



# EuroVelo usage monitoring guidelines

Annual NECC/Cs Meeting, Weil am Rhein  
Thursday 18<sup>th</sup> September 2014

Rue Franklin, 28 1000 Brussels, Belgium Phone: +32 2 880 92 74 Fax: +32 2 880 92 75 office@ecf.com

www.ecf.com

# Contents

1. Objectives
2. What's happened so far?
3. Main challenges
4. Questions to answer
5. Counting in the field
6. Interviews and questionnaires
7. Going forward
8. Questions and comments

# Objectives

- € to have reliable and comparable information which enables estimations of the impacts
- € to establish a common basis for data collection on the European level.



# Objectives

If realized, the impact will be:

- € more reliable statistics
- € more comparable impact assessments
- € more convinced decision makers,
- € more allocated resources
- € more implemented actions
- € better EuroVelo routes



# What's happened so far?

- € ECF was subcontracted by CHA in frame of the Iron Curtain Trail SEE Interreg project to elaborate manual on usage monitoring.
- € Some good practices were checked
- € A first draft was elaborated and discussed by the EV Council in spring 2014
- € The current NECC meeting is the first public debate about the content





# Main challenges

- There are different methods for surveying and calculating the results in every country.
- What is the right level of detail/accuracy in surveying? What is affordable in less developed countries / less popular routes?
- (There is no commonly accepted methodology to estimate the economic impacts).



# Questions to answer

- € How many people cycle?
- € What is the usual purpose of the cycle trip?
- € Where the cyclists are coming from?
- € What is the age group, gender of the cyclists?
- € How long the cyclists stay? How much the cyclists spend?
- € How long the cyclists ride (km)?
- € What kind of vehicle do the cyclists use to reach the start / destination?
- € What kind of services do the cyclists use?
- € How satisfied were the cyclists with their experience?...



# Counting in the field

Automatic bicycle counters are an ideal solution, but which one?

- € pneumatic road tubes,
- € piezo-electric sensors,
- € inductive loops
- € devices using transmitted energy (radar waves, infrared beams etc.)
- € (camera systems with automatic user recognition)





# Counting in the field

In case of all automatic counter it is important to ensure that:

- € it works 24h every day, all year round,
- € there is a minimal level of accuracy, which is tested and proved
- € it makes a clear distinction among the main types of road users (as a minimum between cyclists, pedestrians and motorized vehicles).



# Counting in the field

Manual counting is a short term, temporary solution only, in case of:

- lack of resources
- a detour is introduced temporarily or before a new section is opened
- a significant number of “bicycles” with multiple users



# Counting in the field

In case of manual counting, there are several open questions:

- the counting hours (7.00 – 22.00)
- the minimal amount of counting days (3 days)





# Counting in the field

Placing the counting places – Frequency

- € At least one counting place should be provided per daily section but it is recommended to have more.
- € In case of homogenous, rarely used, sporadically populated sections, one counting spot can represent a maximum of 5 daily sections.





# Counting in the field

Placing the counting places - positions:

- € urban (in the core of main settlements),
- € suburban (on commuter routes)
- € rural (countryside outside of the settlements / daily commuter routes).



# Interviews and questionnaires

Brief interviews

Minimum level:

€ one day of interviews per year, per route with at least 100 people equally distributed during the day (7.00-22.00).

Optional:

€ repeat this survey more frequently

€ undertake the survey for each daily section in the same locations where automatic/manual counters are installed.



# Interviews and questionnaires

Brief interviews – obligatory questions with standard answers:

- What is the usual purpose of the cycle trip?
- Where the cyclists are coming from?
- How much do the cyclists spend?
- How long do the cyclists stay?.





# Interviews and questionnaires

Brief interviews – optional questions with standardized answers:

- How long do the cyclists ride? (km)
- What is the age group?
- € Sex: Men / women.
- € What kind of vehicle do the cyclists use to reach the start / destination?
- € What kind of services do the cyclists use?
- € How satisfied were the cyclists with their experience?





# Interviews and questionnaires

Detailed questionnaires are optional:

- Motivation (Why did they choose that specific route/ country? What was their favorite destination? What will be their next destination?)
- Organisation (individual or organised tour, in groups or individually),
- Sources of information and/or communication tools used
- Customer profile (education, income)



# Entry, aggregation and breakdown

How entry and store information?

- € Each country should develop their own system.
- € A European database can only accommodate overview information collected using the same methodology.
- € The ECF should develop an electronic reporting format for NECC/C`s



# Going forward

1. Create a working group
2. Second draft
3. EuroVelo Council meeting 2014. November
4. Final draft
5. Editing printing by the end of 2014





# EuroVelo usage monitoring guidelines



## Questions and comments?





Thank you for listening

For more information

[a.bodor@ecf.com](mailto:a.bodor@ecf.com)

Rue Franklin, 28 1000 Brussels, Belgium Phone: +32 2 880 92 74 Fax: +32 2 880 92 75 [office@ecf.com](mailto:office@ecf.com)

[www.ecf.com](http://www.ecf.com)