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EuroVelo usage monitoring guidelines

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Objectives

- To evaluate the costs and benefits in order to improve the effectiveness; to justify the expense; and to convince stakeholders and the public.
- It is also important to have information and analyses on a European level for benchmarking and to compare results.

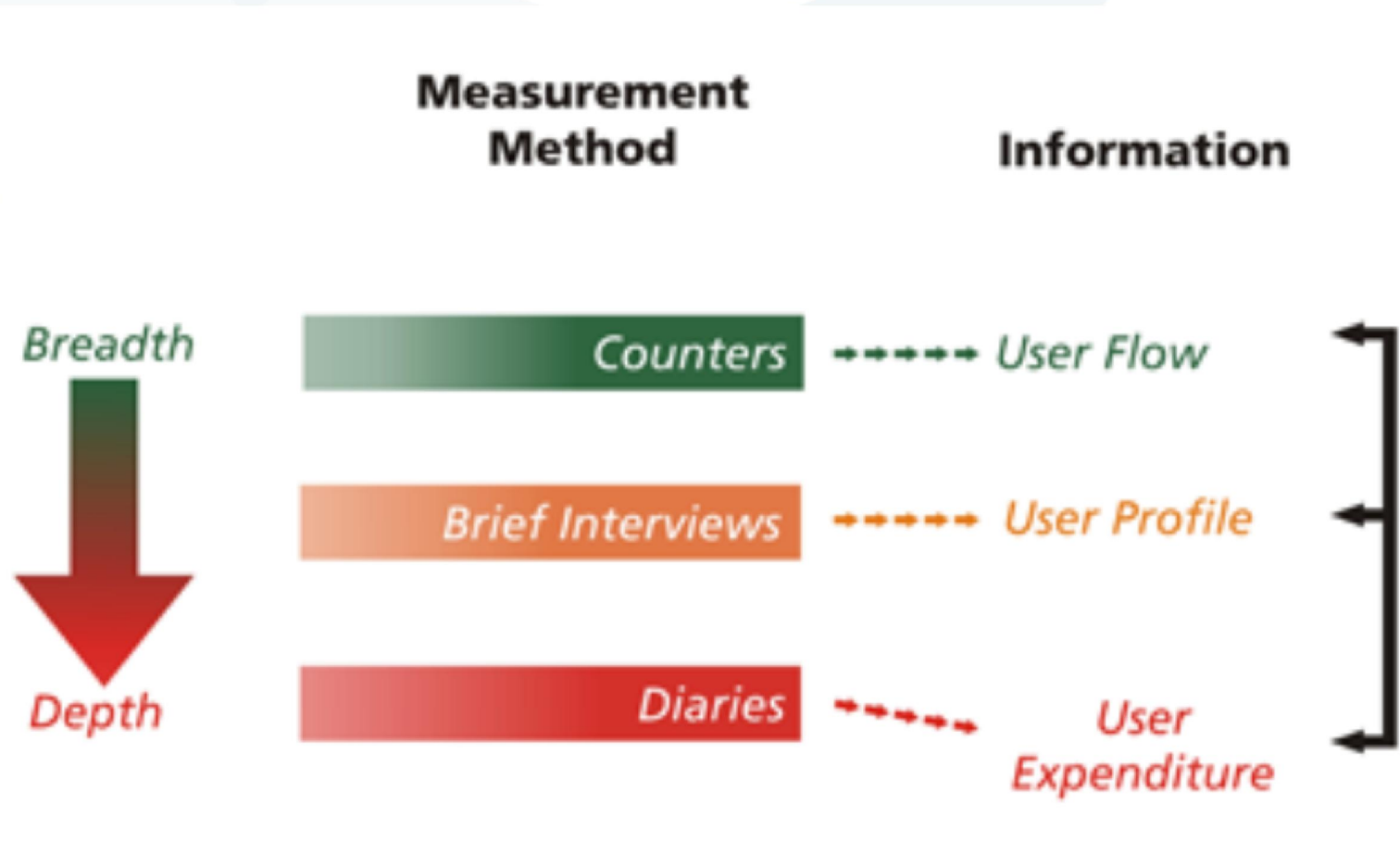


The aim of the manual

- Provide reliable and comparable information about the use of EuroVelo routes.
- Define the necessary minimum level of usage monitoring activities and methods to apply.



Qualitative and quantitative methods



Qualitative monitoring - Counting in the field

Automatic bicycle counters
Manual counting



Qualitative monitoring - Counting in the field

Automatic bicycle counters

- works 24h every day, all year round;
- counts the number of cyclists with at least 90% accuracy
- makes a clear distinction between the main types of road users
- is waterproof, dustproof and in all possible weather conditions



Qualitative monitoring - Counting in the field

Manual counting is a short term, temporary solution in case there is/are:

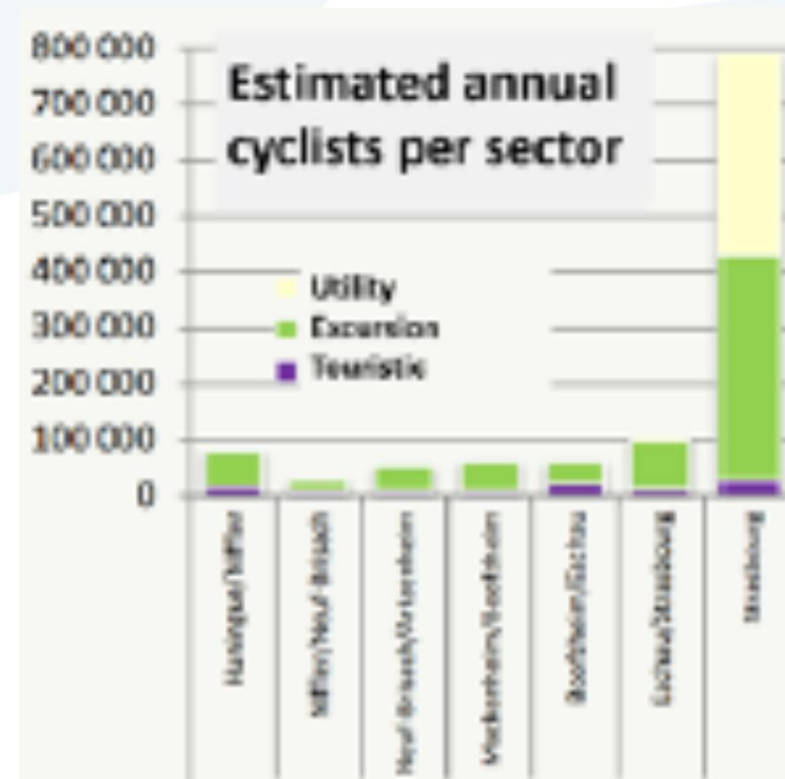
- a lack of resources for the installation of automatic counters;
- a detour introduced temporarily or prior to the opening of a new section;
- a significant number of “bicycles” with multiple users.
- a need to calibrate automatic counters.



Qualitative monitoring - Counting in the field

In case of manual counting:

- the counts should be conducted between the hours of 07:00 and 22:00;
- counting should take place over a minimum period of 2 weeks per year at least 3 times per year.
- At least 20%, but not more than 40% of the counting days should fall on weekends or usual school holidays.



Qualitative monitoring - Counting in the field

Frequency of the counting places:

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

Location:

- Urban
- Suburban (on commuter routes) and
- Rural.

Positions

- where the traffic and course of cyclists is uninterrupted



Brief interviews and detailed questionnaires

Brief interviews

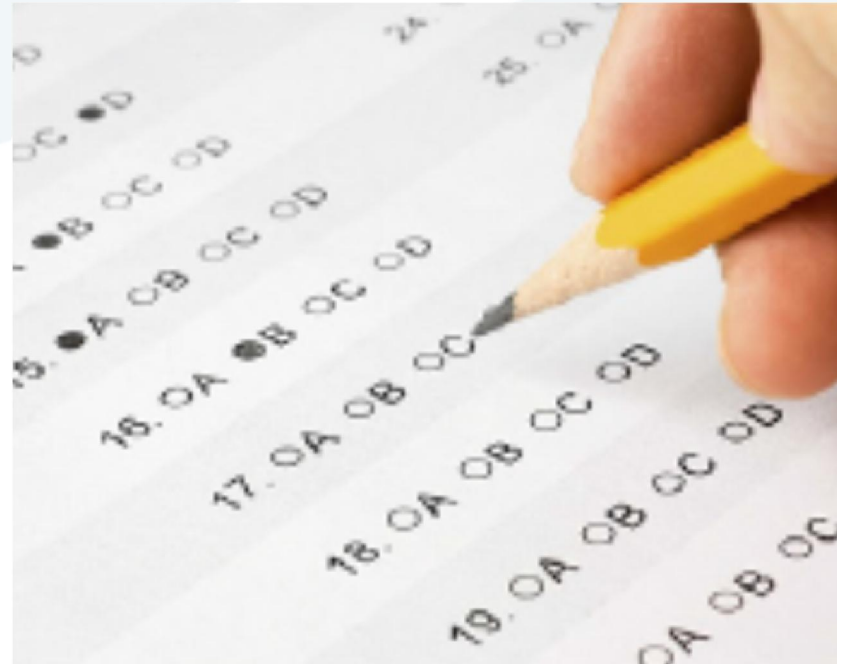
Interviews should, at the very minimum:

- be carried out at least one day per year, per route
- take place in the same locations where counters are installed
- include a minimum of 100 participants, distributed throughout the day.

It is advised to repeat this survey more frequently and in more locations.

It is obligatory for the interview questions to establish the following:

- The purpose of the cycle trip: tourism / leisure /daily mobility
- Where the cyclists come from
- How much the cyclists spend:
- The length of stay of the cyclists



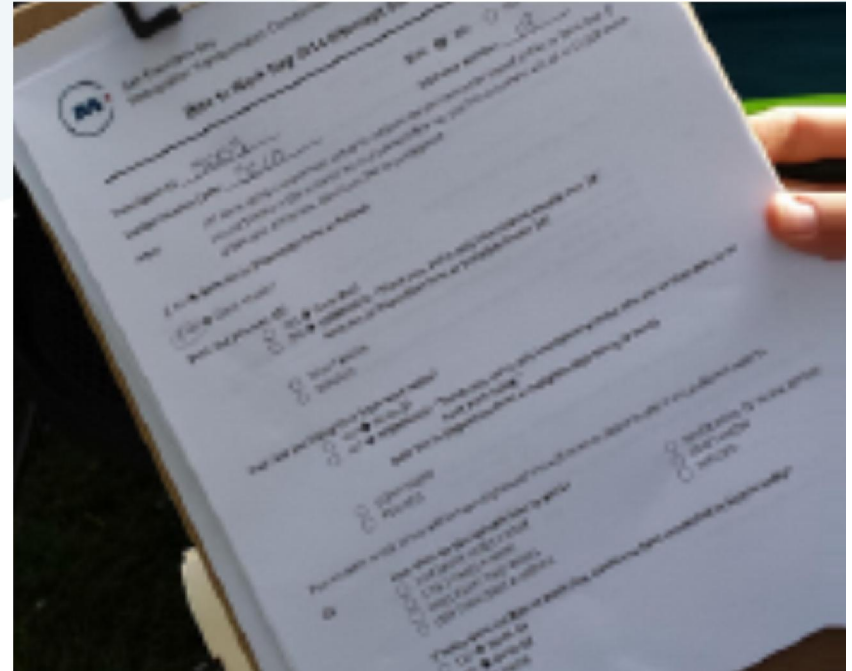
Brief interviews and detailed questionnaires

The following questions can be included optionally in brief interviews or in detailed questionnaire:

- Distance per day and length of the trip in km.
- The gender and age group of the cyclists:
- The vehicle the cyclists use to reach the start.
- The kind of services the cyclists use?
- How satisfied the cyclists are?

Detailed questionnaires and travel-spending diaries are optional and can go into more detail regarding:

- Motivation
- Organisation (organized, self guided, self organised)
- Sources of information and/or communication tools
- Customer profile (education, income)
- Spendings (Overnight, food, gifts, travel, rental, etc.)



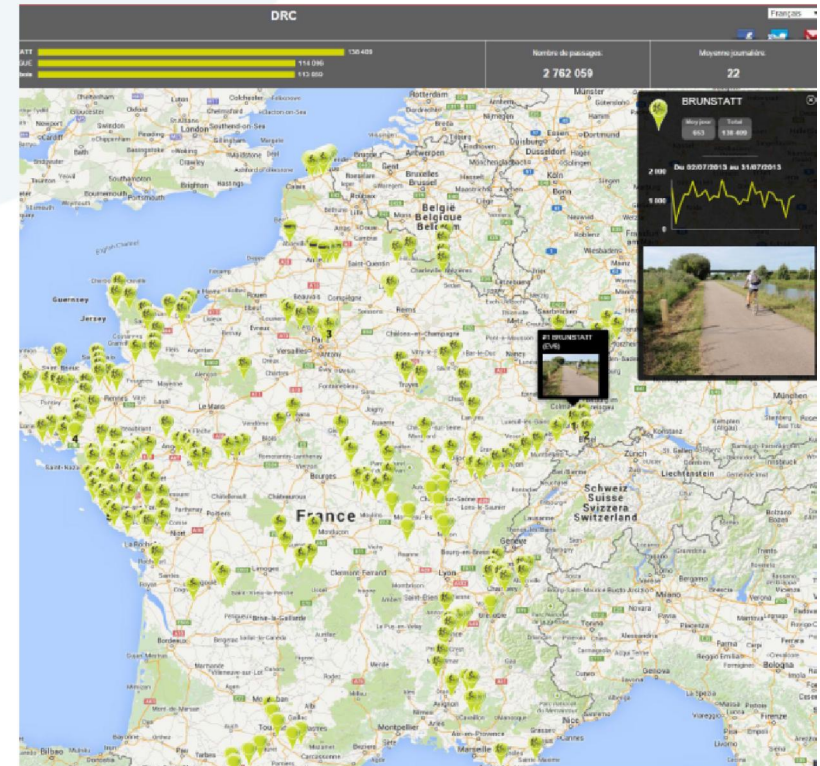
Entry, aggregation and breakdown

Format to enter and store information

- Each country should develop their own system
- A European database can only accommodate overview information collected using the same methodology in the same format (unit).

Level of breakdown and aggregation for the European level:

- The basic geographical unit should be the route per country,
- The basic time unit should be one calendar year.



Tasks and responsibilities on different levels

European level:

- Create a European database
- Aggregate and process the information;
- Publish a yearly report

National level:

- Operate national systems to survey and process detailed usage monitoring information
- Publish national standards in accordance with the current manual
- Report and provide information for the European level
- Brief interviews and detailed questionnaires

Local, regional level:

- Install counting equipment and provide information to the national level
- Brief interviews and detailed questionnaires





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Thank you for listening



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