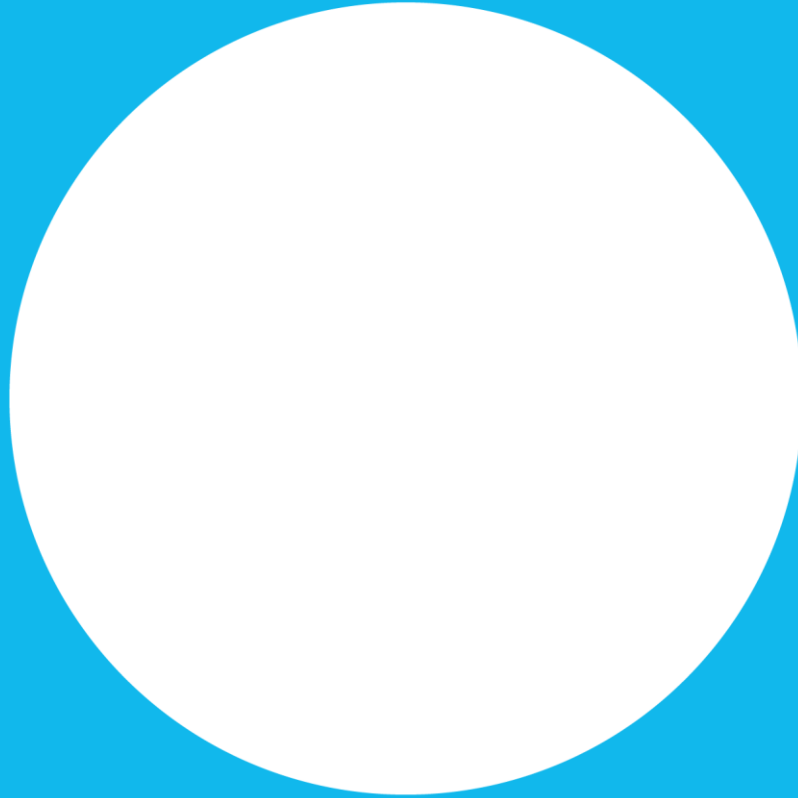


A program by



BICYCLE
NETWORK



Super Tuesday

Bike Commuter Count

City of Greater Shepparton

April 2015



BICYCLE
NETWORK

SUPER TUESDAY

Contents

- **Super Tuesday Bike Count 2015**
- **Executive Summary**
- **Introduction**
- **Count Locations**
- **Number of Riders**
- **Bicycle Volume and Travel Patterns**
- **Comparing 2014 to 2015**
- **Gender Ratio**
- **Results**
- **Riders per Hour**
- **Media Coverage**
- **Bicycle Network Tools and Services**

Super Tuesday Bike Count 2015

THE COUNT

Super Tuesday Bike Count (Super Tuesday) is the world's biggest and longest running visual bike count. It measures bicycle commuter flows in the morning peak from 7am to 9am.

The ninth annual Super Tuesday was conducted on Tuesday 3rd March 2015. The results showed a 3% increase compared to the same locations in 2014.

For the first time, Super Tuesday recorded fifteen minute time intervals and the gender of riders at all sites. 957 sites were counted in 48 municipalities across six states.

WEATHER

The 2015 conditions were generally cool, dry and pleasant across most sites. Greater Hobart region, however, experienced light drizzle at the start of the count.

GENDER

Women are considered an 'indicator species' of the health of the riding environment – the more women who are commuting by bike, the better the bike infrastructure. In the top international cycling cities women comprise more than half of all commuting riders. This is thought to be because women are more risk averse, with separated bike infrastructure being a prerequisite for riding. The 2015 Super Tuesday Bike Count saw an average of 23% female bike riders across Australia.

15 MINUTE TIME INTERVALS

The peak hour across all inner city sites was between 7:45am and 8:45am. There was also a noticeable peak of recreational riders between 7:00am and 7:15am.

RESULTS OVER STATES

Australian Capital Territory

The count in Canberra showed the highest percentage of female bike riders in Australia with 30%. The busiest site was the northern side of Commonwealth Avenue Bridge. 946 bike riders were recorded at this key entry point to the CBD from the south.

New South Wales

NSW experienced a 7% increase in bike riders from the 2014 count. Counting was undertaken through 12 different municipalities. NSW had the lowest percentage of female riders in Australia with 17%. The busiest site was the corner of Kent Street and Clarence Street, which saw 1,803 bike riders.

South Australia

There was a 26% increase in bike riders from the last count in Adelaide in 2011. A quarter of riders counted were female. The busiest counting site was the corner of Greenhill Road and King William Road at the south edge of the CBD with 574 movements (20% female riders).

Tasmania

Launceston was included for the first time as part of the 5 municipalities taking in counts across Tasmania. The Intercity Cycleway on the western side of Tasman Bridge in Hobart was identified as the busiest site with 304 bike riders. 20% of female riders were counted within the state which was a slightly lower than the national average (23%).

Victoria

While overall site numbers were up (4% increase in the state and 7% in Melbourne), several sites decreased in numbers. This was led by a change in riding conditions and workplace patterns, which led cyclists to alter their routines onto different routes. 17 sites experienced more than 1,000 bike movements, with the corner of Swanston and Flinders Streets being the most popular with over 2,000 bike riders. A quarter of all riders counted were female in Victoria.

Western Australia

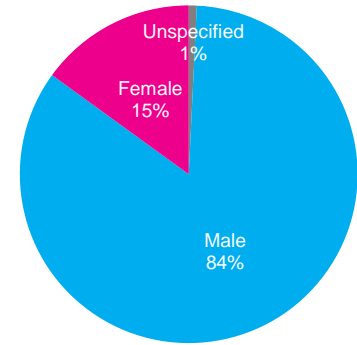
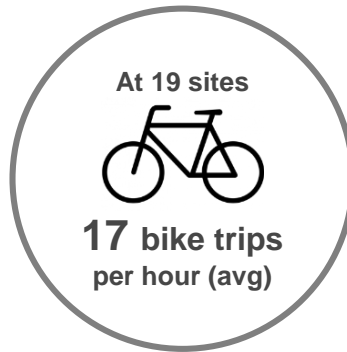
Western Australia experienced a 3% decrease in bike riders through seven Perth municipalities. Perth was slightly below average in female riders with 20%. The busiest counting site was the corner of Loftus Street and Thomas Street with 955 bike movements (21% females), which is a contrast to the 338 riders recorded at Riverside Drive Cycleway and Victoria Avenue (30% female).



Executive Summary

The Super Tuesday Bike Count data was conducted in the City of Greater Shepparton (Greater Shepparton) on Tuesday 3 March 2015 between 7am to 9am.

Quick stats for Super Tuesday 2015 in Greater Shepparton



Summary

- Super Tuesday Bike Count 2015 showed a **17% decrease** compared to the same locations counted in 2014.
- In 2015 an **average of 17 bicycle trips per hour** was counted at all 19 intersections in Greater Shepparton during the 7am - 9am morning peak period.
- The busiest site in Greater Shepparton was on the **Yanha Gurti's Shared Path at Goulburn Valley Highway with 93 bicycle riders**, which decreased by 18% compared to 2014 (114 riders). This ranked 6th among nine participating inner regional cities.
- **Female riders represented 15%** of bicyclists across the municipality. This is below the average female ridership (23%) of all the surveyed areas.

Weather

It was cool and overcast in Greater Shepparton on the day of count reaching the temperature of 19.5 degrees at 9am.

Community

By participating in Super Tuesday counts, volunteer counters can choose a local community group to make a \$50 donation to. In Greater Shepparton a total of \$950 went back to local community through donations.

Introduction

Aims and Purpose

The Super Tuesday Bike Count 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. The data is a critical tool for councils and other agencies, 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.

The project aims to answer two questions:

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

The sites collect data from popular commuter routes in the 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. This data is submitted to Bicycle Network and compiled into reports for participating councils and other agencies.

Methodology

All bicycle movements are counted at each site and recorded in a tally sheet by volunteer counters.

Following the completion of the visual count, counters are able to send the count data to Bicycle Network in one of three ways.

1. Enter the data directly online via the Bicycle Network web link;
2. Via email with the completed electronic tally sheet attached; or
3. As a 'hard copy' in the post.

How to use this report

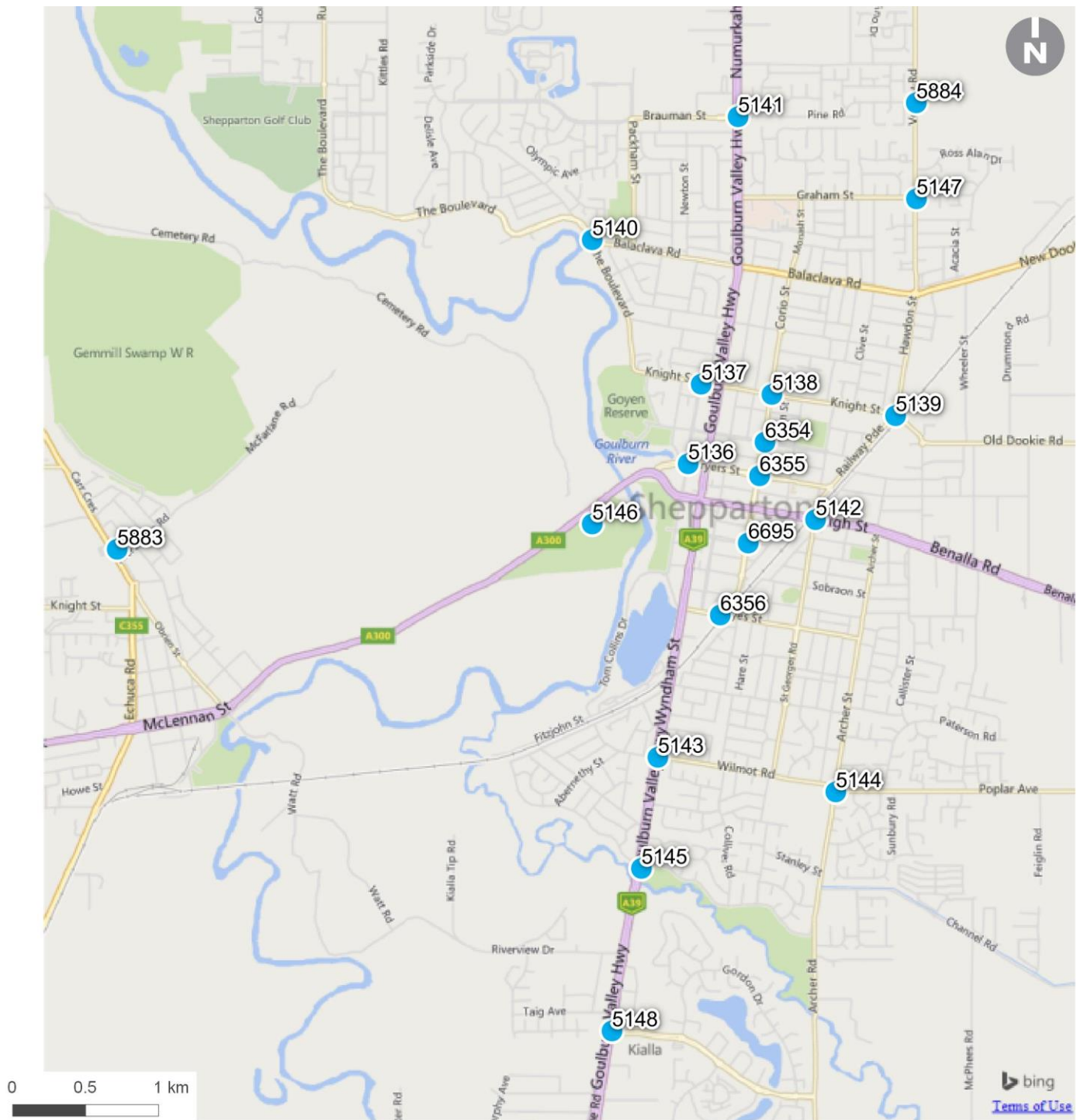
- To identify
 - key commuter routes and bicycle travel patterns;
 - regional bicycle commuting routes and gateways outside the council area;
 - commuter trend year to year;
 - gender ratio; and
 - peak hour in the morning.
- To enable council to more easily prepare material for internal reporting, council newsletters and press releases.

Example Count Sheet

Site 5176: 3/2/2015

	7:00-7:15am			7:15-7:30am		
	female	male	not known	female	male	not known
1 → 2						
1 → 3						
1 → 4						
2 → 1						
2 → 3						
2 → 4						
3 → 1						
3 → 2						
3 → 4						
4 → 1						
4 → 2						
4 → 3						

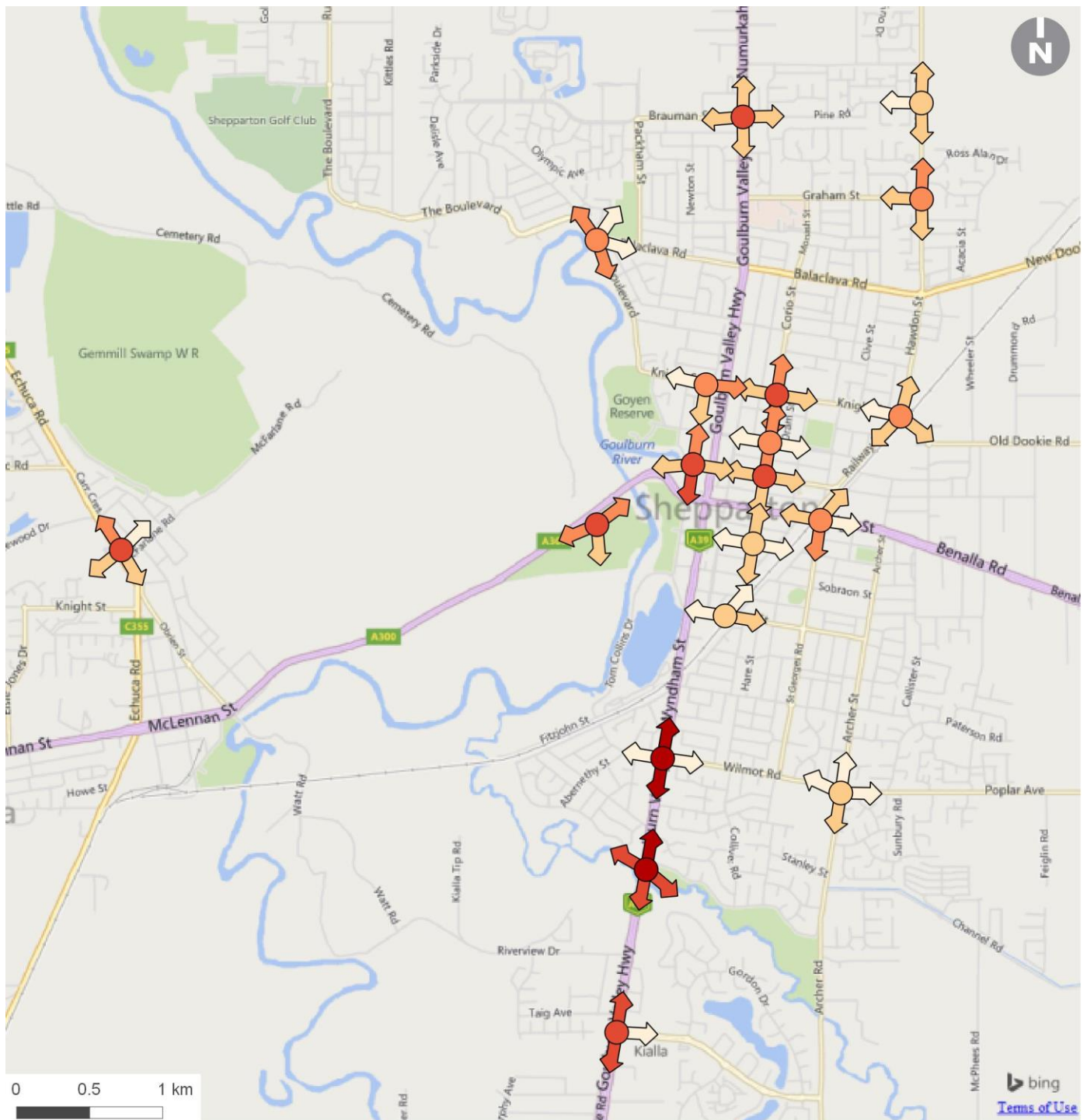
Count Locations



Number of Riders

Site ID	Site Description	Total Female	Total Male	Total Unknown	Total 2015	Total 2014	% Change
5136	Welsford St [N], Fryers St [E], Welsford St [S], Fryers St [W]	8	44	2	54	79	-32%
5137	Knight St [E], Welsford St [S], Knight St [W]	1	26	0	27	28	-4%
5138	Corio St [N], Knight St [E], Corio St [S], Knight St [W]	4	34	0	38		
5139	Hawdon St [N], Andrew Fairley Ave [SE], Railway Pde [SW], Knight St [W]	1	24	0	25	36	-31%
5140	Maculata Dr [NE], Balaclava Rd [E], The Boulevard [S], The Boulevard [NW]	1	25	0	26	57	-54%
5141	Goulburn Valley Hwy [N], Pine Rd [E], Goulburn Valley Hwy [S], Brauman St [W]	1	31	0	32	36	-11%
5142	Thompson St [NE], Midland Hwy/High St [E], St Georges Rd [S], Midland Hwy/High St [W]	2	25	0	27	22	23%
5143	Goulburn Valley Hwy [N], Wilmot Rd [E], Goulburn Valley Hwy [S], Longstaff St [W]	5	61	0	66		
5144	Archer St [N], Poplar Ave [E], Archer St [S], Wilmot Rd [NW]	2	14	1	17	36	-53%
5145	Goulburn Valley Hwy [N], Yanha Gurti' Share Path [SE], Hwy Bridge [S], Yanha Gurti' Share Path [NW]	18	75	0	93	114	-18%
5146	Shepparton-Mooroopna Causeway Path [NE], Causeway-Aquamoves Path [S], Shepparton-Mooroopna Causeway Path [SW]	16	21	0	37	51	-27%
5147	Verney Rd [N], Verney Rd [S], Graham St [W]	5	21	0	26	25	4%
5148	Goulburn Valley Hwy [N], Kialla Lakes Drv [E], Goulburn Valley Hwy [S]	5	30	2	37	61	-39%
5883	Baker Cres [NE], Echuca Rd [SE], Pedestrian Crossing [SW], Echuca Rd [NW]	9	23	0	32	16	100%
5884	Verney Rd [N], Verney Rd [S], Pine Rd [W]	4	13	0	17	19	-11%
6354	Corio St to Knight St [N], Nixon St to Deakin Reserve [E], Corio St [S], Nixon St [W]	5	25	0	30	23	30%
6355	Corio St [N], Fryers St to TAFE [E], Corio St [S], Fryers St [W]	4	32	0	36	17	112%
6356	Johnson St [NE], Hayes St to railway line [E], Hayes St to lake [W]	4	13	0	17	23	-26%
6695	Corio St [N], Vaughan St [E], Corio St [S], Vaughan St [W]	3	13	0	16		

Bicycle Volume and Travel Patterns



City of Greater Shepparton

Tuesday 2 Hour Bicycle Volume
(3 March 2015, 7am-9am)



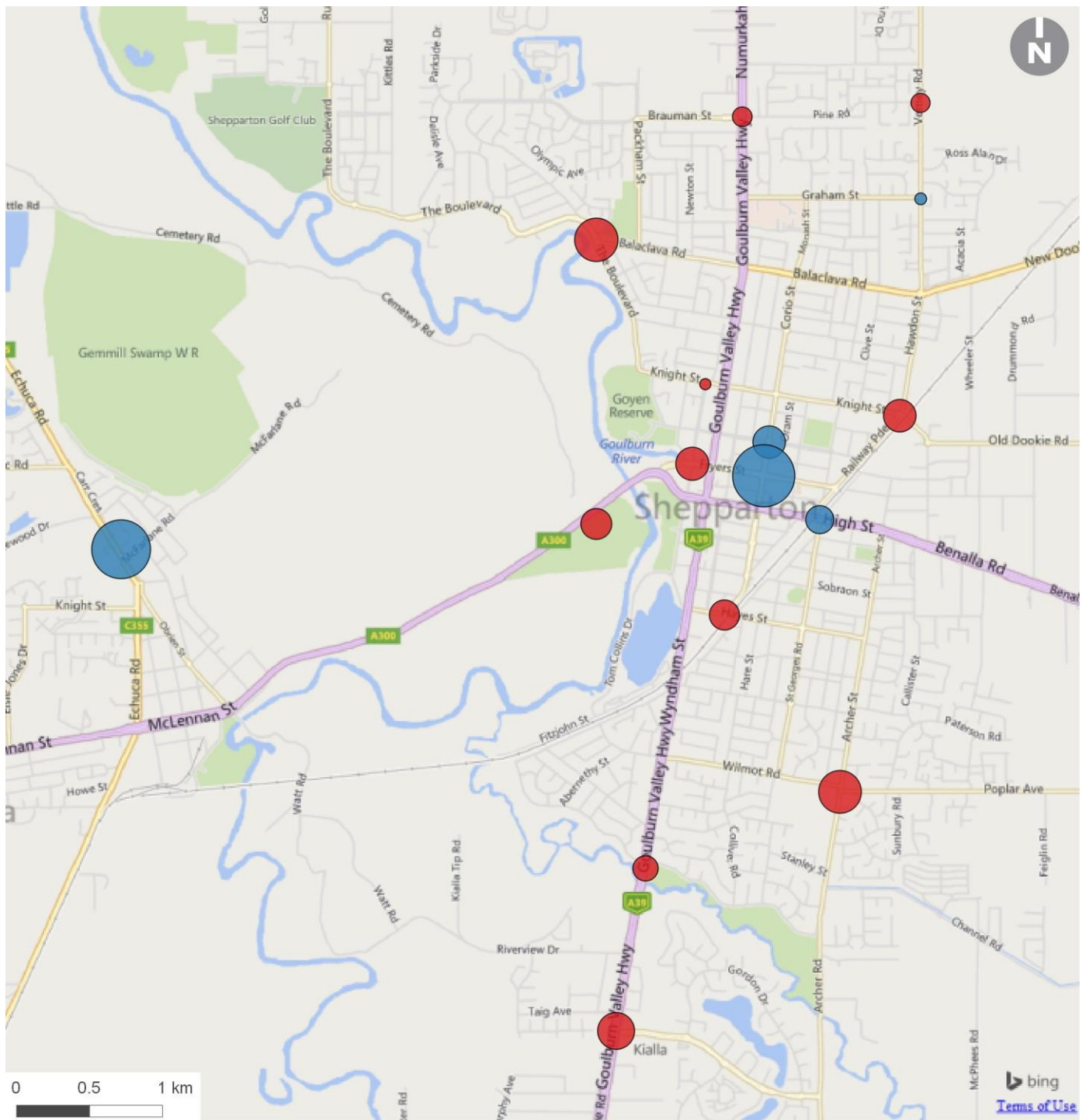
SUPER TUESDAY

LEGEND

Link / Total volume for 2 hours

- Less than 10 Bikes
- 10 - 20 Bikes
- 20 - 30 Bikes
- 30 - 60 Bikes
- More than 60 Bikes

Comparing 2014 to 2015



City of Greater Shepparton

Traffic Volume Comparison between 2014-2015

LEGEND

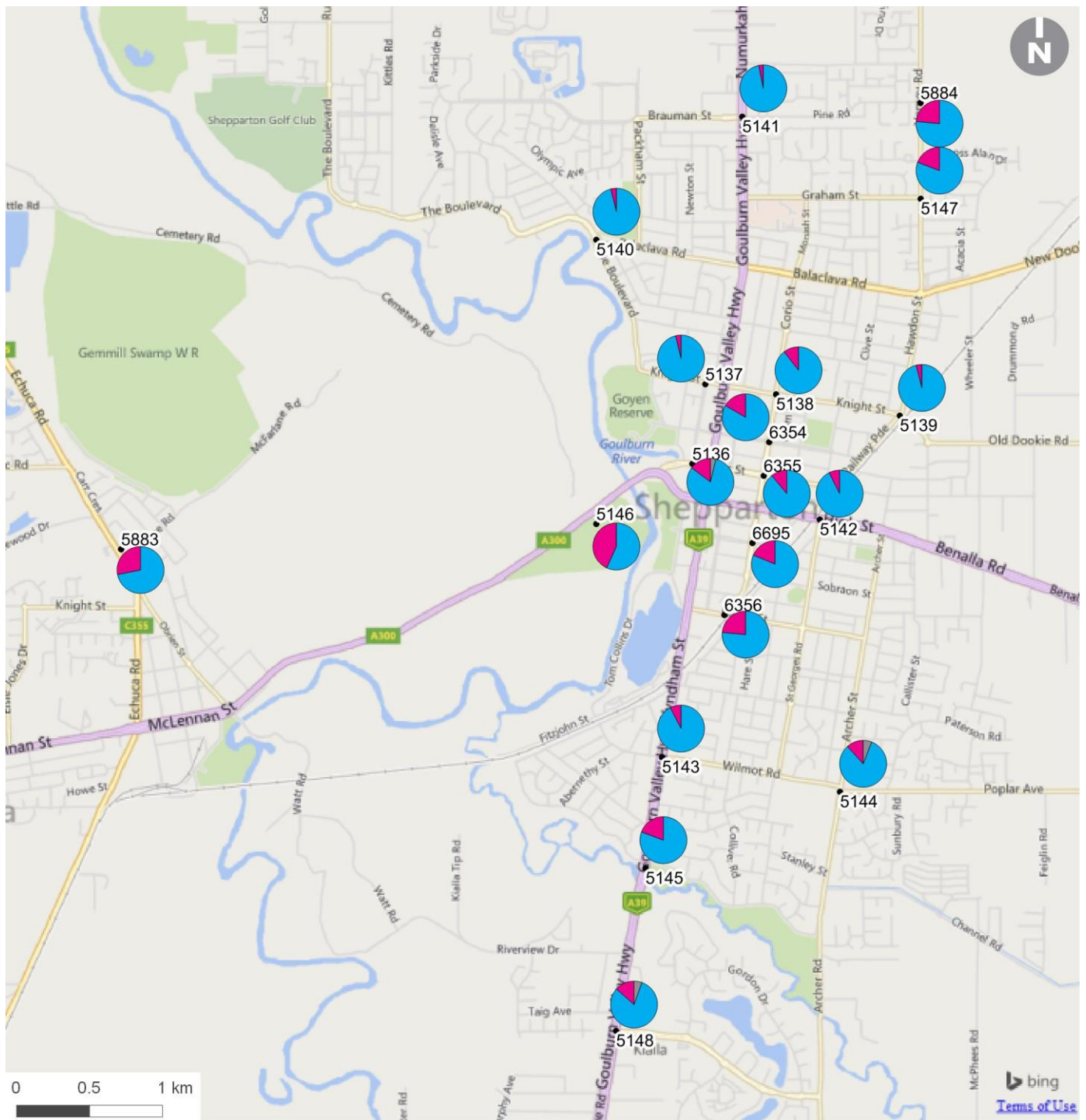
comparison

- Decrease
- Increase



SUPER TUESDAY

Gender Ratio






City of Greater Shepparton

Gender Ratio
(3 March 2015, 7am-9am)



SUPER TUESDAY

LEGEND

-  Female
-  Male
-  Unspecified

Results

Site 5136

Welsford St [N], Fryers St [E], Welsford St [S], Fryers St [W]



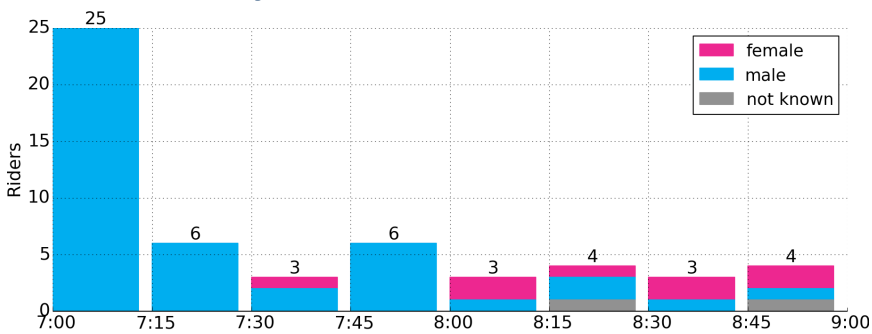
54 bicycle commuters were recorded at this location during the 2 hour survey.

This is a decrease of 32% compared to 2014. The peak hour was 7:00–8:00 with 40 riders. There were more male riders observed at this intersection.

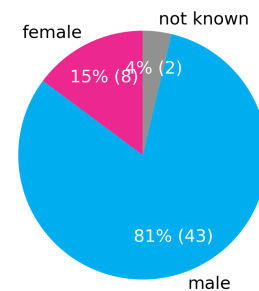
Almost half (46%) the 54 cyclists counted were observed between 7:00-7:15. Most of the cyclists counted were cycling for recreation rather than commuting.

More than 83% of the cyclists used Welsford Street south of Fryers Street, the majority of which were travelling northwards towards Fryers Street. From the intersection, these cyclists mostly either travelled east up Fryers Street or continued northwards on Welsford Street.

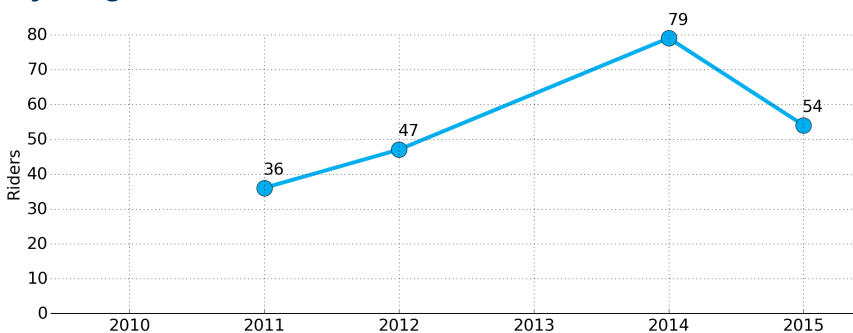
Traffic Volume by Time



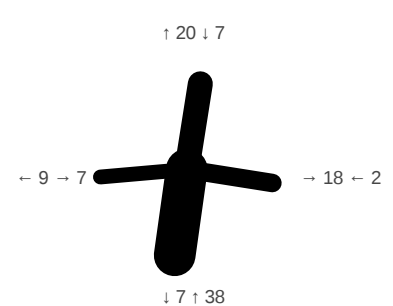
Gender Ratio



Cycling Trend



Traffic Flow



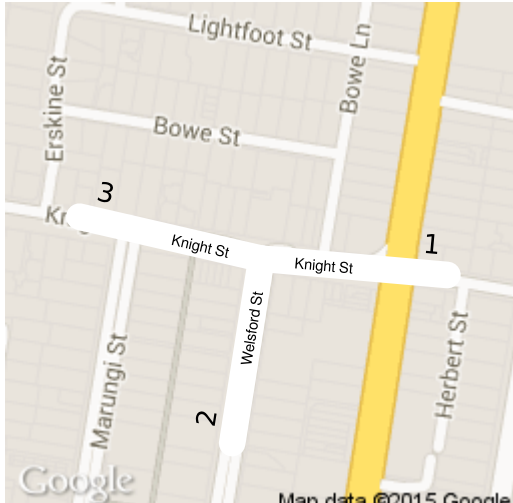
Raw Data

Enter	1 Welsford St [N]			2 Fryers St [E]			3 Welsford St [S]			4 Fryers St [W]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	
Female	0	4	0	0	1	0	1	0	1	0	1	0	8
Male	1	1	1	0	0	1	16	14	6	2	2	0	44
Not known	0	0	0	0	0	0	0	0	0	1	0	1	2
Total	1	5	1	0	1	1	17	14	7	3	3	1	54

Results

Site 5137

Knicht St [E], Welsford St [S], Knicht St [W]



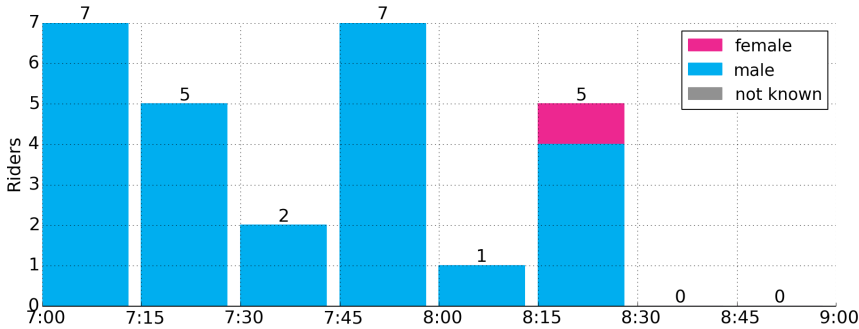
27 bicycle commuters were recorded at this location during the 2 hour survey.

This is a decrease of 4% compared to 2014. The peak hour was 7:00–8:00 with 21 riders. There were more male riders observed at this intersection.

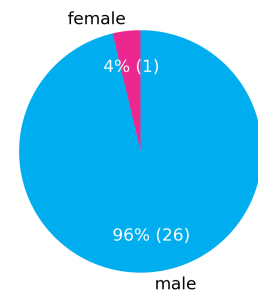
Only 1 of the 27 cyclists counted was female. More than half the bicycle traffic travelled north up Welsford Street, then east up Knicht Street.

It was observed that many cyclists used the footpaths and got off their bikes to alleviate safety concerns on the road.

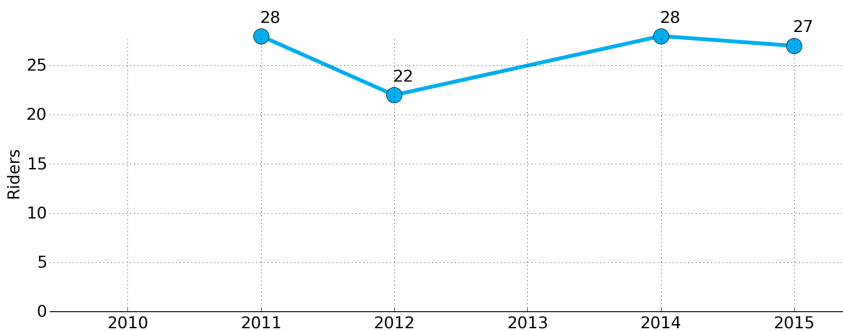
Traffic Volume by Time



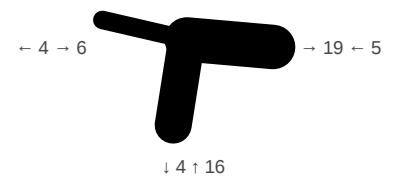
Gender Ratio



Cycling Trend



Traffic Flow



Raw Data

Enter	1 Knicht St [E]		2 Welsford St [S]		3 Knicht St [W]		
Exit	2	3	1	3	1	2	Total
Female	1	0	0	0	0	0	1
Male	3	1	13	3	6	0	26
Not known	0	0	0	0	0	0	0
Total	4	1	13	3	6	0	27

Results

Site 5138

Corio St [N], Knight St [E], Corio St [S], Knight St [W]



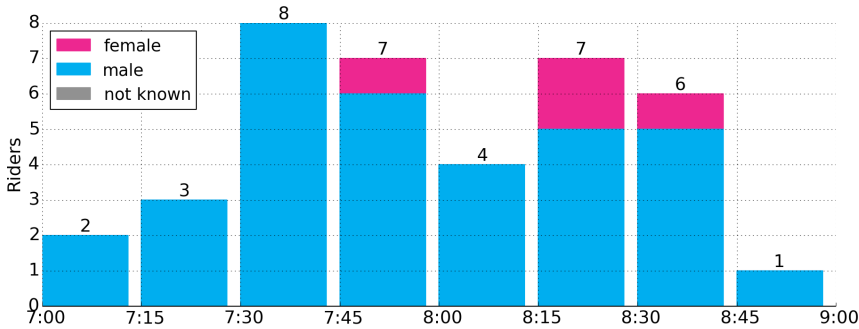
38 bicycle commuters were recorded at this location during the 2 hour survey.

This is an increase of 19% compared to 2012. The peak hour was 7:30–8:30 with 26 riders. There were more male riders observed at this intersection.

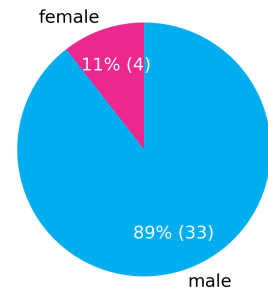
58% of the cyclists were travelling on Corio Street. The numbers remained consistent either side of Knight Street with 14 continuing south over Knight Street on Corio Street, and 8 continuing north on Corio Street.

Some cyclists lacking confidence on the road are observed using footpath.

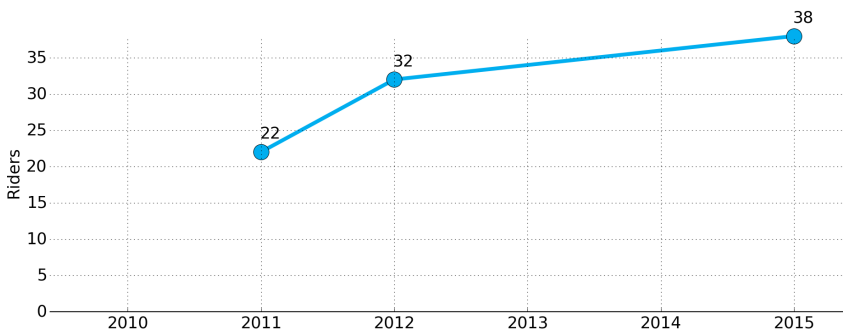
Traffic Volume by Time



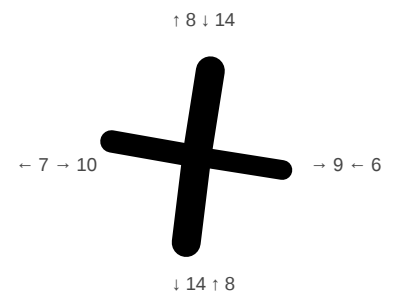
Gender Ratio



Cycling Trend



Traffic Flow



Raw Data

Enter	1 Corio St [N]			2 Knight St [E]			3 Corio St [S]			4 Knight St [W]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	
Female	0	3	1	0	0	0	0	0	0	0	0	0	4
Male	0	7	3	2	2	2	5	2	1	1	7	2	34
Not known	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	10	4	2	2	2	5	2	1	1	7	2	38

Results

Site 5139

Hawdon St [N], Andrew Fairley Ave [SE], Railway Pde [SW], Knight St [W]

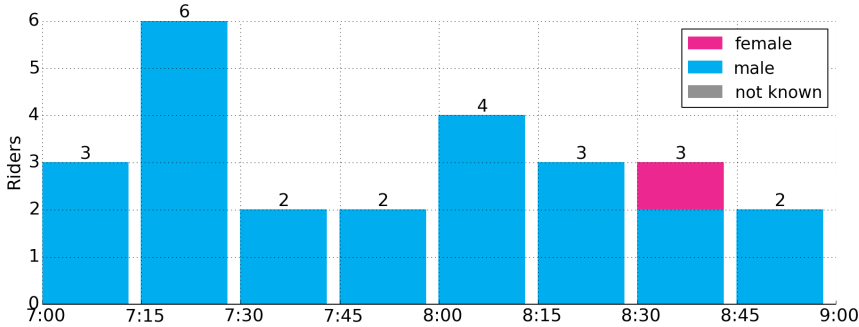


25 bicycle commuters were recorded at this location during the 2 hour survey.

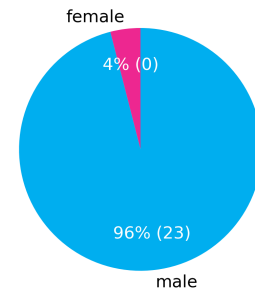
This is a decrease of 31% compared to 2014. The peak hour was 7:15–8:15 with 14 riders. There were more male riders observed at this intersection.

More than three quarters of the cyclists were travelling north by Railway Parade or by Andrew Fairly Avenue, with more than half continuing north up Hawdon Street. All cyclists were male.

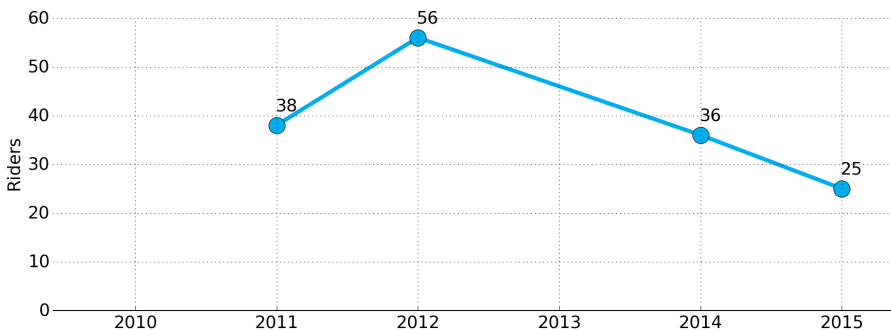
Traffic Volume by Time



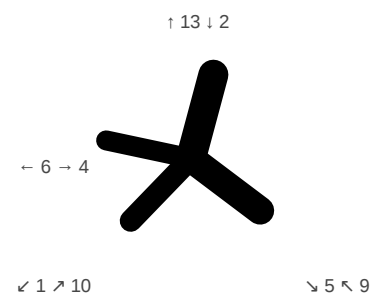
Gender Ratio



Cycling Trend



Traffic Flow



Raw Data

Enter	1 Hawdon St [N]			2 Andrew Fairley Ave [SE]			3 Railway Pde [SW]			4 Knight St [W]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	
Female	0	0	0	0	0	0	1	0	0	0	0	0	1
Male	0	1	1	4	0	5	7	2	0	1	3	0	24
Not known	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	1	1	4	0	5	8	2	0	1	3	0	25

Results

Site 5140

Maculata Dr [NE], Balaclava Rd [E], The Boulevard [S], The Boulevard [NW]



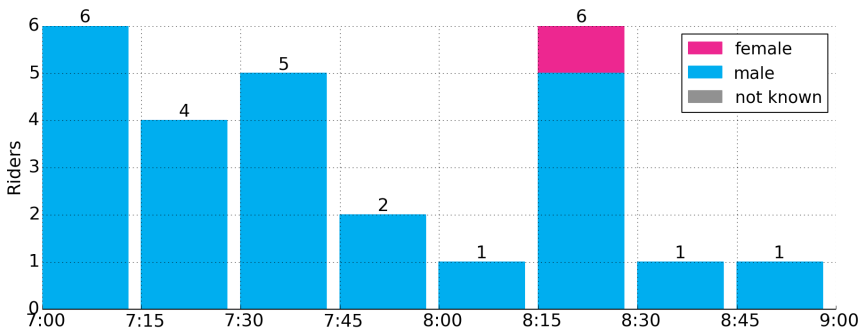
26 bicycle commuters were recorded at this location during the 2 hour survey.

This is a decrease of 54% compared to 2014. The peak hour was 7:00–8:00 with 17 riders. There were more male riders observed at this intersection.

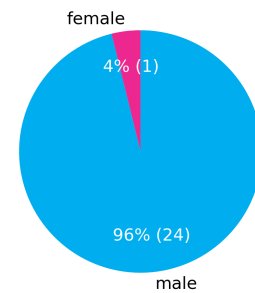
Less than half the 57 cyclists recorded in 2014 were counted on this route in 2015. The recorder counted a further 34 bicycles riding past in Johnson Reserve and Stewart Reserve but did not include them in the data for they didn't use the road to travel. There was a higher concentration of women in the 34 cyclists off the road than the one woman counted as part of the official count.

More than 85% of the traffic was travelling either north or south on The Boulevard.

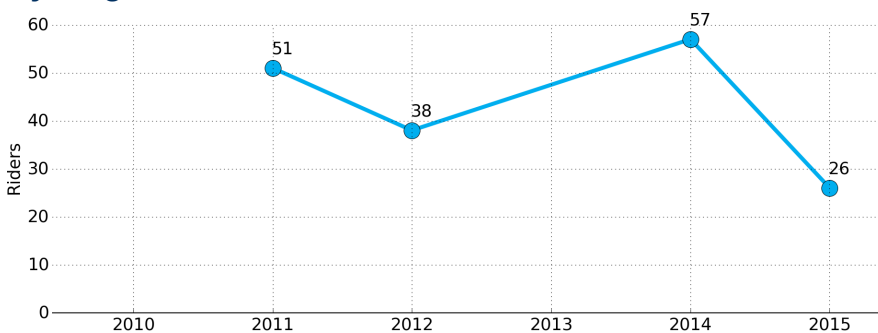
Traffic Volume by Time



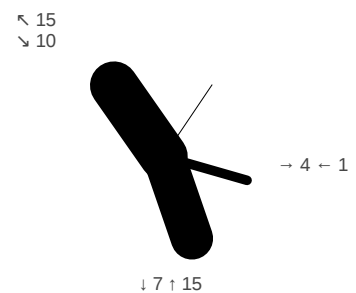
Gender Ratio



Cycling Trend



Traffic Flow



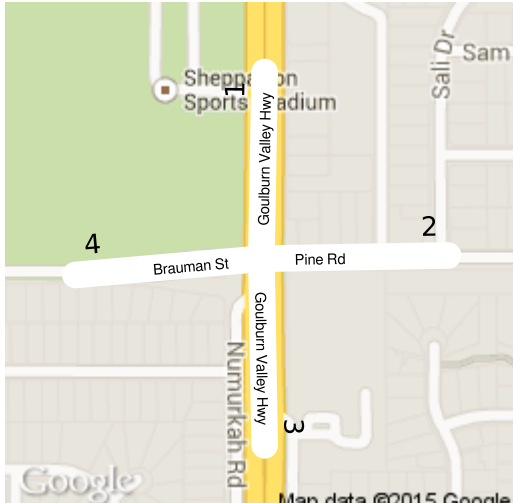
Raw Data

Enter	1 Maculata Dr [NE]			2 Balaclava Rd [E]			3 The Boulevard [S]			4 The Boulevard [NW]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	
Female	0	0	0	0	0	0	0	0	0	0	0	1	1
Male	0	0	0	0	1	0	0	0	15	0	4	5	25
Not known	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	1	0	0	0	15	0	4	6	26

Results

Site 5141

Goulburn Valley Hwy [N], Pine Rd [E], Goulburn Valley Hwy [S], Brauman St [W]



32 bicycle commuters were recorded at this location during the 2 hour survey.

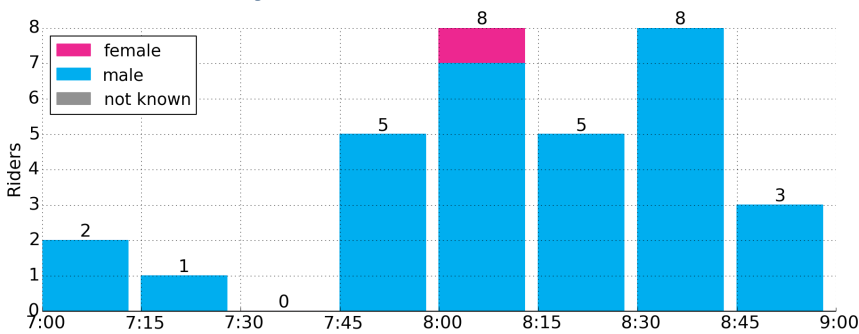
This is a decrease of 11% compared to 2014. The peak hour was 7:45–8:45 with 26 riders. There were more male riders observed at this intersection.

Almost half of cyclists (44%) travelled straight through this intersection travelling west over Goulburn Valley Highway from Pine Road to the bike lane of Brauman Street.

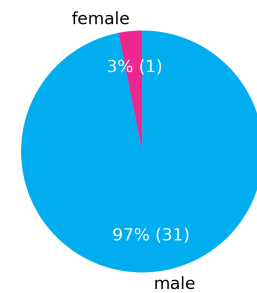
22% of cyclists continued north on Goulburn Valley Highway after approaching from the intersection from the south.

Only one female was counted.

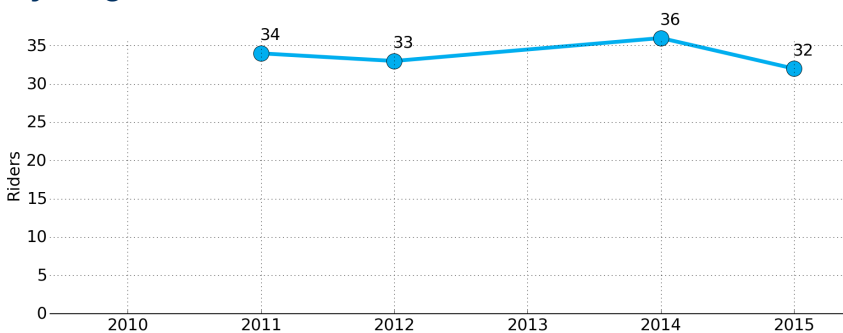
Traffic Volume by Time



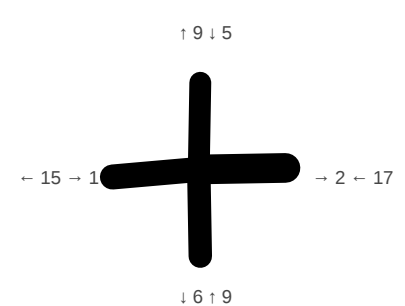
Gender Ratio



Cycling Trend



Traffic Flow



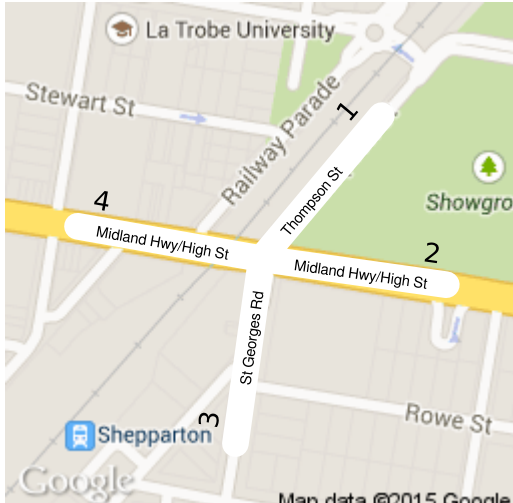
Raw Data

Enter	1 Goulburn Valley Hwy [N]			2 Pine Rd [E]			3 Goulburn Valley Hwy [S]			4 Brauman St [W]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	Total
Female	0	0	0	0	0	1	0	0	0	0	0	0	1
Male	0	4	1	2	1	13	7	2	0	0	0	1	31
Not known	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	4	1	2	1	14	7	2	0	0	0	1	32

Results

Site 5142

Thompson St [NE], Midland Hwy/High St [E], St Georges Rd [S], Midland Hwy/High St [W]



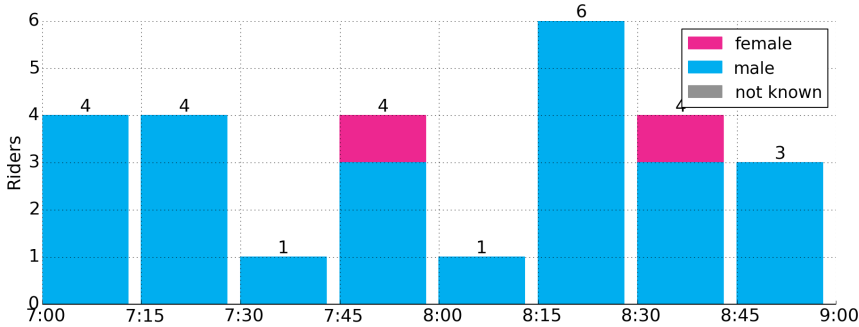
27 bicycle commuters were recorded at this location during the 2 hour survey.

This is an increase of 23% compared to 2014. The peak hour was 7:45–8:45 with 15 riders. There were more male riders observed at this intersection.

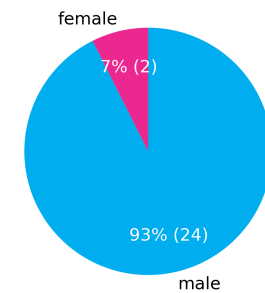
Of the 27 cyclists counted, 85% were using the cycling track on St George's Road, with most travelling northward. Once St George's Road finishes, most of the cyclists head either West on Midland Highway or north onto Thompson Street.

There was an even spread of times the cyclists travelled through

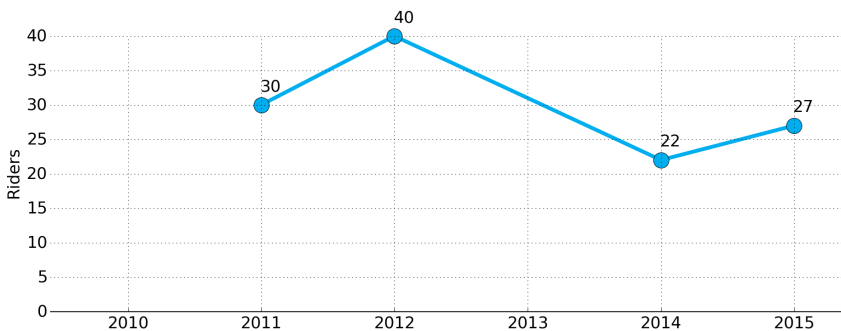
Traffic Volume by Time



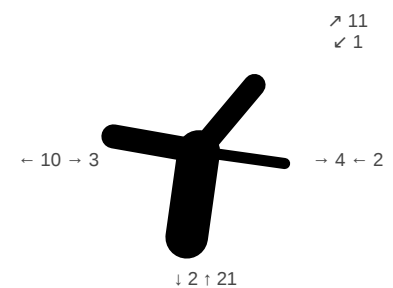
Gender Ratio



Cycling Trend



Traffic Flow



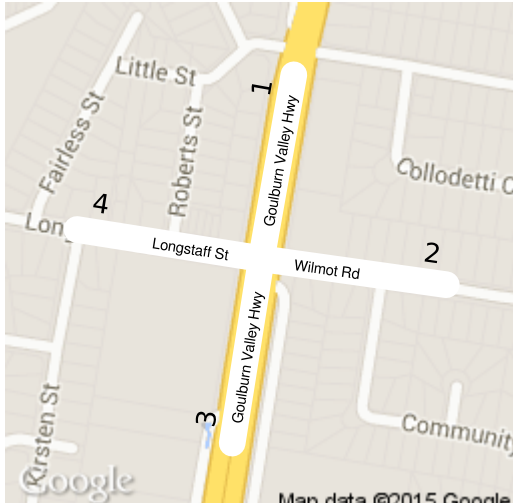
Raw Data

Enter	1 Thompson St [NE]			2 Midland Hwy/High St [E]			3 St Georges Rd [S]			4 Midland Hwy/High St [W]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	Total
Female	0	0	0	0	0	0	2	0	0	0	0	0	2
Male	1	0	0	1	0	1	8	2	9	0	1	2	25
Not known	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	1	0	0	1	0	1	10	2	9	0	1	2	27

Results

Site 5143

Goulburn Valley Hwy [N], Wilmot Rd [E], Goulburn Valley Hwy [S], Longstaff St [W]

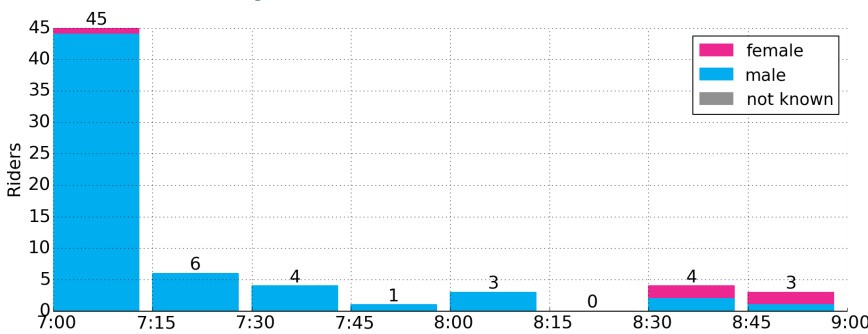


66 bicycle commuters were recorded at this location during the 2 hour survey.

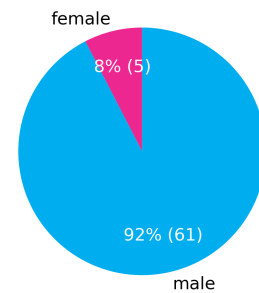
This is an increase of 20% compared to 2012. The peak hour was 7:00–8:00 with 56 riders. There were more male riders observed at this intersection.

68% of the 66 cyclists counted were between 7:00-7:15, while more than 80% of all traffic was travelling northward over Wilmont Road on Goulburn Valley Highway. Some cyclists were observed riding on the footpath rather than the road.

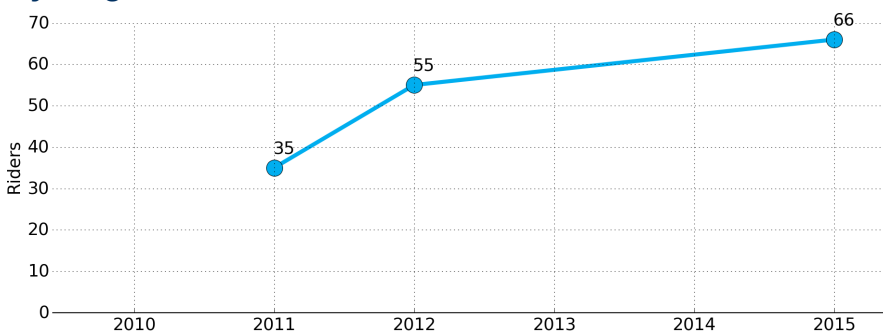
Traffic Volume by Time



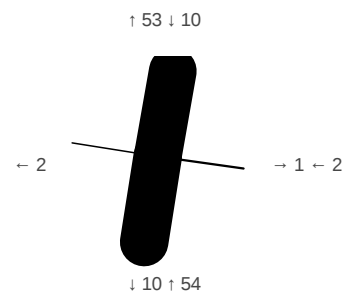
Gender Ratio



Cycling Trend



Traffic Flow



Raw Data

Enter	1 Goulburn Valley Hwy [N]			2 Wilmot Rd [E]			3 Goulburn Valley Hwy [S]			4 Longstaff St [W]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	Total
Female	0	3	0	0	0	0	2	0	0	0	0	0	5
Male	1	6	0	0	1	1	51	0	1	0	0	0	61
Not known	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	1	9	0	0	1	1	53	0	1	0	0	0	66

Results

Site 5144

Archer St [N], Poplar Ave [E], Archer St [S], Wilmot Rd [NW]

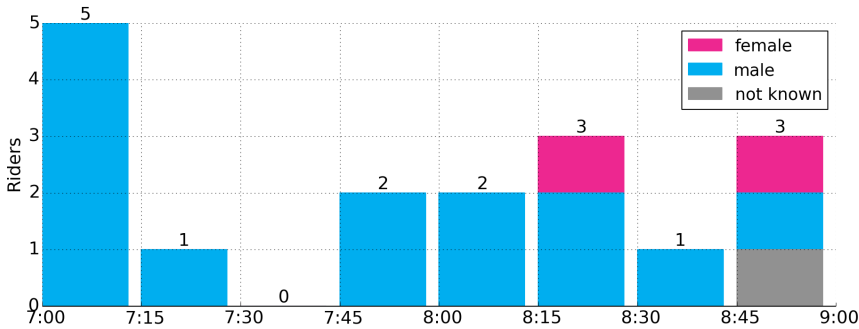


17 bicycle commuters were recorded at this location during the 2 hour survey.

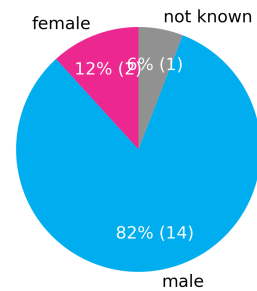
This is a decrease of 53% compared to 2014. The peak hour was 8:00–9:00 with 9 riders. There were more male riders observed at this intersection.

It's estimated that a quarter of cyclists used the footpath in negotiating this intersection. 88% of the 17 cyclists used Archer Street south of Poplar Avenue with most travelling northwards, then heading either west on Wilmont Road or continuing north on Archer Street. More than a third of the bicycle traffic was between 7:00-7:30 while the traffic remained steady from 7:45 through until 9:00.

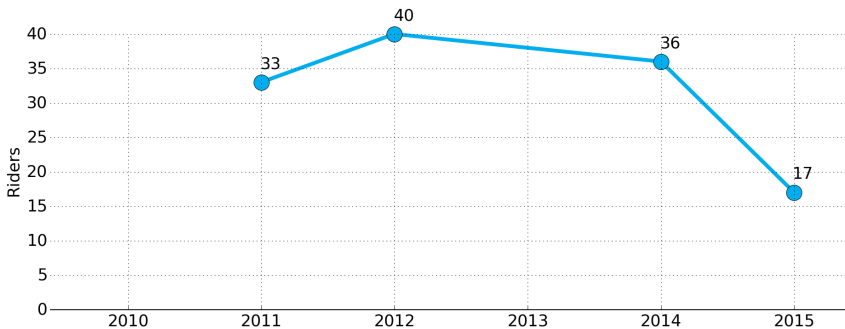
Traffic Volume by Time



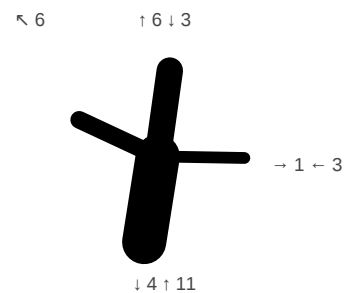
Gender Ratio



Cycling Trend



Traffic Flow



Raw Data

Enter	1 Archer St [N]			2 Poplar Ave [E]			3 Archer St [S]			4 Wilmot Rd [NW]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	
Female	0	0	1	0	0	0	1	0	0	0	0	0	2
Male	0	2	0	0	1	1	5	1	4	0	0	0	14
Not known	0	0	0	0	1	0	0	0	0	0	0	0	1
Total	0	2	1	0	2	1	6	1	4	0	0	0	17

Results

Site 5145

Goulburn Valley Hwy [N], Yanha Gurti' Share Path [SE], Hwy Bridge [S], Yanha Gurti' Share Path [NW]

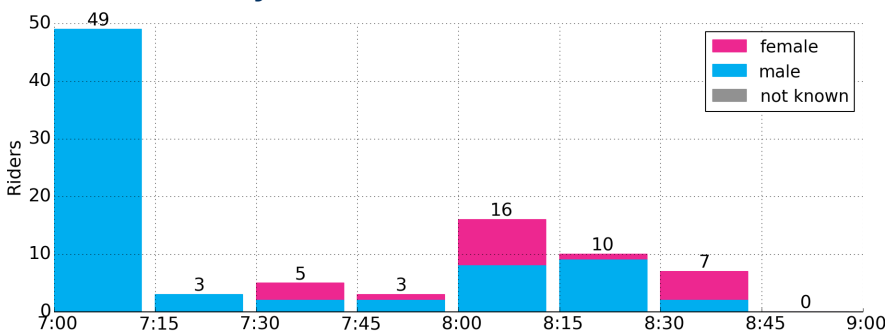


93 bicycle commuters were recorded at this location during the 2 hour survey.

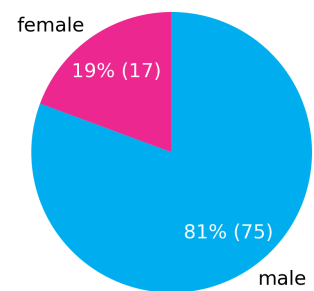
This is a decrease of 18% compared to 2014. The peak hour was 7:00–8:00 with 60 riders. There were more male riders observed at this intersection.

60% of all cycling traffic travelled north up Goulburn Highway from the bridge, while a quarter continued in a north-westerly direction up the Yanha Gurti' Share Path. Half of all cycling traffic was counted between 7:00-7:15.

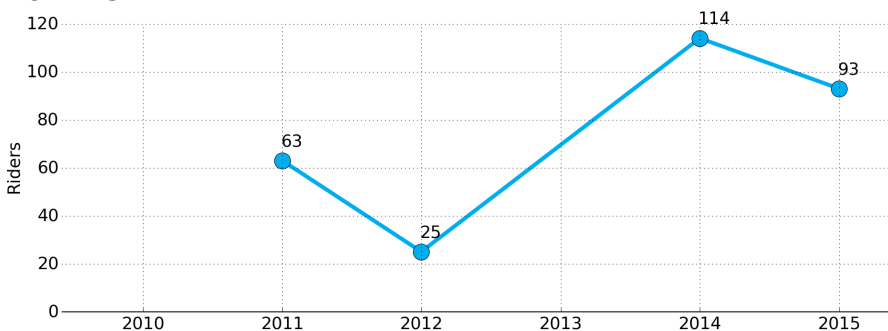
Traffic Volume by Time



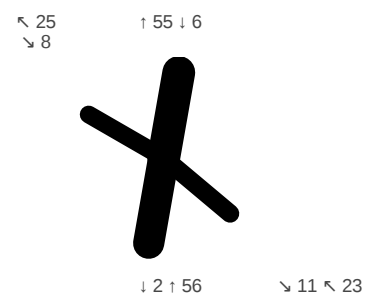
Gender Ratio



Cycling Trend



Traffic Flow



Raw Data

Enter	1 Goulburn Valley Hwy [N]			2 Yanha Gurti' Share Path [SE]			3 Hwy Bridge [S]			4 Yanha Gurti' Share Path [NW]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	
Female	0	0	0	0	0	10	4	0	0	0	4	0	18
Male	2	2	2	0	0	13	51	1	0	0	4	0	75
Not known	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	2	2	2	0	0	23	55	1	0	0	8	0	93

Results

Site 5146

Shepparton-Mooroopna Causeway Path [NE], Causeway-Aquamoves Path [S], Shepparton-Mooroopna Causeway Path [SW]

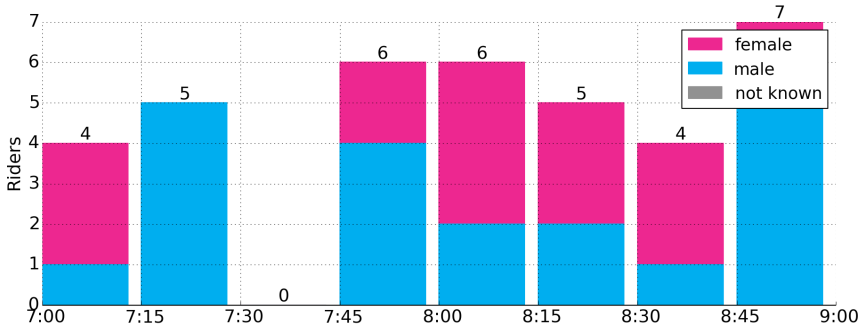


37 bicycle commuters were recorded at this location during the 2 hour survey.

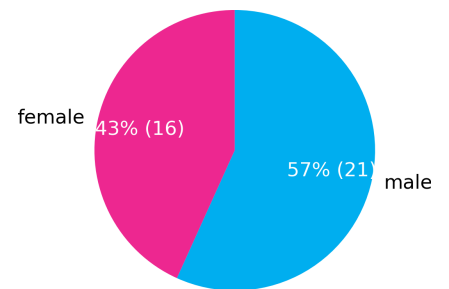
This is a decrease of 27% compared to 2014. The peak hour was 8:00–9:00 with 22 riders. There were more male riders observed at this intersection.

There is no defined 'peak hour' for this route with a steady rate of use over the morning. There was an above average number of women (16) using this route, taking up 43% of the cyclists counted. All three paths were fairly equally used, with cyclists travelling north a more common feature.

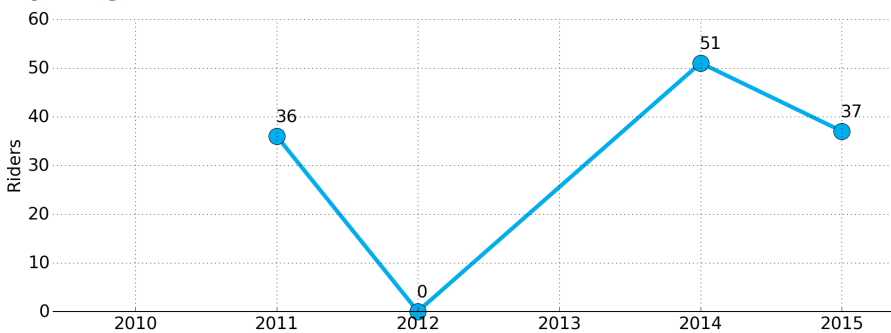
Traffic Volume by Time



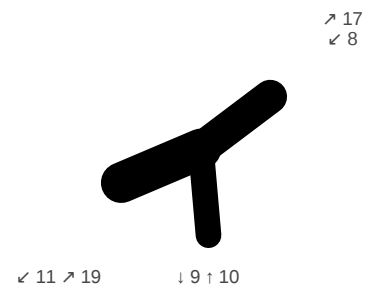
Gender Ratio



Cycling Trend



Traffic Flow



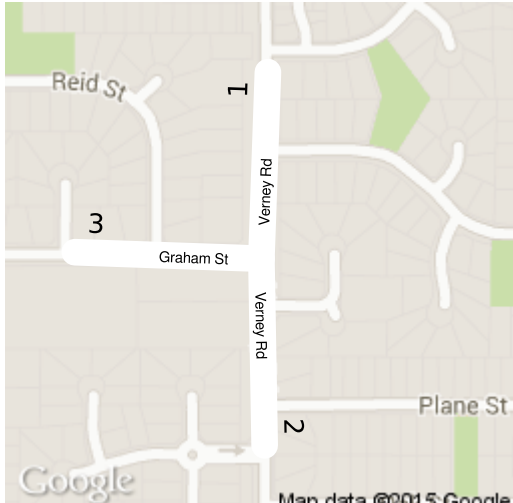
Raw Data

Enter	1 Shepparton-Mooroopna Causeway Path [NE]		2 Causeway-Aquamoves Path [S]		3 Shepparton-Mooroopna Causeway Path [SW]		Total
Exit	2	3	1	3	1	2	
Female	1	1	1	5	6	2	16
Male	3	3	2	2	8	3	21
Not known	0	0	0	0	0	0	0
Total	4	4	3	7	14	5	37

Results

Site 5147

Verney Rd [N], Verney Rd [S], Graham St [W]

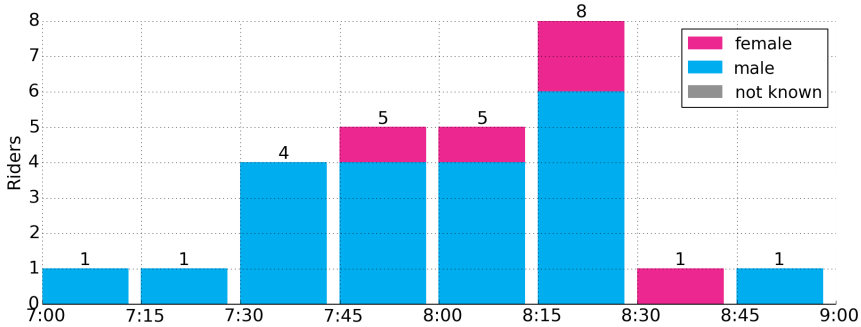


26 bicycle commuters were recorded at this location during the 2 hour survey.

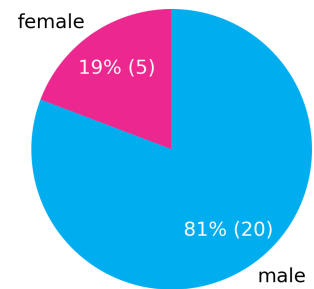
This is an increase of 4% compared to 2014. The peak hour was 7:30–8:30 with 22 riders. There were more male riders observed at this intersection.

88% of cyclists travelled through the section of Verney Road north of Graham Street. Many cyclists used the shared footpath to negotiate this intersection due to high traffic volume.

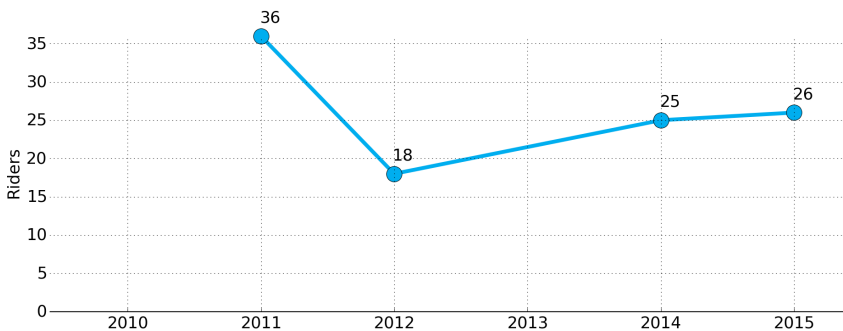
Traffic Volume by Time



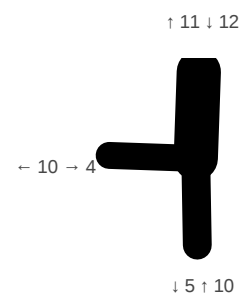
Gender Ratio



Cycling Trend



Traffic Flow



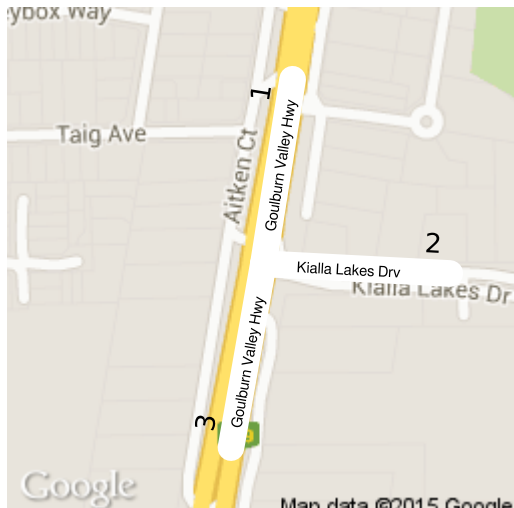
Raw Data

Enter	1 Verney Rd [N]		2 Verney Rd [S]		3 Graham St [W]		
Exit	2	3	1	3	1	2	Total
Female	1	1	1	1	1	0	5
Male	3	7	7	1	2	1	21
Not known	0	0	0	0	0	0	0
Total	4	8	8	2	3	1	26

Results

Site 5148

Goulburn Valley Hwy [N], Kialla Lakes Drv [E], Goulburn Valley Hwy [S]

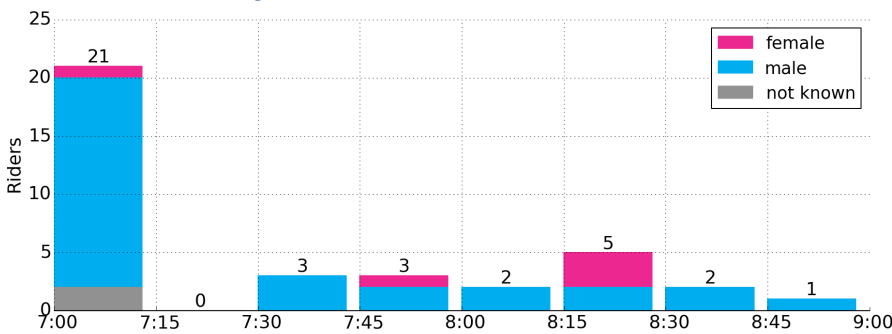


37 bicycle commuters were recorded at this location during the 2 hour survey.

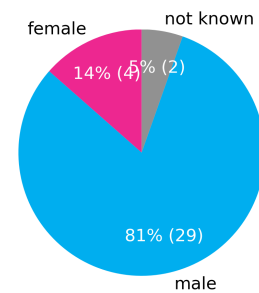
This is a decrease of 39% compared to 2014. The peak hour was 7:00–8:00 with 27 riders. There were more male riders observed at this intersection.

More than 86% of cyclists who took this route travelled on the Goulburn Valley Highway. Crossing the two sets of traffic lights on Goulburn Highway was identified as a potential hazard for school children.

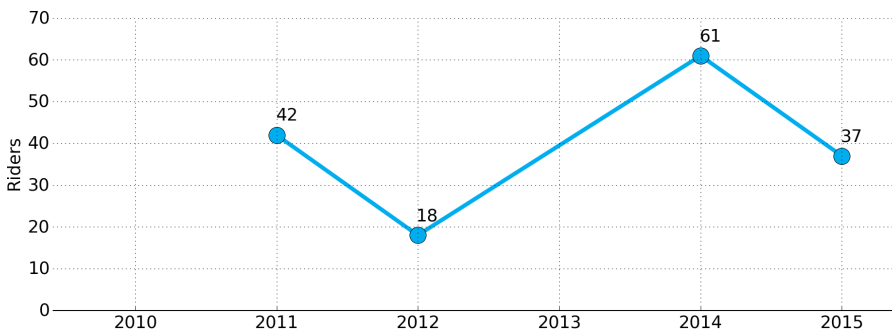
Traffic Volume by Time



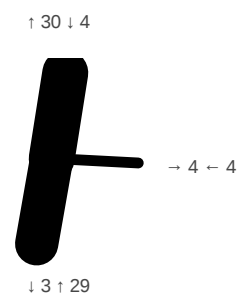
Gender Ratio



Cycling Trend



Traffic Flow



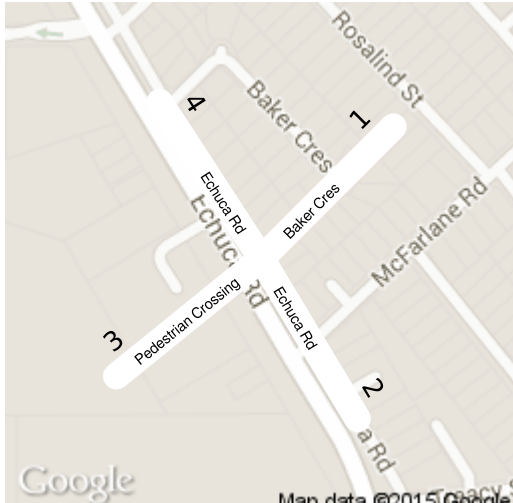
Raw Data

Enter	1 Goulburn Valley Hwy [N]		2 Kialla Lakes Drv [E]		3 Goulburn Valley Hwy [S]		
Exit	2	3	1	3	1	2	Total
Female	0	0	1	1	2	1	5
Male	3	1	1	1	24	0	30
Not known	0	0	0	0	2	0	2
Total	3	1	2	2	28	1	37

Results

Site 5883

Baker Cres [NE], Echuca Rd [SE], Pedestrian Crossing [SW], Echuca Rd [NW]

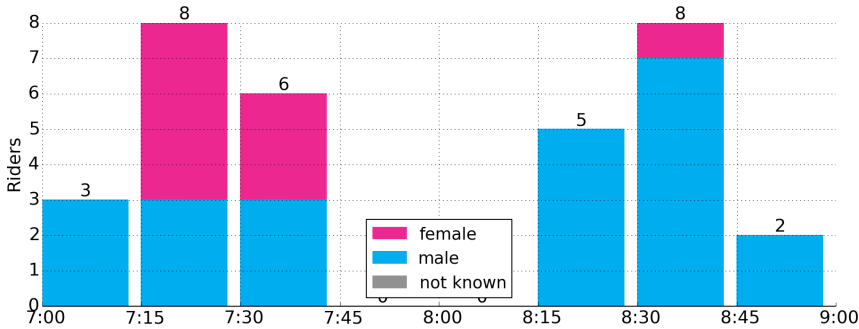


32 bicycle commuters were recorded at this location during the 2 hour survey.

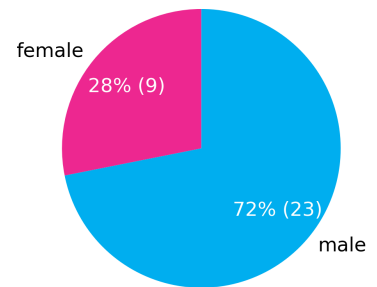
This is an increase of 100% compared to 2014. The peak hour was 7:00–8:00 with 17 riders. There were more male riders observed at this intersection.

There were two peak times; from 7:00-7:45 and from 8:15-8:45 which mostly consisted of children travelling to school. Most (88%) of cyclists counted used the northern section of Echuca Road in between the Coles and the High School.

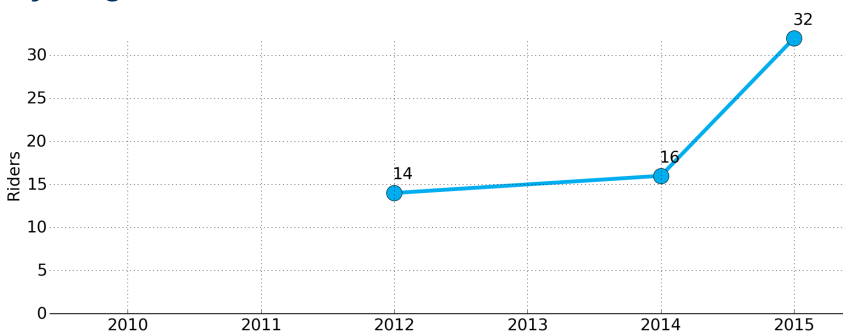
Traffic Volume by Time



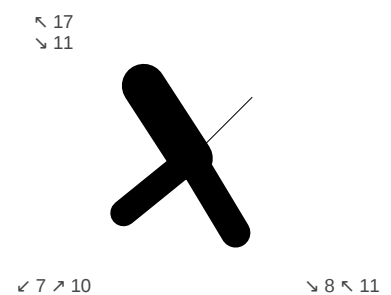
Gender Ratio



Cycling Trend



Traffic Flow



Raw Data

Enter	1 Baker Cres [NE]			2 Echuca Rd [SE]			3 Pedestrian Crossing [SW]			4 Echuca Rd [NW]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	Total
Female	0	0	0	0	1	0	0	1	4	0	1	2	9
Male	0	0	0	0	0	10	0	2	3	0	4	4	23
Not known	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	1	10	0	3	7	0	5	6	32

Results

Site 5884

Verney Rd (north) [N], Verney Rd [S], Pine Rd [W]

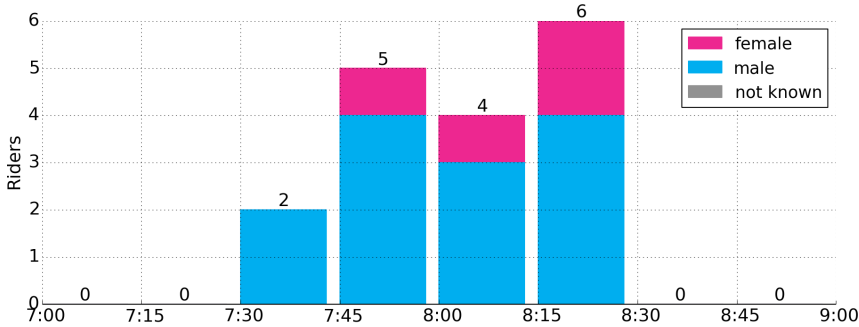


17 bicycle commuters were recorded at this location during the 2 hour survey.

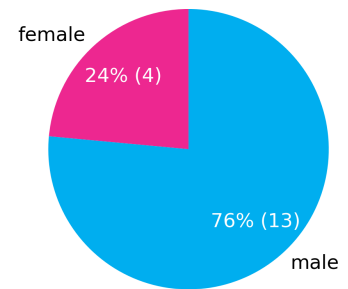
This is a decrease of 11% compared to 2014. The peak hour was 7:30–8:30 with 17 riders. There were more male riders observed at this intersection.

All but one bicycle travelled on the section of Verney Road south of Pine Road.

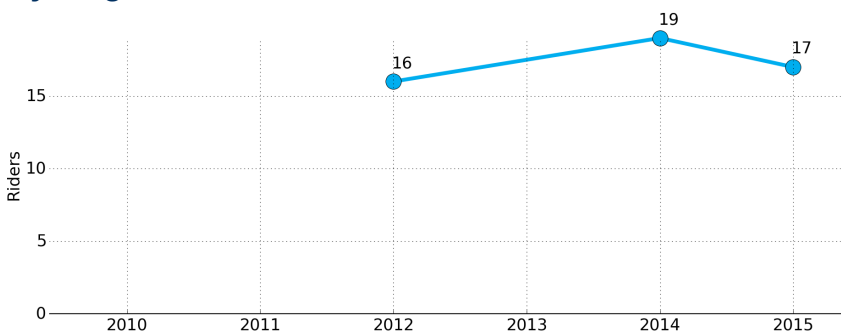
Traffic Volume by Time



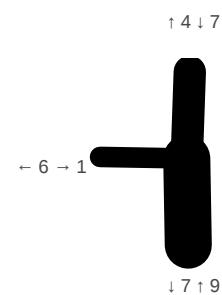
Gender Ratio



Cycling Trend



Traffic Flow



Raw Data

Enter	1 Verney Rd [N]		2 Verney Rd [S]		3 Pine Rd [W]		Total
Exit	2	3	1	3	1	2	
Female	1	0	2	1	0	0	4
Male	5	1	2	4	0	1	13
Not known	0	0	0	0	0	0	0
Total	6	1	4	5	0	1	17

Results

Site 6354

Corio St to Knight St [N], Nixon St to Deakin Reserve [E], Corio St [S], Nixon St [W]

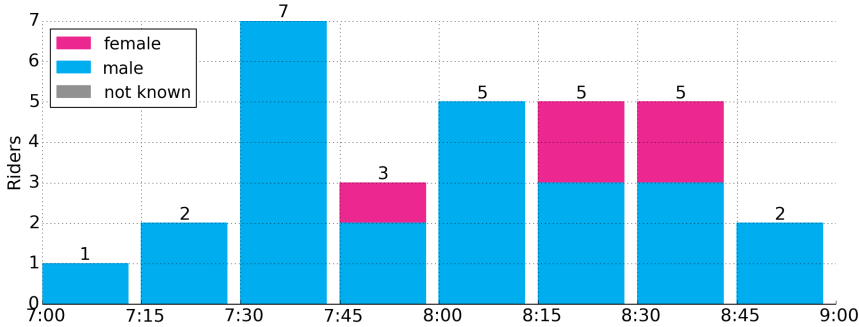


30 bicycle commuters were recorded at this location during the 2 hour survey.

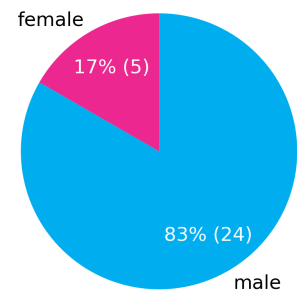
This is an increase of 30% compared to 2014. The peak hour was 7:30–8:30 with 20 riders. There were more male riders observed at this intersection.

Three quarters of traffic from this intersection was using Corio Street, with slightly more people southbound. 83% of all bicycle traffic came between 7:30 - 8:45. There is a 30% increase in cyclists as compared to 2014.

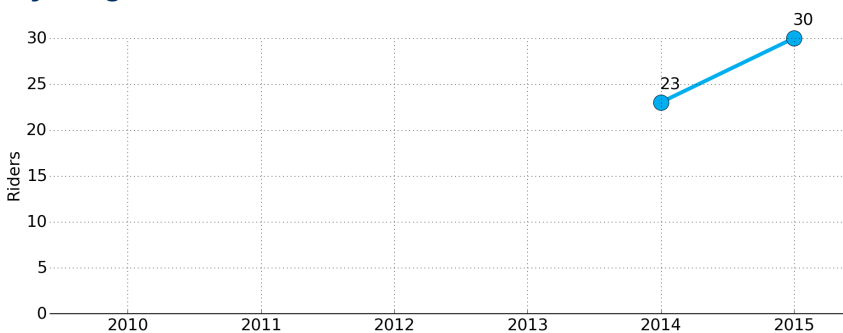
Traffic Volume by Time



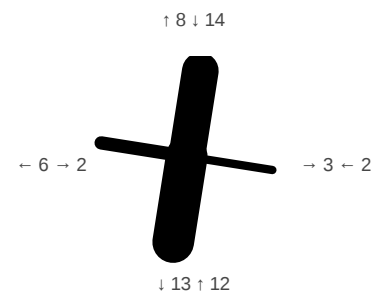
Gender Ratio



Cycling Trend



Traffic Flow



Raw Data

Enter	1 Corio St to Knight St [N]			2 Nixon St to Deakin Reserve [E]			3 Corio St [S]			4 Nixon St [W]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	
Female	0	3	0	0	0	1	0	0	1	0	0	0	5
Male	0	10	1	0	0	1	8	1	2	0	2	0	25
Not known	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	13	1	0	0	2	8	1	3	0	2	0	30

Results

Site 6355

Corio St [N], Fryers St to TAFE [E], Corio St [S], Fryers St [W]

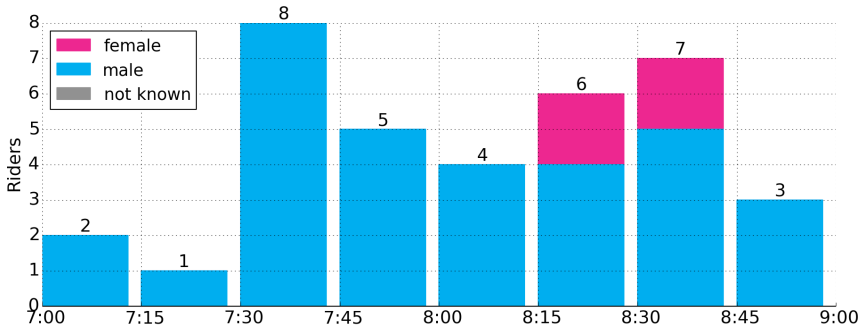


36 bicycle commuters were recorded at this location during the 2 hour survey.

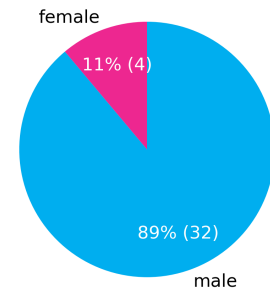
This is an increase of 112% compared to 2014. The peak hour was 7:30–8:30 with 23 riders. There were more male riders observed at this intersection.

83% of bicycle traffic occurred between 7:30 - 8:45. Almost 70% of cyclists used Corio Street north of fryers Street. Over half of all traffic was travelling east on Fryers Street and then North on Corio Street. There was a low percentage of female cyclists (11%)

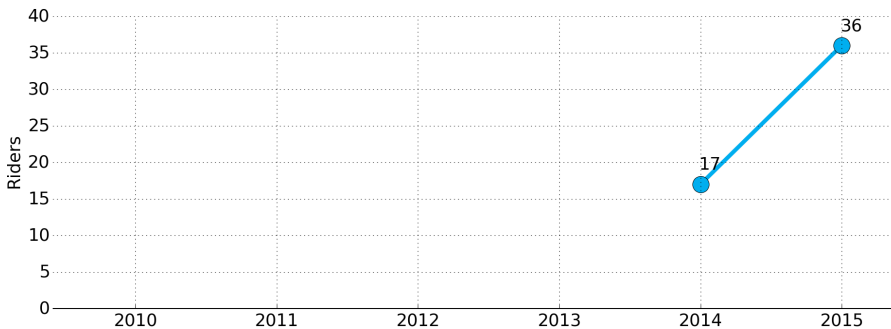
Traffic Volume by Time



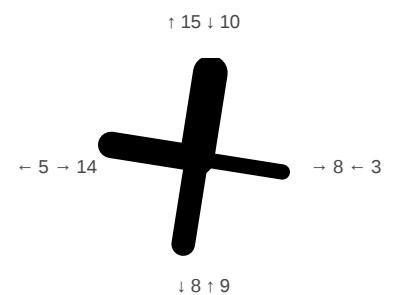
Gender Ratio



Cycling Trend



Traffic Flow



Raw Data

Enter	1 Corio St [N]			2 Fryers St to TAFE [E]			3 Corio St [S]			4 Fryers St [W]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	Total
Female	0	2	0	0	0	0	1	0	0	0	0	1	4
Male	2	3	3	1	0	2	8	0	0	5	6	2	32
Not known	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	2	5	3	1	0	2	9	0	0	5	6	3	36

Results

Site 6356

Johnson St [NE], Hayes St to railway line [E], Hayes St to lake [W]

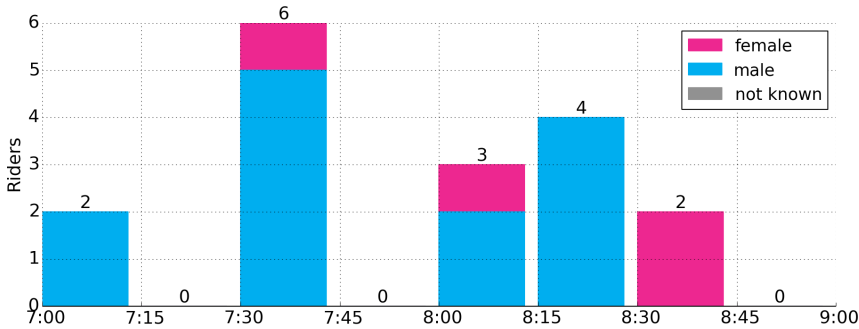


17 bicycle commuters were recorded at this location during the 2 hour survey.

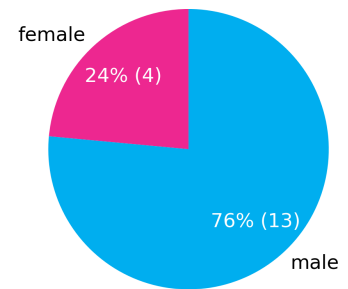
This is a decrease of 26% compared to 2014. The peak hour was 7:30–8:30 with 13 riders. There were more male riders observed at this intersection.

82% of the 17 cyclists were travelling over the railway line on Hayes Street. More than a third crossed this intersection between 7:30 - 7:45. Half of all traffic was directed westward on Hayes Street.

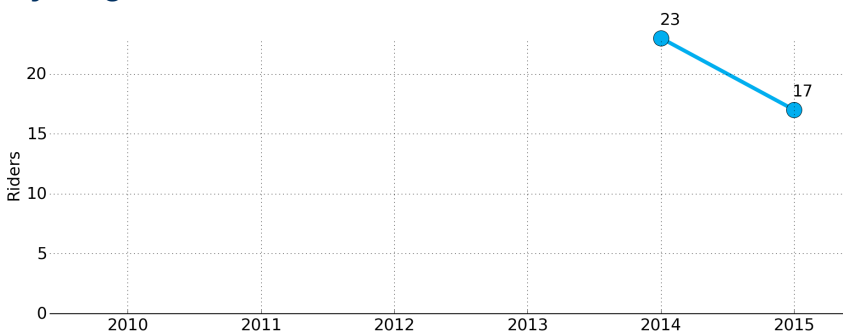
Traffic Volume by Time



Gender Ratio



Cycling Trend



Traffic Flow



Raw Data

Enter	1 Johnson St [NE]			2 Hayes St to railway line [E]			3 Hayes St to lake [W]		Total
Exit	2	3	1	3	1	2			
Female	0	1	2	1	0	0			4
Male	4	1	1	5	1	1			13
Not known	0	0	0	0	0	0			0
Total	4	2	3	6	1	1			17

Results

Site 6695

Corio St [N], Vaughan St [E], Corio St [S], Vaughan St [W]

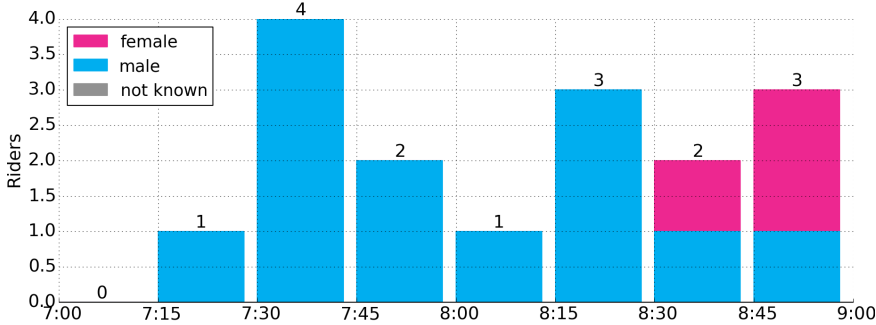


16 bicycle commuters were recorded at this location during the 2 hour survey.

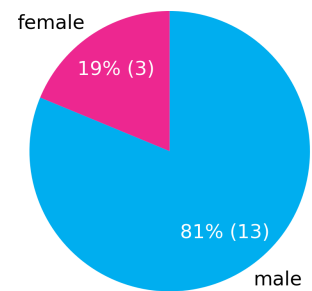
The peak hour was 7:30–8:30 with 10 riders. There were more male riders observed at this intersection.

More than three quarters of bicycles taking this route were travelling in both directions along Corio Street.

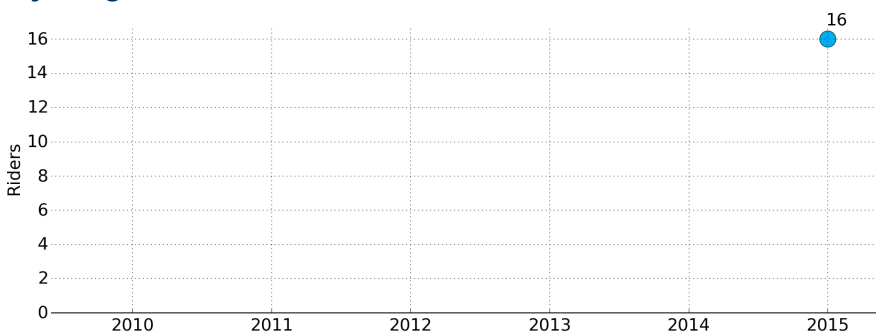
Traffic Volume by Time



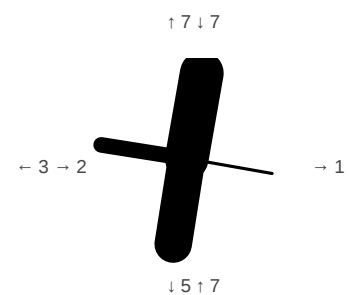
Gender Ratio



Cycling Trend



Traffic Flow

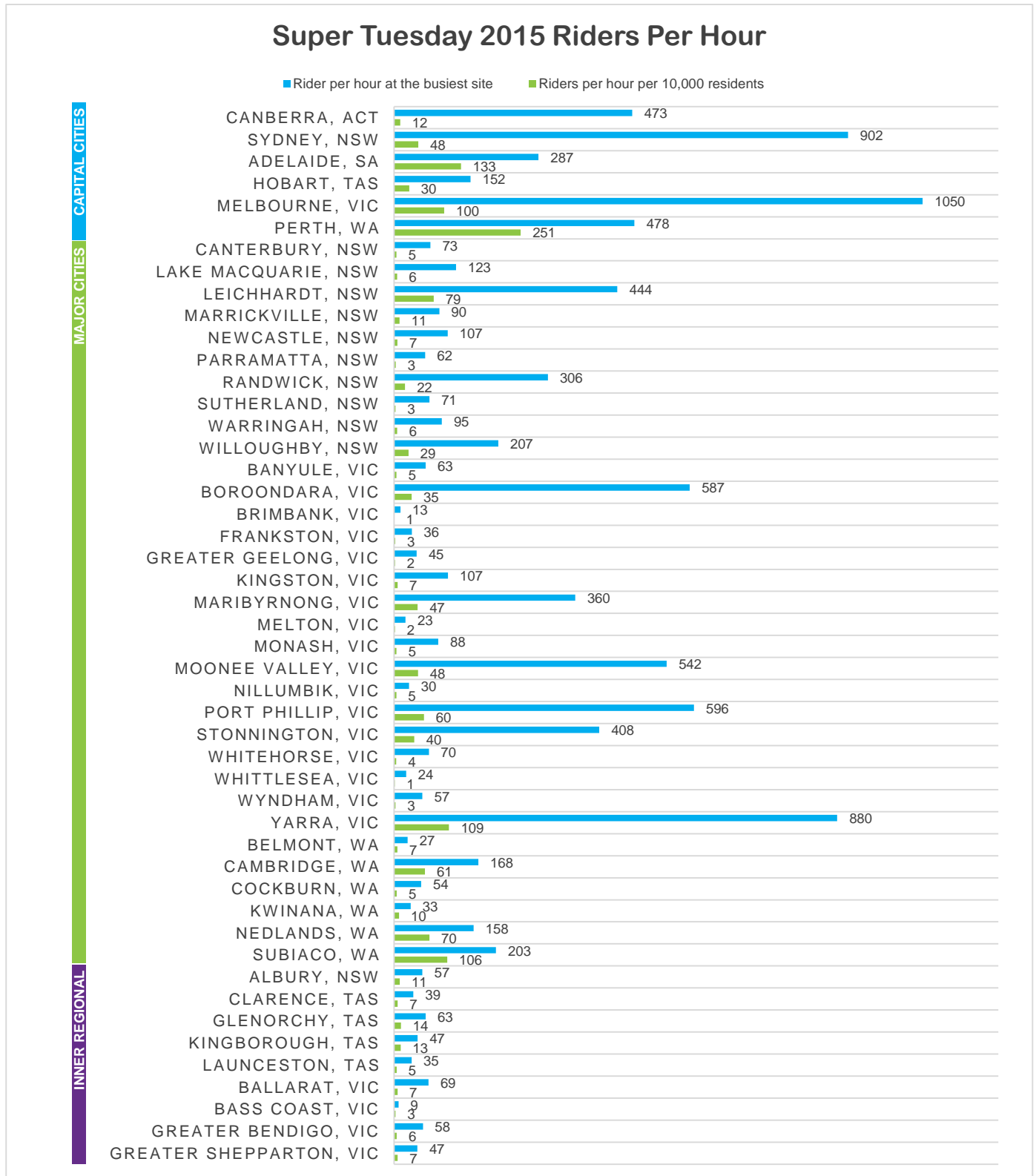


Raw Data

Enter	1 Corio St [N]			2 Vaughan St [E]			3 Corio St [S]			4 Vaughan St [W]			Total
Exit	2	3	4	1	3	4	1	2	4	1	2	3	
Female	0	1	0	0	0	0	1	0	0	1	0	0	3
Male	1	3	2	0	0	0	5	0	1	0	0	1	13
Not known	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	1	4	2	0	0	0	6	0	1	1	0	1	16

Riders per Hour

Riders per hour is calculated using the busiest count site in each participating municipality.



The busiest count site in Greater Shepparton was ranked 6th with 47 riders per hour, and 4th with 7 bicycle commuters per hour per 10,000 residents among nine inner regional cities.

* Based on the Australian Standard Geographic Classification from Australian Bureau of Statistics from the 2011 Census.

Media Coverage

The table shows a summary of media coverage for Super Tuesday 2015 in terms of television, print, online and radio audience and total number of stories nation-wide.

It shows a strong metro radio coverage in Melbourne and Sydney

There was missed opportunity to get any metro print coverage despite strong online coverage from metro print media sources (e.g The Age)

Total media coverage for Super Tuesday 2015

	2015		2014		% Change
	No of items	Audience/ Circulation	No of items	Audience/ Circulation	
Television	2	2,085,000	5	3,342,000	-37%
Print	17	670,366	17	1,284,239	-48%
Online	25	19,809	9	6,487	205%
Radio	7	3,978,000	9	2,937,000	127%
TOTAL	51	6,753,175	40	7,569,726	-10%

*Limited access to broadcast reports means that numbers may be higher than stated

Bicycle Network Tools and Services

Bicycle Network team members are experts in consulting, data collection and analysis and can work with you to find the answers to your questions, better understand your municipality's riding environment and deliver proven practical solutions.

Counts and Data

Super Tuesday

Super Tuesday is Australia's biggest annual bike count. The initiative answers two critical questions:

- How many bike riders are there?
- Which routes are bike riders using?
- What many females/males are riding to work?
- When is the morning peak hour for bikes?

Super Sunday

The Super Sunday recreation count provides answers to a range of pivotal issues.

- How many people are using trails and paths, by bike riding, walking or other?
- Which trails and paths are riders using and when?
- What types of riders are using the trails?

RiderLog

The RiderLog smartphone application data shows aggregated rider flows, building a map of rider behaviours. This service can provide you with information on where people are currently riding including rider catchments. It is also used as a before and after evaluation tool.

Survey based Research

BikeScope

BikeScope is a comprehensive research survey designed for use when updating or developing a new bike plan or integrated transport strategy. It provides a local in-depth analysis of the bike riding environment and will clearly identify and prioritise what actions need to be taken to improve and increase cycling in the local government area.

PinPoint

The PinPoint consultation tool is used within the BikeScope Survey process and allows riders in the area to identify problems along a route or specified area. PinPoint is a Google Earth map-based service which will provide you with full interactive data and reporting.

Professional Development

Conference

The annual Bike Futures Conference held in Melbourne over two days. The Bike Futures Conference is your key annual professional development opportunity. The conference brings together national and local leaders, planners, designers and builders.

Seminars and Symposia

The Bike Futures seminars drive practical solutions. They are tailored to address critical bike planning and infrastructure issues confronting local communities and councils. The seminars typically bring together 50-100 local key stakeholders and facilitate open discussion and learning on bike planning and infrastructure both nationally and globally.

Consulting and Review

Bicycle Network's expertise and experience are available for reviewing plans and documents related to cycling and active transport. In particular:

- Engineering and facility designs including traffic plans using Good Design Guides.
- Bike plans and strategies.
- Planning Checklists for Cycling for new and existing developments.
- Urban development plans and building plans.

Bicycle Network Tools and Services

Bicycle Network specialises in providing tailored behaviour change programs that deliver measurable and sustainable increases in a community's health through more people riding.

Behaviour Change Programs

For over 10 years Bicycle Network has been helping councils, state government and businesses get more people cycling by focusing on delivering systematic and effective programs based on established behaviour change principles:

1. Knowing the target audience and engaging with them
2. Defining the goals of the program
3. Identifying and defining the barriers and the most effective potential interventions
4. Trialling interventions and measuring results
5. Implementing the program
6. Monitoring, reviewing and refining the program

Ride2School

The Ride2School Program supports over 2,600 schools across Australia to develop a healthy, active travel culture. It's more than just a day and includes:

- Council Strategy Reports
- Ride2School Day
- Municipal-wide School Travel Data
- Star Rewards & Barrier Buster initiative
- Active school paths
- School visits
- Bike skills courses for teachers and students

Teen Cycling - The Happiness Cycle

The Happiness cycle is a pioneering program developed in Australia to get teens active through cycling. It involves:

- Engaging with communities and schools with teenagers committing to physical activity goals.
- Community events where teens earn a bike by assembling it themselves.
- The Happicycle mobile app to encourage continuing engagement with teens and rewards for riding.

Other services

Community Wide Programs

Bicycle Network has experience in delivering community wide behaviour change programs such as the Shepparton Cycle Instead program and the Geelong Cycling for Seniors Program.

Ride2Work

Ride2Work is a national program that encourages Australians to

- Get started riding for the first time.
- Help keep them riding all year round.
- Stay involved and encourage their workmates to ride.
- While Ride2Work Day is held once a year, workplaces and employees are offered support to ride throughout the year.

Workplace Audits and Bike Parking

Bicycle Network can help improve workplaces or campuses to remove barriers and make it easier for more people to ride. Services include:

- Travel surveys including visual counts of riders and online collection of data.
- Engagement with stakeholders including employees, managers, building manager and tenants/ owners.
- Audits, advice, design and provision of bike parking by Bike Parking Experts ®.

Contact Us

Ph: (03) 8376 8888

Email: bikefutures@bicyclenetwork.com.au



SUPER TUESDAY