



BICYCLE / PEDESTRIAN COUNT PROGRAMMES : WHYS AND HOW'S

Pete DUNSMOIR – Eco-Counter

- 🕒 Why to count
- 🕒 What is a counter
- 🕒 Who needs the information
- 🕒 Cost thoughts that need to be taken into account
- 🕒 Links with external data

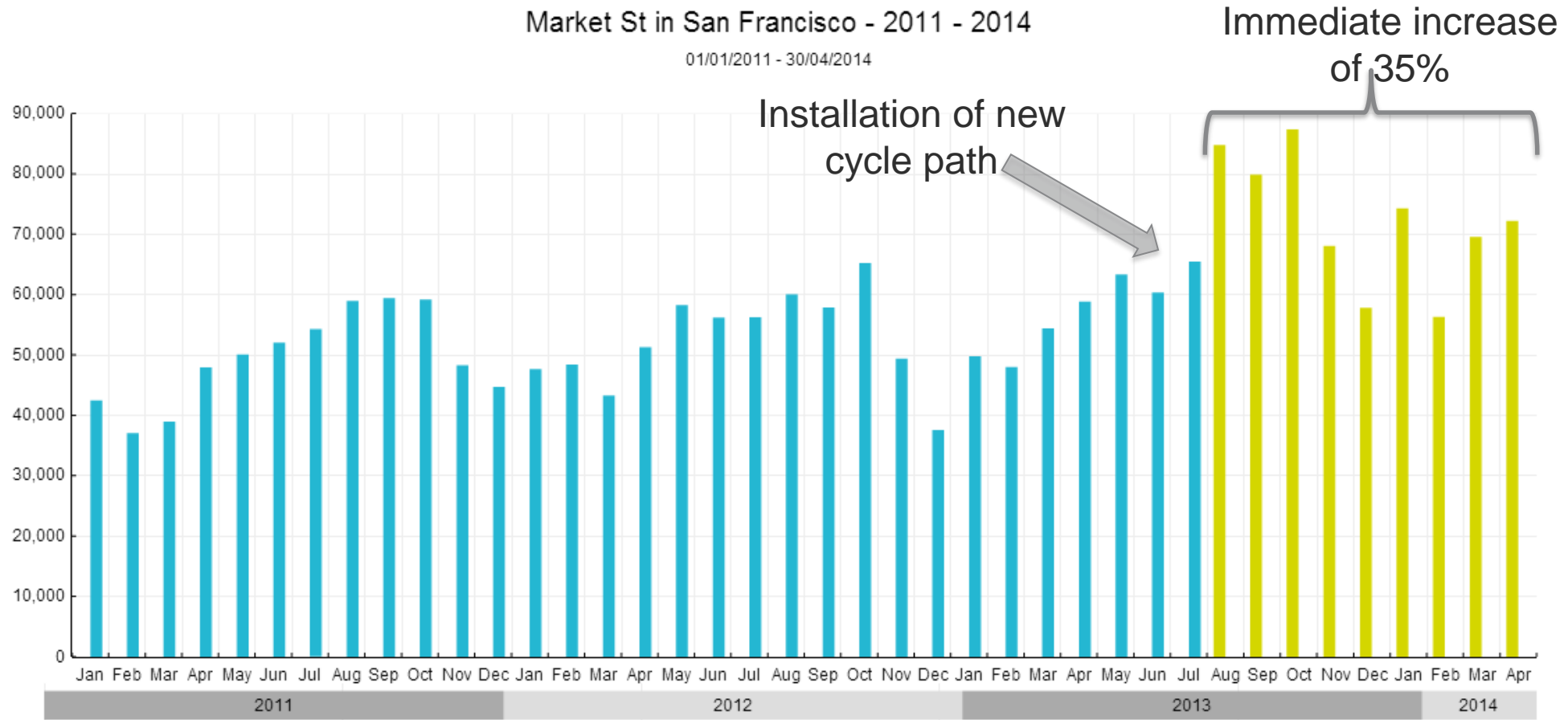
San Francisco – Impact of New Infrastructure

San Francisco – Market Street - Before

San Francisco – Market Street - After



Monitoring impact of infrastructure improvement



Ways to communicate



Charlotte Center Pedestrian Count Downtown Expe

Community events, public markets, c
result - number of patrons. Eco-Coun
accurate foot traffic count data to Ch



Prioritizing Pedestrian Improvements

A 2016 TOP ISSUES COUNCIL REPORT

A PUBLICATION CREATED BY MEMBERS OF THE
INTERNATIONAL DOWNTOWN ASSOCIATION



CHARLOTTE, NC (PRWEB) JANUARY 08, 2015

When the goal of your organization is to implement strategies and actions to drive the economic, social and cultural development of a large downtown city, how do you collect accurate pedestrian foot traffic data to recruit retail and commercial businesses? Charlotte Center City Partners, (CCCP), sought out special pedestrian counting technology to do just that for their Charlotte, NC, Center City area, choosing Eco-Counter's PYRO sensor, a self-contained pedestrian counter specifically designed for the urban environment. The Eco-Counter PYRO sensor uses passive infrared technology with a high precision lens to detect changes in temperatures when a person passes in the range of the sensor. It can easily be installed on any existing post, and blends into the surrounding landscape with different color



Maggie Collister and Tobe Holmes,
from Charlotte Center City Partners,

Eco-Counter and other pedestrian counters



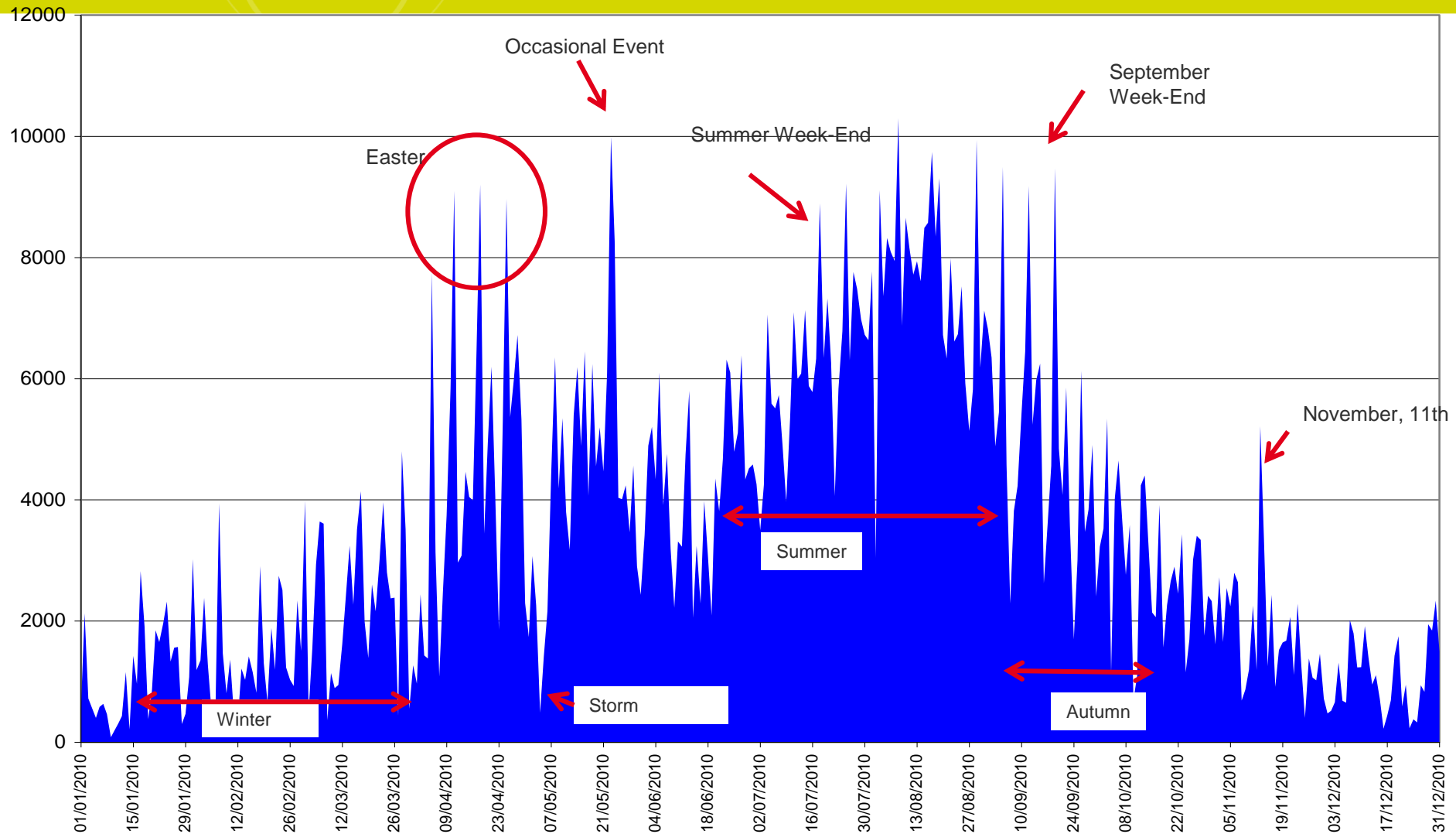
Bike counters

Pedestrian counters

Multiple user counters

The complete chain for data collection

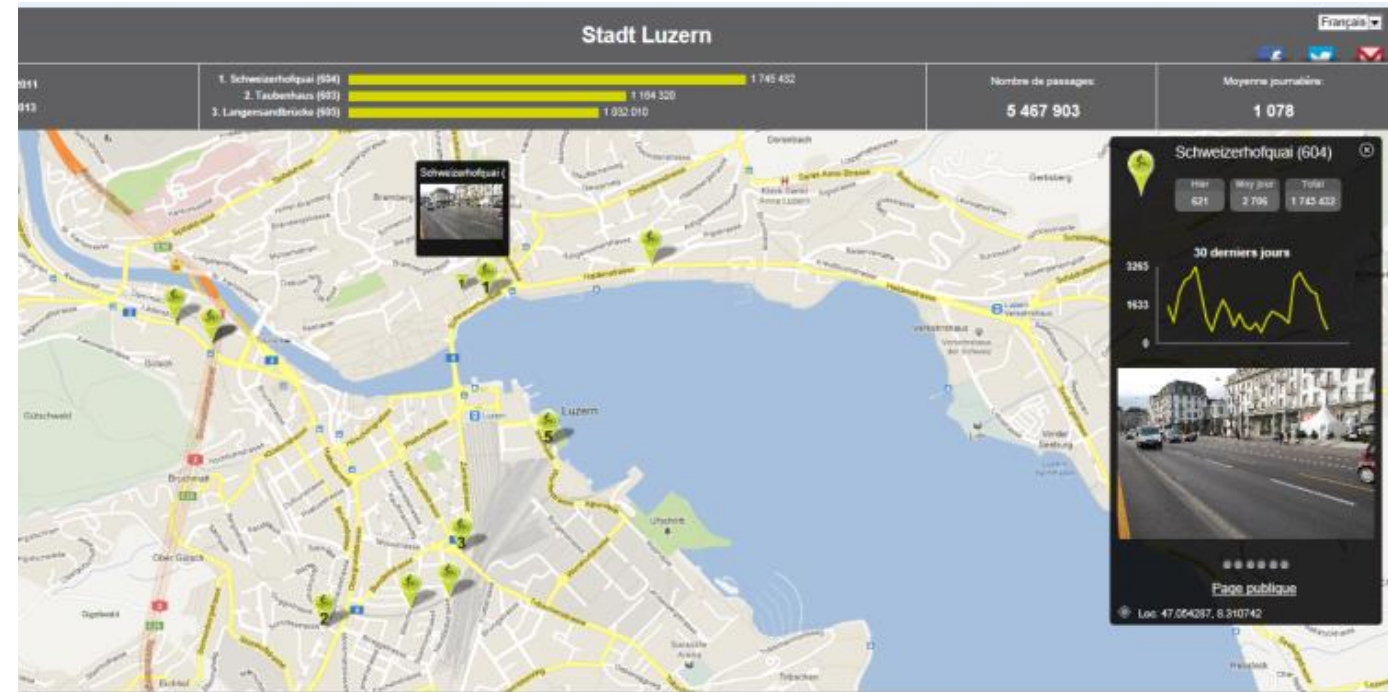
Why choose a permanent counter?



Data: 2010

- Which city departments and roles should be responsible for cyclists count data on an on-going basis ?

- ITS/Road Maintenance: maintenance and field expertise
- Bike Planner: where to install and how to analyze the data
- Communication Department (Internal & external)



Consequences on the costs to implement counting ?

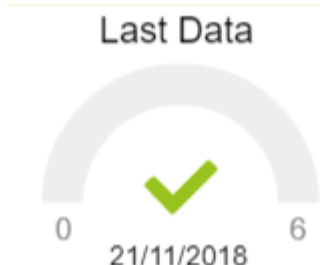


Hardware + installation + transmission
& maintenance + data supervision



Key factors

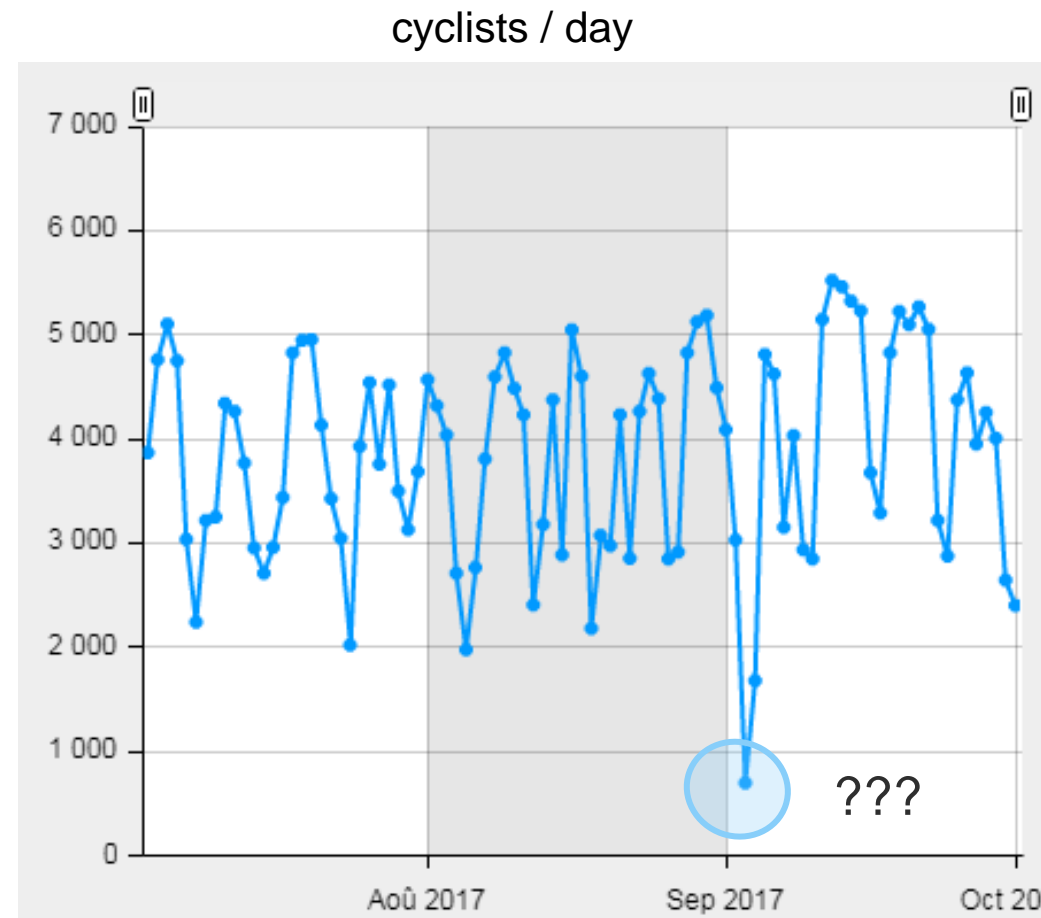
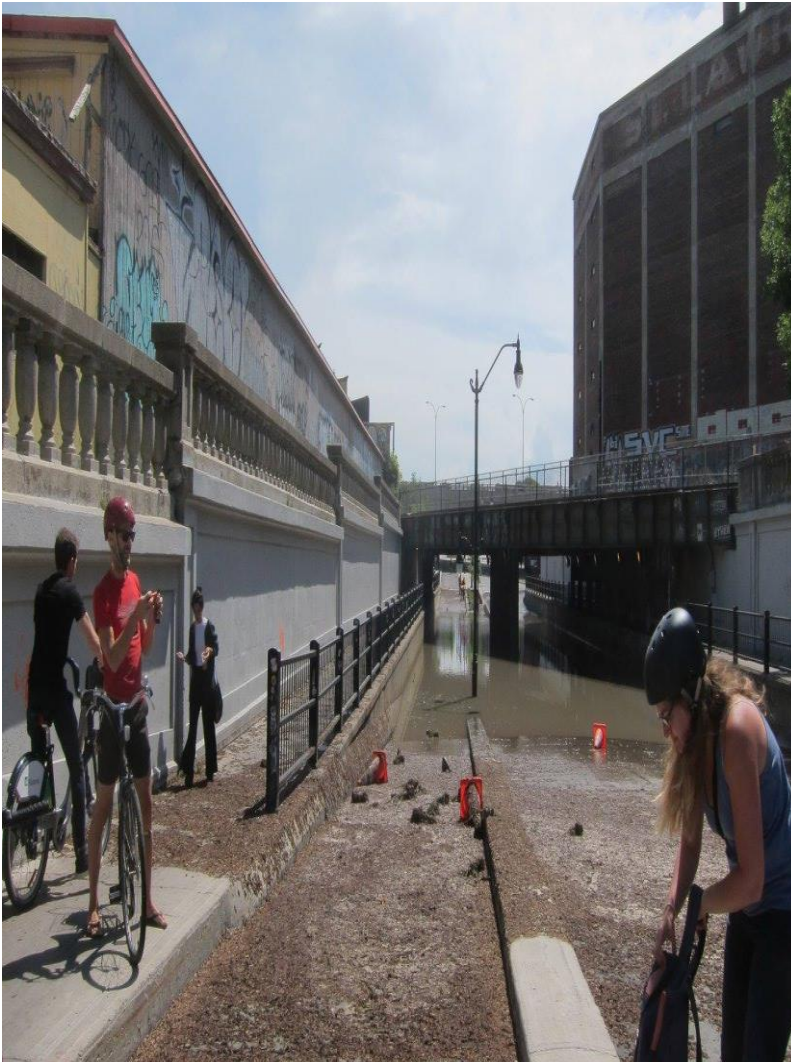
- Robustness, discrete, autonomy and memory
- Minimize travel to the sites
- Properly provisioning human tracking time



Remaining battery:
10 month(s)



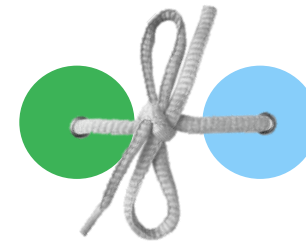
under counting ?



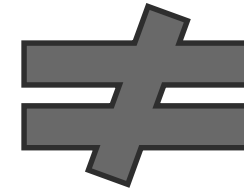
What about Temporary counting ?



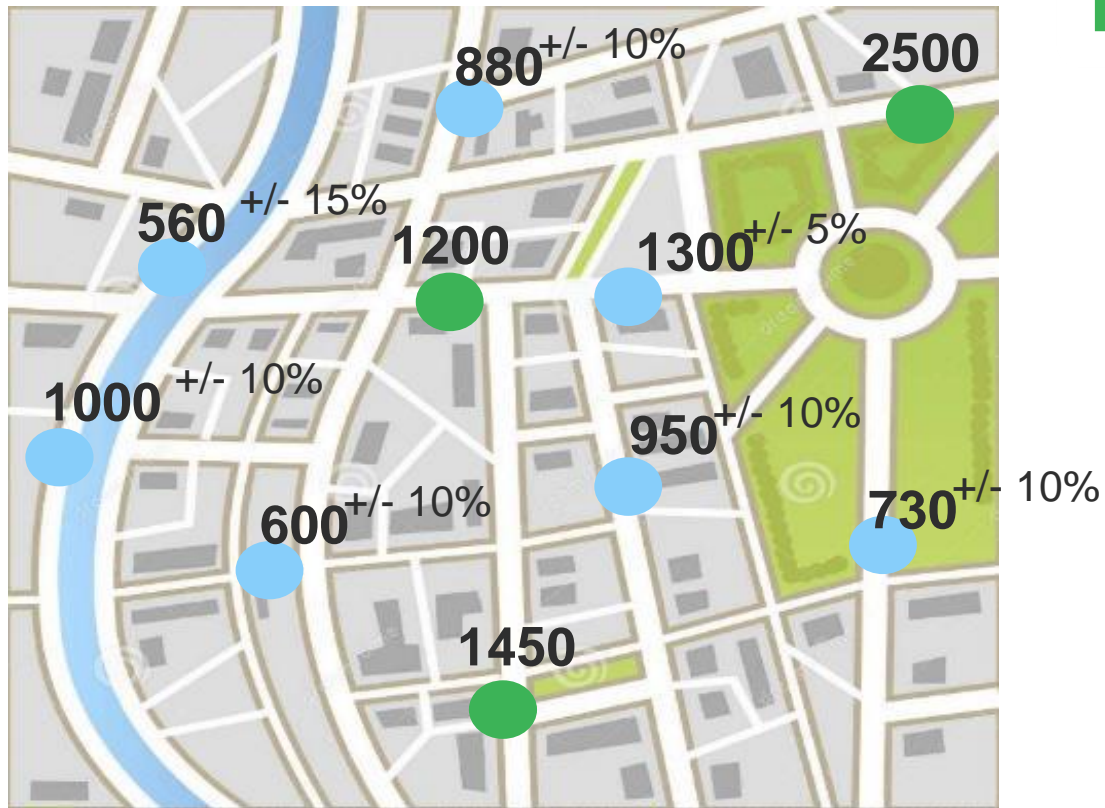
Permanent



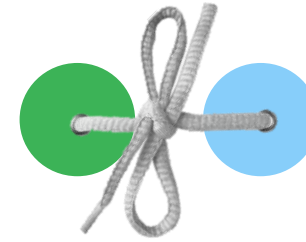
Short-term



Implementation of Permanent & Temporary Counts

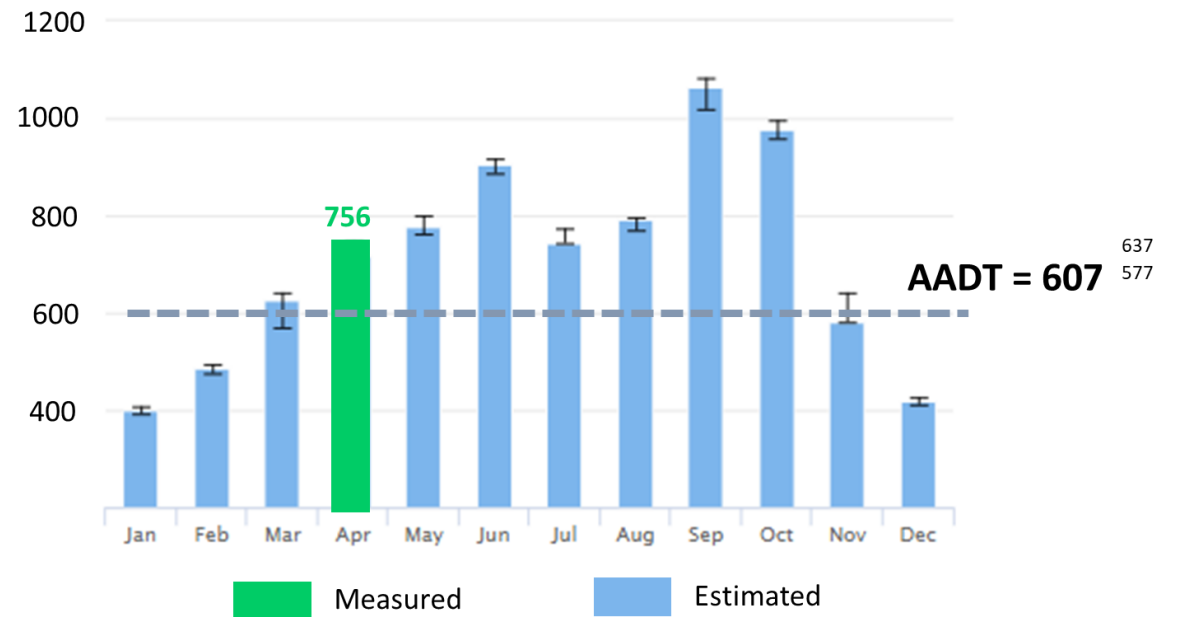


Permanent

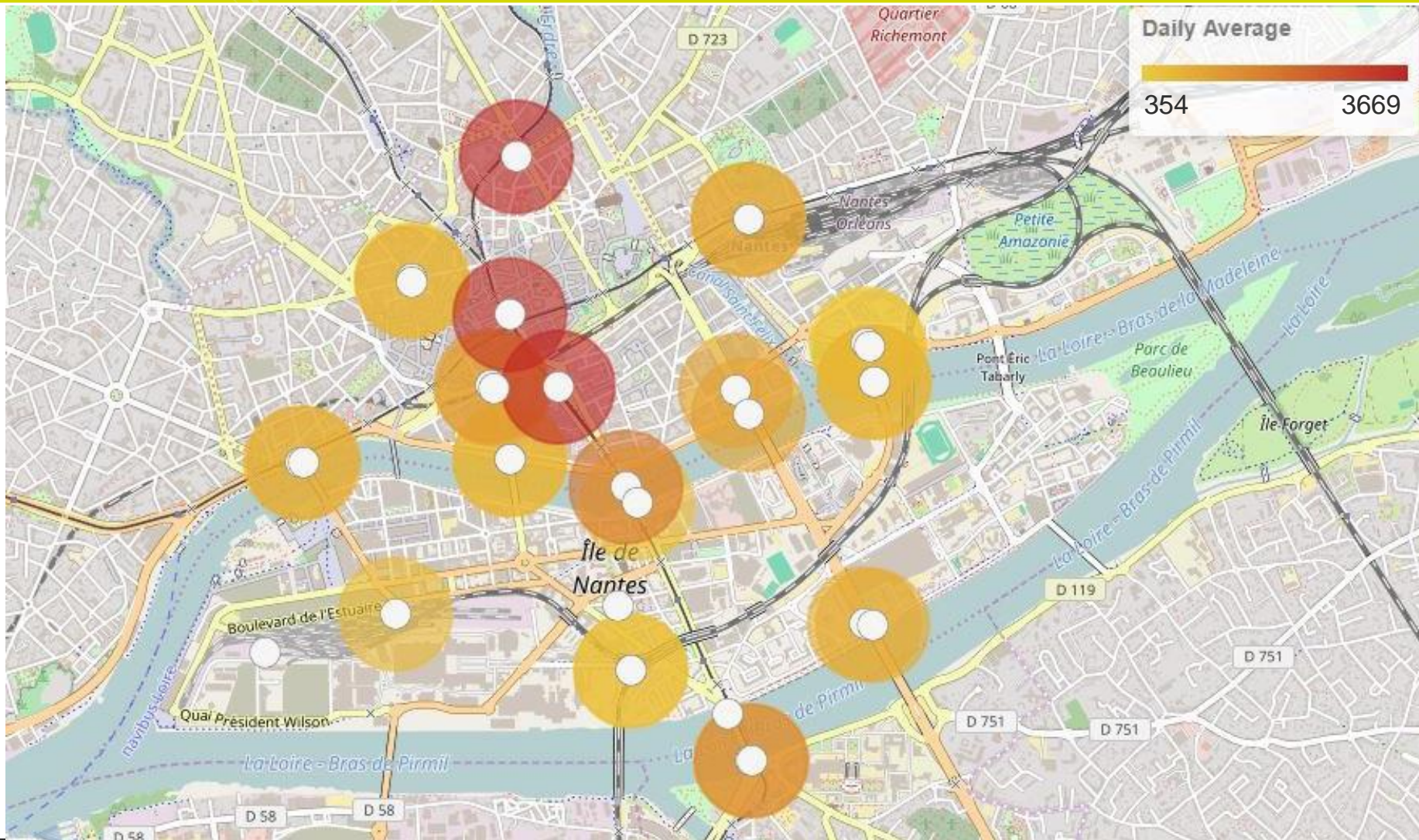


Short-term

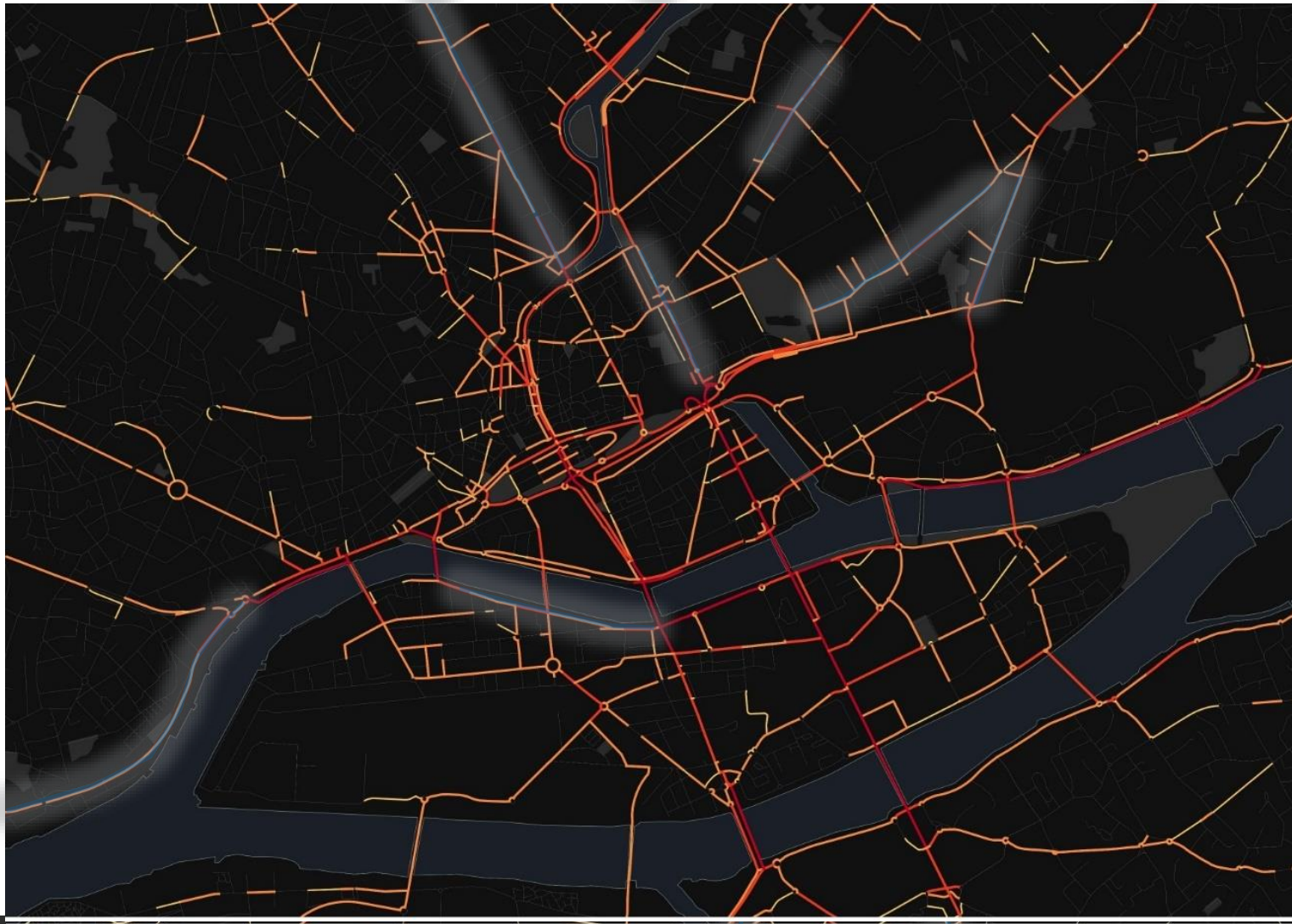
Annual Average Daily Traffic



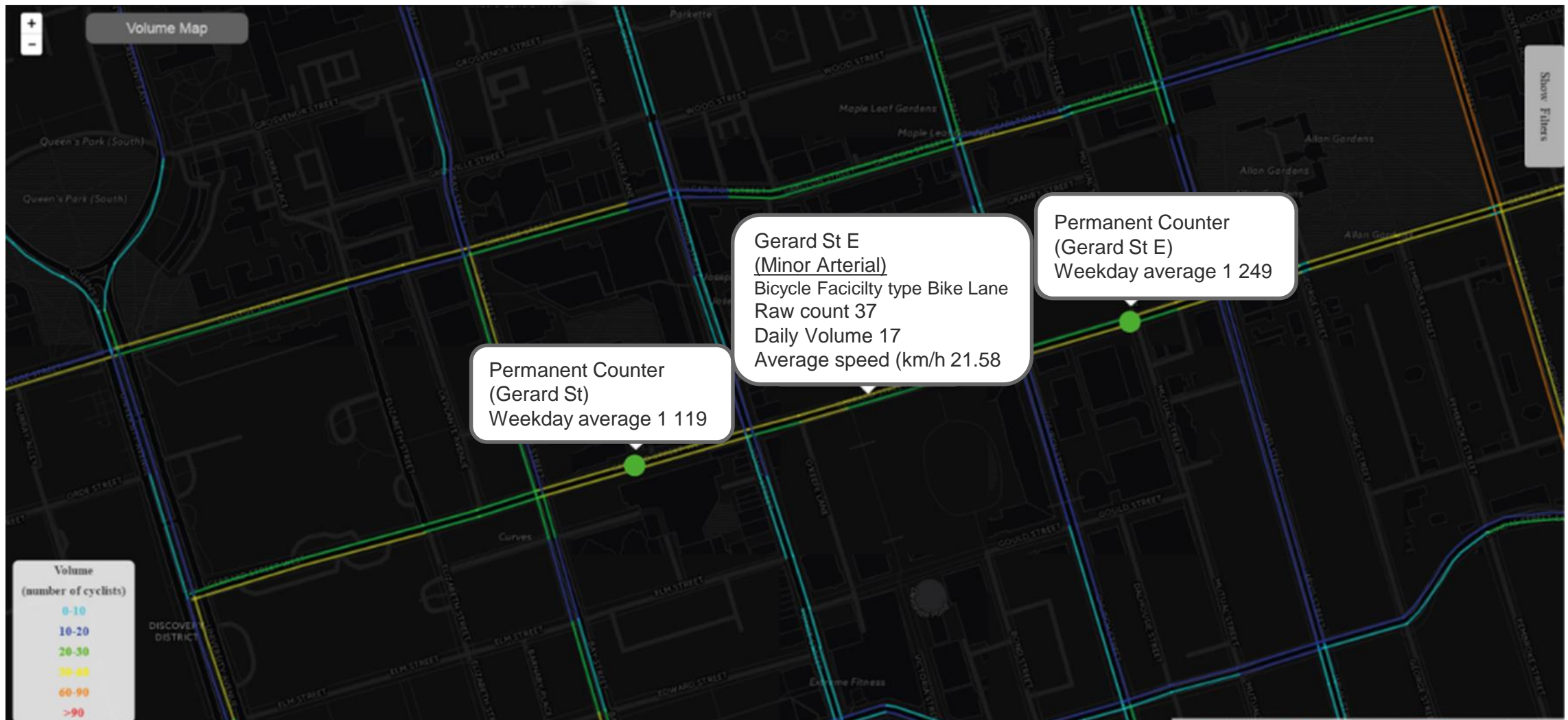
Nantes Métropole Permanent Counters



Nantes Métropole – GPS traces



Scaling GPS traces with permanent counts



Conclusion : things to remember

- 🕒 The importance of counting
- 🕒 Having reliable counters
- 🕒 Control of the costs
- 🕒 How best to cover the City
- 🕒 Use temporary counts or GPS traces BUT always in conjunction with Permanent count references
- 🕒 Take decisions based on facts (figures)

Thank you!

«Whatever happens 2, 5, or 10 years down the road, the time to start long-form counting is now, so we have the earliest possible baseline to refer to.»

David Patton, Arlington County

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