Smart Cities - People Counters

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 – January 2024

Placemaking & Revitalisation Team
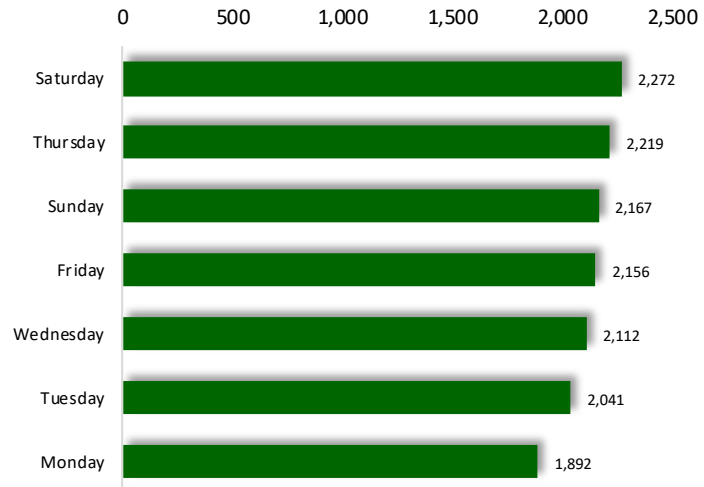
Total footfall this month
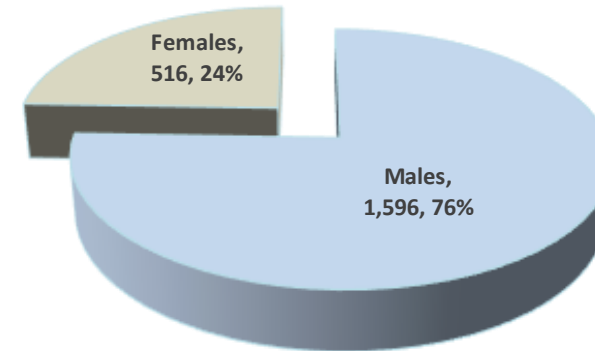
65,476

Footfall previous month

67,273

Change

Down -2.7 %

Average daily footfall, by day of the week

Day	Footfall
Saturday	2,272
Thursday	2,219
Sunday	2,167
Friday	2,156
Wednesday	2,112
Tuesday	2,041
Monday	1,892

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

* Average is for the each day for the entire month

Average daily footfall

2,112

Average daily footfall, by sex

Females, 516, 24%

Males, 1,596, 76%

Monthly footfall

Month	Footfall
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	65,476
Feb/2024	0

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

32,319

Footfall previous month

38,101

Change

Down -15.2 %

Average daily footfall, by day of the week
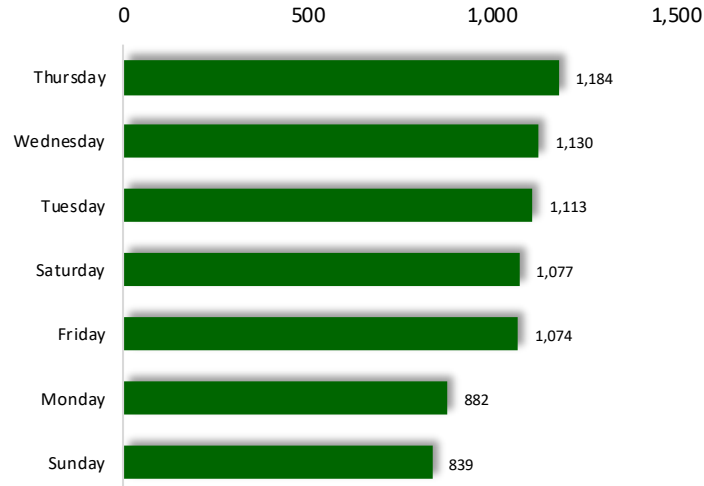
Day	Footfall
Thursday	1,184
Wednesday	1,130
Tuesday	1,113
Saturday	1,077
Friday	1,074
Monday	882
Sunday	839

Average* daily footfall, by population segment

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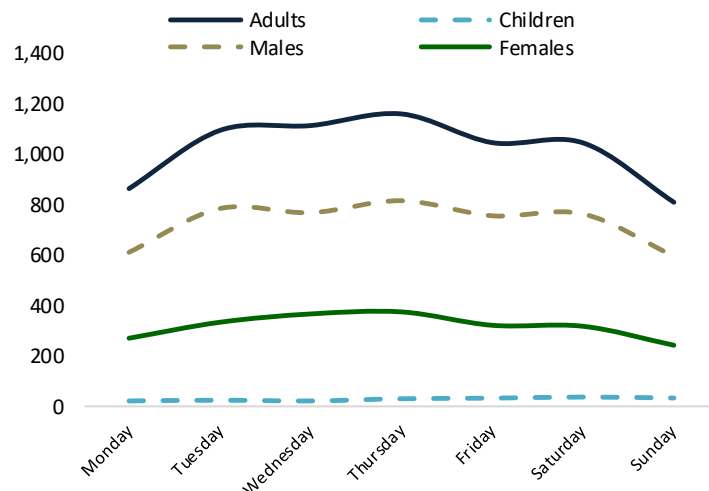
* Average is for the each day for the entire month

Average daily footfall

1,043

Average daily footfall, by sex
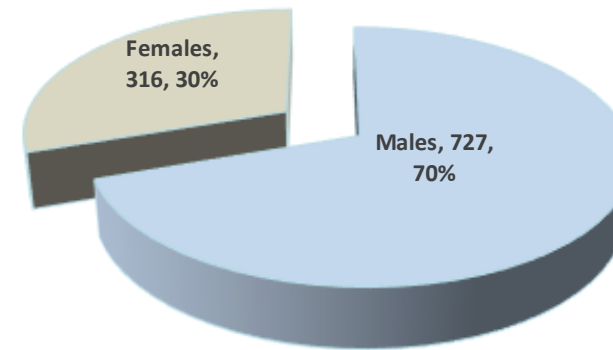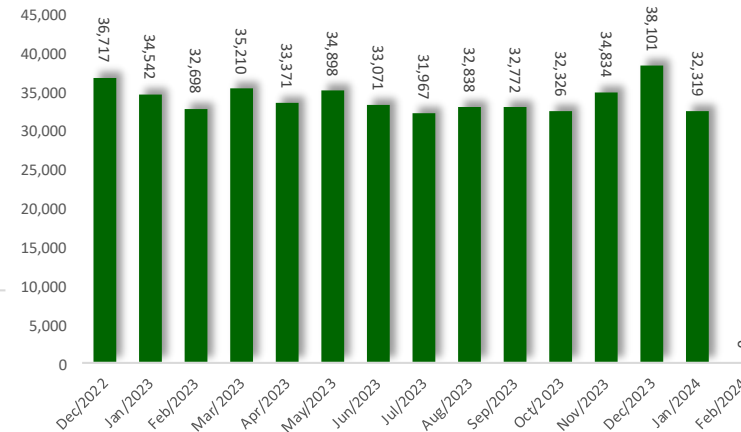
Females, 316, 30%

Males, 727, 70%

Monthly footfall

Month	Footfall
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	32,319
Feb/2024	0

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

27,149

Footfall previous month

26,976

Change

Up 0.7 %

Average daily footfall, by day of the week
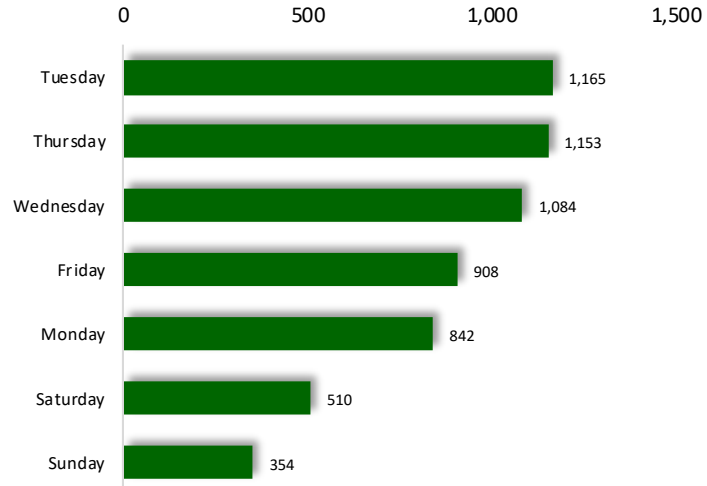
Day	Footfall
Tuesday	1,165
Thursday	1,153
Wednesday	1,084
Friday	908
Monday	842
Saturday	510
Sunday	354

Average* daily footfall, by population segment

Adults — Children
Males — Females
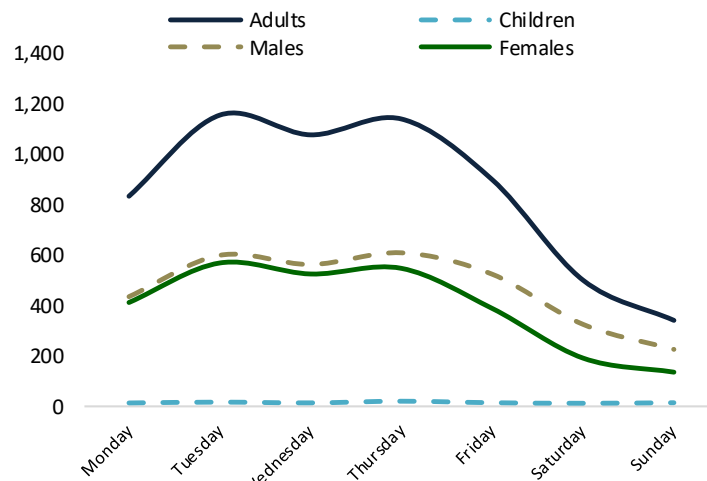
Average daily footfall

876

Average daily footfall, by sex
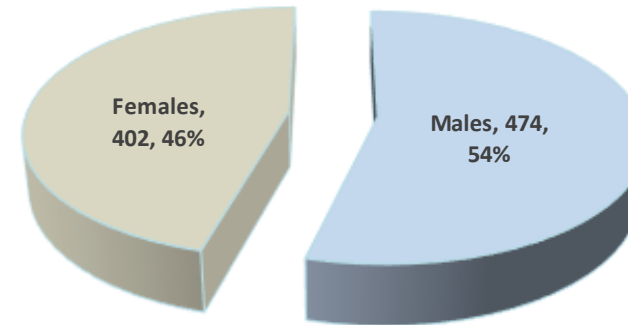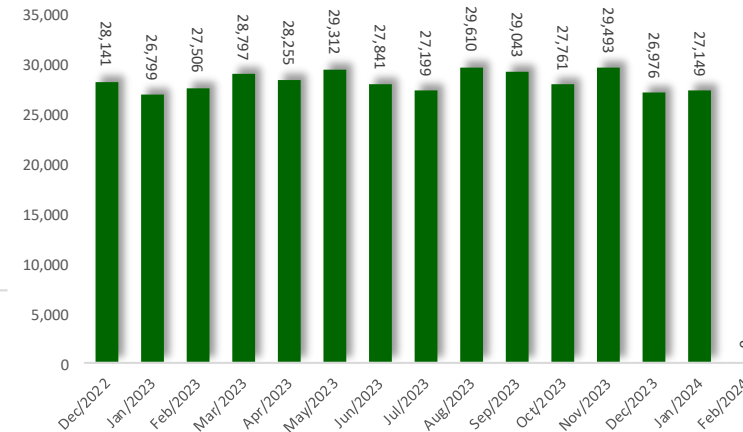
Females, 402, 46% Males, 474, 54%

Monthly footfall

Month	Footfall
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	27,149
Feb/2024	0

* Average is for the each day for the entire month

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

31,395

Footfall previous month

35,683

Change

Down -12.1 %

Average daily footfall, by day of the week
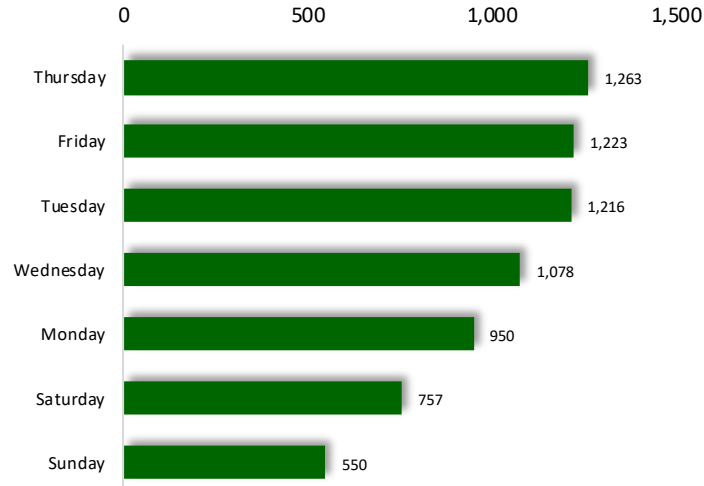
Day	Footfall
Thursday	1,263
Friday	1,223
Tuesday	1,216
Wednesday	1,078
Monday	950
Saturday	757
Sunday	550

Average* daily footfall, by population segment

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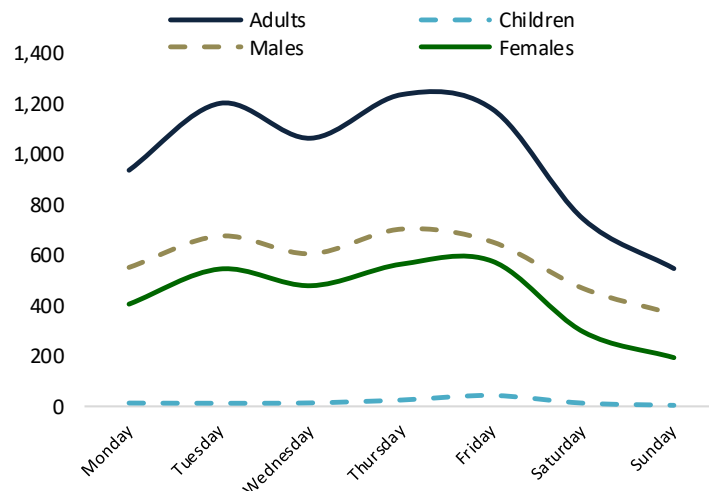
* Average is for the each day for the entire month

Average daily footfall

1,013

Average daily footfall, by sex

Females, 437, 43%
Males, 576, 57%

Monthly footfall

Month	Footfall
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	31,395
Feb/2024	0

Smart Cities - People Counters
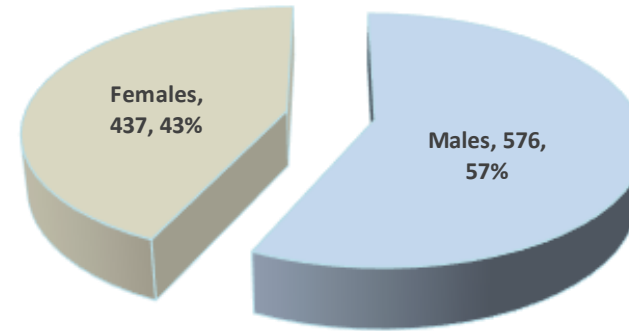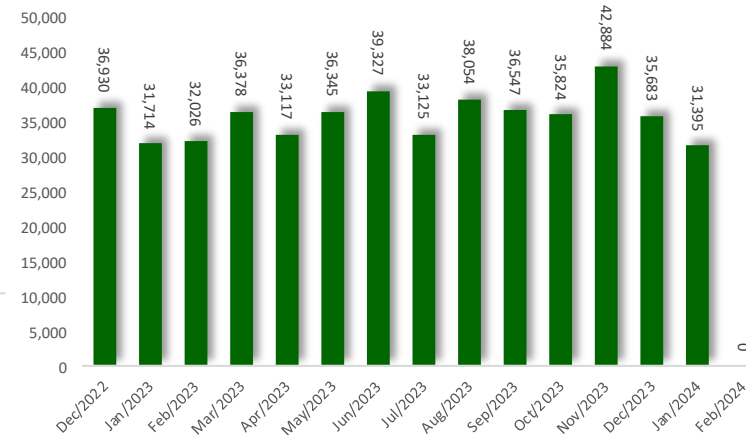
Methodology

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;

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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

GREATER DANDENONG
City of Opportunity

Total footfall this month

253,324

Footfall previous month

263,750

Change

Down -4 %

Average daily footfall, by day of the week
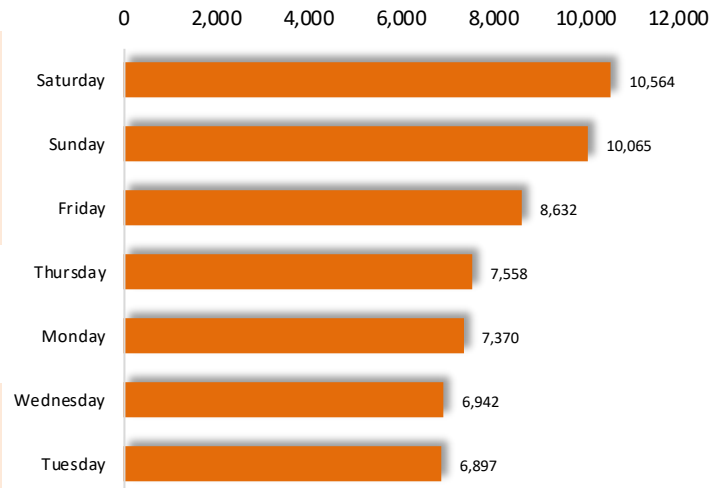
Day	Footfall
Saturday	10,564
Sunday	10,065
Friday	8,632
Thursday	7,558
Monday	7,370
Wednesday	6,942
Tuesday	6,897

Average* daily footfall, by population segment

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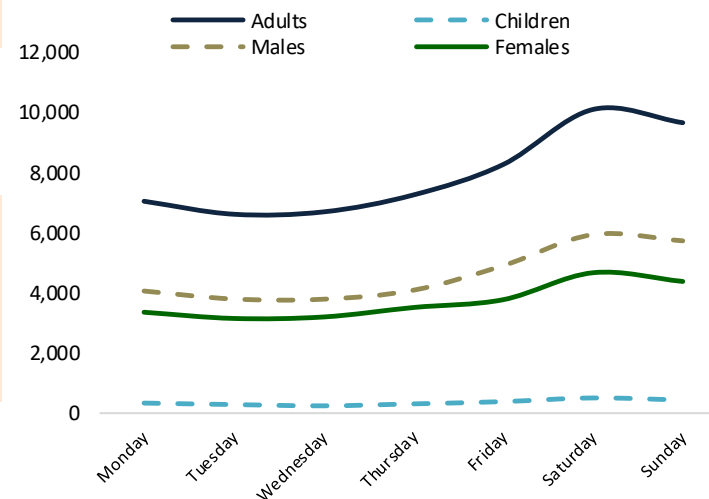
* Average is for the each day for the entire month

Average daily footfall

8,172

Average daily footfall, by sex
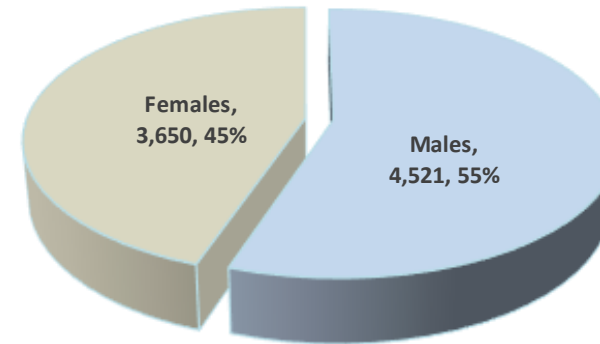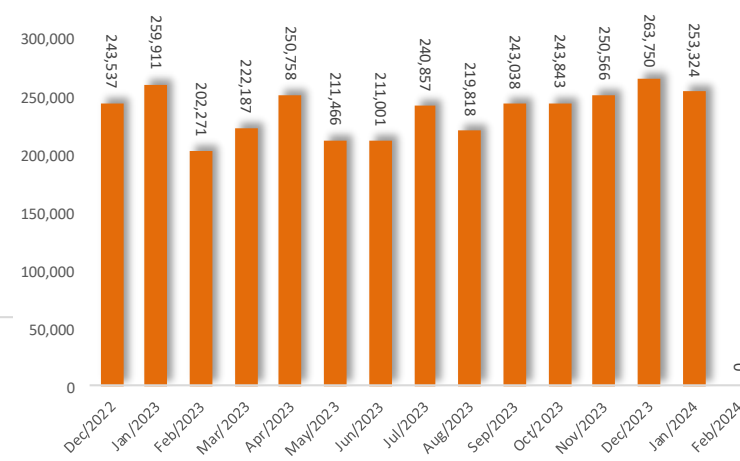
Females, 3,650, 45%
Males, 4,521, 55%

Monthly footfall

Month	Footfall
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	253,324
Feb/2024	0

SPRINGVALE ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

169,764

Footfall previous month

176,010

Change

Down -3.6 %

Average daily footfall, by day of the week
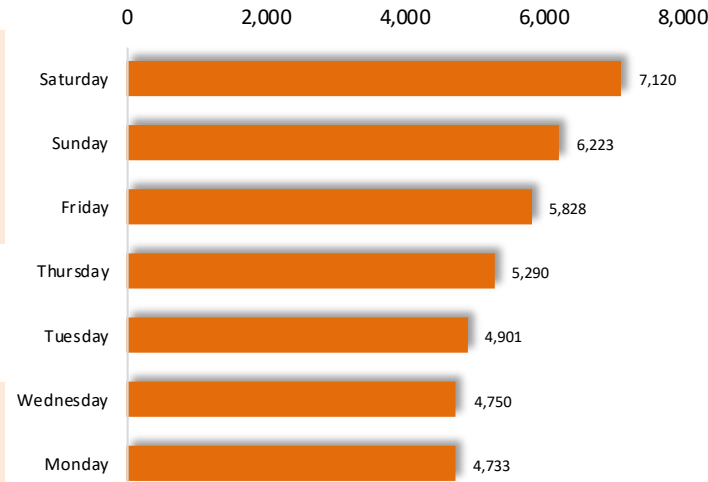
Day	Footfall
Saturday	7,120
Sunday	6,223
Friday	5,828
Thursday	5,290
Tuesday	4,901
Wednesday	4,750
Monday	4,733

Average* daily footfall, by population segment

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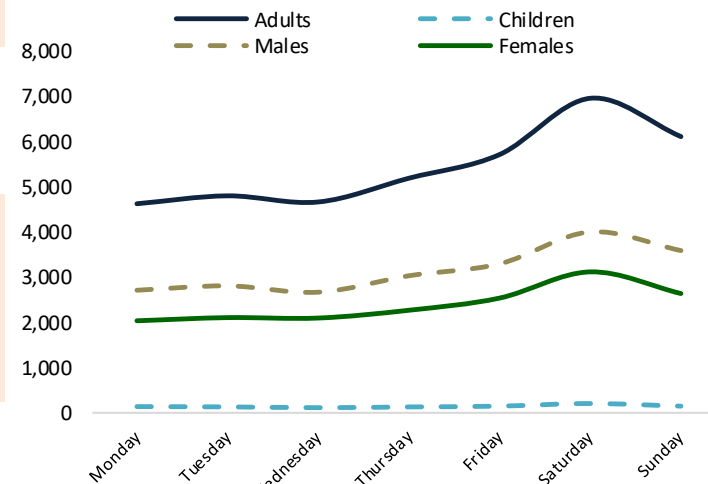
*Average is for the each day for the entire month

Average daily footfall

5,476

Average daily footfall, by sex
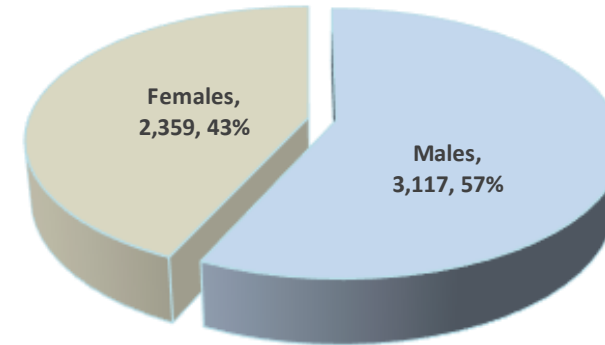
Females, 2,359, 43%
Males, 3,117, 57%

Monthly footfall

Month	Footfall
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	169,764
Feb/2024	0
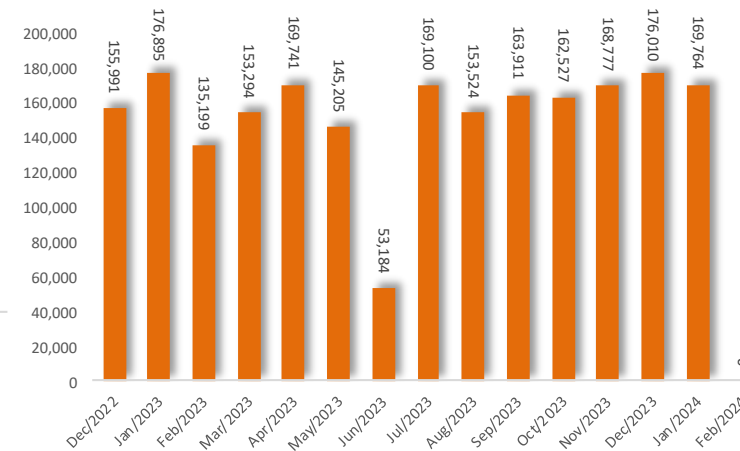
Methodology

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;

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- Day of week
- Gender
- Child / adult

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- 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

Total footfall this month

4,175

Footfall previous month

3,997

Change

Up 4.5 %

Average daily footfall, by day of the week
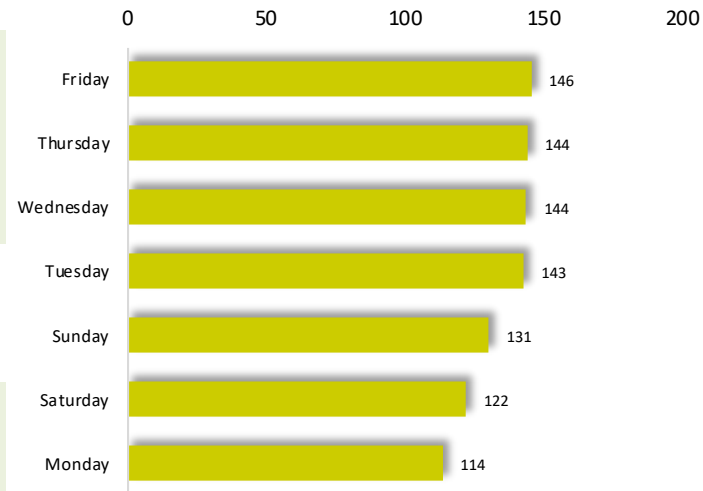
Day	Footfall
Friday	146
Thursday	144
Wednesday	144
Tuesday	143
Sunday	131
Saturday	122
Monday	114

Average* daily footfall, by population segment

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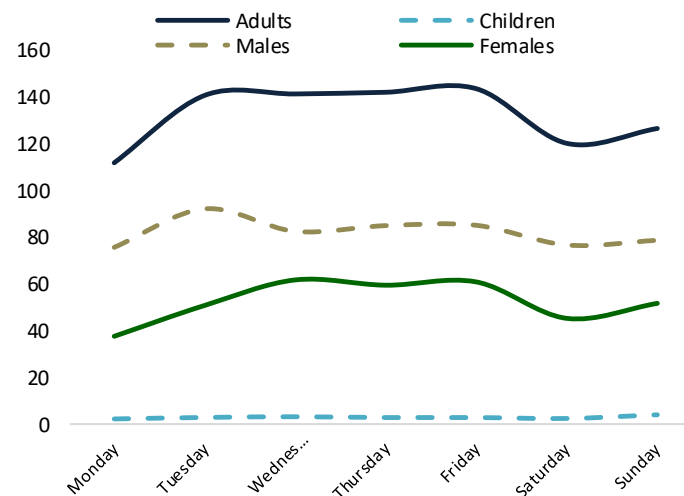
Average is for the each day for the entire month

Average daily footfall

135

Average daily footfall, by sex
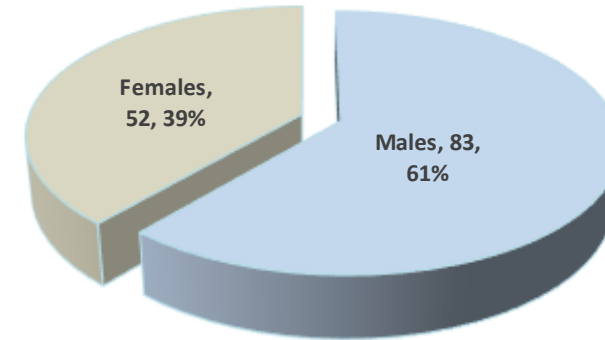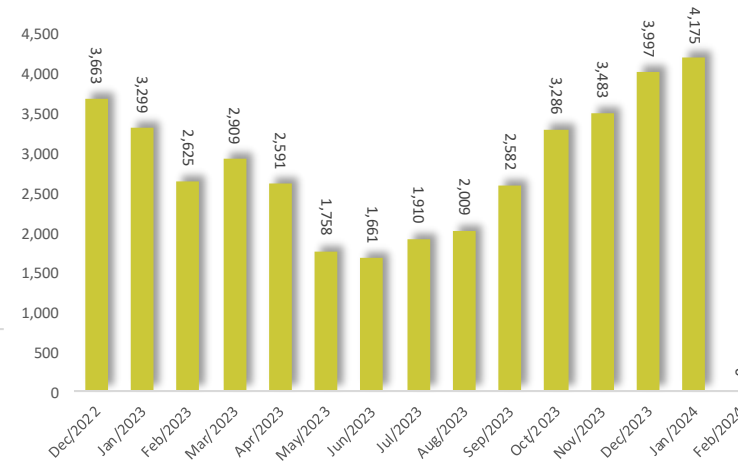
Females, 52, 39%
Males, 83, 61%

Monthly footfall

Month	Footfall
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	4,175
Feb/2024	0

GREATER DANDENONG
City of Opportunity

NOBLE PARK ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Total footfall this month

19,574

Footfall previous month

20,729

Change

Down -5.6 %

Average daily footfall, by day of the week
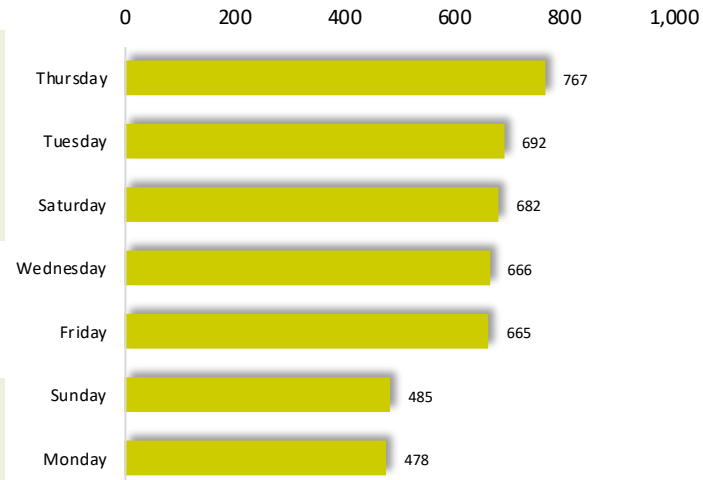
Day	Footfall
Thursday	767
Tuesday	692
Saturday	682
Wednesday	666
Friday	665
Sunday	485
Monday	478

Average* daily footfall, by population segment

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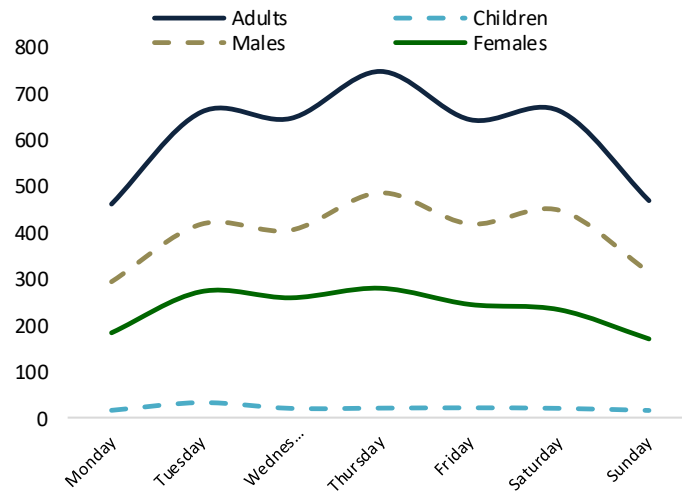
* Average is for the each day for the entire month

Average daily footfall

631

Average daily footfall, by sex

Females, 236, 37%

Males, 396, 63%

Monthly footfall

Month	Footfall
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	19,574
Feb/2024	0
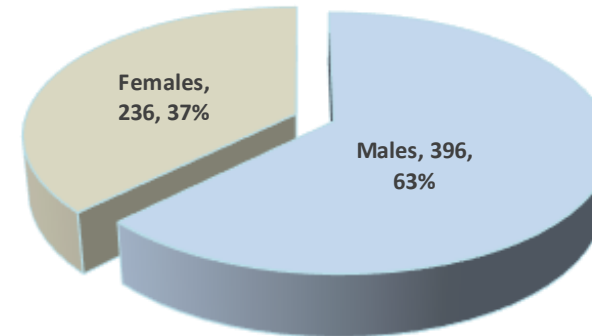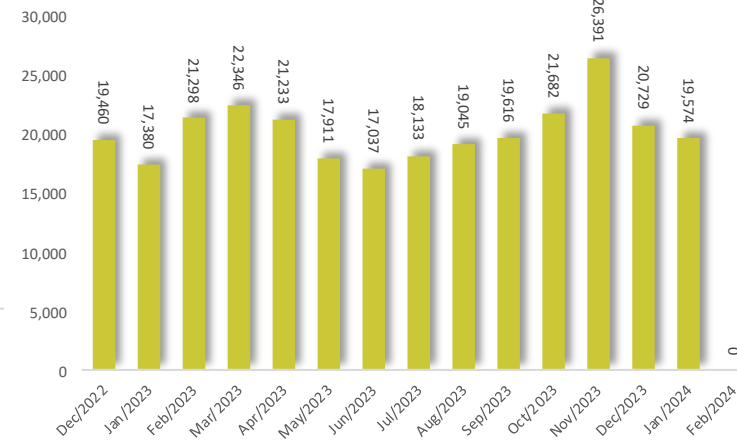
NOBLE PARK ACTIVITY CENTRE

People Counter - Douglas Street – January 2024

GREATER DANDENONG
City of Opportunity

Total footfall this month

93,006

Footfall previous month

95,912

Change

Down -3.1 %

Average daily footfall, by day of the week

Day	Footfall
Thursday	3,363
Friday	3,182
Tuesday	3,115
Wednesday	3,091
Saturday	3,056
Sunday	2,620
Monday	2,618

Average* daily footfall, by population segment

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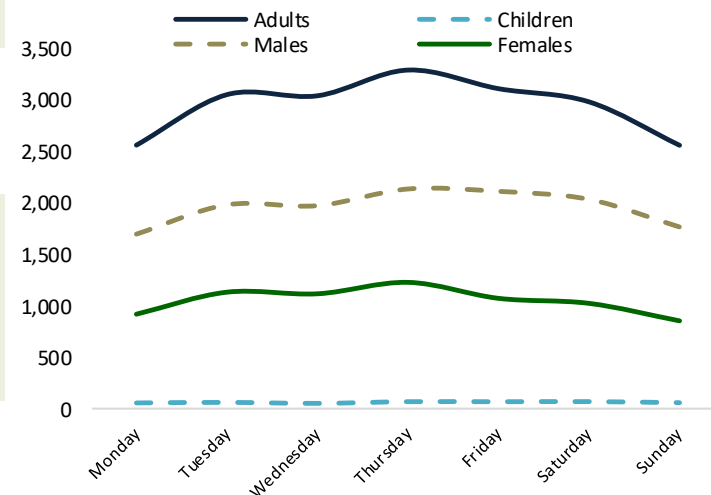
Average daily footfall

3,000

Average daily footfall, by sex

Females, 1,049, 35%
Males, 1,951, 65%

Monthly footfall

Month	Footfall
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	93,006
Feb/2024	0

* Average is for the each day for the entire month
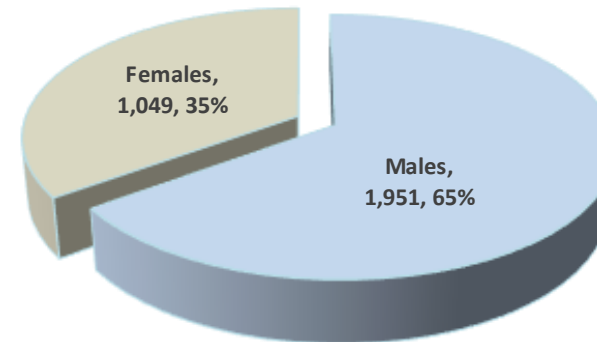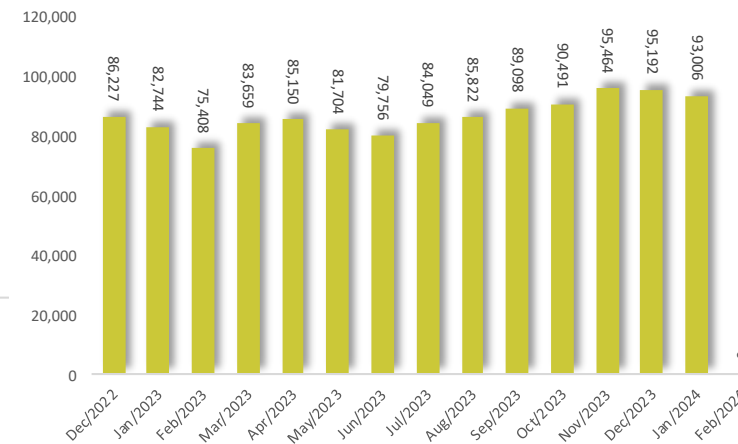
NOBLE PARK ACTIVITY CENTRE

People Counter - Douglas Street (toilet block) – January 2024

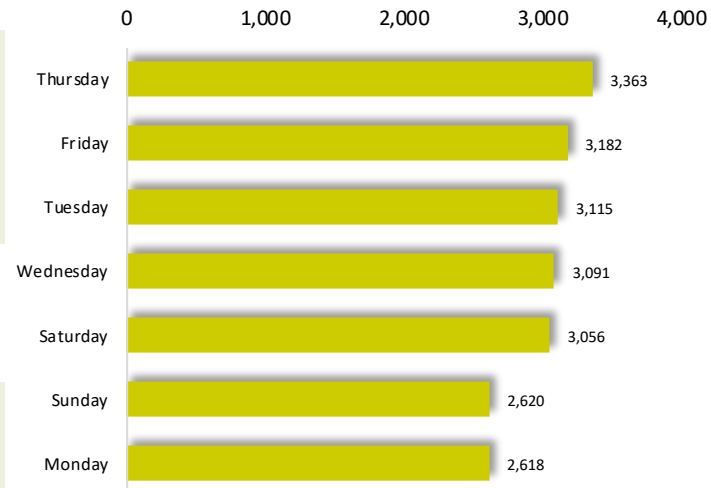Placemaking & Revitalisation Team
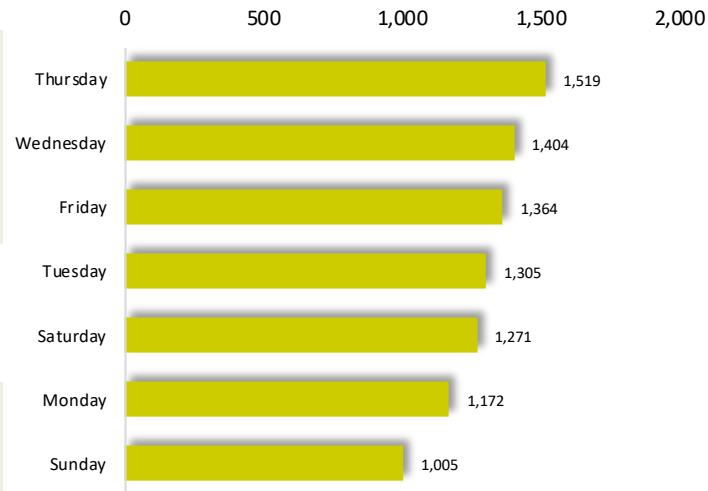
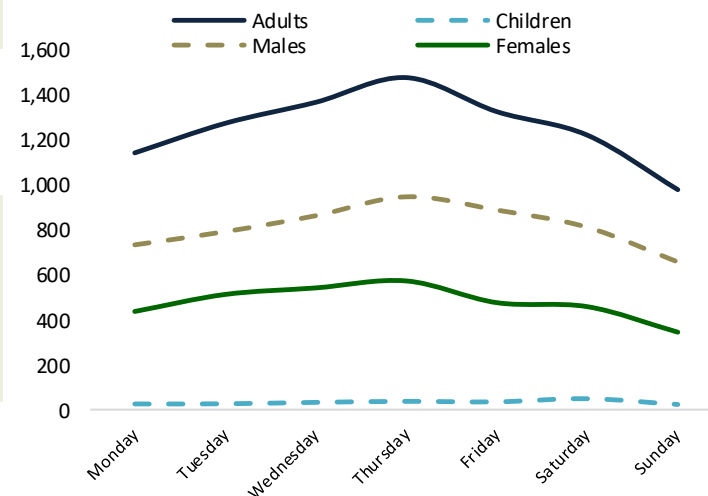**Total footfall this month**

40,038

Footfall previous month

41,353

Change

Down -3.2 %

Average daily footfall, by day of the week

Day	Footfall
Thursday	1,519
Wednesday	1,404
Friday	1,364
Tuesday	1,305
Saturday	1,271
Monday	1,172
Sunday	1,005

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

Average daily footfall

1,292

Average daily footfall, by sex

Females, 482, 37%
Males, 810, 63%

Monthly footfall

Month	Footfall
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	40,038
Feb/2024	0

* Average is for the each day for the entire month
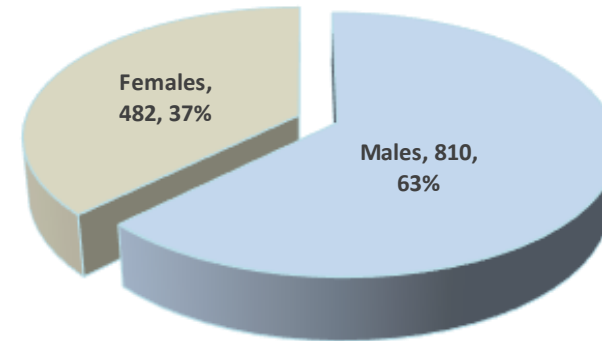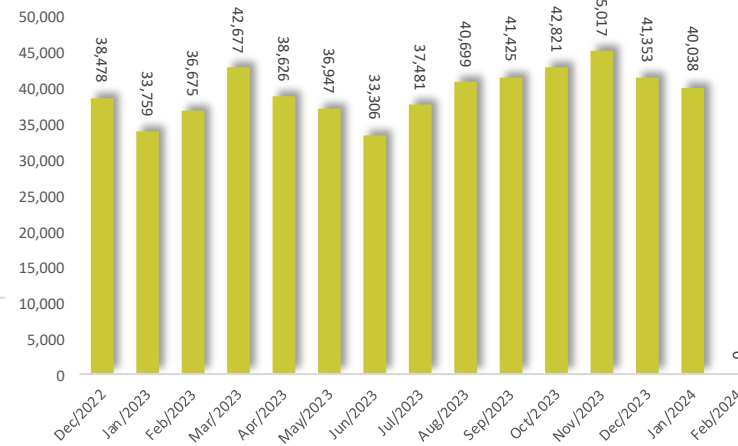
NOBLE PARK ACTIVITY CENTRE

People Counter - Noble Park Skate Park (skyrail) – January 2024
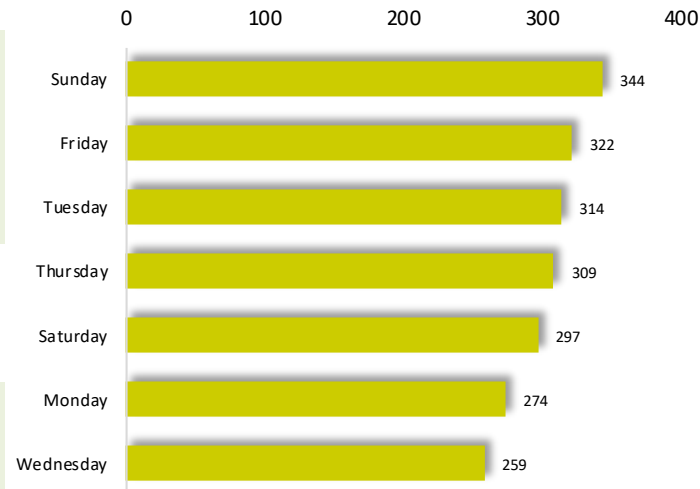
Total footfall this month

9,323

Footfall previous month

6,842

Change

Up 36.3 %

Average daily footfall, by day of the week

Day	Footfall
Sunday	344
Friday	322
Tuesday	314
Thursday	309
Saturday	297
Monday	274
Wednesday	259

Average* daily footfall, by population segment
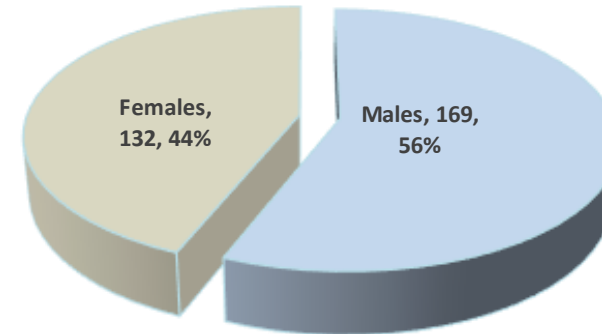

Legend: Adults, Children, Males, Females
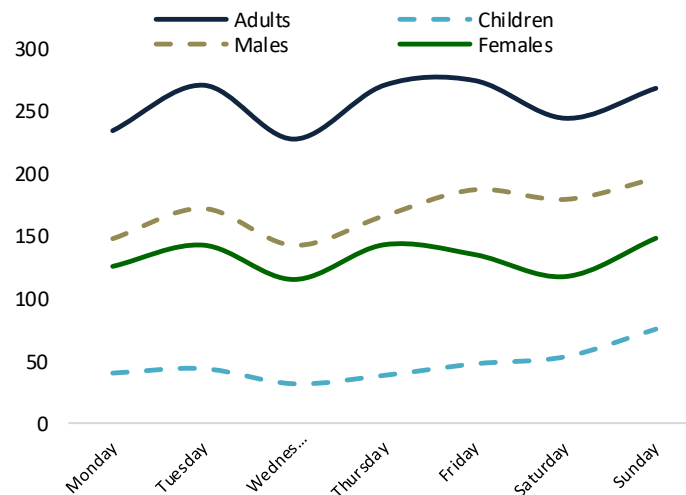
* Average is for the each day for the entire month

Average daily footfall

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Average daily footfall, by sex

Females, 132, 44%

Males, 169, 56%

Monthly footfall

Month	Footfall
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	9,323
Feb/2024	0