



BICYCLE
NETWORK®

Bicycle Network Super Counts

Australia's largest visual bike counts

2023
Council information pack



SUPER TUESDAY

New South Wales
Northern Territory
Queensland
South Australia
Victoria
Western Australia

Australia's biggest
annual bike event



Overview

Australia's largest bike riding and recreation surveys

Bicycle Network's Super Counts are Australia's largest and longest running commuter and recreational active transport data collection surveys.

Our counters collect observational data on gender, volume, direction and time from each site, providing a comprehensive dataset that can be used to inform complex decisions on active transport, infrastructure, sustainability, and healthy living strategic goals.

In the 2021/2022 financial year, Super Counts included 42 councils, 975 sites and 1000 volunteers across Australia.

Bicycle Network's data collection uses a consistent and systematic methodology that allows for longitudinal data analysis.

Super Counts are powered by local volunteers, who collect data at council-nominated locations across Australia. In return, volunteers nominate a non-profit or charity to receive a donation of \$70 (Super Tuesday) /\$120 (Super Sunday).

These community-based counts raised over \$81,000 in donations in 2021/2022, strengthening local communities and building better active transport outcomes.

Bicycle Network Super Counts advisors can help build the right count plan for you.



Dates

Commuter Count



Gender, direction, and number of riders counted



SUPER TUESDAY NORTH (QLD, NT)

First Tuesday of September
7-9am

SUPER TUESDAY SOUTH (VIC, SA, TAS, ACT, NSW, WA)

First Tuesday of March
7-9am

Recreational Count



Riders, walkers, runners, dog-walkers and other path users counted



SUPER SUNDAY

Second Sunday of November
North: 7-10am

SUPER SUNDAY

Second Sunday of November
South: 9am-12pm



Benefits to council



Quality Data

Bicycle Network's Super Counts stand out for their breadth, consistency and reliability.

Bicycle Network have used a consistent methodology across Australia each year since 2007. Our data provides reliable annual figures on bike riding participation and trends across Australia.



Planning

Super Counts data informs decisions on active travel and transport infrastructure.

Count results are available as both data files and comprehensive analysis reports. Use this data to analyse commuting and recreation trends in your area and/or compare with neighbouring municipalities and national averages.

Our surveys complement other traffic surveys such as automated counters by providing a broader picture of riding trends at both a local and national scale, as well as providing demographic and directional data.



Low Cost

Bicycle Network's Super Counts are far cheaper than automated counters available on the market, which typically cost between \$5,000-15,000 per automated counter.

In contrast, Bicycle Network's Super Counts are \$300-\$415 per site, meaning you can obtain municipality-wide data on riding and recreation trends for a fraction of the cost.



Strong Communities

In the 2021/2022 FY, Super Counts generated over \$81,000 for local charities and non-profits through the dedicated work of nearly 1000 volunteers, strengthening local communities and social bonds.



How it works

- Councils nominate the sites they want counted
- Bicycle Network recruits local volunteers to count riders/users at each site

- Data is collected, collated and analysed by Bicycle Network
- The results are presented to councils in a comprehensive report

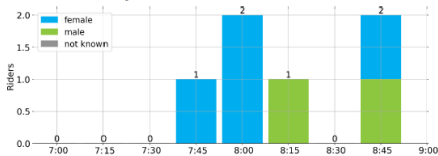
Site 7533

Chapman Ave underpass [E], Shared Path [S], Shared Path [N]

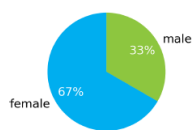


6 bicycle riders were recorded during the 2 hour survey. This is a decrease of 77% compared to 26 in 2021. The peak period was 08:00-08:15 with 2 riders. Female riders comprised 67% of the total.

Traffic Volume by Time



Gender Ratio



• Cooks River Cycleway

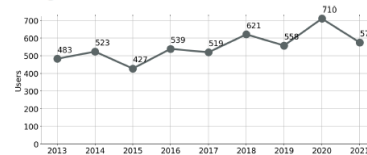
Site 6256

Cooks River Cycleway [NE], Bridge [S], Cooks River Cycleway [W], Sugar House Rd [N]

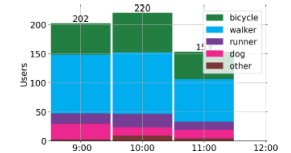


575 users were recorded at this location during the 3 hour survey. This is a decrease of 19% compared to 2020. Walkers comprised 48.7% and represents the majority of total users. The peak period was 10:00-11:00 with 220 users.

Usage Trend



Hourly User Volume





What we report on



Growth

Percentage growth/decline in riders/micro-mobility user volumes at each site compared with the previous count.



Flow

The number of riders/micro-mobility users entering and exiting each leg of each site.



Time

The number of riders/users through each site in 15 minute or 1 hour intervals.



Gender

Estimated proportion of men and women at each site.

SUPER TUESDAY ONLY



Users



The proportion of different types of users through each site (bike riders, e-scooter users, walkers, runners and dog-walkers).

SUPER SUNDAY ONLY



Product details & cost

Bicycle Network offers two types of active travel surveys which can be tailored for your needs. GIS shapefiles - for intergration into council GIS databases - can also be added to your counts. Contact the Super Counts team to discuss the best plan for your area.

		 SUPER TUESDAY	 SUPER SUNDAY
What's included:	<ul style="list-style-type: none">• Coordination of count• Volunteer recruitment• Raw data (CSV format)• Final report• Directional trend analysis at each site• Insights on growth/decline rates based on year-by-year data trends• Access to on-site qualitative data captured by volunteers	\$300 per site	\$415 per site
Duration		2 hours	3 hours
GIS Shapefile	GIS shapefile for all sites (optional)	\$300	\$300
Additional Counter	When required at sites with high traffic flow	\$70	\$120



Get Involved

Key Dates 2023

	Dec 22 - Jan	Jan	Feb	7th Mar	June	August	5th Sept	Sept	Oct	12 Nov
Super Tuesday South 2023	Create count plan for 2023	Nominate participation	Confirm participation and sites	Count Day						
Super Tuesday North 2023	Create count plan for 2023				Nominate participation	Confirm participation and sites	Count Day			
Super Sunday 2023	Create count plan for 2023							Nominate participation	Confirm participation and sites	Count Day

Register Now!

Contact us to plan your counts for 2023, letting us know which events you are interested in and together we can build your Super Counts plan

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Need something else?

Bicycle Network also offers fully customisable manual observational surveys which can be created to suit your needs.

Custom Surveys give you the ability to choose the time, frequency, duration and demographics measured of the counts at a particular site. We can survey a site on perceived gender, user type, age and a range of other demographics to suit your specific needs.

Visit our website for more information, or contact us at:

bikefutures@bicyclenetwork.com.au





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