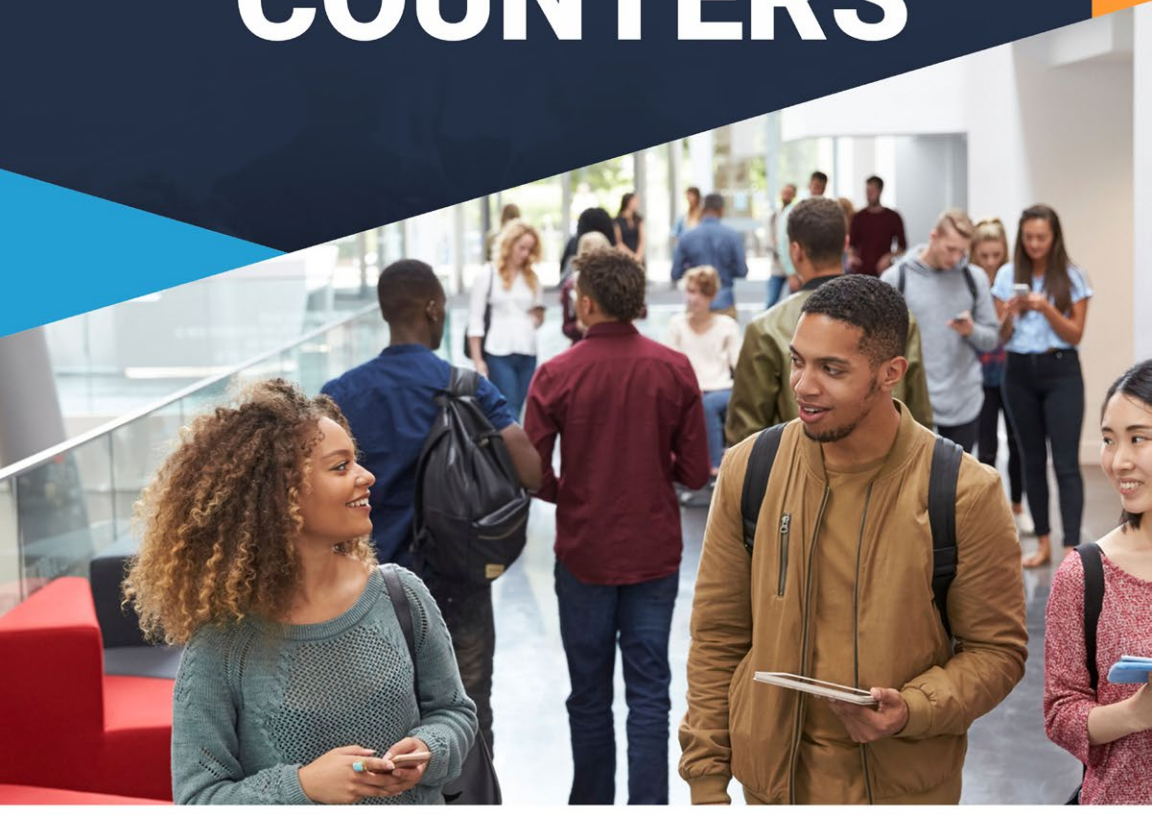
GUIDE TO
UNIVERSITY PEOPLE COUNTERS



TRAF-SYS
PEOPLE COUNTING SYSTEMS

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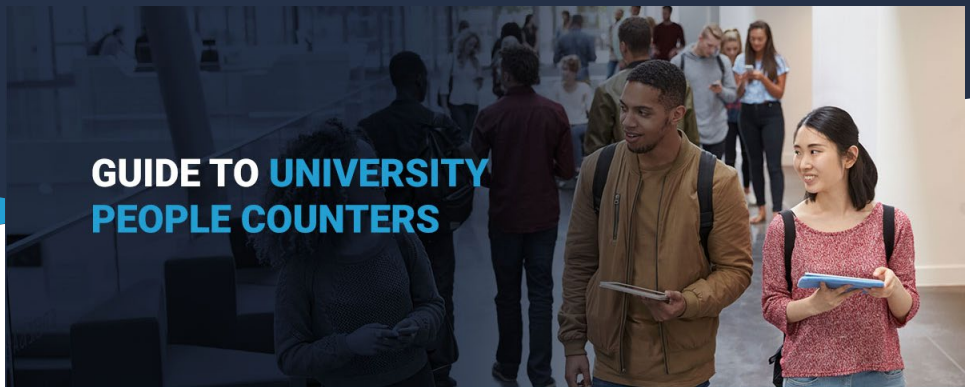


At your university, you provide students value through on-campus facilities, organizations and resources. A college or university is a valuable part of any community, allowing students from around the world to further their education, build a network and hone the skills needed for their chosen career paths. Both public and private universities provide a learning space for people of a wide range of backgrounds and ages.

If you want to serve your student body effectively, you should know how they use your facilities, resources and services. Knowing how students use these resources can help you optimize your institution's operations to serve your students best and improve campus life for students and faculty.

What Is a College People Counter?

A college people counter is an electronic sensor that counts visitors as they enter or exit a facility, room or a specific area of a building. With our VisiCount software, our people counting system can then separate your data by entrance and time. You can also include other variables, such as weather conditions, staffing hours and daily special events. You can use this valuable data to generate reports and make informed decisions regarding your institution's operations.

One of the biggest challenges on a college campus is tracking how many visitors enter a facility throughout the day. For example, you may want to track how many students visit the library or the dining hall to determine whether these services are being fully utilized. Of course, this challenge is not unique to college campuses — many industries need a reliable method for measuring the number of daily customers or visitors. Traf-Sys people counting systems are used in a wide range of industries, businesses and organizations, including:

- Casinos
- Libraries
- Museums
- Retail stores
- Student unions
- Shopping malls
- Visitors centers
- Public sector facilities

Since many universities include libraries, student unions and stores, you'll find that a people counting system can be useful across your campus.

Do Colleges Need People Counters?

One of the reasons why universities need people counters is to counteract higher education budget cuts. In 2021, state funding for public higher education was reduced by $1.9 billion. In the wake of budget cuts, it can become increasingly difficult to provide value to students successfully. Universities and colleges turn to increasing tuition and undermining the quality of educational services to spend within budget. Though budgets are decreasing, enrollment is on the rise, which means colleges have even fewer resources to serve the entire student body. This is where college people counters come in.

A people counting system can enable your college or university to combat cuts in funding by optimizing your facilities, even on a tight budget. To avoid reduced funding and increased costs, you should analyze every area of your budget for efficiency. For your university, accurate data is essential to overcome budget challenges like funding cuts. If your university budget has been slashed yet you still need to reduce expenses, a people counting system can help. The valuable data from people counters can ensure an area or facility doesn't get the axe when budget cuts are made.

A people counting system can enable your college or university to combat cuts in funding by **optimizing your facilities, even on a tight budget.**

Whether you're preparing your campus to welcome back students and faculty or looking to improve your campus space, people counters can help you provide exceptional service and a clean, welcoming environment. You may even be able to justify a funding request by showing how many people use your facilities.

You can install sensors above doors, seating areas and hallways to monitor the number of people entering or leaving an area or building. This data is sent to the central system, where it is consolidated into a report that shows how many visitors entered a building during a certain period.

Benefits of People Counters for Colleges

To determine whether people counters are the right option for your college or university, consider the advantages these systems can offer your campus. The following are the four main benefits of using people counters on your college campus:

- ✓ Value
- ✓ Space
- ✓ Budget
- ✓ Visibility

In this guide, we will cover each of the benefits in greater detail to help you understand why a people counting system will be so advantageous to your campus. You will also learn more about the specific benefits of using people counters in different spaces on college campuses.

The primary function of people counters is knowing how many people are using facilities. This data gives you the visibility you need to evaluate how your facilities are being used so you can combat funding getting cut.

What, When and Where

People counters answer the questions “What?,” “When?” and “Where?” and allow your university to figure out “Who?” and “Why?” with that information. For instance, if you need to change staff schedules or recruit new hires, you can quickly identify what your needs are and how to meet them.

Monitoring College Foot Traffic

On campuses, libraries and student unions are the hubs of student activity. Additionally, both faculty and students enter and leave multiple buildings throughout the day to attend classes, study, eat and socialize. Before the advent of people counting technology, universities and colleges relied on sales history to track visitors. However, since so many resources are free and many visitors don’t make a purchase within a campus building, relying on sales history is likely to be an inaccurate measurement of how many students and faculty actually use your facilities.

A people counting system is a much more accurate way of monitoring foot traffic on your college campus. You can then use this data to inform your staffing needs by identifying peak and slow foot traffic hours. Analyze your data and use these insights to optimize labor costs during slow hours and avoid being understaffed during peak hours. For example, schedule more desk staff on shift at the library during peak hours and recruit new hires if student needs aren't being met in a particular facility.

If some areas frequently experience greater levels of foot traffic, you can also place staff strategically to be available to assist students. For example, if there are multiple entrances to a building that offers student services, but one entrance is used the most, you may want to place more staff near this entrance.

Measuring College Student Population

Without data about how many visitors use your facilities and resources, it's challenging to determine the amount of resources needed to accommodate your student body, such as:

- ✓ Food
- ✓ Printers
- ✓ Computers
- ✓ Study materials
- ✓ Workout equipment

This is why so many universities and colleges are turning to people counting systems to track the number of people using facilities. Tracking and using this data can ensure you are running your educational institution efficiently. Students and visitors want to receive prompt assistance, and by placing people counters at the entrances to your facilities, you can determine when you may need additional staff to serve the student body promptly. You can also use this information to combat funding getting cut.

How the People Counting Technology Works

Our Spectrum Series 3D People Counter uses 3D imaging technology to offer highly accurate pedestrian traffic data. You can also use the analytics from these sensors to conduct your operations more efficiently, increase revenue and optimize resources. Product features include:

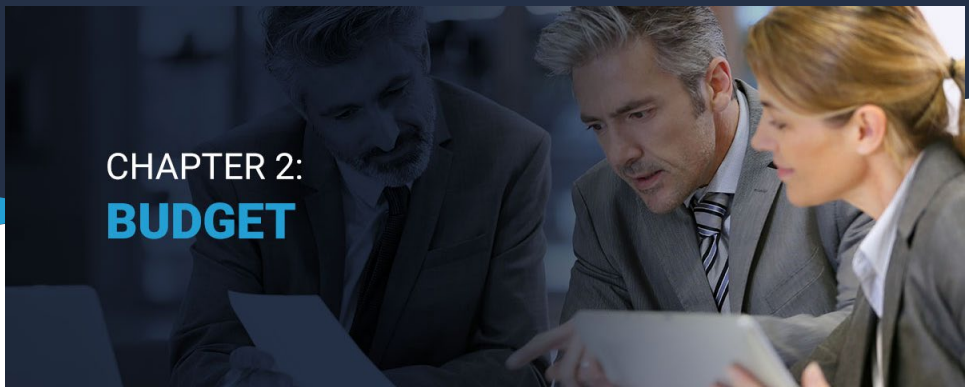
- ✓ Near real-time data
- ✓ Ignore or detect U-turns
- ✓ Easy setup and installation
- ✓ Counts people directionally
- ✓ Data stored during power loss
- ✓ Ability to handle high-volume traffic
- ✓ Secure data transmission via HTTPS
- ✓ Available in outdoor and high-mount versions
- ✓ Ability to filter out objects from people counts

You can use our video people counter with our VisiCount software, and when you use both on your network, you can monitor the campus pedestrian traffic and develop reports. Easily manage thousands of monitoring points and several facilities and entrances on the system. Our people counter supports Power over Ethernet (PoE) power options, along with a built-in Ethernet connection for data access and configuration. The advantages of our 3D video sensors include the following:

- ✓ Filter options
- ✓ Easy upgrades
- ✓ Extended coverage
- ✓ Remote capabilities

- Emergency backup storage
- Automatic detection of installation height
- Responsiveness to environmental changes
- Available in three models — Spectrum, Spectrum High-Mount and Spectrum Outdoor

Learn more about how our people counters for colleges and universities give you the visibility you need on your campus. This visibility enables all of the benefits in the following chapters to be possible, as people counter data has many uses. Primarily, you can use this data to justify funding requests and determine how to manage facilities. Funding plays the largest role and is an element of all the following chapters, but the next chapter is dedicated specifically to budgeting.



Another benefit of implementing a people counting system on your campus is that you can refine your budgeting techniques and create a better budget, even if you're facing university budget cuts. This chapter covers how to allocate university funding and how a people counting system can help you determine ideal hours of operation, staffing levels and maintenance. We also cover how people counters can help universities determine how much security is necessary and in what areas.

How to Allocate University Funding

As budgets grow tighter, universities must use their funds wisely and fight against cuts in funding. Increases in enrollment and decreases in funding can quickly strain your institution's resources. When you face budget cuts, the solution is not as simple as merely increasing tuition, as students and parents will expect improvements to your campus when tuition increases.

To attract and engage first-year students and retain existing students, campus buildings should run efficiently. When you have the knowledge you need to operate a building at optimal efficiency, you can reduce personnel and operation hours during slow hours and augment these factors when the building is busy. This means your university can spend only what is needed and avoid overcompensating.

Determining Hours of Operation

People counter data can show when areas are at peak hours and when they experience the lowest traffic. Rather than relying on estimations, you can use people counters to determine operating hours based on the data about when visitors are entering or exiting a building. This can help determine if those areas can be closed at certain times of the day or if they should be open longer, both of which can help you combat funding getting cut.

Facility management can be costly for your university, so it's essential not to spend money to keep a facility open when it isn't likely to be used. This is an area of waste that can be easy to overlook, which is why people counters are so useful if your budget has been slashed. Data from a people counting system can help identify areas of waste so staffing and equipment for your facilities stay within your budget.

Additionally, people counters can help you determine where to funnel more money to keep facilities open longer and during peak hours. Knowing which areas of your campus receive the most foot traffic tells you where to allocate funds, such as the cafeteria, the fitness center or the student union.

For example, in the student union, you may have multiple floors and rooms, so it can be difficult to determine when an area is used and for how long. When you install a sensor over the hallways and doors, those people counters can easily track trends in building usage and provide hourly foot traffic counts that let you know when to open or close a building, floor or room.

Determining Staffing

Similarly, if an area can't be closed completely, staffing can be reduced during dead hours and increased during peak hours. Once you are aware of the ideal hours of operation, you can optimize staff schedules as well. Schedule more staff members during peak hours to avoid lines and frustration.

Many universities and colleges cannot consistently pay multiple employees to cover the same shift, and when you optimize staffing in each of your campus

buildings, you won't have to. During off-peak hours, you can reduce staff to save money and avoid unnecessary overstaffing. University budgets can be limited, so it's important to use your funds wisely.

Along with helping you optimize staffing during peak and non-peak hours, people counters can help you predict your staffing needs for special events based on attendance and foot traffic during previous events. You can use people counters to estimate staffing needs for any day, week or month. You can even determine how many employees you need in a given semester or year.

Determining Maintenance Needs

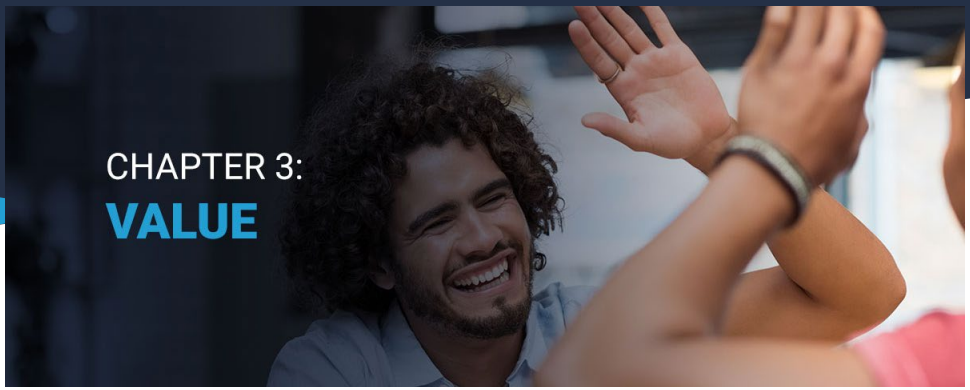
Lastly, if a building sees a lot of use, it may require more maintenance. You can use people counters in your facilities to estimate the resources needed, and with foot traffic data, you can show how many students and faculty are using the building to justify your requests for additional food vendors, cleaning supplies and maintenance staff.

Additionally, knowing on and off hours will help determine when cleaning staff will have the easiest time cleaning the space. You can also better direct maintenance workers to areas that tend to require more attention when you can pinpoint high-traffic areas in a facility. This ensures these areas will be cleaned more often and remain sanitary for visitors.

Ways to Improve Security on College Campuses

People counters can also help your university or college campus determine how much security is necessary and in what areas. When you understand what foot traffic is like on your campus, you can hone your strategy for security staffing and identify the optimal ratio of security personnel to students. With valuable data from people counters, you can avoid overpaying and overstaffing and better protect students and faculty with the proper levels of security. You can also fight against funding getting cut by not overpaying and reducing costs where possible.

By placing security personnel strategically, you can deter criminal activity on your college campus. With people counters, you may find that security staff should frequently stop by specific areas of campus. Other locations may only require occasional stops. Regularly review your people counter data regarding foot traffic and crime to optimize your strategy for security staffing and the routes that need the most protection and coverage. Get a people counting system for your university from Traf-Sys to optimize security, maintenance, staffing and hours of operation.



People counters can also benefit your university by proving your campus provides value to students. In this chapter, we cover how a university people counting system enables you to track popularity, gauge success and prevent budget cuts.

How to Provide and Prove Value to Students and Administration

Counting people allows your university to ensure you are providing value to the student body and to prove to the administration that facilities and organizations are valuable to the campus. Doing so is especially crucial when your university is on a tight budget and you want to combat cuts in funding.

Your campus buildings can help recruit new students and engage current students, and you can provide valuable experiences to students through your facilities and resources. Your campus's atmosphere is what makes the first impression on prospective students. You can use your people counting system's data to demonstrate the value you provide to students and show your administration that you should continue offering students certain programs, services and spaces.

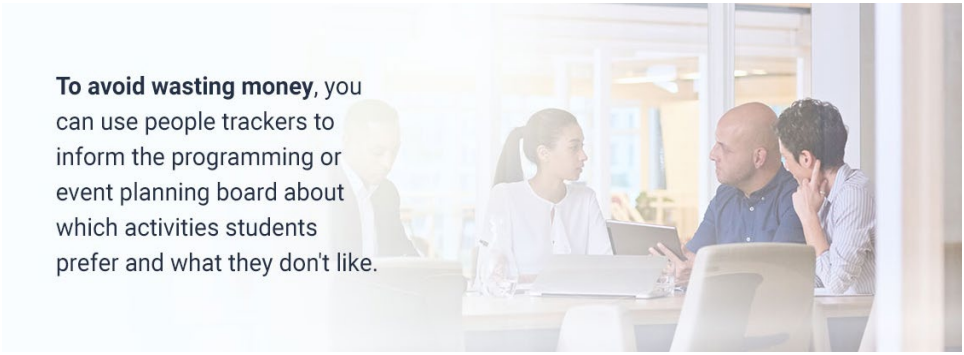
How to Improve College Campus by Tracking Popularity

People counter data demonstrates the popularity of certain spaces, services or programs over time. You can use people counters to track foot traffic over time to identify any changes, such as a shift in students' opinions regarding customer service, available resources and building hours. For example, if students are dissatisfied with the reduced hours at the student union during finals week, they may go to an off-campus spot instead.

Additionally, you can use these numbers to identify an increase in foot traffic as a result of building expansion or increased operating hours. With athletics, clubs and arts at risk of budget cuts, it's important to track the popularity of these programs to justify their continuation. If you find certain programs or facilities are not as popular as you would like, you can use the data from your people counters to generate ideas to improve your college campus.

Improving College Campuses by Gauging Success

You can also use people counter data to gauge the success of special events, such as concerts, film screenings or sporting events. To avoid wasting money, you can use people trackers to inform the programming or event planning board about which activities students prefer and what they don't like. By gauging the success of your events with people counters, your university can get a better idea of what forms of entertainment will provide the greatest return on investment.



When you can prove your university's success, you can continue to secure funding while keeping your tuition and fees affordable for prospective students. Doing so is essential to combat budget cuts and the resulting negative impacts on the quality of the campus and the education you offer.

College campuses often struggle to get funding for facilities. With data from a people counting system, you can prove that your university needs more staff, services, supplies, technology or increased operating hours. For example, higher education institutions typically allocate less than two cents for each dollar received to academic libraries. If you need more funding for a facility, you can use the data from your people counting system to justify your need for additional funding.

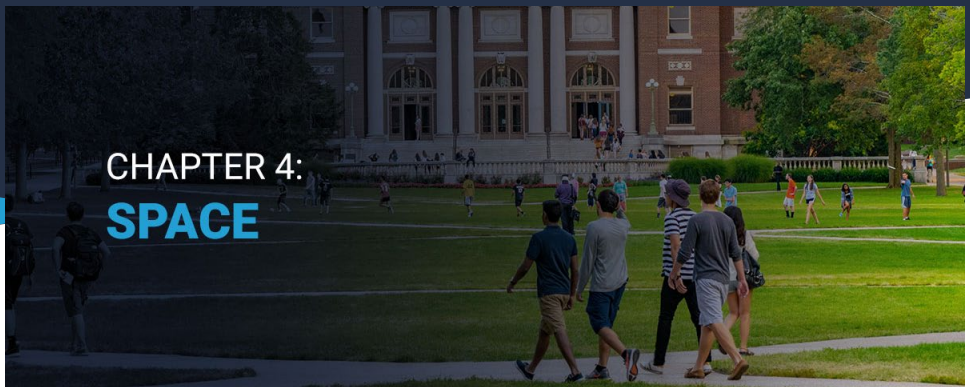
How to Make a University Better by Preventing Cuts

One of the best ways to improve your college campus is by preventing budget cuts. In recent years, budget cuts have impacted many universities and colleges. Budget cuts have significantly impacted doctoral universities and public institutions. When budget cuts occur, it can be difficult to know whether they will be temporary or permanent, and these cuts can force your university to reallocate funds and reduce money to certain expenditures, such as activities, programs or events.

You can use people counter data to justify spending if certain areas are very popular with students. With this data, you can prevent resources or programs from getting cut if your budget is reduced. University people counters allow you to:

- ✓ Identify security needs
- ✓ Support funding requests
- ✓ Track program attendance
- ✓ Make more informed decisions

If your university has been struggling to prove your campus's worth as a cultural and learning center, turn to a people counting system that can provide the hard evidence you need to support your funding requests and program decisions. Learn more about the benefits of university people counters and how they can add value to your campus.



Space is a valuable resource on a university or college campus. Space represents an average of 20% of universities' operational budgets, and ensuring an adequate amount of space is available for educating and learning is essential for higher education institutions. As colleges and universities continue to struggle for funding, making the most of the space available is more important than ever.

Any equipment, vendors or kiosks needed for your facilities must fit within your budget constraints and allotted space. Carefully plan any steps to reorganize or expand beforehand. Fortunately, university people counters placed above hallways and doors allow you to audit the usage of each building.

This chapter covers how you can use data from people counters to justify expanding spaces that see high traffic, create advertisements for spaces and services that have low traffic and make budgeting decisions.

Monitoring College Foot Traffic to Determine Expansion Needs

You can use data from people counters to justify expanding spaces that see high traffic. As enrollment increases, your university may need to build new buildings to accommodate incoming students. Follow similar procedures to renovate current buildings.

A people counting system can pave the way for your university's growth and success, enabling university officials to justify expanding your facilities. This is possible due to the foot traffic reports that can help you pinpoint trends and patterns in your building usage, which is especially useful information to have during redesign processes and renovations.

You can use people counters to determine which areas usually bring in a consistent flow of students and visitors. Your university can then strategically place resources and vendors accordingly to maximize the return on your investment.

If certain areas are not attracting student traffic, people counters can flag these areas for you so you can figure out why these areas may not be attracting more people. For example, if areas on the first floor of a building are attracting more foot traffic than areas on an upper floor, you may want to do some rearranging.

Advertising

You can also use data from people counters to create advertisements for spaces and services seeing low traffic. Low traffic data may indicate that students are unaware of certain services or a lack of effective advertising. For example, without adequate advertising, students may not be aware of additional resources available on the third floor.

Knowing which entrances and hallways see the most foot traffic in a building can be helpful when choosing where to place kiosks, informational fliers and help desks for prospective and incoming students. Faculty and student organizations can use the data from people counters to identify the best areas to place advertisements to attract the most students.

Allocating Budget

You can also use people counter data to make budgeting decisions, which was covered more thoroughly in a previous chapter. In this case, an area receiving high traffic could be a sign that it deserves to have more funds devoted to it. Whether your cafeteria or fitness center has recently become more heavily

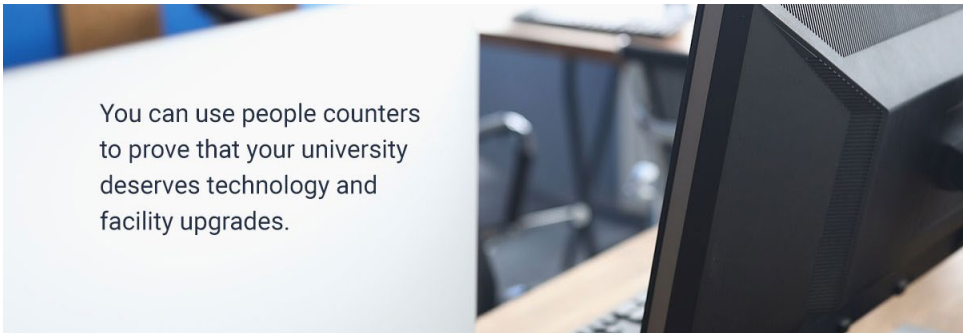
traveled, you may want to allocate more funds in your budget toward this facility and use this data to fight against funding getting cut.

Additionally, you can use foot traffic data from a people counting system to identify the areas or buildings that you may want to remodel or revamp on your college campus.

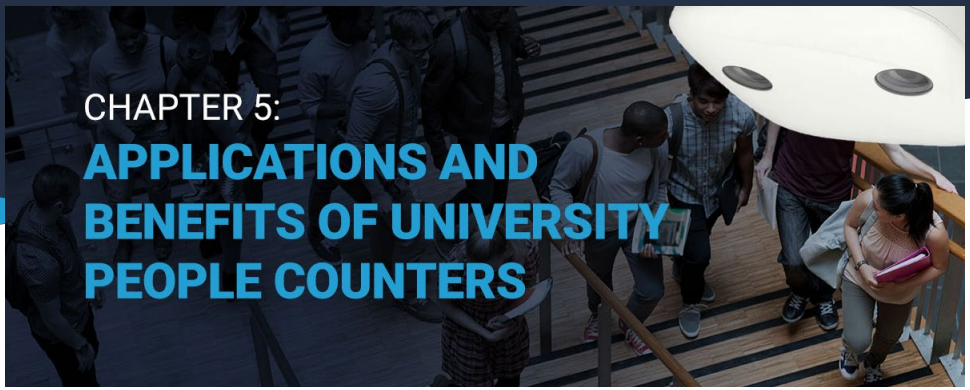
Improve College Technology to Build More Room in Your Budget

Technology plays an essential role on a university or college campus. Today's advanced tech can help improve the experience your campus offers students, so you want to ensure you have the university technology your students and faculty need. When budgets are already tight, investing in or improving tech on your campus can seem impossible. However, improving college technology may actually help to build more room in your budget.

An example of technology you may want to invest in is a people counting system. The data you gather from this technology can help you support your funding requests and increase your budget. You can use people counters to prove that your university deserves technology and facility upgrades. Additionally, you can eliminate the resources that people may not use often enough to justify the cost.



To build more room in your university budget, invest in a people counting system from Traf-Sys today.



CHAPTER 5:

APPLICATIONS AND BENEFITS OF UNIVERSITY PEOPLE COUNTERS

You can use people counters in various ways on your college or university campus. This chapter provides examples of the benefits of using people counters in different spaces around college campuses, from student unions, libraries and food service to entrances, gyms and sports facilities.

Student Unions

On university and college campuses, student unions are a hub of activity. Students and faculty visit student unions throughout the day between classes, and depending on what you offer in these facilities, they may stop to eat, study, ask for assistance at a help desk or meet up with friends.

With so many students and faculty stopping by throughout the day, the flow of visitors fluctuates constantly, and without reliable people counting technology, it can be difficult to track how many visitors enter student unions. This makes it challenging to determine the amount of resources needed to accommodate visitors or to fight against funding getting cut.

By tracking the foot traffic to your student unions with people counters, you can ensure the facility operates efficiently and optimally. You can also identify which spaces in the student union receive the most foot traffic so you can better concentrate money on those areas.

Libraries

Modern libraries offer more than shelf after shelf of books. Today, you can find digital and physical resources in university libraries, including computers, newspapers, magazines, e-readers and academic resources. Some libraries may even include puzzles or other quiet activities students can use when they need a study break. Both students and faculty frequently visit university libraries for educational and class materials, as well as for a quiet location to complete work, apply for internships and collaborate on group projects.

With people counters in your libraries, your college can track the number of patrons entering the facility, giving you an accurate count of the daily visitors. You may also be able to determine which areas of the library are the most popular and are occupied the most frequently so you can better serve students and faculty. If the data points to a congested area within a library, for example, you can make adjustments to the layout to improve traffic flow and the patrons' experience.

Some additional advantages of using a people counting system in a library include:

- ✔ Save money
- ✔ Improve library services
- ✔ Monitor the circulation rate

- ✓ Reduce lines and wait times
- ✓ Identify the busiest days and times
- ✓ Justify the need for the library and its resources
- ✓ Record the total number of patrons in the facility at any time
- ✓ Report metrics like the number of patrons per hour, day or week

Libraries are essential on-campus facilities, and with people counters, you can ensure your libraries are as useful as possible to their patrons. Learn more about how to choose your library people counters from Traf-Sys and how they can help you avoid funding cuts.

Food Service

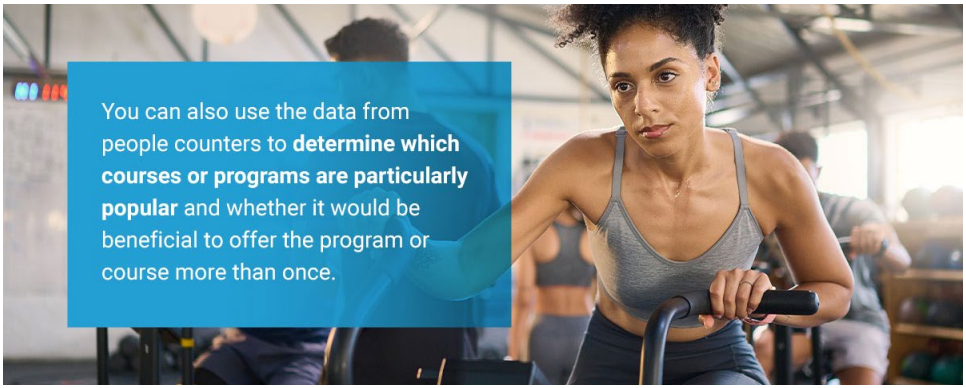
Food service is particularly important on a college campus. Both students and faculty spend hours in your facilities in a given day, which means on-campus restaurants, cafes, cafeterias and vendors are essential. These areas consistently see a lot of foot traffic, especially on a large campus.

College people counters can identify the busiest hours for your food services. Knowing the times when faculty and students normally eat at these spaces and how much time they spend there can be beneficial information to have when assessing whether your campus is optimized for the students and faculty you serve.

For example, suppose you know that the cafeteria frequently sees high traffic between 11 A.M. and 1 P.M. In that case, you can ensure you have adequate staff available during these hours to serve patrons effectively. If the hours between 2 P.M. and 4 P.M. are slow, you can dedicate time between these hours to cleaning and clearing off tables. Additionally, when you understand the way the campus community uses your restaurant and café spaces, you can design the layouts of these areas to improve patrons' overall experience.

Gyms and Sports Facilities

Many university and college campuses also include gyms and sports facilities. These facilities tend to host special programs and sports events, offering large spaces for crowds to gather. With a people counting system, you can determine the peak hours of operation and use this information to influence scheduling for classes, programs and staffing. You can also use the data from people counters to determine which courses or programs are particularly popular and whether it would be beneficial to offer the program or course more than once.



Additionally, you can use the data from your people counters to prevent overcrowding and improve the experience of visitors and gym members. A gym requires frequent cleaning, especially after occupants finish using certain areas. Using people counters allows you to monitor high-traffic areas and determine how frequently cleaning should occur. Staff may even be able to clean equipment for the next user.

Entrances

The busiest areas of your campus are the entrances. Every student, faculty member, lecturer, delivery person and visitor will pass through these entry points to access the campus. Using people counters, you can track how many people use an entrance throughout the day and at specific times. This can help you

ensure your university has the appropriate organization and funding to operate efficiently and facilitate the smooth flow of traffic.

Though funding and entrance monitoring may not seem related, a people counting system can allow you to monitor daily wear and tear and foot traffic. You can then leverage this data to propose budgets for increased maintenance and improved infrastructure since you can predict what physical changes the entrance may experience by the next semester or the next year.

Additionally, entrance monitoring can ensure your university has enough staff present during peak hours and fewer workers during slower periods. By optimizing staff schedules, you can lower costs and avoid unnecessary overstaffing. This can help you combat funding getting cut. Different departments can also adapt physical advertising and marketing strategies according to the data, so their marketing efforts reach the right people when they are most likely to see it.

By placing people counters at your entrances, you can collect significant amounts of data and more easily assess demographics for marketing purposes. With our people counting system from Traf-Sys, sharing this information with shareholders is simple, as the software provides you with graphs and charts that display the data collected.

To operate a university or college successfully and avoid cuts in funding, you need to collect visitor data and foot traffic. With this data on hand, you can more effectively schedule staff hours, defend funding requests, enhance marketing strategies and better use the available space. Though collecting this data is important, doing so can be challenging without the proper tools.

Manually counting visitors can be a tedious, time-consuming task and can result in inaccurate data. If your facilities rely on manual visitor counting, this may be the first task to be abandoned when staff becomes busy with serving students or other essential tasks. This is why your university needs a people counting system from Traf-Sys.

Whether you are an administrator or you're in charge of marketing, you may want to invest in a people counting system for your university. With our service, you can get the data and analysis you need as we analyze your data in the context of your university's operations. For every customer, we offer a high level of service and assist with implementation. We offer guidance regarding how to interpret the data from our system and automatically flag issues within the system.

When you choose Traf-Sys as your provider for a people counting system, you can enjoy the following benefits:

- **Manage your facilities:** By implementing a people counting system, you can leverage your data to improve how you manage your facility, such as by allocating supplies and creating staff schedules.

- **Use real-time tracking:** With people counters, you can get real-time data on which parts of your campus see the most foot traffic.

- **Develop achievable goals:** You can also use your people counters to set realistic, achievable goals. For example, if a campus event attracted only a dozen attendees, then you can set a realistic attendance goal for the next similar campus event. This information is useful when allocating dollars to different events and programs on campus.

- **Support your funding requests:** With an accurate university visitor or student body count, you can collect evidence that supports your funding requests and grant applications. For example, you can use the data from your people counter to demonstrate strong attendance for a program that requires funding.

- **Ensure effective security staffing:** Use foot traffic data from a people counter to ensure you are effectively staffing security personnel at different locations on campus.

- **Increase the eyes on your displays:** If you are using displays to market or promote activities and events, you can use the data from your people counter to determine where the most students will see these displays. You may also be able to assess whether your displays are useful for students.

- **Count promotional activity attendance:** When you offer promotional activities on campus, you can use people counters to determine what works and what doesn't.

Regardless of your university's size and budget, we have affordable solutions to give you the people counting capabilities needed. Our service team can customize a people counting solution that works for your institution's specific needs. To learn more about how our solution can make a difference to your university and help you fight against funding cuts, check out our people counting system at Traf-Sys or request a free quote today.

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