



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

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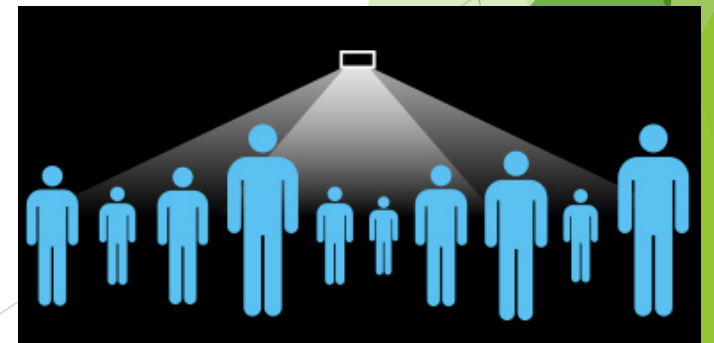
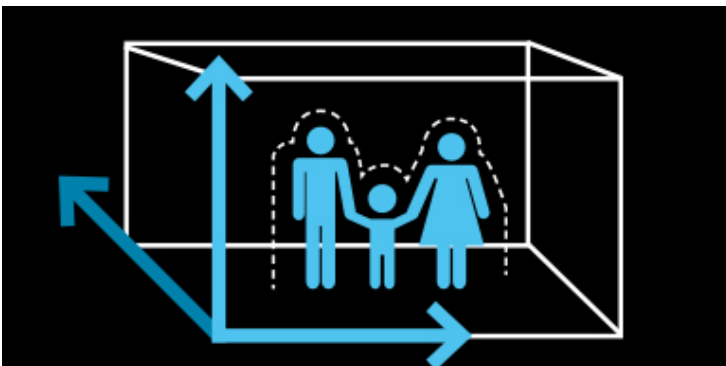
Study Purpose, Objectives and Partners

- ▶ **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



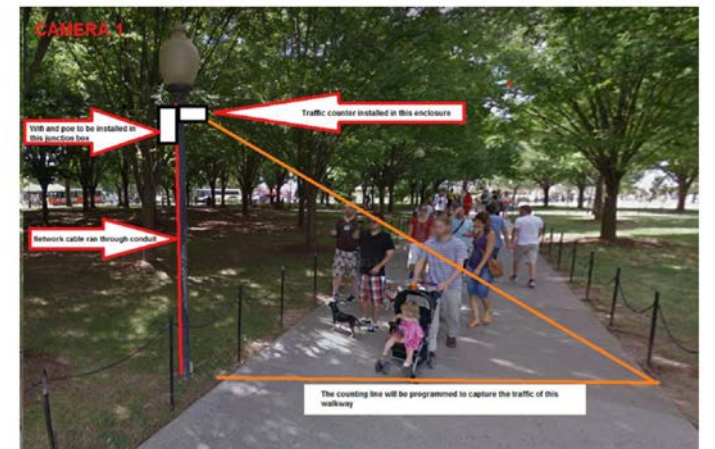
Pilot Site and Preparation: Korean War Veterans Memorial (KOWA)

► 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

