

When and Where to Do Counts: Considerations

TRAFx Infrared Pedestrian Counters

When to Do Counts – Consider This:

- Counts should be done during a normal/typical week, preferably for a full 24 hour, seven day a week period.
- Counters should be deployed at least one full week, and up to three weeks to understand daily trends and variability.
- Spring or Fall are preferable times to perform counts when most people have set routines.
- Counts should typically not be performed during holidays, spring break, special events, etc. unless you specifically want to get counts for a special event.
- Consider the weather before deploying counters – prolonged rain or other adverse weather may skew a typical week's results.
- Set up a routine for performing counts:
 - Once or twice a year is preferable, and perform around the same week each year
 - Count on new facilities about a month after opening, then re-count about six to twelve months after to see trends.

Where to Do Counts – Consider This:

- Choose activity areas (near parks, schools, businesses; but where you are NOT counting the circulating traffic). Site should be several hundred feet from an entrance which reduces the number of pedestrians counted coming from and going to a parking lot.
- Areas where pedestrians are spread out or in single file line provide the most accurate counts. One to two second gaps between users is optimal.
- Select locations that are on the regional count map or notify H-GAC of new locations that are desired.
- Face away from roadway traffic (need static background).
- Look for shaded areas without a lot of vegetation that will blow in the wind. Typically movement beyond 10 meters or 30 feet is OK.
- Point sensor at a downward angle toward the ground to provide a static background.
- Select a shaded area or an area without sun shining directly into the lens (orient primarily N/S).
- Use a sturdy mounting platform such as a sign pole or tree.