



### 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



## People Counter - Thomas Street – October 2023

Placemaking & Revitalisation Team

### Total footfall this month

54,381

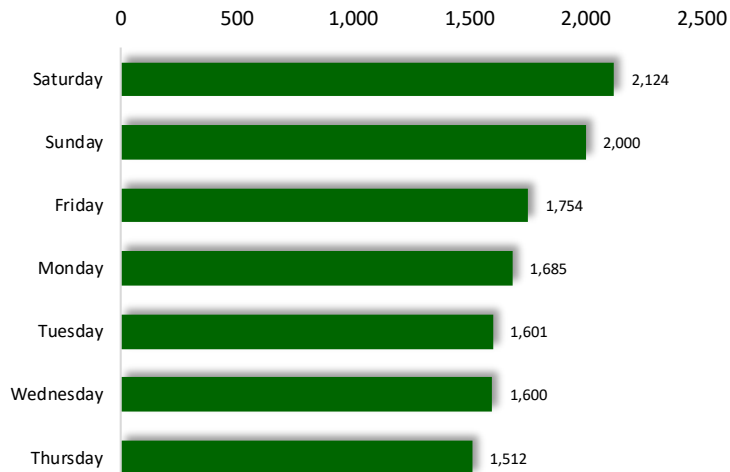
### Footfall previous month

54,548

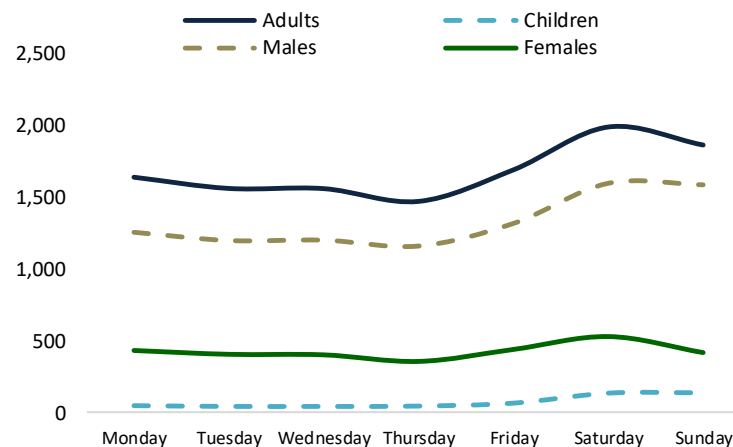
### Change

Down -0.4 %

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



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

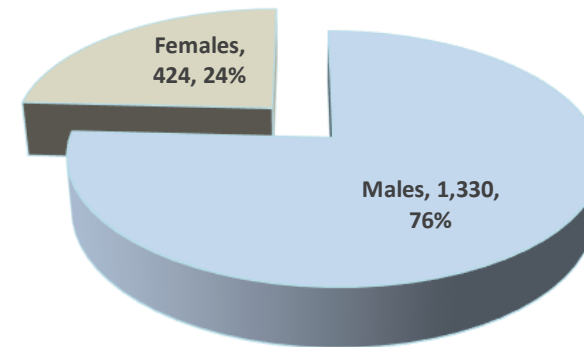


\* Average is for the each day for the entire month

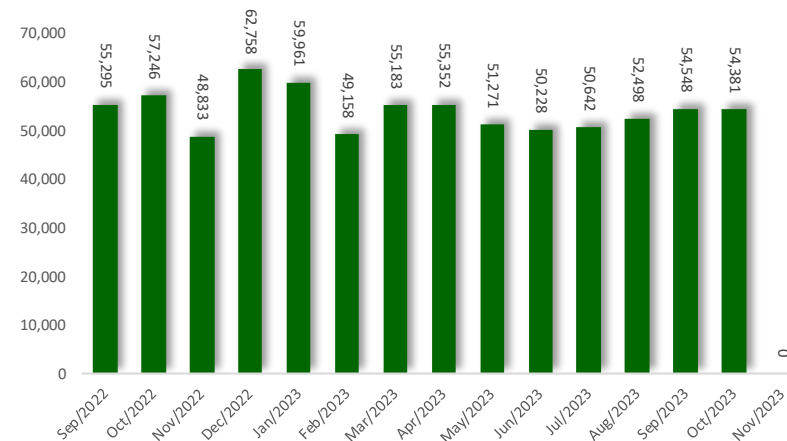
### Average daily footfall

1,754

### Average daily footfall, by sex



### Monthly footfall



# DANDENONG ACTIVITY CENTRE



## People Counter - Lonsdale Street – October 2023

Placemaking & Revitalisation Team

### Total footfall this month

32,326

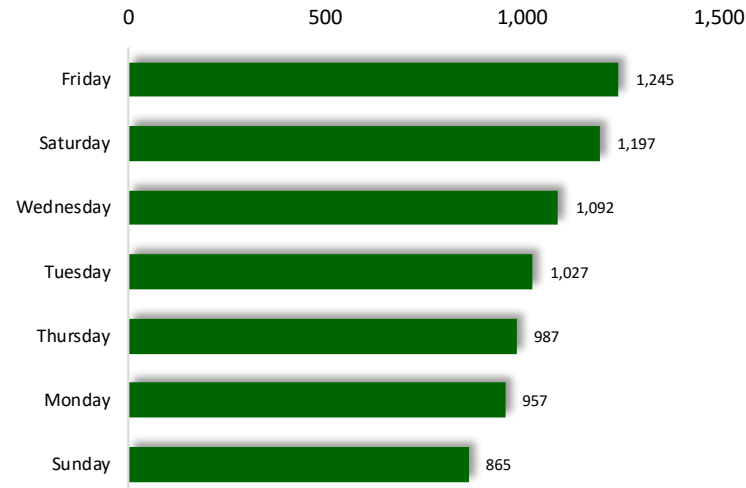
### Footfall previous month

32,772

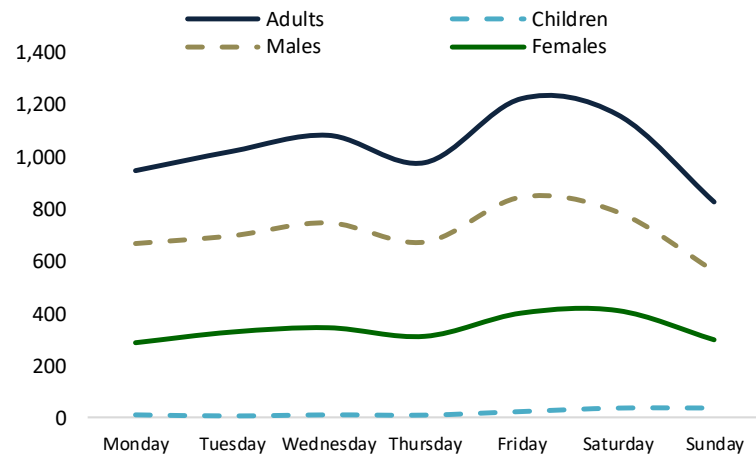
### Change

Down -1.4 %

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



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

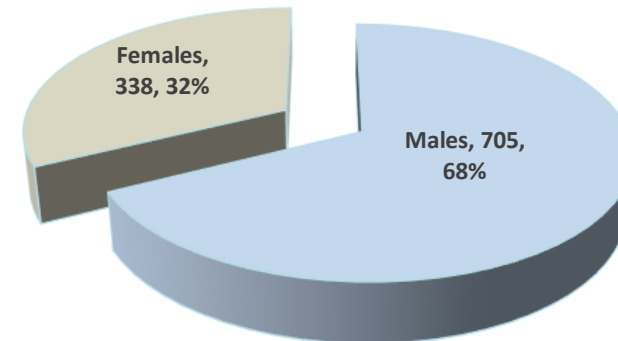


\* Average is for the each day for the entire month

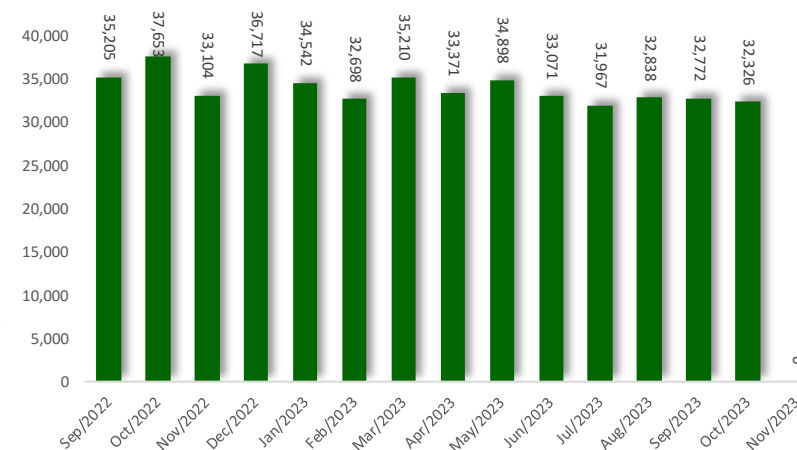
### Average daily footfall

1,043

### Average daily footfall, by sex



### Monthly footfall



# DANDENONG ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

### Total footfall this month

27,761

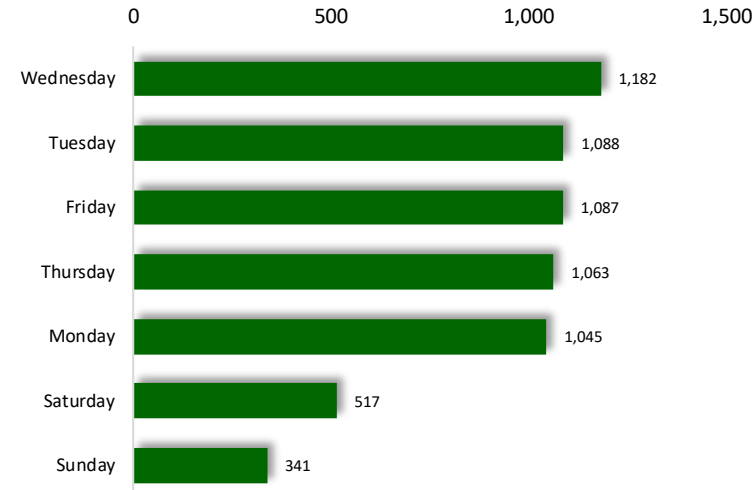
### Footfall previous month

29,043

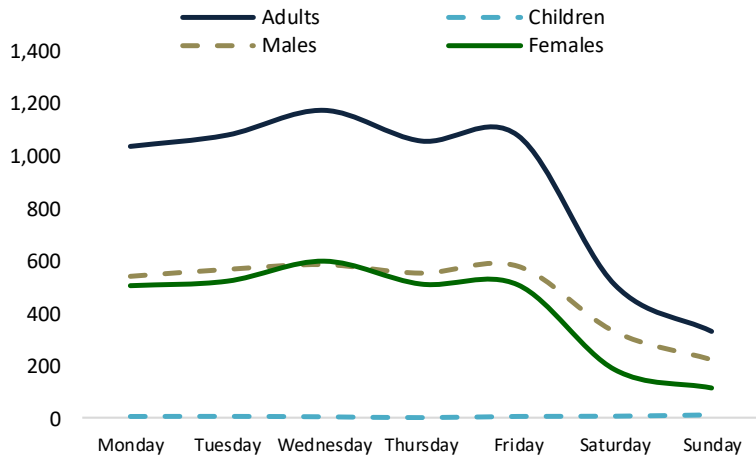
### Change

Down -4.5 %

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



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

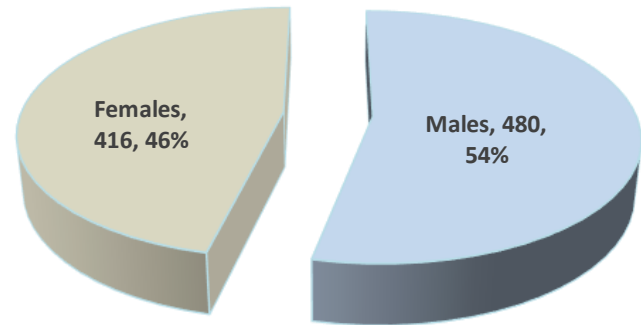


\* Average is for the each day for the entire month

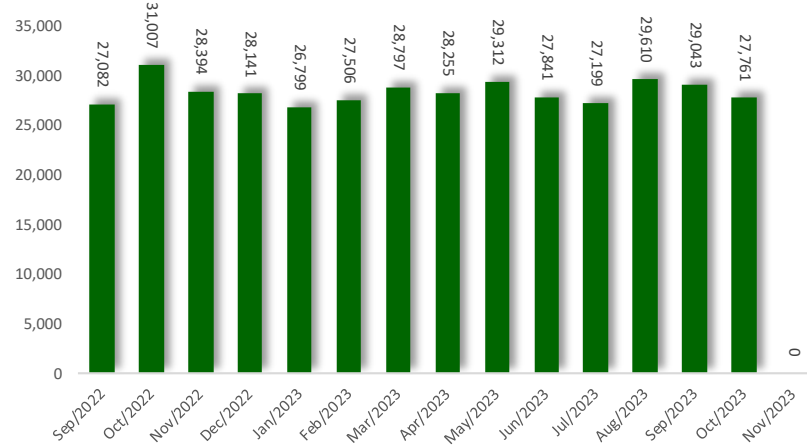
### Average daily footfall

896

### Average daily footfall, by sex



### Monthly footfall



# DANDENONG ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

### Total footfall this month

35,824

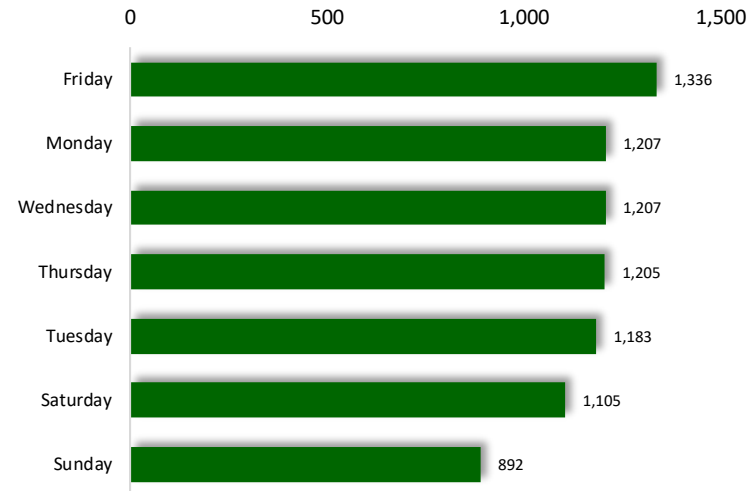
### Footfall previous month

36,547

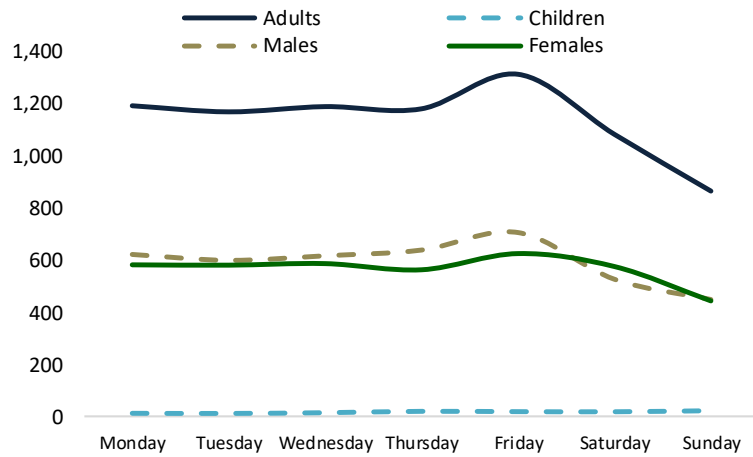
### Change

Down -2 %

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



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

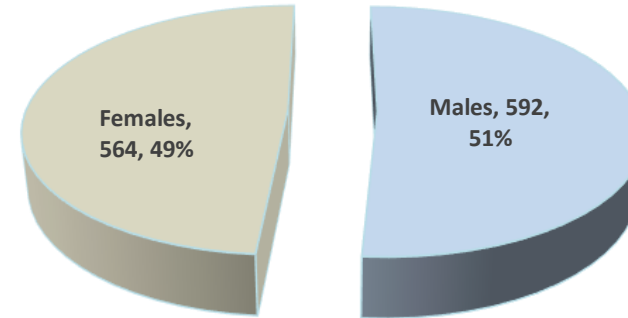


\* Average is for the each day for the entire month

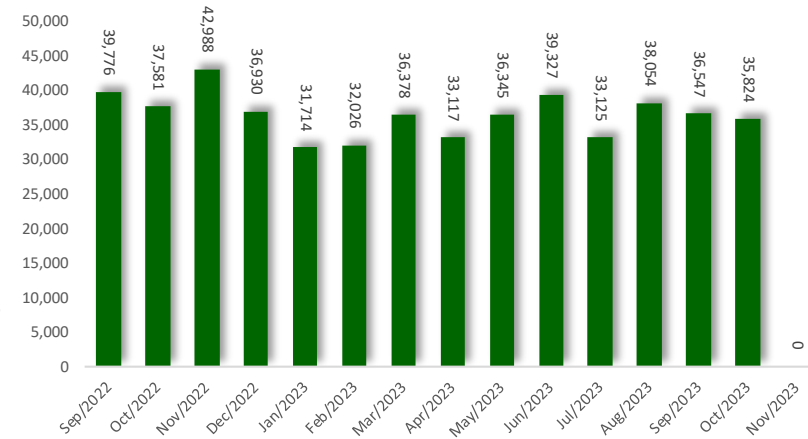
### Average daily footfall

1,156

### 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
- Implementing changes that are self sustaining
- Responding to the unique character of the place
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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) – October 2023

Placemaking & Revitalisation Team

## Total footfall this month

243,843

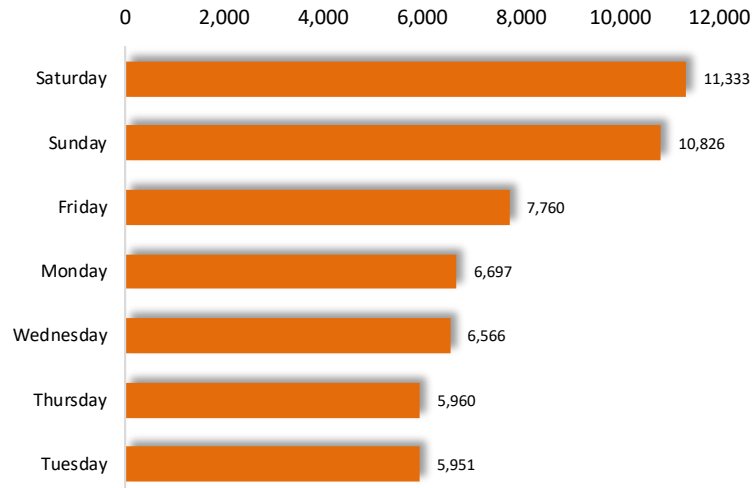
## Footfall previous month

243,038

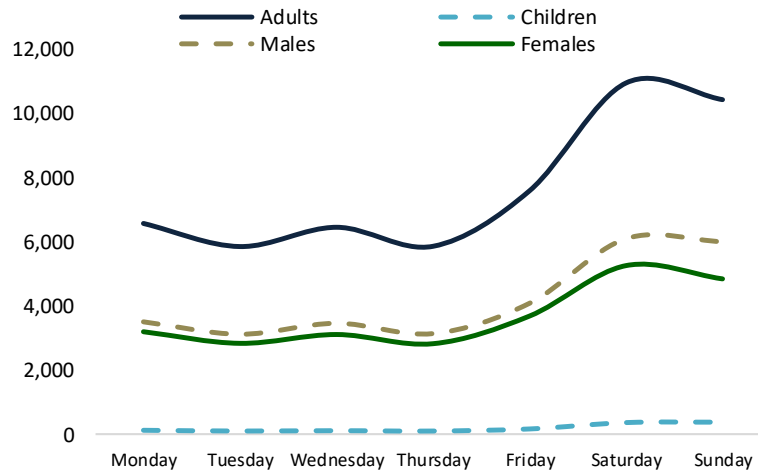
## Change

Up 0.4 %

## Average daily footfall, by day of the week



## Average\* daily footfall, by population segment

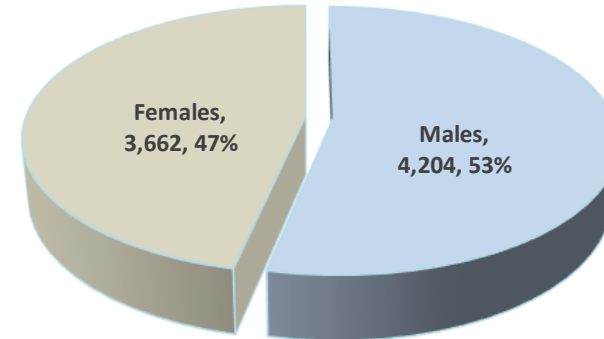


\* Average is for the each day for the entire month

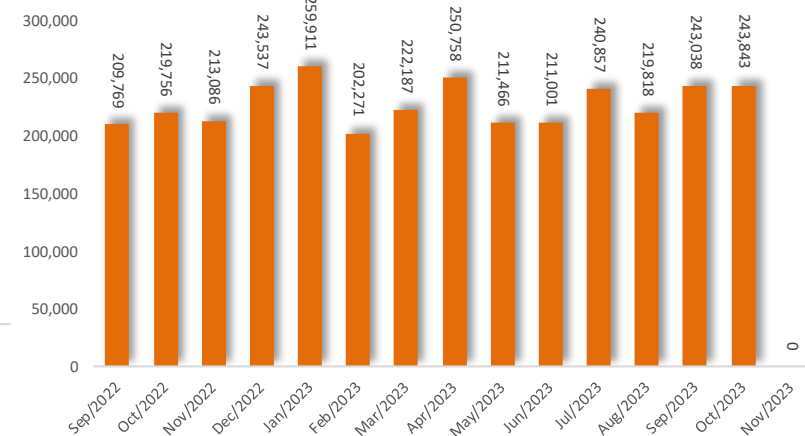
## Average daily footfall

7,866

## Average daily footfall, by sex



## Monthly footfall



# SPRINGVALE ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

## Total footfall this month

162,527

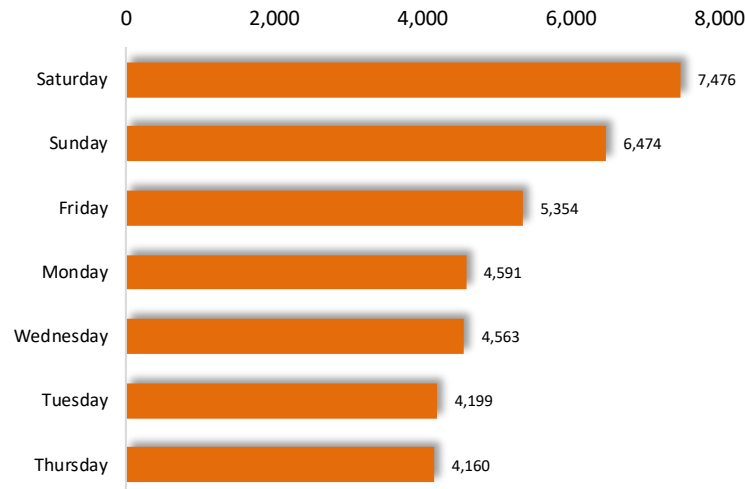
## Footfall previous month

163,911

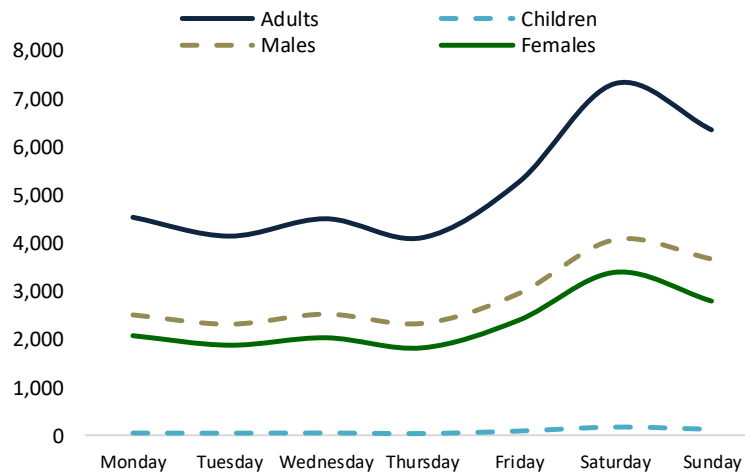
## Change

Down -0.9 %

## Average daily footfall, by day of the week



## Average\* daily footfall, by population segment

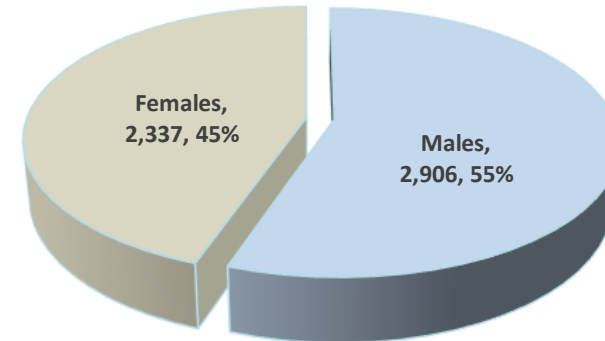


\* Average is for the each day for the entire month

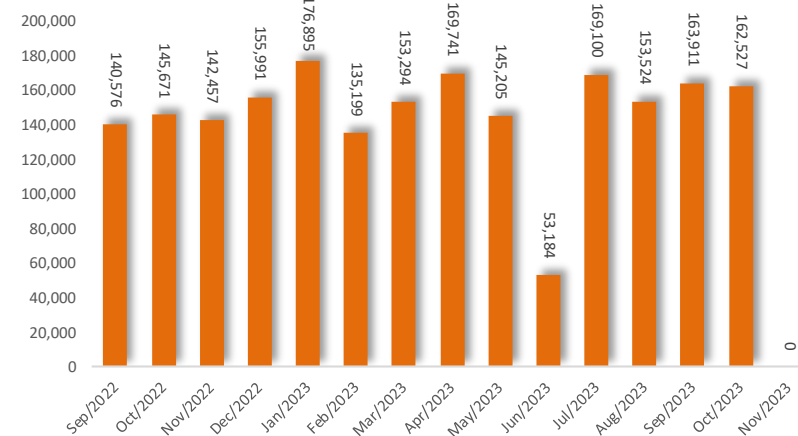
## Average daily footfall

5,243

## Average daily footfall, by sex



## Monthly footfall







## 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;

- 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

**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 – October 2023

Placemaking & Revitalisation Team

### Total footfall this month

3,286

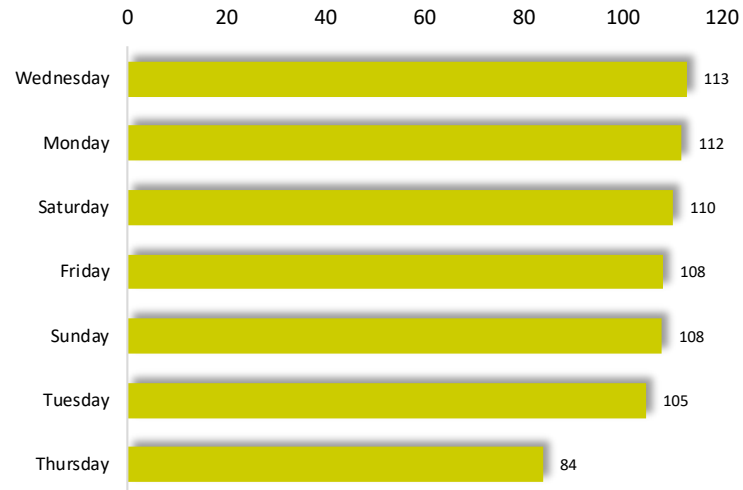
### Footfall previous month

2,582

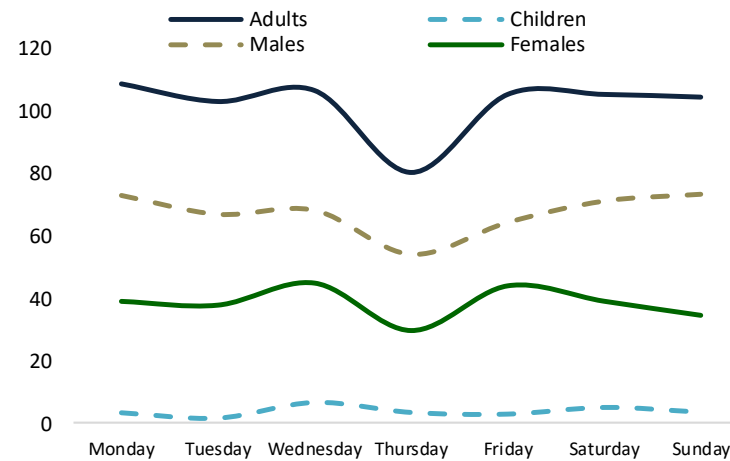
### Change

Up 27.3 %

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



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

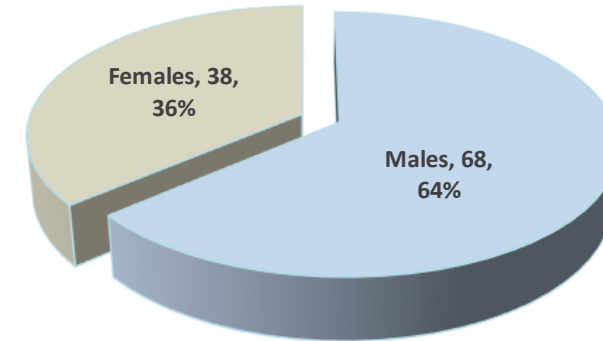


\* Average is for the each day for the entire month

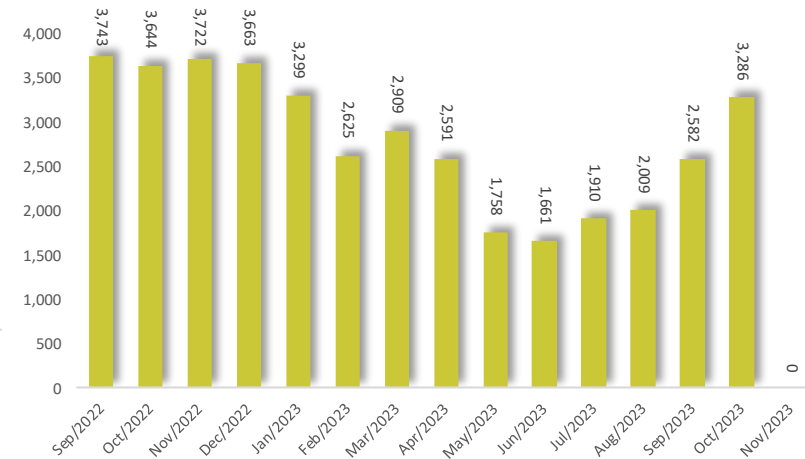
### Average daily footfall

106

### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Buckley Street – October 2023

Placemaking & Revitalisation Team

### Total footfall this month

21,682

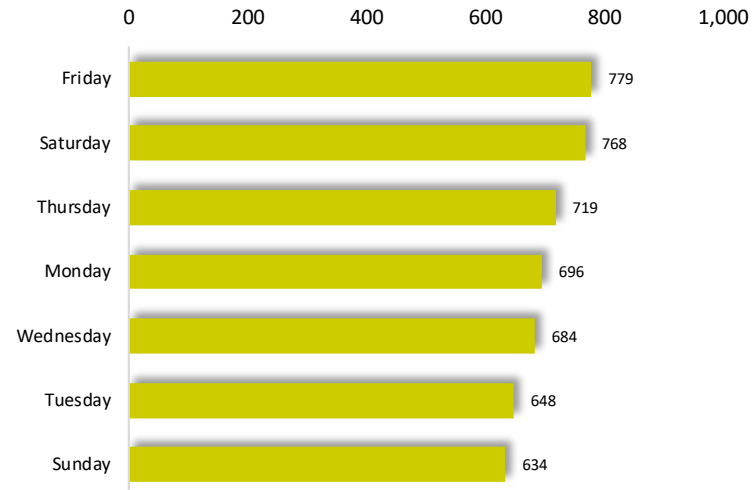
### Footfall previous month

19,616

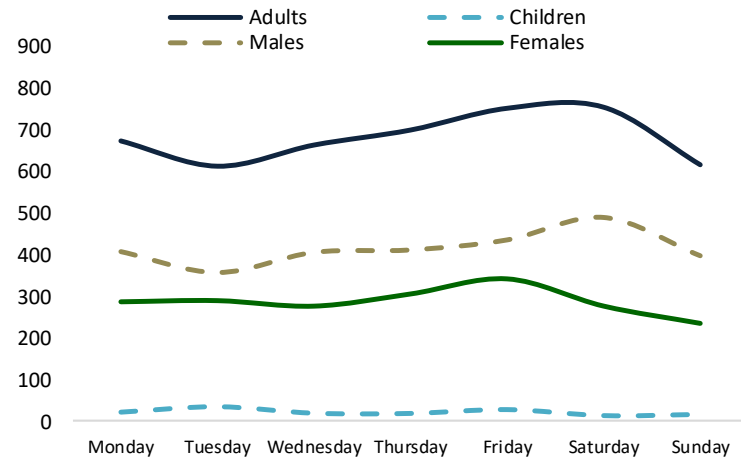
### Change

Up 10.6 %

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



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

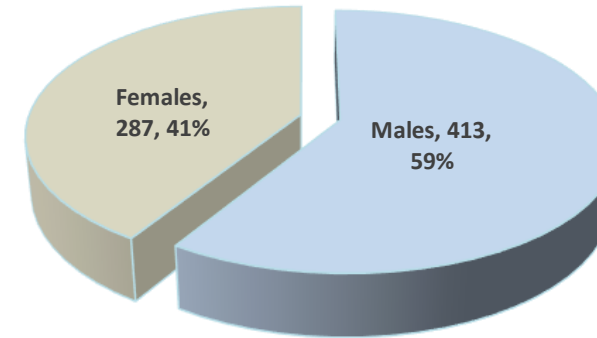


\* Average is for the each day for the entire month

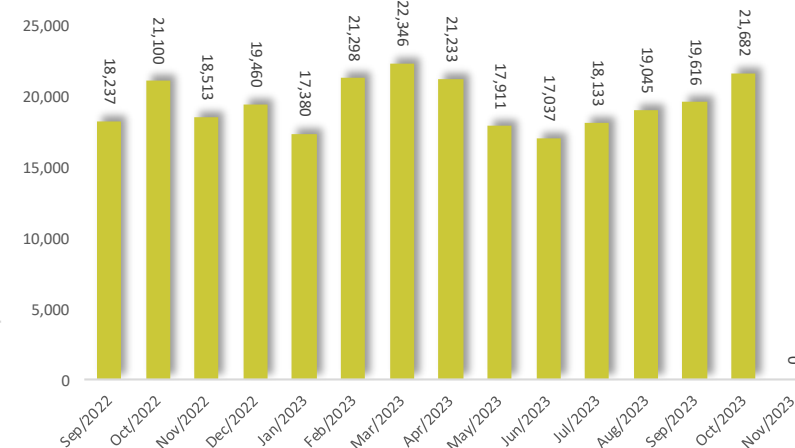
### Average daily footfall

699

### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



## People Counter - Douglas Street – October 2023

Placemaking & Revitalisation Team

### Total footfall this month

90,491

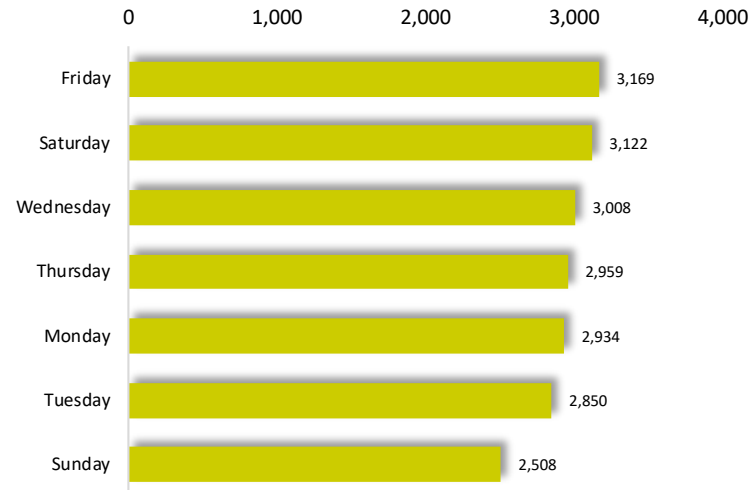
### Footfall previous month

89,098

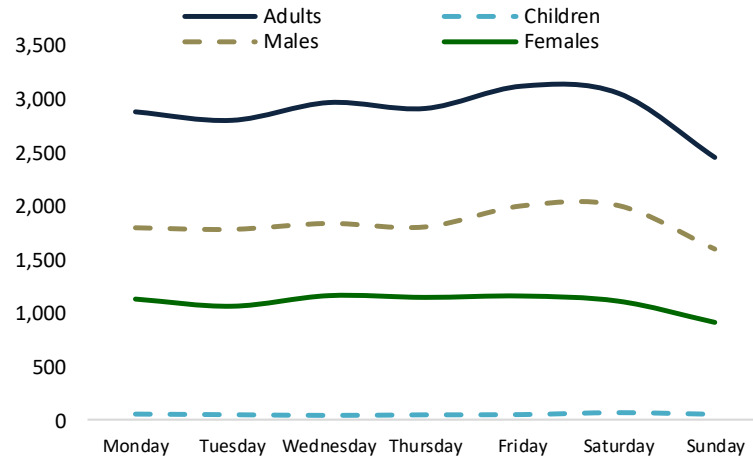
### Change

Up 1.6 %

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



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

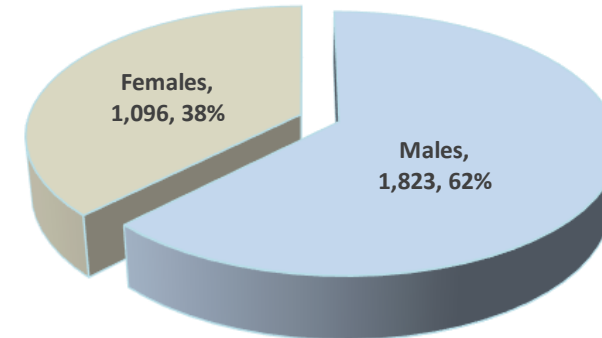


\* Average is for the each day for the entire month

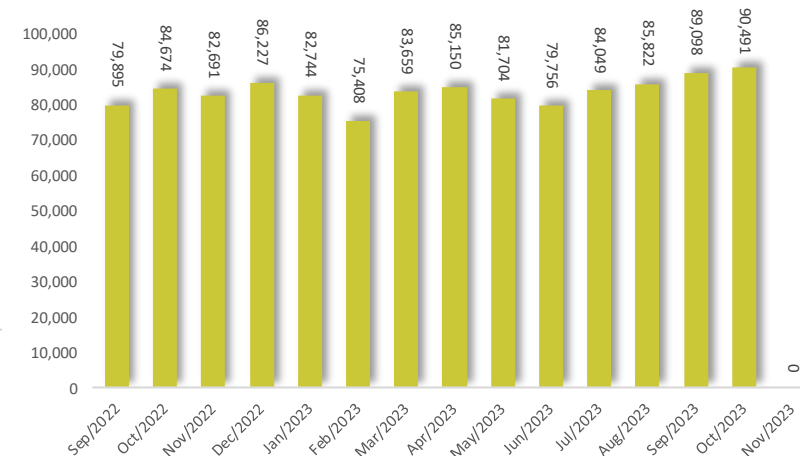
### Average daily footfall

2,919

### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

### Total footfall this month

42,821

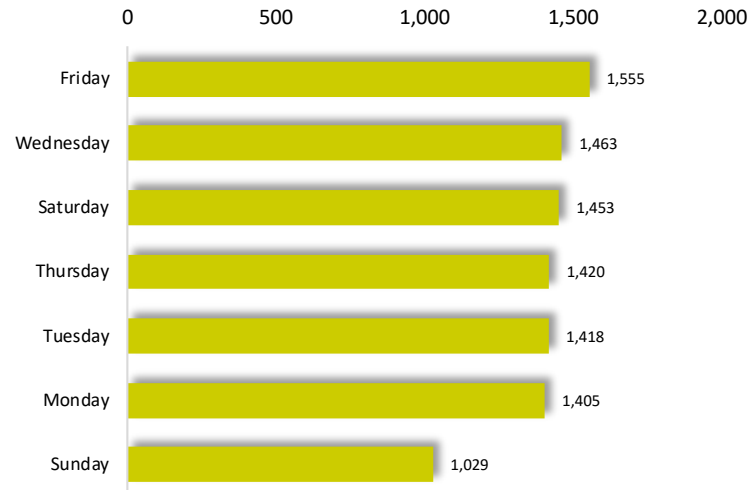
### Footfall previous month

41,425

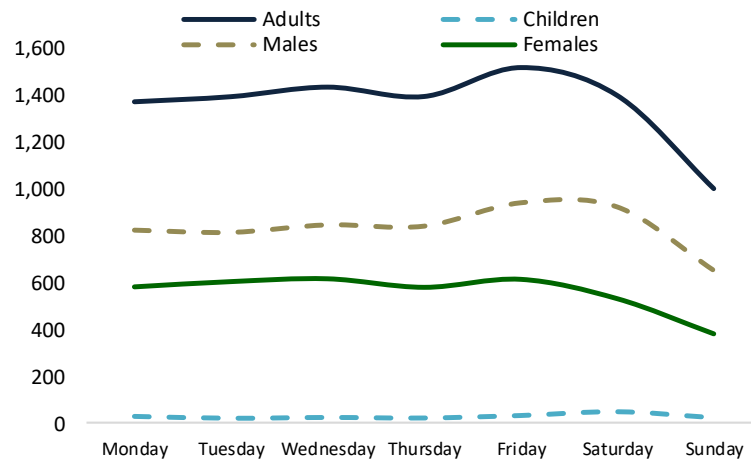
### Change

Up 3.4 %

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



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

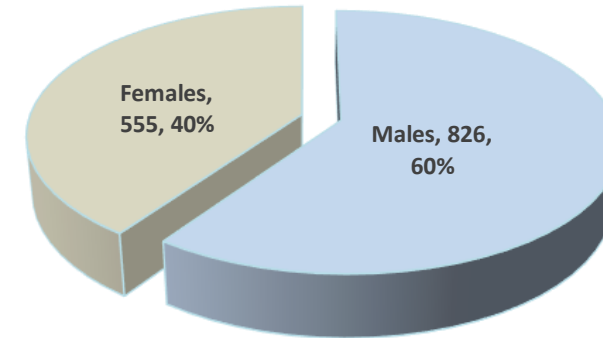


\* Average is for the each day for the entire month

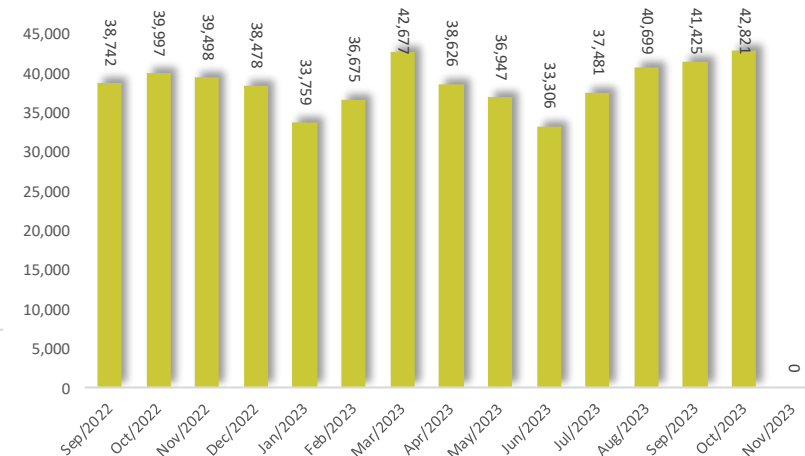
### Average daily footfall

1,381

### Average daily footfall, by sex



### Monthly footfall



# NOBLE PARK ACTIVITY CENTRE



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

Placemaking & Revitalisation Team

### Total footfall this month

5,634

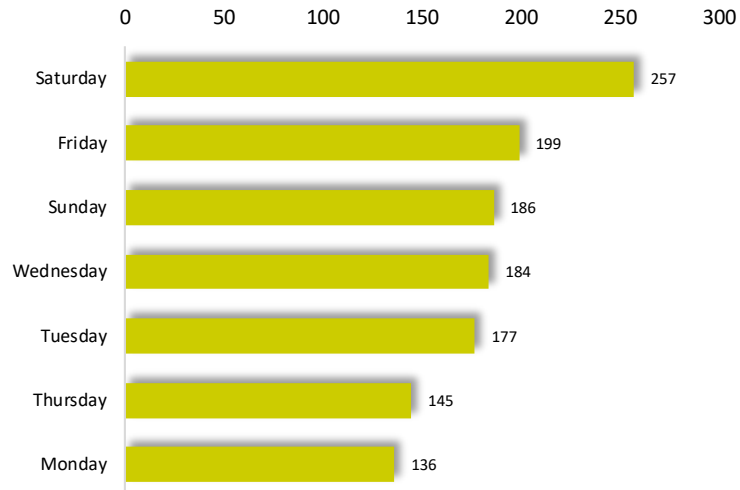
### Footfall previous month

6,494

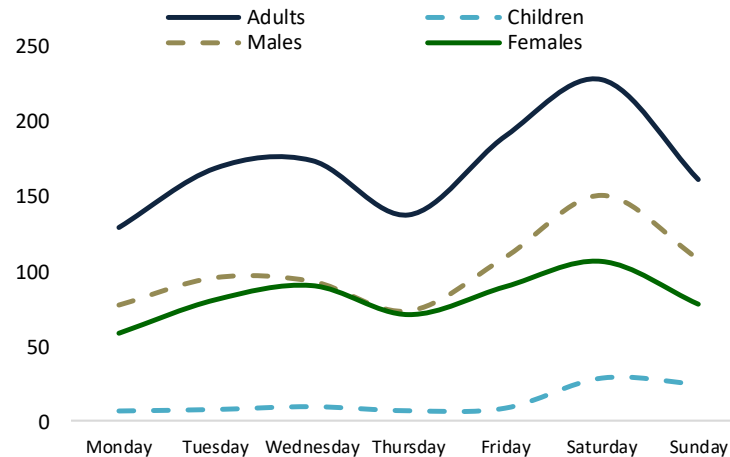
### Change

Down -13.3 %

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



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

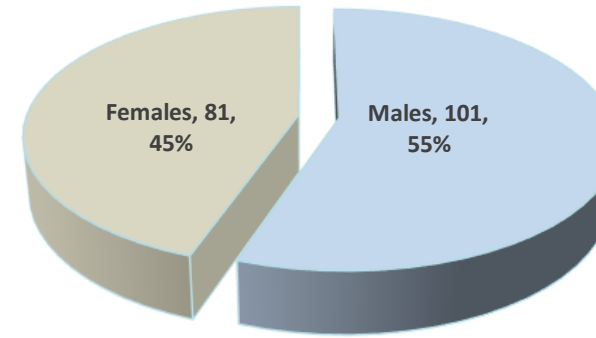


\* Average is for the each day for the entire month

### Average daily footfall

182

### Average daily footfall, by sex



### Monthly footfall

