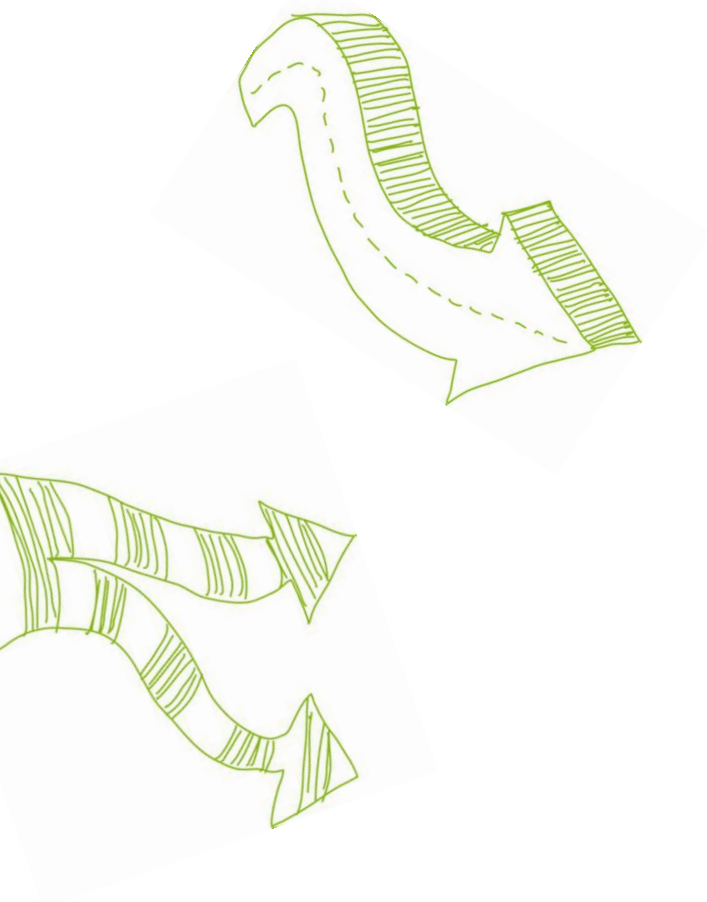


## CHECKLIST CONCERNING BICYCLE MONITORS

THOMAS EIDRUP  
KALMAR MUNICIPALITY  
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There is quite a number of questions to deal with before having a bicycle monitor installed and counting at your favorite spot. Here is some of them together with short notes on Kalmar's decisions.

## Design

Consider what the design is doing to the image of cycling. Also, will the monitor have to stand out or melt into the surroundings? Kalmar chose to have a red design on the monitor, a colour that stands out and is part of our graphic profile. Calculate for some minor extra costs and longer time for delivery. And should it be mounted on a pole or a construction standing on its own? Kalmar chose a construction standing on its own.

## Display

One can choose different parameters in the display. Kalmar chose to show: number of cyclists today, cyclists so far this year and air temperature. We considered time and date not so interesting. The display should be two sided when the bicycle traffic is coming from two directions.



## Location

When choosing the location, consider:

- Should the barometer stand on a location with the highest cycling traffic? It is nice to show high numbers!
- Should it stand where it is also seen by many motorists? A good thought.
- Should it stand so that it is visible from afar and from different directions?
- Consider which direction should have the best visibility.
- Shall we measure on one or two sides of the road (if there are bike paths on both sides)?
- Shall there be a monitor on one or both sides if there is a road with bike paths on both sides?

We chose a location on which we catch a lot of shopping cyclists, which is our focus group in the ABC project. The location is right at the new bridge over a highway that was previously a major barrier for cyclists. The monitor will contribute hopefully to more people discovering this new route.



## Technology

Do you want to use radar measurements, conductive loops or other techniques? The radar is easy to move while the inductive loops may have a slightly better accuracy. Maybe the highest accuracy is not as important, as we most of all want to document a trend development over time. Even inductive loops record error such as strollers and walkers.

## Procurement

- Apply of the public procurement legislation
- Please take the help of experts in procurement
- Start well in advance.
- Specify the requirements and preferences. Find out what is reasonable and possible, otherwise, incoming offers can get very expensive. Therefore, start by make a hefty scanning of the market.

## Data publication

- Consider whether it is of great value to publish statistics automatically and continuously at your website. Maybe it is more useful to publish a monthly report on the web and for the press. We believe most of the latter!
- On the web, the daily amount of cyclists is not that interesting. Instead consider to show the number of cyclists the last month and/or so far this year, compared to the same period the last years.

## Installation

- If you can use a power outlet nearby, it is cheaper and easier than a battery driven monitor. We have laid a power cable from the other side of the bridge.
- Make sure that the contractors involved are meticulous and have access to all necessary installation instructions. Mistakes in outlining the induction loops can lead to measure errors.
- The slots for the inductive loops has to be filled by bituminous mass, with a melting degree of 130 degrees .The loops can withstand a temperature up to 200 degrees. The mass used in our case was too soft and had to be replaced afterwards.



- Make sure that everything is ready before the inauguration date. In our case, the ground work was not finished and we had clean up the area around the monitor the last minute.





## Inauguration/opening ceremony

- Consider all actions you can do to attract the press to an official opening (writing press releases, invite key employees/politicians etc.).
- A stylish cloth can cover the monitor, which will be pulled off during the opening ceremony.
- Try to involve a celebrity at the ceremony.
- At the opening ceremony, we were able to manually turn on the power of the monitor, so that we really started counting right there and then.



- It is a good idea to have technical expertise around (or available on phone), in case the monitor will fail to work.
- Award the first person to pass by the monitor by giving for example flowers.
- Document the ceremony well to use on your website, in presentations, etc.

Good luck! 😊

