

# Measuring the impact of temporary and pop-up bike and pedestrian infrastructure

Essential data for quick-deploy projects

## Why count on temporary infrastructure?

- + Understand usage patterns and track changing trends
- + Communicate with stakeholders - including local businesses and media - on the success of the project
- + Inform future planning and permanent installations

## Overview

Get the data you need, when you need it most. Eco-Counter's automated people counters can be deployed in 30 minutes to count pedestrians and cyclists on temporary and popup bike and pedestrian infrastructure. Our durable, battery-powered counters are designed to suit a wide variety of installations, including bidirectional and unidirectional bike lanes, enlarged sidewalks, shared streets and much more.



## The challenge

In order to give more space to pedestrians and cyclists, many cities around the world are deploying temporary and pop-up bike and pedestrian infrastructure.

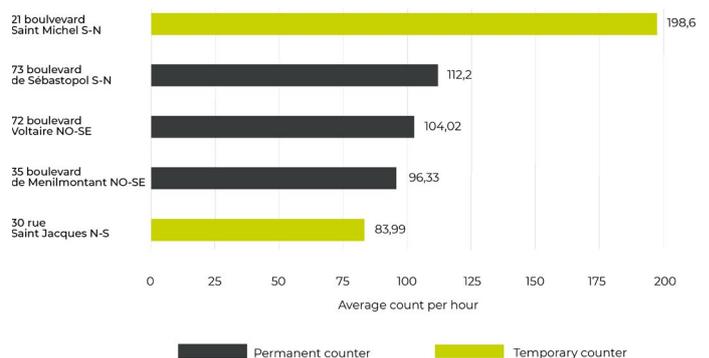
Pop-up infrastructure – sometimes called ‘tactical urbanism’ – can take many forms, but often involves closing one vehicle lane of a road and allocating that space to cyclists or pedestrians. These projects are usually completed in a short period of time, relying on plastic posts, volunteers, paint, or other low-cost, easy to deploy solutions.

Having the right data to understand how and when this new infrastructure is used is essential for justifying the project, adapting improvements, and communicating with stakeholders.

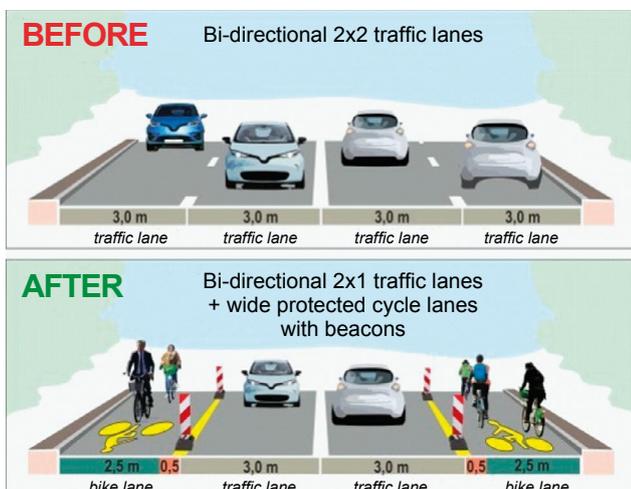
## Case study:

### City of Paris

To cope with the reduction in transport capacity and avoid motorized traffic saturation, the city of Paris has set up temporary cycling facilities. To measure their effectiveness, the city has installed 6 temporary Easy-ZELT bicycle counters. By evaluating ridership until September, the local authorities will be able to assess the take-up of these facilities, but also the medium-term impact on cycling, the relevance of the investments made and decide whether or not to make them permanent.



As visible thanks to the city open data platform, the new pop-up bike lanes (in green) are already among the most frequented sites of Paris ([source: Paris Open Data / hourly average bicycle traffic](#))



Credits: CEREMA



# 3 mobile counters

to measure the success of your temporary, pilot or popup projects

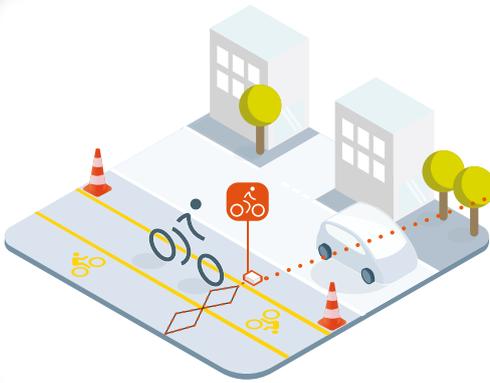
Easy installation

Automatic data transmission

Interactive data visualization

## Count cyclists on a popup or pilot project bike lane

Up to 6 months



Easy-ZELT



### Overview:

- + Durable, trusted bicycle counter
- + Quick to deploy (30m), easy to move
- + Precise counting, even with groups of cyclists

### Advantages:

- + Autonomous, battery powered, mobile
- + Ideal for temporary and semi-permanent installations
- + Count on facilities up to 3.5m (12') wide
- + Quick & easy to install (<30m)

## Count both pedestrians and cyclists on temporary active transportation infrastructure

2 to 6 weeks



Mobile MULTI



### Overview:

- + Rapid deploy, mobile people counter
- + Counts and classifies bicycles and pedestrians, including direction
- + Battery powered and designed to withstand harsh environments

### Advantages:

- + Count on facilities up to 6m (20') for bicycles, and 4m (13') for pedestrians
- + 10 year battery life, 2 year internal memory
- + Data transmission by 3G/Bluetooth
- + Quick & easy to install (<30m)

## Undertake short-term counting on shared streets

2 to 6 weeks



TUBEs



### Overview:

- + A quick-deploy bicycle counter
- + Precise bicycle count data, including on shared, multi-use streets with motor vehicles

### Advantages:

- + Autonomous, mobile & battery powered
- + Counts and classifies bicycles and vehicles
- + Install on facilities up to 9m (30') wide
- + Rapid installation, under 30m