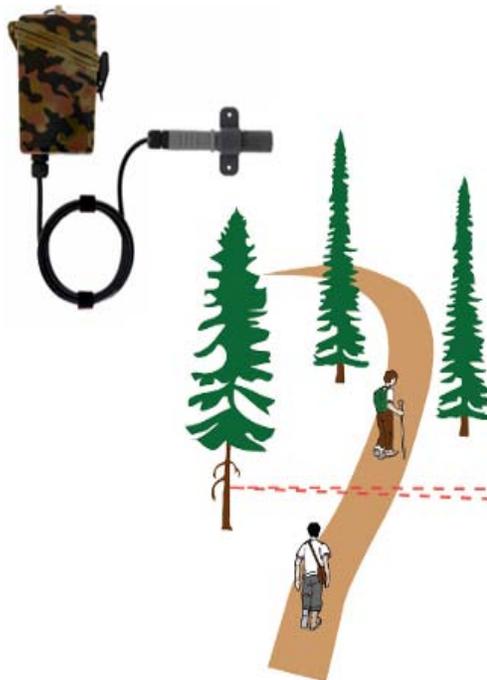


Fernie Railyard Dog Park 2020 Visitor Report



Two Trafx¹ infrared trail counters have been installed in the park to monitor the daily usage patterns. The first counter began monitoring in November 2019 and the second counter in February 2020. This report covers the period from January through December 2020.

Each counter is located on a separate section of the paved trail, approximately 1 meter from the trail edge, at a height of about 1.5 meters. The counters are high enough so that they will not record dogs or small children.



¹ <https://www.trafx.net/>

Limitations

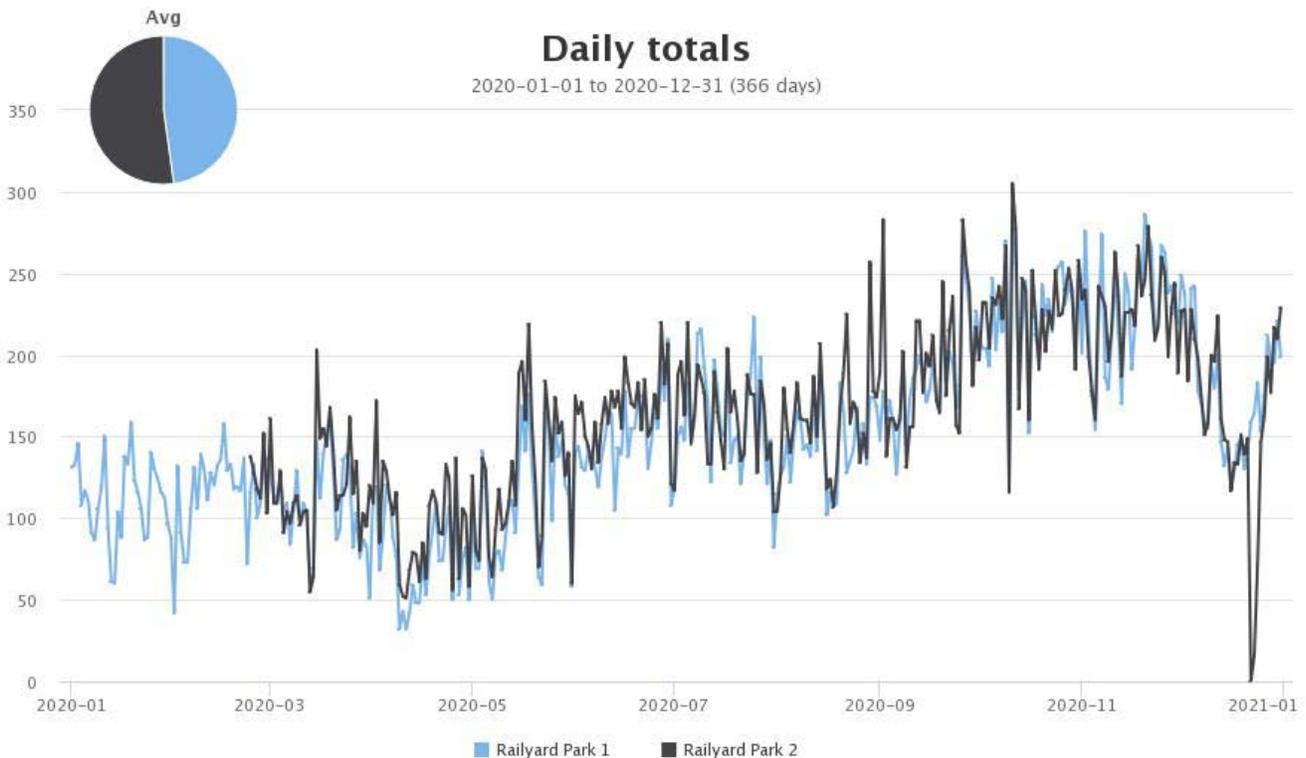
Because of the design of the infrared sensors it is possible that a group of persons (2 or more) walking in close proximity to one another will only be recorded as 1 person. It's also possible that visitors may not pass by either of the two trail counters on a given park visit. This may skew the visitor counts lower than actual.

Depending on the route that individuals travel, they could trigger the counter more than once per visit which would skew the visitor count higher than actual.

Nonetheless, the data provide a useful approximation of the number of park visitors and the general usage trend over time.

Daily Visitor Trend

The trend has been a steady increase in park visits over the year, with dips in April (due to the start of COVID-19 pandemic) and in the weeks prior to Christmas.



One of the monitors did not record any visits on December 22nd, likely because something was obstructing the counter's lens.



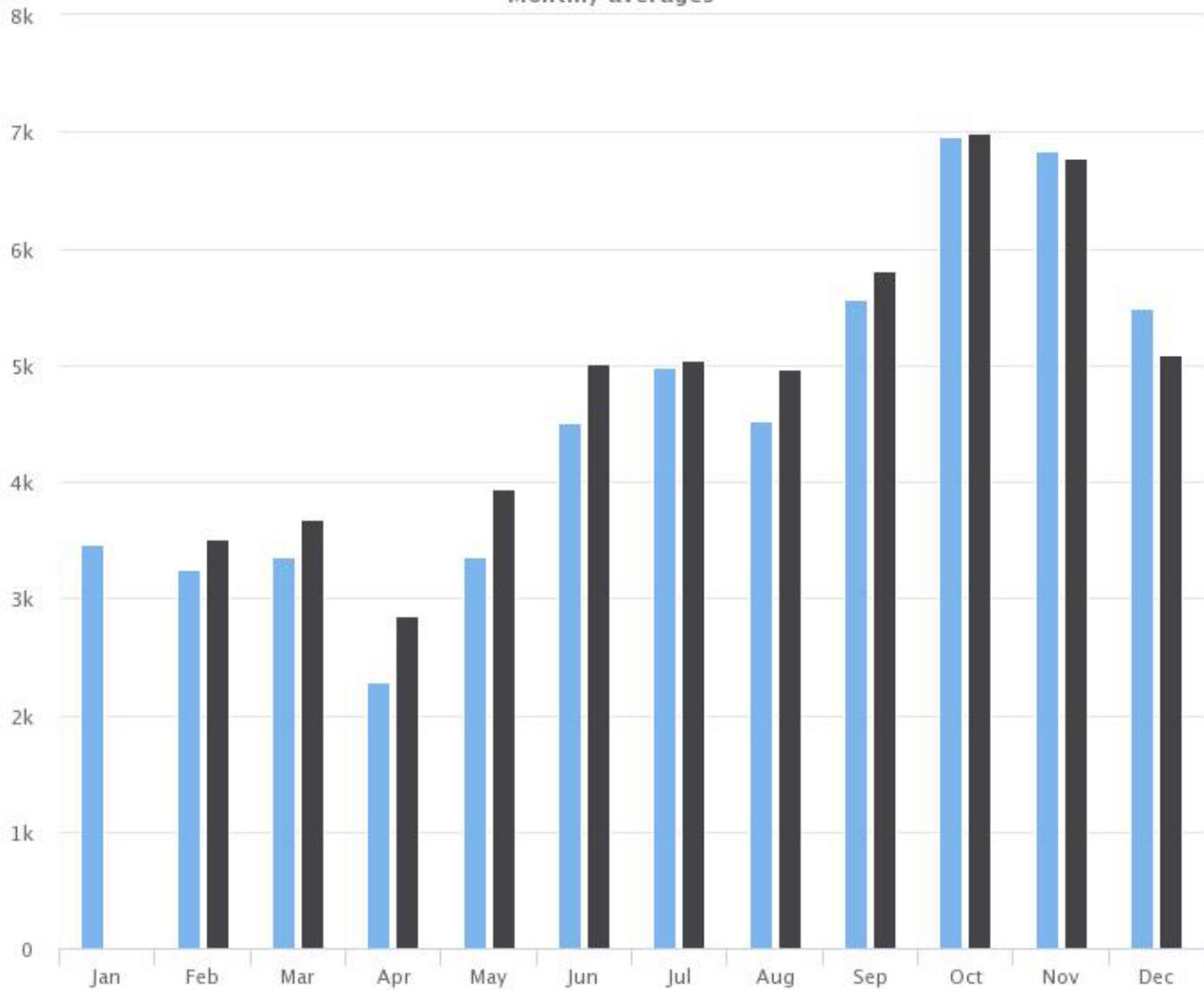
Monthly Trend

Here we see the monthly visits dipping in April and then increasing steadily, peaking at 7000 visitors in the month of October, and then dipping to 5500 in December.

Months of the year

2020-01-01 to 2020-12-31

Monthly averages



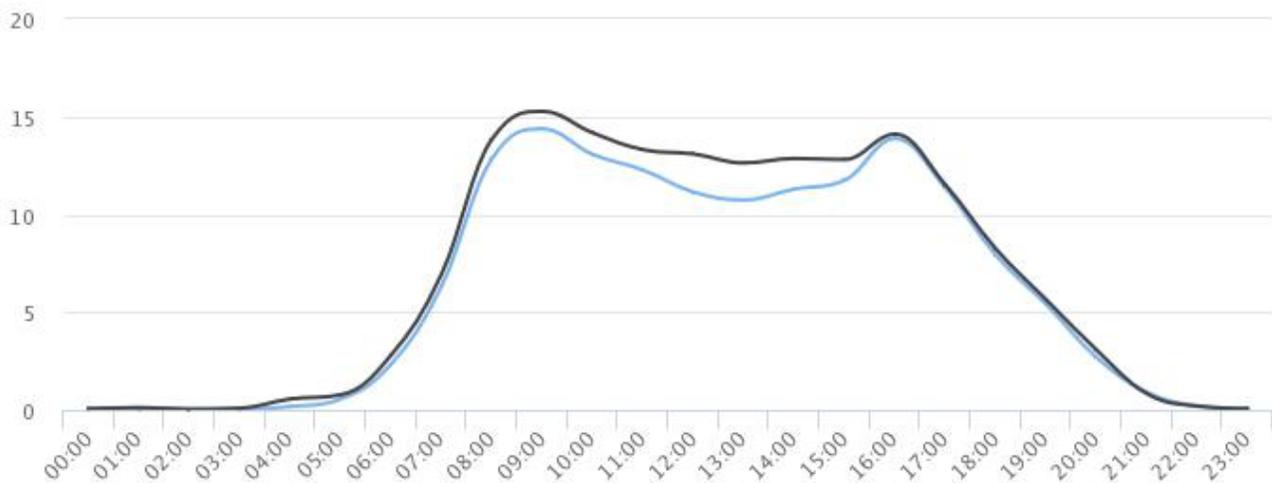
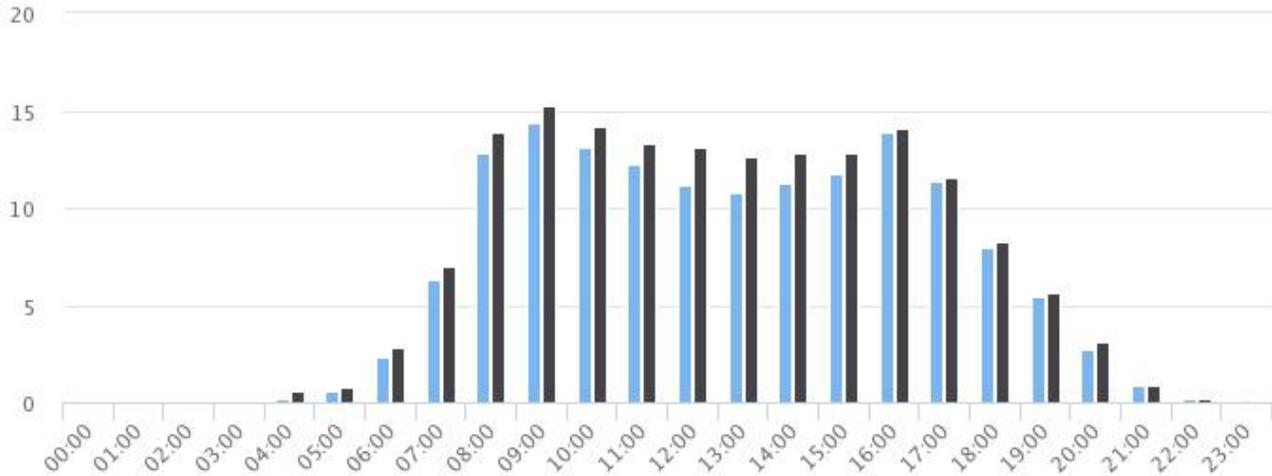
Site Name	Average	Median	STDV	Min	Max
Railyard Park 1	4,545.6	4,512.5	1,413.9	2,279.0	6,956.0
Railyard Park 2	4,876.4	5,010.0	1,257.8	2,851.0	6,996.0

Daily Trends

Peak usage is between 8-10 am, however the number of hourly visitors is fairly constant throughout the day, dropping off in the evening.

Hours of the day

2020-01-01 to 2020-12-31
Hourly averages



Site Name	Average	Median	STDV	Min	Max
Railyard Park 1	6.2	5.9	5.5	0.0	14.4
Railyard Park 2	6.8	6.3	6.0	0.0	15.3

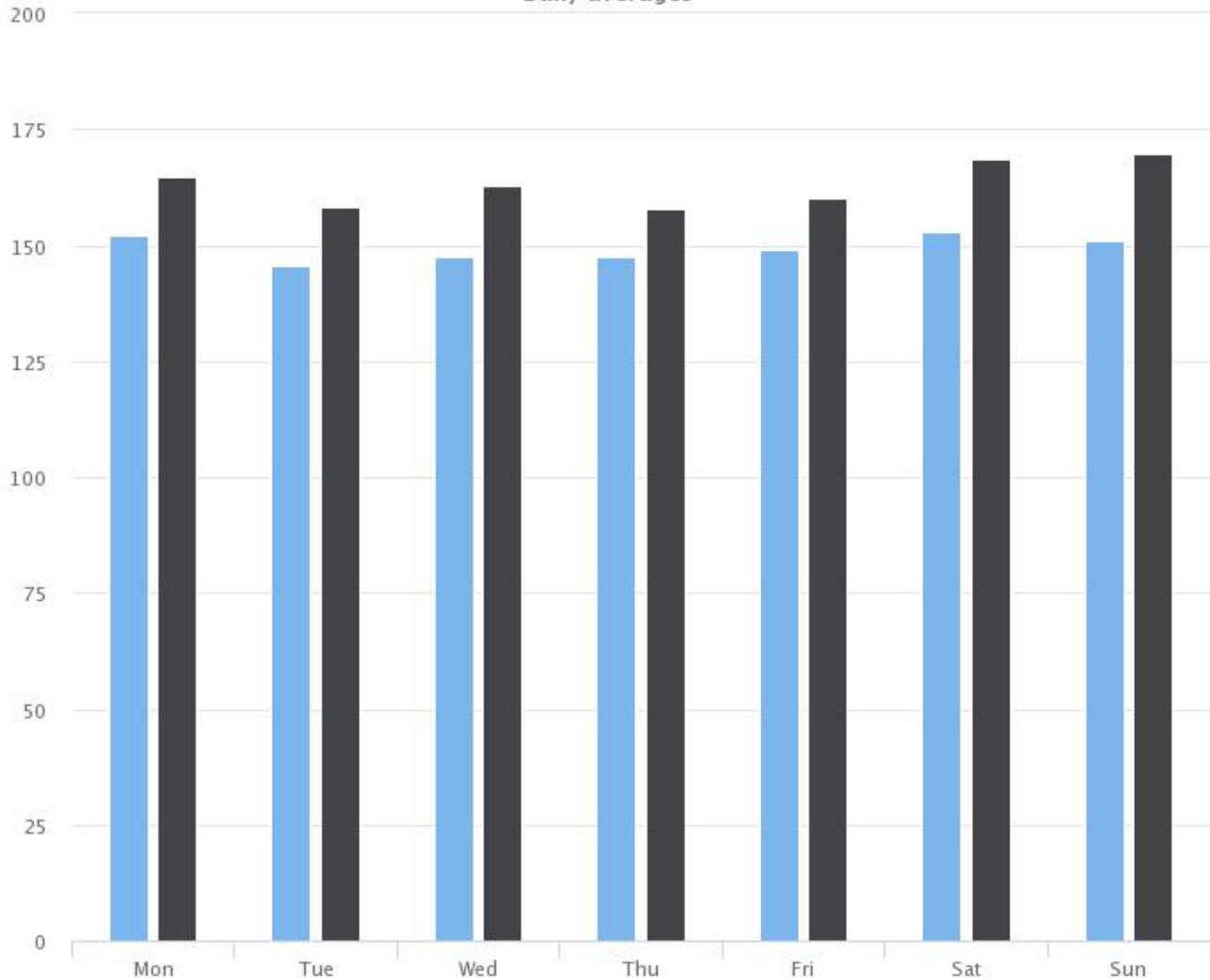


The number of visitors is consistent for each day of the week, averaging between 150 and 160 per day.

Days of the week

2020-01-01 to 2020-12-31

Daily averages



Site Name	Average	Median	STDV	Min	Max
Railyard Park 1	149.4	148.9	2.4	145.7	152.9
Railyard Park 2	163.1	162.8	4.3	158.0	169.6

Yearly Visits

The yearly park total is estimated to be between 55,000 and 60,000 visitors, averaging about 5000 per month, or over 1000 per week.

