

Evaluation Plan: Timing & Frequency

Theme	Performance Measure Number	Timing of Performance Measures									
		Before		Installation	After						
		- 14 months	-6 months	0 months	2 weeks	2 months	6 months	14 months	17 months		
		2014 09	2015 01	2015 07	2015 07	2015 09	2016 01	2016 09	2016 12		
Primary Performance Measures											
Satisfaction ²	1	x		Open the cycle track pilot network and Stephen Avenue pilot				x		T&T evaluation report	
Safety ³	2	x						x			
Walking, cycling and auto activities	3	x	x				x	x	x		
	4	x	x			x	x	x	x		
	5	x	x			x	x	x	x		

Secondary Performance Measures

Economic Vitality ⁴	6	x						x		
	7	x						x		
	8	x			x	x		x		
Demographics	9	x			x	x		x		
				Open the cycle track pilot network and Stephen Avenue pilot						T&T evaluation report

Notes:

- The values of the data collected might vary depending on circumstances such as construction, weather, change in local economy, or unforeseen events.
- Satisfaction survey and interviews will include pedestrians, cyclists, motorists, Calgary Transit, emergency services, residents, business owners, and employees.
- Collision data will include number of collisions and rate of pedestrian, cyclist, and auto collisions, severity (property damage only, injury, fatality), location, and type.
 - 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.
 - 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.
 - 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.
 - 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.
- Economic vitality targets apply to 2/3 of merchants. **Multiple factors influence economic vitality and some are beyond the control of the municipal government. The current economic downturn and jobs lost in Centre City might impact economic performance measures.**

Removed: Performance Measure 8 (Gender) for '6 months 2015 01' and '6 months 2016 01'. Manual and video camera data collection is unable to accurately determine gender in the winter.