

## MEDCYCLETOUR Good Practice – Counters and users profile study

5 November 2019

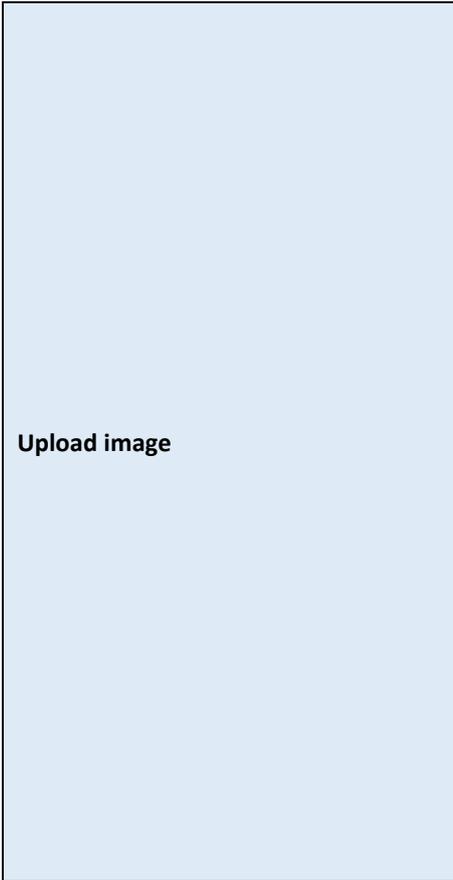
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Your organisation	
Country	Spain
Region	Catalonia
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Organisation in charge of the good practice		
Organisation in charge of this good practice	Consorci de Vies Verdes de Girona	
Location of the organisation in charge:	Country	Spain
	Region	Catalonia
	City	Girona

Good practice general information	
Title of the practice	Counters and users profile study.
Does this practice come from an Interreg Europe Project?	No
If yes, what is the name of that project?	--

Category of the practice	Please select the category of the practice (you can mark the category in bold): <ol style="list-style-type: none"> <li><b>Cycling tourism route infrastructure</b></li> <li>Cycling-friendly services solutions</li> <li>Solutions for combining bike and public transport</li> <li>Promotion / Marketing</li> <li>Sustainable organisational or financing solutions</li> </ol>	
Geographical scope of the practice	Regional	
Location of the practice	Country	Spain
	Region	Catalonia
	City	Girona

<b>Detailed description</b>	
<b>Short summary of the practice</b>	Counters and user profile and economic impact study at EuroVelo 8 route in Catalonia.
<b>Detailed information on the practice</b>	<p>Installation of two counters with different technical properties: The first one is an eco-counter for multiple bicycles/pedestrians, counting bidirectionally, and the second one is from PiroBox with a pyroelectric sensor, also bidirectional. This second one is a mobile counter and very important for us because it will be possible to change the location depending on our information needs any time in the year. So the information is going to be rich and interesting for us and for all our partners. The fixed counter is located in Caldes de Malavella, approximately at the intersection between of greenway and EuroVelo 8 turning south.</p> <p>The information from the counters will complement a study of the users at different points of the route to learn more about them: habits, age, needs, place of origin, etc.</p>
<b>Resources needed</b>	<p>The price of the counters, including VAT, was about €7,000. The estimated cost of the study and the surveys was €12,000, including VAT, for the economic impact of the greenways, and €6,466 for the perception of the impact of the greenways and EuroVelo 8 in the Gerona area.</p> <p>The maintenance costs of the counters are the replacement of the batteries (€120 every two years) and a €300 subscription for sending the data.</p> <p>In addition, there are human resources costs as the counters need to be cleaned twice a year and the information needs to be downloaded. The batteries need to be changed, and any other problem requiring a technician needs to be solved. We have to consider that this machine is located outside in nature and many things can happen (for example some bugs made a nest in it last summer, so it did not count well for a while).</p>
<b>Timescale (start/end date)</b>	Project started in 2018 and is still ongoing, because we have been changing the location of the mobile counter regularly.
<b>Evidence of success (results achieved)</b>	<p><u>About the study:</u> Thanks to the user study, we have learned more about the needs of the users while they cycle our routes. For example, one thing they ask for is rest areas along the route. They consider the current rest options insufficient because it is a long route and for people doing a long cycling trip, it is important to have safe places with drinking water, tables, shade, etc. Moreover, it is important to have a scientific approach towards estimating the approximate economic impact of this route. This was necessary to estimate the value of the infrastructure we manage for the territories: for private services enterprises, such as restaurants, hotels, bike rental, incoming travel agencies, etc. but also for public administration to redistribute the funds in a more logical way.</p> <p><u>About the counters:</u> It is important to know how many people use the route. We changed the location of the mobile counter so we could demonstrate how many users switched from a main national to the EuroVelo 8 route. This work is still ongoing, so we have not made any final conclusions about this point.</p>
<b>Challenges encountered</b>	The first lesson concerned the mobile counter. We first thought it would be more practical to change the location at different times of the season, but when we started to study the details, we found it was more interesting to install it longer some way before the intersection of the main route Pirinexus and the south turn of EuroVelo 8. We mean the two counters were studying how many people knew EuroVelo 8.
<b>Potential for learning or transfer</b>	This experience has been very interesting for our territory. It is always important to verify impressions of what is happening with definite numbers, so that our work is not only based on estimates. The final information from the survey and also the information we are collecting from the counters is teaching us which things the Consortium and the territory of Gerona are doing well and are on the right way, and also which actions we initially thought are correct but were actually a mistake, so that we can rethink and reformulate them more efficiently. For example, we have never given much importance to rest areas because we have always thought that people cycling on our routes stop in towns or cities. But thanks to the survey, we know now as a fact that a lot of people would appreciate to have more rest areas while riding the route.
<b>Further information</b>	<a href="http://www.viesverdes.cat/en/el-consorci/">http://www.viesverdes.cat/en/el-consorci/</a>
<b>Keywords related to your practice</b>	Counters, profile, greenways, study, EV8 in Catalonia.



Upload image



Mobile counter first location



Mobile counter actual location



Fixed counter