

PEDESTRIANS IN THE CITY



Heart of the City's pedestrian counting system measures pedestrian activity in Auckland's city centre - 24/7. This provides a better understanding of how people use the city at any time or day of the year, and allows us to compare current and long term trends.

Background

Pedestrian activity is a key indicator of a city's vibrancy and vitality. Our counting system provides information on pedestrian activity at key sites throughout the core central city. There are currently up to 20 locations counting pedestrian movements 24 hours a day, seven days a week.

Objectives

The objectives of the system are to:

- measure the impact of events, specific marketing campaigns, and other activities on pedestrian activity
- measure ongoing trends of pedestrian activity in the city centre
- facilitate discussions around future planning decisions for the city centre

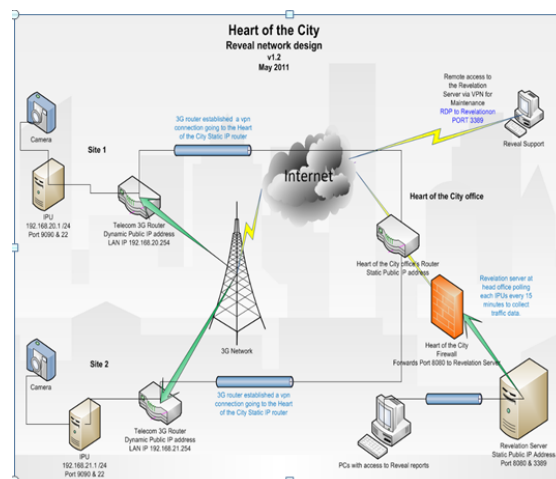
How it works

The system includes a counting 'camera' (installed with counting software) along with a wireless data transmission system, a central server and the live website.

A camera is installed under a canopy or on a street pole. It counts all pedestrian movements, in two directions (either north/south or west/east passing through a counting zone.

The data collected is transferred to the server and uploaded onto the website.

The system records movements, not images, so no individual information is collected.



Data and Reporting

The data enables real time reports that can be accessed anytime. The information can convey what happens over the course of a day, a week, a month or even a year.

The data will automatically compare the selected date range with the previous four days (same day of the week) /weeks/month as well as present what happened the same time last year, and evaluate whether it is above average, average or below average against these compare periods.

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The data can tell us what happens to foot traffic when events and other activities occur in different parts of the City Centre. The data is useful in evaluating the success of Heart of the City events, such as such as Fashion in the City and Christmas in the City; other major events such as Triathlon and the Farmers Santa Parade, the impact of activities such as cruise ships as well as seasonal pedestrian activity. This information is also reviewed alongside other research data including spending information from BNZ Marketview to provide an overview of the 'health and vitality' of the city and its businesses.

The data is now available at <http://hotcity.co.nz/pedestrian-counts>



For further information please contact Heart of the City on 09 379 8000.