Super Tuesday

Bicycle Commuter Survey

Alice Springs 2012

BICYCLE NETWORK

BIKE FUTURES

The Annual Super Tuesday Bike Count

2012 is the third consecutive year of the annual Super Tuesday Bike Count in the northern regions of Australia. This year the Bicycle Network's Super Tuesday Bike Count took place in seven municipalities at over 200 sites across three states/territories, namely New South Wales, Northern Territory and Queensland.

Super Tuesday, which also takes place in southern Australia in March at over 1200 sites, is the country's biggest visual bike count.

The count is designed to measure bike commuter flows in the morning peak. Super Tuesday aims to establish a reliable annual benchmark for bicycle commuting to allow those providing for bike riding to base their judgments and decisions on accurate, relevant and up-to-date information. This year, the annual benchmark was conducted on Tuesday 4 September.

The weather on Super Tuesday 2012 was fine and warm for all areas providing ideal conditions for riding.

In Queensland, there was generally strong growth in rider numbers, particularly in Moreton Bay and Cairns. Some sites in these two municipalities recorded increases of 50% or more compared with September 2011.

In the Northern Territory there was some variation in the growth in rider numbers. In Darwin, the strongest growth recorded was over 100% compared to last year. Other sites in Darwin exhibited growth rates consistently above 20%.

In Alice Springs, rider numbers were generally consistent with 2011 or in some cases slightly down on last year.

In Coffs Harbour, the highest growth recorded was over 400% but numbers were generally slightly down compared with March 2011.

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

Contents

List of Figures

List of Tables

1.0 Executive Summary

This report contains data collected between 6.30am and 8.30am on the morning of Tuesday 4 September 2012 at 10 sites in Alice Springs.

This is the second annual Super Tuesday bike count in Alice Springs. In 2011 the count period was from 7.00-9.00 am (in line with Super Tuesday counts elsewhere in Australia). However, due to high temperatures experienced in September and the nature of working hours in Alice Springs the peak riding period is within the 6.30-8.30 am period. Following feedback from volunteer counters in 2011 regarding the count period, NT Department of Transport requested that the count be brought forward to capture the main travel peak. A consequence of changing the counting period from 7am – 9am to 6.30am – 8.30am is the data will not be directly comparable. However, for future counts, the new count time will provide improved information.

The weather was sunny and warm on Super Tuesday 2012.

The key findings from Super Tuesday 2012 include:

- Site 5418: Stuart Hwy (north), Stott Tce, Stuart Hwy (south), Larapinta Dr, was the busiest commuter route in Alice Springs, with a total of 127 riders
- Alice Springs recorded an average of 63.5 riders per hour at the busiest site
- Larapinta Dr has been identified as a key east/west commuter route for riders
- Stuart Highway and South Tce are both popular routes for riders travelling north/south

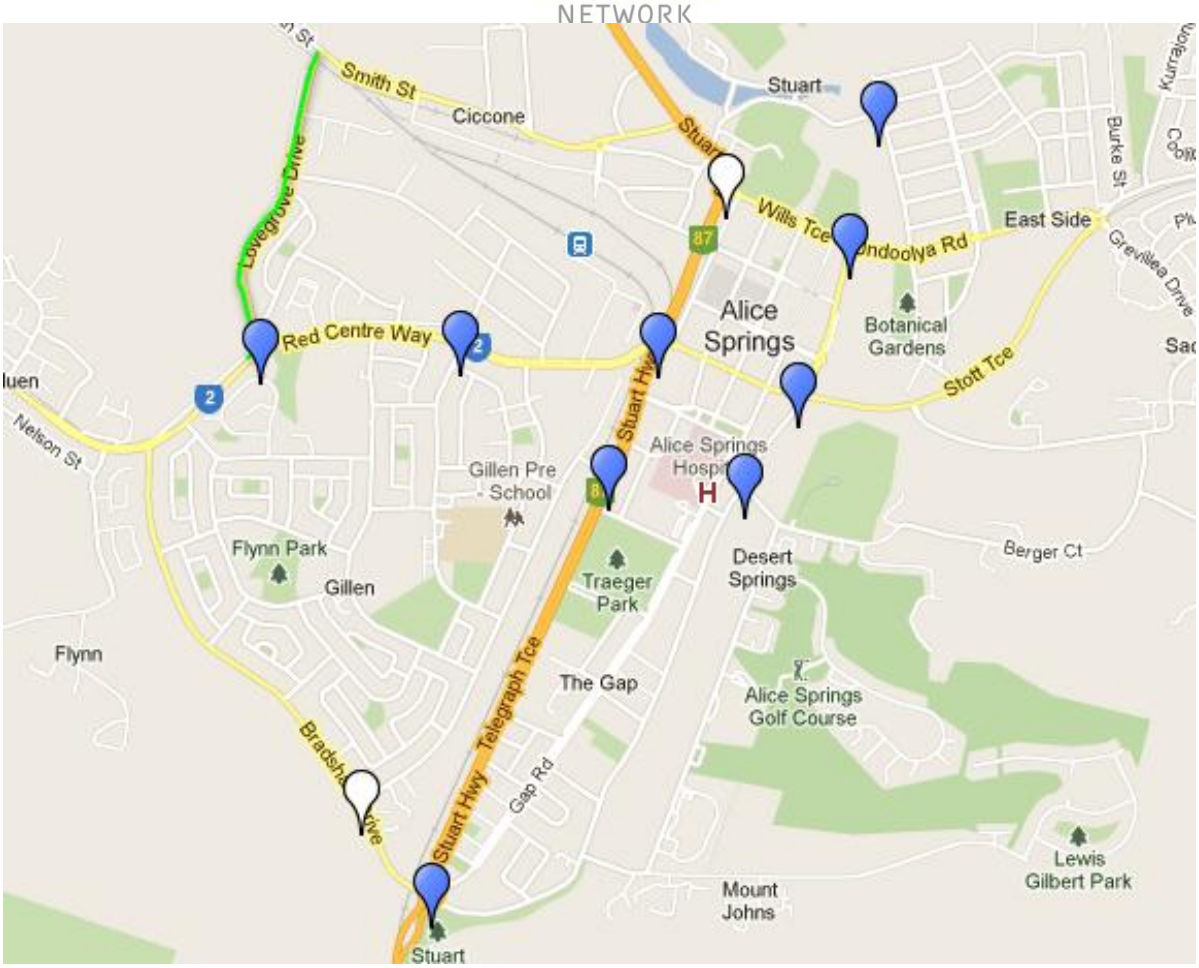


Figure 1 - Alice Springs Town Council Super Tuesday 2012 Count Sites

To view all Alice Springs Town Council 2012 count sites click on this link: [Alice Springs Super Tuesday Data]

2.0 How to Use This Report

The Super Tuesday 2012 report for Alice Springs 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 Alice Springs 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 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 Alice Springs 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 Alice Springs Rider Numbers

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

Council (Alice Springs)	Legs	Location ... sort columns by clicking on the column headings	Map ref	See map	am tot
Alice Springs	4	Stuart Hwy (north), Stott Tce, Stuart Hwy (south), Larapinta Drv	105 J15	5418	127
Alice Springs	4	Leichardt Tce, Stott Tce (east), South Tce, Stott Tce (west)	106 A16	5416	108
Alice Springs	4	Milner Rd (north), Larapinta Dr (east), Milner Rd and Larapinta Dr	Map 105 F15	5980	103
Alice Springs	3	Lovegrove Dr, Larapinta Dr (east) and Larapinta Dr - count on and off road as one and the same	Map 106, B16	5983	85
Alice Springs	3	Undoolya Rd, Leichardt St, Wills Tce	106 B14	5414	82
Alice Springs	3	South Tce (north), Tuncks Rd, South Tce (south)	112 A2	5420	66
Alice Springs	3	Stuart Hwy (north), Stuart Hwy (south), Espie St	111 H2	5419	58
Alice Springs	3	Sturt Tce (north), Sturt Tce (south), Schwarz Cres	106 C12	5421	48
Alice Springs	5	Stuart Hwy (north), Gap Rd, South Tce, Stuart Hwy (south), Bradshaw Drv	111 E9	5417	48
Alice Springs	3	Wills Tce, Stuart Hwy (south), Stuart Hwy (north)	105 K13	5415	-
Alice Springs	3	Bloomfield St, Bradshaw Drv (south), Bradshaw Drv (north)	111 D7	5422	-

Figure 2 - Count Sites in Alice Springs, 4 September 2012

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

3.2 The Busiest Commuter Routes in Alice Springs

Table 1 shows the busiest intersections recorded in Alice Springs 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 Alice Springs

Council	Site Description	Map Ref	Site	Total number of riders	Change from last count
Alice Springs	Stuart Hwy (north), Stott Tce, Stuart Hwy (south), Larapinta Dr	105 J15	5418	127	-4%
Alice Springs	Leichardt Tce, Stott Tce (east), South Tce, Stott Tce (west)	106 A16	5416	108	-3%
Alice Springs	Milner Rd (north), Larapinta Dr (east), Milner Rd and Larapinta Dr	Map 105 F15	5980	103	new site
Alice Springs	Lovegrove Dr, Larapinta Dr (east) and Larapinta Dr	Map 106, B16	5983	85	new site
Alice Springs	Undoolya Rd, Leichardt St, Wills Tce	106 B14	5414	82	-15%

3.2.1 Observations on Top 5 Busiest Sites

Figure 3 - Site 5418

Site 5418: Stuart Hwy (north), Stott Tce, Stuart Hwy (south), Larapinta Dr, was the busiest commuter route in the Alice Springs municipality, with a total of 127 riders. Most of the riders were travelling east on Larapinta Dr. The total number of riders was slightly down (4%) compared with last year.

Figure 4 - Site 5416

Site 5416: Leichardt Tce, Stott Tce (east), South Tce, Stott Tce (west), was the second busiest site with a total of 108 riders. This site was also slightly down (3%) compared with last year. Most of the riders travelled west on Stott Tce.

Figure 5 - Site 5980

Site 5980: Milner Rd (north), Larapinta Dr (east), Milner Rd and Larapinta Dr, recorded 103 riders in total. This is a new site counted this year. 64 riders exited and continued east along Larapinta Dr. This is consistent with the neighbouring site 5418 where 64 riders were counted entering the site from Larapinta Dr.

Figure 6 - Site 5983
Site 5983: Lovegrove Dr, Larapinta Dr (east) and Larapinta Dr, recorded 85 riders. This is a new site for 2012. The majority of riders travelled south on the path and continued west.

Figure 7 - Site 5414
Site 5414: Undoolya Rd, Leichardt St, Wills Tce, recorded 82 riders, 15% less than last year. Most of the riders came from Undoolya Rd.

3.3 Other Significant Site

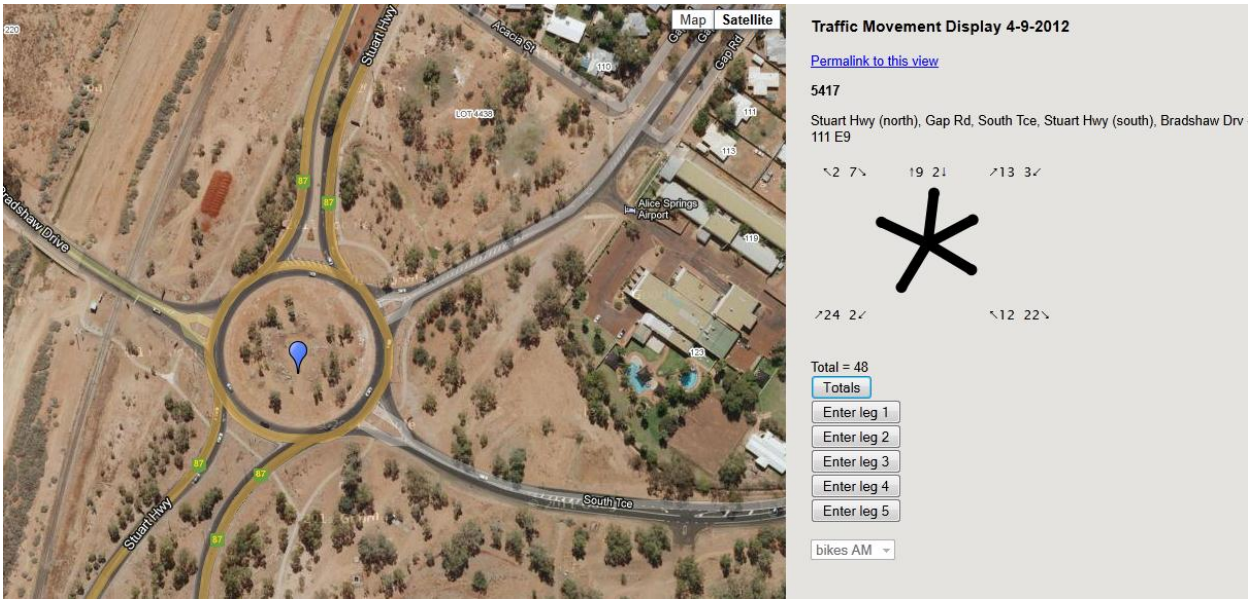


Figure 8 - Site 5417
Site 5417: Stuart Hwy (north), Gap Rd, South Tce, Stuart Hwy (south), Bradshaw Dr, experienced growth in total number of riders of 23% (48 in 2012 compared with 39 in 2011).

3.4 Average Riders Per Hour

Average riders per hour are calculated on the busiest counted site in each municipality.

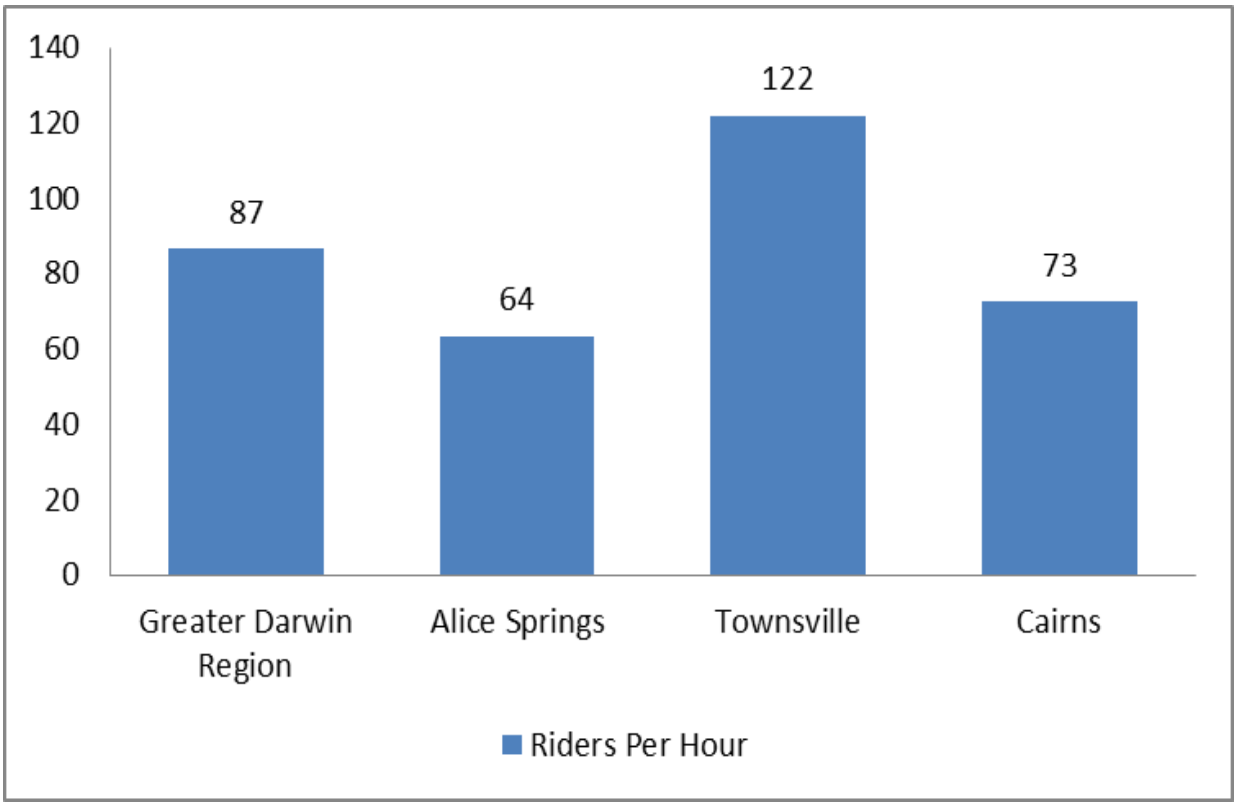


Figure 9 – Average Riders Per Hour

Figure 9 shows Alice Springs averaged 64 riders per hour at its busiest location

3.5 Commuter Flow at the Busiest Site in Alice Springs

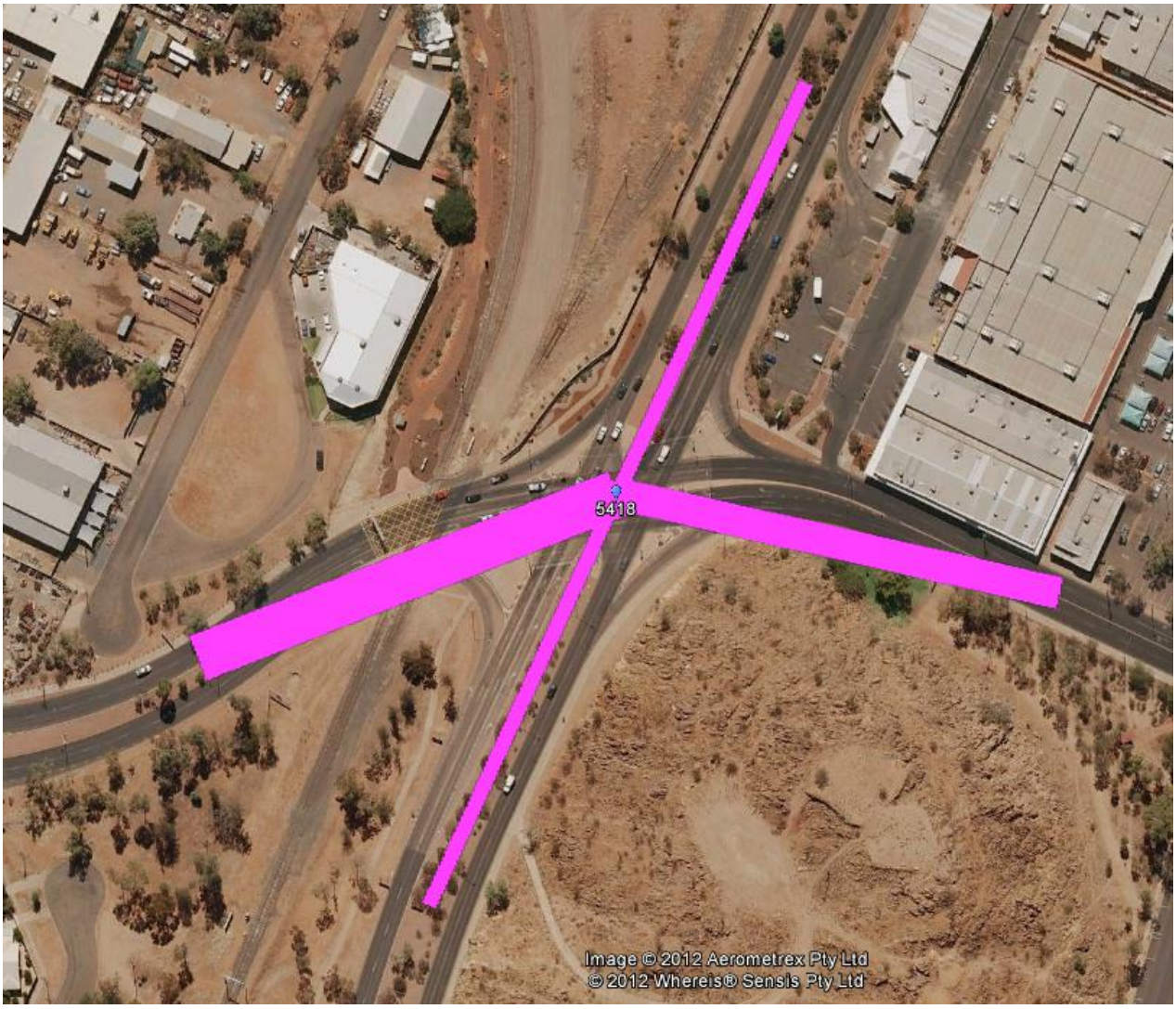


Figure 10 - Commuter Flow at Site 5418

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

Figure 10 illustrates the rider flow at the busiest location counted in Alice Springs on Super Tuesday with the main flow clearly east/west.

4.0 Recommendations for Further Analysis

To get a more in-depth understanding of rider movement and patterns, council should consider the RiderView, BikeScope and PinPoint 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.

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 the Department of Transport's decisions, the Department of Transport 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 B). This data is submitted to Bike Futures and compiled into reports for participating councils.

A.2 Visual Count Sites

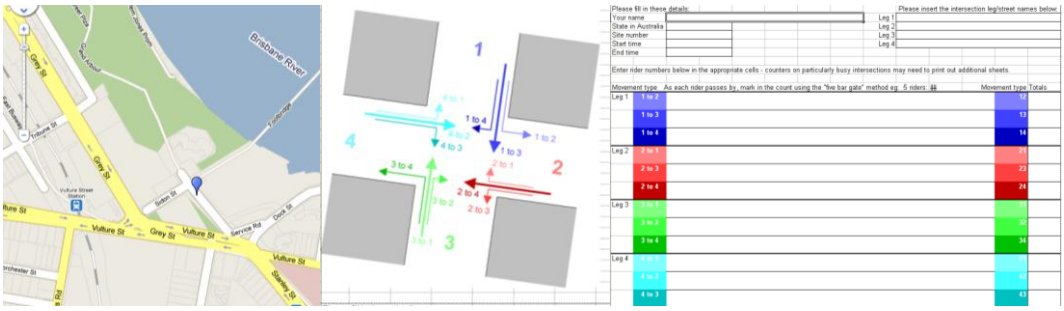
Super Tuesday project aims to record the movements of a minimum of 80% of riders. To determine rider routes, the sites are placed along known bicycle commuter routes and at locations on known or suspected 'tributaries'. Sites are more spread out at the outer edge of the rider catchments and more closely 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

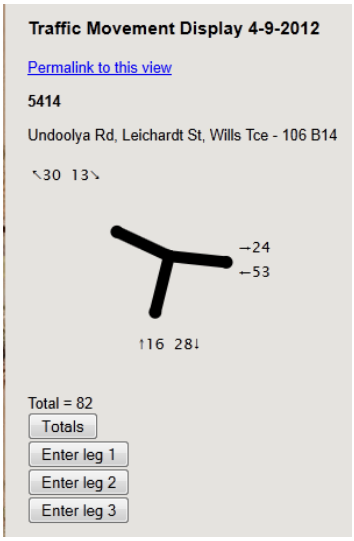


Following the completion of the visual count, counters are able to send the count data to Bike Futures in one of three ways, as follows:

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
Northern Territory News	NT	3-Aug	Rider Count for Bike Boom	6	19,588
Townsville Sun	QLD	8-Aug	Wheels in motion for Bike Count	3	55,858
Coffs Coast Independent	QLD	23-Aug	Count bikes to earn money for your group	14	29,548
Northern Territory News	NT	28-Aug	Pedal Tally	6	19,588
Centralian Advocate, Alice Springs	NT	31-Aug	Bike Survey to make sure cyclists count	16	6,107
Northern Territory News	NT	4-Sep	Bike monitors perform wheel service for cities	9	18,977
Centralian Advocate, Alice Springs	NT	7-Sep	Cyclists make it count	9	6,107

Total Eyeballs: 155,773

- 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/