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

Total footfall this month

53,697

Footfall previous month

58,221

Change

Down -7.8 %

Average daily footfall, by day of the week
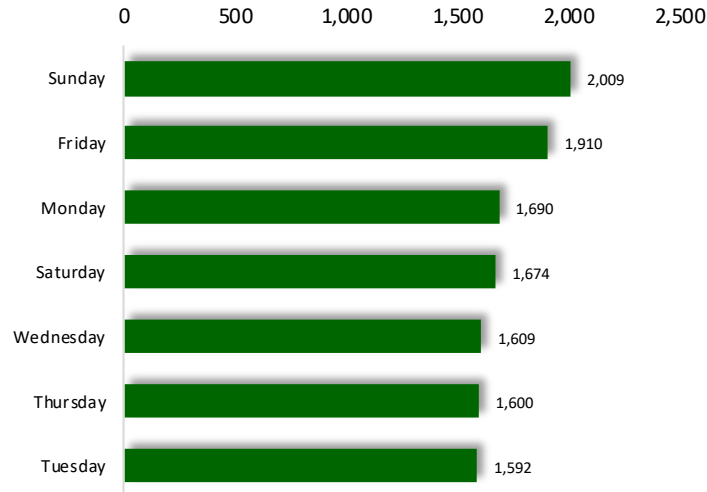
Day	Footfall
Sunday	2,009
Friday	1,910
Monday	1,690
Saturday	1,674
Wednesday	1,609
Thursday	1,600
Tuesday	1,592

Average* daily footfall, by population segment

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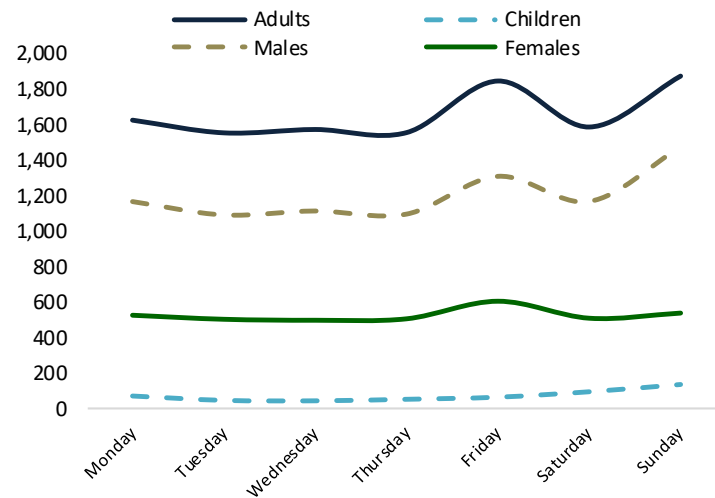
Average daily footfall

1,790

Average daily footfall, by sex

Females, 539, 30%
Males, 1,251, 70%

Monthly footfall

Month	Footfall
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	55,543
Mar/2024	59,599
Apr/2024	61,526
May/2024	58,221
Jun/2024	53,697
Jul/2024	0

* Average is for the each day for the entire month

GREATER DANDENONG
City of Opportunity

DANDENONG ACTIVITY CENTRE
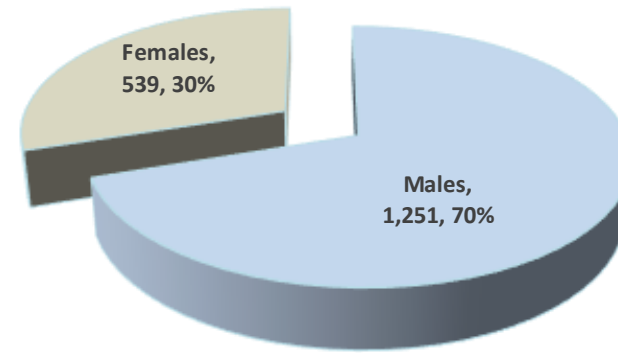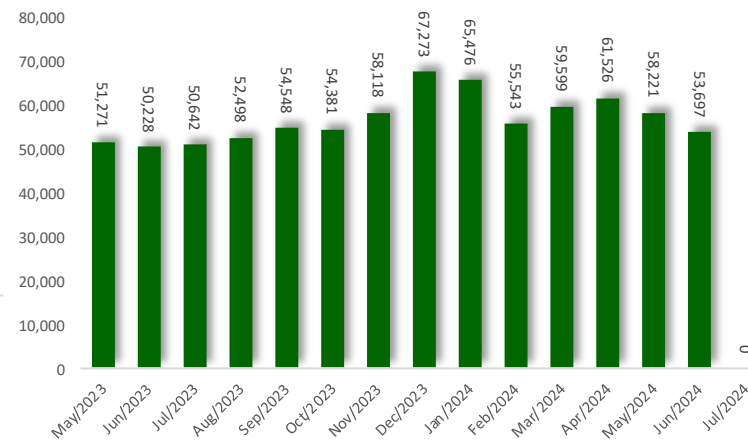
Total footfall this month

29,158

Footfall previous month

33,337

Change

Down -12.6 %

Average daily footfall, by day of the week
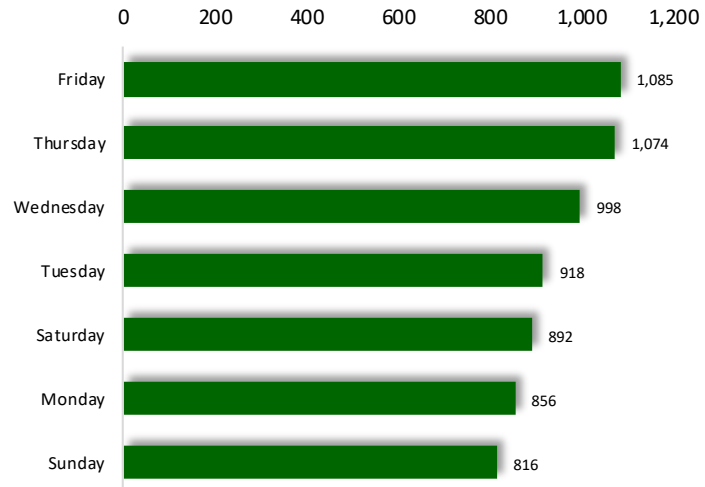
Day	Footfall
Friday	1,085
Thursday	1,074
Wednesday	998
Tuesday	918
Saturday	892
Monday	856
Sunday	816

Average* daily footfall, by population segment

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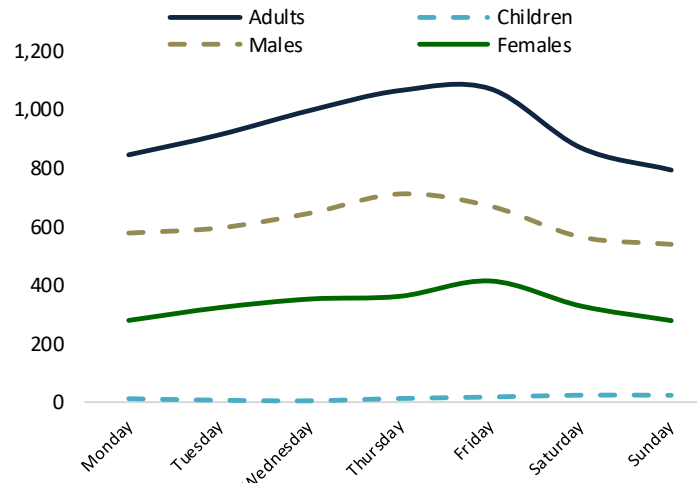
* Average is for the each day for the entire month

Average daily footfall

972

Average daily footfall, by sex
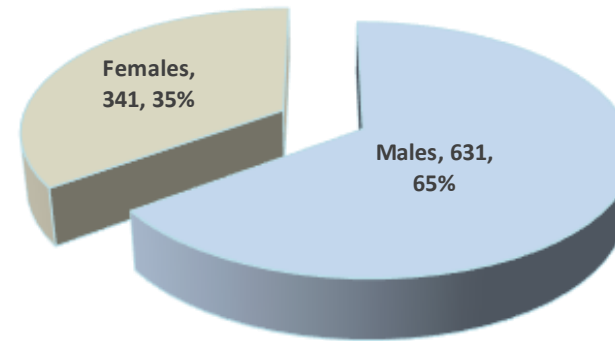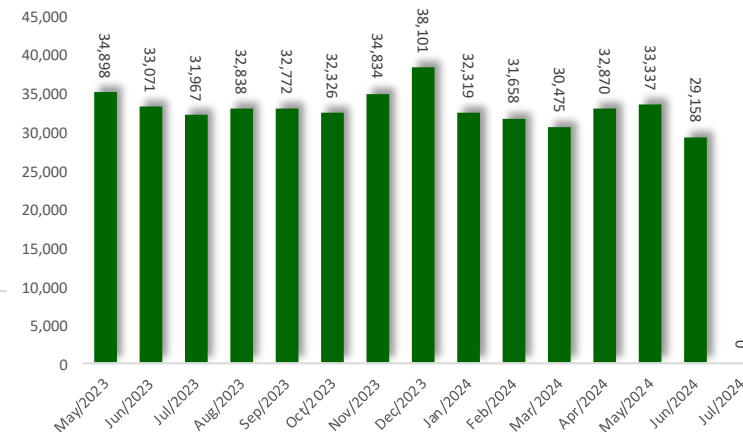
Females, 341, 35%

Males, 631, 65%

Monthly footfall

Month	Footfall
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	31,658
Mar/2024	30,475
Apr/2024	32,870
May/2024	33,337
Jun/2024	29,158
Jul/2024	0

DANDENONG ACTIVITY CENTRE

Placemaking & Revitalisation Team

Total footfall this month

23,332

Footfall previous month

28,880

Change

Down -19.3 %

Average daily footfall, by day of the week
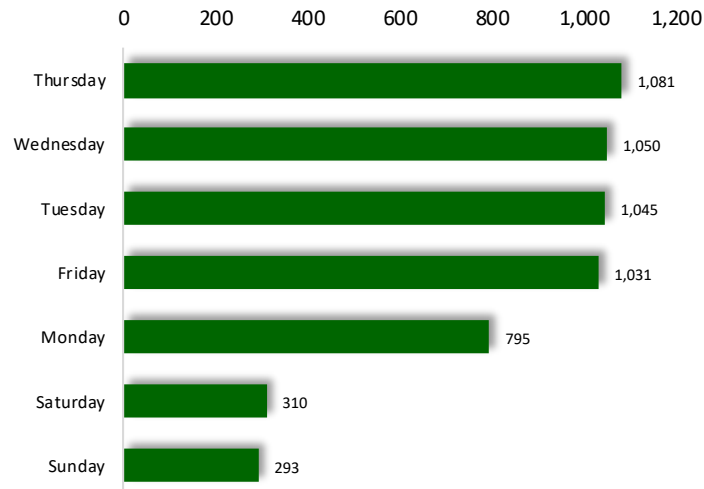
Day	Footfall
Thursday	1,081
Wednesday	1,050
Tuesday	1,045
Friday	1,031
Monday	795
Saturday	310
Sunday	293

Average* daily footfall, by population segment

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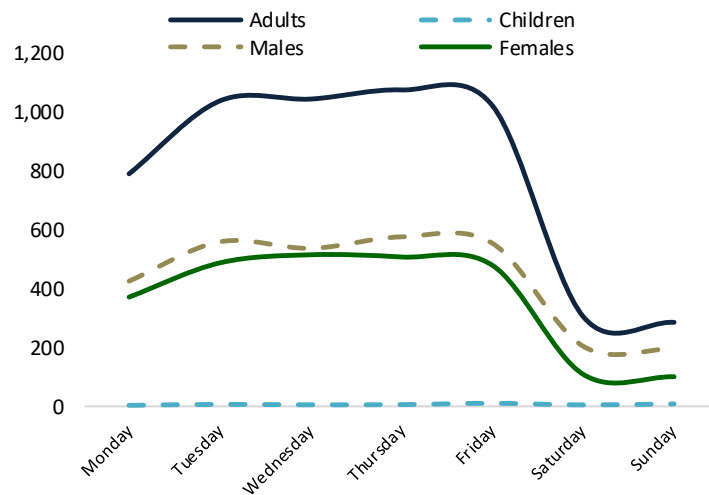
* Average is for the each day for the entire month

Average daily footfall

778

Average daily footfall, by sex
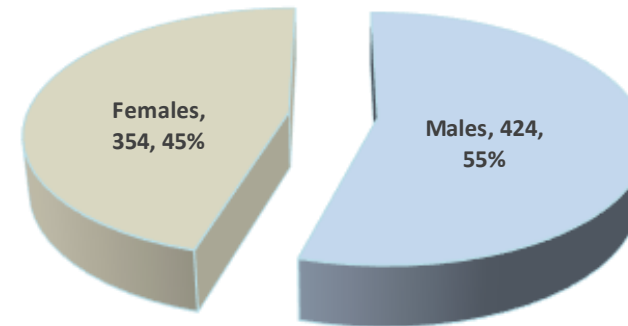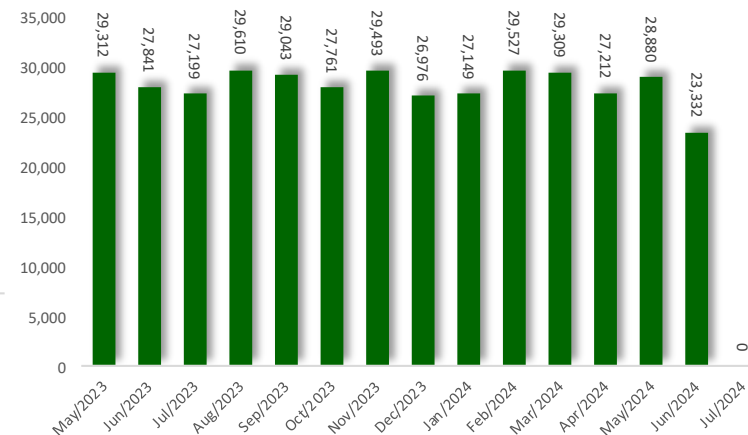
Females, 354, 45%

Males, 424, 55%

Monthly footfall

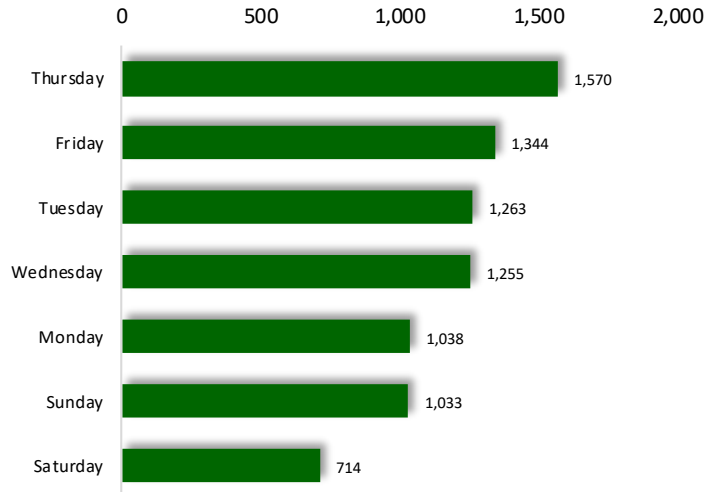| Month	Footfall
May/2023	29,312
Jun/2023	27,841
Jul/2023	27,199
Aug/2023	29,610
Sep/2023	29,043
Oct/2023	27,761
Nov/2023	29,493
Dec/2023	26,976
Jan/2024	27,149
Feb/2024	29,527
Mar/2024	29,309
Apr/2024	27,212
May/2024	28,880
Jun/2024	23,332
Jul/2024	0

Total footfall this month

35,328

Footfall previous month

37,980

Change

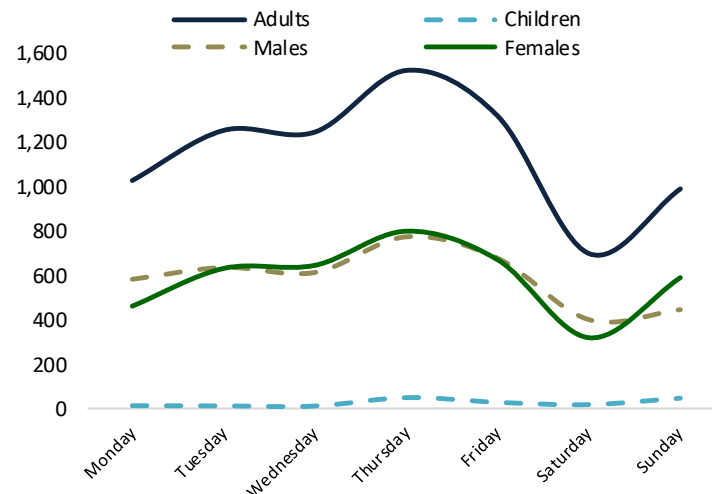## Down -7 %

Average daily footfall, by day of the week

Day	Footfall
Thursday	1,570
Friday	1,344
Tuesday	1,263
Wednesday	1,255
Monday	1,038
Sunday	1,033
Saturday	714

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

* Average is for the each day for the entire month

Average daily footfall

1,178

Average daily footfall, by sex
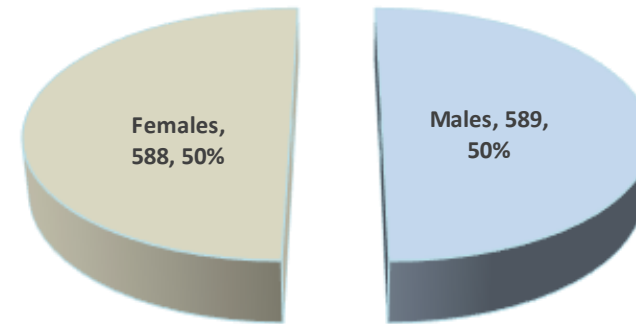
Females, 588, 50%   Males, 589, 50%

Monthly footfall

Month	Footfall
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	33,638
Mar/2024	34,869
Apr/2024	34,849
May/2024	37,980
Jun/2024	35,328
Jul/2024	0
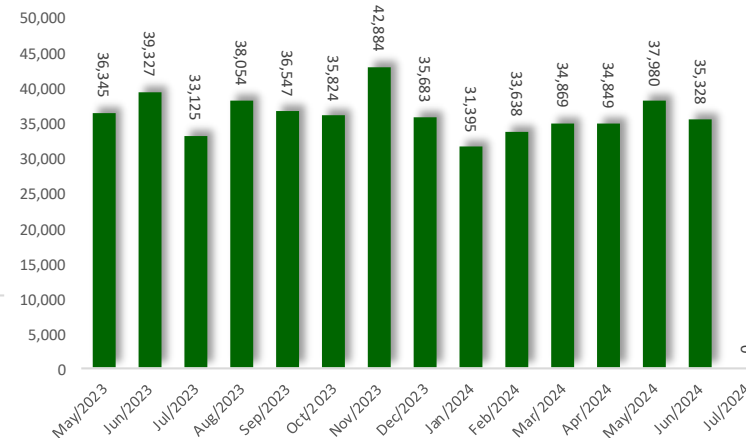
Smart Cities - People Counters

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

People Counter - Buckingham Ave (Multicultural Place) – May 2024

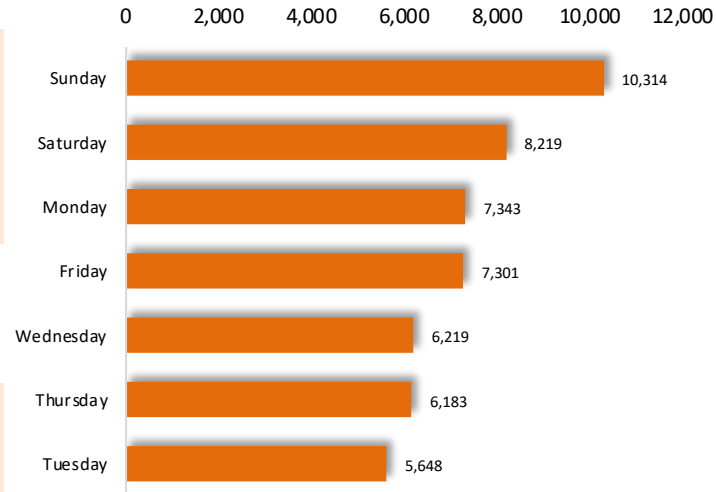Placemaking & Revitalisation Team

Total footfall this month

231,658
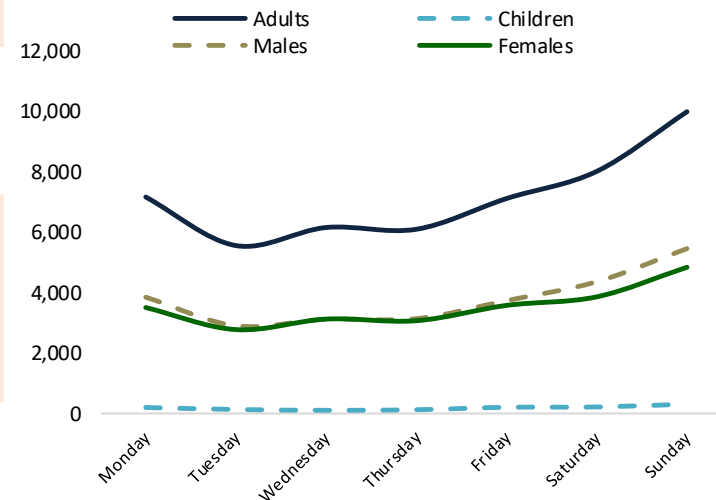
Footfall previous month

240,458

Change

Down -3.7 %

Average daily footfall, by day of the week

Day	Footfall
Sunday	10,314
Saturday	8,219
Monday	7,343
Friday	7,301
Wednesday	6,219
Thursday	6,183
Tuesday	5,648

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

* Average is for the each day for the entire month

Average daily footfall

7,722

Average daily footfall, by sex
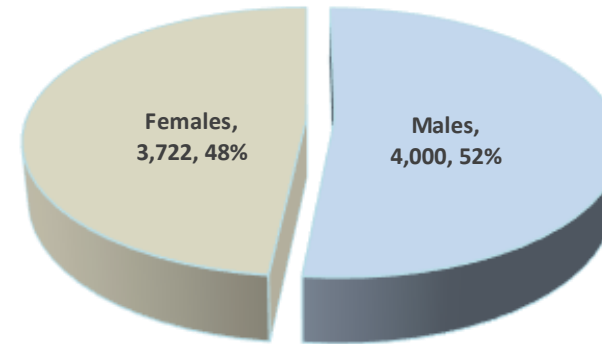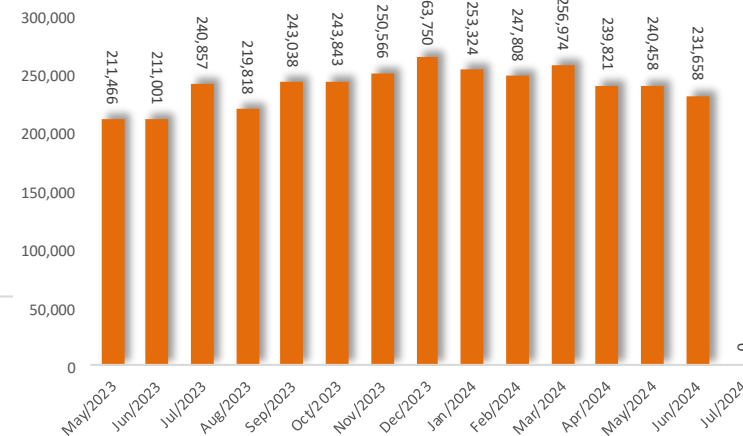
Females, 3,722, 48%
Males, 4,000, 52%

Monthly footfall

Month	Footfall
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	247,808
Mar/2024	256,974
Apr/2024	239,821
May/2024	240,458
Jun/2024	231,658
Jul/2024	0

SPRINGVALE ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

163,352

Footfall previous month

169,387

Change

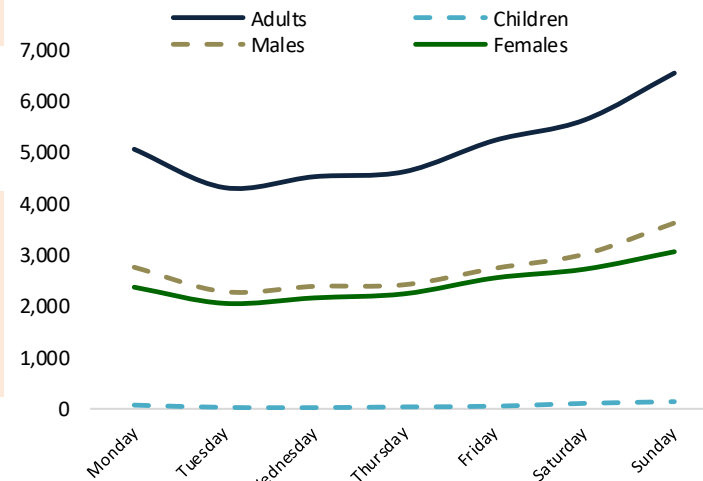## Down -3.6 %

Average daily footfall, by day of the week

Day	Footfall
Sunday	6,666
Saturday	5,719
Friday	5,274
Monday	5,122
Thursday	4,653
Wednesday	4,544
Tuesday	4,335

Average* daily footfall, by population segment

Adults — Children — Males — Females

* Average is for the each day for the entire month
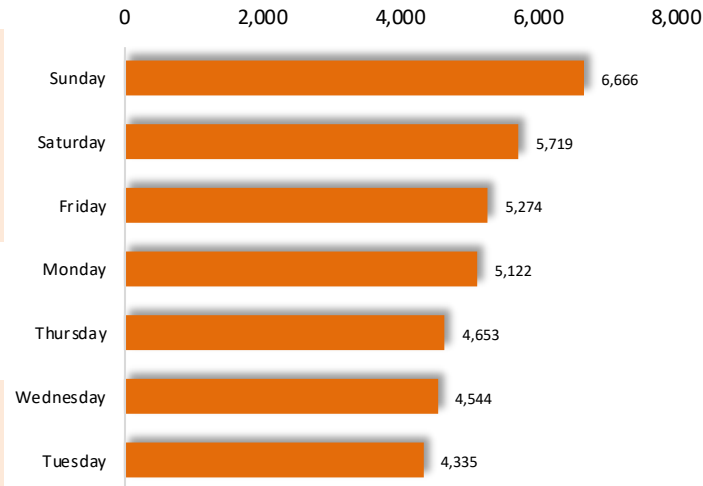
Average daily footfall

5,445

Average daily footfall, by sex
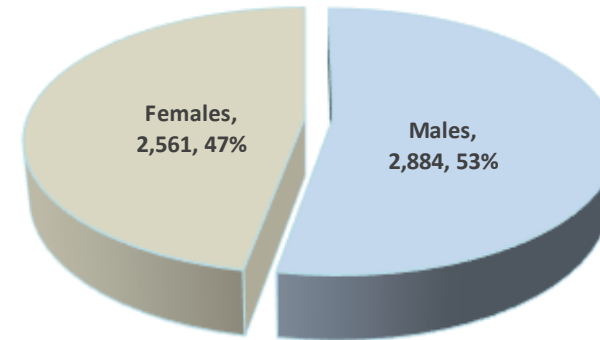
Females, 2,561, 47%

Males, 2,884, 53%

Monthly footfall

Month	Footfall
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	172,337
Mar/2024	174,524
Apr/2024	167,944
May/2024	169,387
Jun/2024	163,352
Jul/2024	0
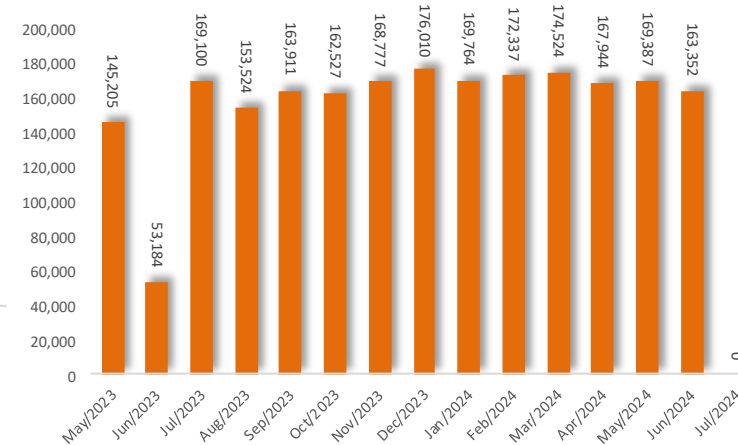
Smart Cities - People Counters

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

Placemaking & Revitalisation Team

GREATER DANDENONG
City of Opportunity

Total footfall this month

2,531

Footfall previous month

2,933

Change

Down -13.8 %

Average daily footfall, by day of the week
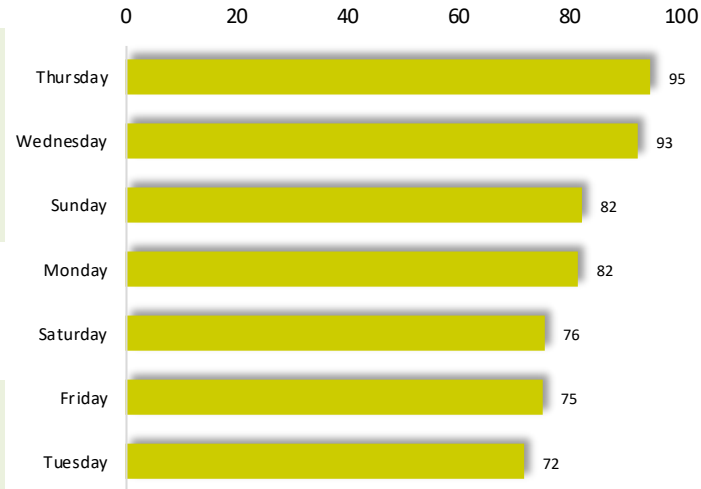
Day	Value
Thursday	95
Wednesday	93
Sunday	82
Monday	82
Saturday	76
Friday	75
Tuesday	72

Average* daily footfall, by population segment

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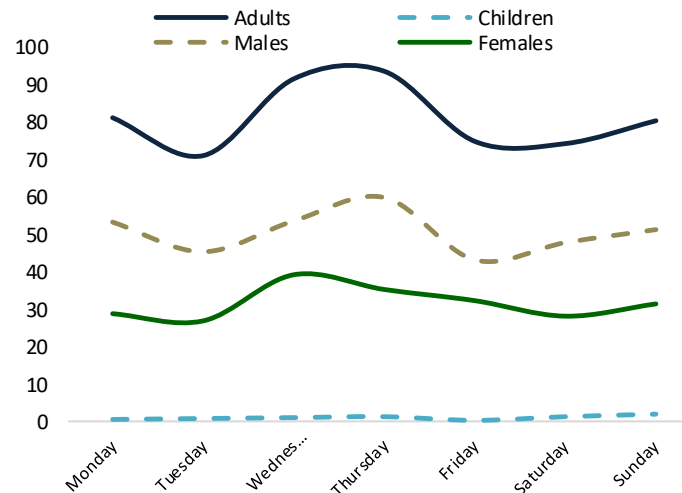
* Average is for the each day for the entire month

Average daily footfall

84

Average daily footfall, by sex
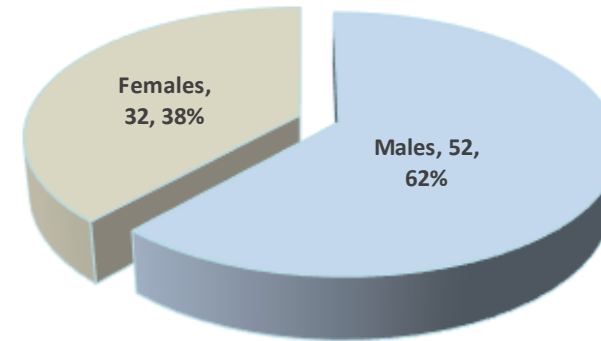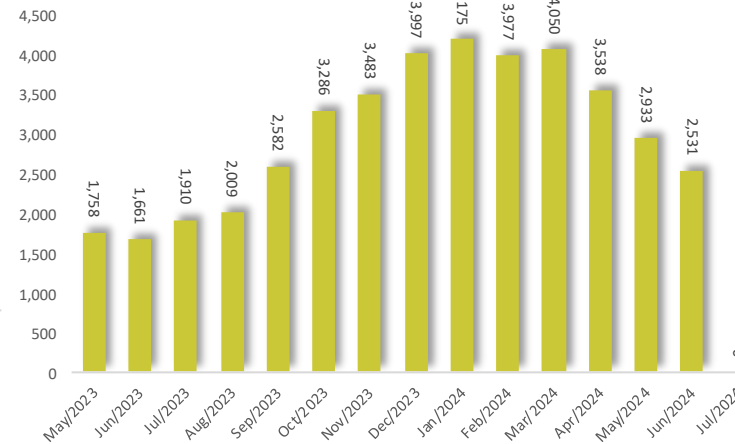
Females, 32, 38%
Males, 52, 62%

Monthly footfall

Month	Value
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	3,977
Mar/2024	4,050
Apr/2024	3,538
May/2024	2,933
Jun/2024	2,531
Jul/2024	0

NOBLE PARK ACTIVITY CENTRE

Total footfall this month

18,741

Footfall previous month

21,882

Change

Down -14.4 %

Average daily footfall, by day of the week
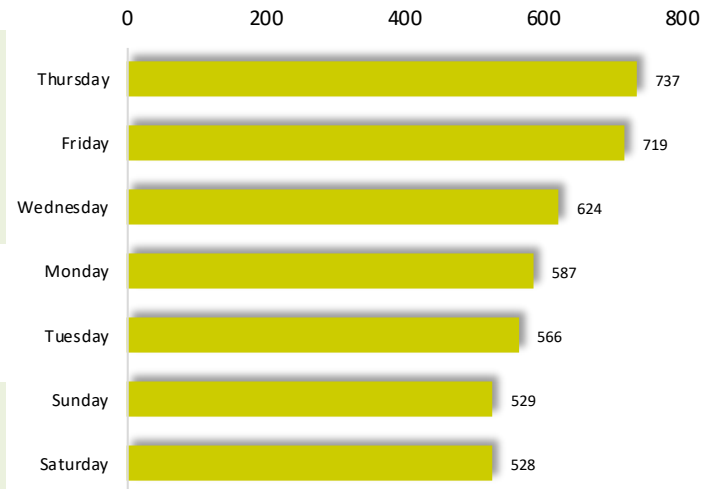
Day	Value
Thursday	737
Friday	719
Wednesday	624
Monday	587
Tuesday	566
Sunday	529
Saturday	528

Average* daily footfall, by population segment

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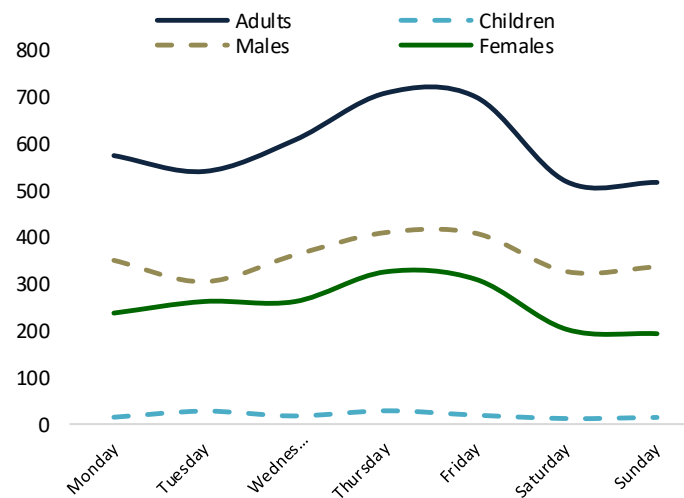
* Average is for the each day for the entire month

Average daily footfall

625

Average daily footfall, by sex

Females, 260, 42%
Males, 364, 58%

Monthly footfall

Month	Value
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	20,437
Mar/2024	21,315
Apr/2024	19,675
May/2024	21,882
Jun/2024	18,741
Jul/2024	0

GREATER DANDENONG
City of Opportunity
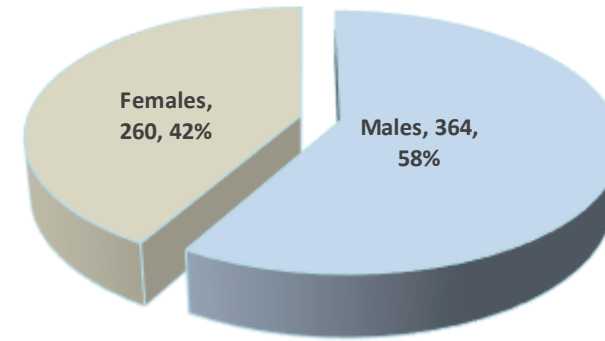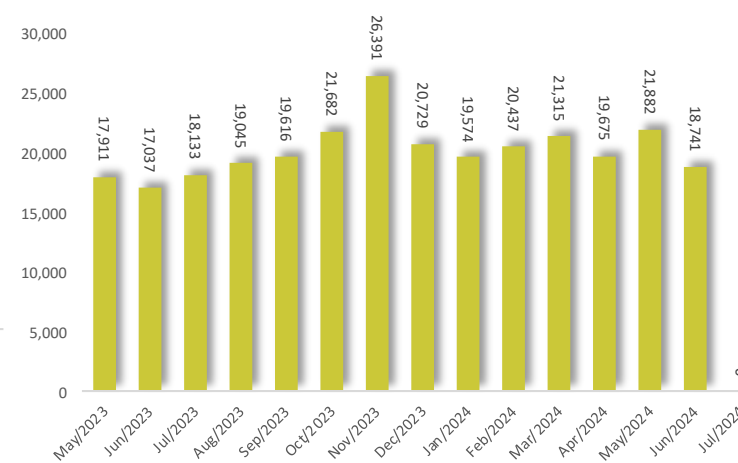
NOBLE PARK ACTIVITY CENTRE

People Counter - Douglas Street – June 2024

Total footfall this month

85,334

Footfall previous month

94,675

Change

Down -9.9 %

Average daily footfall, by day of the week
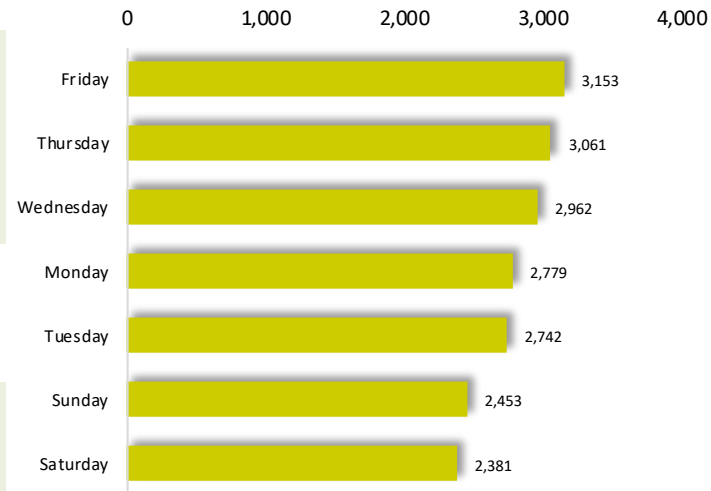
Day	Footfall
Friday	3,153
Thursday	3,061
Wednesday	2,962
Monday	2,779
Tuesday	2,742
Sunday	2,453
Saturday	2,381

Average* daily footfall, by population segment

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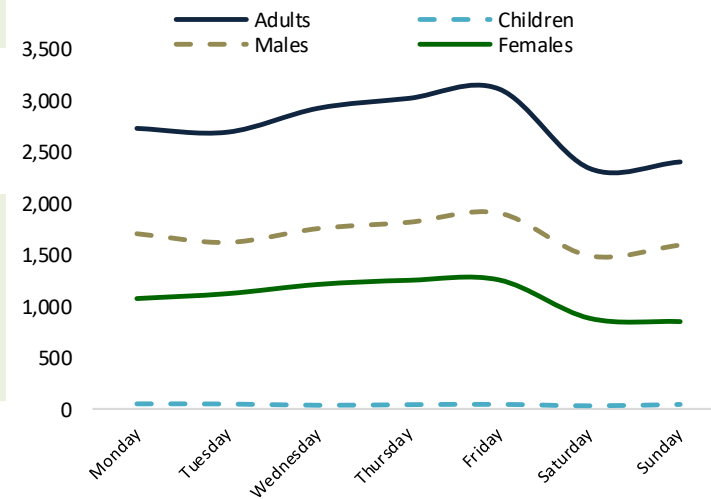
* Average is for the each day for the entire month

Average daily footfall

2,844

Average daily footfall, by sex

Females, 1,110, 39%

Males, 1,735, 61%

Monthly footfall

Month	Footfall
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	91,842
Mar/2024	96,427
Apr/2024	91,123
May/2024	94,675
Jun/2024	85,334
Jul/2024	0

GREATER DANDENONG
City of Opportunity
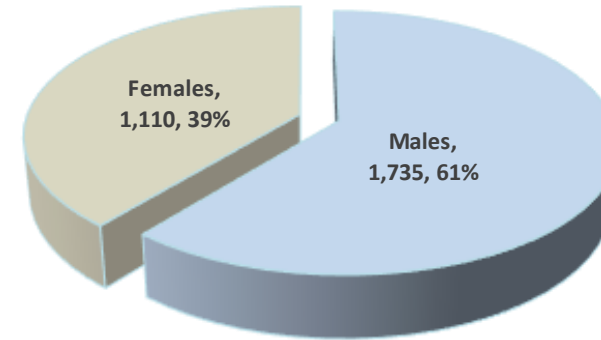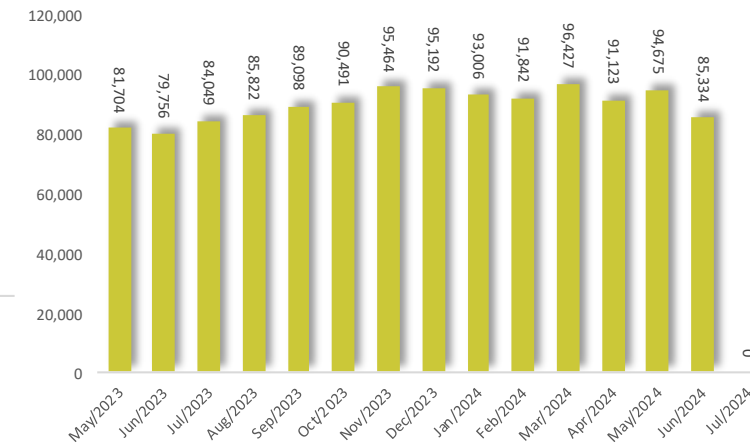
NOBLE PARK ACTIVITY CENTRE
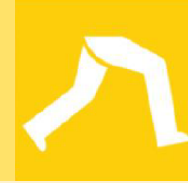
People Counter - Douglas Street (toilet block) – June 2024

Total footfall this month

38,369

Footfall previous month

43,021

Change

Down -10.9 %

Average daily footfall, by day of the week
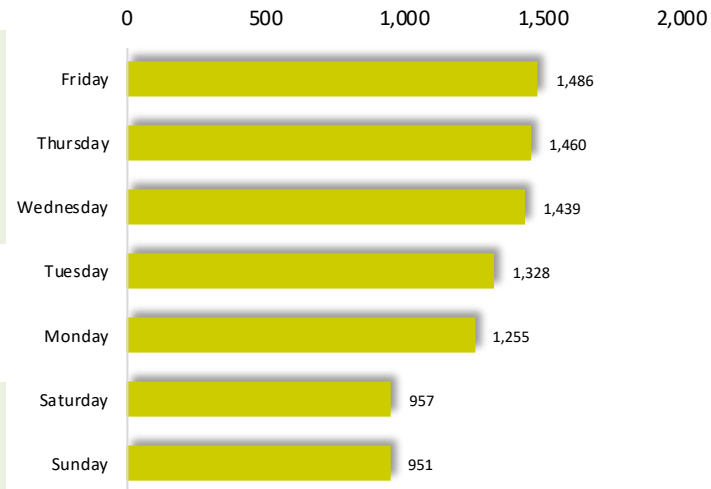
Day	Footfall
Friday	1,486
Thursday	1,460
Wednesday	1,439
Tuesday	1,328
Monday	1,255
Saturday	957
Sunday	951

Average* daily footfall, by population segment

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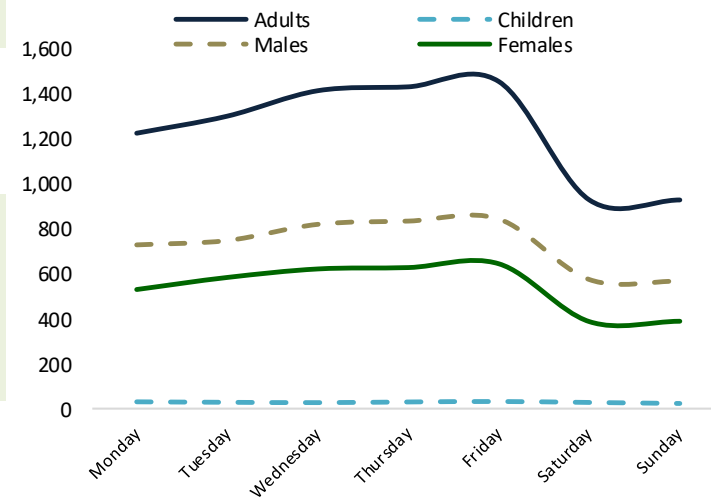
*Average is for the each day for the entire month

Average daily footfall

1,279

Average daily footfall, by sex
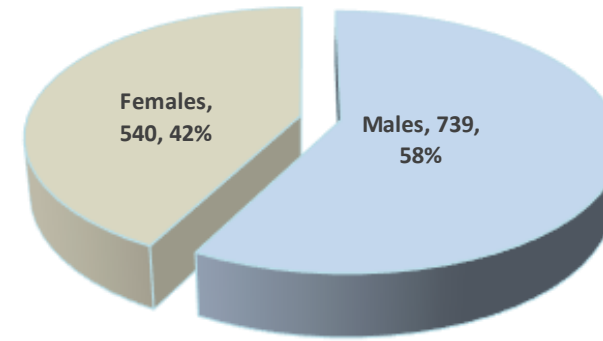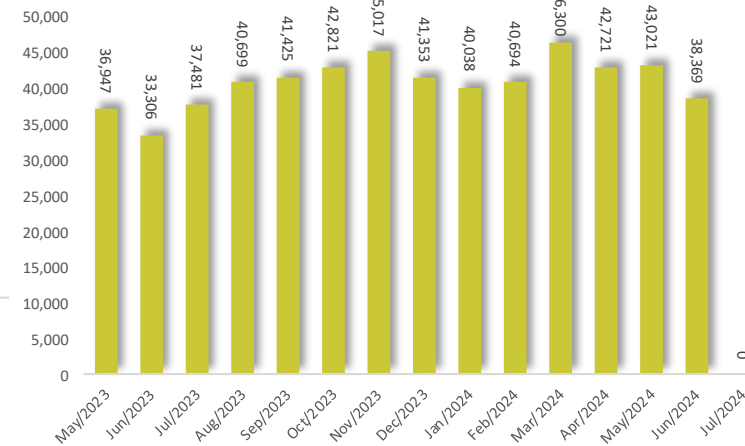
Females, 540, 42%
Males, 739, 58%

Monthly footfall

Month	Footfall
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	40,694
Mar/2024	46,300
Apr/2024	42,721
May/2024	43,021
Jun/2024	38,369
Jul/2024	0

GREATER DANDENONG
City of Opportunity

NOBLE PARK ACTIVITY CENTRE

Total footfall this month

5,424

Footfall previous month

6,569

Change

Down -17.5 %

Average daily footfall, by day of the week
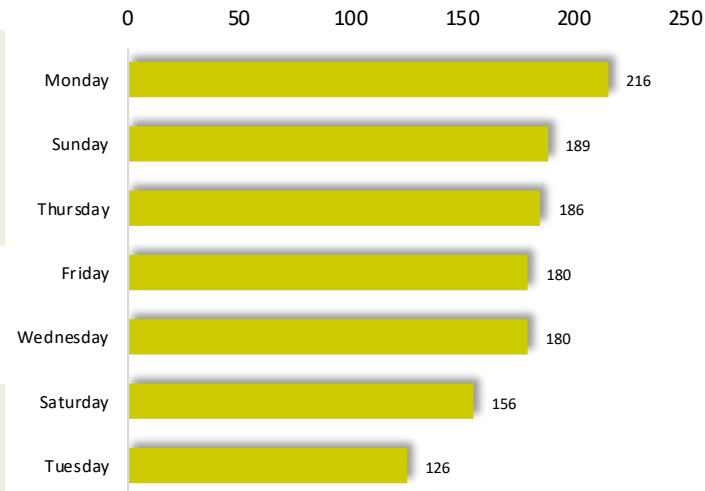
Day	Footfall
Monday	216
Sunday	189
Thursday	186
Friday	180
Wednesday	180
Saturday	156
Tuesday	126

Average* daily footfall, by population segment

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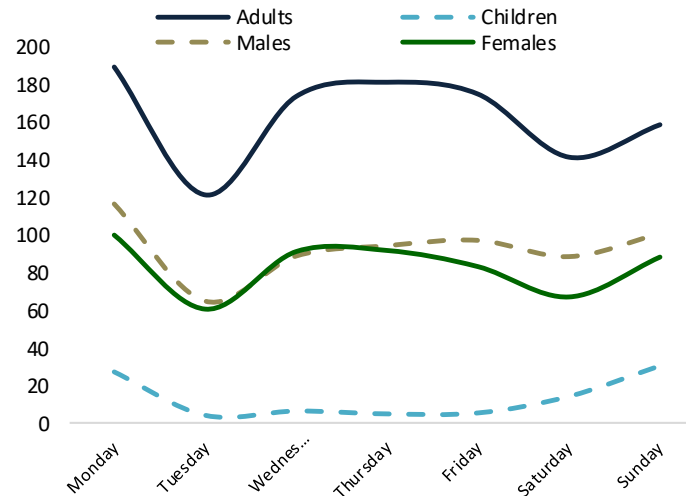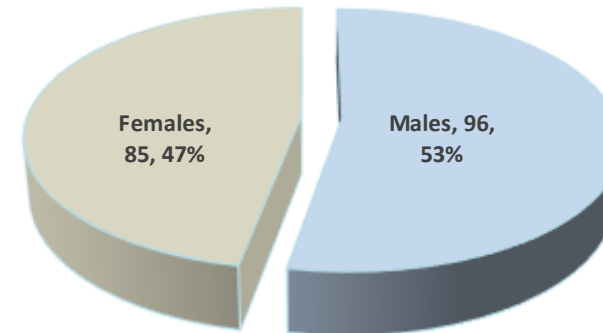
* Average is for the each day for the entire month

Average daily footfall

181

Average daily footfall, by sex

Females, 85, 47%
Males, 96, 53%

Monthly footfall

Month	Footfall
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	7,970
Mar/2024	8,930
Apr/2024	6,976
May/2024	6,569
Jun/2024	5,424
Jul/2024	0

GREATER DANDENONG
City of Opportunity