Smart Cities - People Counters   Placemaking & Revitalisation Team

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)

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

51,271

Footfall previous month

55,325

Change

Down -7.4 %

Average daily footfall, by day of the week
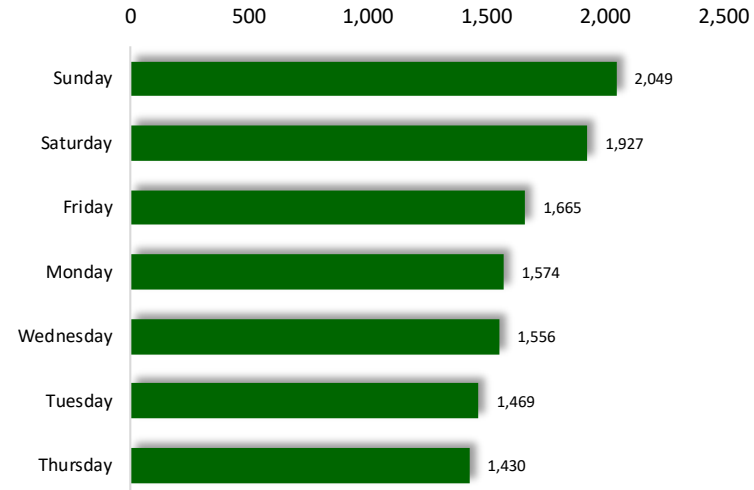
Day	Footfall
Sunday	2,049
Saturday	1,927
Friday	1,665
Monday	1,574
Wednesday	1,556
Tuesday	1,469
Thursday	1,430

Average* daily footfall, by population segment

Adults — Children — Males — Females

Monday Tuesday Wednesday Thursday Friday Saturday Sunday
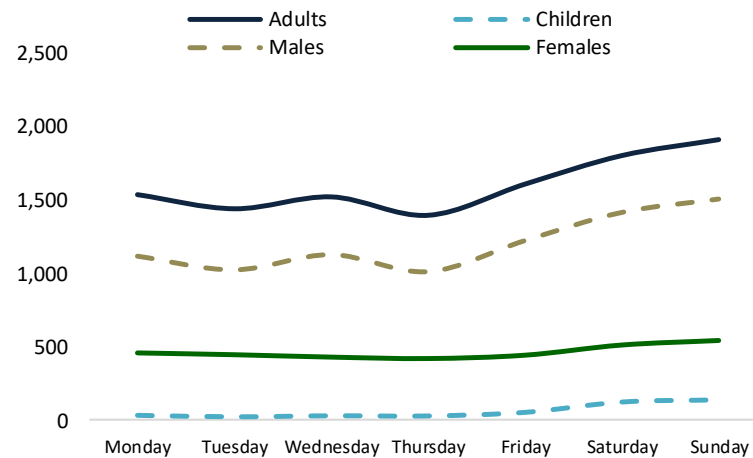
* Average is for the each day for the entire month

Average daily footfall

1,654

Average daily footfall, by sex

Females, 462, 28%

Males, 1,191, 72%

Monthly footfall

Month	Footfall
Apr/2022	52,887
May/2022	55,785
Jun/2022	49,032
Jul/2022	54,172
Aug/2022	50,461
Sep/2022	55,295
Oct/2022	57,246
Nov/2022	48,833
Dec/2022	62,758
Jan/2023	59,961
Feb/2023	49,158
Mar/2023	55,183
Apr/2023	55,352
May/2023	51,271
Jun/2023	0

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Total footfall this month

34,898

Footfall previous month

33,371

Change

Up 4.6 %

Average daily footfall, by day of the week
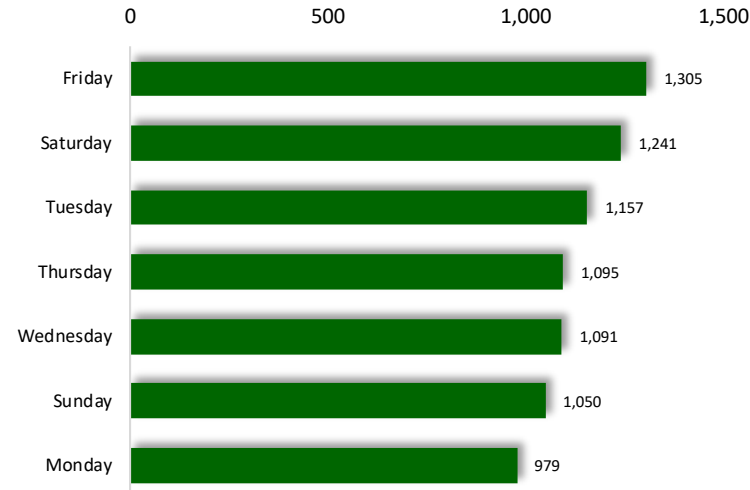
Day	Footfall
Friday	1,305
Saturday	1,241
Tuesday	1,157
Thursday	1,095
Wednesday	1,091
Sunday	1,050
Monday	979

Average* daily footfall, by population segment

Adults — Children — Males — Females
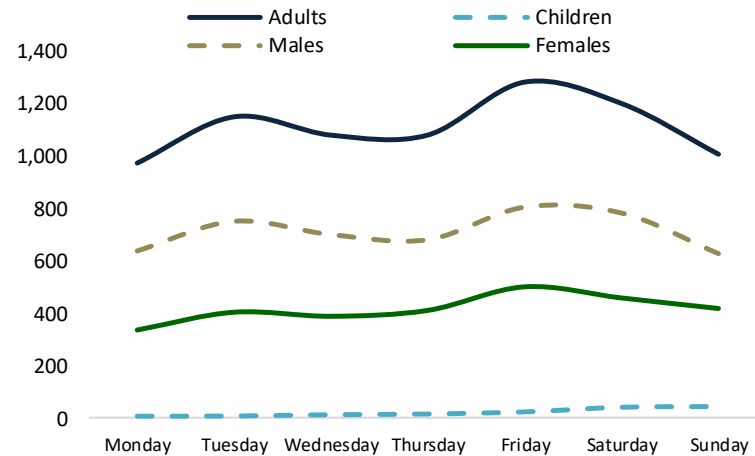
* Average is for the each day for the entire month

Average daily footfall

1,126

Average daily footfall, by sex

Females, 415, 37%

Males, 711, 63%

Monthly footfall

Month	Footfall
Apr/2022	32,929
May/2022	35,020
Jun/2022	33,298
Jul/2022	34,331
Aug/2022	34,188
Sep/2022	35,205
Oct/2022	37,653
Nov/2022	33,104
Dec/2022	36,717
Jan/2023	34,542
Feb/2023	32,698
Mar/2023	35,210
Apr/2023	33,371
May/2023	34,898
Jun/2023	0

DANDENONG ACTIVITY CENTRE

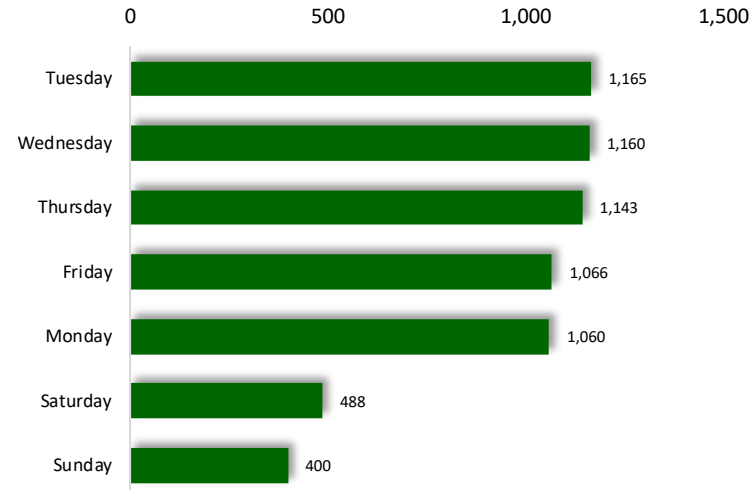## Total footfall this month

29,312

Footfall previous month

28,255

Change

Up 3.8 %

Average daily footfall, by day of the week
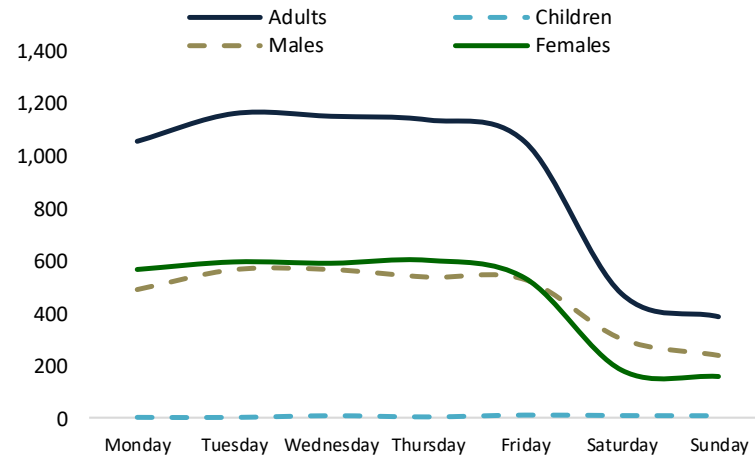
Day	Footfall
Tuesday	1,165
Wednesday	1,160
Thursday	1,143
Friday	1,066
Monday	1,060
Saturday	488
Sunday	400

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

Average is for the each day for the entire month

Average daily footfall

946

Average daily footfall, by sex
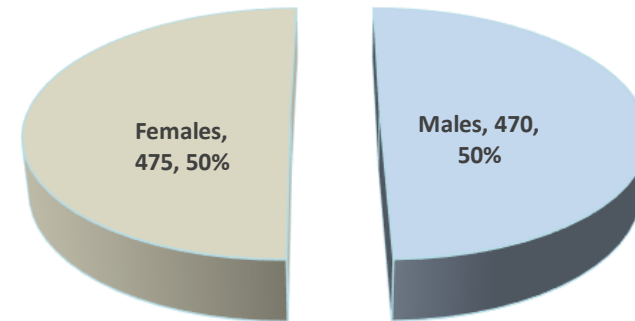
Females, 475, 50%

Males, 470, 50%

Monthly footfall

Month	Footfall
Apr/2022	25,685
May/2022	28,003
Jun/2022	25,401
Jul/2022	25,506
Aug/2022	26,899
Sep/2022	27,082
Oct/2022	31,007
Nov/2022	28,394
Dec/2022	28,141
Jan/2023	26,799
Feb/2023	27,506
Mar/2023	28,797
Apr/2023	28,255
May/2023	29,312
Jun/2023	0

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity
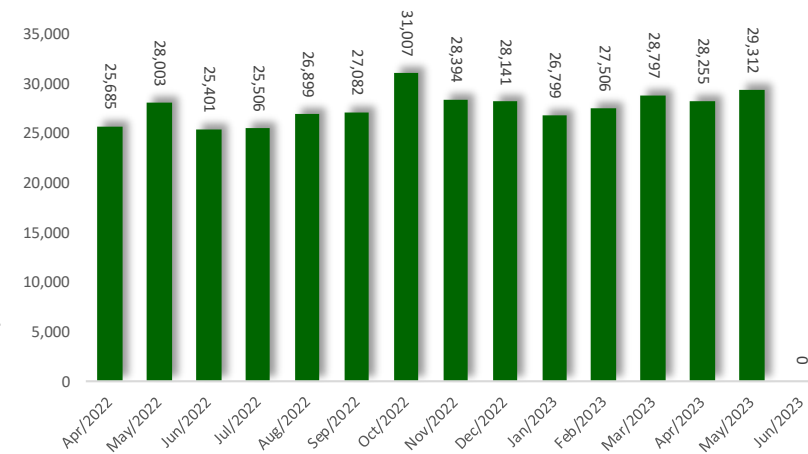
Total footfall this month

36,345

Footfall previous month

33,117

Change

Up 9.8 %

Average daily footfall, by day of the week
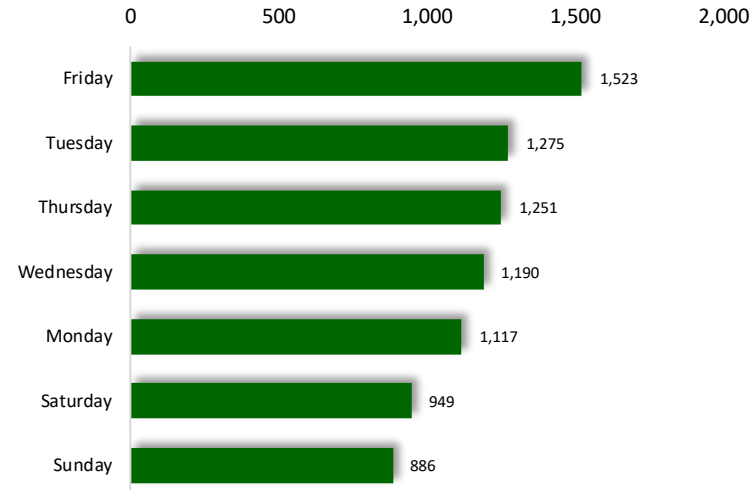
Day	Value
Friday	1,523
Tuesday	1,275
Thursday	1,251
Wednesday	1,190
Monday	1,117
Saturday	949
Sunday	886

Average* daily footfall, by population segment

— Adults   — · — Children   — · — Males   — Females
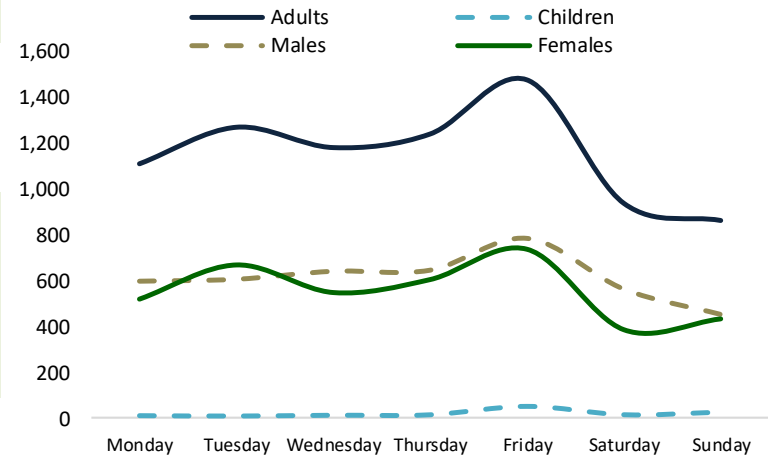
* Average is for the each day for the entire month

Average daily footfall

1,172

Average daily footfall, by sex

Females, 558, 48%   Males, 614, 52%

Monthly footfall

Month	Footfall
Apr/2022	32,717
May/2022	36,783
Jun/2022	37,012
Jul/2022	33,681
Aug/2022	34,956
Sep/2022	39,776
Oct/2022	37,581
Nov/2022	42,988
Dec/2022	36,930
Jan/2023	31,714
Feb/2023	32,026
Mar/2023	36,378
Apr/2023	33,117
May/2023	36,345
Jun/2023	0

Smart Cities - People Counters
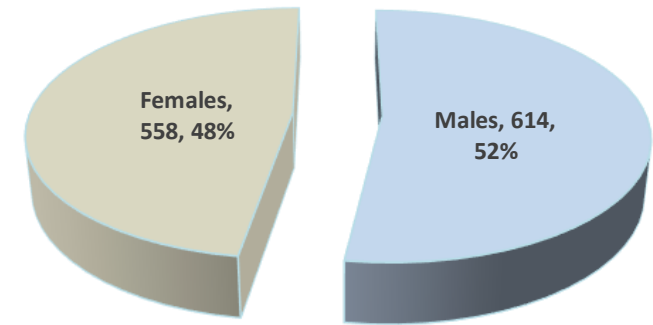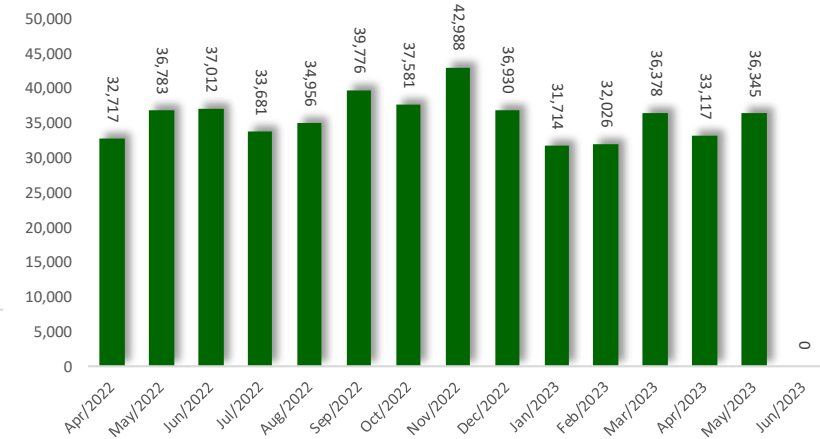
Methodology

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;

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- Measuring the impact of investment and intervention

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) – May 2023

Total footfall this month

211,466

Footfall previous month

250,758

Change

Down -15.7 %

Average daily footfall, by day of the week
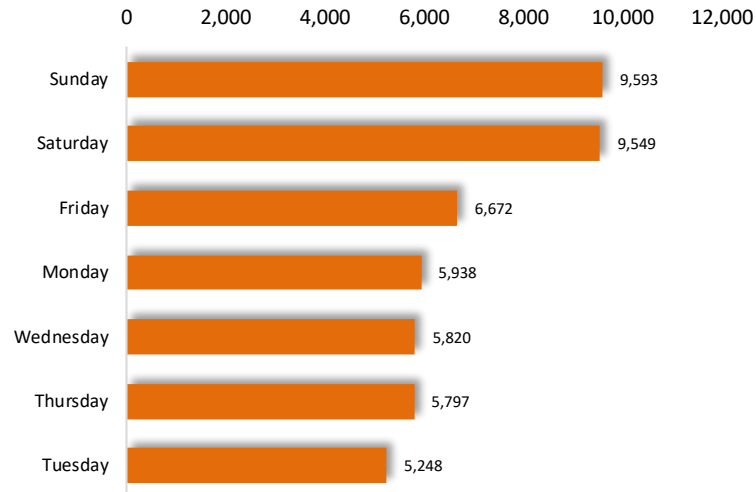
Day	Footfall
Sunday	9,593
Saturday	9,549
Friday	6,672
Monday	5,938
Wednesday	5,820
Thursday	5,797
Tuesday	5,248

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
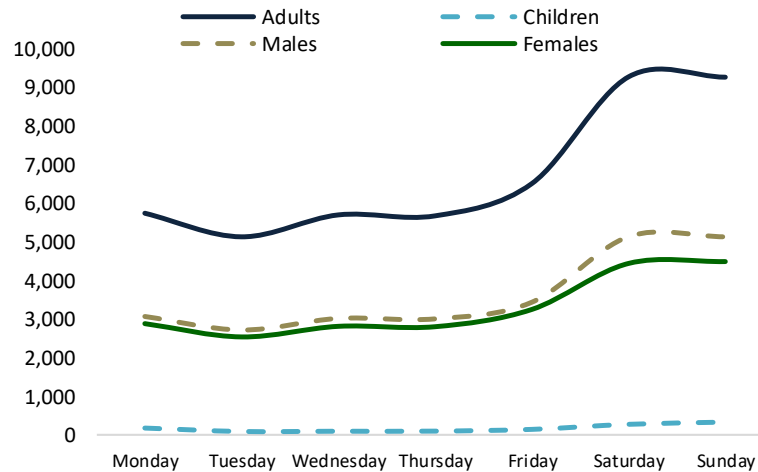
* Average is for the each day for the entire month

Average daily footfall

6,821

Average daily footfall, by sex

Females, 3,251, 48%
Males, 3,570, 52%

Monthly footfall

Month	Footfall
Apr/2022	220,704
May/2022	205,631
Jun/2022	190,921
Jul/2022	222,061
Aug/2022	197,671
Sep/2022	209,769
Oct/2022	219,756
Nov/2022	213,086
Dec/2022	243,537
Jan/2023	259,911
Feb/2023	202,271
Mar/2023	222,187
Apr/2023	250,758
May/2023	211,466
Jun/2023	0

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

Total footfall this month

145,205

Footfall previous month

169,741

Change

Down -14.5 %

Average daily footfall, by day of the week
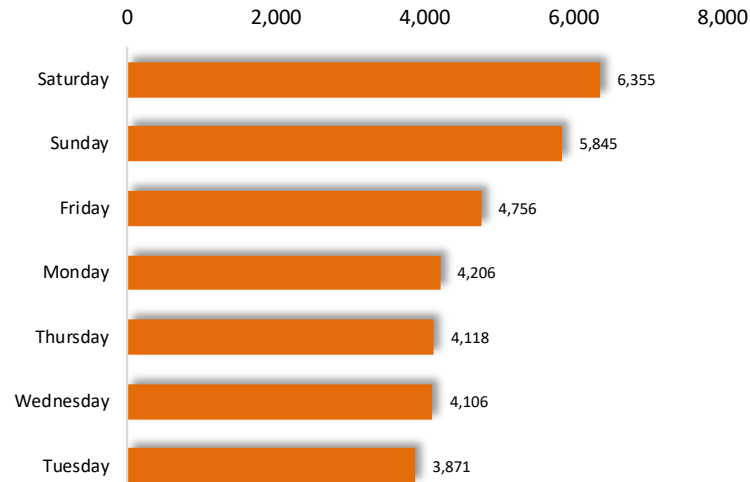
Day	Footfall
Saturday	6,355
Sunday	5,845
Friday	4,756
Monday	4,206
Thursday	4,118
Wednesday	4,106
Tuesday	3,871

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
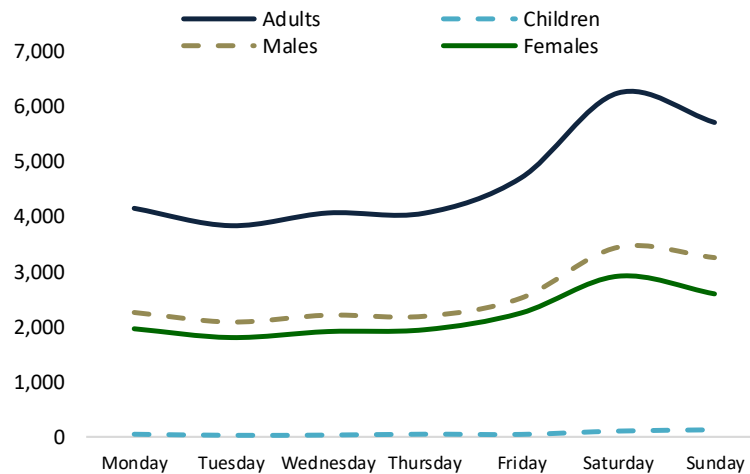
* Average is for the each day for the entire month

Average daily footfall

4,684

Average daily footfall, by sex
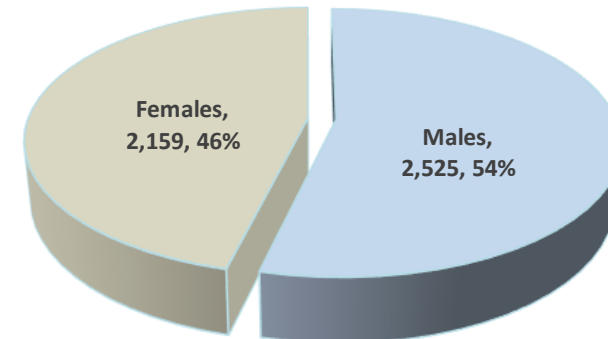
Females, 2,159, 46%
Males, 2,525, 54%

Monthly footfall

Month	Footfall
Apr/2022	146,347
May/2022	136,332
Jun/2022	125,874
Jul/2022	156,921
Aug/2022	132,286
Sep/2022	140,576
Oct/2022	145,671
Nov/2022	142,457
Dec/2022	155,991
Jan/2023	176,895
Feb/2023	135,199
Mar/2023	153,294
Apr/2023	169,741
May/2023	145,205
Jun/2023	0
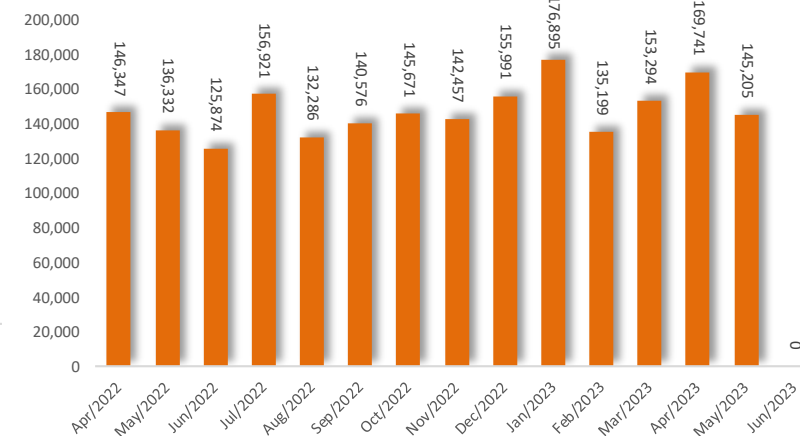
Methodology

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;

- Time of day
- 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

Placemaking & Revitalisation Team

GREATER DANDENONG
City of Opportunity

Total footfall this month

1,758

Footfall previous month

2,591

Change

Down -32.2 %

Average daily footfall, by day of the week
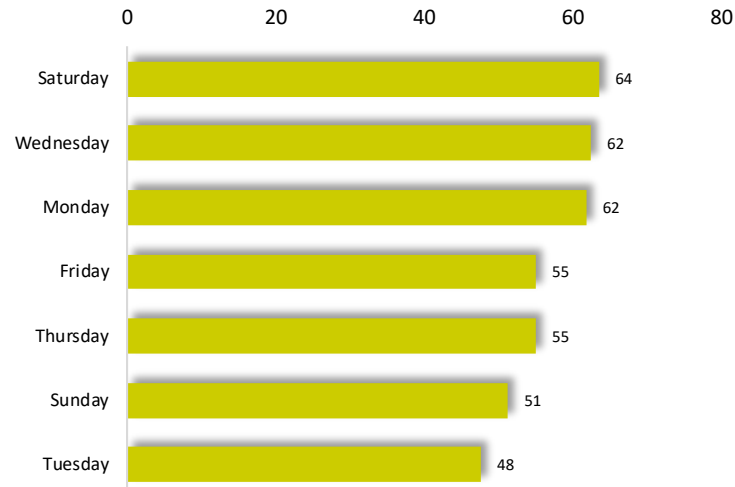
Day	Value
Saturday	64
Wednesday	62
Monday	62
Friday	55
Thursday	55
Sunday	51
Tuesday	48

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
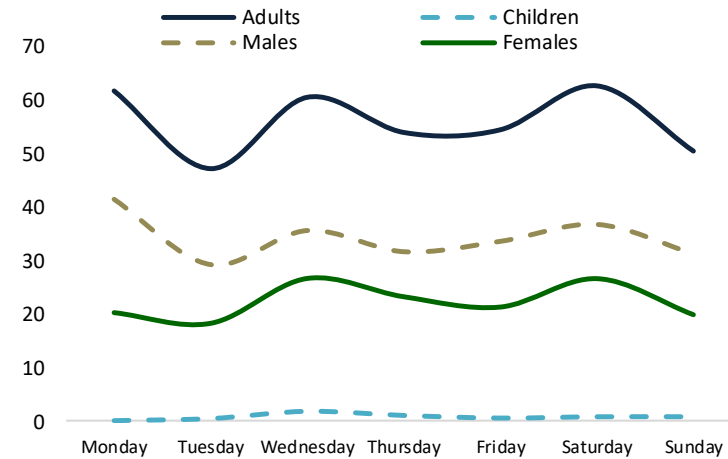
* Average is for the each day for the entire month

Average daily footfall

57

Average daily footfall, by sex
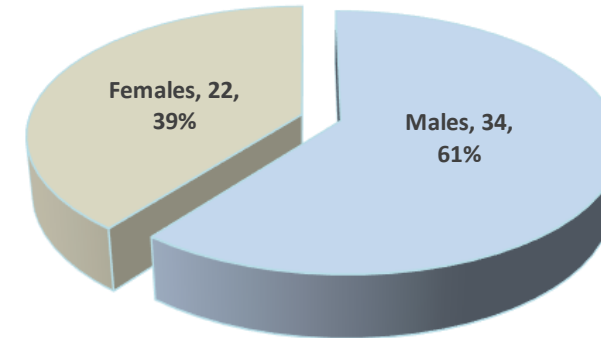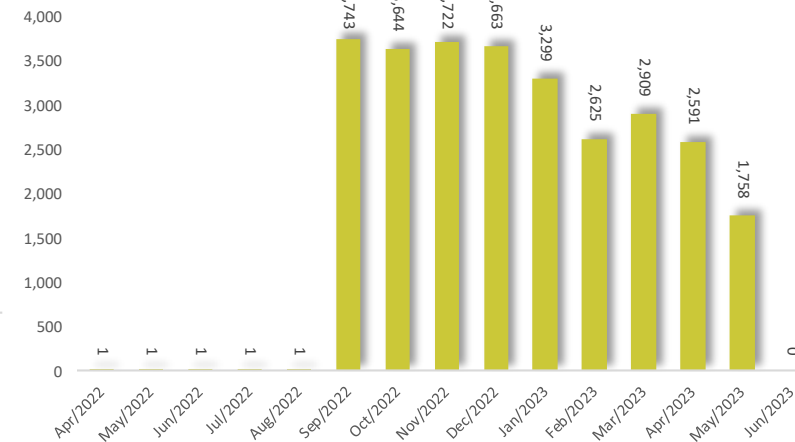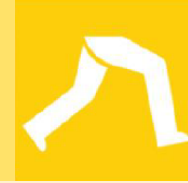
Females, 22, 39%

Males, 34, 61%

Monthly footfall

Month	Value
Apr/2022	1
May/2022	1
Jun/2022	1
Jul/2022	1
Aug/2022	1
Sep/2022	3,743
Oct/2022	3,644
Nov/2022	3,722
Dec/2022	3,663
Jan/2023	3,299
Feb/2023	2,625
Mar/2023	2,909
Apr/2023	2,591
May/2023	1,758
Jun/2023	0

NOBLE PARK ACTIVITY CENTRE

Total footfall this month

17,911

Footfall previous month

21,233

Change

Down -15.7 %

Average daily footfall, by day of the week
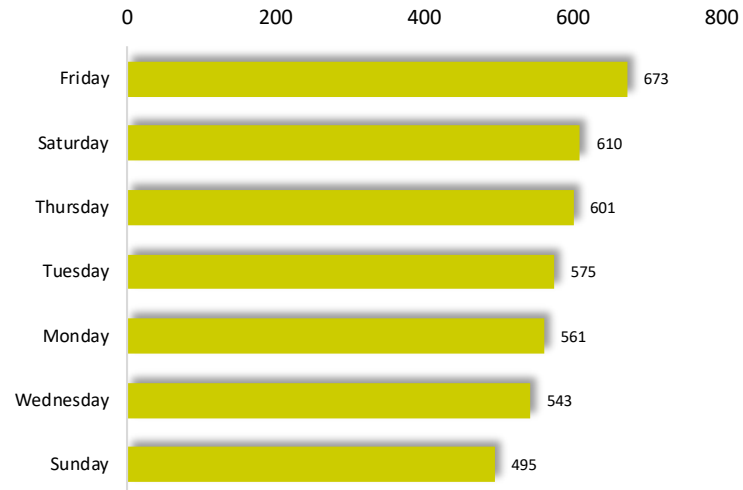
Day	Value
Friday	673
Saturday	610
Thursday	601
Tuesday	575
Monday	561
Wednesday	543
Sunday	495

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
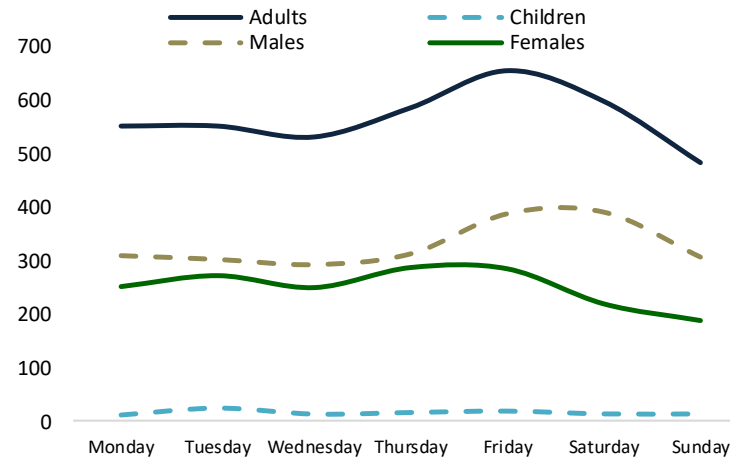
* Average is for the each day for the entire month

Average daily footfall

578

Average daily footfall, by sex

Females, 251, 43%

Males, 327, 57%

Monthly footfall

Month	Value
Apr/2022	1
May/2022	1
Jun/2022	1
Jul/2022	1
Aug/2022	1
Sep/2022	18,237
Oct/2022	21,100
Nov/2022	18,513
Dec/2022	19,460
Jan/2023	17,380
Feb/2023	21,298
Mar/2023	22,346
Apr/2023	21,233
May/2023	17,911
Jun/2023	0

NOBLE PARK ACTIVITY CENTRE

Total footfall this month

81,704

Footfall previous month

85,150

Change

Down -4.1 %

Average daily footfall, by day of the week
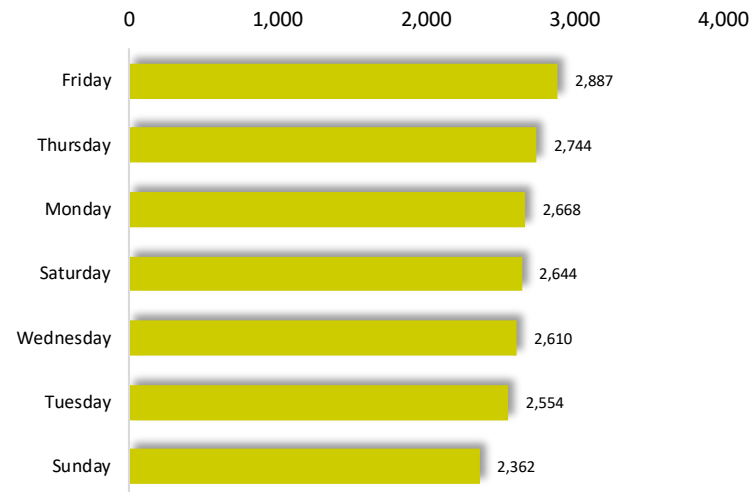
Day	Footfall
Friday	2,887
Thursday	2,744
Monday	2,668
Saturday	2,644
Wednesday	2,610
Tuesday	2,554
Sunday	2,362

(axis: 0, 1,000, 2,000, 3,000, 4,000)

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

(axis: 0 to 3,000; days Monday–Sunday)
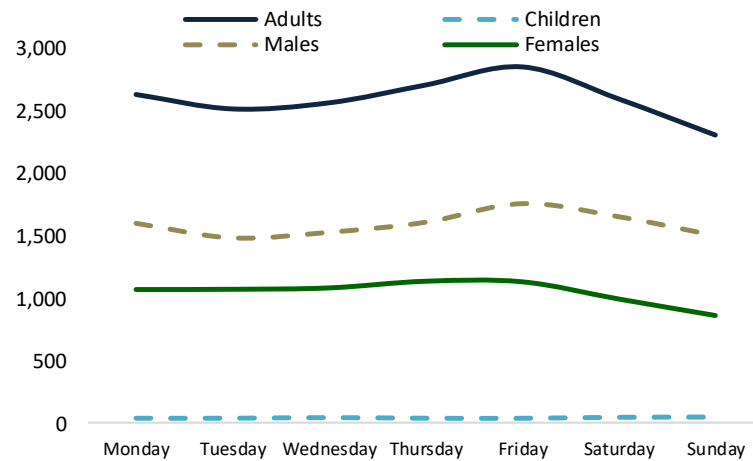
* Average is for the each day for the entire month

Average daily footfall

2,636

Average daily footfall, by sex

Females, 1,051, 40%

Males, 1,585, 60%

Monthly footfall

Month	Footfall
Apr/2022	1
May/2022	1
Jun/2022	1
Jul/2022	1
Aug/2022	1
Sep/2022	79,895
Oct/2022	84,674
Nov/2022	82,691
Dec/2022	86,227
Jan/2023	82,744
Feb/2023	75,408
Mar/2023	83,659
Apr/2023	85,150
May/2023	81,704
Jun/2023	0

(axis: 0 to 100,000)

GREATER DANDENONG
City of Opportunity
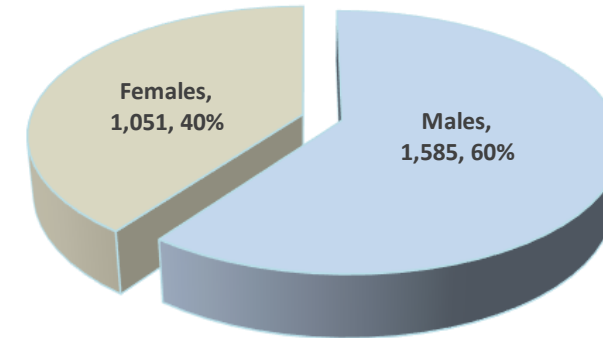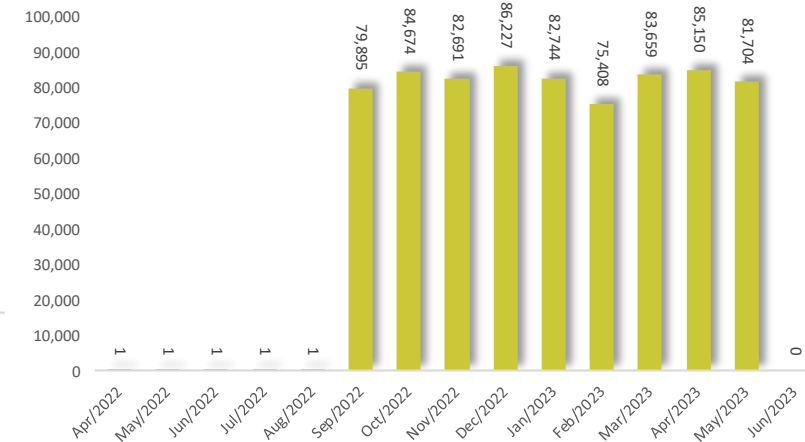
NOBLE PARK ACTIVITY CENTRE

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

Total footfall this month
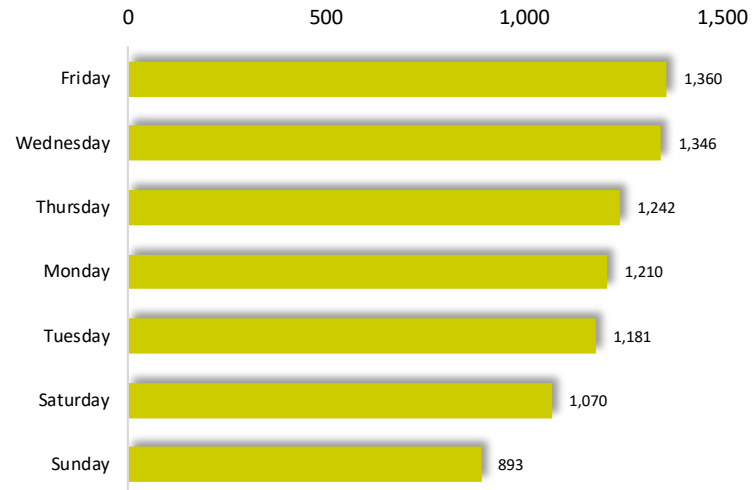
36,947

Footfall previous month

38,626

Change

Down -4.4 %

Average daily footfall, by day of the week

Day	Footfall
Friday	1,360
Wednesday	1,346
Thursday	1,242
Monday	1,210
Tuesday	1,181
Saturday	1,070
Sunday	893

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
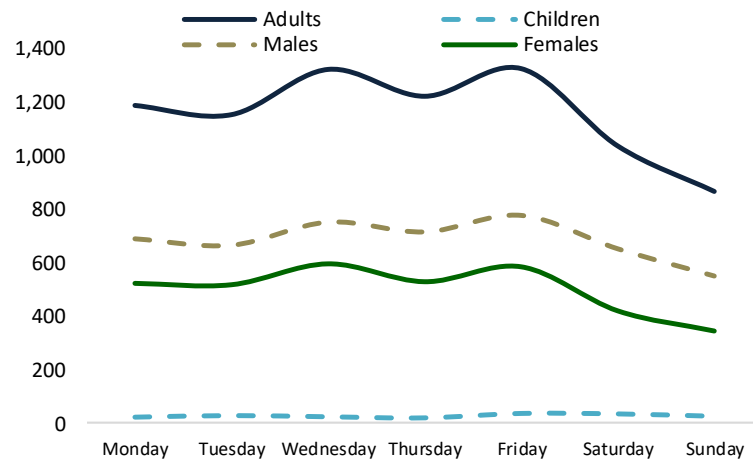
* Average is for the each day for the entire month

Average daily footfall

1,192

Average daily footfall, by sex
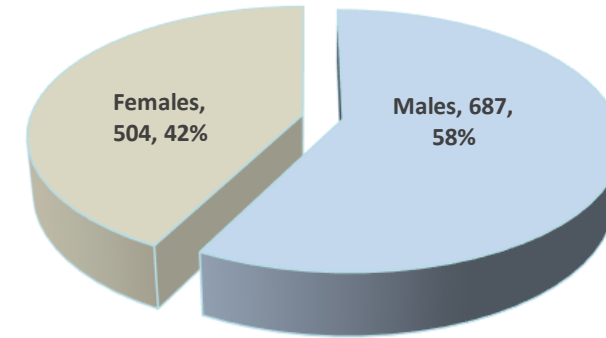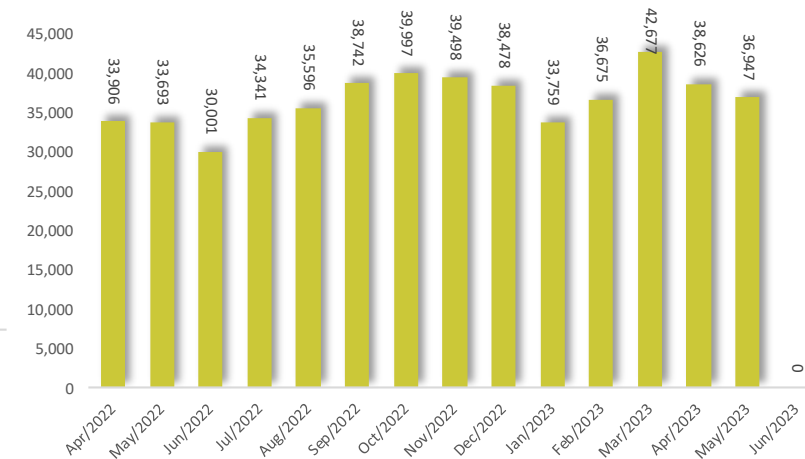
Females, 504, 42%
Males, 687, 58%

Monthly footfall

Month	Footfall
Apr/2022	33,906
May/2022	33,693
Jun/2022	30,001
Jul/2022	34,341
Aug/2022	35,596
Sep/2022	38,742
Oct/2022	39,997
Nov/2022	39,498
Dec/2022	38,478
Jan/2023	33,759
Feb/2023	36,675
Mar/2023	42,677
Apr/2023	38,626
May/2023	36,947
Jun/2023	0

NOBLE PARK ACTIVITY CENTRE

Placemaking & Revitalisation Team

GREATER DANDENONG
City of Opportunity

Total footfall this month

3,420

Footfall previous month

4,563

Change

Down -25.1 %

Average daily footfall, by day of the week
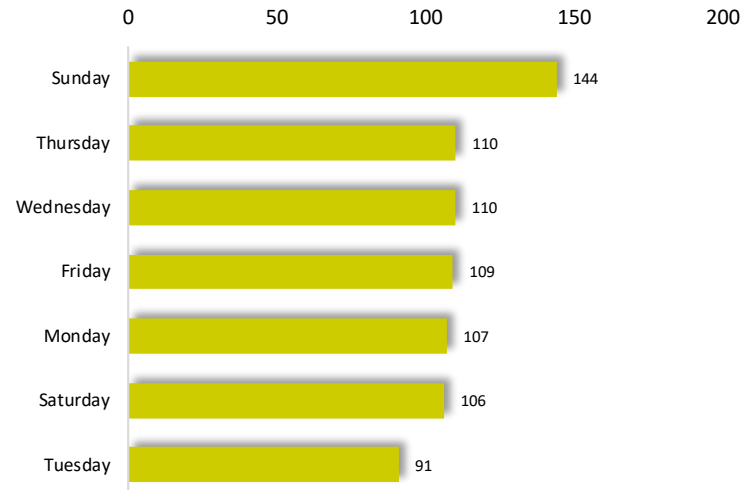
Day	Value
Sunday	144
Thursday	110
Wednesday	110
Friday	109
Monday	107
Saturday	106
Tuesday	91

Average* daily footfall, by population segment

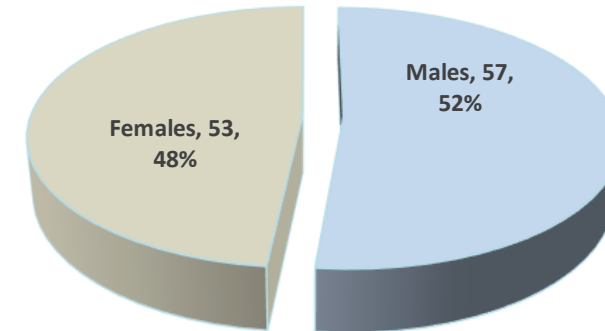Legend: Adults, Children, Males, Females
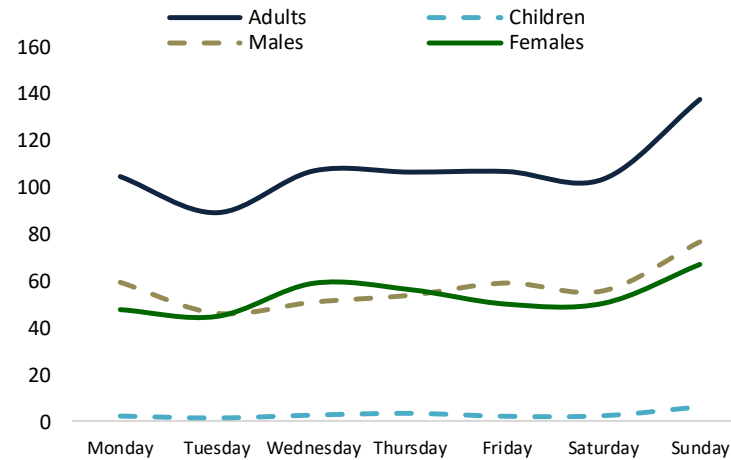
* Average is for the each day for the entire month

Average daily footfall

110

Average daily footfall, by sex

Males, 57, 52%
Females, 53, 48%

Monthly footfall

Month	Value
Apr/2022	6,918
May/2022	5,612
Jun/2022	4,240
Jul/2022	4,660
Aug/2022	4,457
Sep/2022	6,208
Oct/2022	5,315
Nov/2022	5,750
Dec/2022	5,976
Jan/2023	6,406
Feb/2023	5,116
Mar/2023	5,264
Apr/2023	4,563
May/2023	3,420
Jun/2023	0