ALTOMETER

Woden ACT:
ACTIVITY TRACKING
COVID19 Recovery

Sample report

WODEN ACT
ACTIVITY TRACKING COVID19 Recovery

Sample report

The following is a sample of the kind or report you could expect to receive from our new activity tracking data product.

This report is based in the ACT an shows:

- The study area
- Heat mapping of where main foot traffic can be seen
- Comparisons of time of day and day of week visitation between the periods before and after COVID19 restrictions were imposed
- Visitation levels at a monthly level, compared to monthly averages pre-COVID
- Visitation levels at a daily level, compared to daily averages pre-COVID (adjusted for weekly cycles)
- Postcodes where visitors to the study area originate from

Conclusions

The report clearly shows that on a daily and a monthly basis, the study area has almost returned to the same level of pedestrian activity as before the COVID period.

It also shows some patterns of 'typical' usage, such as:

- This is a destination for people during the week, rather than the weekend
- Weekend traffic was not impacted by COVID as negatively as weekdays
- Saturday visitation in particular is almost all the way back to normal
- Workers have been slowest to return to the area, and they are the ones keeping the day time visitation from returning to normal on a month-to-month basis.

Typical report format

Typically, this PDF would also be accompanied by a digital, interactive report. This will enable you to interact with the findings more closely

Report uses

These reports are used by governments, community organisations and private businesses to:

- Understand the level of visitation to an area over time
- Evaluate the effect of events and changes to the public realm
- Predict the possible impact of changes intended for the public realm

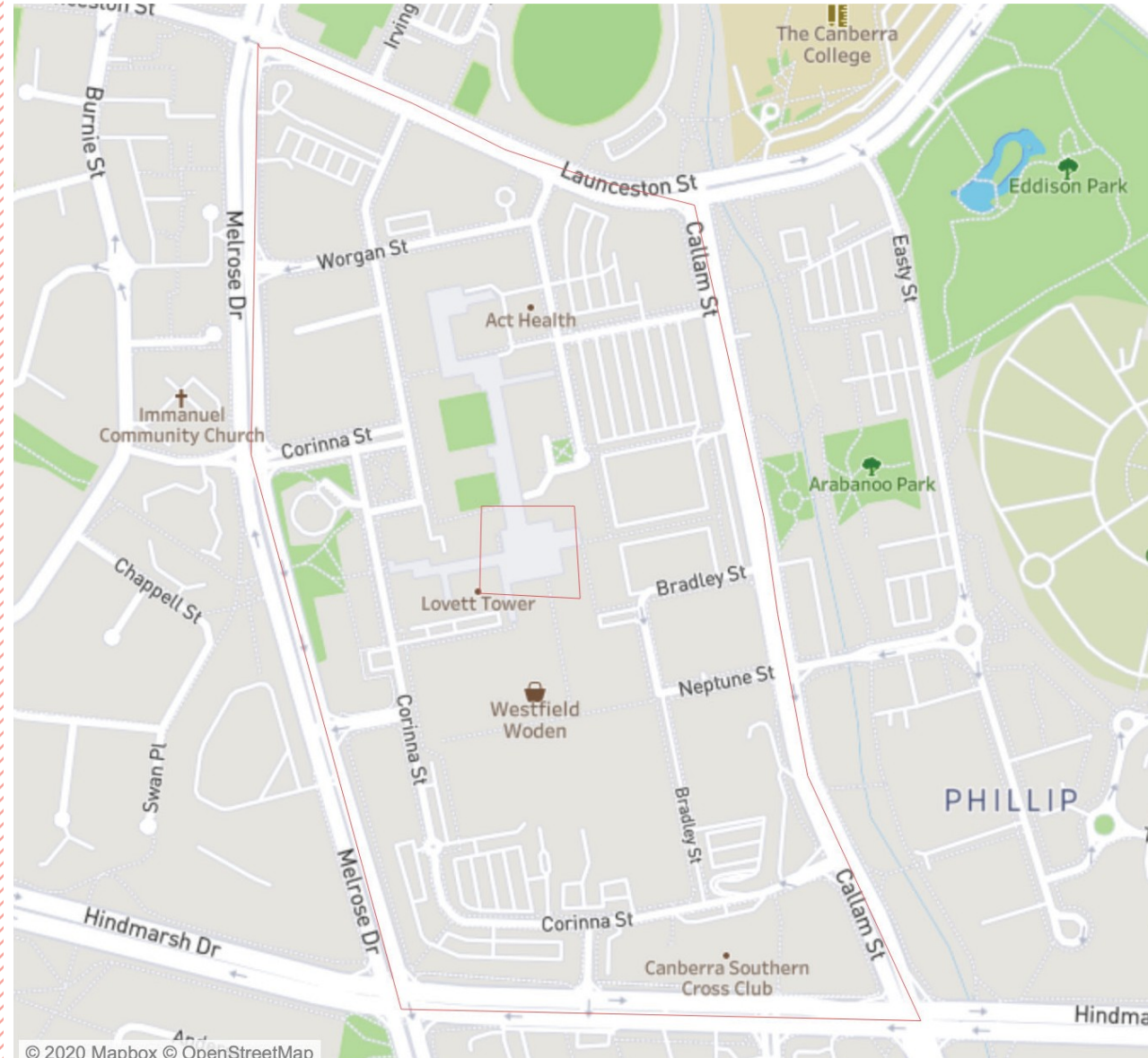Talk to us about what you would like to know about the areas you manage.

WIDER AREA
& WODEN SQUARE

**The study area consisted
of two parts (red boundary):**

Woden town centre (wider area)
Woden Central Square

Timeframe for the study is:
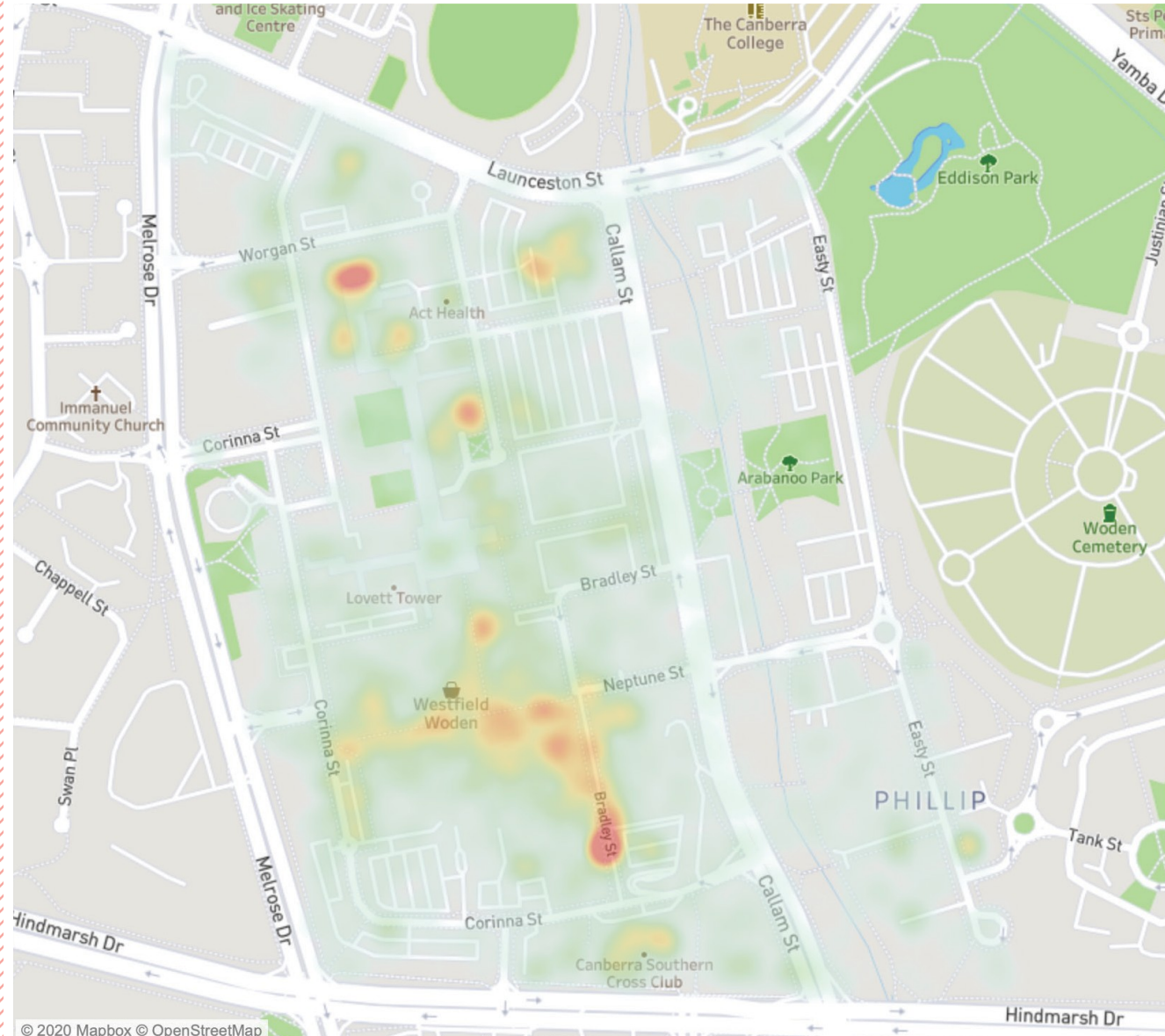
September 4, 2019
September 1, 2020

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VISITATION DENSITY

There is foot traffic all across the study area, but the areas coloured red see more activity than other areas.

These areas align with shopping dining and office buildings.

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TIME OF DAY VISITATION

Daily foot traffic has been compared for the pre-COVID and lockdown periods.

On a "normal" day, visitation to the area is highest during working hours during the week.

There is a slightly more visitors on Friday night than any other night.

Visitation falls for all days during COVID lockdown. However, the effect is stronger for weekdays than weekends.

Weekends (blue) fall less than weekdays during the COVID period.

About this chart
This chart helps us to understand that there are typical fluctuations in foot traffic each day. We may need to understand this for other analysis.

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TIME OF DAY VISITATION

The previous slide shown in a different way.

The darker the blue, the more visitation during that hour.

The comparison between week days and Friday nights before and during the COVID period are the most stark.

Time of Day

Time of Day visitation - pre and post COVID (table)

% of visitors
26%   187%

Hour of Full ..	Pre-COVID							COVID						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0	91%	96%	109%	113%	104%	133%	139%	83%	82%	83%	86%	85%	87%	96%
1	90%	99%	108%	110%	101%	114%	123%	89%	92%	91%	96%	92%	93%	96%
2	90%	96%	110%	113%	102%	106%	112%	94%	95%	93%	98%	99%	91%	96%
3	90%	99%	111%	119%	101%	100%	107%	96%	98%	94%	103%	94%	89%	95%
4	95%	101%	115%	118%	108%	103%	100%	95%	100%	92%	96%	94%	89%	89%
5	98%	108%	120%	115%	110%	90%	85%	100%	108%	104%	106%	98%	81%	73%
6	111%	125%	135%	134%	120%	75%	60%	96%	107%	101%	106%	99%	67%	56%
7	125%	150%	155%	155%	143%	49%	45%	87%	104%	95%	100%	92%	45%	38%
8	141%	164%	164%	158%	152%	41%	32%	87%	99%	96%	98%	88%	33%	26%
9	136%	157%	153%	156%	148%	55%	44%	88%	93%	95%	94%	87%	41%	30%
10	133%	154%	148%	147%	142%	66%	55%	82%	91%	91%	92%	84%	53%	42%
11	131%	146%	146%	147%	138%	74%	64%	82%	86%	87%	89%	84%	57%	48%
12	130%	148%	143%	147%	136%	74%	68%	79%	85%	88%	90%	84%	58%	48%
13	132%	150%	146%	150%	135%	73%	69%	79%	83%	85%	88%	80%	57%	50%
14	129%	143%	142%	146%	134%	76%	70%	81%	87%	88%	89%	86%	58%	52%
15	131%	145%	148%	145%	139%	65%	62%	87%	91%	90%	90%	90%	51%	46%
16	133%	149%	149%	147%	146%	61%	54%	85%	92%	93%	91%	90%	48%	42%
17	133%	146%	146%	142%	149%	70%	54%	82%	88%	90%	89%	95%	52%	43%
18	113%	128%	133%	131%	170%	103%	76%	70%	71%	79%	79%	102%	65%	56%
19	103%	116%	122%	129%	185%	119%	86%	65%	67%	71%	74%	101%	79%	60%
20	99%	118%	122%	128%	187%	138%	86%	60%	62%	68%	74%	89%	80%	61%
21	96%	112%	121%	121%	182%	157%	89%	62%	66%	68%	71%	87%	83%	60%
22	97%	106%	116%	118%	163%	161%	88%	68%	71%	74%	74%	87%	87%	67%
23	97%	103%	109%	103%	153%	162%	88%	76%	74%	82%	78%	91%	95%	76%

MONTHLY VISITATION TREND
Pre-Covid compariaon / Daily Index

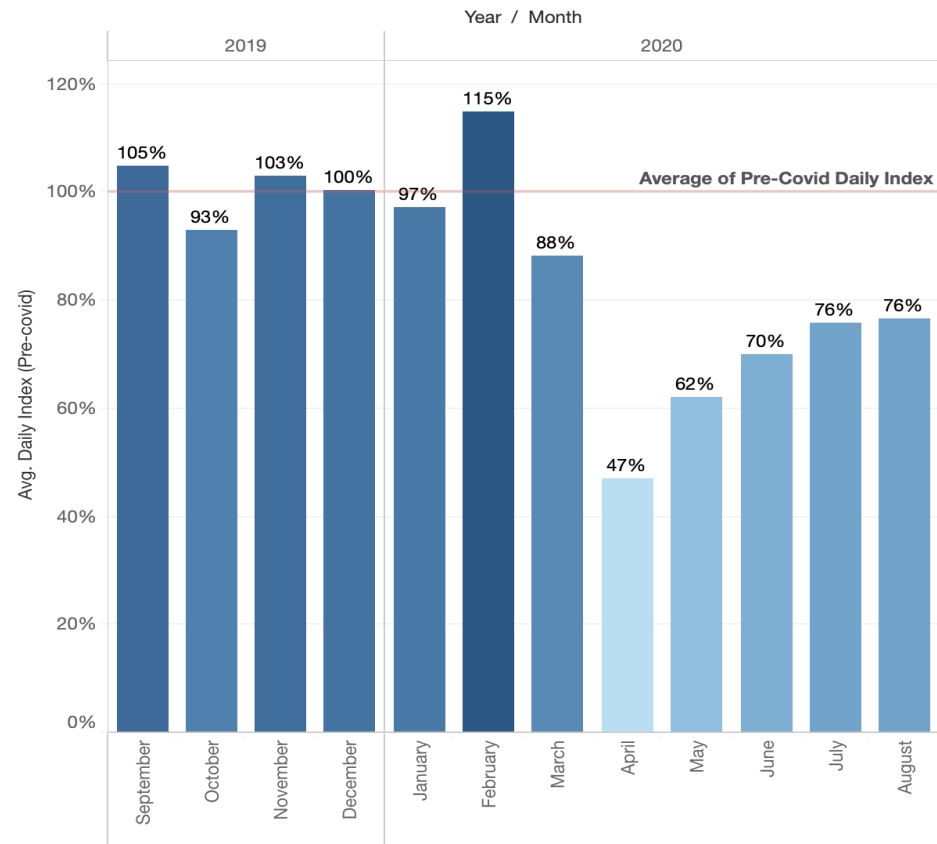Month by month comparison of daily average foot-traffic.Traffic is compared to the average of pre-COVID period.

Foot traffic, after falling sharply to 47% in April, has returned to 76% of 'normal' levels.

About this chart
Traffic is presented as an index. This sets 'average' at 100% and then presents all findings relative to it.

Monthly visitation takes into account daily variations in foot traffic.

Monthly Index

Year / Month

Monthly Index Table

2019	September	Pre-COVID	105%
	October	Pre-COVID	93%
	November	Pre-COVID	103%
	December	Pre-COVID	100%
2020	January	Pre-COVID	97%
	February	Pre-COVID	115%
	March	Pre-COVID	105%
		COVID	74%
	April	COVID	47%
	May	COVID	62%
	June	COVID	70%
	July	COVID	76%
	August	COVID	76%

DAILY VISITATION INDEX

Adjusted for Daily Cycles /Pre Covid Comparrison

Month by month comparison of daily average foot-traffic.Traffic is compared to the average of pre-COVID period.

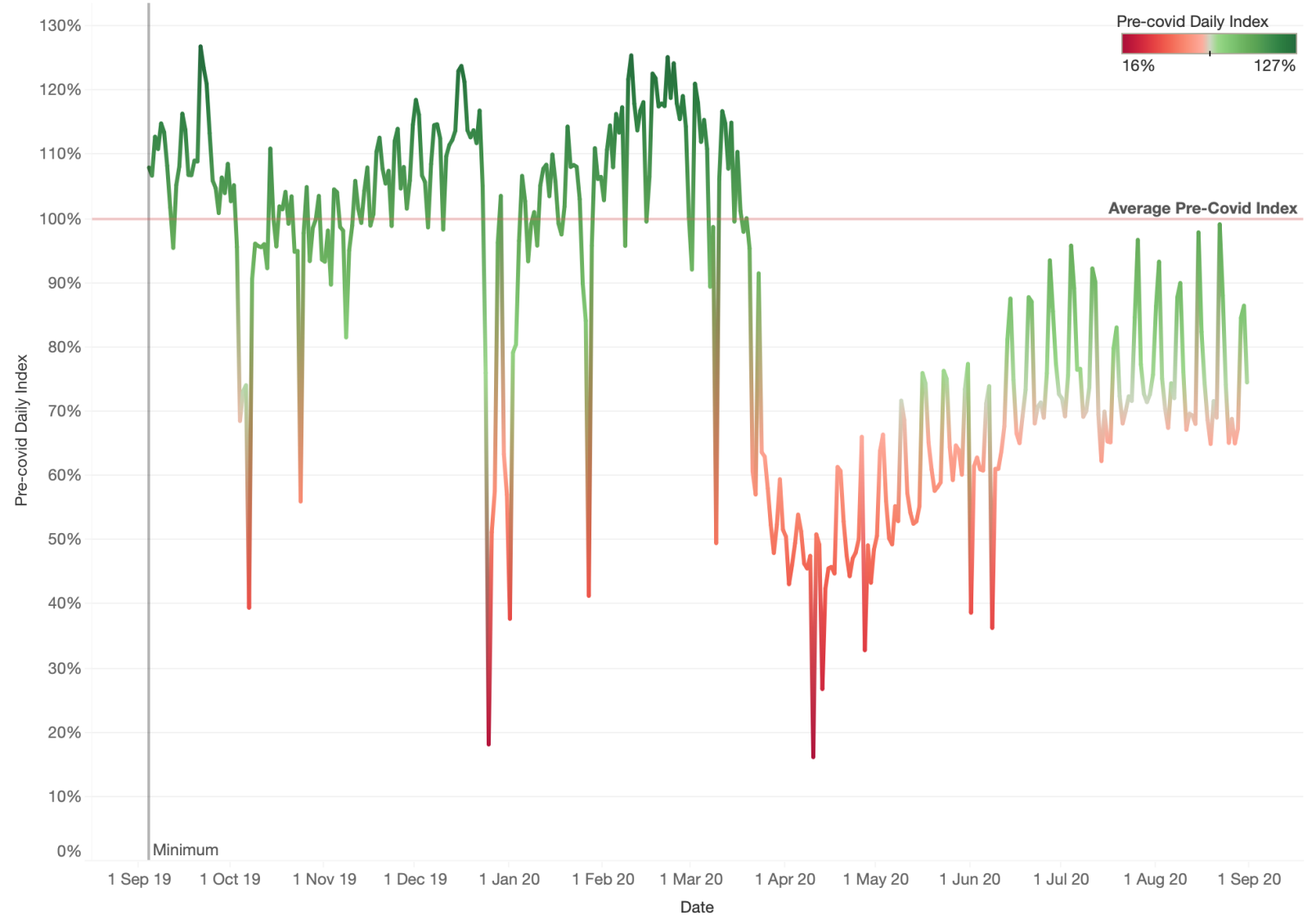Foot traffic, after falling sharply in April, has returned to 76% of 'normal' levels.

In this case the 'goal' was set to investigate when traffic returned to 70% of normal. Colour indicates when traffic is above 70% when it is green, red when it is below.

As can be seen, there are some green peaks in July and August. These are Saturdays and Sundays showing that they are more like 'normal' than other days of the week.

Deep red troughs are typically public holidays like Christmas and Australia Day.

About this chart

This chart has been adjusted to compare each day with the 'average' for the same day (i.e. all Mondays are compared only to other Mondays). This accounts for daily fluctuations in traffic.
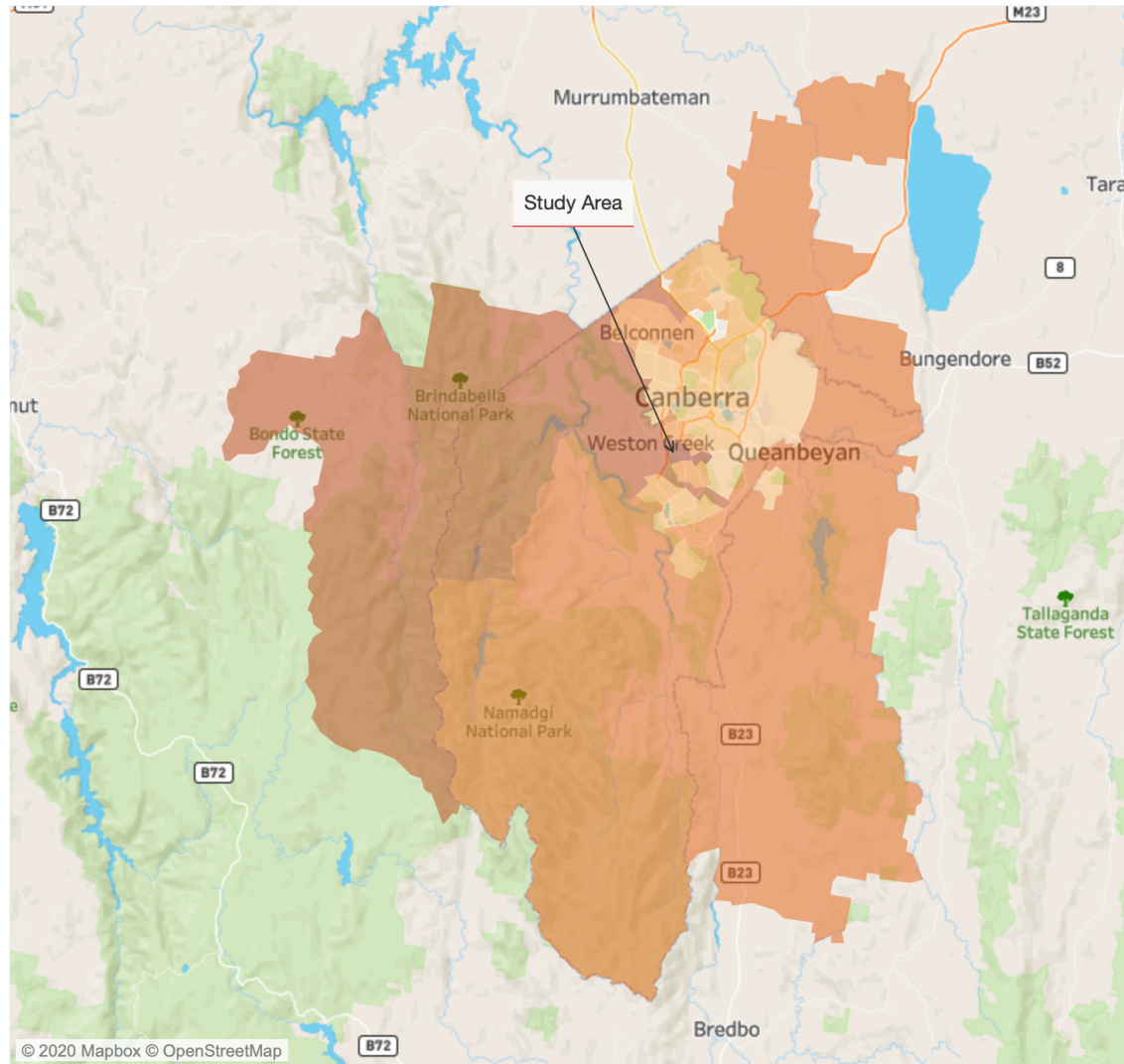
AREA WHERE VISITORS LIVE

Count by the postcodes map

This map shows the postcodes where visitors to the study area are most likely to live.

The darker orange, the more likely they are from that postcode.

The study area does not draw visitors from long distances.

Count by Postcode (map)

Count
1% ▢▢▢▢▢ 13%

Study Area

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Count by Postcode

Australian Capital Territory	2606	12.0%
	2611	9.7%
	2905	6.0%
	2617	5.3%
	2615	5.0%
	2607	4.7%
	2605	4.6%
	2913	4.1%
	2902	3.7%
	2906	3.4%
	2602	3.4%
	2914	3.2%
	2904	3.0%
	2903	2.3%
	2900	2.3%
	2604	2.2%
	2612	2.1%
	2614	2.1%
	2603	2.0%
	2600	1.9%
	2601	1.6%
	2912	1.5%
	2609	0.9%
New South Wales	2620	6.6%
	2000	1.6%
	2619	1.4%
	2170	1.1%
	2580	0.9%
	2582	0.7%
	2010	0.6%

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