

The Annual Super Tuesday Bike Count National Executive Summary 2010



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Introduction to 2010

The annual Super Tuesday bike count first took place in 2007 and comprised a bike count in four inner Melbourne local government areas. In 2008, the count expanded to include 13 metro and regional local Government areas in Victoria. In 2009 Super Tuesday took place outside of Victoria for the first time and this year, the fourth year of the count, the event has seen participation from municipalities in all six states.

Of the 33 participants in 2010, 20 were new to the event and 13 had been involved in previous years.

Super Tuesday 2010 observed and recorded rider numbers and movements at a total of around 900 sites across the country and engaged with over 100 local riding groups, schools and other clubs and community groups to recruit people to act as counters on the day.

Overview - What is Super Tuesday?

Super Tuesday is Australia's largest visual bike count, coordinated by the Bicycle Network on behalf of participating municipalities across Australia. The count observes and records rider numbers and movements at key intersections and important commuter routes in the morning peak.

Why is Super Tuesday unique and relevant?

Local Government welcomes Super Tuesday for a wide range of reasons:

1. The data on bicycle commuting collected and analysed in the count allows those providing for bike riding to base their judgements on accurate, relevant and up to date information.
2. The count has established an achievable, efficient low cost solution to put data in the hands of decisions makers in Local Government.
3. Without current, accurate data, council professionals, even with the best intentions, are guessing and can easily get it wrong.

4. Super Tuesday is a relatively low cost tool – approximately one-third of the cost of commercial data collection.
5. Local Governments receive the data on rider numbers and movements in a number of forms
 - Web-based
 - Hard copy report
 - Spreadsheets of data
6. Super Tuesday is collaborative with other municipalities:
 - The count adopts a collegiate approach enabling council officers to view rider flows across Local Government boundaries
 - Participation in the count enables each municipality to get a bigger picture result and is able to see regional answers.
7. Community engagement
 - The Bicycle Network recruits people to work as counters on a volunteer basis.
 - Funds flow back into the community, to local riding groups and schools and other groups.
 - In 2010, one primary school in inner Melbourne recruited 30 counters and in so doing generated funds of \$1500 which will be used to encourage more young riders in the local community.

What it is used for?

- Super Tuesday is a reliable annual benchmark of rider numbers in a municipality.
- The count enables decision-makers to know where to place new investments and infrastructure and where to locate additional investigations and surveys.
- It also enables officers to check the effect of investments and programs on rider flows and numbers.

Who uses Super Tuesday?

- Super Tuesday data and analysis may be used by a wide range of staff in a municipality.
- As well as being a vital part of the toolbox for Sustainable Transport Officers, Traffic Engineers and Recreation Planners, Super Tuesday also informs senior infrastructure staff in the budgeting process.
- Mayors and elected representatives also receive key data and analysis to enable communication and decision-making across a municipality.

- In addition, Super Tuesday is a useful tool when talking with riders and other ratepayers – it assists in communicating the growing relevance and importance of providing for bike riding.
- Strong media coverage of Super Tuesday also helps local government to show case what they are doing.

Super Tuesday bike count: 2010 Developments

It is exciting to have so many new municipalities counting bikes. This growth mirrors the boom in bike riding in general as more people are riding for more and more reasons.

Local Government is leading the way. The participation in the annual Super Tuesday bike count has more than doubled since 2009. In 2010, the key capital cities of Melbourne, Sydney, Brisbane, Adelaide, Hobart and Perth all participated in the count. There were counts also in key municipalities in South East Queensland and also in regional centres in Victoria such as Bendigo and Geelong.

As well, a trial Super Tuesday count took place in the ACT and in Wellington, NZ and we expect there will be multiple municipalities in each state in 2011. Already, there have been expressions of interest for next year, from Cairns and from a group of Perth local government areas.

Municipalities see the value in continued annual participation in the count. They can see the year-on-year growth in rider numbers and the trends and changes in rider flows in their network.

Looking ahead to 2011

- Next year, it would be excellent to see a greater number of municipalities participating in the count, particularly around capital city CBDs.
- The usual fine-tuning will happen with councils as they drop the poor locations, retain good ones and add new sites that may provide interesting data.
- All participating municipalities are encouraged to observe riders at new and proposed infrastructure sites.
- The Bicycle Network aims to correlate annual Super Tuesday bike count data with automated loop counters wherever possible.

- We will undertake a full evaluation of the count this year, based on detailed surveys of participating municipalities and of the hundreds of volunteer counters.
- We will respond in full to evaluations and feedback in order to further improve Super Tuesday.
- For example our ‘How to...’ guides for municipalities new to the count and for the volunteer counters will be developed further.
- Lastly, our technology interfaces and systems have taken big leaps forward this year and we aim to build on this in 2011.

2010 Data: major themes

- Data analysis within Victorian municipalities where comparative data was available indicates an average increase in rider numbers from 2009 – 2010 of around 20%.
- However, it was interesting to note that much larger increases were experienced on routes where effective infrastructure improvements had been implemented. For example, count data on Napier Street, Fitzroy in Melbourne’s inner north, where bike-priority signals were installed during 2009 showed an increase in rider numbers of around 50%. In municipalities in other states there was no baseline (comparative data).

Analysis of national data did highlight the following:

The importance of key routes to and inside CBD

- For example, the Intercity Cycleway in Hobart and the PSPs (Principal Shared Paths) in Perth indicate that good facilities will attract strong rider numbers - riders will use such facilities even if it means that their journey is less direct.

Rider flows inside the CBD

- Riders tend to spray to their destinations once inside the CBD
- A couple of good routes within a CBD will accommodate much of the flow, e.g. Swanston Street in Melbourne.

Outside the CBD

- Rider flows tend to be diffuse when there is no best route – in grid-type cities there tend to be many alternatives.
- In Sydney in Super Tuesday 2009 it was evident that riders were funneling into a relatively poor route as few good alternatives existed.

- When high quality routes do exist riders often concentrate on them – for example, Rathdowne Street a key route into the Melbourne CBD from the north, enhanced in 2008 with profile line-marking separation.

Natural growth

- In 2010, so many sites for which comparative data existed showed increases of 20%.
- This natural increase in rider numbers is due to systemic reasons (and not just infrastructure improvements) as more people see the health, economic and environmental benefits of riding.

Infrastructure

- Importance of new and improved infrastructure is clear. New facilities are needed in response to the systemic growth in rider numbers.
- As well, good quality facilities placed and built in the right locations will generate more riders.
- Local Government areas also need to account for the financial benefits that accrue from getting more people riding bikes. There are opportunities to save wear and tear on roads and the long term health benefits and savings are clear.

2010 Super Tuesday highlights

A snapshot of count data from across the country

Western Australia

- In Perth, 699 riders were recorded on the Riverside Drive path at the Kwinana Freeway site.

South Australia

- The intersection of King William Road and Greenhill Road was the busiest intersection in Adelaide with 415 riders.

Victoria

Banyule

- Heidelberg Road is the busiest on-road location with 167 riders, an 18% rise on last year.
- The Main Yarra Trail, which continues to be the busiest commuter route in the Banyule City Council area, experienced increases of up to 60%.

Bendigo

- The intersection of McIvor Highway and Mitchell Street was the busiest count site, with a total of 76 riders.
- The Bendigo Creek Trail is a significant commuter route in Bendigo, with the two count sites on this route recording 54 and 39 riders.

Boroondara

- The junction of Kooyongkoot Road & Reserve Road on the Gardiners Creek Trail continues to be the busiest commuter route in the Boroondara municipality, with a total of 911 riders. Of this, 783 riders travelled west along the Gardiners Creek Trail towards the CBD. This site recorded a 76% increase in rider numbers compared to 2009.
- The junction of Church Street, Burwood Road was another significant location on Super Tuesday with 293 riders counted. Super Tuesday 2010 recorded a 16% increase at this site.

Darebin

- The count site at the St Georges Road, Charles Street and Merri Parade intersection continues to be the busiest commuter site in the Darebin City Council area. At this location, Super Tuesday recorded an increase in rider numbers of 19% from 2009.
- Super Tuesday 2010 identified the St Georges Road Trail at Normanby Ave as the busiest off-road location in Darebin with a total of 488 riders. This is an increase of 19% from 2009.

Glen Eira

- The Glen Huntly Road, Nepean Highway and New Street junction was the busiest commuter site within the Glen Eira municipality a total of 326 riders.

Hobsons Bay

- The Bay Trail at Douglas Parade and Simcock Avenue was the busiest commuter site in Super Tuesday 2010 in Hobsons Bay with a total of 255 riders.
- The Millers Road and Esplanade intersection was the busiest on-road location with a total of 71 riders.

Geelong

- The intersection in Lara, Station Lake Road and The Centreway was the busiest commuter site, with a total of 70 riders.
- The Barwon River Trail is a significant commuter route in Geelong. The count sites that were situated along this trail recorded high numbers.

Knox

- The count site on the Eastlink Trail to Canterbury Road, Dandenong Creek Trail East and West and path to Abbey Walk was the busiest commuter route in Knox, with a total of 113 riders.
- The Dandenong Creek Trail and The Eastlink Trail are key commuter routes for riders travelling through Knox.
- The Scoresby Road and Blind Creek Trail site was another significant location counted on Super Tuesday with a total of 92 riders. This location is a significant one because it is the only site of the five busiest in Knox that incorporates an on-road leg.

Melbourne

- The intersection of Flinders Street and Swanston Street was the busiest intersection in Melbourne and Australia as a whole with a total of 1855 riders. This is a 29% increase from 2009.
- The intersection of Yarra Boulevard, Yarra Trail and Gardiners Creek Trail recorded a total of 1407 riders, a 50% rise on 2009 figures.

Moonee Valley

- The Mootlan Street and Mount Alexander Road was the busiest commuter route in the Moonee Valley municipality, with a total of 236 riders.
- The Mangalore Street, Mount Alexander Road and Kent Street intersection has increased by 19% from 2009. In 2009 195 riders were counted compared to the 2010 count which recorded 233.

Nillumbik

- The intersection of Main Road and Elsa Court was the busiest intersection, with a total of 54 riders.
- The Diamond Creek Trail is a significant commuter route in Nillumbik, with count sites along it recording high numbers.

Port Phillip

- Site 411: Domain Road, St Kilda Road and Albert Road continued to be the busiest commuter route in Port Phillip with a total of 984 riders.
- St Kilda Road continues to be the major commuter route for riders in Port Phillip to access the CBD. Site 411 indicates that numbers have increased 15% from 2009. Other sites along St Kilda Road in Port Phillip have experienced similar growth with a figure of 27% at the Union Road and St Kilda Road intersection.

Stonnington

- The Church Street, Alexandra Avenue and Chapel Street intersection continued to be the busiest commuter site in Stonnington with a total of 658 riders.
- Chapel Street continues to be the major north/south commuter route – rider numbers have increased by 29% from 2009 at site 448.

Whitehorse

- The Koonung Creek Trail/Elgar Road junction was the busiest site in the Whitehorse municipality with a total of 141 riders. Of this, 86 riders were travelling west along Koonung Creek Trail towards the CBD. This represents an 110% increase from 2009.
- The Koonung Creek Trail and path to Winfield Road was another busy location on Super Tuesday 2010. This site, located just east of site 488, had almost equal number of riders, with 67% of the rider flow travelling north-west towards the CBD.

Yarra

- The Yarra Boulevard/ Yarra Trail and Gardiners Creek Trail junction was the busiest commuter route in the Yarra municipality with a total of 1407 riders.
- Napier Street has experienced growth of 26% from 2009 (or from 461 riders to 585 riders) at the Johnston Street intersection, since the signals upgrade.

- Rathdowne Street has also experienced significant growth from 2009, with a 18% increase in rider numbers at site 535, since the installation of Profile Line Marking

Tasmania

- In Hobart, the path at the Derwent River Bridge was the busiest site in Tasmanian, with a total of 299 riders counted.

New South Wales

- In North Sydney, the intersection of Burton Street, close to the Sydney Harbour Bridge, and Fitzroy Street/Lavender Street was the busiest intersection in NSW with a total of 735 riders observed

Queensland

- The Goodwill Bridge at the Stanley Street/Sidon Street junction was the busiest intersection in the Brisbane with 310 riders, despite the torrential rain on Super Tuesday.