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 – October 2024

Placemaking & Revitalisation Team
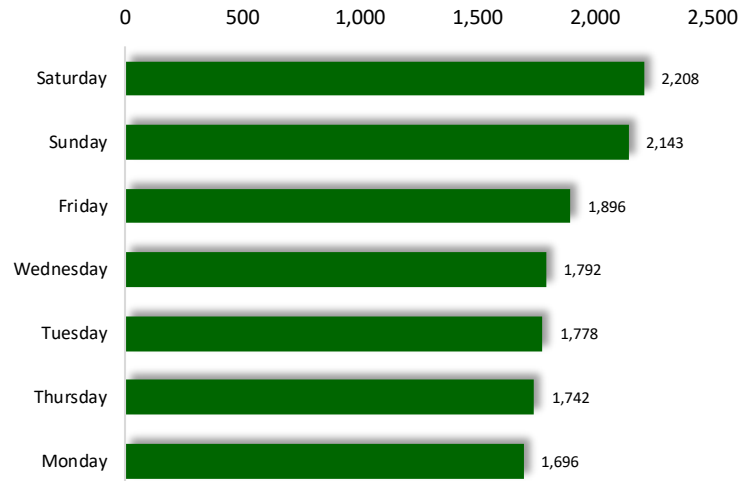
Total footfall this month
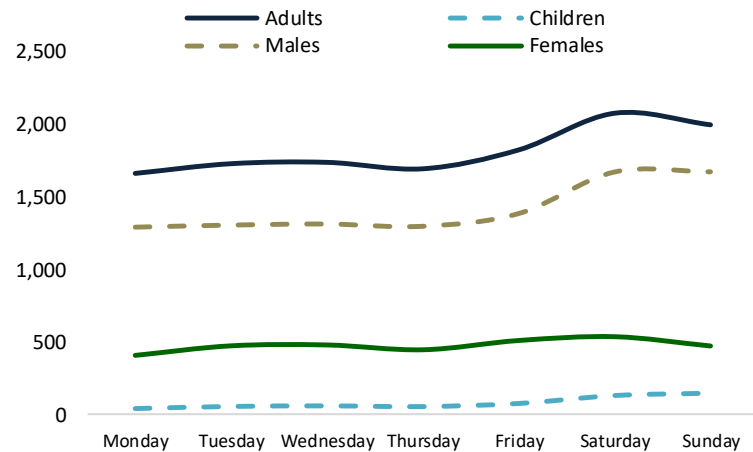
58,333

Footfall previous month

56,087

Change

Up 4.1 %

Average daily footfall, by day of the week

Day	Footfall
Saturday	2,208
Sunday	2,143
Friday	1,896
Wednesday	1,792
Tuesday	1,778
Thursday	1,742
Monday	1,696

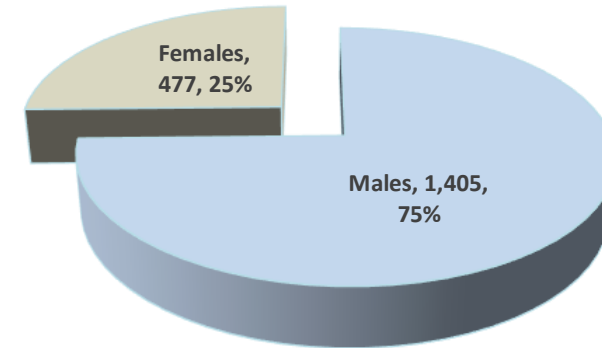## Average* daily footfall, by population segment

Adults — — Children
— — Males ——— Females

* Average is for the each day for the entire month

Average daily footfall

1,882

Average daily footfall, by sex

Females, 477, 25%

Males, 1,405, 75%

Monthly footfall

Month	Footfall
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	50,272
Aug/2024	58,131
Sep/2024	56,087
Oct/2024	58,333
Nov/2024	0
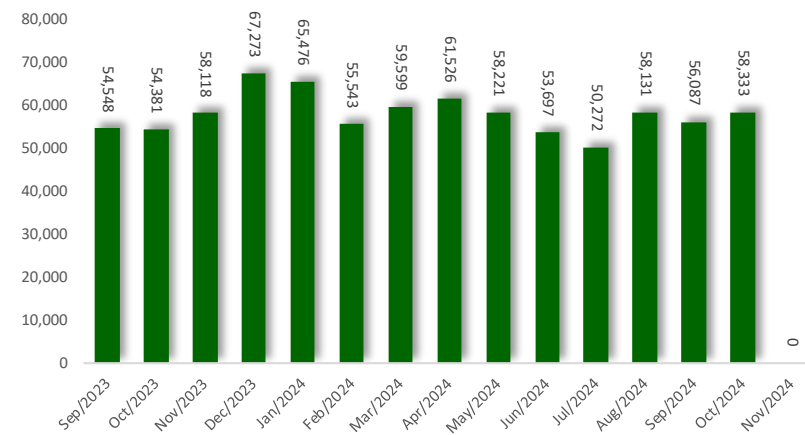
DANDENONG ACTIVITY CENTRE

People Counter - Lonsdale Street – October 2024

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

0

Footfall previous month

0

Change
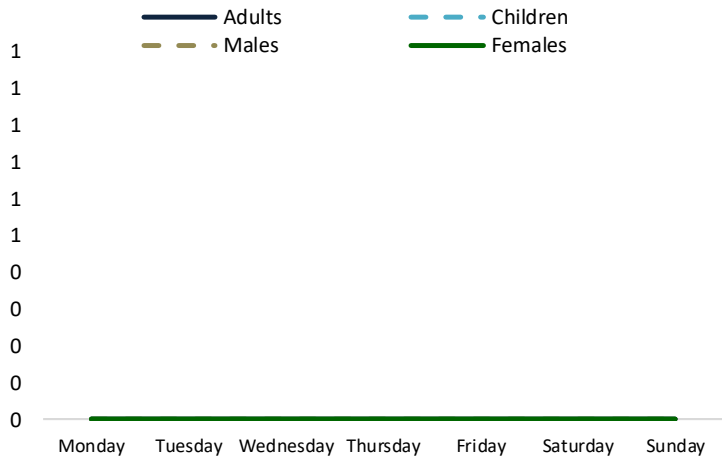
#DIV/0!
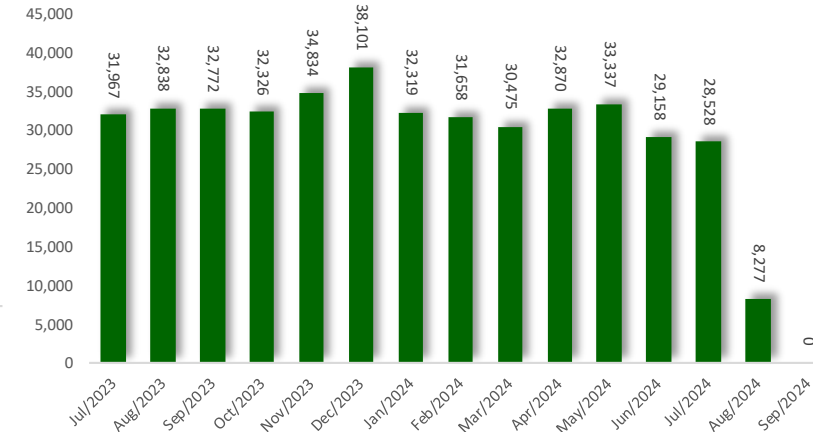
Average daily footfall, by day of the week

	0	0	0	1	1	1
Sunday	0					
Saturday	0					
Friday	0					
Thursday	0					
Wednesday	0					
Tuesday	0					
Monday	0					

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

0

Average daily footfall, by sex

Males, 0, 0%

Females, 0, 0%

Monthly footfall

Month	Footfall
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	28,528
Aug/2024	8,277
Sep/2024	0

Total footfall this month

27,717

Footfall previous month

26,521

Change

Up 4.6 %

Average daily footfall, by day of the week
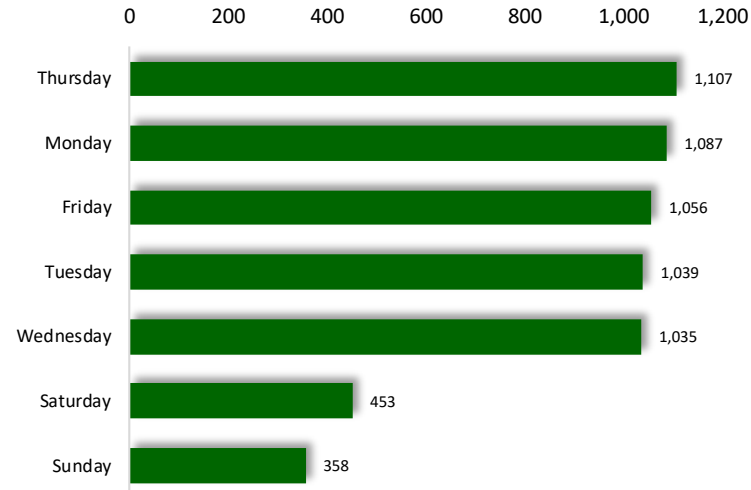
Day	Footfall
Thursday	1,107
Monday	1,087
Friday	1,056
Tuesday	1,039
Wednesday	1,035
Saturday	453
Sunday	358

Average* daily footfall, by population segment

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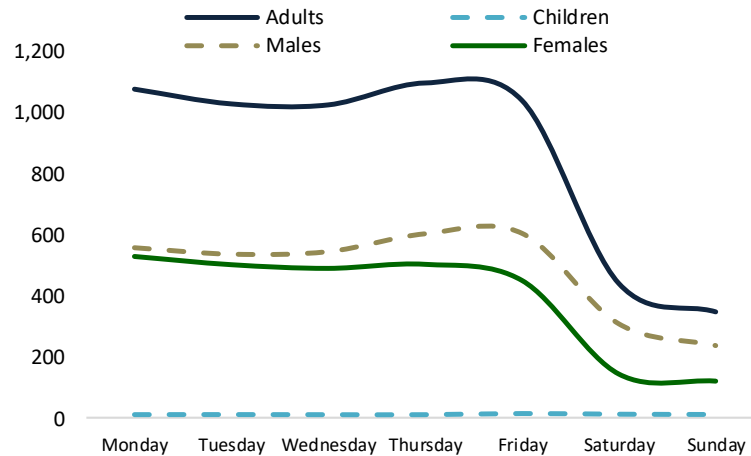
Average daily footfall

894

Average daily footfall, by sex
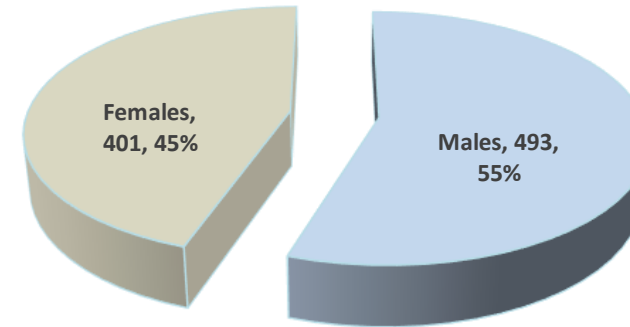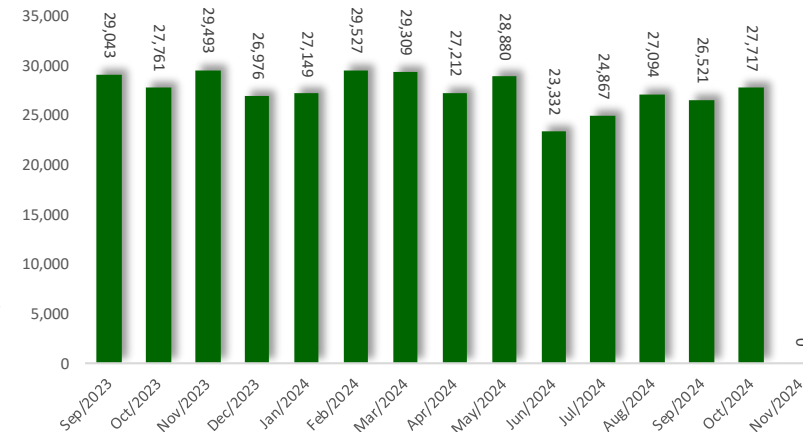
Females, 401, 45%
Males, 493, 55%

Monthly footfall

Month	Footfall
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	24,867
Aug/2024	27,094
Sep/2024	26,521
Oct/2024	27,717
Nov/2024	0

* Average is for the each day for the entire month

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Total footfall this month

42,384

Footfall previous month

40,900

Change

Up 3.7 %

Average daily footfall, by day of the week
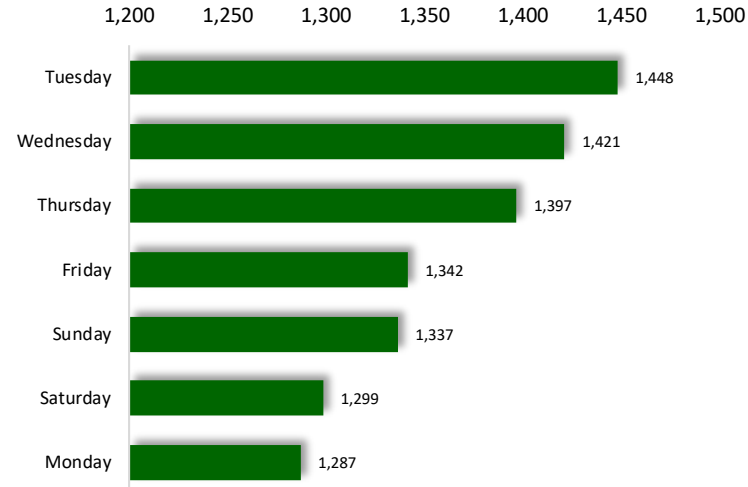
Day	Footfall
Tuesday	1,448
Wednesday	1,421
Thursday	1,397
Friday	1,342
Sunday	1,337
Saturday	1,299
Monday	1,287

Average* daily footfall, by population segment

Adults — Children — Males — Females
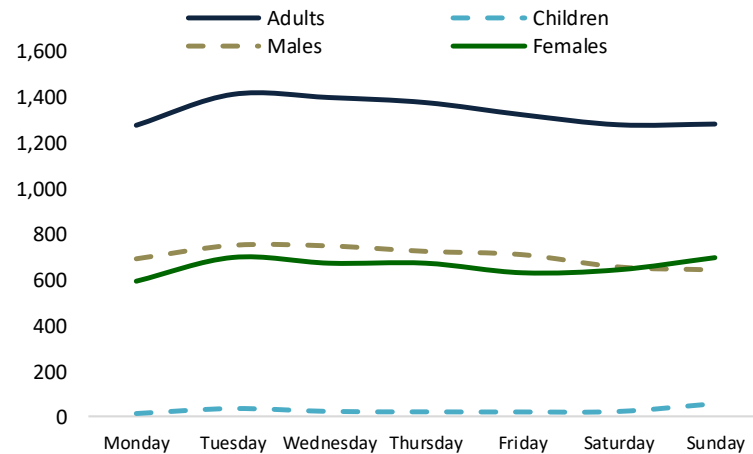
Average daily footfall

1,367

Average daily footfall, by sex
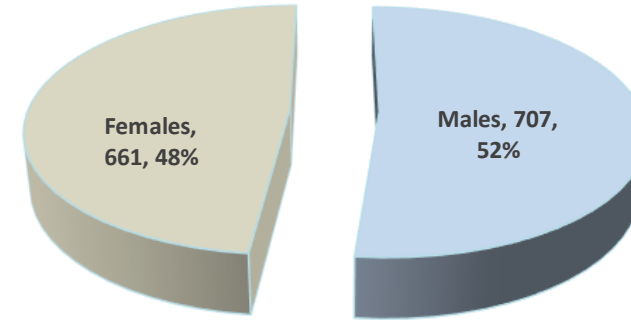
Females, 661, 48%

Males, 707, 52%

Monthly footfall

Month	Footfall
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	32,946
Aug/2024	39,075
Sep/2024	40,900
Oct/2024	42,384
Nov/2024	0

* Average is for the each day for the entire month
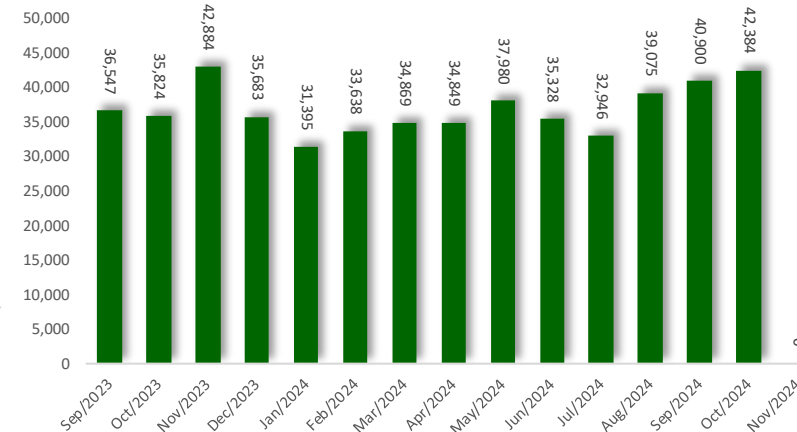
Smart Cities - People Counters

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)

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

Placemaking & Revitalisation Team

Total footfall this month

239,468

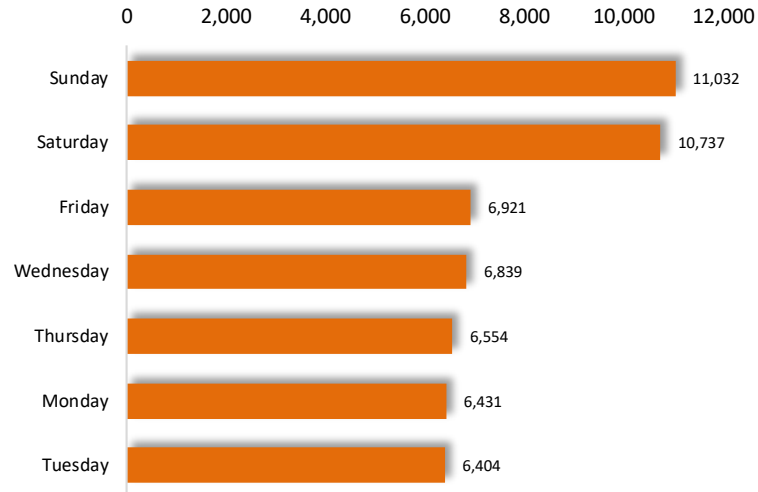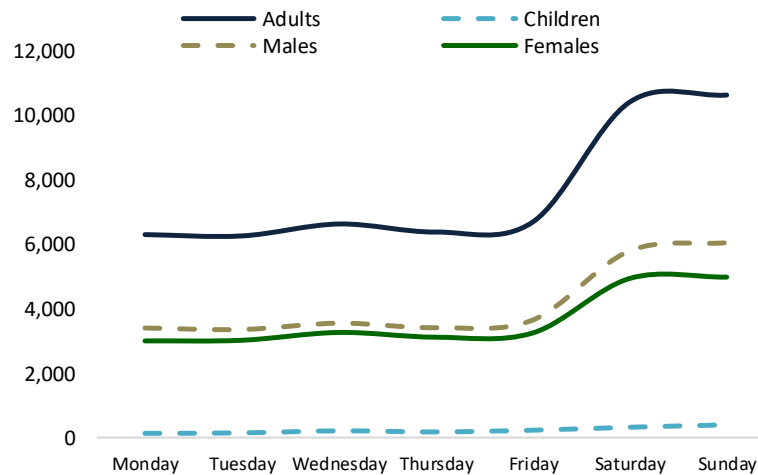### Footfall previous month

232,894

Change

Up 2.9 %

Average daily footfall, by day of the week

Day	Value
Sunday	11,032
Saturday	10,737
Friday	6,921
Wednesday	6,839
Thursday	6,554
Monday	6,431
Tuesday	6,404

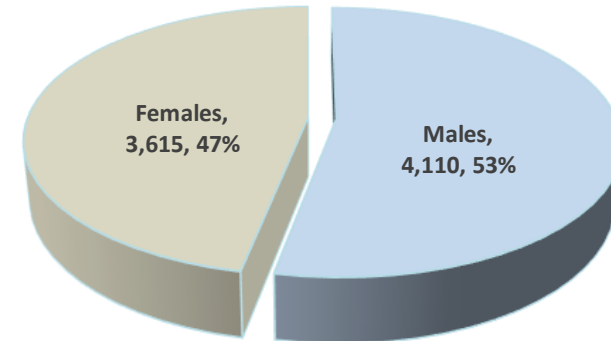### Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

* Average is for the each day for the entire month

Average daily footfall

7,725

Average daily footfall, by sex

Females, 3,615, 47%
Males, 4,110, 53%

Monthly footfall

Month	Value
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	228,049
Aug/2024	238,113
Sep/2024	232,894
Oct/2024	239,468
Nov/2024	0
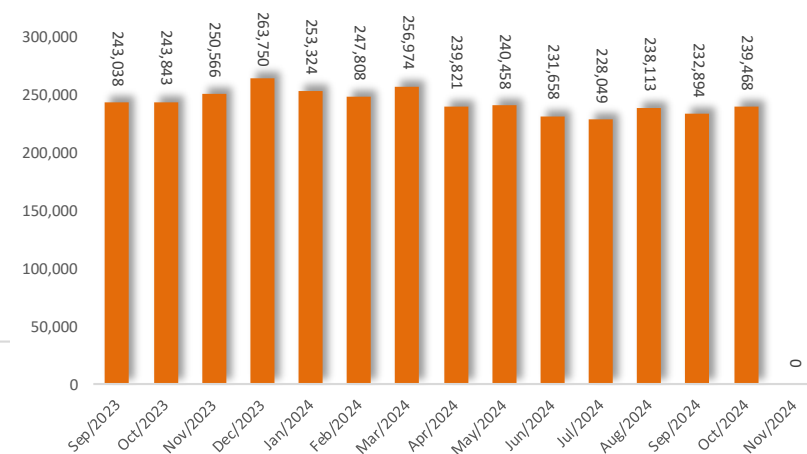
SPRINGVALE ACTIVITY CENTRE

People Counter - Cnr Balmoral Ave / Buckingham Ave – October 2024

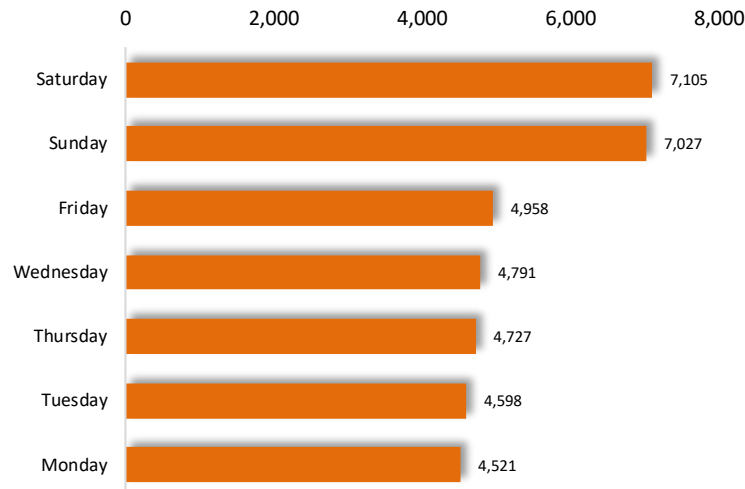Placemaking & Revitalisation Team

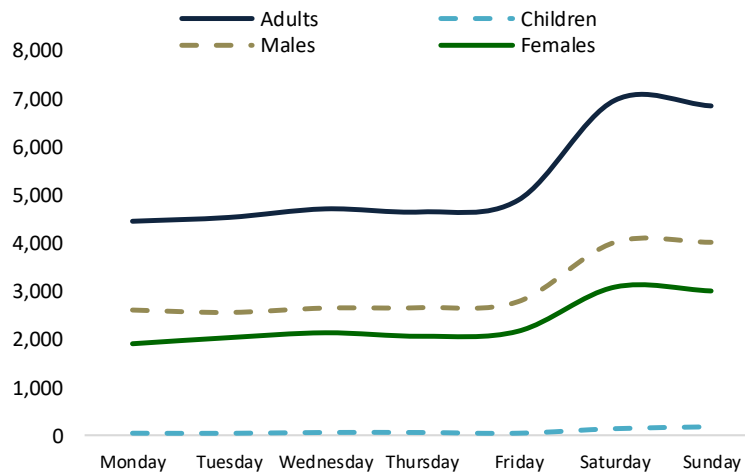## Total footfall this month

165,019

Footfall previous month

159,668

Change

Up 3.4 %

Average daily footfall, by day of the week

Day	Footfall
Saturday	7,105
Sunday	7,027
Friday	4,958
Wednesday	4,791
Thursday	4,727
Tuesday	4,598
Monday	4,521

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
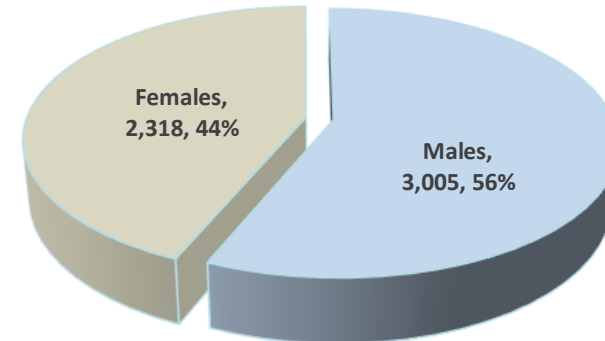

* Average is for the each day for the entire month

Average daily footfall

5,323

Average daily footfall, by sex

Females, 2,318, 44%
Males, 3,005, 56%

Monthly footfall

Month	Footfall
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	167,095
Aug/2024	168,021
Sep/2024	159,668
Oct/2024	165,019
Nov/2024	0

GREATER DANDENONG
City of Opportunity
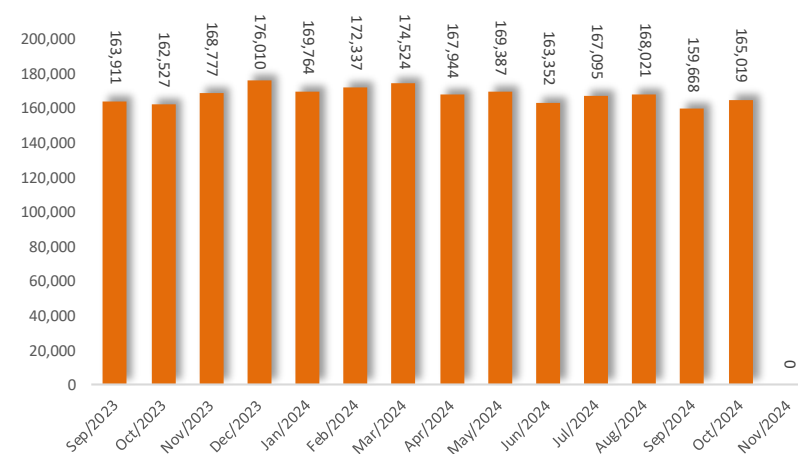
Methodology

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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- 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

2,691

Footfall previous month

2,927

Change

Down -8.1 %

Average daily footfall, by day of the week
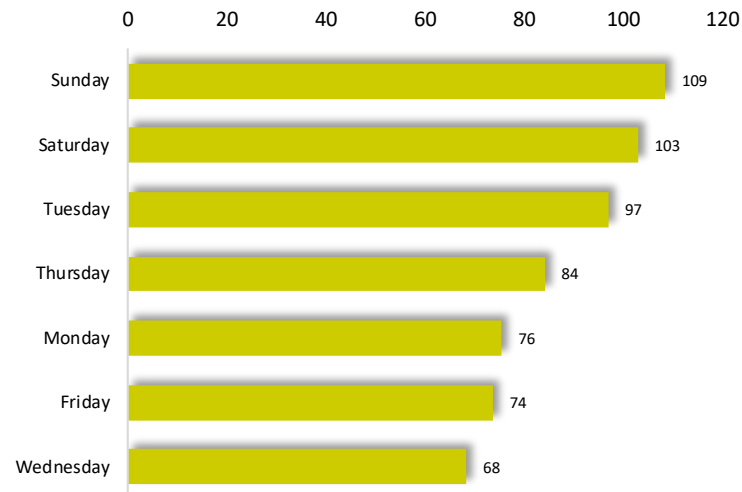
Day	Value
Sunday	109
Saturday	103
Tuesday	97
Thursday	84
Monday	76
Friday	74
Wednesday	68

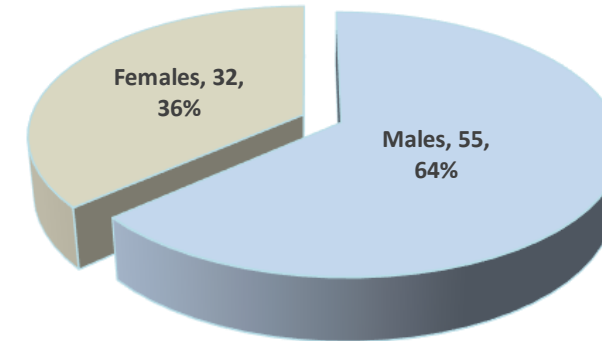## Average* daily footfall, by population segment

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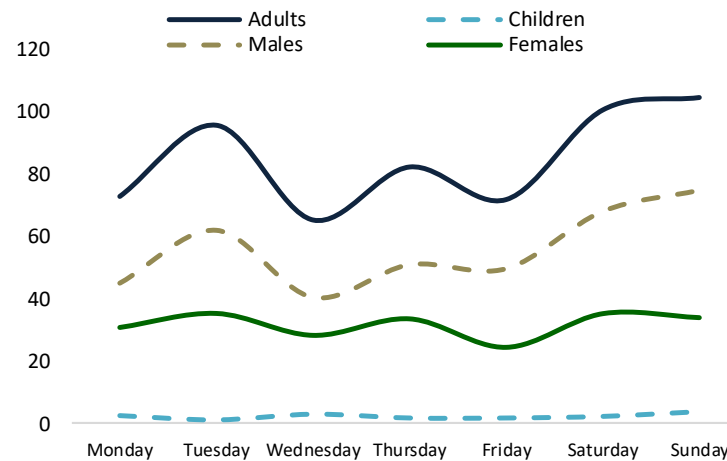
* Average is for the each day for the entire month

Average daily footfall

87

Average daily footfall, by sex
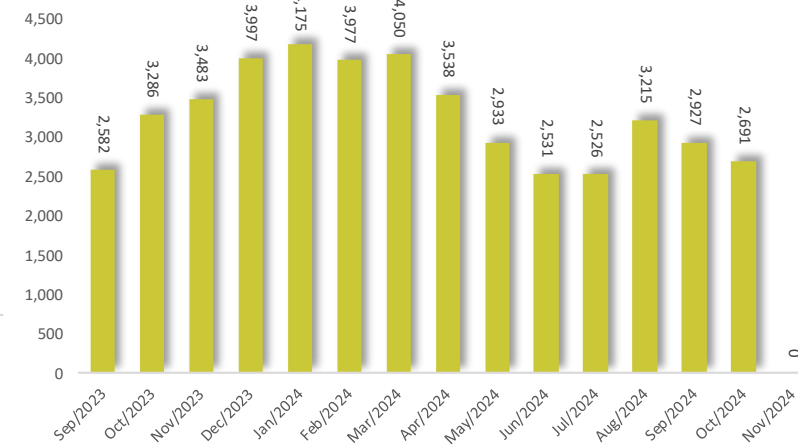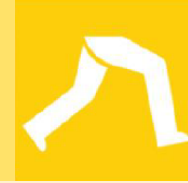
Females, 32, 36%
Males, 55, 64%

Monthly footfall

Month	Footfall
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	2,526
Aug/2024	3,215
Sep/2024	2,927
Oct/2024	2,691
Nov/2024	0

NOBLE PARK ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

23,731

Footfall previous month

20,510

Change

Up 15.8 %

Average daily footfall, by day of the week
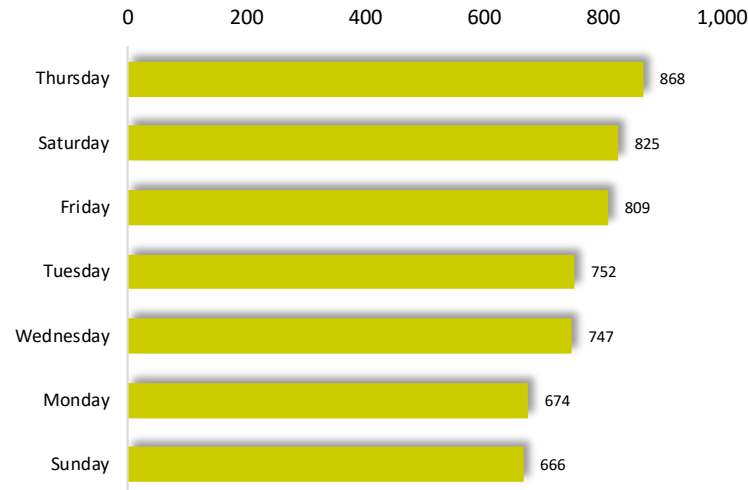
Day	Footfall
Thursday	868
Saturday	825
Friday	809
Tuesday	752
Wednesday	747
Monday	674
Sunday	666

Average* daily footfall, by population segment

Adults — Children
Males — Females
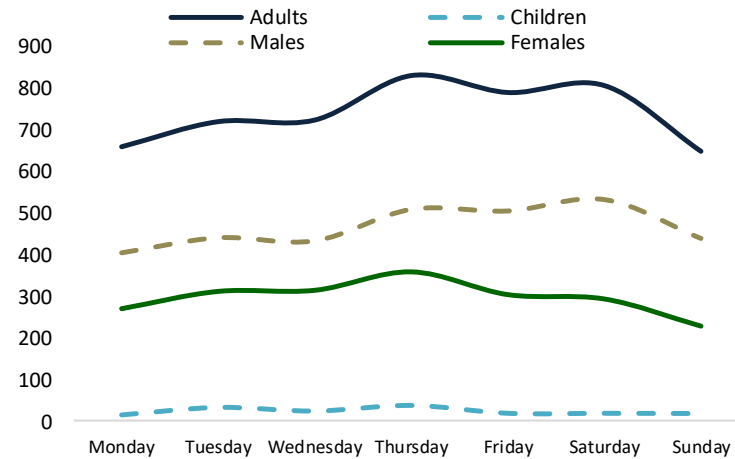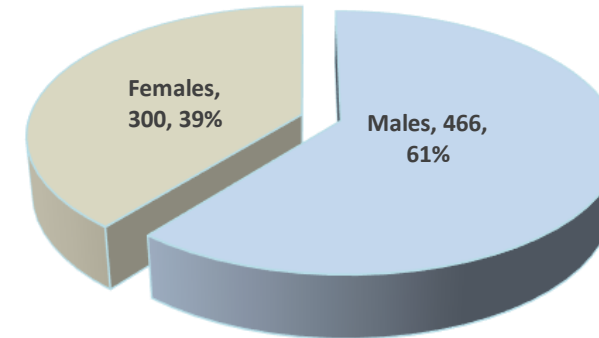

* Average is for the each day for the entire month

Average daily footfall

766

Average daily footfall, by sex
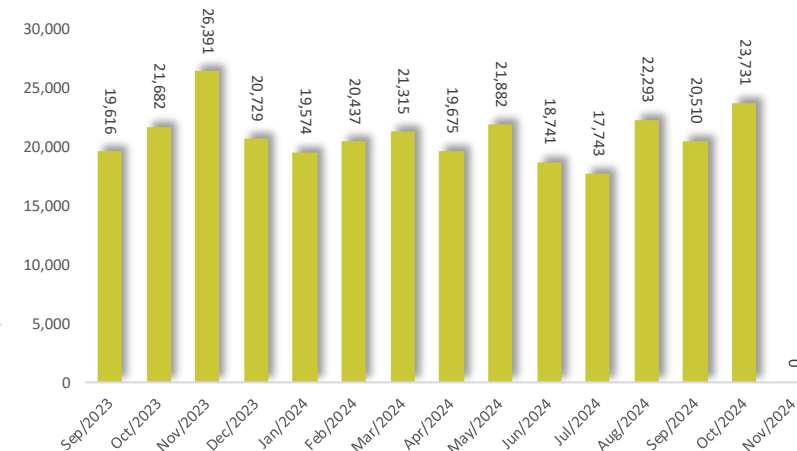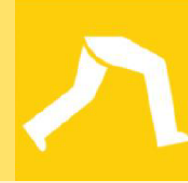
Females, 300, 39%
Males, 466, 61%

Monthly footfall

Month	Footfall
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	17,743
Aug/2024	22,293
Sep/2024	20,510
Oct/2024	23,731
Nov/2024	0

NOBLE PARK ACTIVITY CENTRE

Total footfall this month

97,812

Footfall previous month

87,310

Change

Up 12.1 %

Average daily footfall, by day of the week
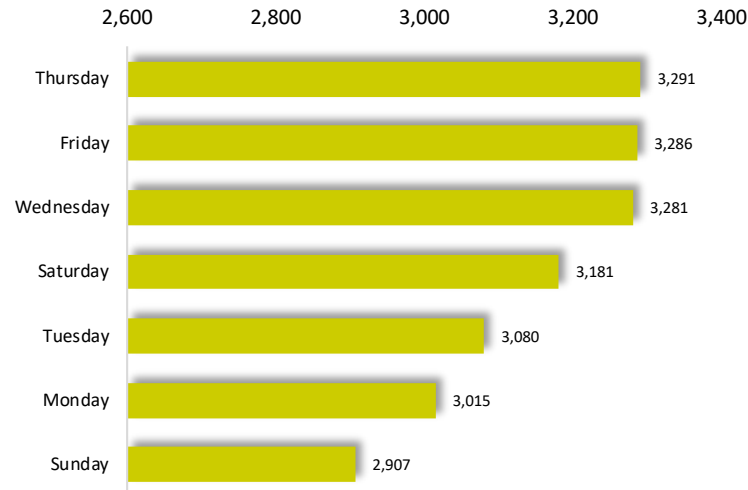
Day	Footfall
Thursday	3,291
Friday	3,286
Wednesday	3,281
Saturday	3,181
Tuesday	3,080
Monday	3,015
Sunday	2,907

Average* daily footfall, by population segment

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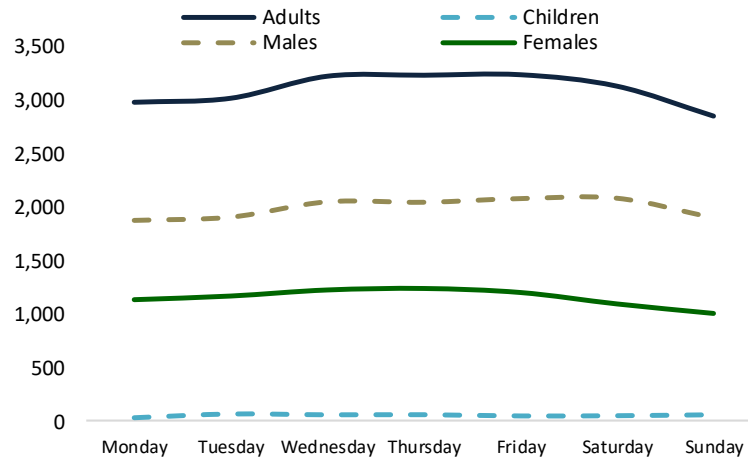
Average daily footfall

3,155

Average daily footfall, by sex

Females, 1,158, 37%
Males, 1,997, 63%

Monthly footfall

Month	Footfall
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	86,353
Aug/2024	92,848
Sep/2024	87,310
Oct/2024	97,812
Nov/2024	0

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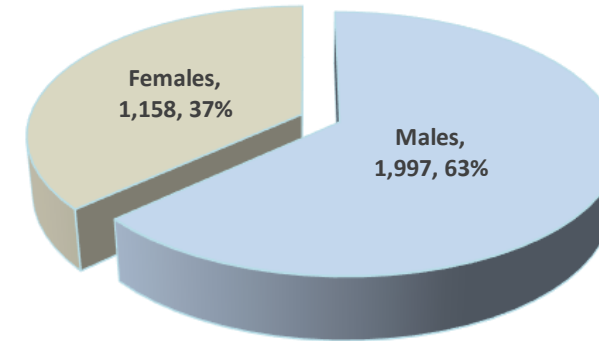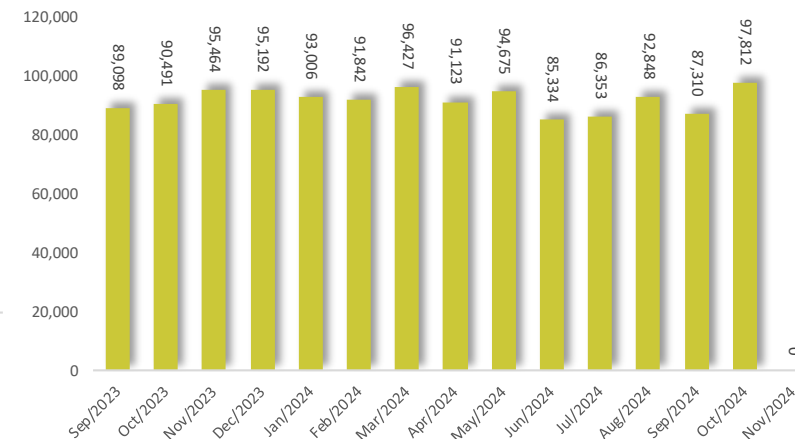
NOBLE PARK ACTIVITY CENTRE

Placemaking & Revitalisation Team

GREATER DANDENONG
City of Opportunity

Total footfall this month

51,291

Footfall previous month

43,035

Change

Up 19.2 %

Average daily footfall, by day of the week
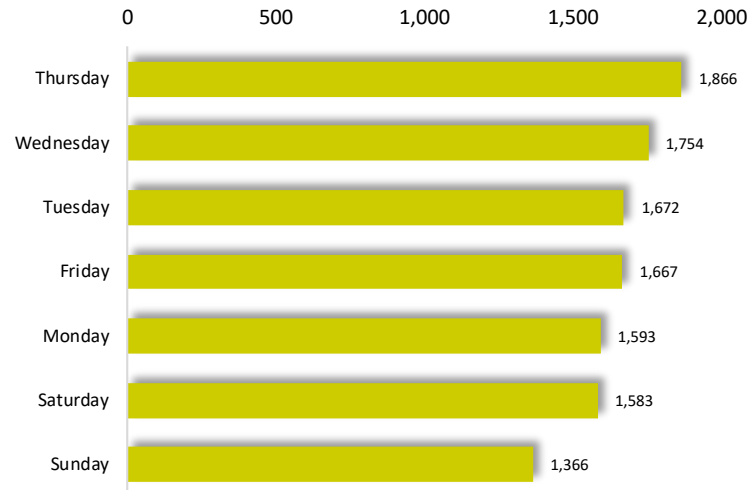
Day	Footfall
Thursday	1,866
Wednesday	1,754
Tuesday	1,672
Friday	1,667
Monday	1,593
Saturday	1,583
Sunday	1,366

Average* daily footfall, by population segment

- Adults
- Children
- Males
- Females
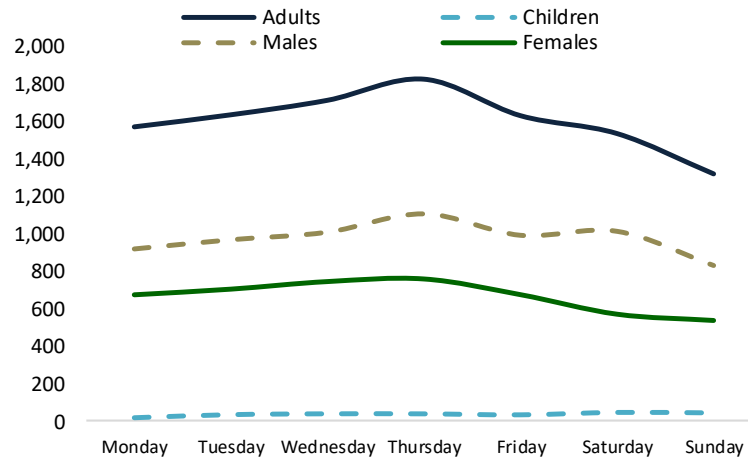
Average daily footfall

1,655

Average daily footfall, by sex
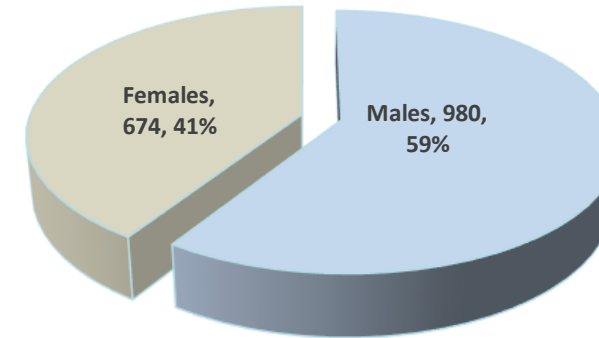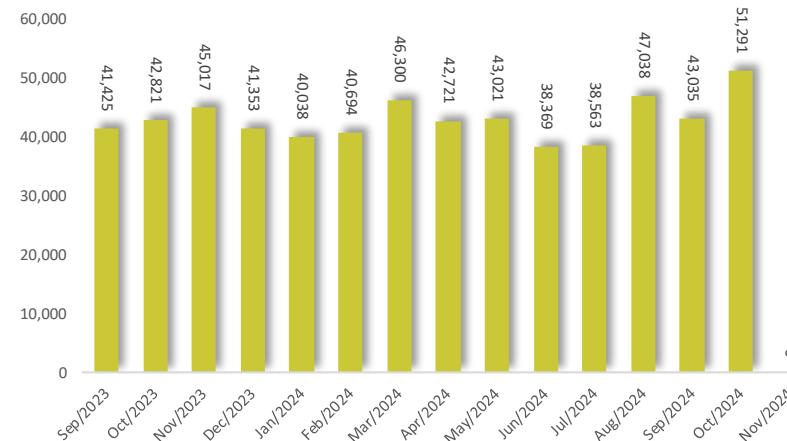
Females, 674, 41%

Males, 980, 59%

Monthly footfall

Month	Footfall
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	38,563
Aug/2024	47,038
Sep/2024	43,035
Oct/2024	51,291
Nov/2024	0

* Average is for the each day for the entire month

NOBLE PARK ACTIVITY CENTRE

Total footfall this month

9,238

Footfall previous month

7,870

Change

Up 17.4 %

Average daily footfall, by day of the week
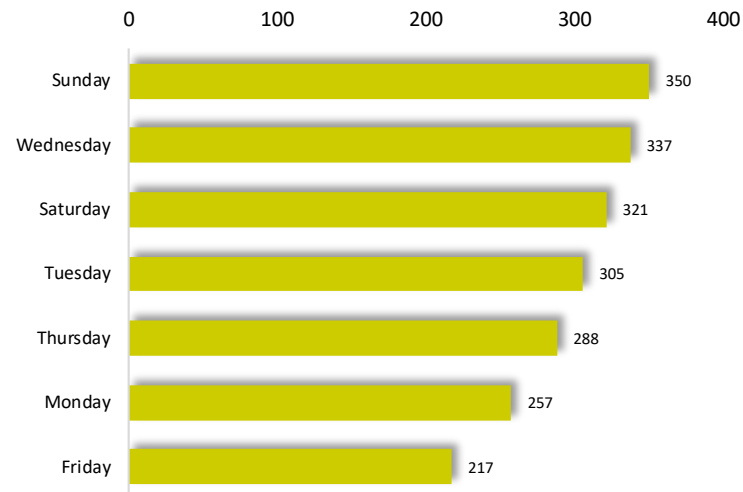
Day	Footfall
Sunday	350
Wednesday	337
Saturday	321
Tuesday	305
Thursday	288
Monday	257
Friday	217

Average* daily footfall, by population segment
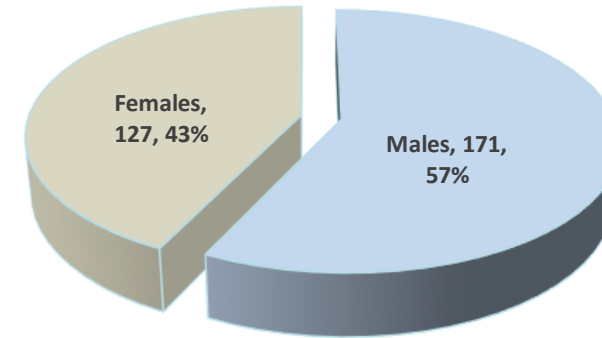
Legend: Adults, Children, Males, Females
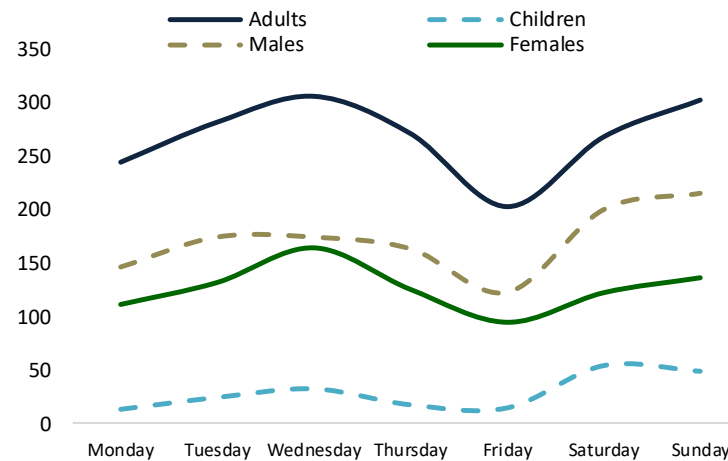
* Average is for the each day for the entire month

Average daily footfall

298

Average daily footfall, by sex

Females, 127, 43%
Males, 171, 57%

Monthly footfall

Month	Footfall
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	5,734
Aug/2024	8,377
Sep/2024	7,870
Oct/2024	9,238
Nov/2024	0