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)

GREATER DANDENONG
City of Opportunity

People Counter - Thomas Street – December 2023

Placemaking & Revitalisation Team

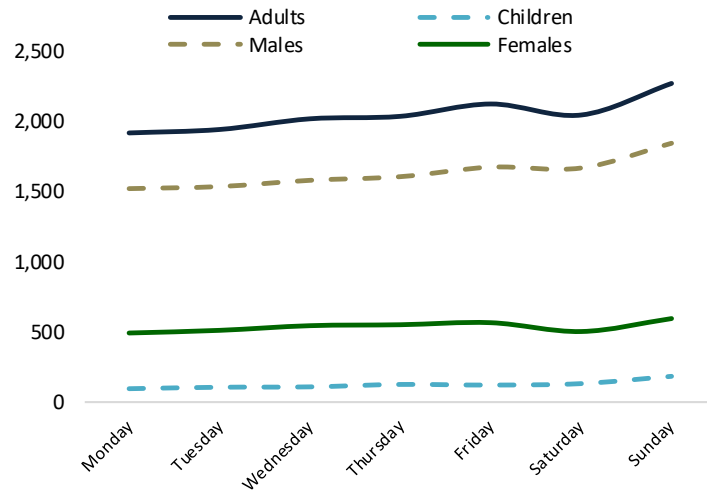**Total footfall this month**

67,273

Footfall previous month

58,118

Change

Up 15.8 %

Average daily footfall, by day of the week
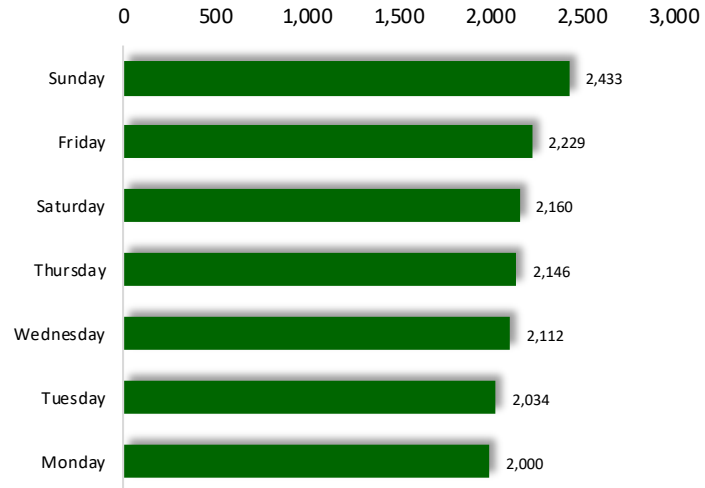
Day	Footfall
Sunday	2,433
Friday	2,229
Saturday	2,160
Thursday	2,146
Wednesday	2,112
Tuesday	2,034
Monday	2,000

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

* Average is for the each day for the entire month

Average daily footfall

2,170

Average daily footfall, by sex

Females, 536, 25%
Males, 1,634, 75%

Monthly footfall

Month	Footfall
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	50,228
Jul/2023	50,642
Aug/2023	52,498
Sep/2023	54,548
Oct/2023	54,381
Nov/2023	58,118
Dec/2023	67,273
Jan/2024	0

DANDENONG ACTIVITY CENTRE
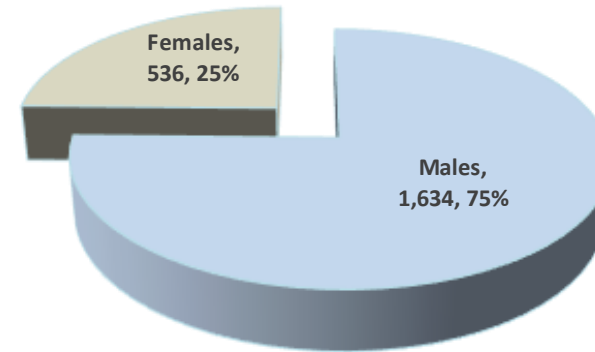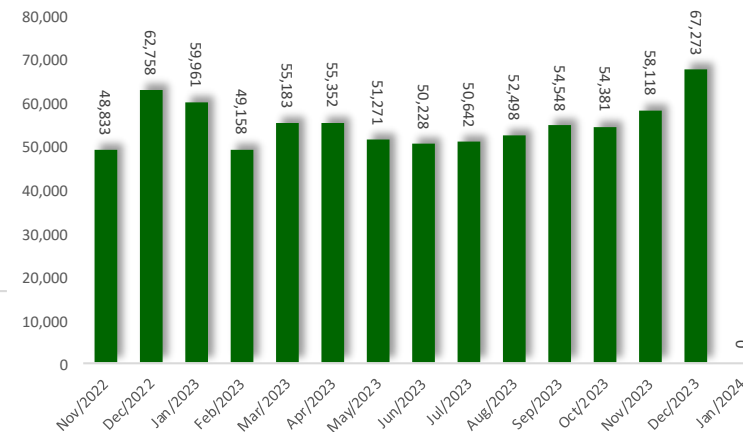
People Counter - Lonsdale Street – December 2023

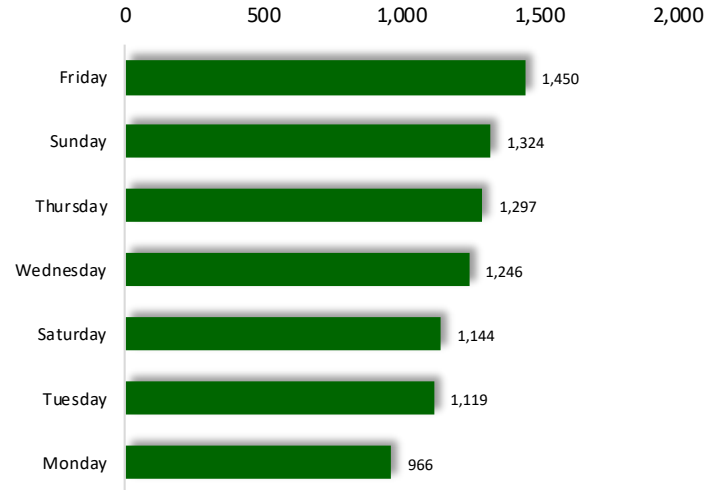Placemaking & Revitalisation Team

Total footfall this month
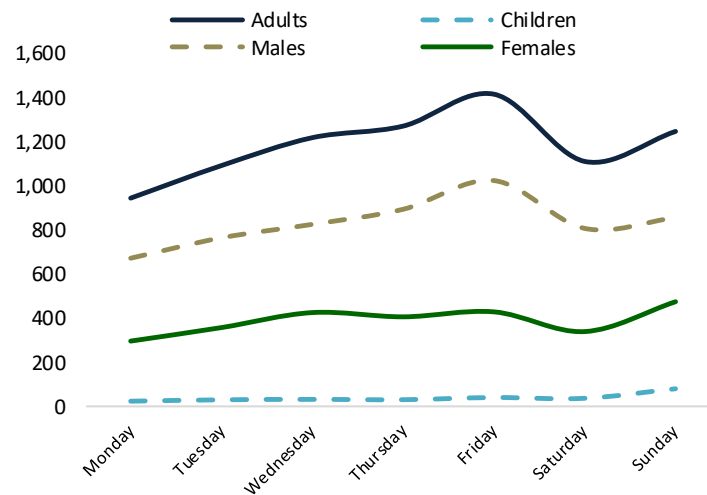
38,101

Footfall previous month

34,834

Change

Up 9.4 %

Average daily footfall, by day of the week

Day	Footfall
Friday	1,450
Sunday	1,324
Thursday	1,297
Wednesday	1,246
Saturday	1,144
Tuesday	1,119
Monday	966

Average* daily footfall, by population segment

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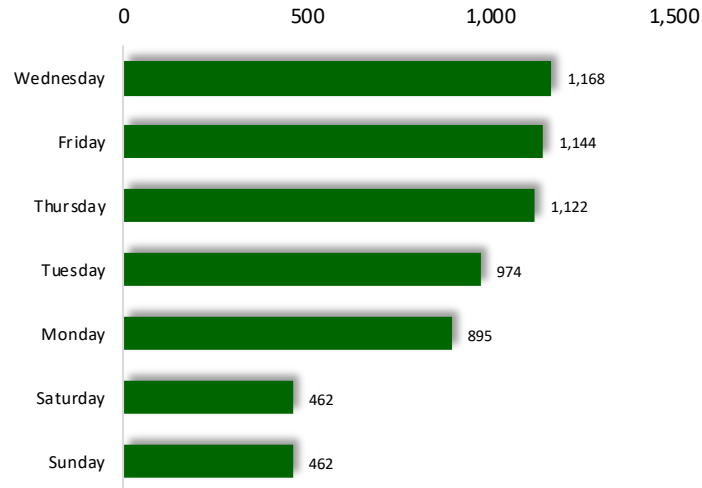
* Average is for the each day for the entire month

Average daily footfall

1,229

Average daily footfall, by sex
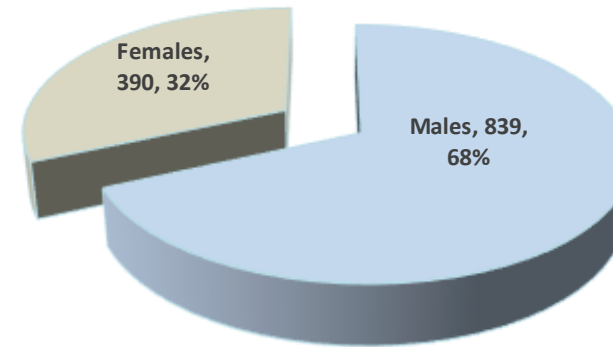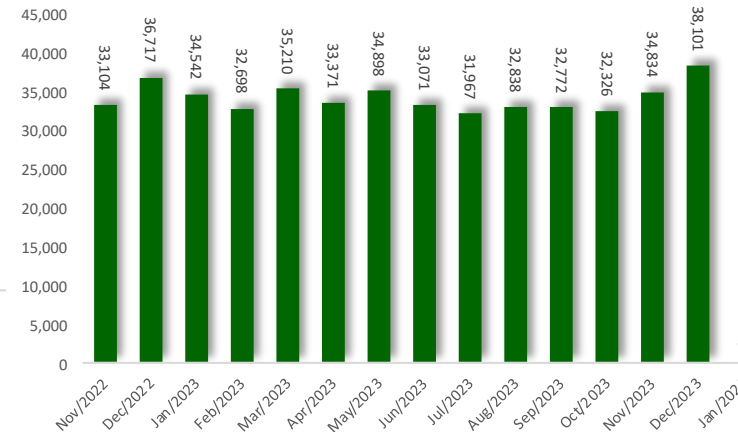
Females, 390, 32%

Males, 839, 68%

Monthly footfall

Month	Footfall
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	33,071
Jul/2023	31,967
Aug/2023	32,838
Sep/2023	32,772
Oct/2023	32,326
Nov/2023	34,834
Dec/2023	38,101
Jan/2024	0

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

26,976

Footfall previous month

29,493

Change

Down -8.6 %

Average daily footfall, by day of the week

Day	Footfall
Wednesday	1,168
Friday	1,144
Thursday	1,122
Tuesday	974
Monday	895
Saturday	462
Sunday	462

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
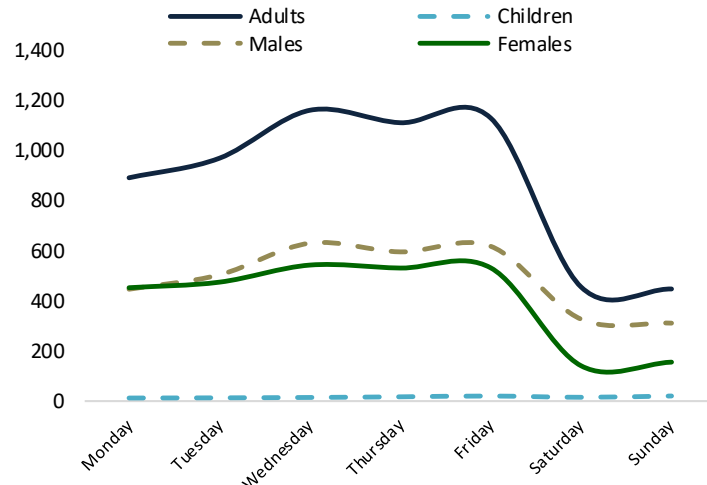
Average daily footfall

870

Average daily footfall, by sex
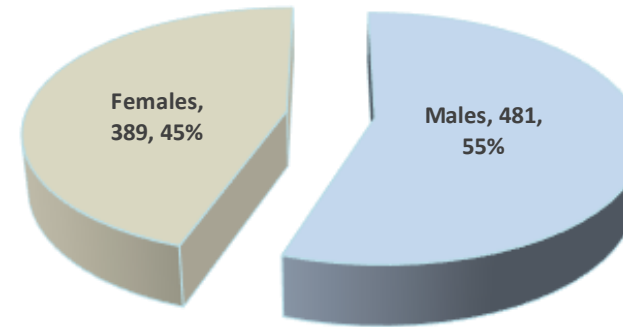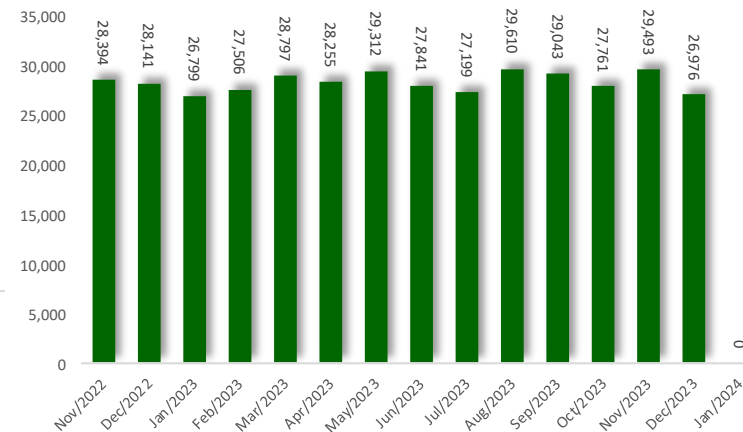
Females, 389, 45%
Males, 481, 55%

Monthly footfall

Month	Footfall
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	27,841
Jul/2023	27,199
Aug/2023	29,610
Sep/2023	29,043
Oct/2023	27,761
Nov/2023	29,493
Dec/2023	26,976
Jan/2024	0

* Average is for the each day for the entire month

Total footfall this month

35,683

Footfall previous month

42,884

Change

Down -16.8 %

Average daily footfall, by day of the week
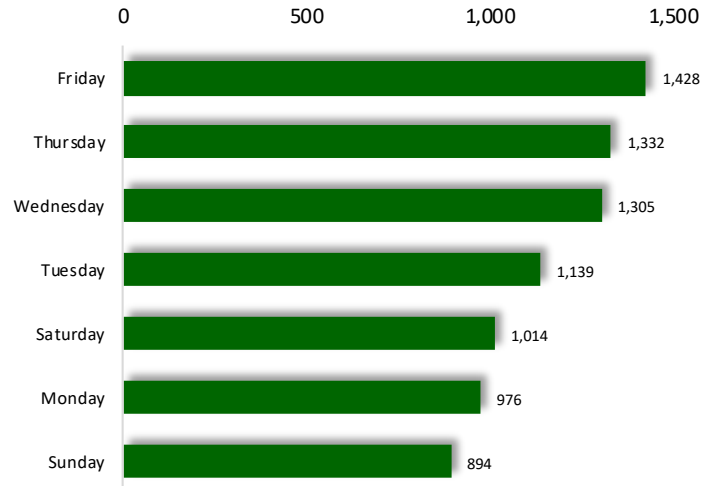
Friday	1,428
Thursday	1,332
Wednesday	1,305
Tuesday	1,139
Saturday	1,014
Monday	976
Sunday	894

Average* daily footfall, by population segment

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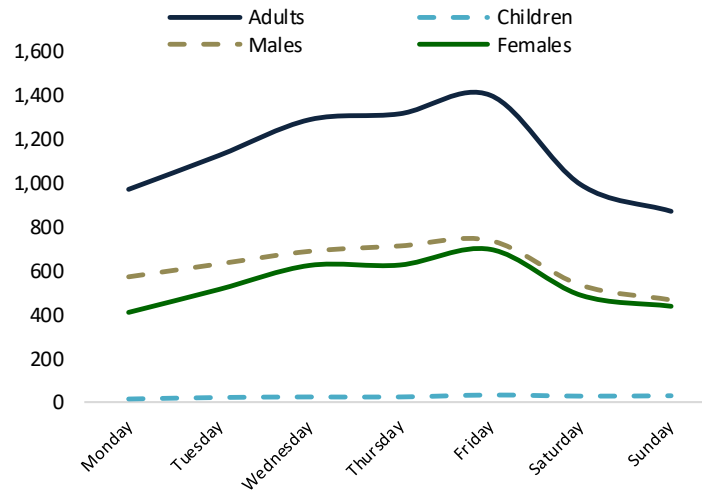
* Average is for the each day for the entire month

Average daily footfall

1,151

Average daily footfall, by sex

Females, 538, 47%
Males, 613, 53%

Monthly footfall

Month	Footfall
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	39,327
Jul/2023	33,125
Aug/2023	38,054
Sep/2023	36,547
Oct/2023	35,824
Nov/2023	42,884
Dec/2023	35,683
Jan/2024	0

Smart Cities - People Counters
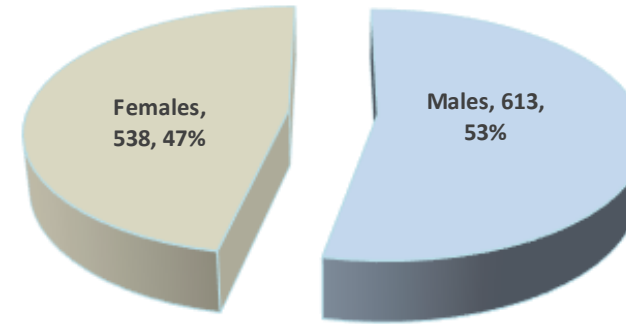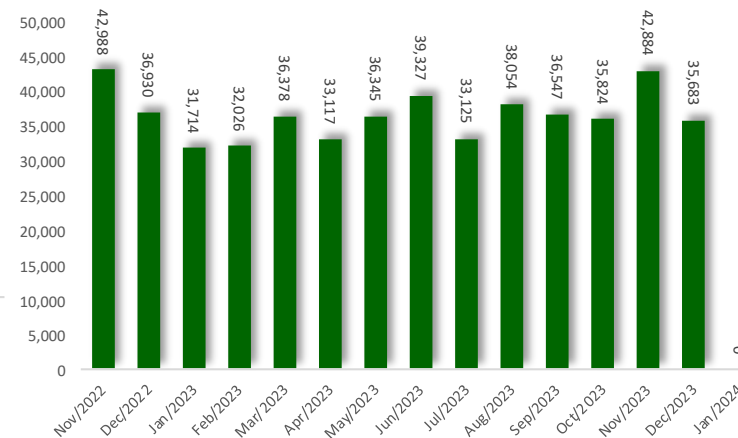
Methodology

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;

- 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

Buckingham Ave - Located at Multicultural Place
(installed July 2021)

Balmoral / Buckingham Corner
(installed October 2021)

SPRINGVALE ACTIVITY CENTRE

Placemaking & Revitalisation Team

GREATER DANDENONG
City of Opportunity

Total footfall this month

263,750

Footfall previous month

250,566

Change

Up 5.3 %

Average daily footfall, by day of the week
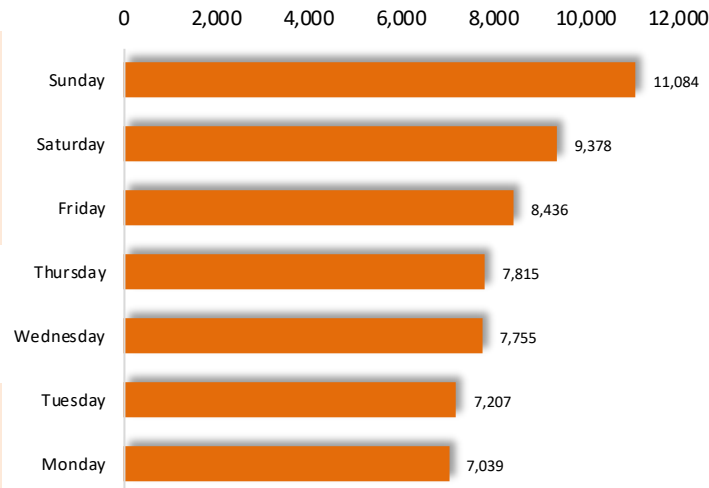
Day	Value
Sunday	11,084
Saturday	9,378
Friday	8,436
Thursday	7,815
Wednesday	7,755
Tuesday	7,207
Monday	7,039

Average* daily footfall, by population segment

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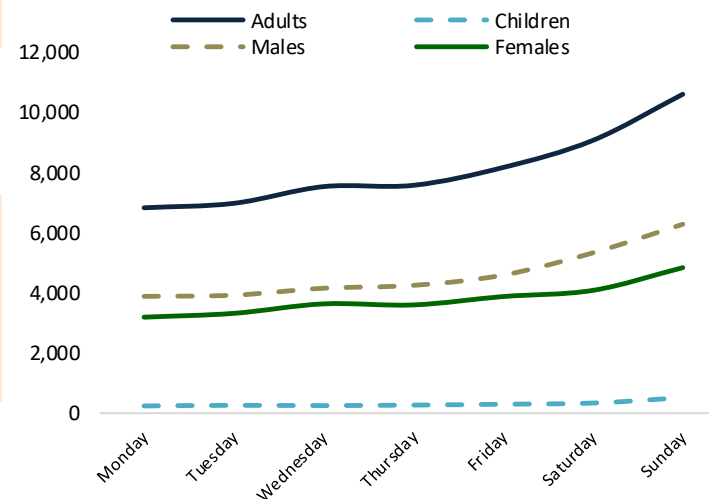
* Average is for the each day for the entire month

Average daily footfall

8,508

Average daily footfall, by sex

Females, 3,801, 45%
Males, 4,707, 55%

Monthly footfall

Month	Footfall
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	211,001
Jul/2023	240,857
Aug/2023	219,818
Sep/2023	243,038
Oct/2023	243,843
Nov/2023	250,566
Dec/2023	263,750
Jan/2024	0

SPRINGVALE ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity
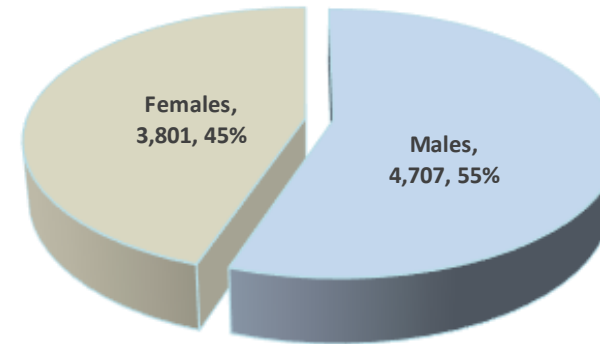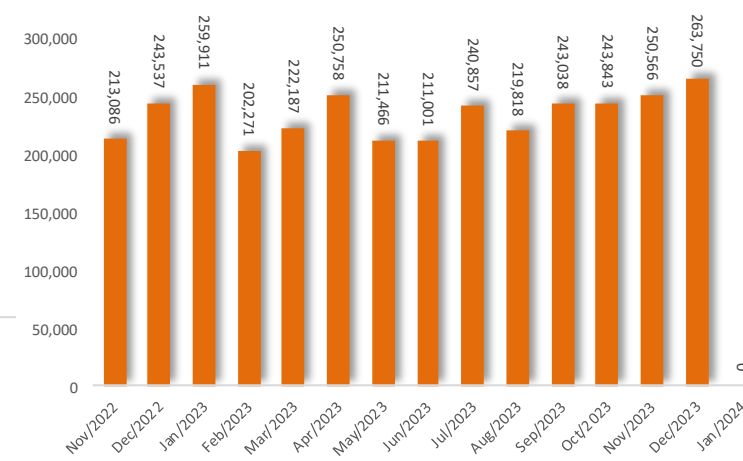
People Counter - Cnr Balmoral Ave / Buckingham Ave – December 2023

Total footfall this month

176,010

Footfall previous month

168,777

Change

Up 4.3 %

Average daily footfall, by day of the week
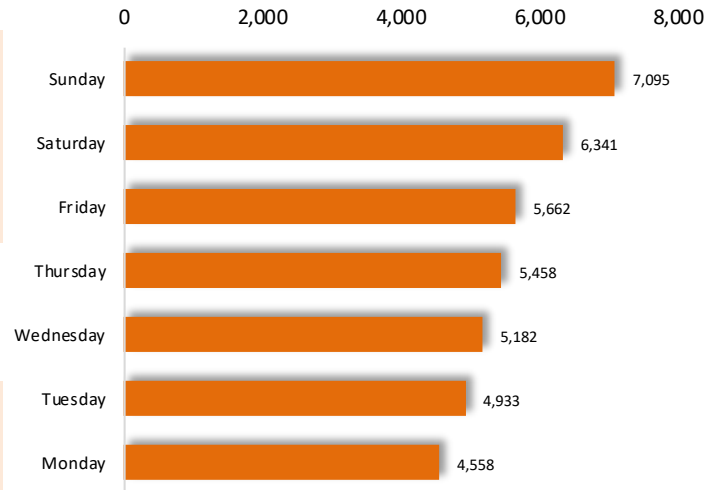
Day	Footfall
Sunday	7,095
Saturday	6,341
Friday	5,662
Thursday	5,458
Wednesday	5,182
Tuesday	4,933
Monday	4,558

Average* daily footfall, by population segment

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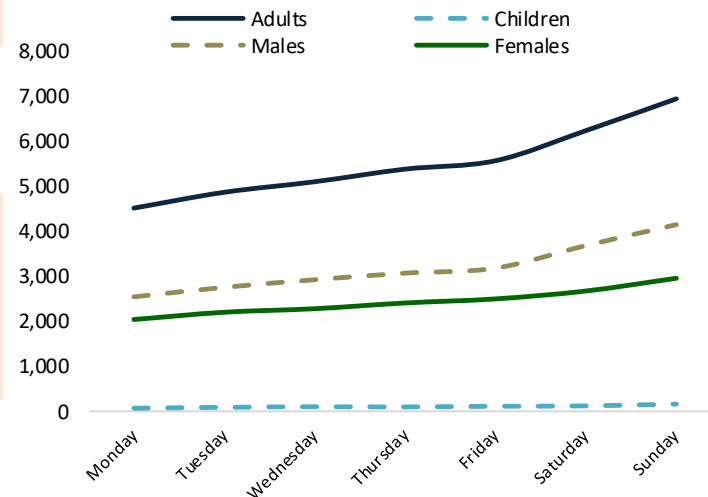
* Average is for the each day for the entire month

Average daily footfall

5,678

Average daily footfall, by sex
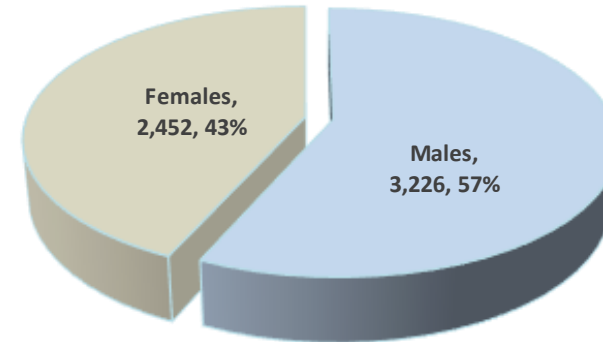
Females, 2,452, 43%

Males, 3,226, 57%

Monthly footfall

Month	Footfall
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	53,184
Jul/2023	169,100
Aug/2023	153,524
Sep/2023	163,911
Oct/2023	162,527
Nov/2023	168,777
Dec/2023	176,010
Jan/2024	0
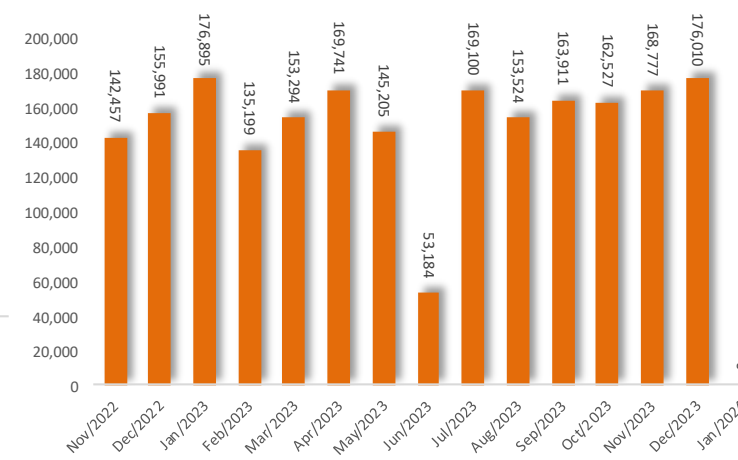
Methodology

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

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)

People Counter - Aubrey Moss – December 2023

Total footfall this month

3,997

Footfall previous month

3,483

Change

Up 14.8 %

Average daily footfall, by day of the week
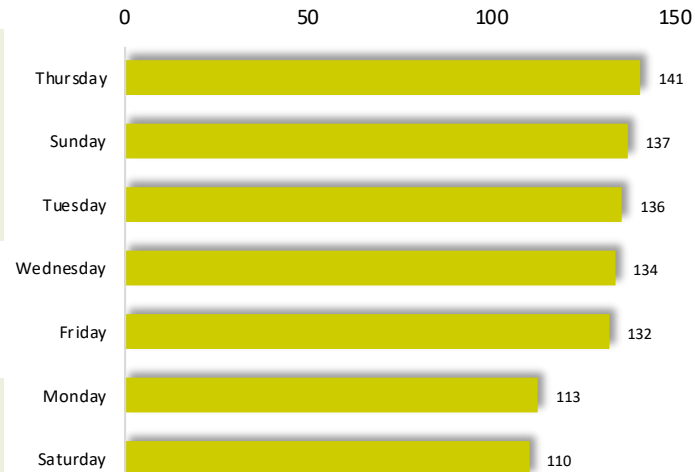
Day	Footfall
Thursday	141
Sunday	137
Tuesday	136
Wednesday	134
Friday	132
Monday	113
Saturday	110

Average* daily footfall, by population segment

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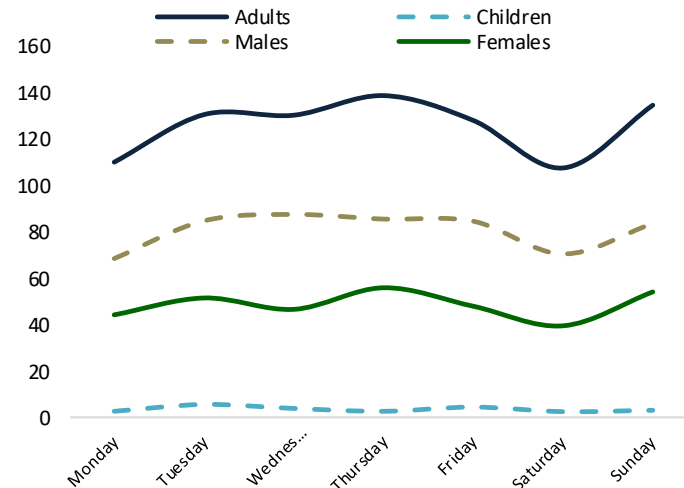
* Average is for the each day for the entire month

Average daily footfall

129

Average daily footfall, by sex

Females, 48, 38%

Males, 81, 62%

Monthly footfall

Month	Footfall
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	1,661
Jul/2023	1,910
Aug/2023	2,009
Sep/2023	2,582
Oct/2023	3,286
Nov/2023	3,483
Dec/2023	3,997
Jan/2024	0
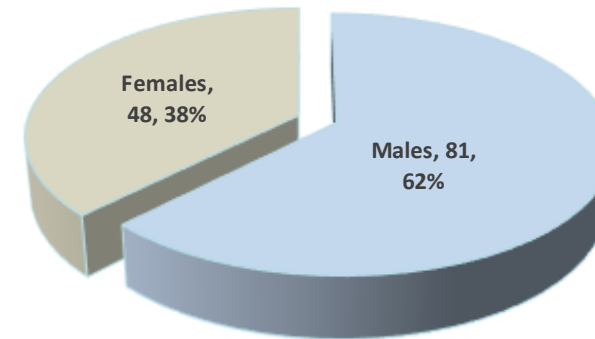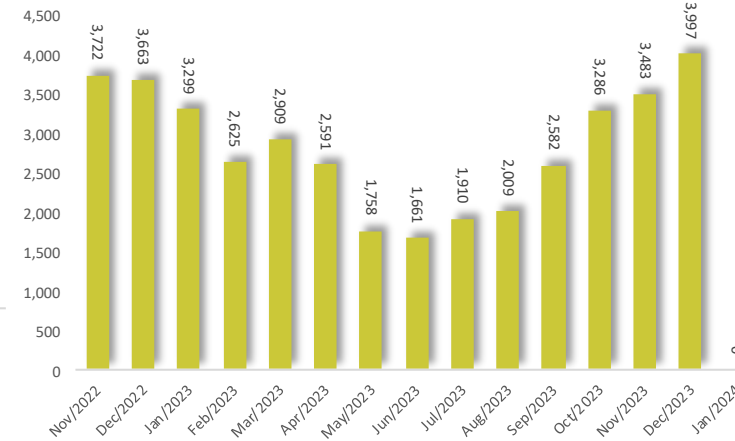
NOBLE PARK ACTIVITY CENTRE

People Counter - Buckley Street – December 2023

Total footfall this month

20,729

Footfall previous month

26,391

Change

Down -21.5 %

Average daily footfall, by day of the week
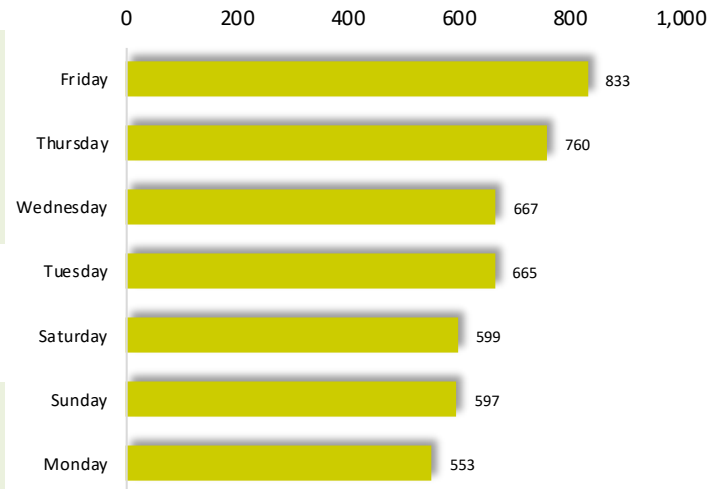
Day	Footfall
Friday	833
Thursday	760
Wednesday	667
Tuesday	665
Saturday	599
Sunday	597
Monday	553

Average* daily footfall, by population segment

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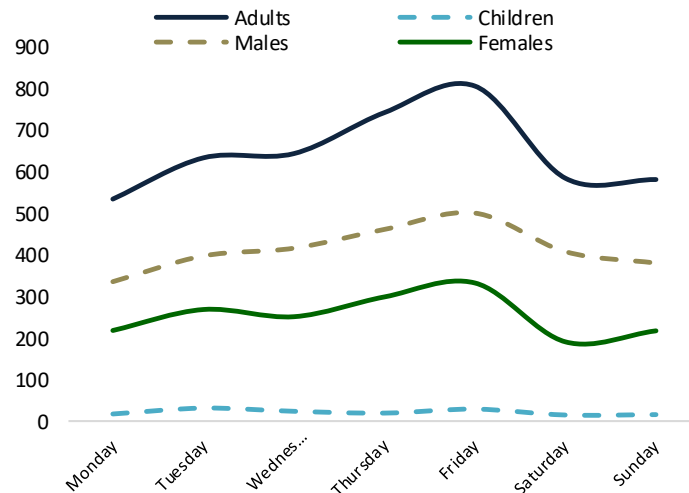
* Average is for the each day for the entire month

Average daily footfall

669

Average daily footfall, by sex

Females, 254, 38%
Males, 415, 62%

Monthly footfall

Month	Footfall
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	17,037
Jul/2023	18,133
Aug/2023	19,045
Sep/2023	19,616
Oct/2023	21,682
Nov/2023	26,391
Dec/2023	20,729
Jan/2024	0

NOBLE PARK ACTIVITY CENTRE

Placemaking & Revitalisation Team

Total footfall this month

95,192

Footfall previous month

95,464

Change

Down -0.3 %

Average daily footfall, by day of the week
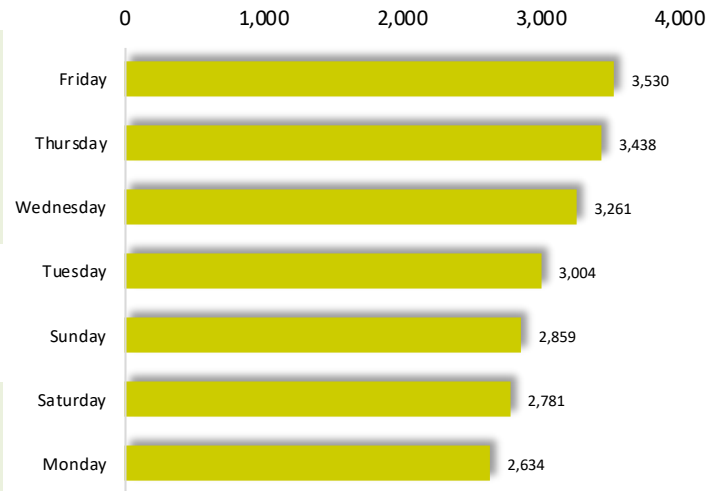
Day	Footfall
Friday	3,530
Thursday	3,438
Wednesday	3,261
Tuesday	3,004
Sunday	2,859
Saturday	2,781
Monday	2,634

Average* daily footfall, by population segment

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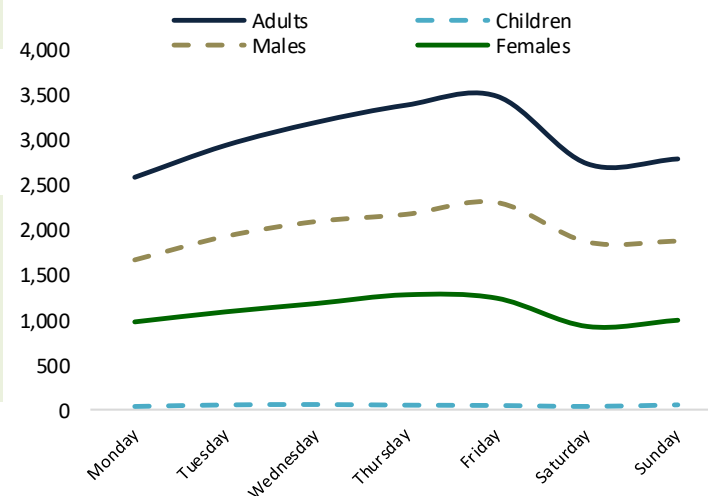
* Average is for the each day for the entire month

Average daily footfall

3,071

Average daily footfall, by sex

Females, 1,088, 35%
Males, 1,983, 65%

Monthly footfall

Month	Footfall
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	79,756
Jul/2023	84,049
Aug/2023	85,822
Sep/2023	89,098
Oct/2023	90,491
Nov/2023	95,464
Dec/2023	95,192
Jan/2024	0
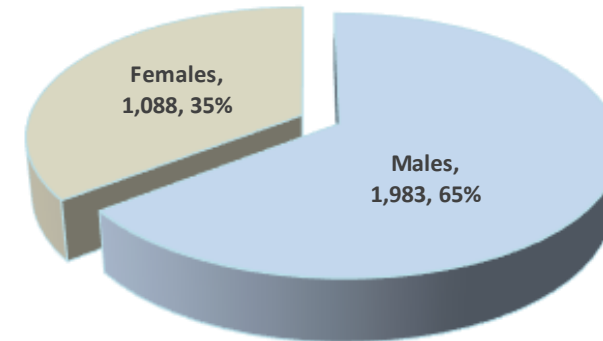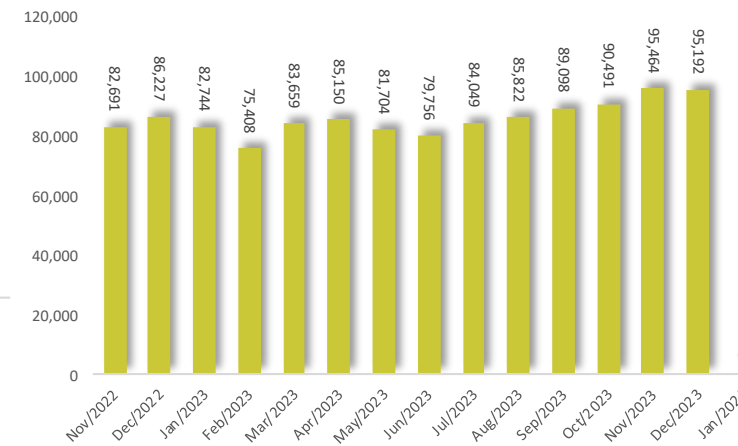
NOBLE PARK ACTIVITY CENTRE

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

Total footfall this month

41,353

Footfall previous month

45,017

Change

Down -8.2 %

Average daily footfall, by day of the week
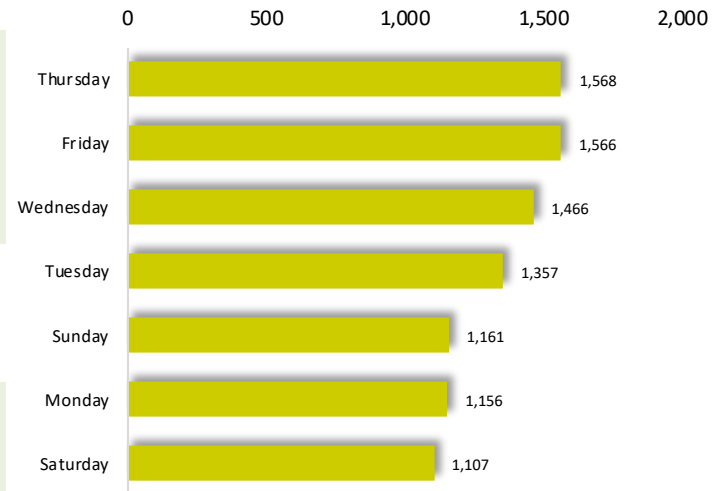
Day	Value
Thursday	1,568
Friday	1,566
Wednesday	1,466
Tuesday	1,357
Sunday	1,161
Monday	1,156
Saturday	1,107

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
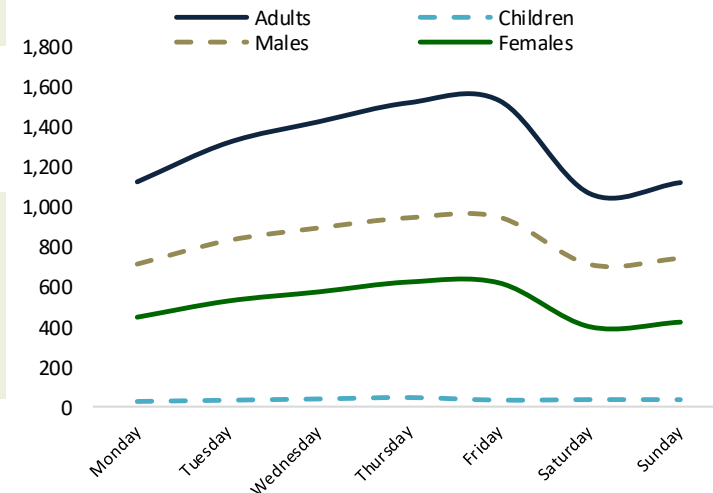
Average daily footfall

1,334

Average daily footfall, by sex

Females, 510, 38%
Males, 824, 62%

Monthly footfall

Month	Value
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	33,306
Jul/2023	37,481
Aug/2023	40,699
Sep/2023	41,425
Oct/2023	42,821
Nov/2023	45,017
Dec/2023	41,353
Jan/2024	0

* Average is for the each day for the entire month

GREATER DANDENONG
City of Opportunity
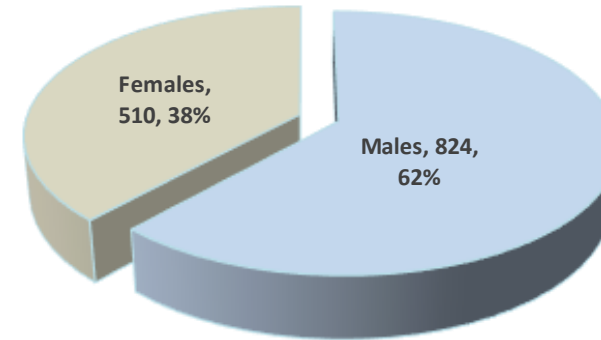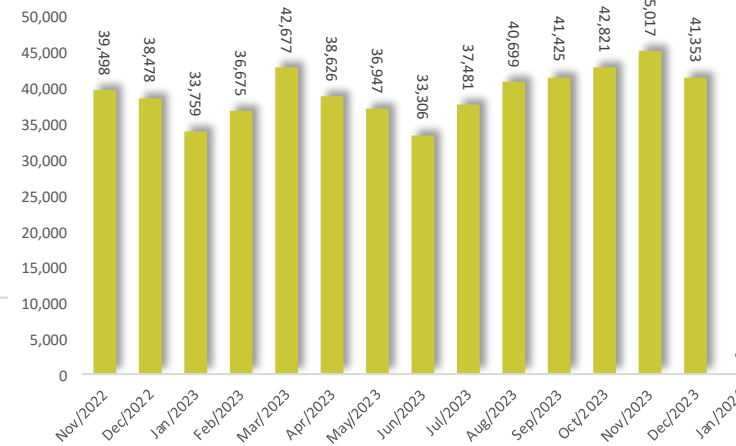
People Counter - Noble Park Skate Park (skyrail) – December 2023

Total footfall this month

6,842

Footfall previous month

6,605

Change

Up 3.6 %

Average daily footfall, by day of the week
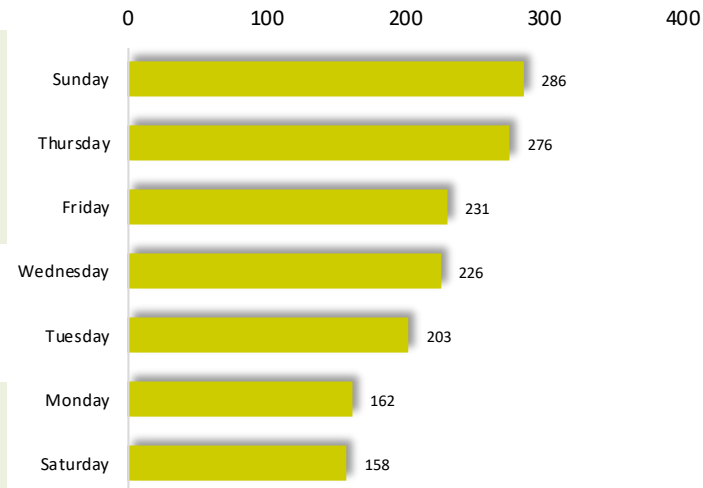
Day	Footfall
Sunday	286
Thursday	276
Friday	231
Wednesday	226
Tuesday	203
Monday	162
Saturday	158

Average* daily footfall, by population segment

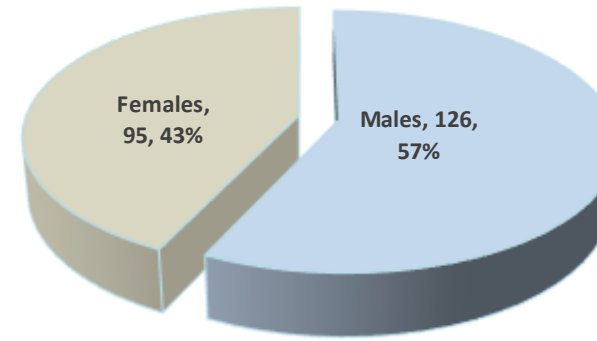Legend: Adults, Children, Males, Females
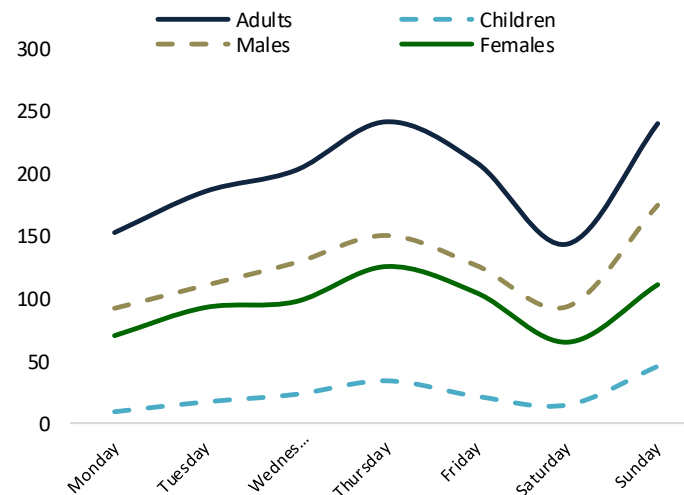
* Average is for the each day for the entire month

Average daily footfall

221

Average daily footfall, by sex

Females, 95, 43%
Males, 126, 57%

Monthly footfall

Month	Footfall
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	4,055
Jul/2023	4,122
Aug/2023	5,018
Sep/2023	6,494
Oct/2023	5,634
Nov/2023	6,605
Dec/2023	6,842
Jan/2024	0