

Evaluation Matrix

Evaluation Matrix Stephen Avenue Bicycle Pilot

Theme	Performance measures		Unit of measurement	Benchmark value ¹ fall 2014	Target ¹ by fall 2016	Measurement method
	No.	Primary Performance Measures				
Satisfaction ²	1	Satisfaction with the pilot street	percentage	walking :82% (6am-6pm) bike riding: 346% (6am-6pm) driving/passenger: 54% (6pm-6am)	walking: +0% = 82% bike riding: +30% = 76% driving/passenger: +0% = 54%	Telephone survey In-person interviews
	2	Collision rate	number of crashes crashes per 100,000 km travelled on the route	average: 24 crashes/ year	-10% = 20 crashes / year	Calgary Police Service database
Safety ⁴	3	Near-misses involving bicycles	# of near-miss events compared to #bicycles	TBD Fall 2015	TBD Fall 2015	Video camera Human observation
	4	Speeds (motor vehicles and bicycles)	85th percentile speed	TBD Fall 2015	TBD Fall 2015	Automated equipment
Walking, cycling and auto activities	5	Bicycle volumes ^{5,9}	number of bicycles / day	see Attachments 5 and 6	see Attachments 5 and 6	Automated tube counter Video camera Human observation
	6	Pedestrian volumes ^{5,9}	number of pedestrians	4,500	+0% = 4,500	Video camera Human observation
	7	Careless bicycle riding ¹⁰	number of bicycles riding carelessly percentage of bicycles riding carelessly	TBD Fall 2015	TBD Fall 2015	Human observation Video camera
Secondary Performance Measures						
Economic Vitality ⁷	8	Intercept survey- adjacent patrons ³	# visits per week	visits / week: 115	# visits/week: +2% = 120	Person-to-person interviews
	9	Intercept survey- adjacent merchants ³	\$ spent per month	\$ spent / month: \$6,500	\$ spent/month +2% = \$6,600	Person-to-person interviews
Demographics	10	Gender	# customers/day ⁸	4,200	# customers/day +2% = 4,300	Person-to-person interviews
			% and # of women bicycle riders / day	% women: 12% # women: 24	% women: 25% # women: 300	Human observation Video camera
	11	Children, Seniors (<18 years old, >65 years old)	% and # of bicycle riders under 18 / day % and # of bicycle riders over 65 / day	<18: 0%, 0 >65: 4.1%, 8	<18: 1.0%, 12 >65: 2x % = 8.2%, 98	Human observation Video camera