

Evaluation Plan: Performance Measures & Targets

Theme	Performance measures for each cycle track route ¹		Unit of measurement	Time of benchmark measurement	Target by Fall 2016	Measurement method
	No.	Primary Performance Measures				
Satisfaction²	1	Percent satisfied with Pilot Cycle Track	percentage	Fall 2014	% satisfaction by mode (walking, cycling, driving) same or higher	Telephone survey and interviews
Safety³	2	Collision Rate	number of crashes, crashes per 100,000 km travelled on the route	Fall 2014	10% reduction	Calgary Police Service database
Walking, cycling and auto activities	3	Bicycle volumes ⁴ (16hr, weekdays)	number of bicycles	2013 & Fall 2014	double, triple or quadruple	Automated counter and video camera
	4	Peak period travel time- automobile	minutes and seconds	Fall 2014	increase in peak period travel time ≤20%	GPS and stopwatch trials
	5	Unlawful bicycle riding: sidewalk riding if >14yrs of age, wrong-way riding on the roadway	number of bicycles riding unlawfully; percentage riding unlawfully	Fall 2014	unlawful riding ≤2%	Human observation and video camera

Secondary Performance Measures

Economic Vitality⁵	6	Intercept survey- adjacent patrons	# visits per month; \$ spent per month	Fall 2014	# visits and \$ spent/month higher	Person-to-person interviews
	7	Intercept survey- adjacent merchants	# customers/day	Fall 2014	# customers/day higher	Person-to-person interviews
Demographics	8	Gender	number of women bicycle riders; percentage of bicycle riders that are women	Fall 2014	% women >25%	Human observation and video camera
	9	Children, Seniors (<14 years old, >65 years old)	number of bicycle riders under 14 and over 65; percentage of bicycle riders under 14 and over 65	Fall 2014	% higher	Human observation and video camera

Notes:

1. The values of the data collected might vary depending on circumstances such as construction, weather, change in local economy, or unforeseen events.
2. Satisfaction survey and interviews will include pedestrians, cyclists, motorists, Calgary Transit, emergency services, residents, business owners, and employees.
3. (a) Collision data will include number of collisions and rate of pedestrian, cyclist, and auto collisions, severity (property damage only, injury, fatality), location, and type.
(b) The collisions database may not include all collisions of the prior year, as any court proceedings related to collisions must be finished before collisions can be added to the database.
(c) Collision data can vary significantly from year to year. That's why collision data is usually analyzed over a longer time span, such as three years or five years.
(d) For reference purposes, the number of collisions on the 7 St SW cycle track reduced by 4 crashes or 14% in the year after opening, from 28 per year on average for the three years prior to opening to 24 in the year after opening
(e) For reference purposes, the collision rate or number of collisions per 100,000 population in Calgary is going down every year, as described in the Safer Mobility Plan.
4. Real time data from select locations will be available for the public to view on the web.
5. Economic vitality targets apply to 2/3 of merchants.