Whose street is it anyway?

A cordon count spatial study of Montreal’s Plateau-Mont-Royal borough

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About Eco-Counter

Design & manufacture bike and pedestrian counters

Work with cities to develop bike count programs

Enable a data-driven approach to planning
Working for a safer, more bike-friendly world
Types of automated bike counters

Permanent
- Long-term
- Durable + robust
- Discreet
- Capture monthly, seasonal and yearly trends

Temporary
- Short-term
- Mobile
- Battery-powered
- Easy-to-deploy
- Great for pilot projects

Displays
- Communication modules
- High-impact
- Crowdpleasers!
Capturing the growth of cycling in Montréal

40% Increase in the number of bikes counted since 2009

1.34m Bikes counted in 2018 on the St. Laurent/Bellechasse bike lane (the busiest bike lane in Montréal)
Growth in winter cycling
The challenge?

It is hard to estimate the volume of people moving through a network or corridor.

How do people move through a neighborhood?

Do our streets reflect mode-split?
19 streets

In the past, this would require ~75 counters
Mode-share study 2018

19 streets

2-week car, bike & ped counts per street

Data extrapolation factors
Counting bicycles, vehicles and pedestrians on all north-south streets across a neighborhood

A low-resource approach to calculate mode-share
“On the majority of streets in the neighbourhood, bikes and pedestrians constitute the majority of street users”
A summer of short-term counts

Throughout the short-term counts, **1.48 million passes were counted**, of which:

- 17.5% were cyclist
- 55.5% were vehicles
- 27% were pedestrians
Extrapolating AADT from short-term counts
Extrapolating AADT from short-term counts
Planning for wellbeing
Measure the physical space allocated to each mode
Cyclists account for 35% of road users counted and are allocated 12% of physical street space.
“On Clark, pedestrians account for 49% of street users, bicycles 32%, while vehicles are just 19% of road-users.”
Then, what happened?
The ‘Réseau Express Vélo’ (REV) in Montreal
Transforming St. Denis street
1 in 4 storefronts are currently vacant
We see in studies in the case of arterial commercial streets, when there is cycling infrastructure that is interesting, safe and attractive, it is good for business.

Valérie Plante, Mayor of Montréal
Das Bild kann zurzeit nicht angezeigt werden.
Key data points to inform cycling local cycling policies

“On Colonial… just 20% of road users are motor vehicles, yet 67% of the street space is dedicated to this mode.”

“On Berri Street, an important north-south axis, pedestrians and cyclists account for nearly two-thirds of road users.”

OMG! Precious data!
Doing a lot with less

A replicable methodology to estimate mode-share across a neighborhood

More data is an outcome multiplier

Be strategic with messaging & communicating data
Thank you.

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