



The Role of People Counting in Facility Management

**WAYS PEOPLE COUNTERS AID FACILITY
MANAGEMENT PROFESSIONALS**





Running your facility smoothly is a vital part of the operation of any establishment from retail stores, to libraries, office spaces, universities and other public sector buildings. If your establishment isn't running smoothly, you're bound to run into a myriad of other problems. The least of which will be running out of toiletries and the greatest of which will be problems with security or safety.

People counters can help ease the many facets of facility management, making them, in essence, more manageable. The hard data that people counters provide can be the foundation for several business decisions, improving how you run your operations. This eBook will explore the five ways in which people counters aid facility management professionals.

1

Gauge Appropriate Security Staffing & Place Security Staff More Effectively

Theft, vandalism, and other criminal behavior plague all kinds of facilities. One of the more common crimes is organized retail crime—when shoplifters steal items from stores and sell them to unsuspecting customers—and it's a growing concern. It accounts for \$30 billion in losses every year and affects 8 out of 10 retailers.

Retailers aren't the only facilities that face issues with crime, though. Even libraries face a loss rate of 5.3%. Offices and universities have growing concerns about how to best protect employees and students from violence.

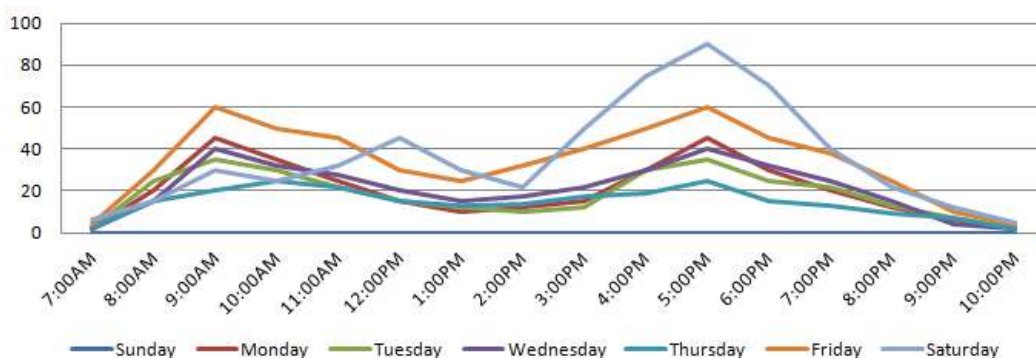


(Gauge Appropriate Security Staffing & Place Security Staff More Effectively Continued)

Implementing security is the first step in solving crime problems for all types of facilities, but management is left with questions concerning how many guards they need and where security should be staffed.

People counters can help you understand where your facility or campus' most heavily trafficked areas are and ensure that they have an appropriate ratio of security staff to traffic. For retailers, people counters can help you manage your sales staff too, so that you have enough employees placed at key areas—like the dressing rooms—to help discourage theft.

People counters allow you to track trends in traffic, like specific days or hours, to give you the foundational information you need to schedule the right amount of security staff for each shift. As traffic patterns and trends change, you'll be able to react quickly. This can help you ensure that safety standards are always met.





2

Allocate Facility Resources Appropriately

By strategically placing people counting sensors at the entrances of conference rooms, offices, or rest areas, you can collect data of the number of people that are using the space, when they are using it, and how often it is being used. These metrics can help you identify space that is wasted or over-used. This can help you optimize scheduling spaces.

Traffic data can help you understand facility usage beyond what may be scheduled for the room or office. You can see when the room is booked but no one shows up, as well as when the room is in use without being booked. This provides a more accurate representation of how the facility is being used, and can clue you into how to optimize the space.

Heavy use when it's not scheduled may indicate that you need to clean the space more frequently. The opposite may be true as well—frequent no-shows mean you may be wasting resources to clean the room more often than is actually necessary.



3 Reduce Facility Energy Usage

Going green has numerous benefits. Aside from taking steps to protect the environment, a low energy initiative can reduce the high costs of electricity and gas and attract like-minded consumers. Taking a greener perspective for your facility management can be made much easier with the use of people counters.

People counters can display areas that are rarely used but might be eating up energy. Maybe you have a store room that always has the lights on and is cooled to 65 degrees, but it's only actually entered twice a week. Shutting off the lights and reducing the air conditioning by a few degrees can demonstrate huge savings in the long run.

Tallying the number of people that enter and exit can help you quantify how much energy is lost through the doors. It can also demonstrate the demand for energy. More office workers using computers or more library patrons plugging their laptops in can mean a higher energy demand. Planning for this can let you more closely monitor how much energy is being used per person. As you make greener initiatives—like LED light bulbs or less air conditioning—you can measure that effectiveness with your baseline measurements of energy usage per person.



4

Stay on Top of Maintenance Issues

People counters can help facility managers quickly and easily understand how many people have been coming in the building. The counts provide quantifiable reasons to begin the process of searching for a new location or expanding your current one. This justification can be presented to upper level management or the building's governing body, so that they have proof of the necessity to move or expand and what requirements you'll need in the new space.

Understanding the ebb and flow of traffic through your building can help you identify the optimal time to inspect or run tests within the building. Slower trafficked times can be an opportunity to maintain the building without disrupting your patrons' experience. This can actually save you money from lost sales when people can't navigate your business because of maintenance. Aside from cost savings, it can also ensure that regular maintenance won't impede the flow of traffic in the case of an emergency.



5 Monitor Facility Supplies

Stocking supplies like toilet paper, soap and paper towels is an often overlooked piece of your facility's budget. Planning for how much to purchase, and accounting for that in your yearly budget, can prove to be a guessing game. There is a direct correlation between how many people are using your facility and how and when to order supplies.

People counters can give you a better idea of how frequently your facilities are accessed, so you can have an appropriate stock of supplies on hand. This traffic information can also provide a clue to what areas are trafficked more often, and thus require more frequent cleaning. The cleanliness of your facility can be a neglected part of the customer experience, and you want to ensure that your facilities offer a clean and healthy environment. With a stronger understanding of when to schedule cleaning, you'll also be able to stock an appropriate amount of cleaning supplies.

Summary

Effectively managing your building can help you reduce costs and improve your building patrons' experience. In order to make the most informed decisions on how to keep operations running at their best, you need to have a strong foundational understanding of how your building is actually being used. Implementing a system of people counters can help you plan for the future of your business.

Whether it's stocking cleaning supplies, organizing conference rooms, or starting an eco-friendly campaign, people counters can assist you along the way.

About Traf-Sys

From our headquarters and data center in Pittsburgh, PA, [Traf-Sys Inc.](#) provides people counting systems, software and support to more than 7,000 locations. We offer a broad range of traffic counting solutions that deliver unparalleled accuracy and reliability. Our people counting solutions solve a variety of traffic monitoring challenges for all types of organizations, including some of the largest shopping centers, retail store chains, universities, libraries and casinos in the United States.

Whether you are trying to measure traffic to support project funding, optimize labor, determine advertising effectiveness, or increase conversion ratios, [Traf-Sys](#) provides the tools to leverage key metrics to improve the performance of your business. Our people counting solutions provide actionable information that helps organizations increase profitability and optimize operational efficiency by analyzing visitor traffic to make informed business decisions.