



# Technology-based Visitor Use Counts and Reporting: KOWA Pilot Test

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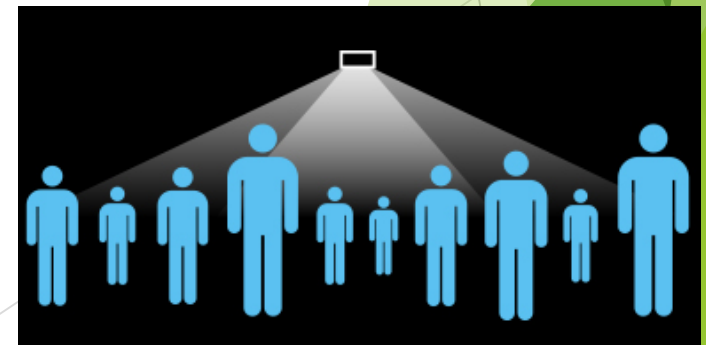
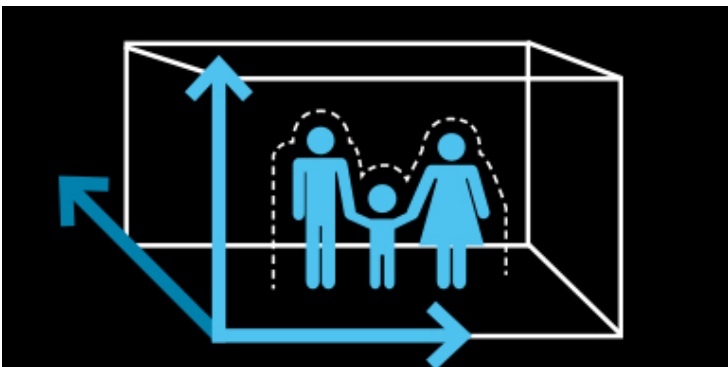
# Study Purpose, Objectives and Partners

- ▶ **PURPOSE:** To install and analyze the effectiveness of a technology-based visitor counting system.
- ▶ **OBJECTIVES:**
  - Improve data accuracy by allowing for 24-hour visitor counts. Current methods involve hand counts in 15-minute increments, up to six times a day.
  - Free up the time of NPS personnel to concentrate on their areas of expertise.
- ▶ **PARTNERS:**
  - **NPS NAMA:** Project Co-Coordination, Information Technology, Security, Facility Management, Interpretation, Resource Stewardship
  - **George Mason University:** Project Co-Coordination, Technology Liaison, Data Analysis, Reporting
  - **Axper:** People Counting & Tracking Solutions



# Technology Selection and Approval

- ▶ **Axper**: 3D people counting technology
  - ▶ Counts entrances and exits separately to avoid double counting
  - ▶ Guaranteed accuracy in high traffic environments
  - ▶ High-level privacy (PIA): No personal information captured



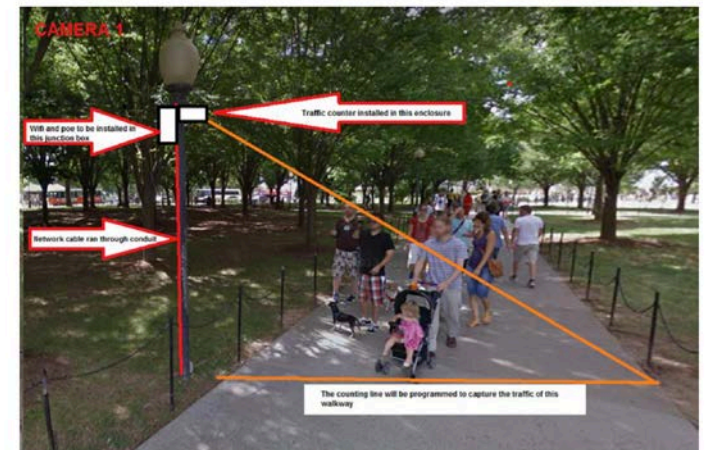
# Pilot Site and Preparation: Korean War Veterans Memorial (KOWA)

## ▶ PILOT SITE: KOWA

- ▶ Controlled access points
- ▶ Consistent visitor flows

## ▶ PREPARATION

- ▶ Pole height requirements and stability checks
- ▶ GFCI receptacle installation
- ▶ Hotspot creation (Cradlepoint AER1600 routers, Verizon SIM cards and data plans)



# Installation and Reporting

## ► INSTALLATION

- 3D counters in weatherproofed housing
- Routers in weatherproofed housing
- Extension cords to GFCI receptacles
- Mounting on light poles
- Validation

## ► REPORTING: What we have learned

- Pilot test: 5/24/18 - 8/31/18
- Hand counts versus 3D counts
- Lighting considerations

