



Foot Counters for Binational Centers - Guidance

Foot counters are a great tool for helping get an accurate count of the number of people who come to your Binational Centers. To facilitate the collection of statistics, request foot counters through American Spaces Support Funds to be installed at all BNC entry points, and at the entrance of the BNC library. There are a variety of foot counters on the market. Below are just a few suggestions:

All-Tag – Single Direction Counter - <http://all-tag.com/product-items/display-counter-single-direction/>

Walker Wireless Z-Pro People Counter - http://www.shopbrodart.com/supplies/security/patron-counters/_/Walker-Wireless-Z-Pro-People-Counter/?q=people%2bcounter

Battery-powered People Counter PC-TB12-R - <http://www.sensourceinc.com/PC-TB12.htm>

FAQs about foot counters:

Q. What if a visitor comes in and then goes out to have a cup of tea and comes right back in. Won't that person be counted twice? And what about staff coming and going?

A. Yes! But don't worry. We know we will never get an exact number of visitors to each Space. However, we expect to be able to see trends in numbers over months and years. Anomalies such as visitors and staff members going in and out several times a day will tend to average out over time and give us a general picture of the number of visitors to your Space.

Q. What if a group of people pass the counter at once, shoulder to shoulder?

A. This makes it harder for the counter to count accurately, but again we expect that over time these anomalies will even out and we will still be able to see trends in visitor numbers.