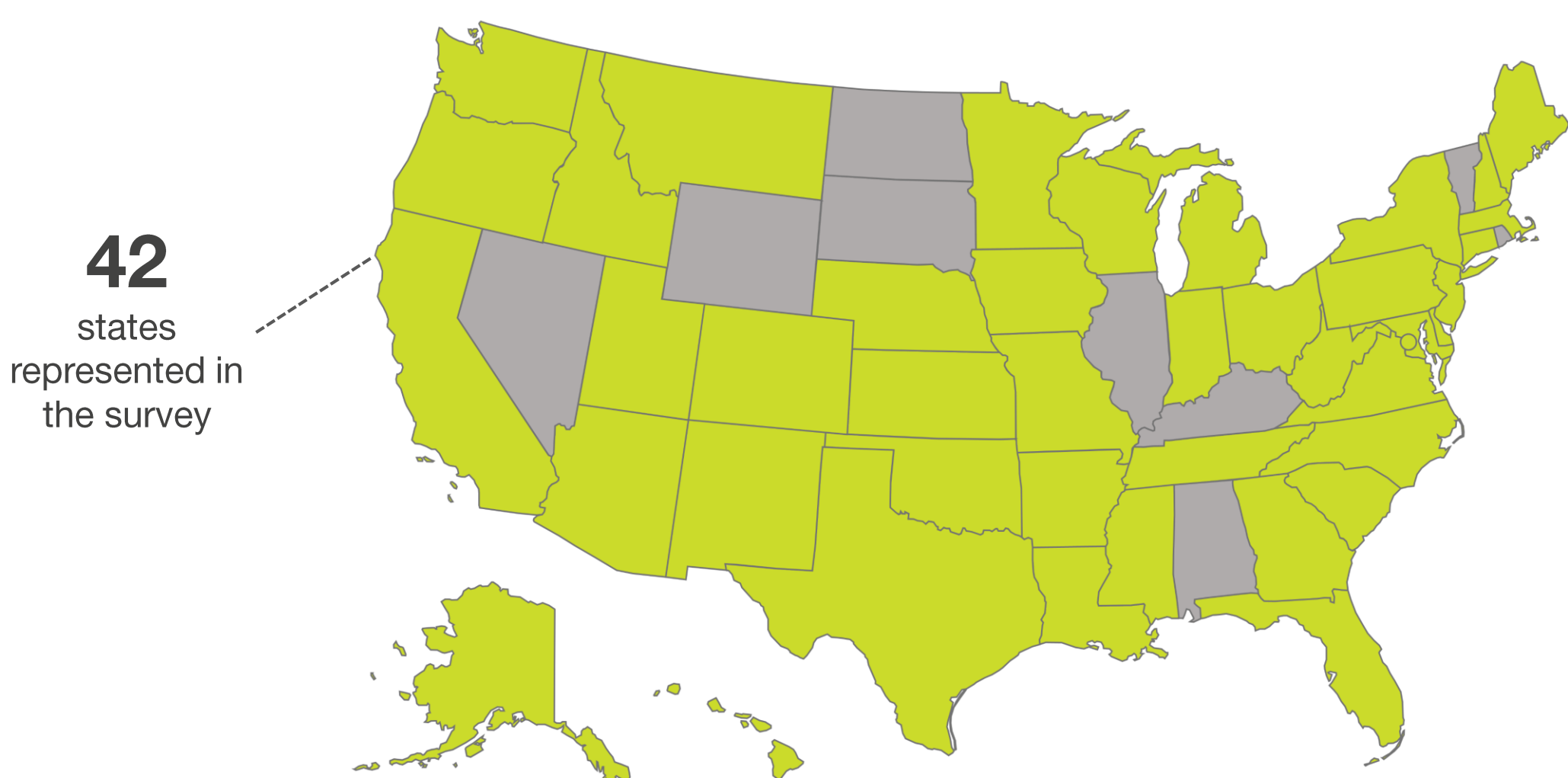


The state of bicycling counting 2018

In 2018, Eco-Counter and the League of American Bicyclists' Bicycle Friendly Community (BFC) program conducted a survey to examine the current state of bicycle counting. The survey provided a timely and much needed understanding of the way communities across the country do (or do not) approach bike counting, including the challenges and opportunities they face. Without further ado, here's what we learned



178 communities submitted responses

80% already collect bike count data*

1 in 4 collect only manual bike count data



1 in 2 communities who collect bike activity data collect crash data

75% collect another type of bike activity data** in addition to bike count data

91% of large and medium size communities have some count data experience

1 in 4 communities who collect bike activity data collect bike share data

top 3 motivations to begin a count program are to:

- 1** establish baseline information about bicycling
- 2** justify funding for bike related initiatives
- 3** measure impact of bike infrastructure projects

small organizations are most likely not to have a budget for bicycling counting

Funding, staff time & more technological tools are the biggest barriers to progressing a count program

multi-use trails are most popular facility on which to collect bike count data. **Designated bike and on-street facilities** are also popular.

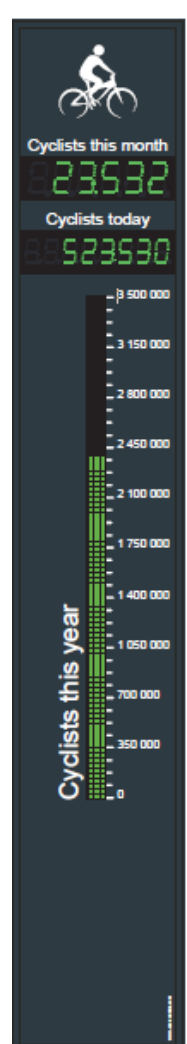
29% of communities that count report collecting sufficient or mostly sufficient data

41% of respondents with automated counters are generally satisfied with their data **vs. 21%** satisfaction with manual counting

> 50% of communities with BFC Silver, Gold or Platinum status collect at least 3 types of bike activity data

61% of those who are not currently collecting bike count data are considering it

1 in 2 communities with BFC recognition have a formal plan or strategy for collecting bike data **vs. 1 in 7** non-BFC or honorable mention communities



* **Bike count data** is defined as the number of bicyclists passing at a specific location over a given time, often expressed as a volume per hour. It can be collected from manual observations and/or automated technologies.
 ** On the other hand, **bicycling activity data** is concerned with bicyclists' demographics, behaviors, safety, etc.