for the entire month

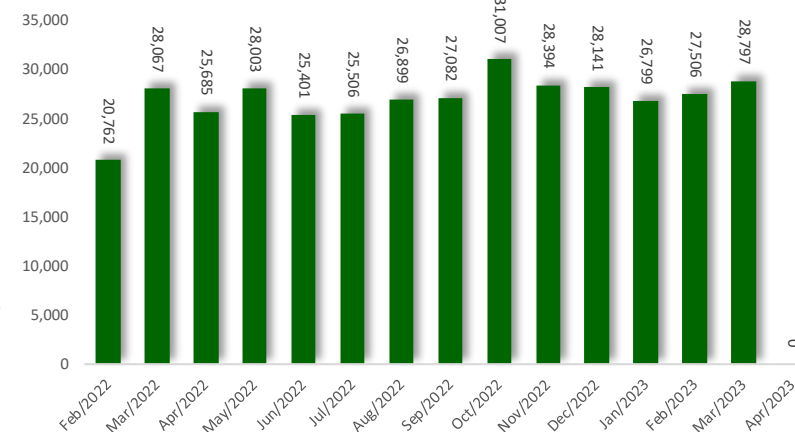
Average daily footfall

929

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

Total footfall this month

36,378

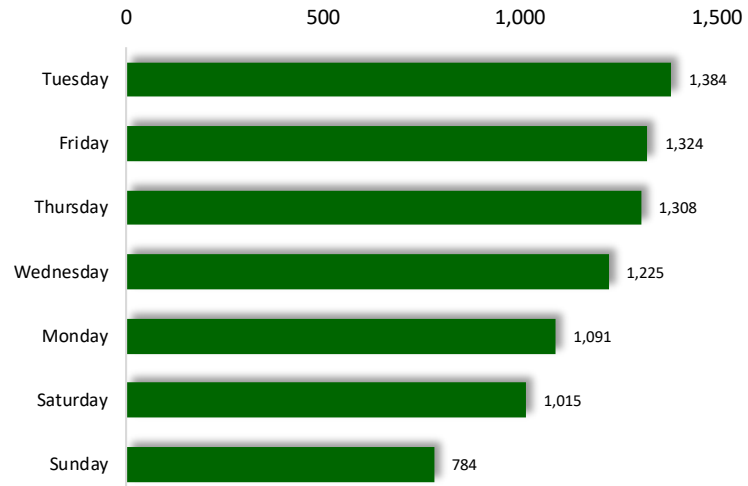
Footfall previous month

32,026

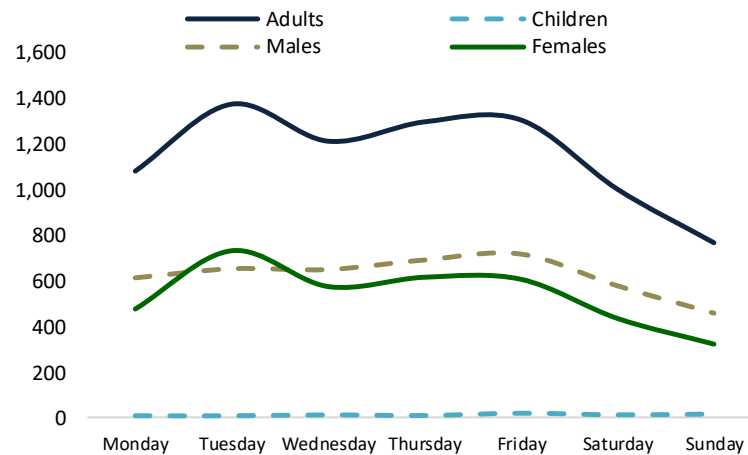
Change

Up 13.6 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

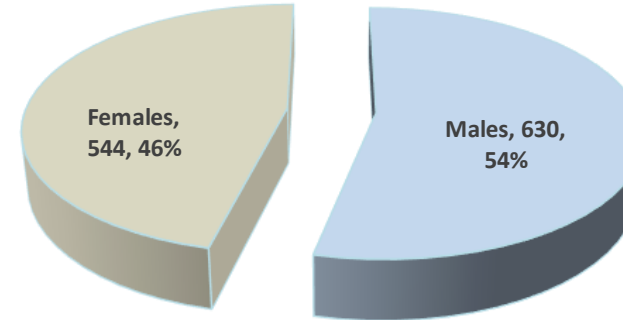


* Average is for the each day for the entire month

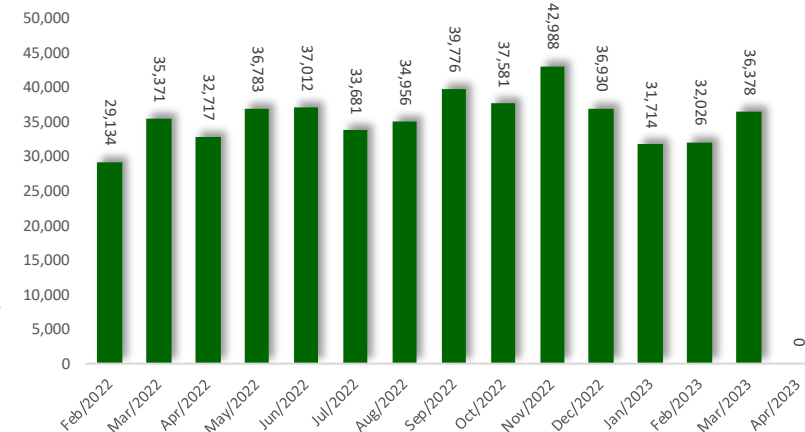
Average daily footfall

1,173

Average daily footfall, by sex



Monthly footfall





Methodology

There are two people counters in Springvale 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) - March 2023

Placemaking & Revitalisation Team

Total footfall this month

222,187

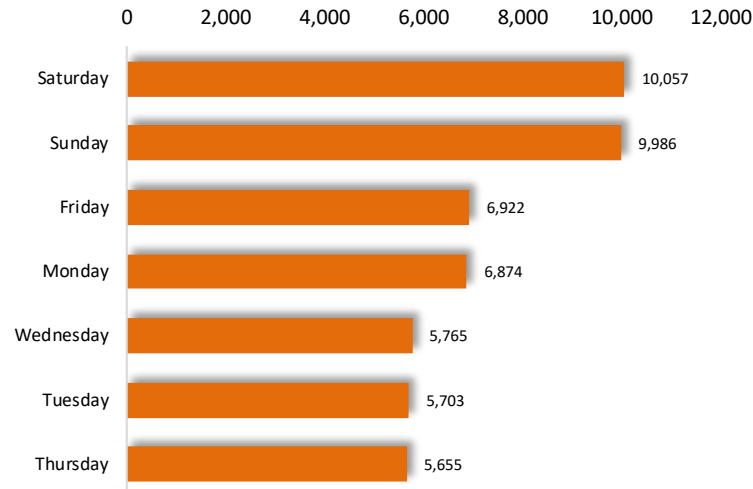
Footfall previous month

202,271

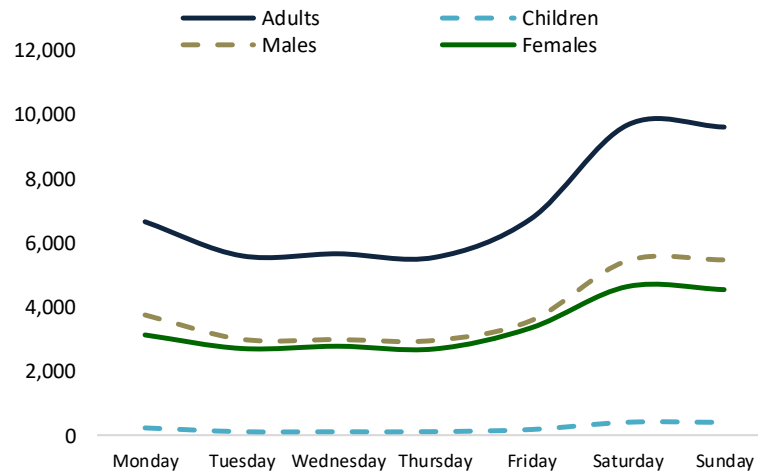
Change

Up 9.9 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

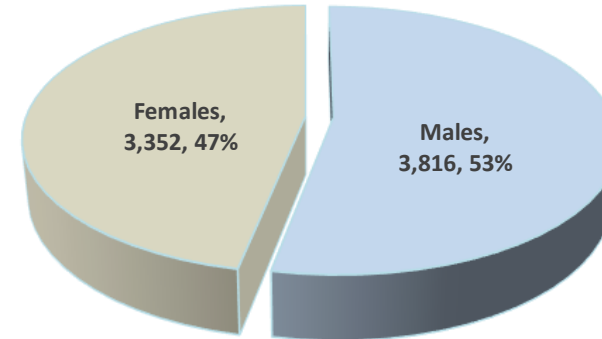


* Average is for the each day for the entire month

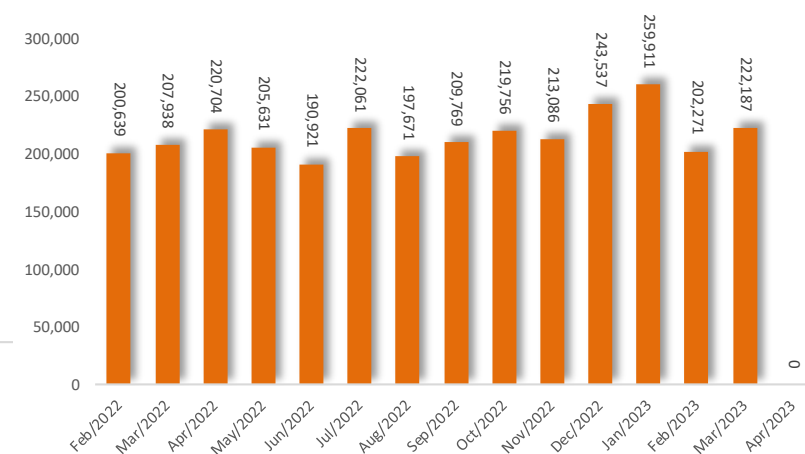
Average daily footfall

7,167

Average daily footfall, by sex



Monthly footfall



SPRINGVALE ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

Total footfall this month

153,294

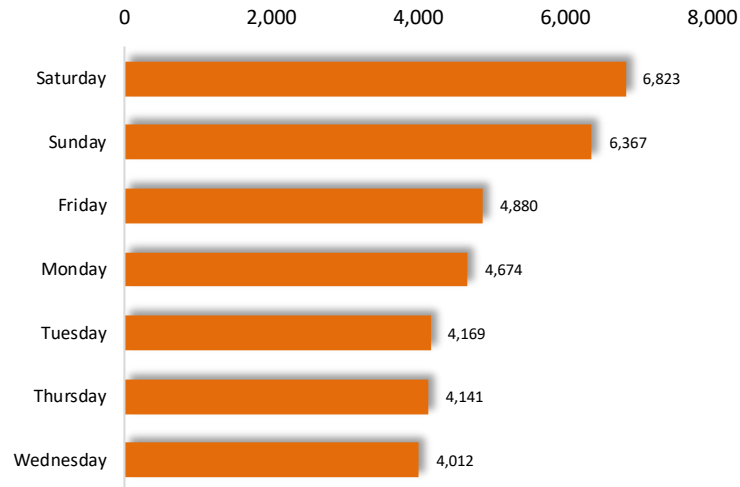
Footfall previous month

135,199

Change

Up 13.4 %

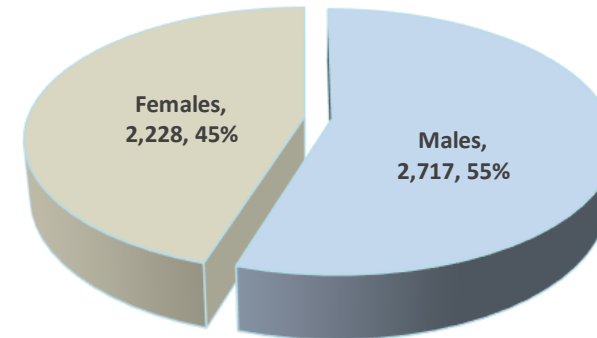
Average daily footfall, by day of the week



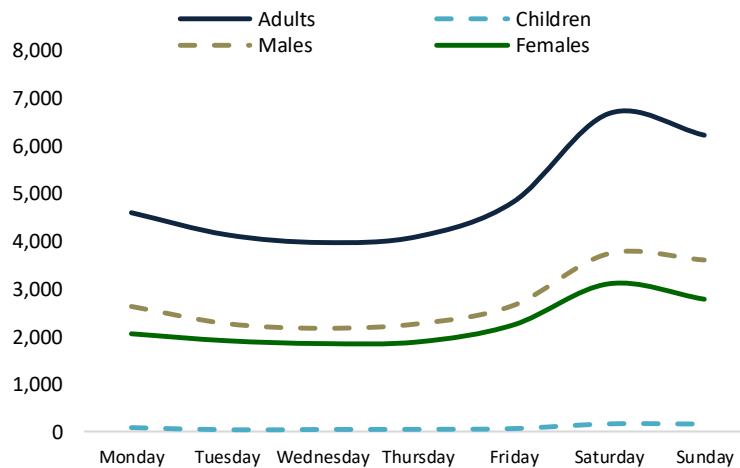
Average daily footfall

4,945

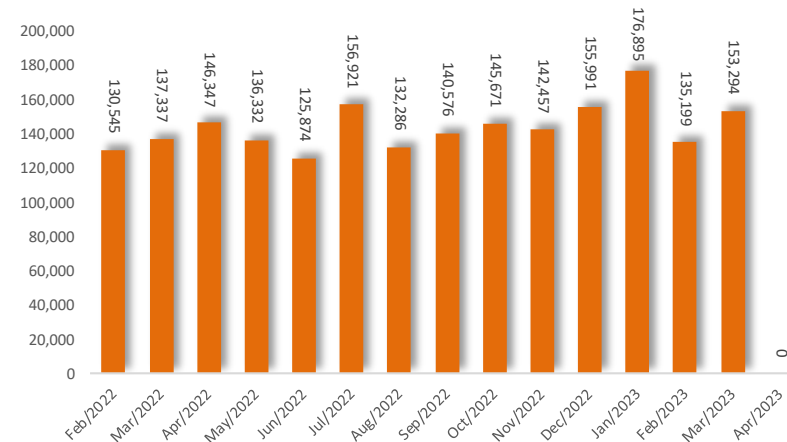
Average daily footfall, by sex



Average* daily footfall, by population segment



Monthly footfall



* Average is for the each day for the entire month



Smart Cities - People Counters

Placemaking & Revitalisation Team

Methodology

There are five people counters in Noble Park 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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- Day of week
- Gender
- Child / adult

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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 – March 2023

Placemaking & Revitalisation Team

Total footfall this month

2,909

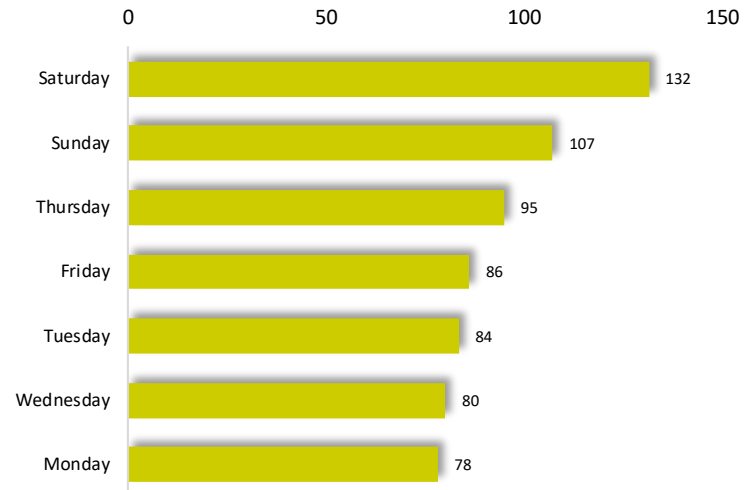
Footfall previous month

2,625

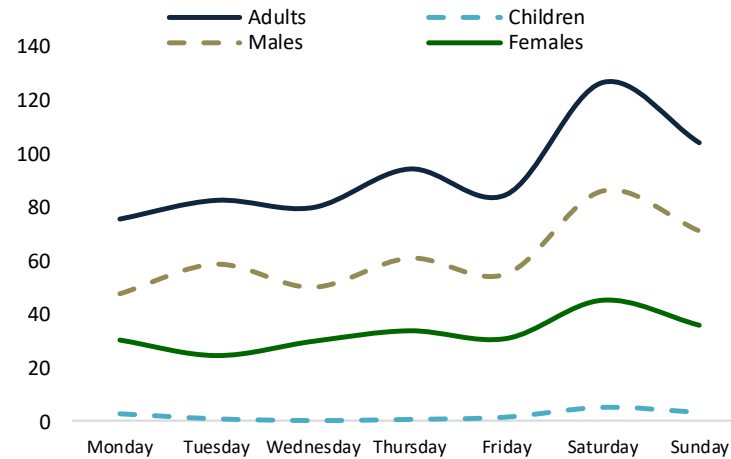
Change

Up 10.9 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

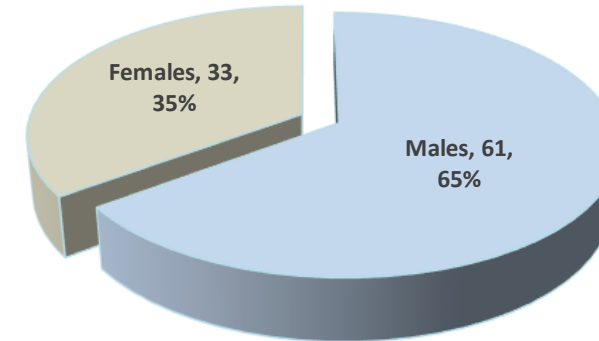


* Average is for the each day for the entire month

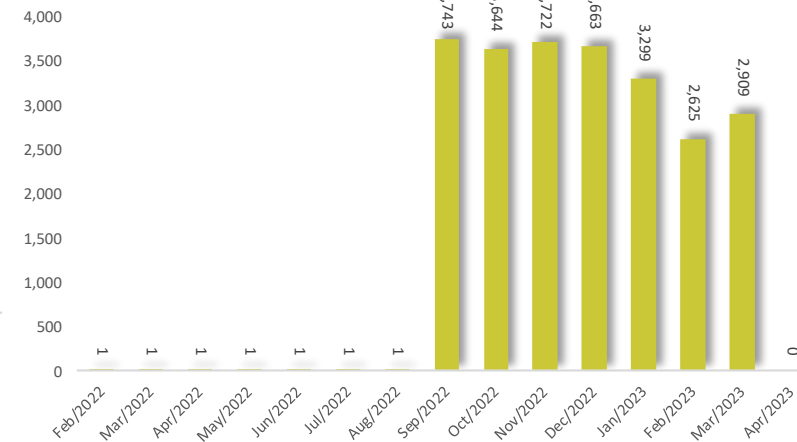
Average daily footfall

94

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Buckley Street – March 2023

Placemaking & Revitalisation Team

Total footfall this month

22,346

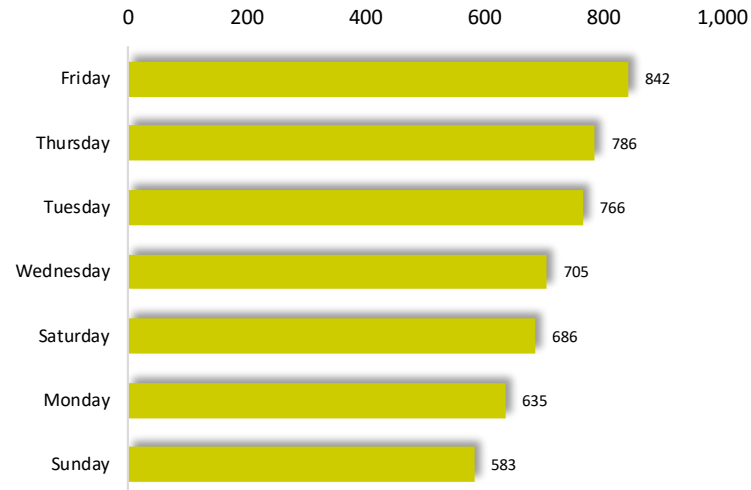
Footfall previous month

21,298

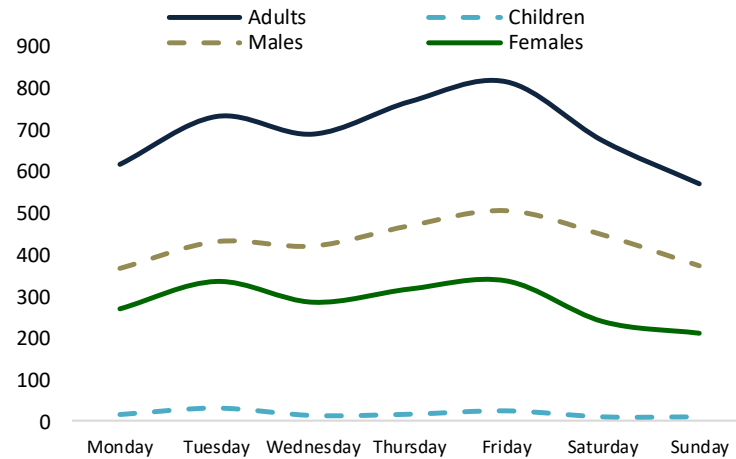
Change

Up 5 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

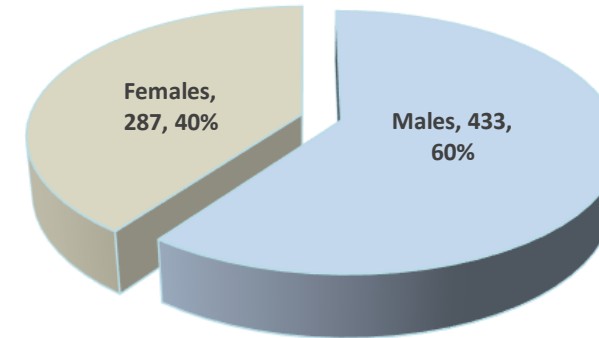


* Average is for the each day for the entire month

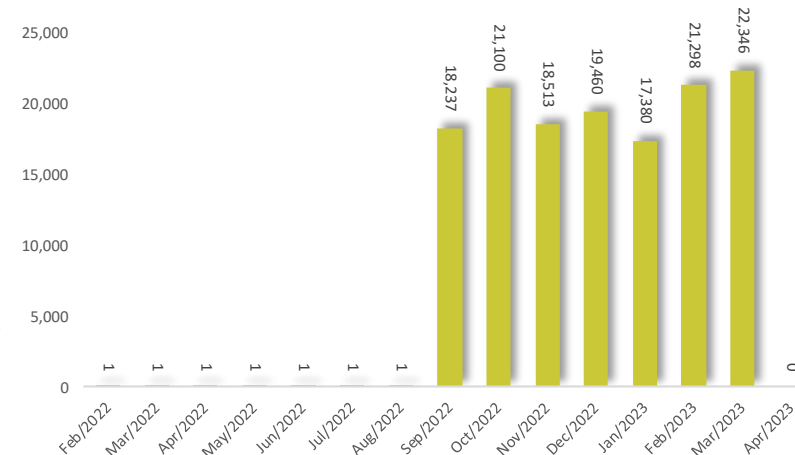
Average daily footfall

721

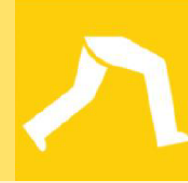
Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Douglas Street – March 2023

Placemaking & Revitalisation Team

Total footfall this month

83,659

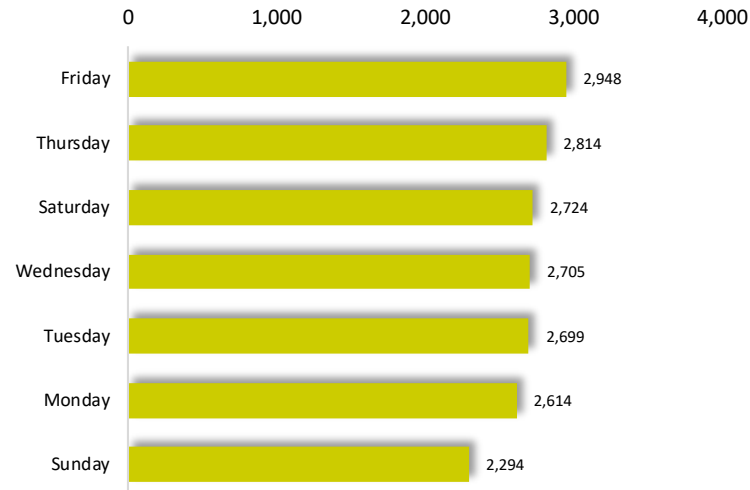
Footfall previous month

75,408

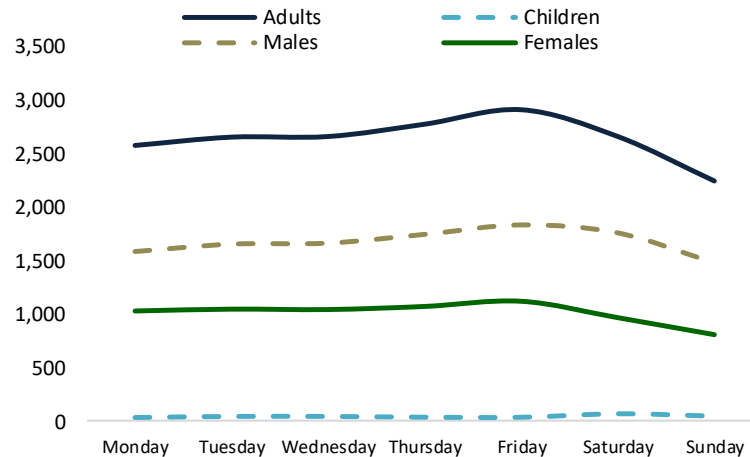
Change

Up 11 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

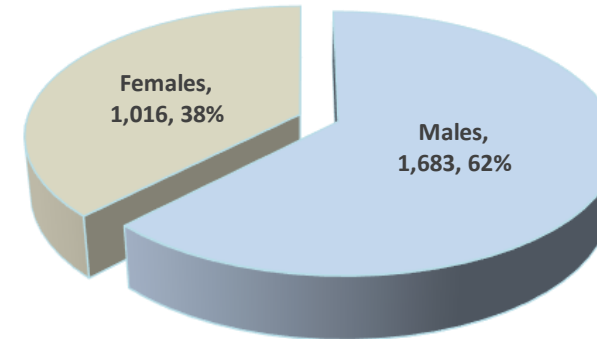


* Average is for the each day for the entire month

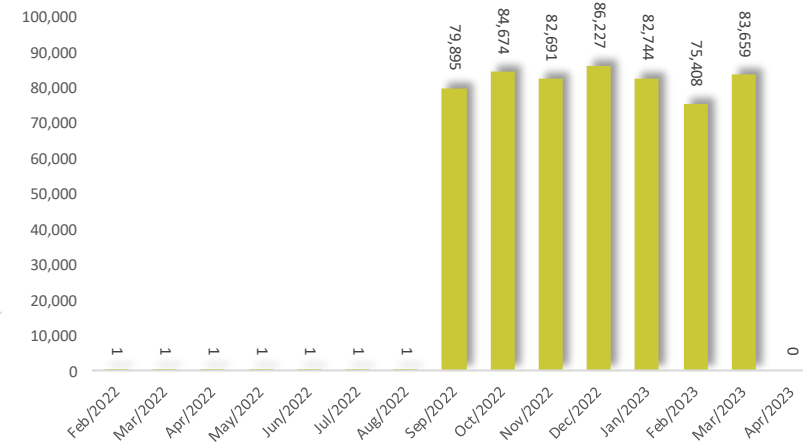
Average daily footfall

2,699

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Douglas Street (toilet block) – March 2023

Placemaking & Revitalisation Team

Total footfall this month

42,677

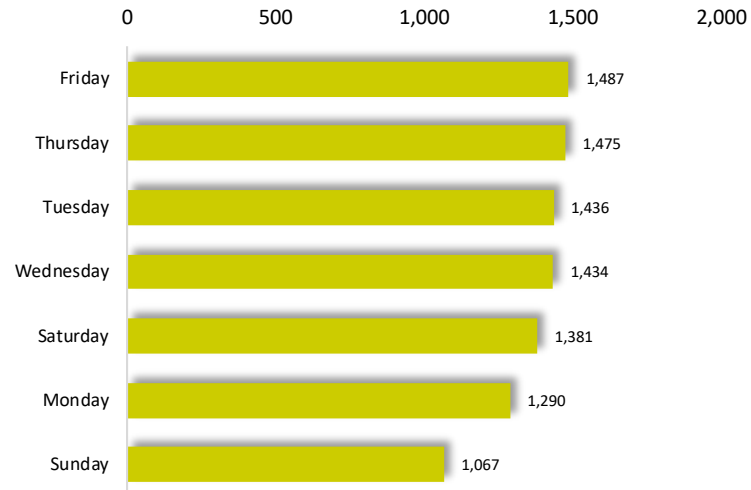
Footfall previous month

36,675

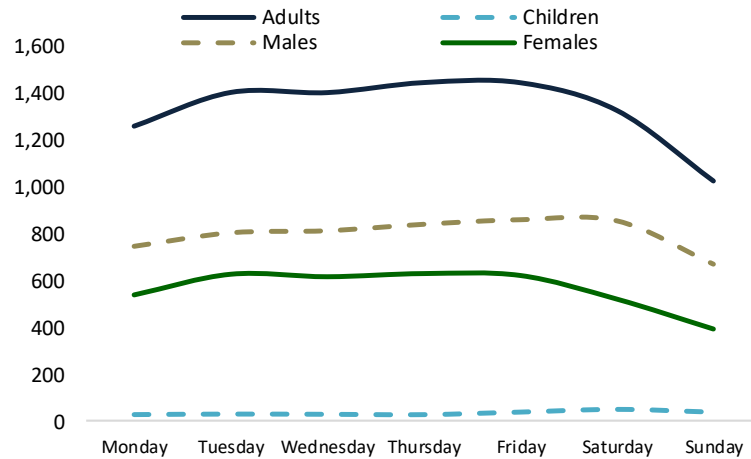
Change

Up 16.4 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

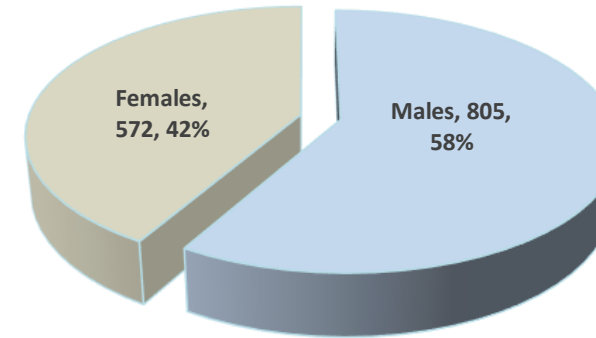


* Average is for the each day for the entire month

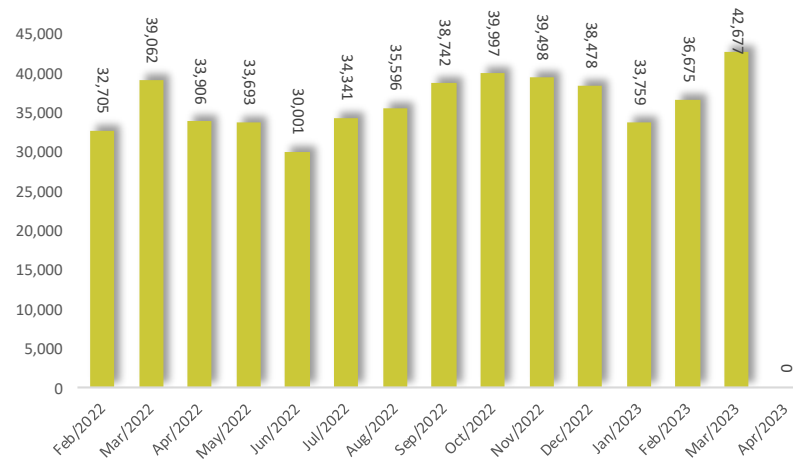
Average daily footfall

1,377

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Noble Park Skate Park (skyrail) – March 2023

Placemaking & Revitalisation Team

Total footfall this month

5,264

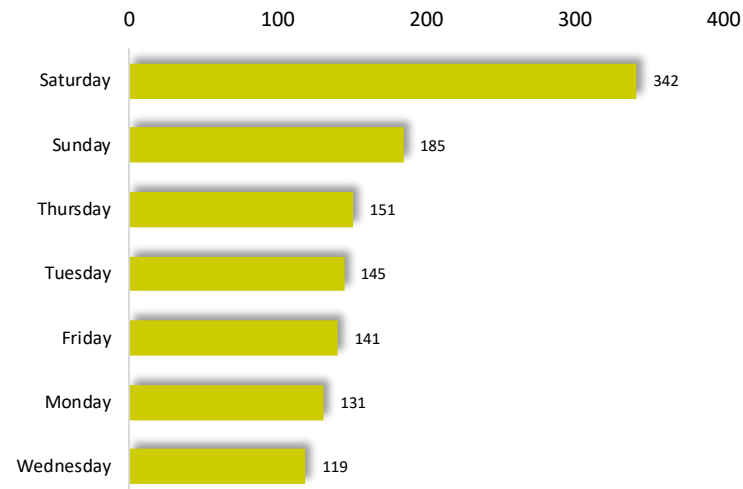
Footfall previous month

5,116

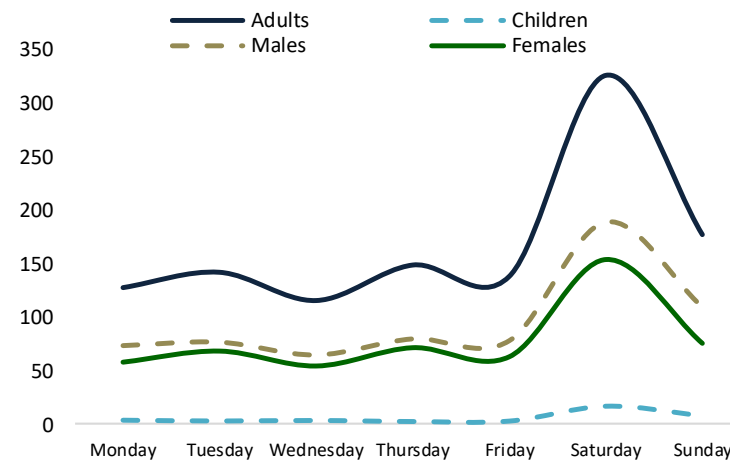
Change

Up 2.9 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

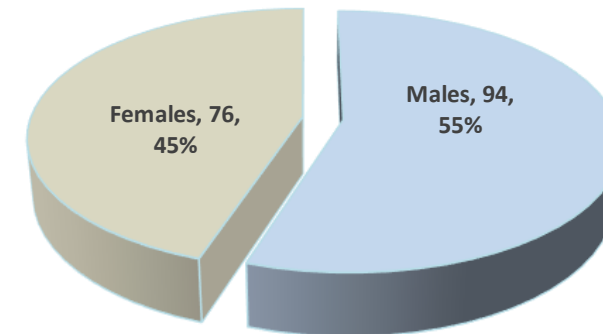


* Average is for the each day for the entire month

Average daily footfall

170

Average daily footfall, by sex



Monthly footfall

