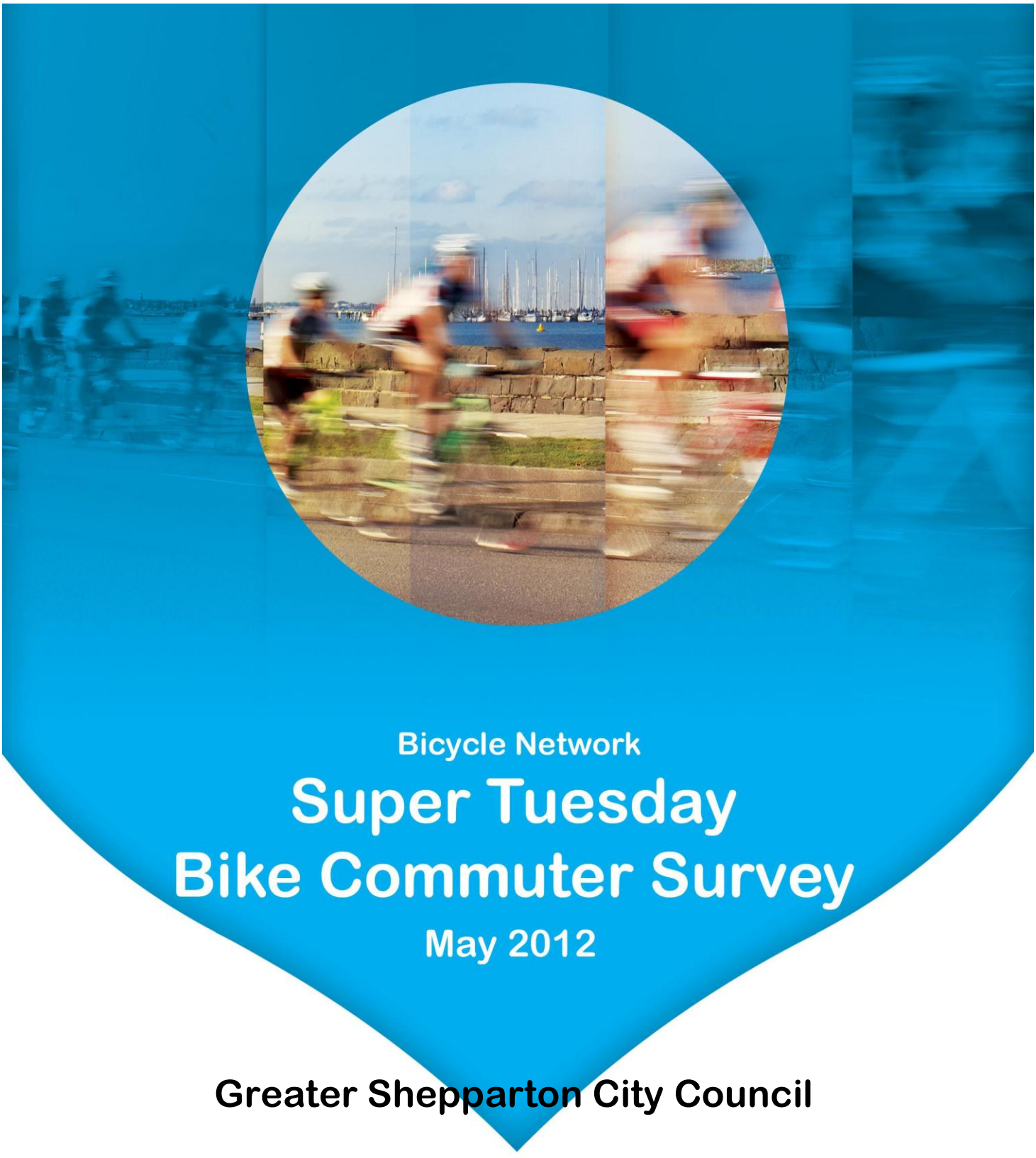

Bicycle Network

Super Tuesday Bike Commuter Survey

May 2012

Greater Shepparton City Council

BICYCLE NETWORK


BICYCLE
NETWORK

The Annual Super Tuesday Bike Count

2012 is the sixth consecutive year of the annual Super Tuesday Bike Count. In 2007, the count occurred in four inner metropolitan Melbourne councils. This year the Bicycle Network's Super Tuesday Bike Count took place in 45 municipalities at over 1200 sites across five states, namely ACT, New South Wales, South Australia, Victoria and Western Australia.

Super Tuesday, Australia's biggest visual bike count is designed to measure bike commuter flows in the morning peak (7–9am). The count aims to establish a reliable annual benchmark for bicycle commuting to allow those providing for bike riding to base their judgements and decisions on accurate, relevant and up-to-date information. This year, the annual benchmark was conducted on Tuesday 6 March.

The weather conditions on Super Tuesday again provided a fairly mixed bag and this was reflected in some of the data.

In Victoria the weather was cool and overcast but dry. New South Wales experienced a range of conditions from showers in Coffs Harbour to fine and dry in Lake Macquarie. Western Australia experienced hot and sunny conditions whilst in South Australia the fine weather provided ideal conditions for riding.

Some of the strongest growth in commuter rider numbers was in New South Wales, with annual increases of over 30% occurring at some metropolitan Sydney sites.

Western Australia showed some strong increases in rider numbers with some Perth CBD sites showing increases of between 8% and 30%.

In Victoria, growth rates of over 20% were common throughout Melbourne.

The vigour of Melbourne's bike riding growth was further highlighted by the high numbers of female riders. Both Yarra and Darebin councils led the way on this initiative.

In Fitzroy, in Melbourne's inner north the figures were 60:40 male-female.

Women are considered an 'indicator species' of the health of the riding environment—the more women who commute by bike, the better the bike facilities. In the top international cycling cities women comprise more than half of all commuting riders.

The need for local governments to maintain and develop investment in quality bicycle infrastructure remains paramount as more people adopt commuting by bike as a regular form of transport. This investment needs to continue for the long-term sustainability of bike commuting and to ensure that local governments throughout the country reap the community health, transport and environmental benefits that it delivers.

Mike Williamson,

Bike Futures Manager.

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1.0 Executive Summary

This report contains data collected between 7am and 9am on the morning of Tuesday 6 March 2012 at 15 sites in Greater Shepparton City Council.

The weather was cool and overcast on Super Tuesday 2012.

The key findings for the Greater Shepparton City Council include:

- Site 5139: Hawdon St, Andrew Fairley Ave, Railway Pde and Knight St, was the busiest commuter route in the Shepparton municipality, with a total of 56 riders.
- Shepparton recorded an average of 14 riders per 30 minutes at the busiest site which ranked 39th overall nationally.
- The Goulburn Valley Hwy has been identified as the key commuter route for riders in Shepparton.
- Welsford St is a north-south orientated route situated parallel to the Goulburn Valley Hwy, offering an alternative route to riders.
- The Boulevard, Archer St and Hawdon St have been identified as key internal commuter routes in Shepparton.
- St Georges Rd and Railway Pde are also important components of the riding network.

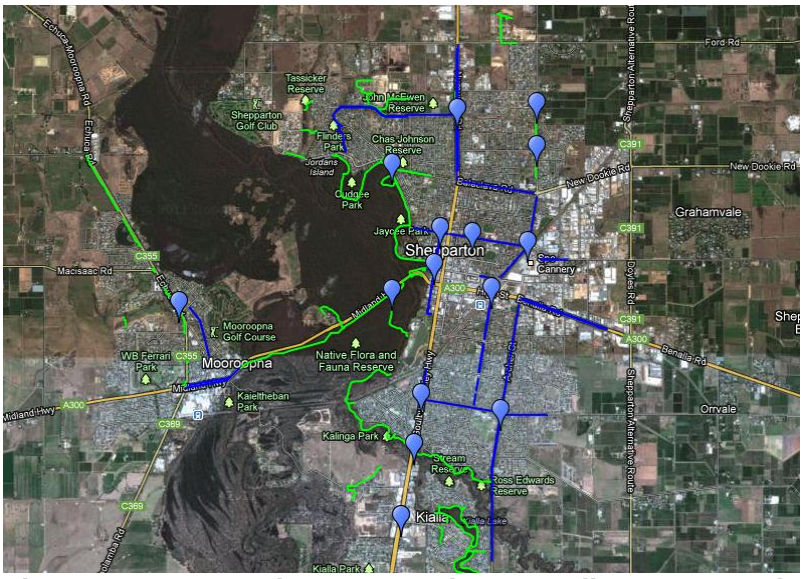


Figure 1 - Greater Shepparton City Council Super Tuesday 2012 Count Sites

To view all Greater Shepparton City Council 2012 count sites click on this link: Shepparton Super Tuesday Data

2.0 How to Use This Report

The Super Tuesday 2012 report for Greater Shepparton City Council is in two parts that span two mediums, electronic and hard copy / pdf.
This document (the pdf / hard copy)

- Identifies key commuter routes;
- Identifies regional bicycle commuting routes and gateways outside the Shepparton area;
- And provides a commentary on changes and trends. The commentary will enable councils to more easily prepare material for internal reporting, council newsletters and press releases.

The electronic data, which includes

- The location of the count sites;
- The total number of riders passing through each site;
- The movement of riders through each site or intersection counted.

Bike Futures recommends readers view the document pdf and the electronic data components of the report at the same time.

2.1 The PDF / Hard Copy Document

The portion of the Greater Shepparton City Council Super Tuesday 2012 report that is presented in document form can be viewed in hard copy or as a pdf onscreen.

This document is best read onscreen as a pdf, because it contains links to the electronic data that makes up the remainder of this report. If you are viewing this document onscreen, you can click on these links to go directly to the relevant electronic data.

(If the hyperlinks do not work when you click the mouse pointer on them, try pressing the CTRL key and then clicking the mouse button.)

Readers who are unable to read this document onscreen may still access the electronic data through the links that are given in the text by typing the link into the address box at the top of their internet browser window. (See the List of Links to Electronic Data at the end of this document.)

A second advantage of reading this document electronically is that the quality of the images will be better. Much of the content of this report is represented in highly detailed tables and digital maps, so Bike Futures advises readers who cannot view this document on a computer screen to ensure their hard copy has a high standard of colour image reproduction.

2.2 Viewing the Electronic Data

The second part of this report is the Super Tuesday count data, which has been collected, processed and interpreted in electronic form, using Google Earth.

Viewing the data on Google Earth makes this data far more accessible. Readers can see the site locations, and analyse the data on rider numbers and their movements.

Google Earth allows users to zoom in and out of a map location. Users can also choose to view the count sites on two-dimensional outline maps, three-dimensional topographic maps or as a satellite image.

The flow maps, another feature of Google Earth, show the flow or density of bike commuters.

The Super Tuesday team makes every effort to ensure the full accuracy of the collection and entry of the Super Tuesday data. However, we also retain all of our Super Tuesday data collection records, either electronically or in hard copy form, to verify our figures if necessary.

3.0 Commentary

3.1 Shepparton Rider Numbers

The total numbers of riders and the movement of riders at each of the sites in Shepparton can be viewed via the link below, which will provide an electronic and interactive version of the table shown in figure 2.

more people cycling more often

Count sites in VIC, 6-3-2012

Council: Shepparton	Legs	Location ... sort columns by clicking on the column headings	Map ref	Map	am tot
Shepparton	4	Hawdon St, Andrew Fairley Ave, Railway Pde and Knight St	673 R8	map 5139	56
Shepparton	4	Goulburn Valley Hwy towards Meaklim St, Wilmot Rd, Goulburn Valley Hwy and Longstaff St	673 O12	map 5143	55
Shepparton	4	Welsford St towards War Memorial, Fryers St towards Goulburn Valley Hwy, Welsford St and Fryers St	673 O8	map 5136	47
Shepparton	4	Thompson St, Midland Hwy (showground), St Georges and Midland Hwy	673 Q9	map 5142	40
Shepparton	4	Archer St, Poplar Ave, Archer St and Wilmot Rd (dog leg)	675 Q1	map 5144	40
Shepparton	4	Maculata Dr, Balaclava Rd, The Boulevard towards reserve and The Boulevard - count on and off road as one and same	673 N6	map 5140	38
Shepparton	4	Goulburn Valley Hwy, Pine Rd, Goulburn Valley Hwy and Brauman St- count on and off road as one and same	673 P4	map 5141	33
Shepparton	4	Corio St towards Corio Ave, Knight St towards church, Corio St and Knight St	673 P8	map 5138	32
Shepparton	4	Goulburn Valley Hwy, 'Yanha Gurti' Share path adjacent to Broken River Dr, highway bridge and 'Yanha Gurti' Share path	675 N2	map 5145	25
Shepparton	3	Knight St towards highway, Welsford St and Knight St	673 O7	map 5137	22
Shepparton	3	Verney Rd towards King Richard Dr, Verney Rd and Graham St - count on and off road as one and same	673 R5	map 5147	18
Shepparton	3	Goulburn Valley Hwy (including shared path in outer separator) towards Riverview Dr, Kialla Lakes Dr and Goulburn Valley Hwy	675 N5	map 5148	18
Shepparton	3	Verney Rd (North), Verney Rd (South) and Pine Rd - count on and off road as one and the same		map 5884	16
Shepparton	4	Baker Cres, Echuca Rd(south), pedestrian crossing and Echuca Rd - count on and off road as one and same		map 5883	14
Shepparton	3	Shepparton - Mooroopna causeway path (at junction) towards bridge, , Causeway - Aquamoves path and Shepparton - Mooroopna causeway path	673 N9	map 5146	0

Figure 2 - Count Sites in Shepparton, 6 March 2012

Click this link to see figure 2 in full: Shepparton Super Tuesday Data

3.2 The Busiest Commuter Routes in Shepparton

Table 1 shows the busiest intersections recorded in Greater Shepparton City Council Super Tuesday count. This table is best viewed electronically to allow a greater understanding of rider movements at each of the intersections.

Table 1 - The Five Busiest Commuter Locations in Shepparton

Council	Site Description	Map Ref	Site	Total number of riders	% change from last count
Shepparton	Hawdon St, Andrew Fairley Ave, Railway Pde and Knight St	673 R8	map 5139	56	+47.37%
Shepparton	Goulburn Valley Hwy towards Meaklim St, Wilmot Rd, Goulburn Valley Hwy and Longstaff St	673 O12	map 5143	55	+57.14%
Shepparton	Welsford St towards War Memorial, Fryers St towards Goulburn Valley Hwy, Welsford St and Fryers St	673 O8	map 5136	47	+30.55%
Shepparton	Thompson St, Midland Hwy (showground), St Georges and Midland Hwy	673 Q9	map 5142	40	+33.33%
Shepparton	Archer St, Poplar Ave, Archer St and Wilmot Rd (dog leg)	675 Q1	map 5144	40	+21.21%

3.2.1 Observations On Top 5 Busiest Sites

Figure 3 - Site 5139

Site 5139: Hawdon St, Andrew Fairley Ave, Railway Pde and Knight St, was the busiest commuter route in the Shepparton municipality, with a total of 56 riders. The majority of the riders (29) were travelling north on Hawdon St. Compared with 2011, this is a significant 47% increase.

Figure 4 - Site 5143

Site 5143: Goulburn Valley Hwy towards Meaklim St, Wilmot Rd, Goulburn Valley Hwy and Longstaff St was the second busiest location with a total of 55 riders. This is a 57% increase compared with 2011. The majority of the flow was northbound on the Highway.

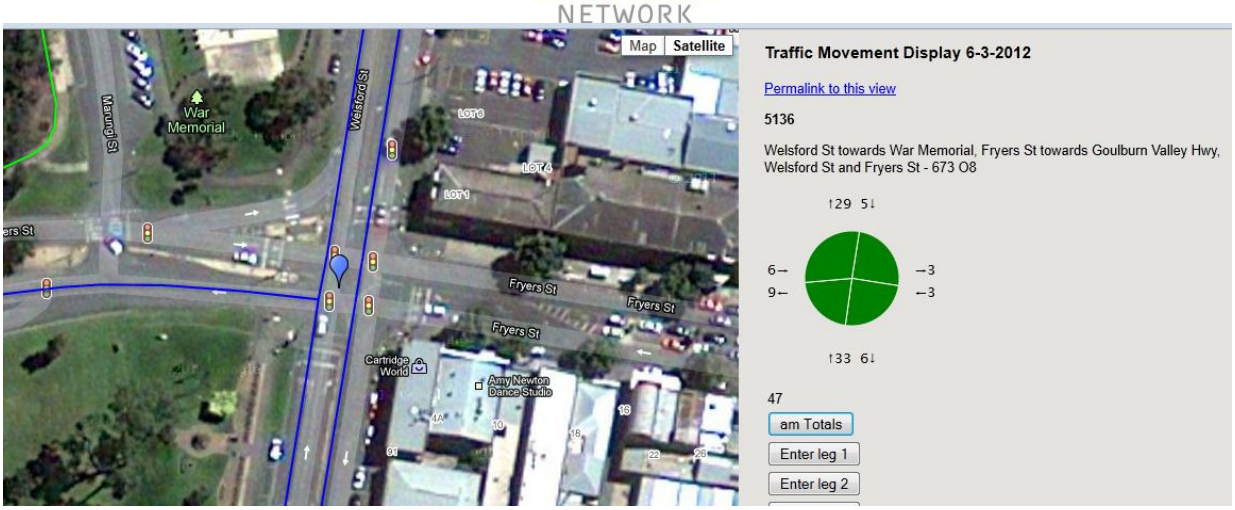


Figure 5 - Site 5136

Site 5136: Welsford St towards War Memorial, Fryers St towards Goulburn Valley Hwy, Welsford St and Fryers St was another busy site recorded on Super Tuesday, with a total of 47 riders, up 30% from last year. In particular, there was an increase in riders traveling north on Welsford St - 29 riders exited the site from Welsford St (north) in 2012: 18 in 2011.

Figure 6 - Site 5142

Site 5142: Thompson St, Midland Hwy (showground), St Georges and Midland Hwy, recorded 40 riders, a third more than last year. Most of the riders were travelling north on St Georges Rd continuing onto Thompson St. St Georges remains a route utilised by riders.

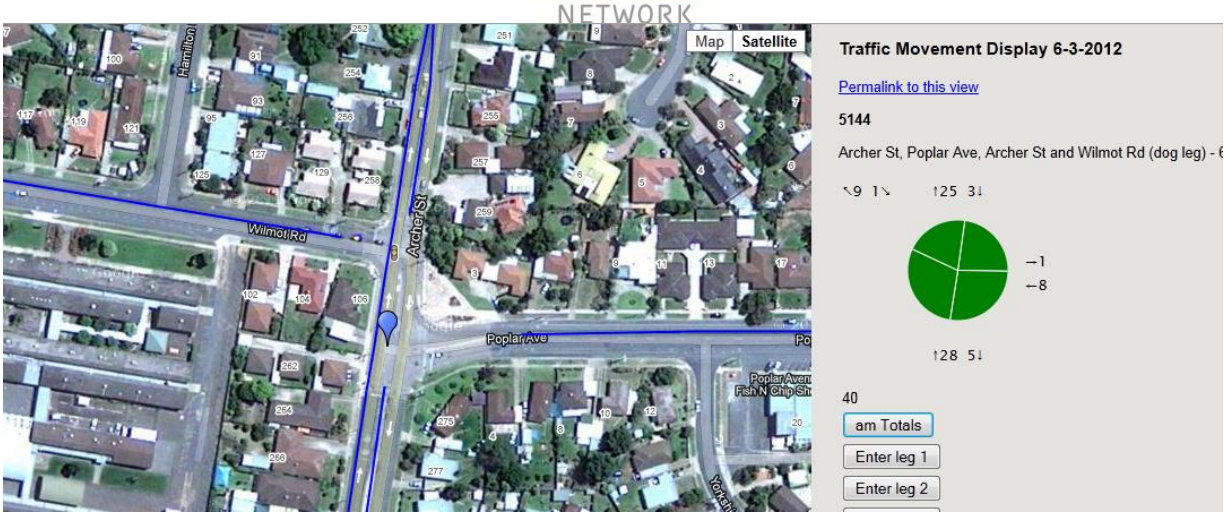


Figure 7 - Site 5144

Site 5144: Archer St, Poplar Ave, Archer St and Wilmot Rd (dog leg), recorded 40 riders. This is a 21% growth from 2011. The main flow was on Archer St northbound

3.3 Other Significant Findings

Site 5138: Corio St towards Corio Ave, Knight St towards church, Corio St and Knight St, trended upwards. In total, 32 rides were logged in 2012: 22 in 2011. Nearby Site 5139 (Hawdon St, Andrew Fairley Ave, Railway Pde and Knight St) also trended upwards; interestingly, this site is a roundabout. In particular, Knight St has become more popular with riders.

Figure 8 - Site 5138

Site 5140: Maculata Dr, Balaclava Rd, The Boulevard towards reserve and The Boulevard. The Boulevard has been identified as a key internal commuter route in Shepparton. 24 riders were recorded travelling north into this location with 25 of these riders continuing north along the Boulevard. This route links to the continuation of the Boulevard and perhaps Batman Avenue / Parkside Drive.

Figure 9 - Site 5140

Site 5137: Knight St towards highway, Welsford St and Knight St. Welsford St is a north-south orientated route situated parallel to the Goulburn Valley Hwy, offering an alternative route to riders. 18 riders were recorded travelling north into this location, with 18 continuing east along Knight St.

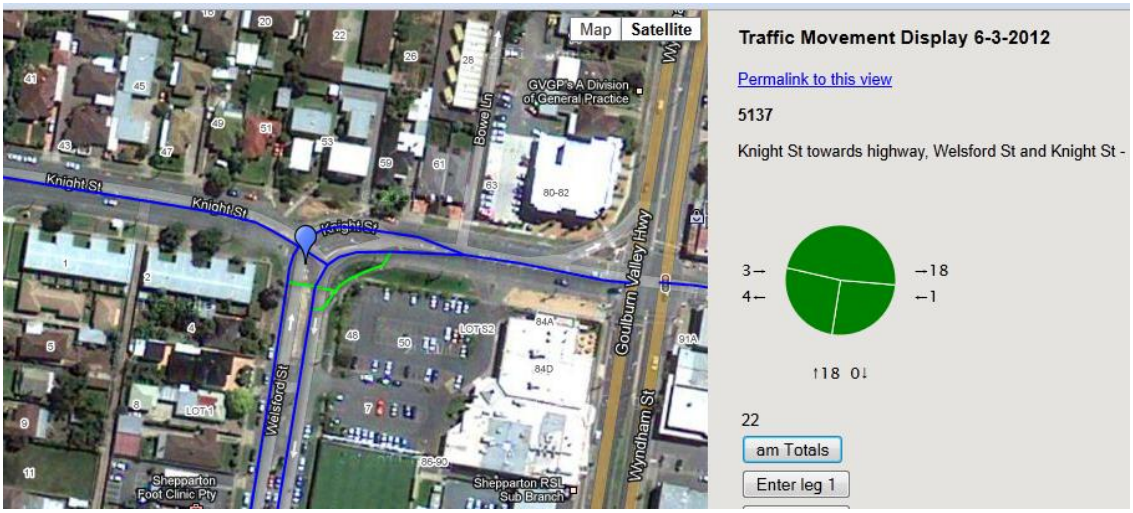


Figure 10 - Site 5137

3.4 Riders Per 30 Minutes

Riders per 30 minutes are calculated on the busiest counted site in each municipality.

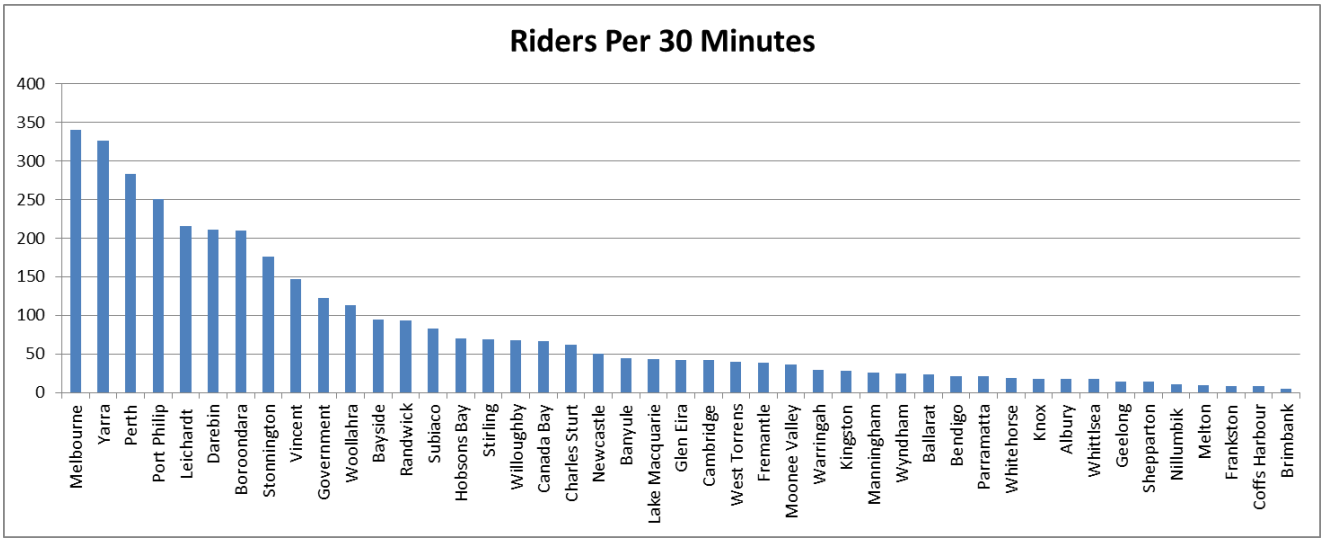


Figure 11 - Riders Per 30 Minutes

- Figure 11 shows Shepparton was ranked equal 39th overall in the busiest count sites from across the country, with an average of 14 riders per 30 minutes.
- This shows Shepparton is ranked the same as Geelong, also a regional council.

3.5 Commuter Flow at the Busiest Site in Shepparton

Figure 12 - Commuter Flow at Site 5139

Access the full Google Earth map Victoria through the Google Earth attachment accompanying this report.

Figure 12 illustrates the rider flow at the busiest location counted in Shepparton on Super Tuesday.

4.0 Recommendations for Further Analysis

To get a more in-depth understanding of rider movement and patterns, Greater Shepparton City Council should consider undertaking the RiderLog and Super Sunday services that are available in the Bike Futures program which is specifically designed to help and inform local government. Refer to Appendix C for more details.

5.0 City of Shepparton and the Bike Futures Program

Summary of participation in the Bike Futures program:

- A BikeScope was undertaken in 2011
- Participated in the Super Tuesday Bike Count in 2012
- The council has not yet utilised the Super Sunday Recreational Count
- Had more than one representative at the 2011 Bike Futures conference (Bike Futures recommends a minimum of two delegates per council at the Conference)
- The council has not yet utilised the RiderLog application

Current situation – Bike Plan:

- The City of Shepparton has a Bicycle Strategy (2008 – 2013)

APPENDIX A: Super Tuesday

A.1 Aims and Purpose

The Super Tuesday project provides reliable annual figures of bicycle commuters and their movements on roads and bike paths. This information is accurate, relevant, up-to-date and – for those councils who participate in Super Tuesday for consecutive years – cumulative, making the Super Tuesday data an important tool for councils, who are responsible for providing bike riding facilities for their constituents.

Super Tuesday is designed to complement the surveys that individual councils and other agencies run on a regular or occasional basis. To better inform council's decisions, Greater Shepparton City Council has commissioned Bike Futures to run the Super Tuesday bicycle count in their area.

The Super Tuesday count is a bike commuter count conducted simultaneously across council boundaries. The project aims to answer two questions:

- How many riders are there?
- Which routes are riders using?

The Super Tuesday sites collect data from popular commuter routes in this municipality and from subsidiary routes that are of a lower priority.

The sites are staffed by volunteer counters who record their observations on standardised counting templates (see Visual Count Sheets in Appendix A.3). This data is submitted to Bike Futures and compiled into reports for participating councils.

A.2 Visual Count Sites

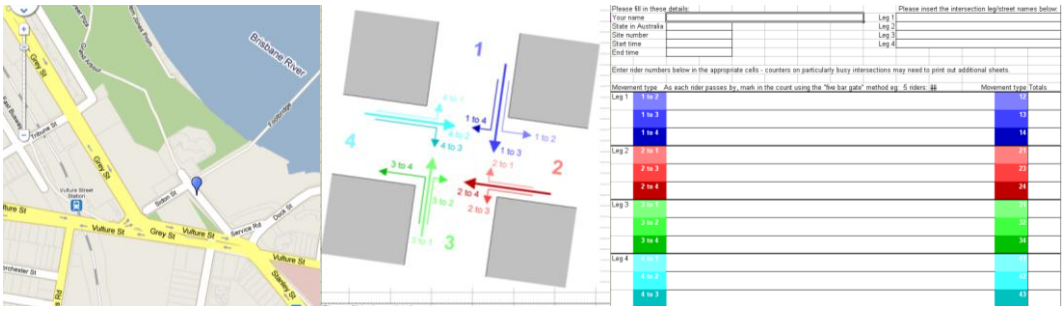
Super Tuesday project aims to record the movements of a minimum of 80% of riders. To determine rider routes, the sites are placed along known bicycle commuter routes and at locations on known or suspected 'tributaries'. Sites are more spread out at the outer edge of the rider catchments and more closely clustered near high volume destinations. Councils can also request counts at locations where they are considering infrastructure or where they have infrastructure planned, in order to establish a 'before' data set.

Initially, the sites are selected in consultation with the commissioning local government. Sites are designated in locations that are considered worth counting in the long term. In subsequent years some sites may be eliminated; for example where the data shows that there is no rider route. Sometimes, sites may be moved to a better location along a route. But we recommend using the same sites from year to year as much as possible, for the sake of continuity.

A.3 Visual Count Sheets

All bicycle movements are counted at each site and recorded in a spreadsheet (hard copy). An example of a four-way intersection count sheet for 2012 is shown here:

A Four-way Intersection Count Sheet from Super Tuesday 2012

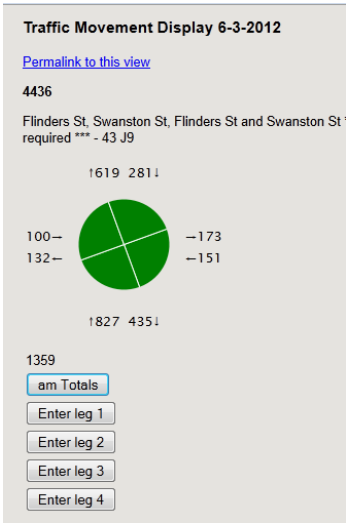


Following the completion of the visual count, counters are able to send the count data to Bike Futures in one of three ways, as follows:

1. Enter the data directly online via the Bike Futures web link.
2. Via email with the completed electronic spreadsheet attached.
3. As a 'hard copy' spreadsheet in the post.

Once data has been entered and checked, it is displayed in an electronic form, as shown on the right. Each intersection 'balloon' shows total rider numbers and the movement of riders through the intersection.

Each council has access to the data for their municipality electronically, through the clickable map of their count area and through the links in the table showing their list of count locations.



APPENDIX B: Media Coverage

Table 2 - Print Media Coverage for Super Tuesday 2012

Press	State	DATE	Article	Page	Circulation
Peninsula Weekly	VIC	22-Feb	Get Involved	17	42,000
Frankston Weekly	VIC	21-Feb	Get Involved	15	62,000
Maribyrnong Weekly	VIC	15-Feb	Cycling not so healthy after all	4	62,008
Brimbank Weeky	VIC	6-Mar	Off yer bike: city's sorry tale	7	47,628
Southern Courier	NSW	6-Mar	Visual bike count	20	47,091
MX - Melbourne	VIC	6-Mar	Giving credence to cadence counters	4	90,179
Melbourne Times Weekly	VIC	14-Mar	Cyclists count and get counted	8	90,163
Cockburn Gazette Community	WA	27-Mar	Reporting problems is just one call away	6	30,984
Maribyrnong Weekly	VIC	4-Apr	Keep up: bike track standards lagging	11	62,008
			TOTAL EYEBALLS		534,061

- Table 2 shows a list of the print media coverage generated from Super Tuesday 2012.
- The total number of “eyeballs” indicates the high level of interest that Super Tuesday generated amongst the general community.

APPENDIX C: Other Tools for Councils

These tools from the Bike Futures Toolbox may be of use to councils wanting to learn more about their current bike facilities and rider numbers and movements within their municipality. Visit the Bike Futures website (www.bikefutures.com.au) to learn more, or contact the Bike Futures team to discuss how your council can better utilise these tools.

C.1 BikeScope

BikeScope is an online consultation tool that collects base data and direct input from riders, allowing in-depth analysis of an area's bike riding environment. The analysis looks at all bike facilities and infrastructure in a council area and provides feedback from the views of the riding community.

BikeScope helps councils identify and prioritise the actions that will improve and increase cycling in their municipality, clearly identifying resident riders' needs with qualitative certainty.

Click on link to learn more: http://www.bv.com.au/bike-futures/40536/

C.2 Census Data

We use data obtained from the Australian Bureau of Statistics to understand the role of bikes as a mode of transport. With a sample size of more than one million people who travel to work, this data represents the most comprehensive data set for cycling trips to work in Melbourne.

Click on link to learn more: http://www.bv.com.au/general/bike-futures/91532/

C.3 RiderLog

RiderLog is a free iPhone app. Once downloaded, the app will log your ride in your phone and track your cumulative distance and time, providing a record of your activity. The data is then anonymously uploaded to the Bicycle Network to show when, where and why people ride.

Click on link to learn more: http://www.bv.com.au/general/ride-to-work/91481/

C.4 Intercept Surveys

A good way to find out what riders need in your municipality is to ask them. To gather information on rider attitudes and behaviours, a coffee cart can be set up along a route and riders are offered a free coffee. At this time riders can be interviewed on specific issues.

C.5 Bike Path Audits

Good access, connectivity, gradient and user safety are all key features of a successful shared path. These encourage a greater number and wider range of users. Therefore, it is important that councils audit the shared paths in their area and establish a prioritised works program.

Path audits identify the areas which can be improved or modified. Key findings are then ranked in order of priority to enable the responsible authority to carry out works in a manner that will add the most benefit.

Click on link to learn more: http://www.bv.com.au/general/bike-futures/10562/

C.6 Phone Surveys

Telephone surveys can be undertaken on behalf of local government to gather feedback from ratepayers and assess performance against benchmarks. They are a useful tool in gathering information about bike riding

Click on link to learn more: http://www.bv.com.au/general/bike-futures/91545/

C.7 PinPoint

PinPoint is a Google Earth map-based consultation tool that enables riders in a municipality to identify issues, preferences or problems along a route or within a specified area. PinPoint is an online rider consultation tool used to collect feedback on issues from potential and current bike riders.

PinPoint allows respondents to 'pin-point' the locations of their three top cycling hotspots on a Google Earth map. PinPoint will clearly identify the issues and hotspots that riders have in a municipal area, in response to various issues (council may select the themes of these issues).

In addition, PinPoint enables respondents to log a comment next to the pin, so that the issue can be clarified. Pins are placed independently of other respondents' pins, so respondents are not persuaded by what others have identified.

Click on link to learn more: http://www.bicyclenetwork.com.au/general/bike-futures/91393/

C.8 RiderView

A snapshot of the riding environment within a municipality by gathering qualitative base data and direct input from residents. RiderView is an introductory research survey that is commissioned by councils wanting qualitative base data about riders and bike riding in a municipality.

RiderView provides a snapshot into what it is like to be a rider in the local riding environment. The findings of a RiderView Survey may be used to guide further research (such as a BikeScope).

Click on link to learn more: http://www.bicyclenetwork.com.au/general/bike-futures/94101/