

Bike Futures Services

2012

More people cycling more often



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Bike Futures Services:

- SuperTuesday annual bike commuter count
- SuperSunday recreational count
- Bike-Scope in-depth online survey
- PinPoint Google Earth map based tool
- RiderLog iphone data
- Before and After Evaluations
- Bike Futures Conference

No matter what stage you are at in the bicycle planning process, we can assist. See *The Local Government Bike Plan Workbook, how to develop a great bike plan*

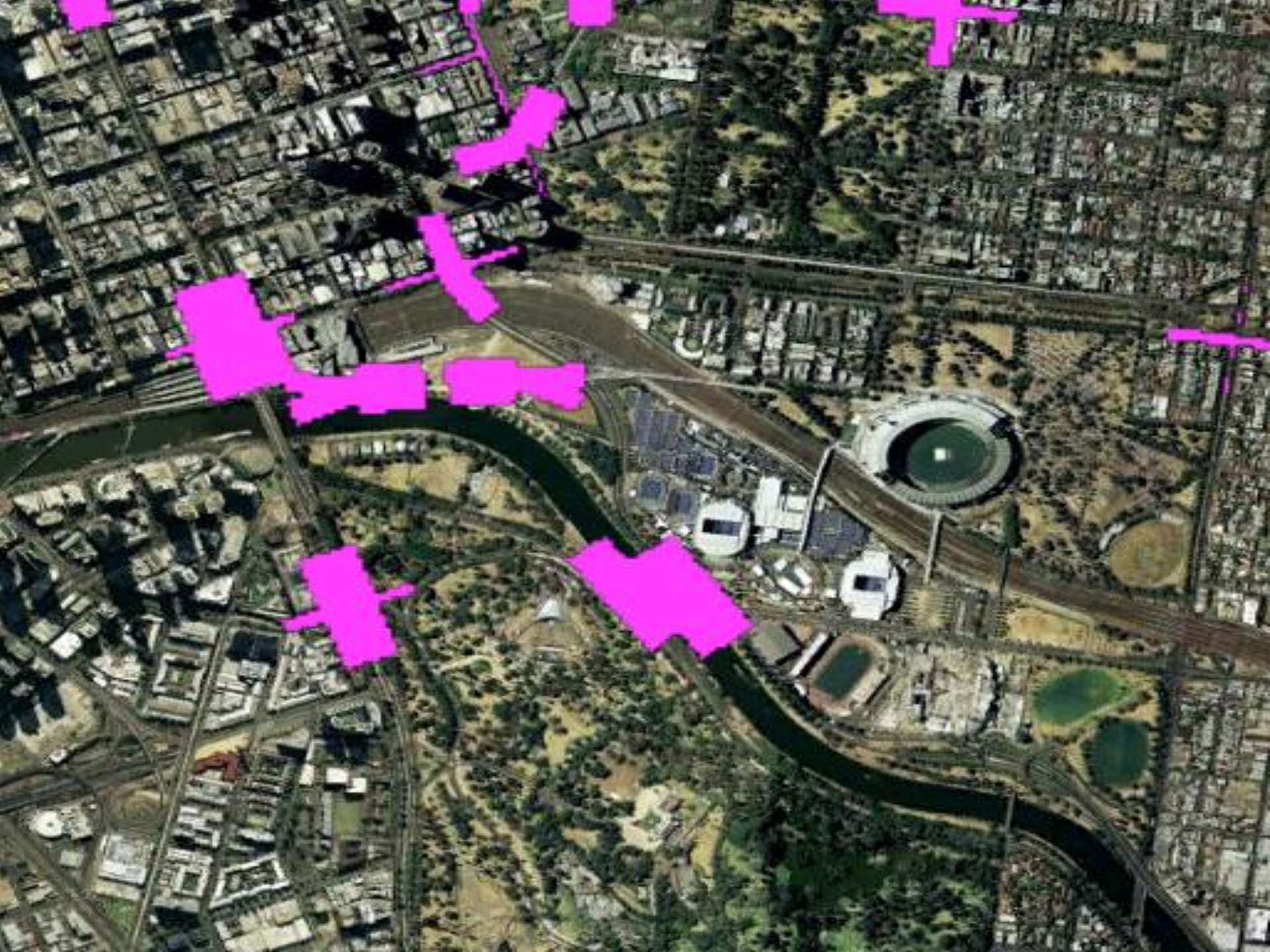
<http://www.bv.com.au/general/bike-futures/90910/>

SuperTuesday

Australia's largest annual bike
commute count



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SuperSunday

A count of recreation bike
riders and other path users



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BikeScope

An in-depth on-line survey questionnaire that provides an analysis of an area's bike riding environment



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BikeScope

Online Consultation Survey

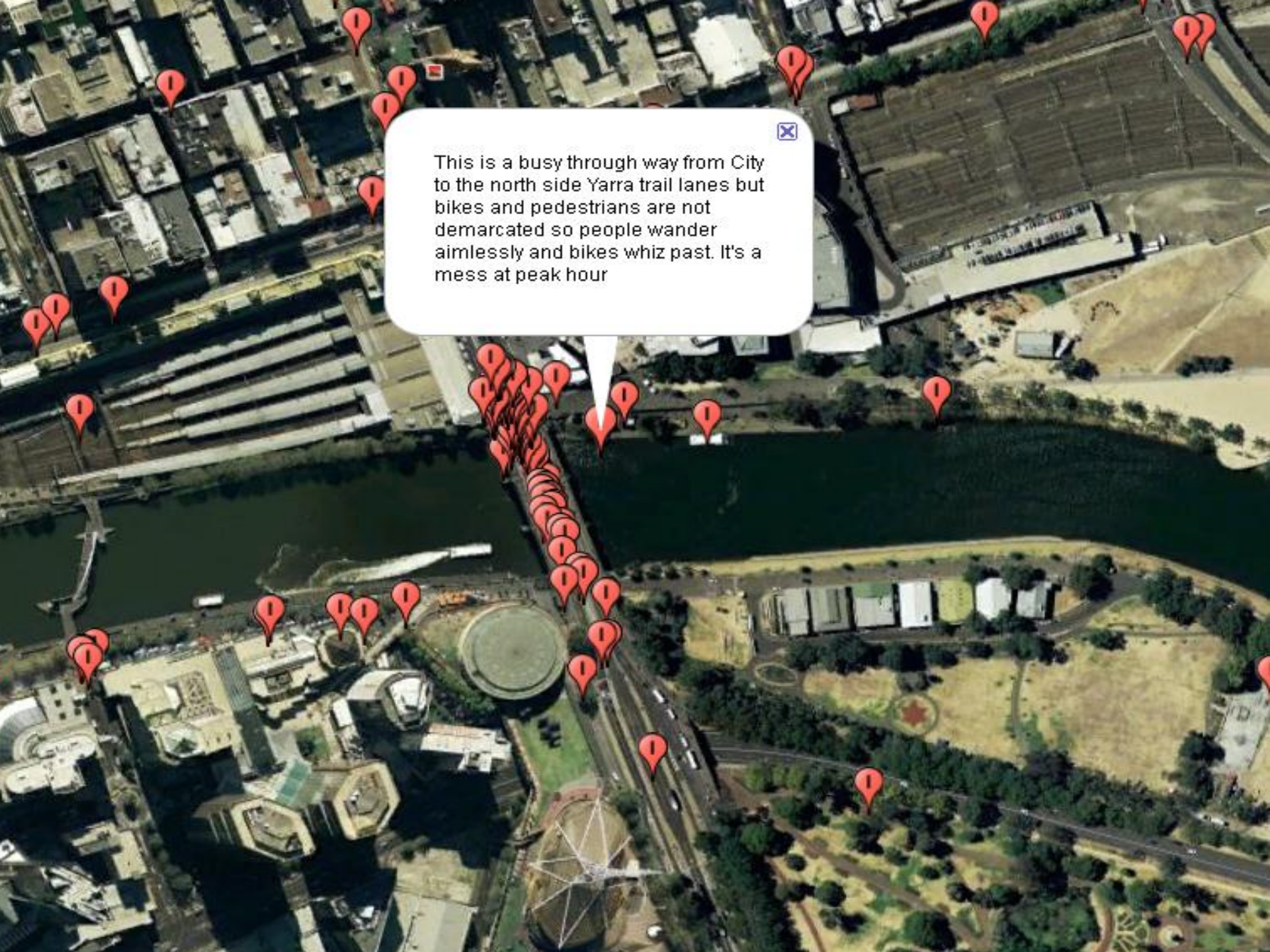
City of Port Phillip
Final Report 2010

PinPoint

A Google Earth map based tool
that allows respondents to
drop 'Pins' on areas of interest



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An aerial satellite-style view of a city street. A river flows along the right side of the street. The street is lined with buildings, including a large stadium-like structure on the left. Numerous red location pins are scattered along the street, with a dense cluster in the middle. A white text box with a blue 'X' icon is positioned over the street.

This is a busy through way from City to the north side Yarra trail lanes but bikes and pedestrians are not demarcated so people wander aimlessly and bikes whiz past. It's a mess at peak hour

RiderLog

A Google Earth map based tool
that allows respondents to
drop 'Pins' on areas of interest



Before and After Evaluations

Intercept, online and phone
surveys



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Maximising Response to Online Surveys:

- **Bicycle Network Namebank of over 350,000 + riders**
- **Enables optimum survey response**
- **Members' and Friends' newsletters**
- **Targeted emails to riders in key postcodes**
- **Website**
- **Social media**
- **Incentive prizes**

The Bike Futures Conference

An annual key professional
development opportunity



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Mike Williamson

Bike Futures

Bicycle Network

P: 03 8376 8848

M: 0437 450 690

E: mikew@bicyclenetwork.com.au

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