In 2018, EcoCounter 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
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 2 communities who collect bike activity data collect crash data
1 in 4 communities who collect bike activity data collect bike share data

Top motivations to begin a count program are:
1. Establish baseline information about cycling
2. Justify funding for bike-related initiatives
3. Measure impact of bike infrastructure projects

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

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

29% of communities that count report collecting sufficient or mostly sufficient data
> 50% of communities with BFC Silver, Gold or Platinum status collect at least 3 types of bike activity data

20% of respondents with automated counters are generally satisfied with their data vs. 21% satisfaction with manual counting

41% 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

The state of bicycling counting 2018

multuse trails are the most popular facility on which to collect bike count data. Designated bike and bikeway facilities are also popular.

42 states represented in the survey