BROADWAY ECO-TOTEM
BIKE COUNTER TRENDS

May 2016

Data from June 23, 2015 – April 30, 2016
WHY COUNT?

- To publicly show how many people are bicycling and make a statement that “bicyclists count”
- The 24/7 data can be used to analyze daily, weekly, monthly and seasonal patterns. This can be used to help extrapolate data from other counts
- The data assist with determining crash rate analyses
The Broadway Eco-Totem Bike Counter was installed on **June 23, 2015**.

More than **360,000** rides have been counted so far!

- **September 2015** was the busiest month, with **50,185** counts!
Bike counts follow typical commuting hours, with morning and evening peaks.

And the vast majority of morning trips are eastbound, possibly into Boston for work.
DAILY & SEASONAL PATTERNS

BUSIEST MONTH
September 2015: 50,185 counts!

We’re also starting to see seasonal trends emerge, with more people bicycling in the warmer months.

Soon, we’ll be able to see year to year changes!
WEATHER AFFECTS RIDERSHIP

More people bike in **warmer** temperatures... 🌞

![Average Daily Bicyclists](chart)

**AVERAGE DAILY BICYCLISTS**

- **Average Temperature (F)**
  - 0-9
  - 10-19
  - 20-29
  - 30-39
  - 40-49
  - 50-59
  - 60-69
  - 70-79
  - 80-90

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**Precipitation (in)**

- -0.5-0
- 0-0.5
- 0.5-1
- 1-1.5
- 1.5-2
- 2-2.5

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**AVERAGE DAILY BICYCLISTS**

- **Westbound Bicyclists**
- **Eastbound Bicyclists**

...and when it’s not raining.

But many people still ride when it’s cold or rainy!
Prior to MassDOT shifting traffic on the Longfellow Bridge so that outbound bicyclists and pedestrians shared the sidewalk, more people biked westbound than eastbound. After the change, the opposite is true.

Learn more about the impacts of construction.
For the 2015 Hub On Wheels Celebration, there was a huge shift in biking patterns compared to a typical Sunday.

People biked into Boston in the morning for the start of the ride at Government Center, and returned home to Cambridge and beyond over the course of the day.
HOW TO GET INVOLVED

· GET COUNTED!
  Ride in the bike lane on either side of Broadway and watch the number increase!

· Check out the official Eco-Totem website for a quick, easy way to look at trends over time.

· Download the complete dataset from the counter through our Open Data Portal and do your own analyses! Counts are automatically transferred to the Open Data Portal on a daily basis.