

Custom Counts

A fully customised active transport method for active transport modes such as bike riding, walking, micro-mobility and more.

COUNCIL AND TRANSPORT
PLANNER INFORMATION PACK

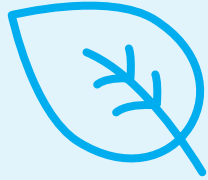


**BICYCLE
NETWORK®**

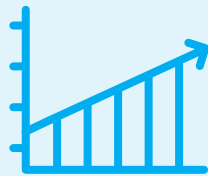


About Bicycle Network

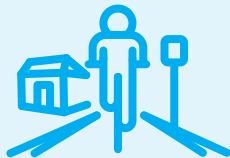
We believe in liveable places where people are physically active. Our mission is to make it easier for people of all ages and abilities to ride bikes.



We're a not-for-profit organisation, established in 1975.



We are Australia's largest bike riding organisation with nearly 50,000 members.



Our services support the growth of active transport across the country.

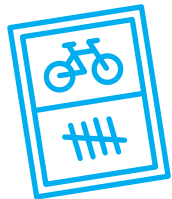


Our Transport Data and Surveys team has been supporting councils to understand roads and paths for nearly two decades.



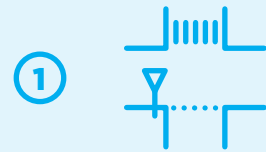
What are Custom Counts?

Custom Counts are a fully customised active transport collection method for bicycle, pedestrian, e-scooter and intersection surveys. They can be tailored to gather robust demographic, compliance, and user-type data at any location, across any required frequency or duration.



How Does it Work?

We'll work with you to collect quality and accurate data for your study, infrastructure project or policy. We can fully customise our data collection method to capture the travel data you require.



1 **Nominate the sites and characteristics you want counted.** i.e. gender, age, user type, path type ridden on, compliance (helmets, give way, etc.) and more.

2



Bicycle Network coordinates counts at each site through one of two methods:

People-power: Custom Counts surveys are powered by local Bicycle Network volunteers all over Australia, who collect data at local locations determined by you.



Mixed-Method: for longer surveys, we'll utilise our road survey cameras to capture intersection/shared path users.

3

Data is collected, collated and analysed by Bicycle Network.



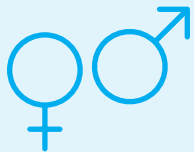
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The results are presented to you in a comprehensive report.

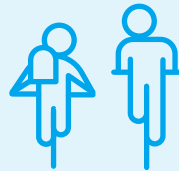


Survey characteristic options

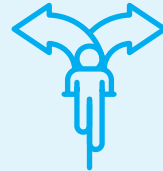
Including, plus more:



Gender



Age



Direction of travel



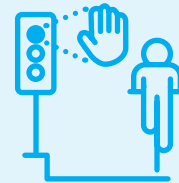
User type

(leisure/commuter rider, sport/racing rider, child seat, micro mobility, delivery rider, walker, jogger etc.)



Path type

(road, bike lane, footpath, shared user path, mountain bike trail etc.)

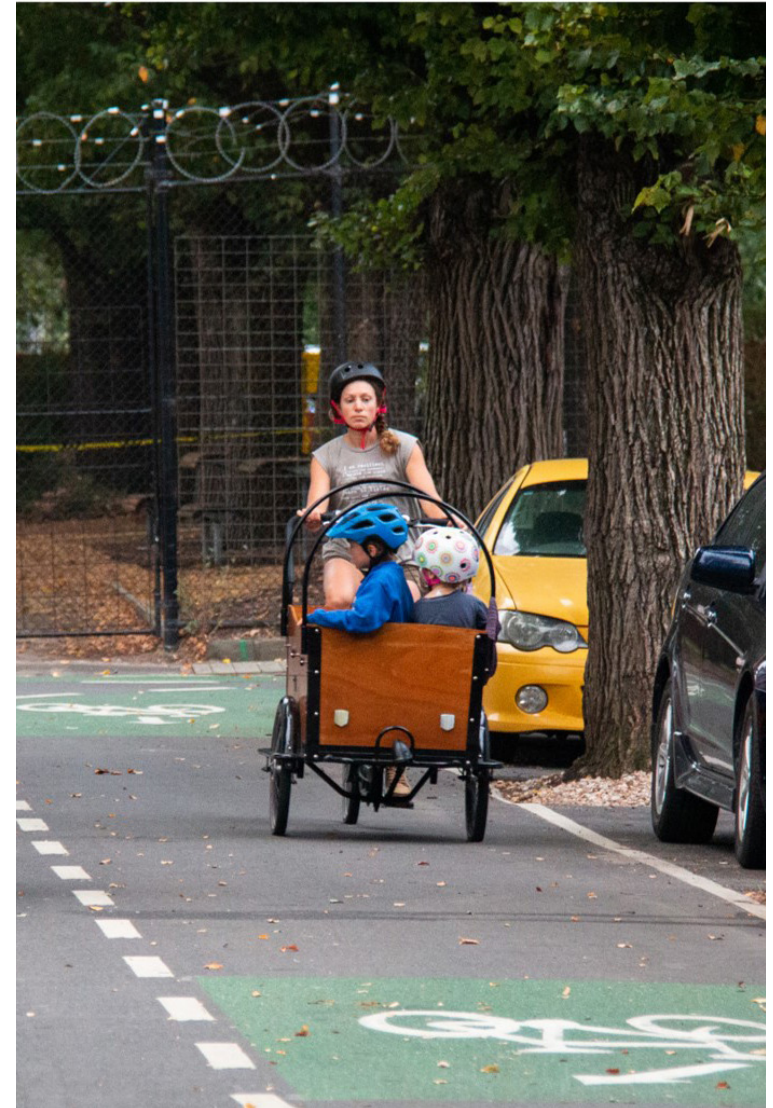


Compliance

(helmets, give-way, traffic signals, mobile phone use, footpath use, speed limit etc.)

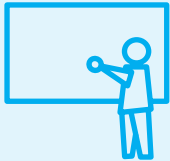
Frequency

Our custom active transport surveys can be customised to gather data at the frequency or duration that you require, including: weekly, monthly, peak hour or off-peak surveys.



Product Details and Cost

What's Included:



**Coordination
of count**



**Volunteer
recruitment**



**Raw data
(CSV format)**



Final report



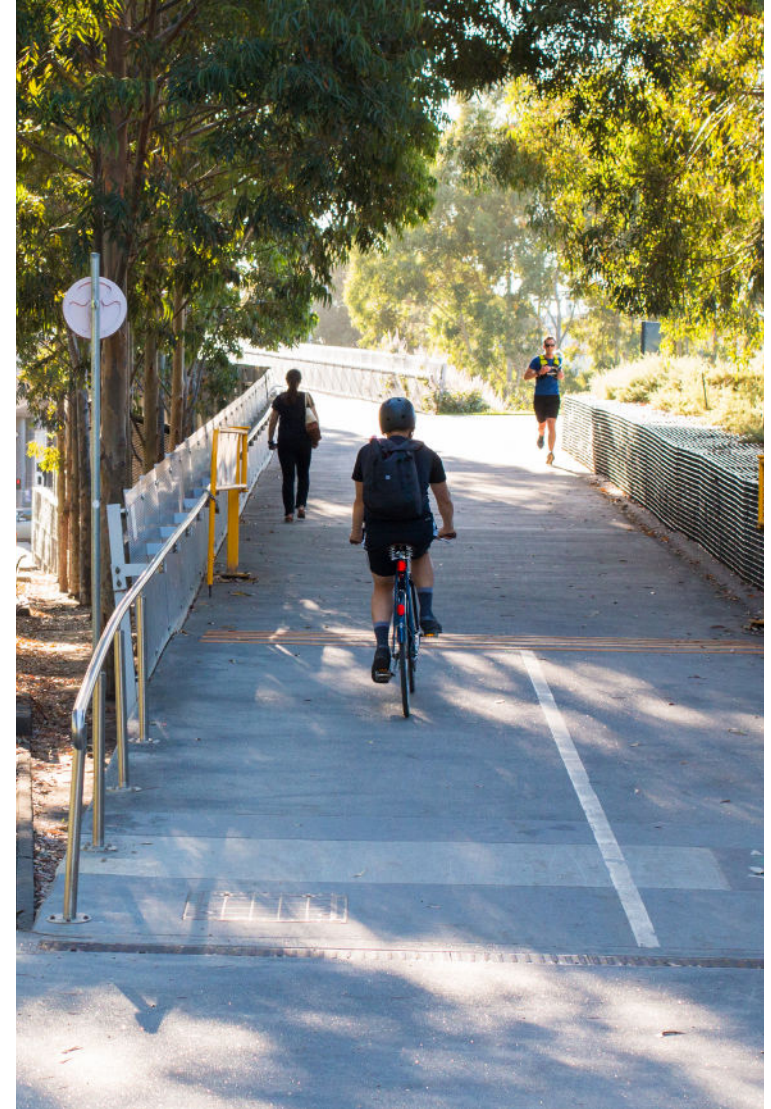
**Insights into
growth/decline
rates over time**



**Access to on-site
qualitative data
captured by volunteers**

Cost - from \$200 per hour/site*

*Please note, a fully personalised quote will be provided that may be lower or higher than this indicative price depending on the details and complexity of the survey, the number of sites, and the total hours counted.



Get In Touch

Contact us to learn more about our Custom Counts and how they can be used to improve active transport conditions in your area.

Together we can tailor your own Custom Count to suit your needs.

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